



How to build a composable MAP to unlock PLG and enterprise growth



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The Mitch and JD Saga

EPISODE 1: The Rise of Orchestration

Chapter II: Attack of the Data Quality

Book Three: The Return of Product Led Growth



One solution does not always “fit all”

Be able to identify when you need to bring in additional technology, even if temporarily disruptive, to net out with a “better than” process.



GTM challenges

To grow a multi-tiered business
you need “Product Led Growth”

PLG needs to identify
Free Accounts that can grow
to Enterprise Accounts

This journey is often fragmented across
platforms



GTM challenges

In an era of vendor consolidation we were all left with a bloated and brittle centralized MAP

Traditional Marketing Automation Platforms aren't built to handle the extent of the orchestration required for this new paradigm

In order to build toward this goal we need to be able to compose a best-in-class solution to suit our needs

The 4 Stages of Martech Grief

one

Denial

“It’s fine.
Totally fine.”

The workflows are slow, but it’s definitely user error.

“We just need better naming conventions.”

You believe your platform can do everything.

two

Anger

“Why does it hate me?”

Lists don’t refresh.
Syncs break. Sales complains (loudly).

You threaten to move everything into spreadsheets.

You curse the phrase “all-in-one solution.”

three

Bargaining

“Maybe if I add one more integration...”

You patch together workflows at 2 a.m. like a martech Frankenstein.

Every demo promises “seamless” integrations.

You really want to believe.

four

Acceptance



You embrace “best-of-breed” and build an ecosystem.

Integrations finally talk to each other.


You sleep soundly — until the next platform demo.



A Composable MAP


rethinks marketing automation —
assembling best-in-class
tools into a seamless,
flexible platform that works
smarter, not harder.

Good / Better / Best framework




	Current platform	Standalone option
Email		
Lead Management		
Nurture/Engagement		
Forms		
Orchestration		
Landing Pages		
Campaign Management		
Segmentation		
Integrations Hub		
Events/Webinars		
Live Chat		

Good / Better / Best framework



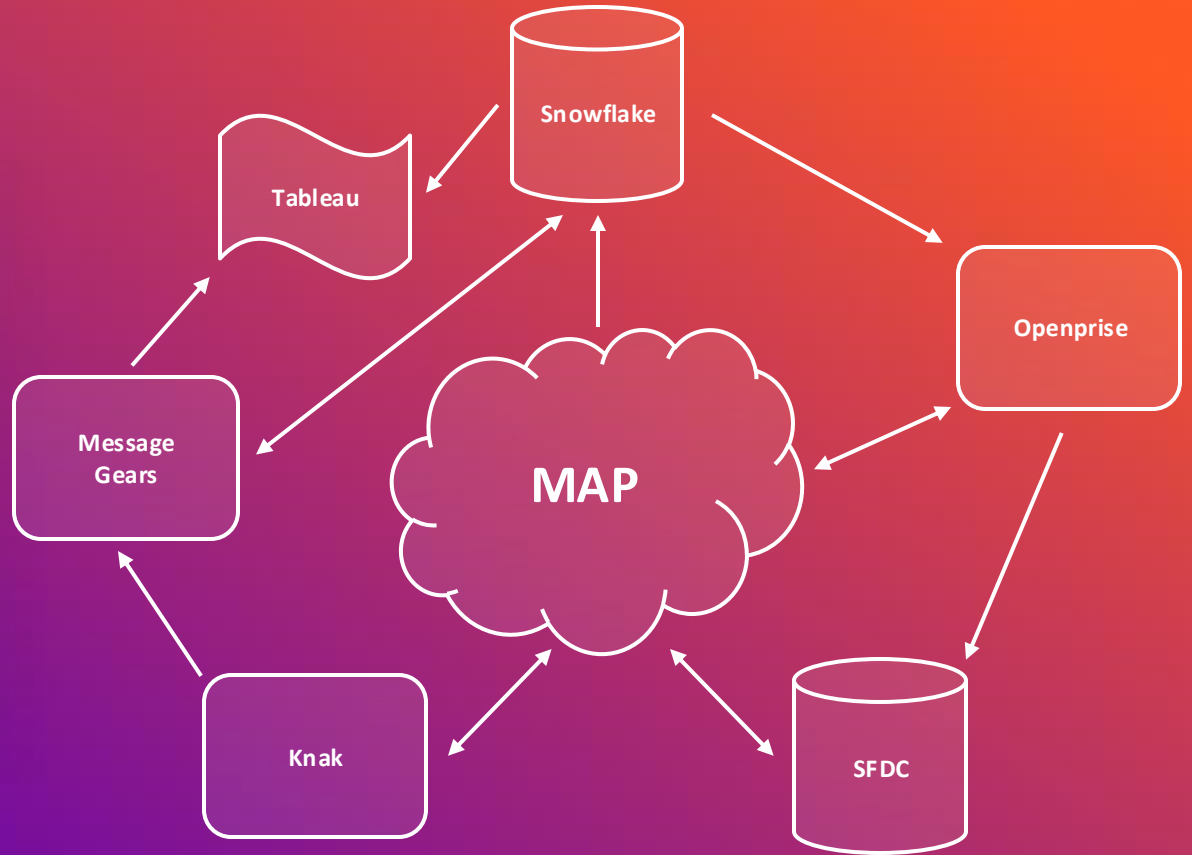
	Current platform	Standalone option
Email	Good	
Lead Management	Good	
Nurture/Engagement	Best	
Forms	Best	
Orchestration	Good	
Landing Pages	Good	
Campaign Management	Good	
Segmentation	Good	
Integrations Hub	Best	
Events/Webinars	Good	
Live Chat	Good	

