



# YOUR MARKETING TECHNOLOGY STACK:

WHAT IS IT & HOW TO EVALUATE ITS EFFECTIVENESS



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# ON THE RISE: MARKETING TECHNOLOGY

As the need builds to drive results in today's fast-paced world, so does the need for Marketing Technology. Watching this trend unfold, we formed our Marketing Technology team back in 2014. With experience not only in developing but also integrating, launching, and maintaining marketing technology, they truly understand the importance of having a solid MarTech stack in your toolbox.

So, what is a MarTech stack? Read on to learn just that, why it's essential to the success of your business, and how to tell if your stack is doing its job.



A man with glasses is looking at a computer screen. The screen displays various data visualizations, including bar charts and line graphs, along with snippets of code. The background is a blurred office setting. A large red triangle is in the top left corner of the page.

# WHAT IS A MARTECH STACK?

## WHAT IS MARKETING TECHNOLOGY?

Marketing Technology or MarTech is the software, platforms, and programs that modern marketers use to drive results in today's fast pace, customer-driven environment. The range of technologies is broad and covers everything from the building blocks like programming languages and databases to highly complex AI-driven customer experience platforms.

## WHAT IS THE MARKETING TECHNOLOGY STACK?

A marketing technology stack is multiple integrated platforms that marketers use in their day-to-day operations. If the platforms don't integrate, it's not a stack; it's a group of siloed applications. Enterprise-level companies average 90 different applications in their marketing technology stack. SMBs average a double-digit number of platforms to support their marketing endeavors. A company's MarTech stack is not shrinking; it's growing. Selecting, implementing, and maintaining that stack is a full-time job.

## WHAT ARE THE GENERAL CATEGORIES OF MARKETING TECHNOLOGY?

Marketing Technology has six significant categories comprised of more sub-categories. **There are 8,000 different platforms/apps in the Marketing Technology Landscape.** [Chiefmartech.com](https://chiefmartech.com) breaks those platforms/apps down as follows:

- **Advertising & Promotion** (7 sub-categories): Display & Programmatic Advertising, Search and Social Advertising, Native/Content Advertising, Mobile Marketing, Video Advertising, PR, Print.
- **Content & experience** (10 sub-categories): Interactive Content, Video Marketing, Mobile Apps, Content Marketing, Email Marketing, SEO, DAM, PIM & MRM, Web Experience Building & Management, Optimization, Personalization & Testing, Marketing Automation & Campaign/Lead Management.
- **Social & Relationships** (10 sub-categories): Influencers, Community & Reviews, Social Media Marketing & Monitoring, Advocacy, Loyalty Referrals, Conversational Marketing & Chat, Customer Experience, Service & Success, ABM, CRM, Call Analytics & Management, Events, Meetings and Webinars.
- **Commerce & Sales** (6 sub-categories): Retail, proximity & IoT Marketing, Affiliate Marketing & Management, Channel, Partner Local Marketing, eCommerce Marketing, Sales Automation, Enablement & Intelligence, eCommerce Platforms & Carts.
- **Data** (9 sub-categories): Dashboards & Visualization, Mobile and Web Analytics, Audience/Marketing Data & Data Enhancement, Marketing Analytics Performance & Attribution, Business, Customer Intelligence & Data Science, CDP, DMP, Government, Compliance & Privacy, iPass, Cloud/Data Integration RPA, Tag Management.
- **Management** (7 sub-categories): Vendor Analysis, Agile & Lean Management, Collaboration Talent Management, Project & Workflows, Product Management, Budgeting & Finance.



Overall, the Data, Management, and Social & Relationship categories experienced the most growth during 2020. Trying to evaluate even a single sub-category in the landscape is still like drinking from a firehose. Careful planning, the right stakeholders, and evaluation experience are the keys to a performant MarTech stack.

### **DATA & ANALYTICS ARE AT THE HEART OF THE MARTECH STACK**

Each of these platforms has a common trait - they all generate data. Lots and lots of valuable data. In 2021, every successful brand or agency is data-driven. They use marketing technology to warehouse data, integrate data from different platforms, provide analysis, leverage data science to make predictions and package it in 3-D visualizations on your smartphone. If you're not leveraging your data in a continuous feedback loop for optimization, you're working for your marketing stack instead of the marketing stack working for you.





# THE IMPORTANCE OF MARTECH

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## WHY IS IT IMPORTANT TO LOOK AT YOUR MARKETING TECHNOLOGY HOLISTICALLY?

