

THE TRUTH ABOUT THE MARTECH STACK: WHAT YOU MAY NOT KNOW MAY COST YOU



To say the marketing technology landscape or ecosystem is a crowded space would be an understatement of monumental proportions. Before you consider that to be just an exaggeration, consider the following:

- There are nearly 4,000 martech solutions on the market today.
- That number has increased over 2500% since 2011.

And if you think marketing was the last area to benefit from a tech boom, you would be right according to Brian Hansford, Director of Client Services for Heinz Marketing.

"Marketing departments were the last to get any sort of strategic technology platforms," says Hansford. "Finance, sales, manufacturing, distribution, and HR functions all benefited from technologies that helped streamline how they operated and provided analytic insights. Thanks to the innovations throughout the martech landscape, marketers now have tools that help them better engage with customers and measure the results."

The problem is there are so many new options—and more arriving daily—that identifying the right ones and getting them to work together is not easy. Modern Marketers need to spend more time innovating and less time integrating. That's why an open platform that offers not only pre-integrated apps, but an open infrastructure to make future innovations, is essential to success.

As technology converges with the marketing function, many new concepts and marketing categories have been created: Web analytics. Predictive Analytics. Tag Management vendors. Email Marketing. This list really goes on and on and on.

Unfortunately, the toll it takes on you, the marketer, is that you spend an inordinate amount of time managing technology and making decisions about how to deal with the technology you have now, and the technology you want tomorrow.

The truth is, a lot of marketing technology stacks are still playing catch-up. To meet rising customer expectations of cross-channel experiences, and to outgrow your competition, you need a martech stack that can grow with you.

No Rest For the Weary

Today, the average enterprise marketing stack consists of as many as 17 or more tools, requiring dozens of custom integration projects that few marketers have time or budget to support.

With this increase in point solution technologies, marketers are starting to become fatigued.

One other thing: if the vendor overload wasn't exhausting enough, today's consumers are moving faster than most modern day companies can keep pace. According to Forrester, more than 60% of all retail purchases will be affected by digital interactions—even the ones that happen in store, which remains the majority.

Check out the major brands who have seen higher open rates, conversion rates, and most importantly increase in revenue all due to the Oracle Marketing Cloud martech stack.



+70% open rates
+225% conversion rates
+300% revenue per email



+200% open rates
+900% conversion rates
+200% revenue per email



+162% response rates
+600% program revenue



+120% open rates
+300% click-through rates



124x revenue generation vs. promotional messages



+100% open rates
+300% click-through rates

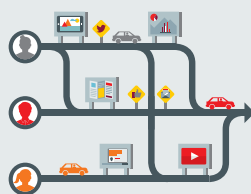
This isn't just about customer centricity – instead, this is about agility and the ability to keep pace with customers.

What You Don't Know May Cost You

Providing a complete set of solutions to help marketers and advertisers touch virtually every aspect of the customer lifecycle is a prerequisite. The best marketing stacks don't just enable communication—they actually make marketing easier for brands and more engaging for customers.

Here are the ingredients for a martech stack that can move you from integrator to innovator:

- **Connected Data.** It's not big data it's the right data. The solution you use should help you connect relevant data—be it 1st, 2nd or 3rd party data—to achieve a more comprehensive view of your audience. In addition to data found online, the solution needs to also account for and incorporate valuable data from offline purchasing into the overall mix.
- **Cross Channel Audience Profiles.** Once the right data is identified, it needs to be connected to a data management platform (DMP) to build an audience profile—an actionable audience profile, that is. Once inside the DMP, you need to be able to build an anonymous audience profile with a rich taxonomy that unifies 1st, 2nd and 3rd party data. The solution should connect customer IDs across a variety of online and offline channels and devices, and link them to individual customers.
- **Orchestration.** Your marketing technology must enable you to orchestrate experiences across multiple channels, not just coordinate your marketing calendar. Orchestration vs. coordination is a crucial distinction in digital marketing because it differentiates between blindly blasting marketing messages across multiple channels—which turns customers away—and contextualized, relevant cross channel experiences. Your stack needs to be able to tie an individual customer's channel IDs back to a single identifier so you know who they are, what their preferences are, and how they interact with digital marketing across various channels.
- **Optimization and Testing.** If marketers want to sustain a rich customer experience, it's imperative that they optimize and test it. Your solution needs to provide for A/B testing, multivariate testing, and automated data mining to optimize the experience for each customer. It also needs to provide robust analytics to measure how your engagement across channels drives revenue and conversions.
- **Open Platform.** An open platform means you can find what you need, add it to your stack, and it just works. Be sure you understand how these tools connect to the tools you are considering, including the full stack. Make sure you hear someone say the word “pre-integrated” or it could cost you a lot more down the road. If the site has reviews, check those out. And when you're kicking the tires, ask to see how easy it is to plug in these apps. This is where the demo could go off script. Or off the rails. Ask for customer references for your preferred apps too.



Download [The Guide to Building Your Marketing Technology Stack](#) to learn more about what differentiates leading marketing technology platforms from the rest.

[Contact us](#) to learn more about how the world's leading brands are personalizing orchestrated cross channel customer experiences at scale using solutions that marketers love and IT trusts.