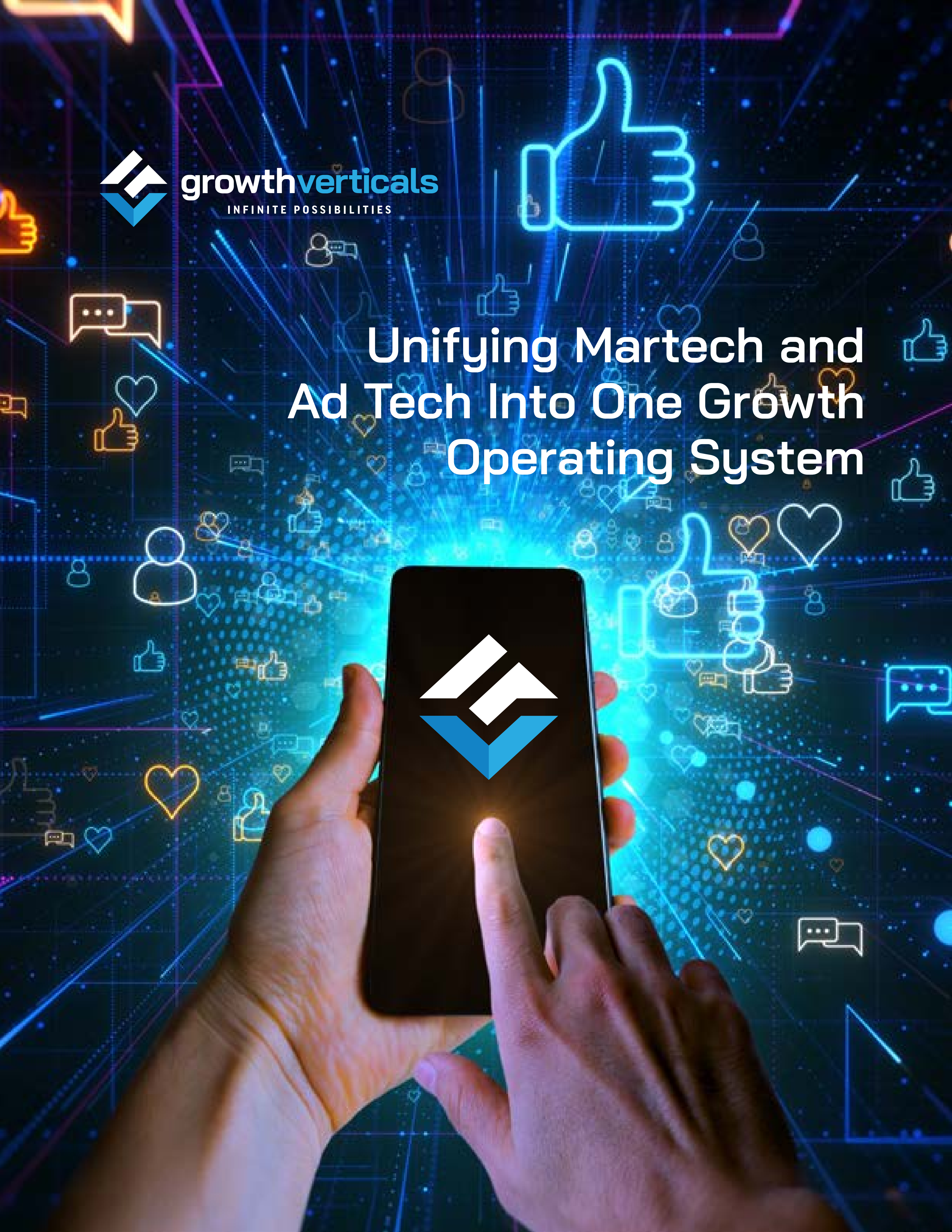
growthverticals
INFINITE POSSIBILITIES

Unifying Martech and Ad Tech Into One Growth Operating System



Executive Summary

Marketing is entering a new operating era.