Good / Better / Best framework

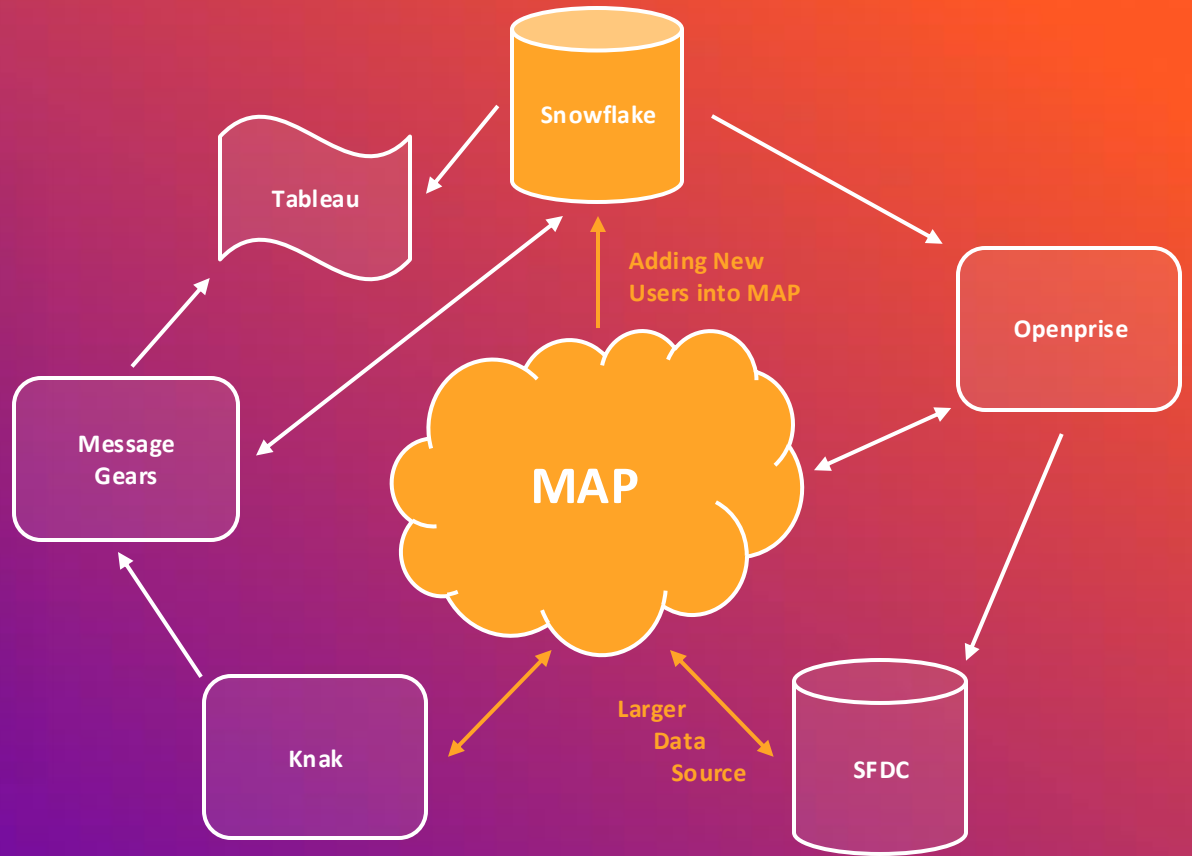


	Current platform	Standalone option
Email	Good	Openprise
Lead Management	Good	Openprise
Nurture/Engagement	Best	
Forms	Best	
Orchestration	Good	Openprise
Landing Pages	Good	CMS (Builder)
Campaign Management	Good	Openprise
Segmentation	Good	
Integrations Hub	Best	
Events/Webinars	Good	Vimeo
Live Chat	Good	Qualified

