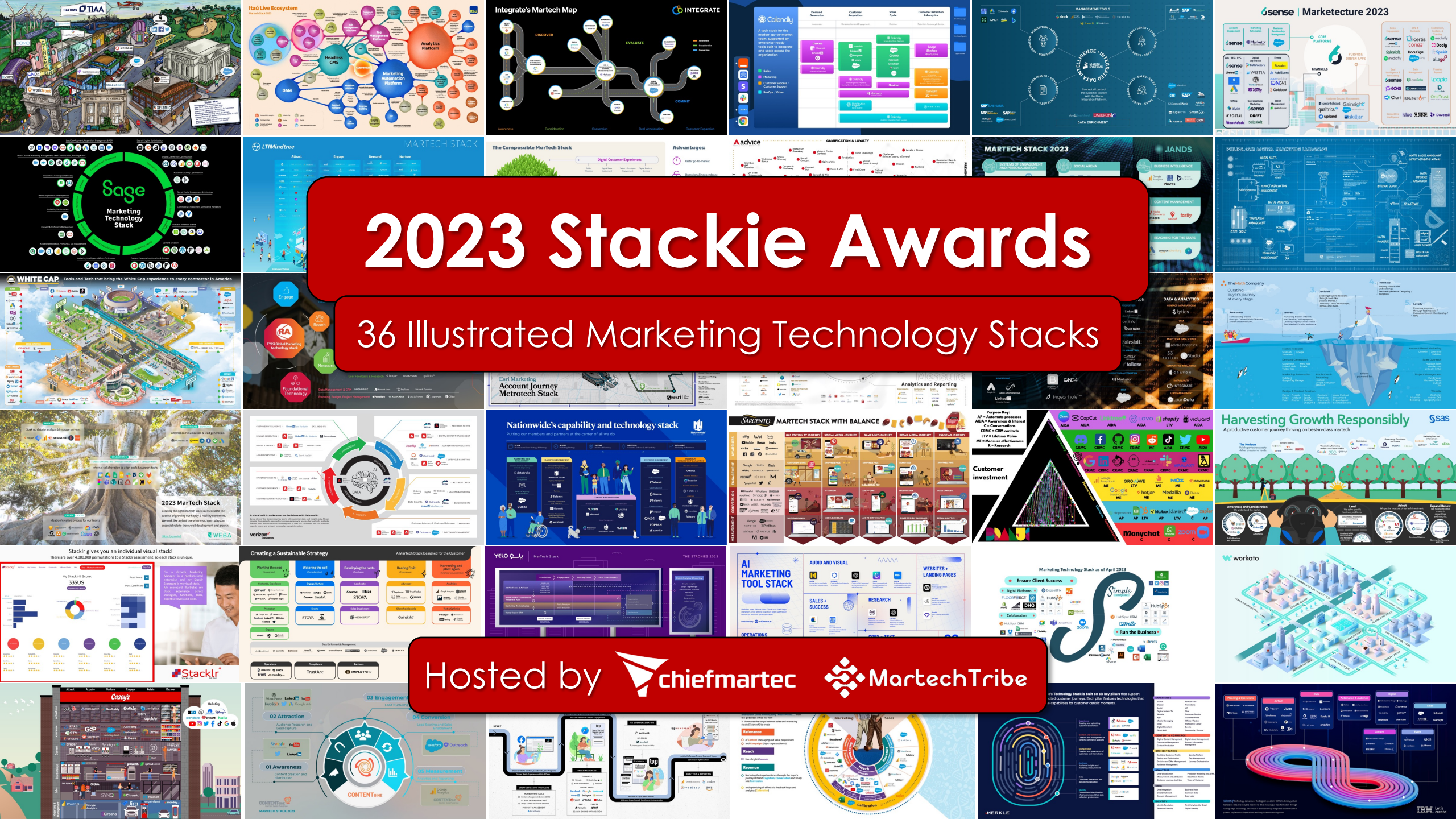
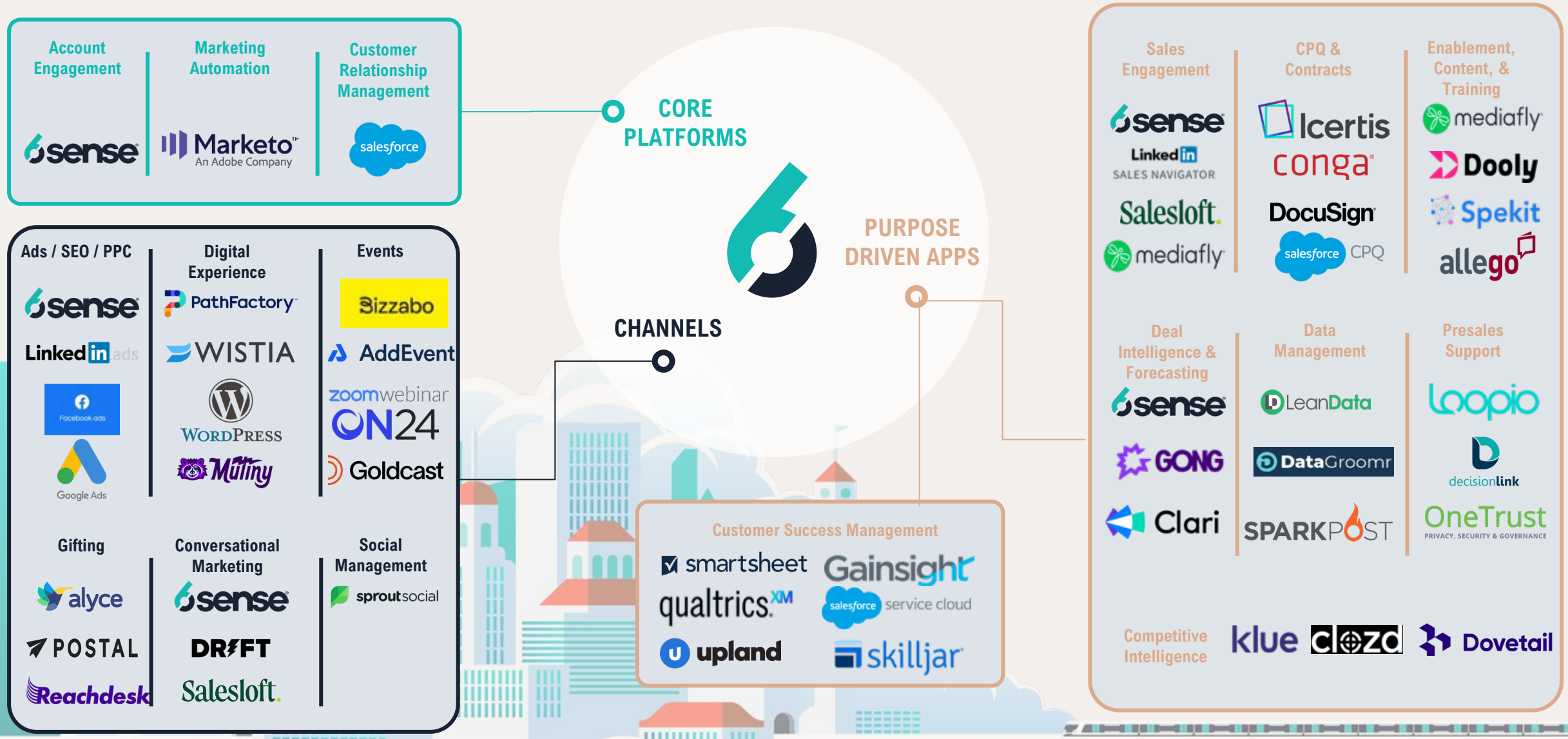
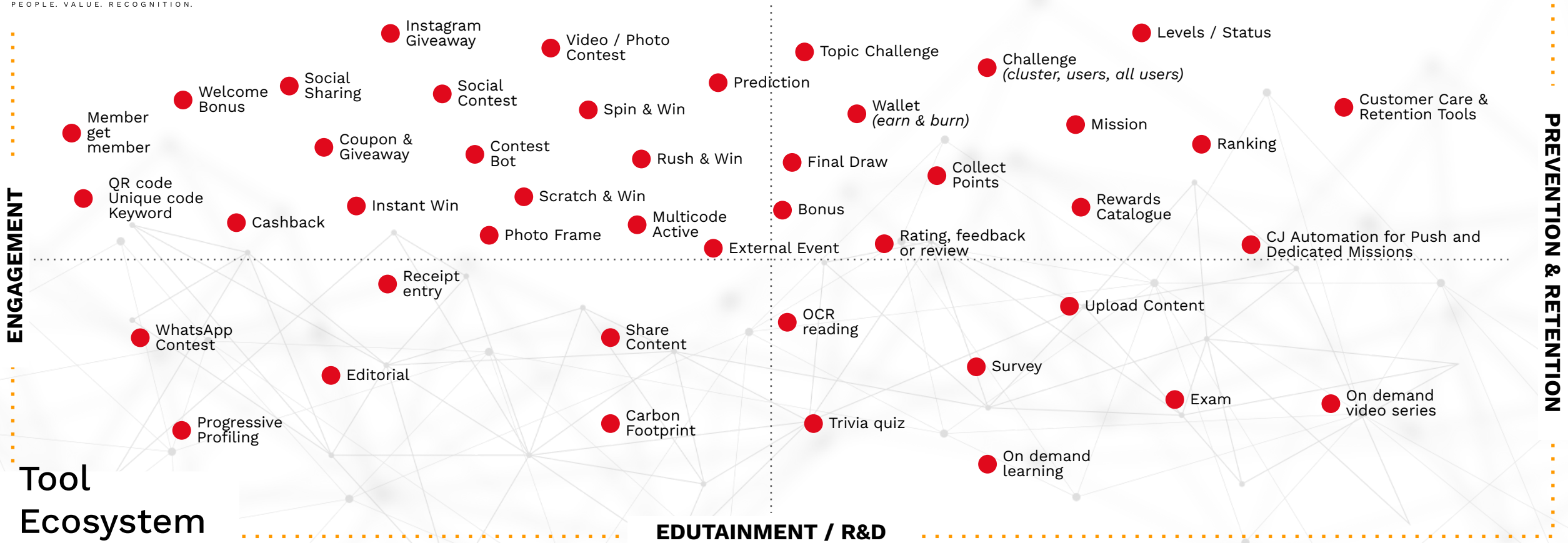

2023 Stackie Awards
36 Illustrated Marketing Technology Stacks
Hosted by chiefmartec MartechTribe

6sense | Marketecture 2023



advice
PEOPLE. VALUE. RECOGNITION.

Tool Ecosystem



wekit
WE KEEP IN TOUCH

Martech system integration

IDENTITY & AUTHENTICATION
janrain · GIGYA · HubSpot · WEB RATIO

OCR & ENRICHMENT DATA
BEMAP RECOGNITION PLATFORM · advice

CRM
salesforce · SAP Hybris · MuleSoft · SAP CRM · CHEETAH DIGITAL · Dynamics 365

EMAIL SENDER/DELIVERY
salesforce · mapp · mailup BE RELEVANT · contactlab · MagNews

CDP
connect2id

MARTECH STACK 2023

Akamai

DIGITAL EXPERIENCE

CHAT
DRIFT

WEBSITE
Adobe AEM · Adobe Launch · Adobe Target
Siteimprove · swiftype

SEO
clearscope
BRIGHTEDGE · SEMRUSH

LOCALIZATION
SDL

ADVERTISING
Google Ads · Adobe Advertising Cloud
LinkedIn Campaign Manager

SOCIAL & EVENTS

SOCIAL MEDIA MANAGEMENT
Hootsuite · Talkwalker
firstup

EVENTS & WEBINARS
BRIGHTCOVE
rainfocus
socialive
Jifflenow
BrightTALK by TechTarget · ON24
Pigeonhole Live

DEMAND GENERATION

CONTACT ACQUISITION
TechTarget · LinkedIn SALES NAVIGATOR
zoominfo
cognism · BuiltWith

SALES ENGAGEMENT
DRIFT · Salesloft.