The long-standing divide between ad tech (paid media) and martech (owned channels) is rapidly dissolving, driven by AI acceleration, rising privacy demands, and the need for greater efficiency. Adoption remains early-stage: only 22.5% of teams have achieved fully unified technology stacks, while 52.9% report partial integration. Looking ahead, 78.2% expect complete convergence within the next three years.

At Growth Verticals, we view convergence not as a one-time project, but as the core product itself. The G1 Platform is purpose-built to unify identity, data, decisioning, and activation in a single system—enabling teams to execute faster, personalize responsibly, and clearly measure the drivers of profitable growth.

Key Statistics Current State & Expectations

Aspect	%	Description
Fully Unified Stacks	**22.5%**	Teams with complete ad tech + martech integration
Partial Integration	**52.9%**	Teams with some (but incomplete) unification
Expect Full Convergence in <3 Years	**78.2%**	Anticipated future state

Reported Benefits After Integration

Benefit	% of Marketers Reporting
Improved Attribution & Measurement	**47.1%**
Stronger Targeting & Personalization	**45.7%**
Faster Campaign Execution	**37.0%**
At least moderate KPI lift (>5%)	**>50%**

Top Barriers to Convergence

Barrier	% Citing as Top Blocker
Technology Constraints (APIs, Latency, Incompatibility)	**52.2%**
Data Incompatibility	**44.9%**
Organizational Silos	**38.4%**
Limited Internal Expertise	**36.2%**

The Market Problem

Modern customer journeys do not respect org charts. People bounce between ads and owned experiences, then back again, often within hours. Yet most organizations still run paid media and lifecycle engagement as separate machines with separate data, separate tooling and separate definitions of success. The result is wasted spend, inconsistent experiences and measurement that leaders cannot trust.

AI is raising the stakes and exposing the gaps. Over half of marketers identify AI as a leading force behind convergence, but fewer than a third actively apply it across paid and owned channels today. That gap is where money leaks.

Privacy pressure is also rewriting the playbook. A unified customer view is a top driver of convergence (50.7%) and 55.1% say first-party data is far more important than it was two years ago. You cannot "optimize" your way out of signal loss with a fragmented stack.

What "Unified" Actually Delivers

The advantages of unifying ad tech and martech are concrete and well-documented. In recent survey data, marketers who have integrated their stacks report meaningful gains across multiple dimensions.

Real-world implementations further demonstrate the impact. A global consumer brand created a unified consumer data platform encompassing over 1 billion records, enabling coordinated campaigns across 112 markets and reducing campaign launch timelines from months to weeks. Similarly, a major retailer linked rich product context to customer profiles, delivering dramatic performance improvements: a 309% increase in click-to-conversion rates for selected email campaigns, $2.7 million in incremental revenue, and more than 10× incremental return on ad spend (ROAS).

Reported Bnefits from Unification (Survey Data)

Benefit	% of Marketers Reporting
Improved Attribution & Measurement	**47.1%**
Stronger Targeting & Personalization	**45.7%**
Faster Campaign Execution	**37.0%**
Improved Collaboration	**34.8%**
Cost Savings from Consolidation	**33.3%**
Reduced Media Waste	**30.4%**

Why Convergence Stalls in Real Life

Most convergence efforts fail for predictable reasons.

Data fragmentation becomes data incompatibility. Nearly 45% cite incompatibility as a barrier, which slows the creation of a single customer view and breaks automation.

Integration becomes a science fair. Technology constraints are the biggest barrier at 52.2%, often caused by limited APIs, latency and tool incompatibility. Legacy platforms and technical debt are also a major drag at 34.1%.

People and incentives do not line up. Organizational silos (38.4%) and budget ownership conflicts (34.1%) keep teams optimizing local metrics instead of enterprise outcomes. Limited internal expertise (36.2%) makes even good tools underperform.

This is why the report's takeaway matters: the integration problem is not just a technology problem. It is an operating model problem, especially when measurement is fragmented and teams do not share a common language for "customer value."

