chiefmartec.com Marketing Technology Landscape ("Martech 5000")

May 2017

Advertising & Promotion

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

Content & Experience

Mobile Apps
Video Marketing
Interactive Content
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
Feedback & Chat
Community & Reviews
Experience Service & Success
CRM

Commerce & Sales

Retail & Proximity Marketing
Channel, Partner & Local Marketing
Marketing Analytics, Performance & Attribution
Sales Automation, Enablement & Intelligence
Affiliate Marketing & Management
Ecommerce Marketing
Ecommerce Platforms & Carts

Data

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

Management

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

Sources: CabinetM, Capterra, G2 Crowd, Google, LUMA Partners, Siftery, TrustRadius ... see http://chiefmartec.com/2017/05/marketing-technology-landscape-supergraphic-2017/ for details.

Produced by Scott Brinker (@chiefmartec) and Anand Thaker (@anandthaker).