Starting point

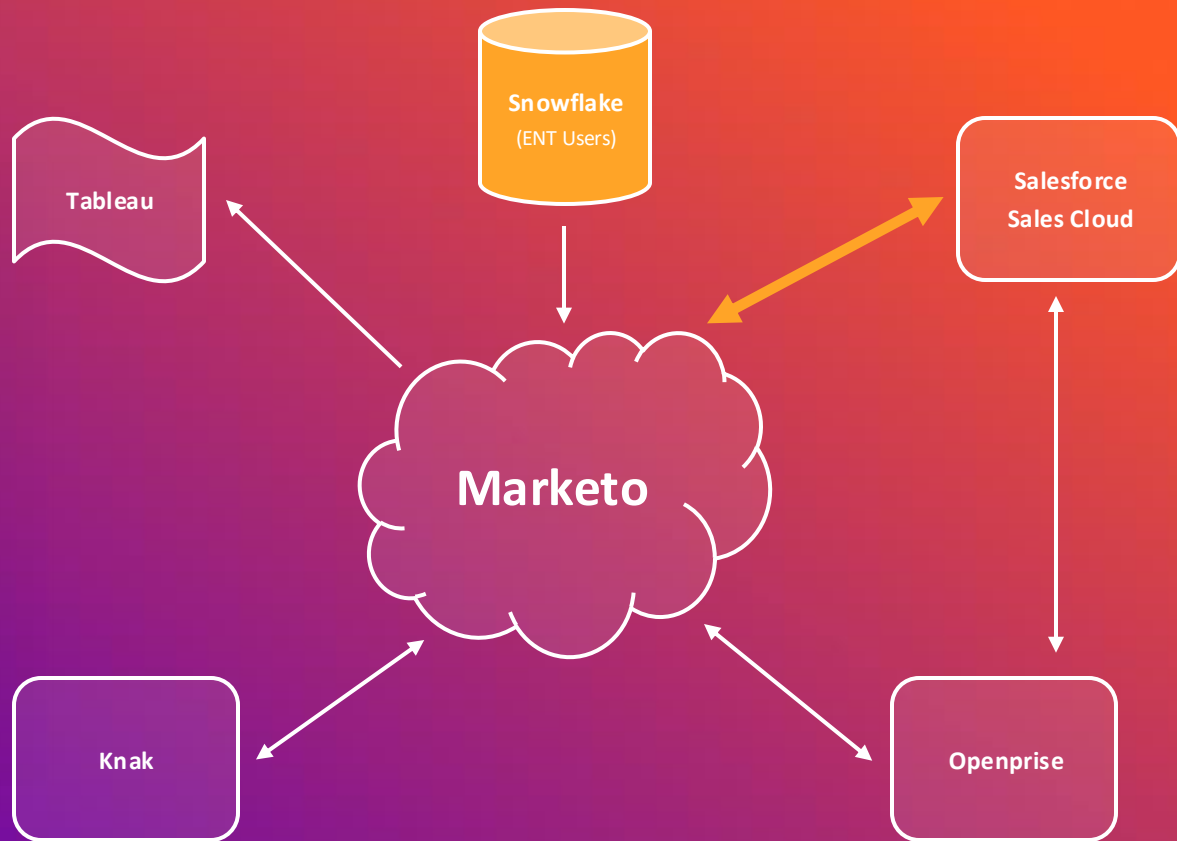


Expanding your existing map



Heavily Reliant on Customizations and Timed Syncs/Data Dumps

Option A: Marketo expansion

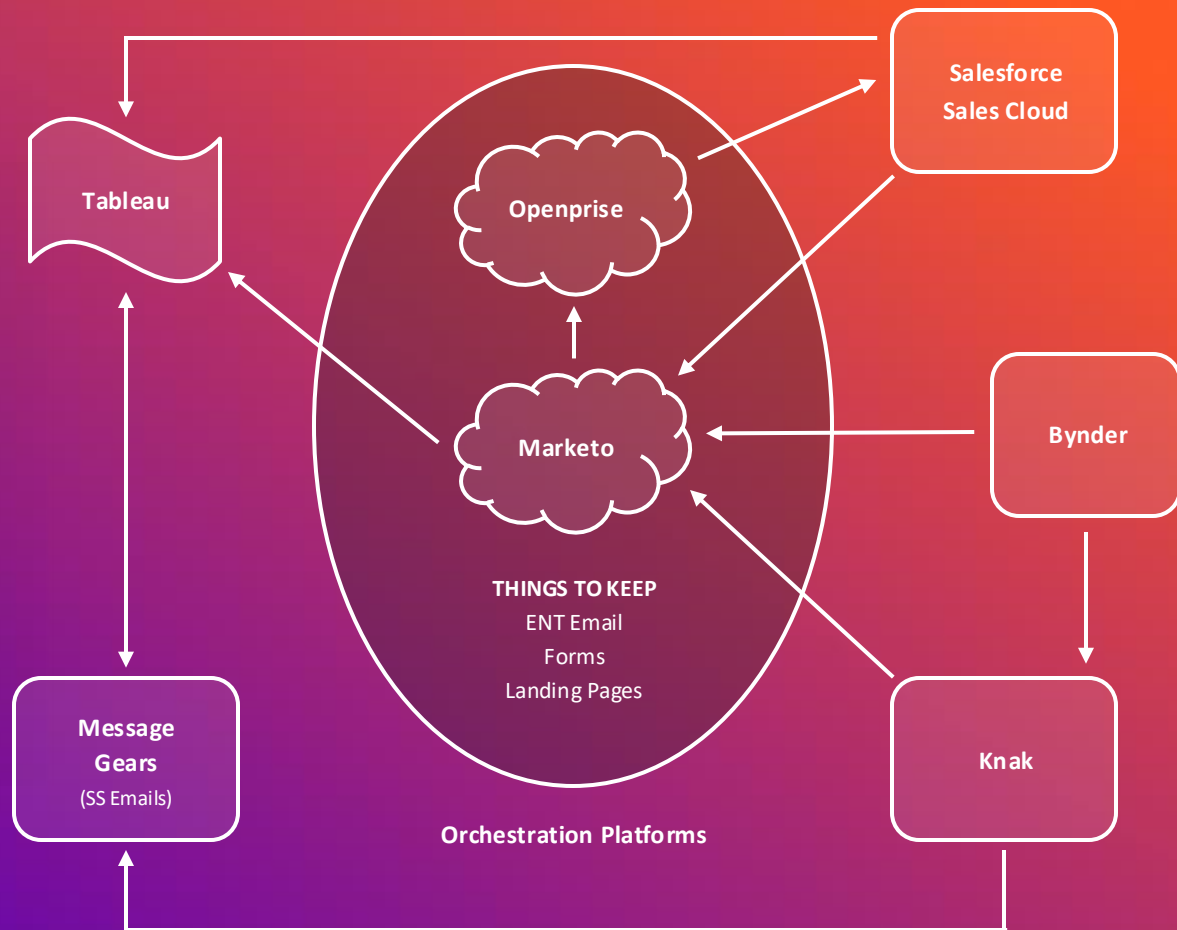