The G1 Platform Answer

G1 is built to operationalize convergence as an always-on capability, not a one-time integration. The platform unifies

A. Identity and customer truth

A unified stack starts with deterministic customer data and a single source of truth. The report calls this the "reliable foundation for decision-making" and the way to eliminate guesswork.

G1 delivers a governed customer foundation that standardizes IDs, builds golden records and enforces data quality so every activation and every measurement runs off the same reality.

B. Intelligence and AI that can see the whole journey

Machine learning relies on unified datasets for orchestration, budget allocation and personalization at scale.

G1 applies AI across paid and owned from one customer brain so "next best action" is consistent, suppression is intelligent and personalization reflects the full context of the customer.

growthverticals
INFINITE POSSIBILITIES

TO LEARN MORE OR SCHEDULE A DEMO:

growthverticals.com

grow@growthverticals.com

C. Orchestration inteligence across paid and owned

The report highlights the need to understand when customers jump from ad experiences to other marketing channels and that unifying data is what makes orchestration possible.

G1 runs journeys and audiences from a single control plane so paid media, lifecycle messaging and onsite experiences reinforce each other instead of competing.

D. Measurement designed for profitable growth

The report is blunt: marketing does not need another dashboard of fragmented metrics, it needs a unified framework for understanding what drives profitable growth.

G1 anchors measurement to customer outcomes, then ties exposure and engagement to business results so leaders can scale what works and cut what does not.

The Enabling Stack, Simplified

The report identifies the technologies most critical to enabling integration: CDPs (52.2%), APIs and middleware (50.0%), AI-driven orchestration (44.2%), cloud data warehouses or lakes (36.2%), identity resolution (35.5%) and privacy-safe collaboration tools such as clean rooms (31.2%).

G1 is designed to collapse that complexity into one platform experience, so organizations are not forced to assemble and govern a fragile chain of vendors. You still connect to your enterprise systems and your cloud environment, but the “growth operating layer” stays unified.

Operating Model: How You Make It Real

The report’s playbook maps directly to how we implement G1 in the field.

Shared outcomes and KPIs

Move beyond channel vanity metrics to customer outcomes like incremental revenue and lifetime value, plus churn reduction and cross-sell rate.

In G1, these outcomes become the scoreboard, and every activation is tied back to them.

Joint planning and governance

Create a cross-functional council that owns audience taxonomy, experimentation roadmap and measurement framework, then meet weekly and publish decisions.

G1 supports this with shared governance controls so decisions actually show up in execution, not just slides.

A common data foundation

Connect all systems to a single source of truth, define golden records and enforce data quality SLAs so integration becomes routine operations.

This is the foundation G1 is built to deliver.

Talent and teaming

Build teams around business missions like new customer growth, loyalty and LTV; staff each with media strategy, lifecycle execution, analytics and engineering partnership.

G1 is designed for hybrid teams, not tool-specific silos.

Implementation Roadmap

Phase 1: Days 0 to 30

Unify identity and customer truth. Define the measurement framework and establish governance. Stand up a small number of high-value use cases that span paid and owned so the org sees the new model working quickly.

Phase 2: Days 30 to 90

Expand to always-on orchestration. Deploy AI-driven decisioning for suppression and prioritization. Introduce experimentation discipline for incrementality, then optimize budget allocation using what the data proves.

Phase 3: Days 90 to 180

Scale across product lines and regions. Standardize audience taxonomy and journey templates. Drive consolidation value by retiring redundant tooling where G1 replaces the function.