ACCOUNT BASED MARKETING
INTRICATELY HGInsights
6sense · folloze

MARKETING AUTOMATION
Marketo An Adobe Company

CRM
salesforce

DATA & ANALYTICS

CONTACT DATA PLATFORM
lytics

CRM
salesforce

ANALYTICS & DATA SCIENCE
Adobe Analytics
tableau · RStudio

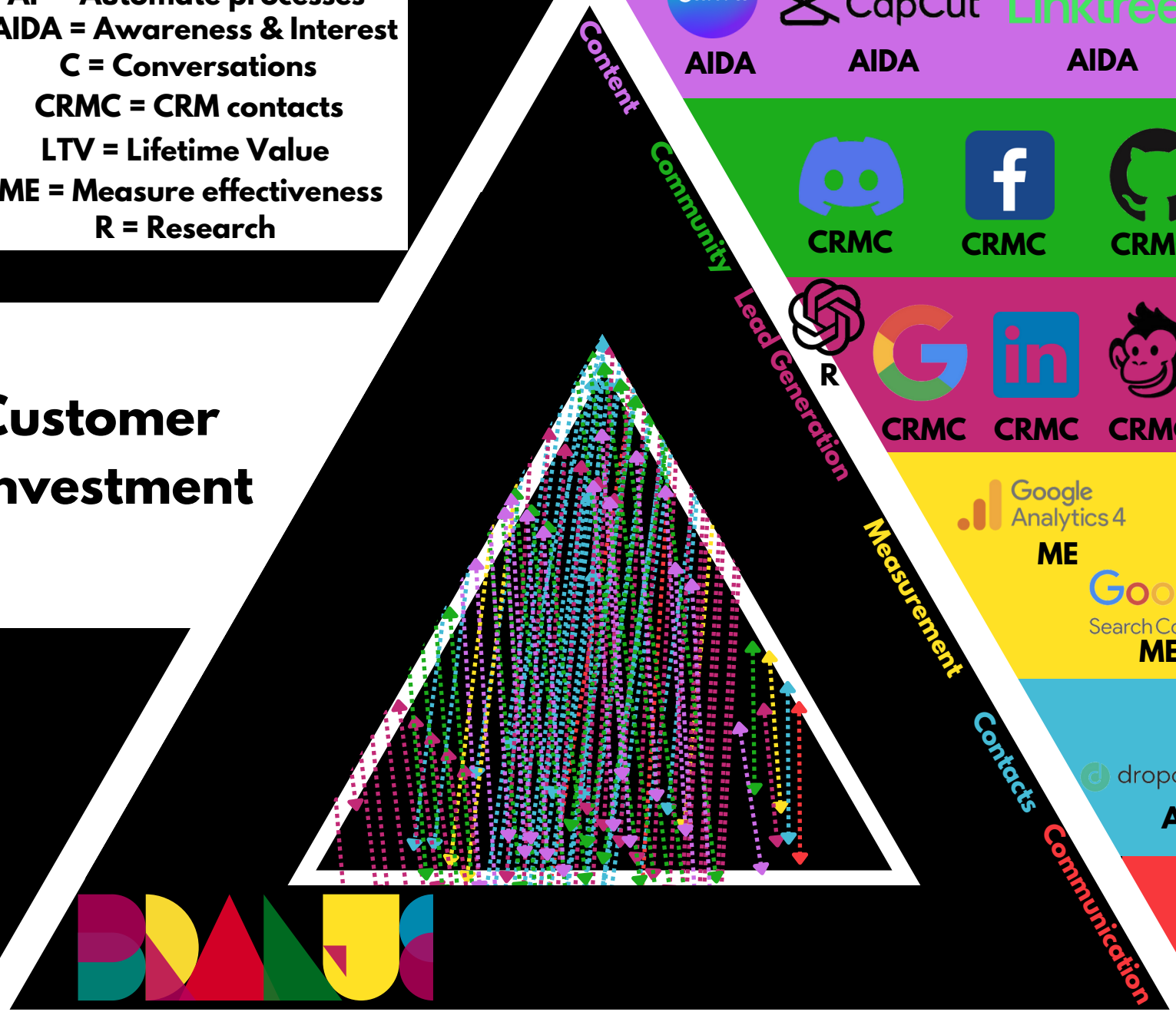
COMPETETIVE INTELLIGENCE
CRAYON

DATA QUALITY
INTEGRATE

LEAD MANAGEMENT
LeanData

Purpose Key:
AP = Automate processes
AIDA = Awareness & Interest
C = Conversations
CRMC = CRM contacts
LTV = Lifetime Value
ME = Measure effectiveness
R = Research

Customer investment



Canva AIDA · CapCut AIDA · Linktree AIDA · LOVO AIDA · shopify LTV · vidyard AIDA

Discord CRMC · Facebook CRMC · GitHub CRMC · Instagram CRMC · Reddit ME · TikTok AIDA · Twitter CRMC · YouTube AIDA

R

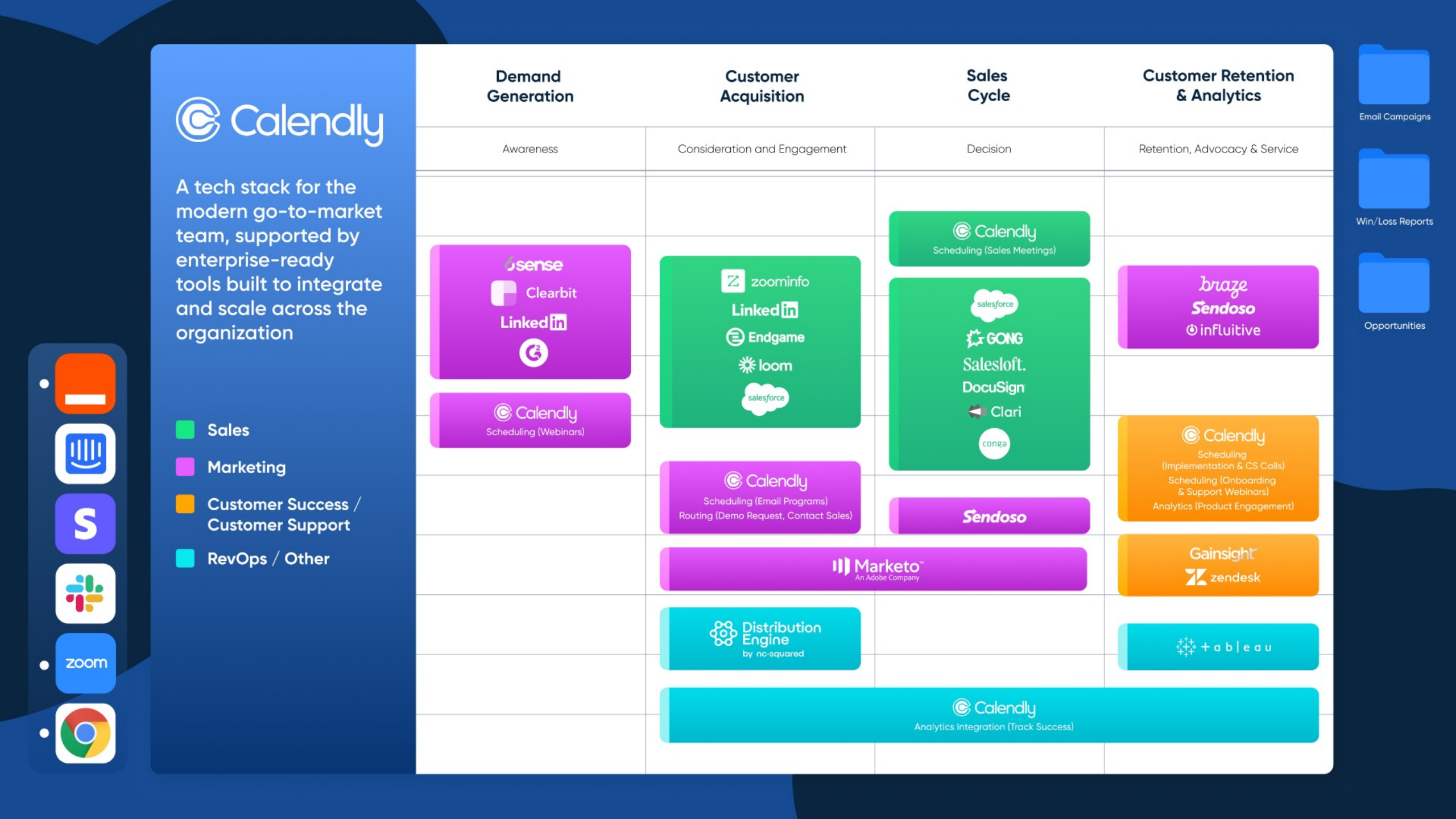
Google CRMC · LinkedIn CRMC · Mailchimp CRMC · Snapchat CRMC · LinkedIn Sales Navigator CRMC · Slack CRMC · WAALAXY CRMC · Zapier CRMC

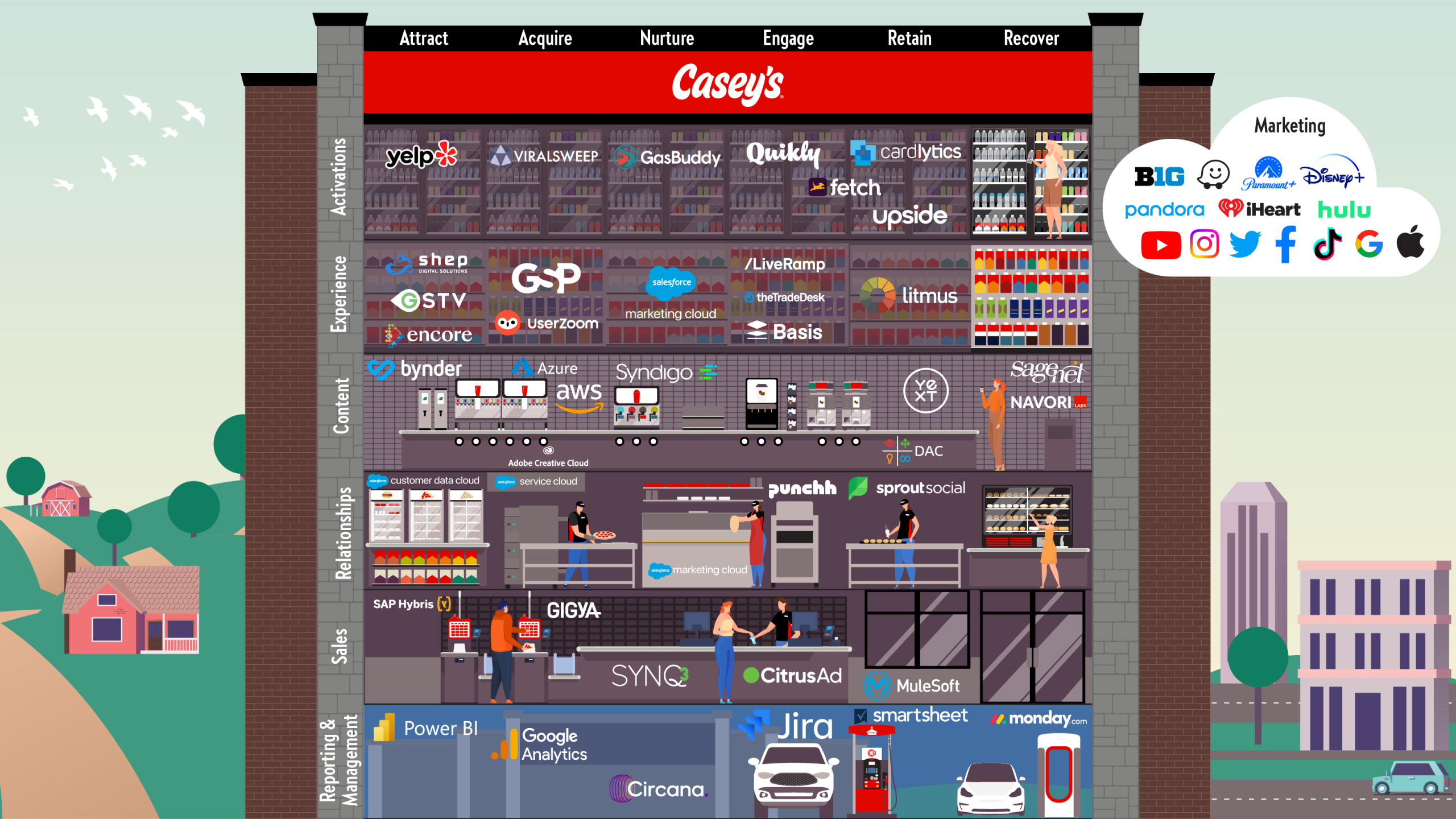
Google Analytics 4 ME · GROWAVE LTV · HypeAuditor ME · MOZ ME · SEMRUSH ME