New Lead Source

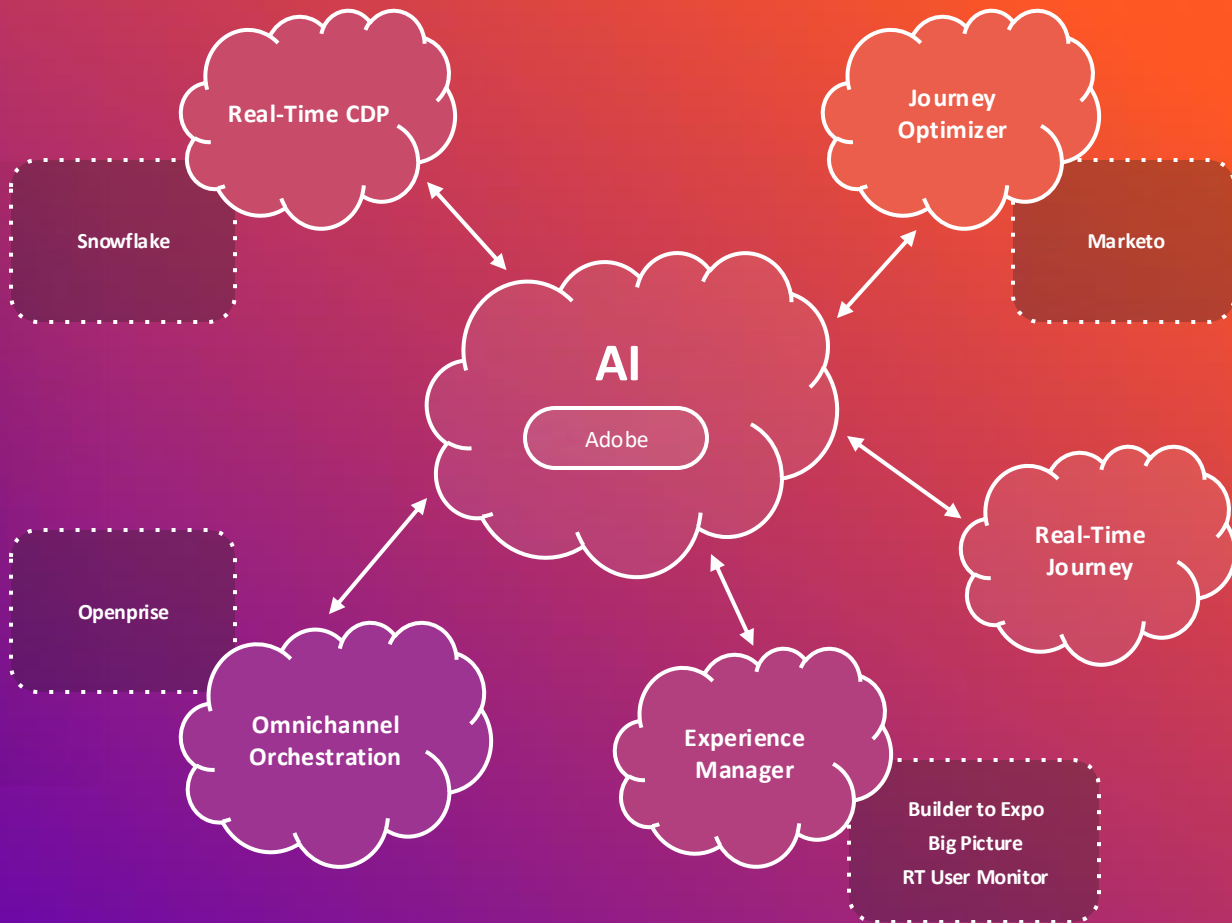


Bigger Data Source

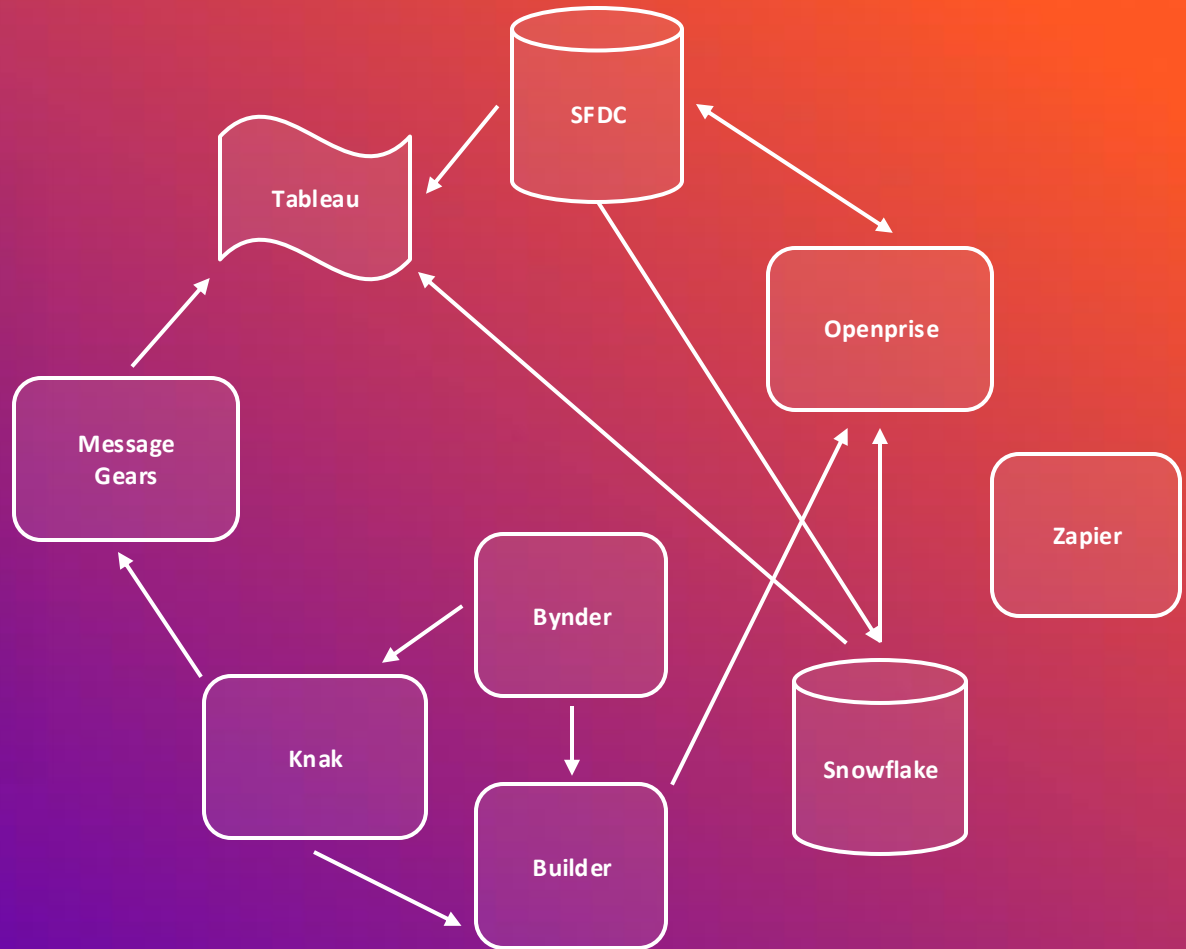
Option B: Marketo reduction



Option \$\$\$: Monolithic map



Option D: Composable map



Composable tools & purpose



Where	What	Who
Marketo	ENT Email ENT Segmentation Forms Ad Hoc Landing Pages	Campaign Ops
Message Gears	SS Email SS Segmentation	Campaign Ops Data Enablement
Openprise	Campaign Management Attribution Data Standardization Enrichment MQL Processing	Campaign Ops
Bynder	Assets / PDFs Email Imagery	Creative
Knak	Email Templates Campaign Landing Pages	Campaign Ops
Tableau	Reporting	Platform Enablement