Looking at your marketing technology as a “stack” vs. siloed platforms provides the most straightforward path to your 360-degree view of your customers. Most Martech stacks start very hodge-podge without integration or a dataflow strategy. Platforms that make it challenging to integrate with other platforms such as your website, CRM and data warehouse may cause more

problems than they address. Integration is essential in the evaluation of a platform into the MarTech stack. If the platforms don't integrate, you don't have a stack; you have a pile. Each platform should fulfill a role in the stack, in your strategic marketing plan, and in the marketing funnel.

## PLATFORM EFFICIENCIES, BUDGETS, AND ELIMINATING OVERLAP

With the number of MarTech platforms in an enterprise, there will be overlap or even duplication. If there's no overlap between platforms, then the most likely situation is underused features. Marketers are using a small subset of the features that sold them on the platform. This situation is very typical in marketing technology. You get sold on the platform's high-end "cool" features, but in reality, the time to configure, setup, and integrate is a hindrance to its usage. It might be more useful to downgrade to a platform where you are using all the features. Reviewing your stack may surface another platform, which has 60% of the features the other one has, but 100% of the features you use daily.

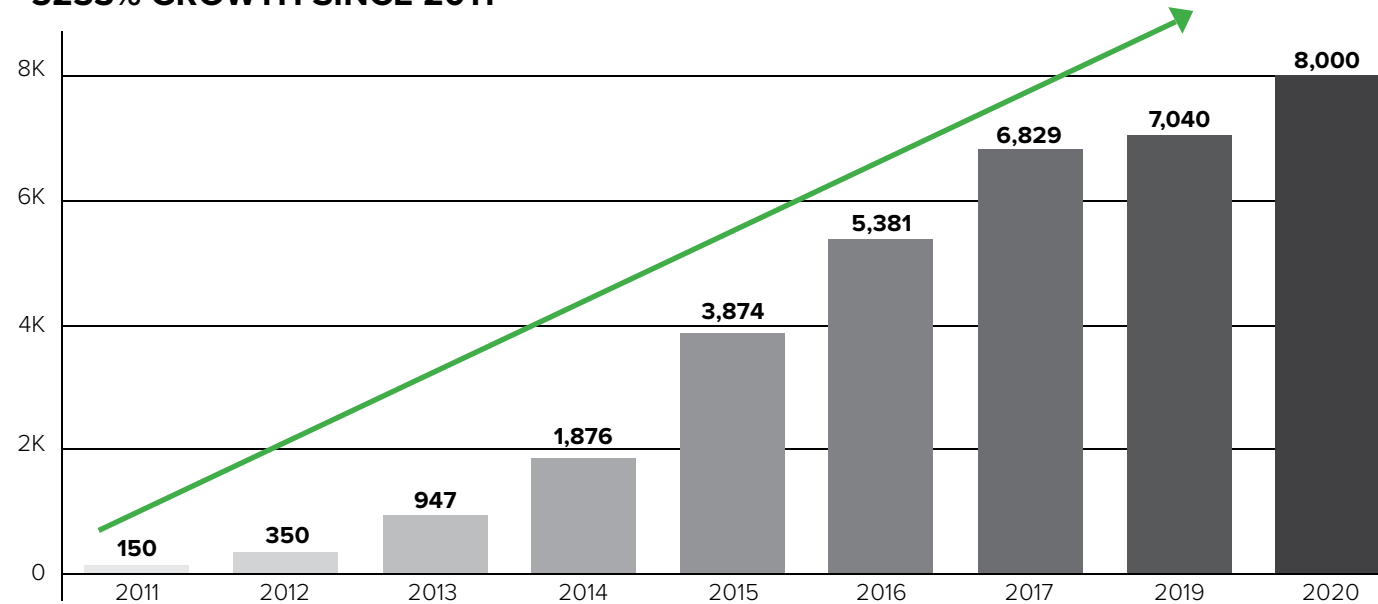
Almost all platforms offer some dashboarding in their product. Checking each platform for performance is a chore in itself. Pulling all your data into a Business Intelligence tool makes the most sense. An essential feature of any platform is integration in the form of available APIs, exports, and built-in integrations with popular MarTech platforms such as CRMs, Ad Platforms, or your website's CMS.



## HOW MANY MARKETING TECHNOLOGY PLATFORMS ARE THERE?

Last year, Scott Brinker reported **8,000 platforms** in his annual MarTech Landscape article. He will release the newest Marketing Technology Landscape report this April 2021. We anticipate the number to increase. There will be some platforms that have folded or absorbed. Consolidation is happening, but the pace of innovation and investment in Marketing Technology is robust.

### 5233% GROWTH SINCE 2011



## WHY IS IT ESSENTIAL TO RE-EVALUATE YOUR MARKETING TECHNOLOGY STACK? (AND HOW OFTEN SHOULD THIS BE DONE?)

Unless you've been through a MarTech stack optimization effort recently, it's time to audit your stack for efficiencies, overlap, redundancy, and effectiveness. Red Door recommends reviewing your MarTech stack quarterly or at least once a year.