Google Search Console ME · hotjar ME · Medallia ME · Phlanx ME

dropcontact AP · Google Sheets AP · HubSpot LTV · kickbox AP · klaviyo LTV · salesforce C · zapier AP

Manychat C · WhatsApp C · zoom C


Calendly
A tech stack for the modern go-to-market team, supported by enterprise-ready tools built to integrate and scale across the organization
Sales
Marketing
Customer Success / Customer Support
RevOps / Other
Demand Generation
Awareness
Customer Acquisition
Consideration and Engagement
Sales Cycle
Decision
Customer Retention & Analytics
Retention, Advocacy & Service
sense
Clearbit
LinkedIn
Calendly
Scheduling (Webinars)
zoominfo
LinkedIn
Endgame
loom
salesforce
Calendly
Scheduling (Email Programs)
Routing (Demo Request, Contact Sales)
Calendly
Scheduling (Sales Meetings)
salesforce
GONG
Salesloft.
DocuSign
Clari
conga
Sendoso
braze
Sendoso
influitive
Calendly
Scheduling (Implementation & CS Calls)
Scheduling (Onboarding & Support Webinars)
Analytics (Product Engagement)
Gainsight
zendesk
Marketo
An Adobe Company
Distribution Engine
by nc-squared
tableau
Calendly
Analytics Integration (Track Success)
Email Campaigns
Win/Loss Reports
Opportunities
zoom


Attract
Acquire
Nurture
Engage
Retain
Recover
Casey's
Activations
yelp
VIRALSWEEP
GasBuddy
Quikly
cardlytics
fetch
upside
Experience
shep
DIGITAL SOLUTIONS
GSTV
encore
GSP
UserZoom
salesforce
marketing cloud
/LiveRamp
theTradeDesk
Basis
litmus
Content
bynder
Azure
aws
Syndigo
Adobe Creative Cloud
DAC
Sagenet
NAVORI
Relationships
customer data cloud
service cloud
punchh
sproutsocial
marketing cloud
Sales
SAP Hybris
GIGYA
SYNQ3
CitrusAd
MuleSoft
Reporting & Management
Power BI
Google Analytics
Circana.
Jira
smartsheet
monday.com
Marketing
BIG
Paramount+
Disney+
pandora
iHeart
hulu

MARTECH STACK 2023

01 Awareness

Content creation and distribution

Google Search Console, YouTube, LinkedIn

02 Attraction

Audience Research and Lead capture

WordPress, LinkedIn, YouTube, HubSpot, Google Ads

03 Engagement

Lead Nurturing

zoominfo, salesforce, HubSpot, Outreach

04 Conversion

Lead Scoring and Sales Enablement

salesforce, Outreach

05 Measurement

Analytics and Reporting

Google Analytics, CONTENTGINE Content-Based Marketing

CONTENTGINE Content-Based Marketing

The Composable MarTech Stack

Digital Customer Experiences

- Public Websites
- Digital Sales Enablement
- Talent + Employee Engagement
- Digital Products + Services

Cross-Functional Governance (Playbook)

Decoupled UI

MACH MarTech

Serverless Orchestration Platform

- Headless Content
- Headless Search
- Headless Personalization
- Headless Commerce

Digital Ecosystem

Tag Mgmt	Digital Analytics	Consent Mgmt	Privacy Mgmt	CX Listening	Accessibility
Customer Data Mgmt	Marketing Automation	Social Media	SE Tools	Chat and SMS	Collaboration Tools
CRM	Digital Asset Mgmt	CMS	Enterprise Search	Contact Center	Social Media
Data Warehouse	Document Mgmt	Workflow	Business Intelligence	Integration Systems	HR Systems

Advantages:

- Faster go-to-market
- Operational independence
- Extend legacy DXP value
- Shift focus to CX outcomes

A decoupled, composable architecture seamlessly integrates diverse marketing technologies including monolithic platforms, all-in-one digital experience platform (DXP) suites and MACH (Microservices-based, API-first, Cloud-native SaaS and Headless) technologies.