How it works

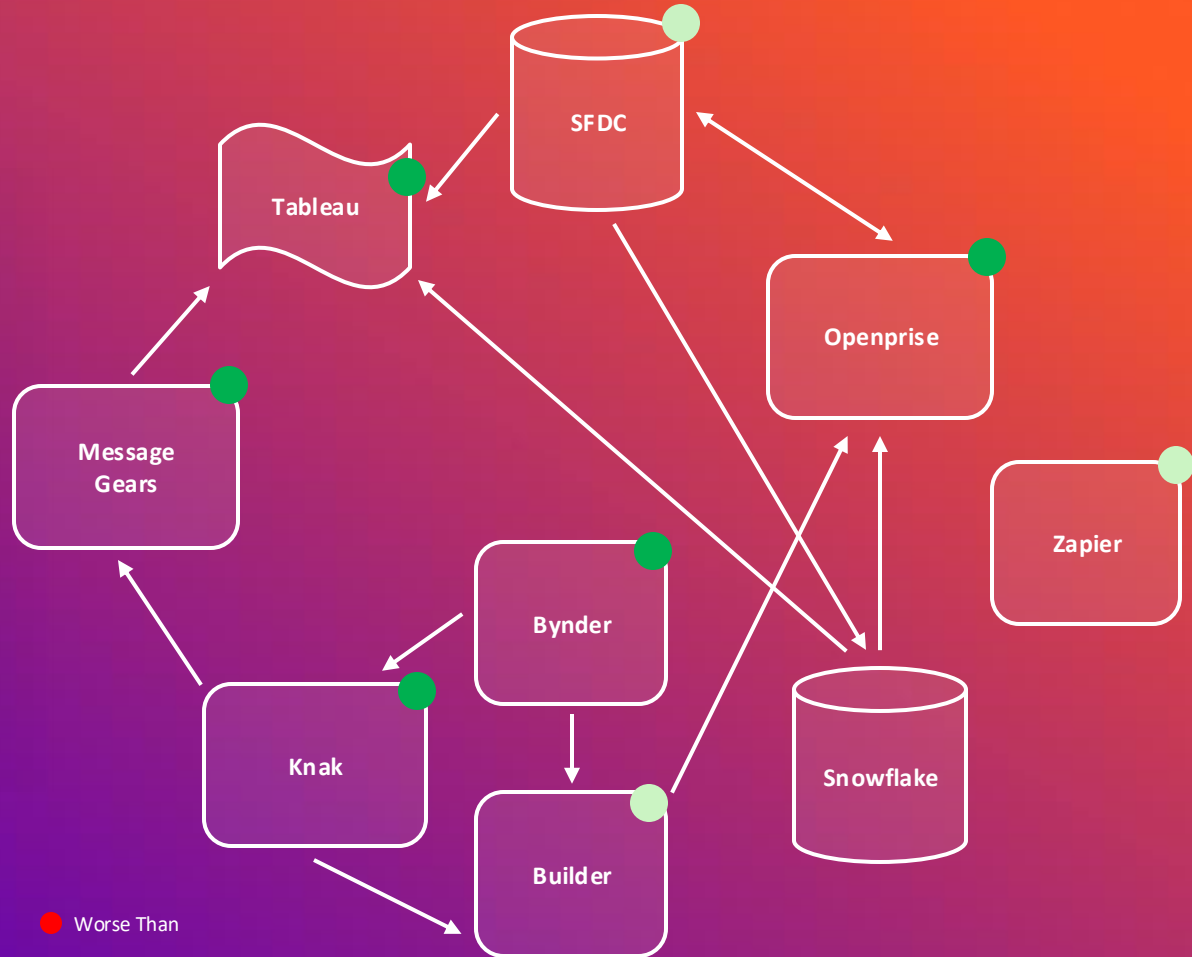
Snowflake → curated tables → Openprise

Openprise orchestrates → Salesforce, Tableau, MessageGears

Marketo limited to forms, ENT email, API catch

Identity resolution + segmentation handled with Openprise

Composable map



● Better Than ● On Par With ● Somewhat Worse Than ● Worse Than

— Existing Connection

Segmentation in Action

Snowflake runs this segmentation in the intent table:

Enterprise Intent (all values are within last 90 days):

Uploads more than XXX videos

OR Team seat count $\geq X$

OR Live stream count $\geq XX$

OR Storage used $\geq XXX$

OR Bandwidth used $\geq XXXX$

AND email suffix is not a freemail

AND active user is TRU

Openprise reads the intent table and pushes net new contacts to SFDC and updates values on existing records

This data is now available across all email systems and reporting platforms across the GTM



Lessons learned

Don't assume one platform can do it all.

Composable \neq chaos when roles are clear

Identity resolution + enrichment =
critical backbone.

PLG data orchestration requires
modularity.



Key takeaways

1

When to evaluate additional platforms?

- Always be open. Challenge the status quo
- Evaluate critical functions 2-3 times per year
- Demo new tech monthly/quarterly

2

Simplest way to evaluate?

- Good / Better than what I have now?

3

What would we do differently?

- Communicate upwards on a more regular cadence

In closing...

A Composable MAP empowers your business to thrive in the Product-Led Growth era by assembling best-in-class tools into a cohesive, adaptive ecosystem.

By working smarter, not harder, you can finally align your marketing operations with the dynamic, multi-tiered structure of your business — and unlock the full potential of Product-Led Growth.



Thank you