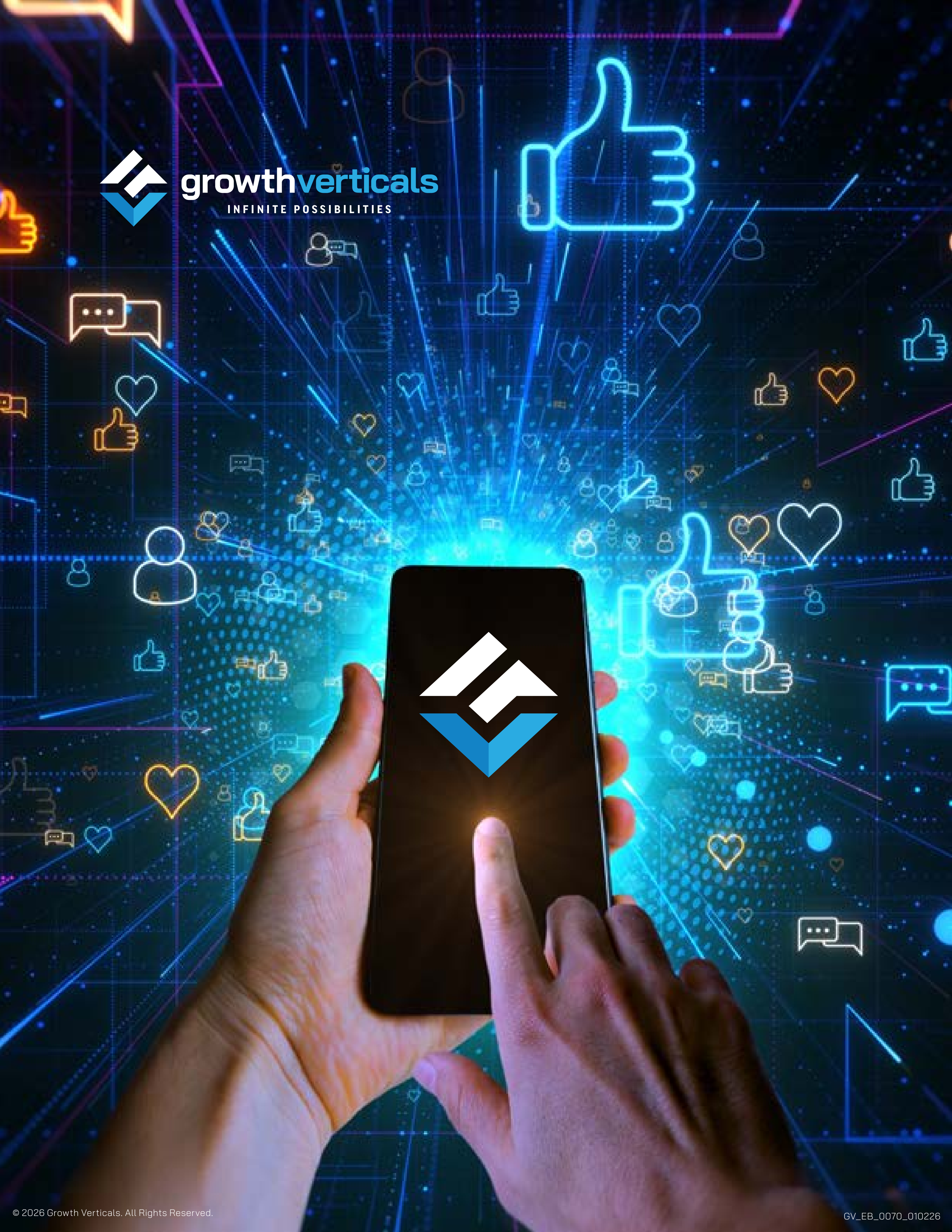
What Success Looks Like

You know convergence is working when four things become true.

- You have one customer truth that teams trust.
- You execute coordinated journeys across paid and owned in days, not weeks.
- You reduce media waste and improve efficiency through consolidation.
- You measure outcomes like incremental revenue and LTV with a common framework, not conflicting dashboards.

Closing

The market is telling you what is next: full convergence is coming fast, but most teams will not get there with bolt-on integrations and siloed incentives. G1 is built to turn convergence into a durable growth capability so marketing becomes a controlled engine for profitable customers, not a collection of disconnected tools.


growthverticals
INFINITE POSSIBILITIES