DCPL

THE COMPOSABILITY ACCELERATOR

DCPL.co

Esri Marketing
Account Journey
Metrotech Stack

Acquisition Express

Hootsuite
Social Media Engagement and Tracking

Hootsuite Amplify
Employee Advocacy

Google Search Console
Search Engine Optimization

Demandbase Ad Cloud
Targeted Account Advertising

Yoast SEO
Search Engine Optimization

Bing Webmaster Tools
Search Engine Optimization

Google DV 360
Display Advertising

SEMRush
Search Engine Optimization

Screaming Frog
Search Engine Optimization

MOZ
Search Engine Optimization

Nurturing Monorail

Rainfocus
Event Platform

AEM Sites
Content Publication

Adobe Audience Manager
Audience Activation

Adobe Target
Content Optimization and Personalization

Blubrry
Podcasting

Stensul
Email Authoring

Retention Rail

Wordpress
Blog Hosting

A11y
Accessibility Management

Survey 123
Customer Surveys and Feedback

Salesforce.com
Customer Relationship Management

Salesforce Account Engagement
Marketing Automation

OneTrust
Privacy Compliance Management

Profit
OKR Tracking

GoToWebinar
Webinar Platform

SiteImprove
Content Performance

Freeman
Live Events

Juicer
Social Media

Sprinklr
Social Listening

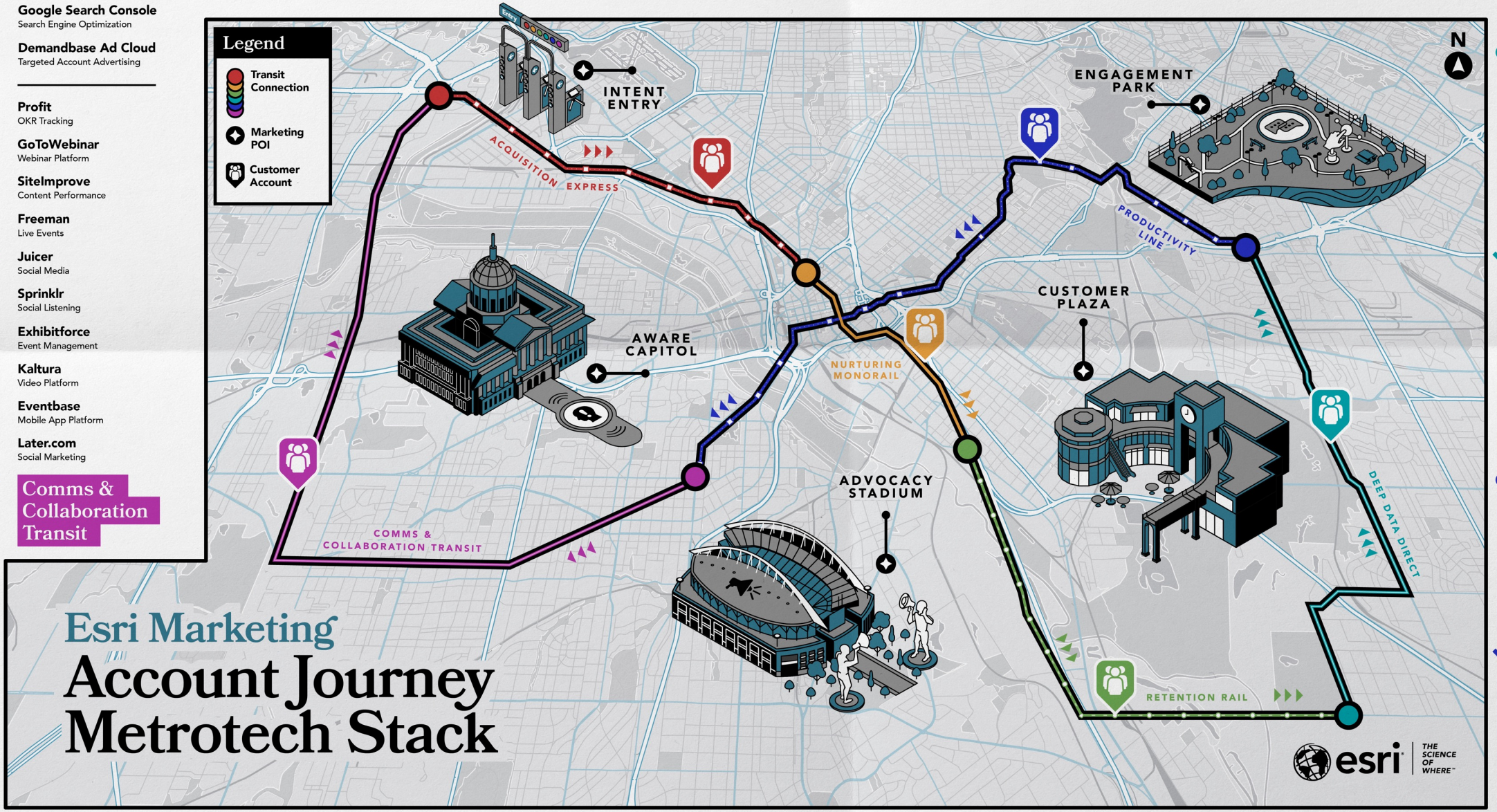
Exhibitforce
Event Management

Kaltura
Video Platform

Eventbase
Mobile App Platform

Later.com
Social Marketing

Comms & Collaboration Transit



Deep Data Direct

Informatica Data Quality
Data Management

Marketo Measure
Multi-Touch Attribution

Demandbase
Account Based Insights

Adobe Analytics
Planning and Reporting

Liveramp
Identity Management

Dynatrace
Software Intelligence

Signal AI
Media Monitoring

PowerBI
BI Reporting

Productivity Line

CatDV
Video Asset Management

WalkMe
Digital Adoption

Office 365
Document Creation and Collaboration

CrossBrowser Testing
Optimization

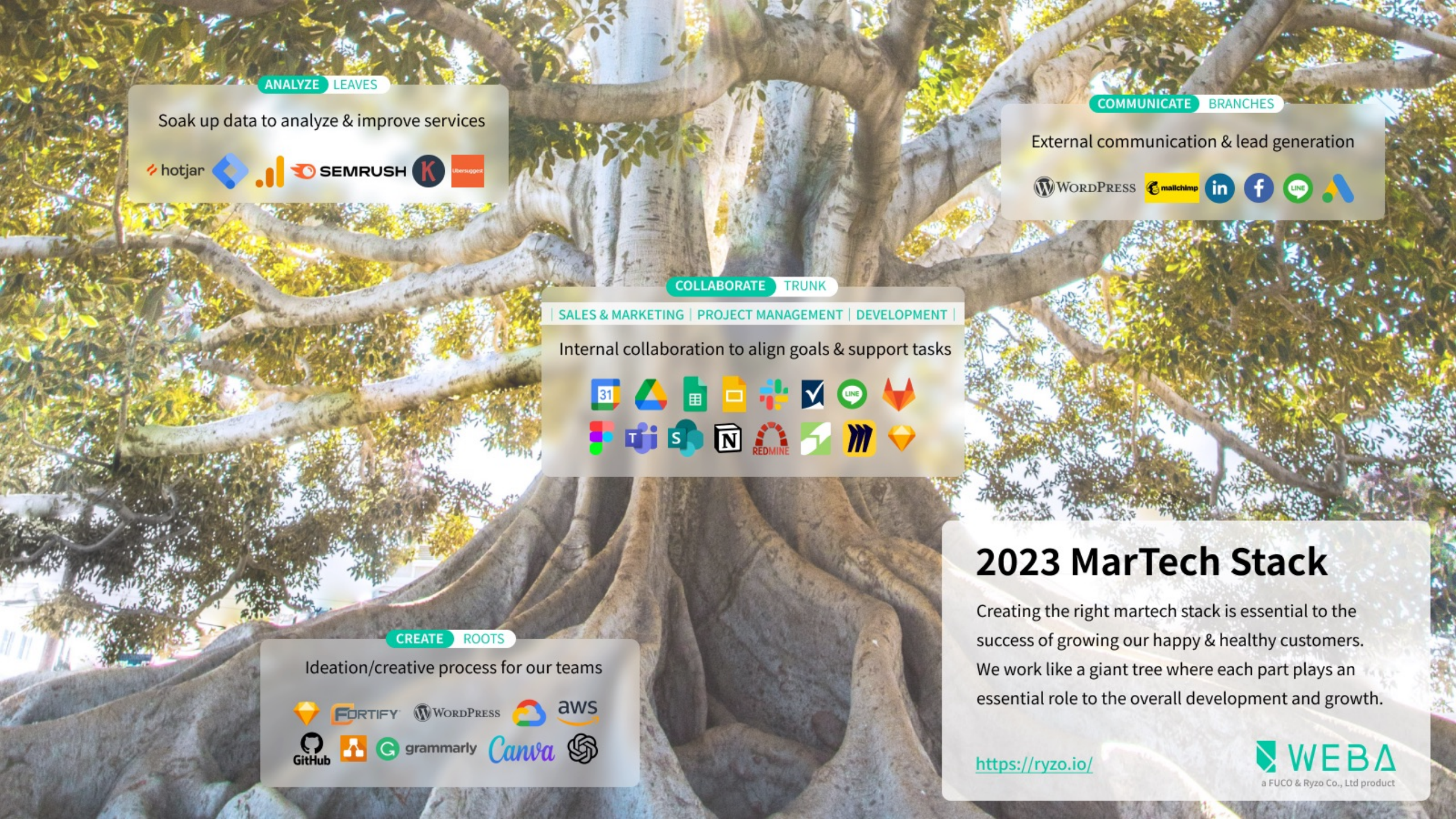
ServiceNow
Capability and Workflow Management

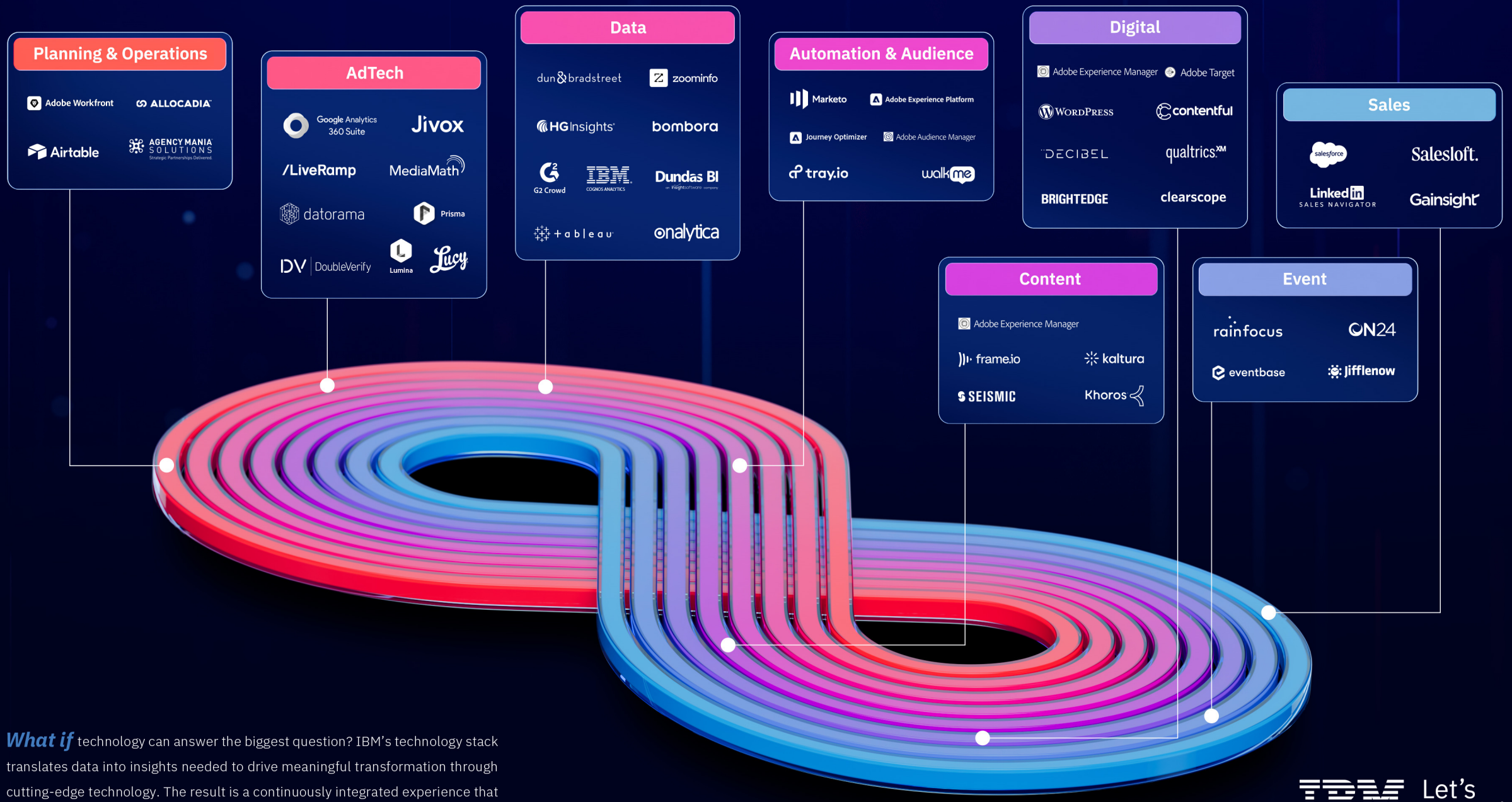
UserTesting
Customer Experience Testing

Workfront
Project Management

AEM Assets
Digital Asset Management

Zapier
Workflow Automations


ANALYZE LEAVES
Soak up data to analyze & improve services
hotjar
SEMRUSH
COMMUNICATE BRANCHES
External communication & lead generation
WordPress
mailchimp
COLLABORATE TRUNK
SALES & MARKETING | PROJECT MANAGEMENT | DEVELOPMENT
Internal collaboration to align goals & support tasks
REDMINE
CREATE ROOTS
Ideation/creative process for our teams
FORTIFY
WordPress
aws
GitHub
grammarly
Canva
2023 MarTech Stack
Creating the right martech stack is essential to the success of growing our happy & healthy customers. We work like a giant tree where each part plays an essential role to the overall development and growth.
https://ryzo.io/
WEBA
a FUCO & Ryzo Co., Ltd product

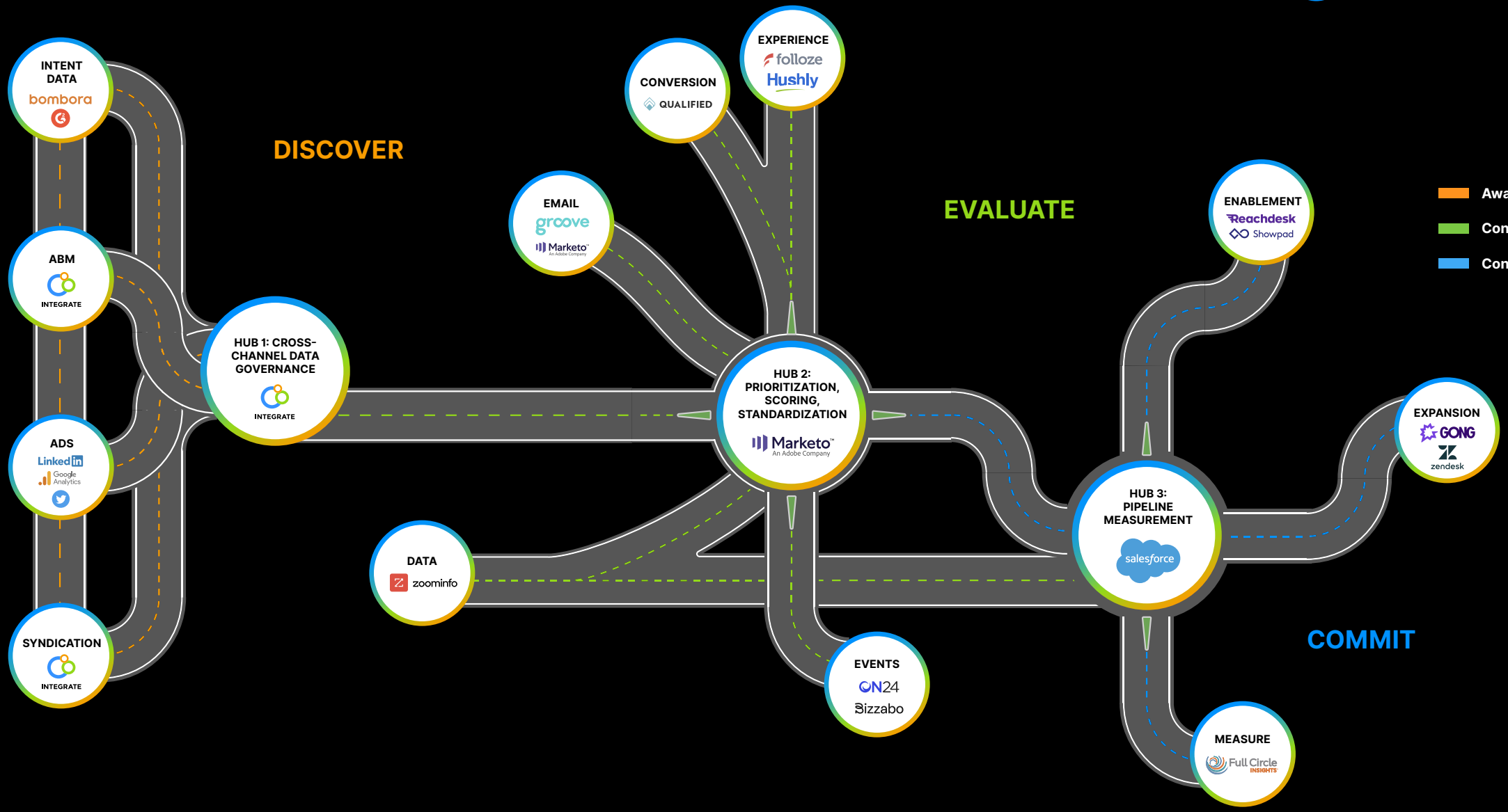


What if technology can answer the biggest question? IBM's technology stack translates data into insights needed to drive meaningful transformation through cutting-edge technology. The result is a continuously integrated experience that powers key business imperatives resulting in IBM revenue growth.