# HOW TO BUILD & EVALUATE YOUR MARTECH STACK



So, you've determined you need a Customer Data Platform, now what? There were 78 different platforms labeled as a CDP for the 2020 marketing landscape count. Which one is right for your brand today and into the future?

### **QUESTIONS TO ASK WHEN EVALUATING YOUR CURRENT TECHNOLOGY STACK:**

- Is each platform actively used?
- Are you using all the features of each one of your platforms?
- Is there overlap between platforms?
- Are the platforms integrated?
- Can you report on performance across the stack?

### **ESSENTIAL TIPS TO KNOW WHEN YOU NEED NEW TECHNOLOGY OR AREN'T USING YOUR CURRENT TECHNOLOGIES THE MOST EFFICIENTLY.**

How long has it been since you've evaluated or optimized your MarTech stack? Surveying and auditing your MarTech Stack is the first step in understanding if you need new MarTech, have orphaned MarTech platforms, have redundancy, or overlap in your platforms. A Martech Optimization project will give you a holistic view of the platforms in MarTech and if they are meeting your current needs and strategy.

### **WHAT ARE THE MOST IMPORTANT ITEMS TO EVALUATE WHEN CONSIDERING NEW MARTECH?**

It's essential not to get dazzled by features you will never use. It doesn't matter if they are AI-based, use weather patterns, or allow for a dark-based theme. The prize you need to keep your eye on is your brand's requirements. Here are a few questions that will get you started on the road to evaluating a new MarTech platform.

- Is there a clear business case for the new platform? Has it been written out and approved?
- Who are the stakeholders needed to decide on a new platform?
- What are the requirements that define the functionality needed from the new platform?
- Do you have a budget defined already?




## DETERMINING THE VALUE

Marketing Technology provides a competitive advantage for those brands who invest the time and money. The benefit is quantifiable in terms of conversions, optimization speed, and revenue generation. Standalone tools may be great, but integration takes marketing to the next level as you can view results across platforms to quickly and efficiently see your marketing strategy's impact.

## HOW DO YOU EVALUATE COMPETITORS?

To understand if your brand falls into the have or have nots of Marketing Technology, Red Door recommends a Competitive MarTech Gap Analysis. The Gap analysis will compare your MarTech Stack against your competitor's stacks. The analysis provides advantages you have over your competitors and where there may be gaps in your stack.





# KEEPING YOUR STACK RELEVANT & UP-TO-DATE

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We are living in exciting times. Marketing Technology is in a golden period; CMOs are spending more on technology than CTOs. Marketing Technology drives revenue to the bottom line and delivers exponential ROI with the right stack. How do you make sure your MarTech stack is meeting your needs?

## STACK MAINTENANCE

Use the platform's data and those platforms above and below the funnel to optimize its performance. Let the data guide tweaks and optimizations to the configuration and programs in the platform. A/B and multi-variate testing can hone the execution of the platform's functionality. If you're not A/B testing from the start, you're just elongating your optimization loop.

Unless you upgrade the platform, the initial implementation will not take advantage of the expanse of a platform's capabilities. It's a good idea to launch the usage of new features in an agile fashion. Marketing is never set it and forget it. Work on implementing new features during each agile sprint. Test those new features until they are providing optimum results.

## WHAT IS A MARTECH BUSINESS REVIEW?

Having a cadence to review your MarTech is a vital step in keeping your stack relevant, optimized, and highly performant. Reviewing your stack every quarter with a MarTech Business Review allows for deep-dive analysis, optimizing, and new feature review and implementation. MarTech platforms are ever-evolving. Their development roadmap needs assessment to take advantage of those aligned features promptly. Without a scheduled review, you get behind in evaluation and implementation, and the technical debt will pile up and increase the chances of MarTech stack decay.





## LET OUR MARKETING TECHNOLOGISTS REVIEW YOUR STACK

Evaluating your own stack is no easy task. To do it properly, you need to check for integration, overlap, redundancy, security, maintainability — and overall effectiveness. That all takes time. Valuable time you could be spending bringing in revenue. So, why not let our [experienced marketing technologists](#) do the heavy lifting for you?

They'll get right to work auditing your entire stack, so you can know, without a doubt, whether your MarTech is moving your business forward or bogging it down.

If you want to learn more about how Red Door can help evaluate your MarTech stack, [contact us](#) today. Don't forget to ask about a Competitive MarTech Gap Analysis, to see how your MarTech stacks up against your competitor's.



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