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Format: Paperback "Marketing Automation with Eloqua" is essential for any marketer who uses Eloqua. It covers everything for marketing automation you need to know from creating your first campaign to managing and creating emails, landing pages, segmentation, forms and lead scoring. Eloqua is a powerful tool and has many great features.

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Within this field, marketing is one of the core business functions that can benefit greatly from automation platforms such as Pardot and Eloqua. Marketing automation is also one of the fastest-growing software-as-a-service (SaaS) sectors, with its global value expected to reach \$6.4 billion by 2024. Over half of companies already use it, and many more are planning to integrate marketing automation into their existing processes in the coming years.

Pardot vs. Eloqua: which marketing automation software is ...

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