IBM Let's create

Integrate's Martech Map

INTEGRATE



Awareness | Consideration | Conversion | Deal Acceleration | Costumer Expansion

Itaú Live Ecosystem

Martech Stack 2023

MARTECH STACK 2023

JANDS

SYSTEMS OF ENGAGEMENT AND PERSONALISATION

salesforce marketing cloud

FormAssembly

SOCIAL ARENA

Linktree

BUSINESS INTELLIGENCE

Google Analytics

Microsoft Dynamics 365

Phocas.

KNOWLEDGE HUB

talentlms

HOUSE OF EFFICIENCY

SurveyMonkey

zapier

Lucidchart

Dropbox

monday.com

CONTENT MANAGEMENT

Adobe Commerce

amazon vendor central

bullseye

fastly

EVENTS

HUMANITIX

CREATIVE AND BRAND MANAGEMENT

vimeo

REACHING FOR THE STARS

Google Ads

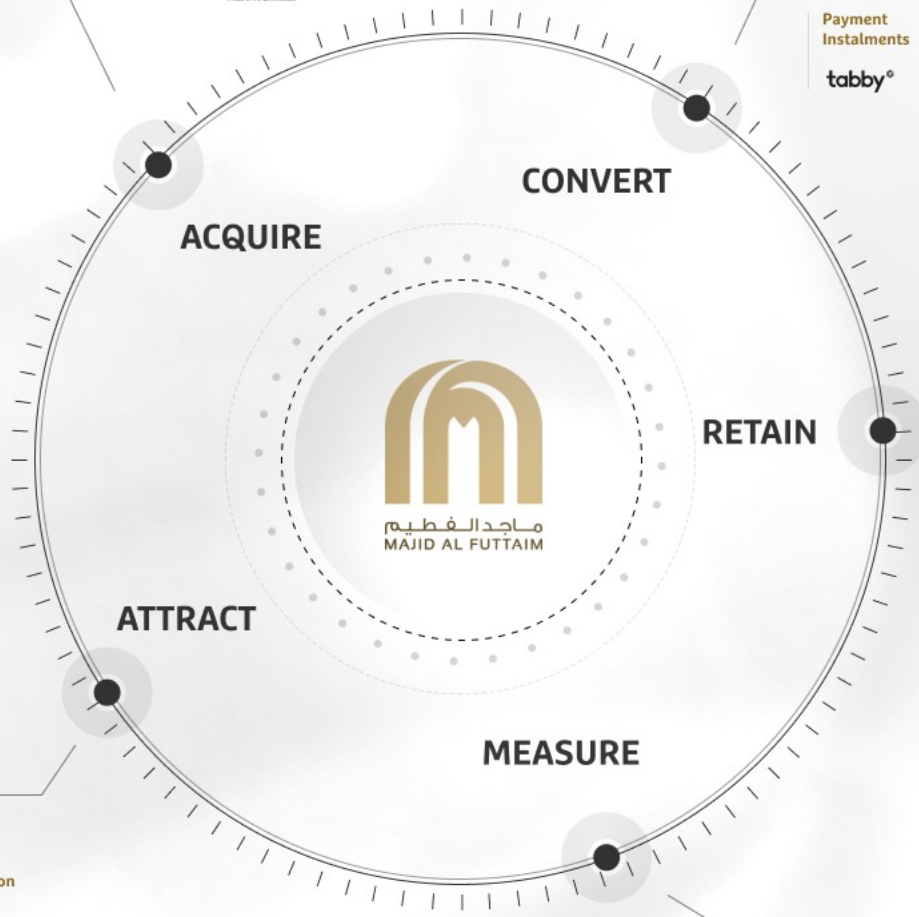
amazonadvertising

LTIMindtree

MARTECH STACK

Majid Al Futtaim

MarTech Stack



Acquire

Social and content marketing

Content Management
Progress Sitefinity
SITECORE

Identity and Consent
Auth0
onetrust

A/B Testing
Firebase
Akamai
amazon cloudfront

Channels
Websites / Mobile App
FACEBOOK
Instagram
SnapChat
TikTok
twitter
LinkedIn

Self Service Kiosk
VOXKiosk
Kiosks Properties

DAM
Adobe
Canto

Marketing Automation
salesforce
braze

Social Media Marketing and Listening
sprinklr

Campaign Management
monday.com

Attract

Advertising

SEO Performance and Technical
Google Analytics
Search Console
Screaming frog
SEMRUSH

SEO Keyword Analysis
Google Ads
Search Console
SEMRUSH
SEOmonitor

Paid Digital Advertising
TikTok Ads
Google Ads
Ads Manager
SnapChat
Search Ads
Ads

Mobile Marketing Platform
ADJUST

Segmentation / CVM
Exsell

App Store Optimization
SensorTower

Search
Search Console
SEMRUSH

SEO Backlink
MAJESTIC
SEMRUSH

Display and Programatic Advertising
Google Ads

Convert

Commerce and Sales

Payment Instalments
tabby

Voucher Systems
coupon

Content Management System
Progress Sitefinity
SITECORE

Omnichannel Commerce
SAP Hybris
SAP CRM
Microsoft Dynamics AX

Automated Personalization
Exsell

Data Warehouse and Infrastructure
VERTICA
Informatica
kafka
NETEZZA

FAQs and Self-Service Portal
mindtouch

Payment Gateway
Majid Al Futtaim Pay
QPAY

Retain

Customer Engagement and Experience

Customer Relationship Management
salesforce
C4C
SAP Cloud for Customer

Enterprise Operations
servicenow

Loyalty
MAXXING
GRAVTY®

Employee Brand Loyalty
MyHub

Contact Center Manager
GENESYS
VOCALCOM

FAQs and Self-Service Portal
mindtouch

Live Chat and Chatbot
GENESYS
Amazon Lex
infobip

Single Sign On / Universal Login
Auth0

Measure

Analytics and Reporting

Digital Analytics
Google Analytics
Firebase
TEALIUM

Dashboards and Visualization
tableau
Power BI
Google Data Studio

System Monitoring
new relic
sumo logic
AWS ELK
amazon CloudWatch

Social Listening and Insights
sprinklr

Survey and Voice of Customer
qualtrics XM

Majid Al Futtaim Franchises

CB2 · iFLY DUBAI · LEGO · HOLLISTER · Crate&Barrel · ALLSAINTS · Garden Inn · DREAMSCAPE · MERIDIEN · pullman · NOVOTEL · Sheraton · The Westin · ibis · Geneva · Waterfront City

Majid Al Futtaim is a leading lifestyle conglomerate spanning 16 countries across the Middle East, Africa and Asia with owned assets valued at US$18 billion. The company employs 46,000 people representing 114 nationalities and welcomes 600 million customers to its shopping malls, communities, retail and entertainment destinations each year.

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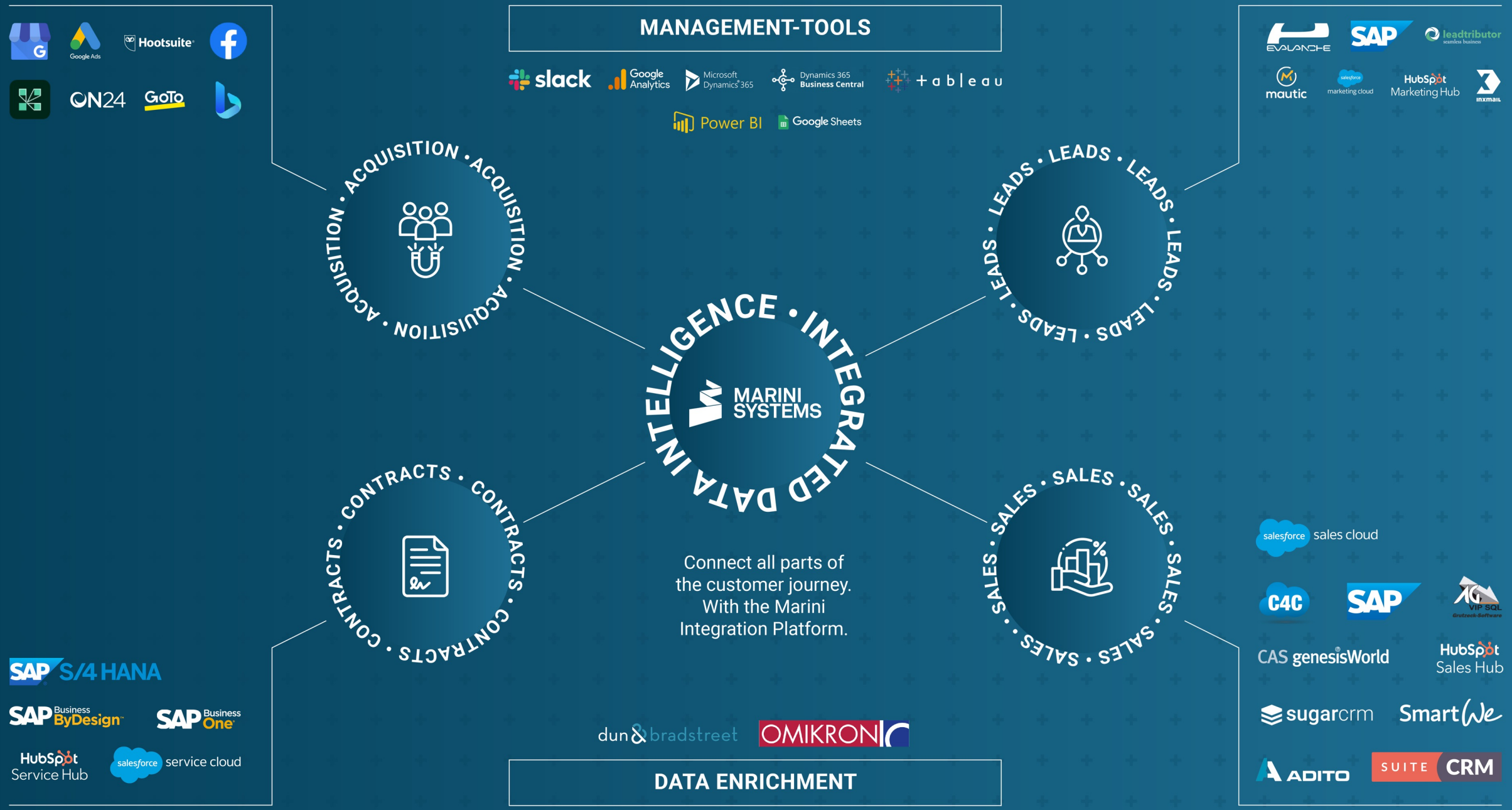

MANAGEMENT-TOOLS
slack
Google Analytics
Microsoft Dynamics 365
Dynamics 365 Business Central
tableau
Power BI
Google Sheets
Google
Google Ads
Hootsuite
ON24
GoTo
EVALANCHE
SAP
leadtributor
seamless business
mautic
salesforce marketing cloud
HubSpot Marketing Hub
inxmail
ACQUISITION · ACQUISITION · ACQUISITION · ACQUISITION
LEADS · LEADS · LEADS · LEADS · LEADS · LEADS
CONTRACTS · CONTRACTS · CONTRACTS · CONTRACTS
SALES · SALES · SALES · SALES · SALES · SALES
INTEGRATED DATA INTELLIGENCE
MARINI SYSTEMS
Connect all parts of the customer journey. With the Marini Integration Platform.
salesforce sales cloud
C4C
SAP
VIP SQL
Grutzeck-Software
CAS genesisWorld
HubSpot Sales Hub
sugarcrm
SmartWe
ADITO
SUITE CRM
SAP S/4 HANA
SAP Business ByDesign
SAP Business One
HubSpot Service Hub
salesforce service cloud
dun & bradstreet
OMIKRON
DATA ENRICHMENT

BRIDGING THE CUSTOMER EXPERIENCE

Merkle's Technology Stack is built on six key pillars that support connected customer journeys. Each pillar features technologies that enable capabilities for customer centric moments.

