



Dan Radu
CEO @ MACRO

The MarTech Stack Frankenstein

4 signs your channel program is being held together by tools nobody asked for.

1 You can't list every tool in your stack from memory

When the team needs a Notion page to remember what the company is paying for, the stack has stopped being a stack.

It's become a graveyard with monthly invoices.



Dan Radu CEO @ Macro | Better B2B Global Marketing Agency

MACRO

2 Your partners use a fraction of what the platform offers

PRM logins drop sharply after onboarding.
TCMA campaign launches plateau by Q2.

The platform isn't broken.

The execution layer underneath it never existed.



3 Each tool has an owner, and none of the owners talk

1 Marketing owns the **MAP**

2 Channel owns the **PRM**

3 Ops owns the **attribution**

The data doesn't reconcile because the teams reporting it don't either.



4 Every leadership change adds a tool, never removes one

New VP, new platform, partner program reset to zero.

Knowledge of how anything actually works lives in one person, and when they leave, **the Frankenstein gets a new head, and a new contract.**





Dan Radu
CEO @ **MACRO**

The fix is not another tool.

It's an execution layer that runs across the tools you already own — tool-agnostic, multilingual, and built for the way partners actually work.

Macromator — Marketing efficiency. Global scale.