chiefmartec.com Marketing Technology Landscape

March 2016

Advertising & Promotion

- Mobile Marketing
- Display & Programmatic Advertising
- Search & Social Advertising
- Native/Content Advertising
- Video Advertising
- Print
- PR

Content & Experience

- Mobile Apps
- Interaction Content
- Video Marketing
- Email Marketing
- Content Marketing
- Optimization, Personalization & Testing
- DAM & MRM
- SEO
- Marketing Automation & Campaign/Lead Management
- CMS & Web Experience Management

Social & Relationships

- Call Analytics & Management
- ABM
- Events, Meetings & Webinars
- Social Media Marketing & Monitoring
- Advocacy, Loyalty & Referrals
- Influencers
- Community & Reviews
- Feedback & Chat
- Customer Experience, Service & Success
- CRM

Commerce & Sales

- Retail & Proximity Marketing
- Channel, Partner & Local Marketing
- Sales Automation, Enablement & Intelligence
- Affiliate Marketing & Management
- Ecommerce Marketing
- Ecommerce Platforms & Carts
- DMP

Data

- Audience/Market Data & Data Enhancement
- Marketing Analytics, Performance & Attribution
- Mobile & Web Analytics
- Dashboards & Data Visualization
- Business/Customer Intelligence & Data Science
- iPaaS, Cloud/Data Integration & Tag Management
- Predictive Analytics
- Customer Data Platforms

Management

- Talent Management
- Product Mgmt
- Budgeting & Finance
- Collaboration
- Projects & Workflow
- Agile & Lean Mgmt
- Vendor Analysis

Sources: CabinetM (http://cabinetm.com), Capterra, G2 Crowd, Google, Growthverse, LUMA Partners, Siftery, TrustRadius, VBProfiles — see http://chiefmartec.com/2016/03/marketing-technology-supergraphic-2016/ for details.

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