Experience
Creating and optimizing customer experiences

Content and Commerce
Creation and management of content, commerce & assets

Orchestration
Creation and governance of audiences and interactions

Analtyics
Audience insights and marketing measurement

Data
Consumer data stores and data democratization

Identity
Consolidated identification of consumers and their data collection preferences

EXPERIENCE

- Search
- Display
- Social
- Digitral Video / TV
- Website
- App
- Mobile Messaging
- Email
- Digital Storefront
- Direct Mail
- Point of Sale
- Promotions
- IoT
- Chat
- Customer Service
- Customer Portal
- Affiliate / Partner
- Preference Center
- Events
- Community / Forums

CONTENT & COMMERCE

- Digitral Content Managment
- Commerce Management
- Content Production
- Digital Asset Management
- Product Information Managment

ORCHESTRATION

- Real-time Customer Profile
- Testing and Optimization
- Decision and Offer Management
- Audience Management
- Loyalty Platform
- Tag Management
- Journey Orchestration

ANALYTICS

- Data Visualization
- Measurement and Attribution
- Customer Journey Analytics
- Predictive Modeling and AI/ML
- Data Clean Rooms
- Voice of Customer

DATA

- Data Integration
- Data Enrichment
- Consent Management
- Business Data
- Common Data
- Data Lake

IDENTITY

- Identity Resolution
- Terrestrial Identity
- First-Party Identity Graph
- Digital Identity

MERKLE

Nationwide's capability and technology stack

Putting our members and partners at the center of all we do

Nationwide® is on your side

PLAN Business and Sales Strategy & Planning

ALIGN Marketing Strategy

DEFINE Initiative & Planning

DEVELOP Content & Delivery Build Capability

MEASURE Marketing Performance

MARKETING DATA MANAGEMENT

Data Governance, Data Curation and Data Engineering

databricks

Data Platform Management

aws

Audience Targeting & Segmentation

salesforce

ZETA

MARKETING ENABLEMENT

Financial Management, Governance, Compliance/Legal

PROPRIETARY SYSTEMS

Agency Management

decideware

Training

Seismic

Associate Engagement and Taxonomy

Microsoft

Process Management, Work Management and Marketing Planning

workfront

CONTENT & STORYTELLING

Brand Management

nuxeo

Microsoft

Content Creation

visme

Asset Management

Preservica

PROPRIETARY SYSTEM

nuxeo

CUSTOMER ENGAGEMENT

Experience Coordination

salesforce

Partner Enablement

Seismic

Sales Enablement

Salesvue

Seismic

Channel Activation

Tridion

ON24

salesforce

TOPPAN

sprinklr

RESEARCH MEASUREMENT & ANALYTICS

Marketing Research

KANTAR

Historical Research

Preservica

Business Intelligence

tableau

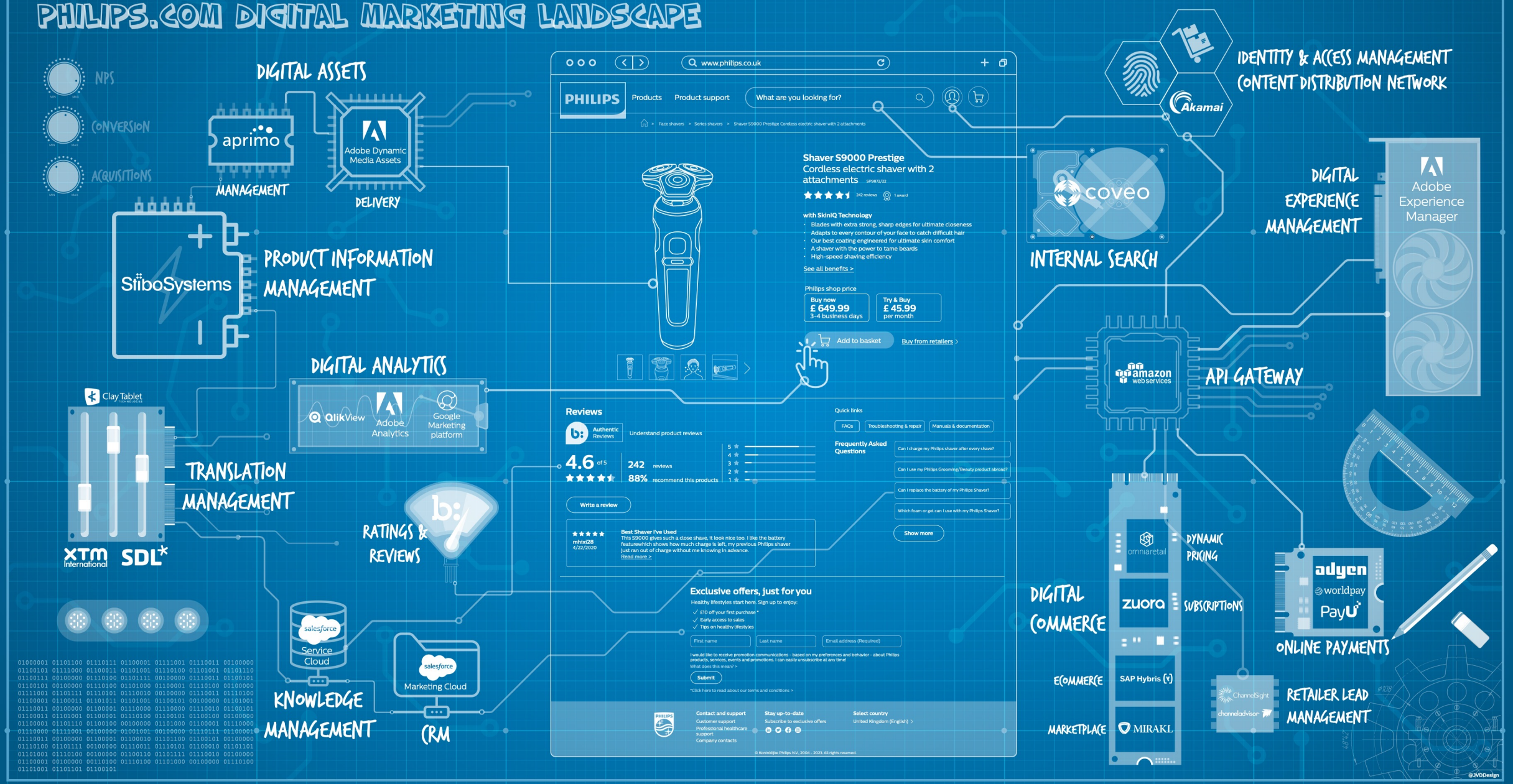
Analytics

PROPRIETARY SYSTEMS

snowflake

fullstory

PHILIPS.COM DIGITAL MARKETING LANDSCAPE



Engage
Reach
RA
FY23 Global Marketing technology stack
Measure
Foundational Technology
Digital Experience & Personalization
Adobe Experience Manager
Adobe Target
D&B Visitor Intelligence
gatedcontent
onetrust
Akamai
SAP Hybris
Content Optimization
acrolinx
translations.com
conductor
SEMRUSH
crownpeak
Conversational Marketing
conversica
DRIFT
Community
higher logic
Segmentation & Outbound Orchestration
D&B Rev.Up ABX
ORACLE Eloqua
Digital Advertising
D&B Rev.Up ABX
LinkedIn Marketing Solutions
Meta Advertising
Google Ads
theTradeDesk
Events & Webinars
Certain
Touchpoint By Certain
expologic
iCAPTURE
notified
Social Media
Percolate
SEISMIC LiveSocial
bitly
Distributor Co-Marketing, Enablement, Lead Management
ZiftONE
SEISMIC
Rockwell Automation Distributor Lead Portal
Measurement & Insights
Power BI
Adobe Analytics
CISION
sproutsocial
AI/ML Modeling & Scoring
D&B Rev.Up ABX
User Feedback & Research
hotjar
UserZoom
qualtrics XM
Data Management & CRM
OPENPRISE
Microsoft Azure
Profisee
Microsoft Dynamics
Planning, Budget, Project Management
Percolate
ALLOCADIA
Jira Software
SharePoint
Office

Lead Development, Acqusition, Engagement & ABM
Search Engine Optimisation
Multi-Channel Marketing Management, Lead Qualification, Routing & MDF
Digital Conversion Optimisation
Audience Journey Optimisation
Customer & Colleague Advocacy
Social Media Management & Listening
Marketing Resource Management
Community Engagement & Influence Marketing
Marketing Performance
Virtual & In Person Events
Consent & Preference Management
Content Creation
Marketing Reporting, Profiling & Tag Management
Marketing Intelligence & Data Enrichment
Content Presentation, Curation & Storage
Campaign & Lead Management
Optimisation
Advocacy
Community & Social
Marketing Management
Event Management
Compliance
Marketing Data & Analytics
Content Management
Sage
Marketing Technology Stack

SARGENTO MARTECH STACK WITH BALANCE

	GAS STATION TV JOURNEY	SOCIAL MEDIA JOURNEY	GAME UNIT JOURNEY	RETAIL MEDIA JOURNEY	PAUSE AD JOURNEY
AWARENESS					
ENGAGEMENT	CONVENIENT STORE	SHOPPABLE PAGE	SHOPPABLE PAGE	BRAND PAGE	SHOPPABLE PAGE
CONVERSION	REWARDS	A+ CONTENT	ADD TO CART	PRODUCT PAGE	IMAGE CAROUSEL
MEASUREMENT	SALES DASHBOARD	MEDIA DASHBOARD	ADD TO CART ANALYTICS	SHARE OF SHELF DASHBOARD	ECOMM ANALYTICS

AWARENESS

sling, tubi, fire tv, YouTube, Roku, hulu, AT&T tv, twitch, ironSource, theTradeDesk

ENGAGEMENT

Google, destini, Teads, MikMak, ORACLE, sproutsocial, PEER39, H|CODE, grapeshot, TikTok

CONVERSION

CitrusAd, Profitero, BRANDBANK, ALIGNTRAC, Syndigo, WIDEN, WORLD SYNC, SALSIFY, Silverstripe, fetch REWARDS, criteo, ROUNDEL, ALBERTSONS MEDIA COLLECTIVE, SAP, Walmart Connect, amazon advertising, 4A51°

MEASUREMENT

Google, salesforce datorama, NETBASE, Profitero, nielsen, PACVUE, ib, IRi

Harvesting Growth Responsibly

A productive customer journey thriving on best-in-class martech

The Horizon
Building on tech success to deliver on customer needs.

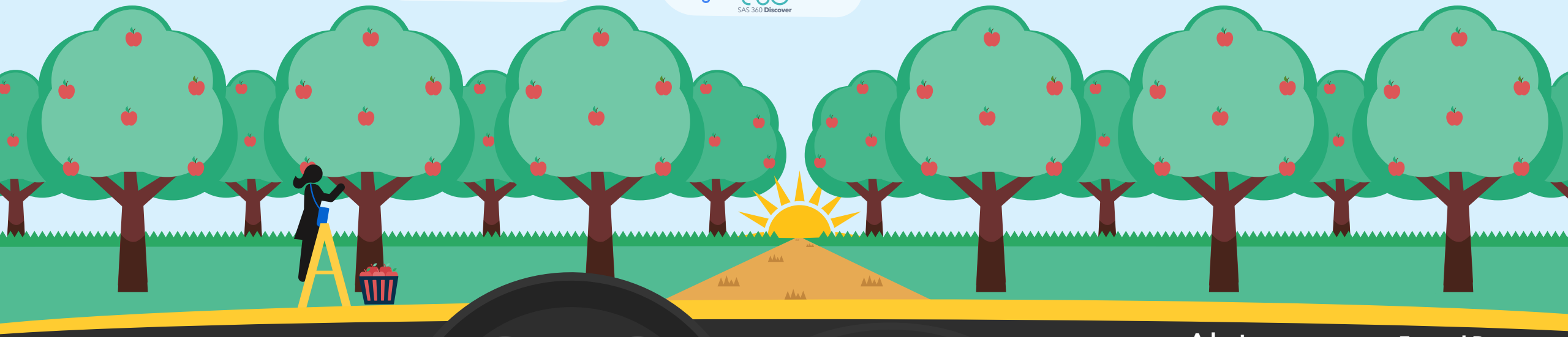
SEO and Metrics
Screaming Frog, ahrefs, SEMRUSH, DRAGON METRICS

Visualization, Marketing Analytics and Digital Insights
Google, SAS 360 Discover, SAS Viya

Optimization
Google, Calibre, VWO, crazyegg

Governance, Compliance and Privacy
Siteimprove, TrustArc, Akismet

Marketing Data and Enhancement
bombora, qualtrics XM, TechTarget, slido



Awareness and Consideration
We understand the market.

CISION, CARMA, onalytica
Public Relations and Influencers

Google Ads, LinkedIn
Advertising

Land
We solve specific business problems.

Social Media Monitoring and Marketing
sprinklr, Buzzsumo

Email and MRM, Personalization and Marketing Automation
SAS 360 Customer Intelligence

Adopt
We get the most out of our tech investment.

Akamai, brightcove, Solr, WordPress, Adobe, Canto, SMARTLING
Content

eventbrite, ON24, Microsoft Teams, CVENT CONNECT, nexus
Event and Webinar

Expand-Renew
We have extended martech capabilities and maturity.

influitive, Khoros
Community, Advocacy and Chat

Marketing Technology Stack as of April 2023

Stacklr gives you an individual visual stack!

There are over 4,000,000 permutations to a Stacklr assessment, so each stack is unique.

Stacklr | My Score | Org Scoring | Resources | Community | Software Clients | Jobs | Find a Martech software | johnsmith@test.com | Sign Out

My Stacklr® Score:

335US

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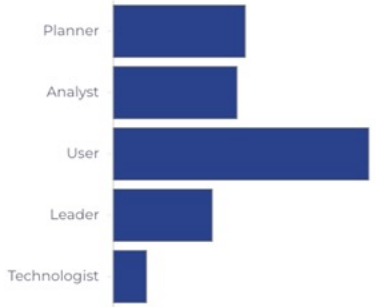
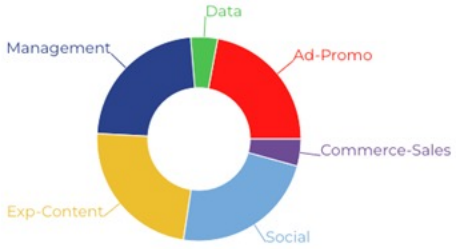
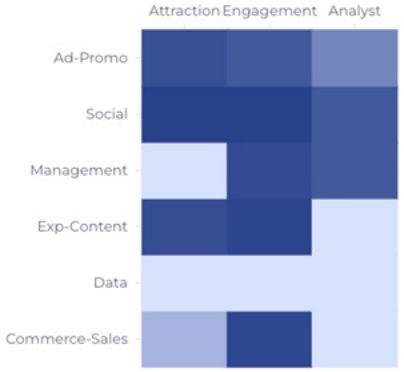






Ad-Promo	Exp-Content	Social	Commerce	Data	Management
Google Ads	Adobe Mark...	Hootsuite	Adobe Cust...	Eloqua Mar...	Slack
Salesforce...	Canva	Sprout Soc...	Klaviyo	Datasphere	Zoho
Pardot	ActiveCamp...	GetSocial	SEMRush	Google Ana...	Salesforce...

I'm a Growth Marketing Manager in a medium-sized enterprise and my Stacklr Scorecard is my visual stack. My scorecard illustrates my stack experience across strategies, functions, tools, expertise levels and roles.

Stacklr®

Stacklr.com

Pat. Pend.

Syngene
Putting Science to Work

SMartech Stack

Our Stackie submission this year is inspired by the **Oscar and Golden Globe winning song 'Naatu Naatu…'** from the global box office hit 'RRR'.

It showcases the tango between sales and marketing stacks (SMartech) to create

Relevance

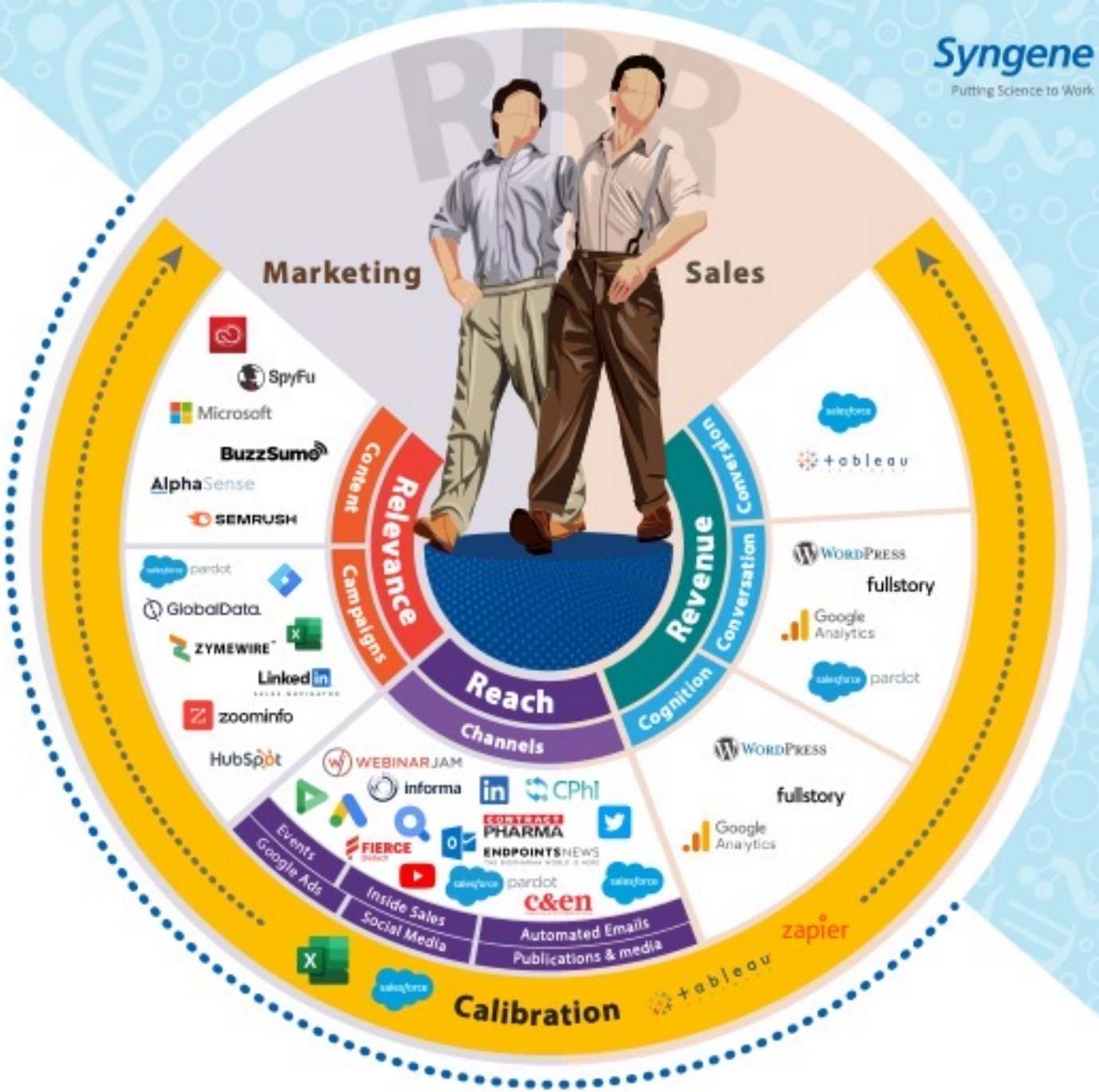
- of **Content** (messaging and value proposition)
- and **Campaigns** (right target audience)

Reach

- Use of right **Channels**

Revenue

- Nurturing the target audience through the buyer's journey of brand **Cognition**, **Conversation** and finally sale **Conversion**
- and optimizing all efforts via feedback loops and analytics (**Calibration**)



TheMathCompany

Curating buyer's journey at every stage.

1. Awareness

Familiarizing buyers through Owned / Paid / Earned and Shared mediums.

2. Interest

Nurturing buyer's interest via E-books / Whitepapers / Landing Pages / Social Media / Paid Media / Emails, and more.

3. Decision

Enabling buyer's decisions through tools like Success Stories / Discovery Calls / Workshops / Demos, and more.

4. Purchase

Helping clients with Onboarding / Service Experience Designing / Adoption.

5. Loyalty

Ensuring advocacy through Testimonials / Executive Council Membership / NPS.

Efforts powered by

Market Research

SEMrush
ZoomInfo
Google

Demand Generation

Google Ads
LinkedIn Ads
Twitter Ads
Meta Ads
Emails

Marketing Automation

HubSpot
Google Tag Manager

Attribution & Reporting

HubSpot
Google Analytics 4
SEMrush

Design & Content Creation

Figma
Stripo
Fiverr
Freepik
HubSpot
Anchor
Canva
Spotify
QuillBot
ChatGPT-3
Camtatia
Wordtune
Grammarly
Adobe Suite
Apple Podcast
StreamYard
Peppertype.ai
Envato Elements

Account Based Marketing

LinkedIn
ZoomInfo
HubSpot

Sales Outreach

HubSpot Sales
Monday.com
LinkedIn InMail

Project Management

Viva Engage
Microsoft Teams
Outlook
Jira

Website

CSS
Hivebrite
Bootstrap
JavaScript
Internal CMS
Django (Python)

TIAA TOWN
TIAA
snowflake
Google Marketing Platform
DOMO
CINEMA
SHOP
AGENCY
FOOD
SOCIAL
Hootsuite
GOLF COURSE
SITECORE
salesforce
marketing cloud
1918
LIBRARY
salesforce
EVENTS
cvent
ON24
CINEMA
Optimize 360
THE MALL
DEMANDBASE
Adobe Experience Manager
workfront
WELCOME
1917
CHAMBER OF COMMERCE
WAREHOUSE
SEISMIC
ONE WAY
STOP
Visitor Map
Welcome gate | Our starting point
Solar Plant | Data powering the town
Mall | Personalizing your experience
Chamber of Commerce | Marketing for businesses
Warehouse | Managing our data assets
Cinema/Events | Hosting events & webinars
Library | Storing our resident information (CRM & CDP)
Bar | Our local watering hole
Agency | Spreading our marketing message
Golf course | Living the retirement dream!

AI MARKETING TOOL STACK

Marketer, meet the machines. The AI tool stack helps marketers arrive at their objectives faster, with fewer resources, and with better outcomes.

Presented by unbounce

AUDIO AND VISUAL

Murf.ai
Go from text to speech with a versatile AI voice generator

Synthesia
Create professional videos in 15 minutes

DALL·E 2
Create realistic images and art from a description in natural language.

Canva
Watch your words and phrases transform into beautiful images.

Otter.ai
An AI meeting assistant that records audio, writes notes, and generates summaries.

WEBSITES + LANDING PAGES

Unbounce
AI landing page creation and optimization.

The.com
A website automation platform for generating web pages at scale.

Durable
Start a website quickly with AI.

SALES + SUCCESS

Native
Your partner for seamless communication across languages.

Intercom
Fin is an AI bot that accurately and immediately answers customer questions

Jason AI
B2B sales assistant powered by ChatGPT

Dialpad
Dialpad AI delivers an accurate, AI-curated synopsis and next steps after every call or meeting.

RESEARCH

Browse.ai
The easiest way toextract and monitor datafrom any website.

Chat GPT
Trained to follow an instruction in a prompt and provide a detailed response.

OPERATIONS

SheetAI
Describe what you want in plain English, and watch the magic happen in your spreadsheet.

Mem
The world's first AI -powered workspace that's personalized to you.

Beautiful.ai
Beautiful.ai jumpstarts your presentations. It's easy to start, finish, and impress in no time.

COPY + TEXT

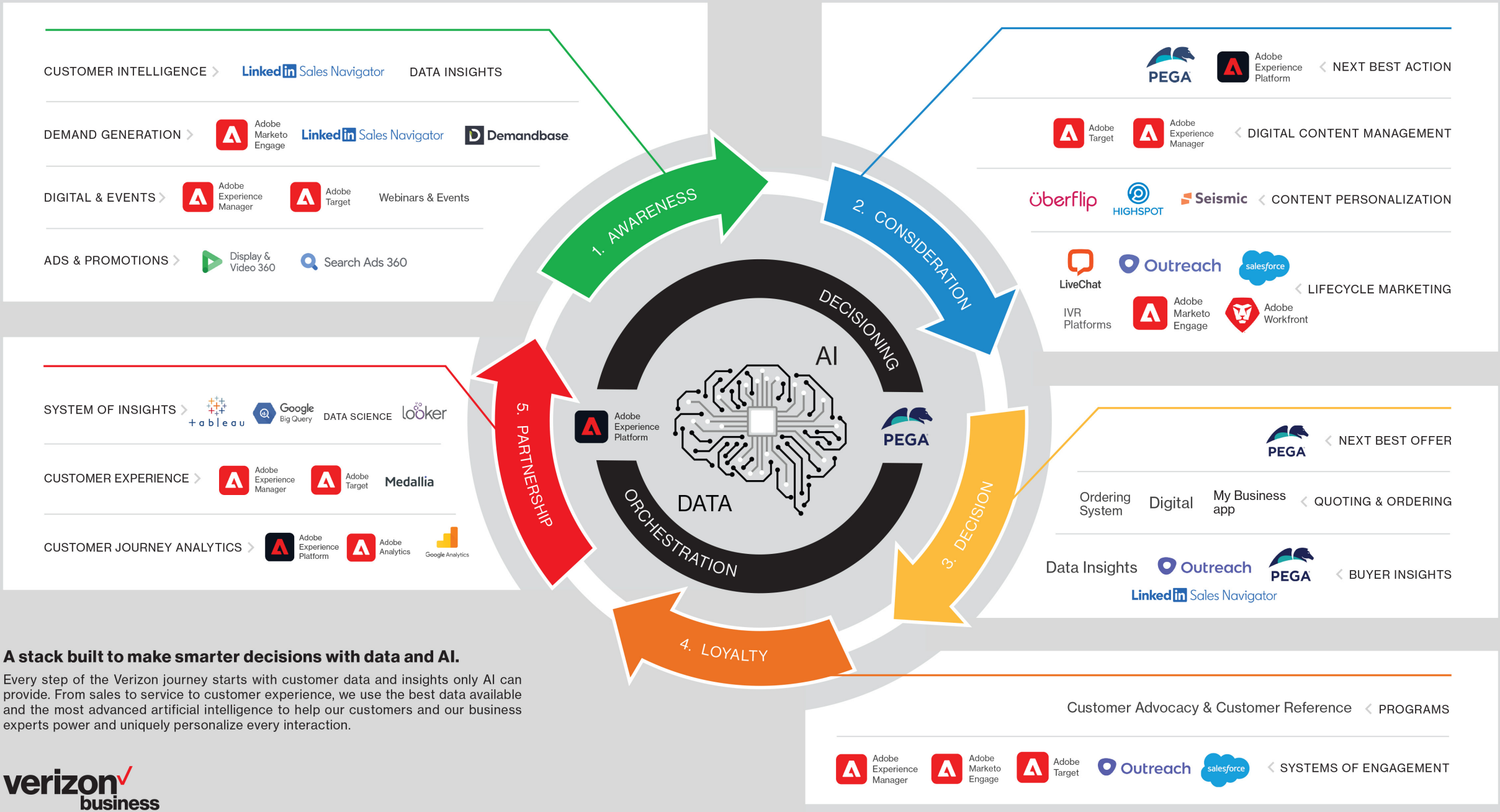
Smart Copy
Generate marketing copy in seconds.

Notion.ai
Access the limitless power of AI, right inside Notion.

Grammarly
Unblock your ideas and enable accelerated productivity

2023

AI Marketing Stack V1.0



A stack built to make smarter decisions with data and AI.

Every step of the Verizon journey starts with customer data and insights only AI can provide. From sales to service to customer experience, we use the best data available and the most advanced artificial intelligence to help our customers and our business experts power and uniquely personalize every interaction.

verizon business

The Washington Post

WaPo Martech Stack

WaPo Reader's CX Journey ● WaPo Programs

START

Discover WaPo Content, Live Events, and Programs

Deliver WaPo Experiences Wide & Deep

CREATE ENGAGING PRODUCTS

HOMEGROWN TOOLS

- Content Management System (CMS)
- Email Service Provider (ESP)
- Photo & Video Journalism Libraries

PRODUCT MANAGEMENT

- Jira Software

Engage with WaPo Content, Live Events, and Programs

Nurture Readers & Deepen Engagement

REACH AUDIENCES

CHANNELS

- Website
- Mobile App
- Email Newsletters
- Podcasts

SOCIAL MEDIA

facebook Google twitter LinkedIn Instagram Microsoft reddit TikTok YouTube

DMP

- Permutive

EVENTS

- splash

SEARCH ENGINE OPTIMIZATION

CX & PERSONALIZATION

CDP

- ActionIQ

HELPDESK

- zendesk

Homegrown Tools and APIs

Become a Loyal WaPo Reader

Welcome Experience & Continued Customization

Look to WaPo as a Trusted Source of News

Consistent Optimization

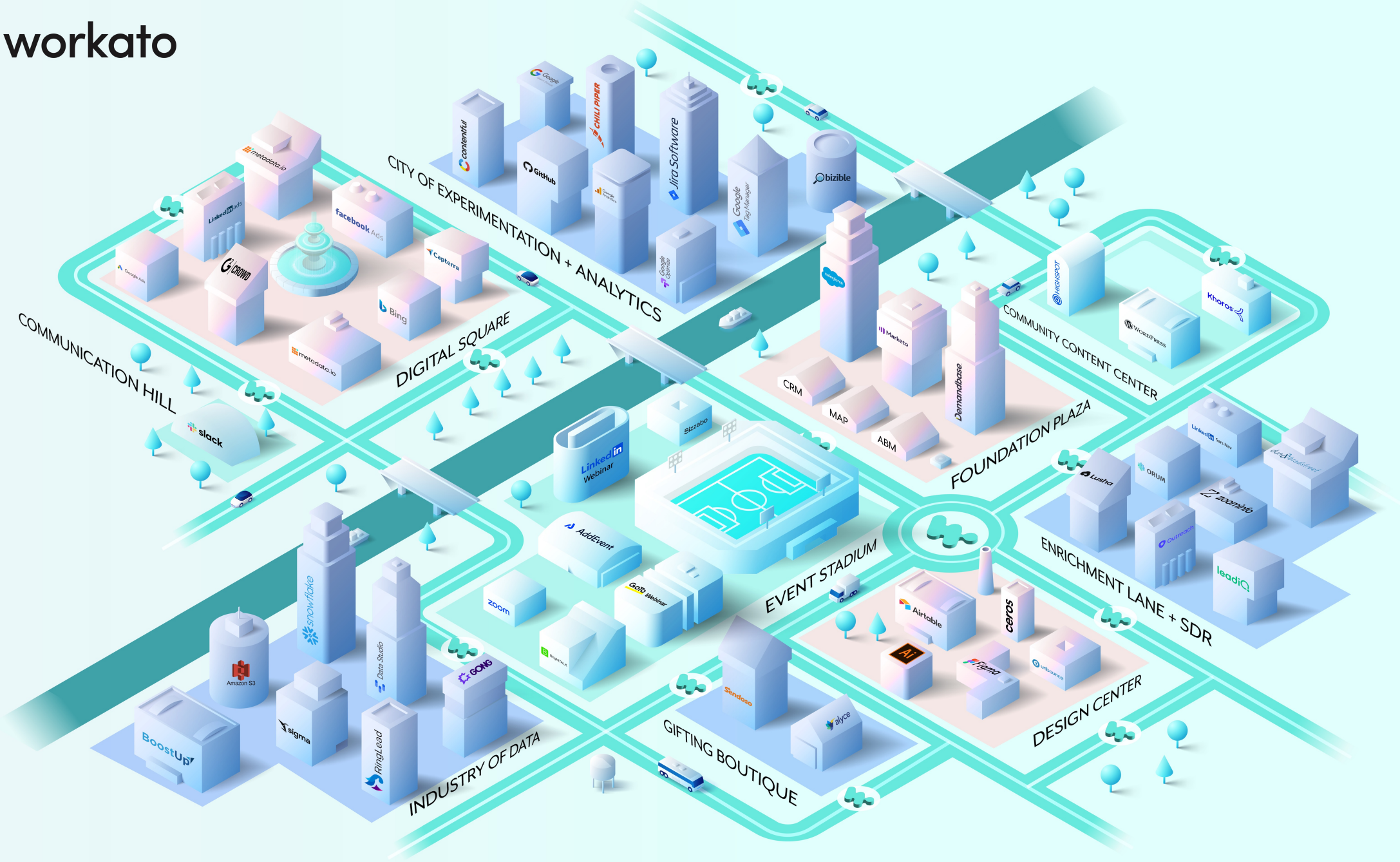
ANALYTICS & REPORTING

Google Analytics Looker tableau aws

WHITE CAP

Tools and Tech that bring the White Cap experience to every contractor in America

workato


CITY OF EXPERIMENTATION + ANALYTICS
COMMUNICATION HILL
DIGITAL SQUARE
FOUNDATION PLAZA
COMMUNITY CONTENT CENTER
EVENT STADIUM
ENRICHMENT LANE + SDR
INDUSTRY OF DATA
GIFTING BOUTIQUE
DESIGN CENTER
contentful
CHILI PIPER
Jira Software
GitHub
bizible
Google Tag Manager
metadata.io
LinkedIn Ads
facebook Ads
Capterra
G2 CROWD
Bing
slack
Marketo
Demandbase
CRM
MAP
ABM
HUBSPOT
WORDPRESS
Khoros
LinkedIn Webinar
Bizzabo
AddEvent
zoom
GoTo Webinar
Lusha
ORUM
ZOOMINFO
Outreach
leadiQ
Airtable
ceros
Figma
unbounce
Sendoso
alyce
snowflake
Data Studio
Amazon S3
GONG
sigma
RingLead
BoostUp

Creating a Sustainable Strategy

A MarTech Stack Designed for the Customer

Planting the seed
(Awareness)

Watering the soil
(Consideration)

Developing the roots
(Purchase)

Bearing Fruit
(Experience)

Harvesting and plant again
(Analyze, test, optimize)

Content & Experience
Drupal, Google Tag Manager, SMARTLING, qualtrics XM, Figma, WISTIA, higher logic

Engage/Nurture
Marketo, N24, Drift, 6sense, Salesloft.

Accelerate
6sense, N24, STOVA

Advocacy
Capterra, TrustRadius, Gartner peerinsights, G2 CROWD

Analytics
Google Analytics, amazon REDSHIFT, amazon QuickSight, Google Data Studio

Promotion
Google Ads, sproutsocial, facebook, LinkedIn, YouTube, 6sense

Events
STOVA, conferences i/o

Sales Enablement
HIGHSPOT

Client Relationship
Gainsight

Test & Optimize
hotjar, BrowserStack, UserTesting, Google Optimize

Organic
ahrefs, Google Search Console

Data Enrichment & Management
dun & bradstreet, zoominfo, bombora, LinkedIn SALES NAVIGATOR, G2 CROWD, crunchbase, SPAC Research, LeanData, salesforce, CRAYON, GovSpend

Predictive
6sense

Operations
descript, slack, trint, monday.com

Compliance
TrustArc

Partners
IMPARTNER

Workiva

YELO يلو | MarTech Stack

THE STACKIES 2023