

Martech for 2023

The (Really) Big Picture

presented by

Scott Brinker & Frans Riemersma



chiefmartec



MartechTribe

Sponsors:



Uptempo



Calendly



Goldcast

Data Sponsors:



Clearbit



Welcome!



2022 has been a roller coaster of a year

- Coming out a pandemic
- Sliding towards a recession
- Geopolitical conflict / political unrest
- NFTs are hot / NFTs are dead
- Metaverse is hot / metaverse is dead
- Twitter in chaos
- The Great Resignation/quiet quitting



2023 is looking like a pretty wild ride too

- Budgets tightened
- Performance challenged
- Media fragmented
- Talent stretched thin
- Global economy unknown
- Technology still changing rapidly



So, how are you doing?



**From the crucible, we
forge the future**



**We are writing the
future of marketing**



We're taking this journey together

AGENDA

1. About our sponsors
2. Martech Map: updates & analysis
3. Martech trends in 2023
4. Martech management in 2023
5. Closing thoughts
6. After-session networking chat



About our sponsors

Just say no to disjointed marketing technology. And say yes to holistic MarTech solutions from SAS.

With SAS, you get:

- A single platform ecosystem that incorporates all the capabilities you need – right out of the box.
- Greater flexibility and faster deployment with a blended model of software and services.
- The ability to seamlessly integrate apps and channels that address your specific needs.

sas.com/ci



Run marketing like a business with Uptempo.

Uptempo delivers marketing business acceleration to organizations, a new operating model that gives CMOs clarity on the financial and business impact of their marketing efforts.

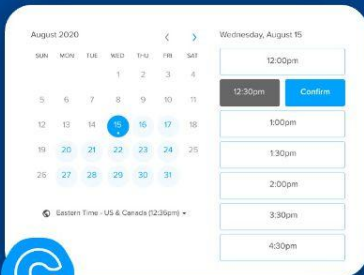
Learn more
at <https://www.uptempo.io/marketing-business-acceleration/>



THE FEDERAL SAVINGS BANK



~1 Billion Meetings Scheduled



<p>50K companies</p>	<p>10M users</p>	<p>116 countries</p>	<p>100+ partner integrations</p>
---------------------------------	-----------------------------	---------------------------------	---

calendly.com/solutions/marketing



Special thank you...

Event platform sponsor:



Data sponsors:



Clearbit



MartechMap updates & analysis



Bernard Jansen
@BernardJansen



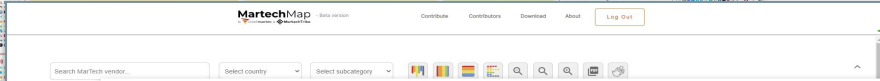
Replying to [@adoseofjohn](#) and [@JU4NMENDOZ4](#)

Do they still publish that annual scrambled egg mapping out the martech landscape?

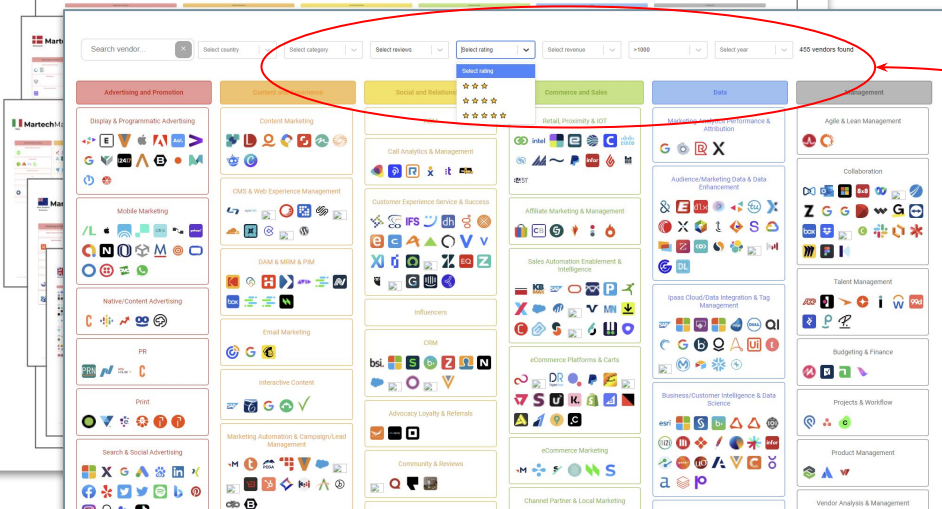
3:40 AM · 10/29/22 · [Twitter for iPhone](#)



#MartechDay May 2022
 Clickable PDF + MartechMap.com (Beta)



Fall 2022
 Country supergraphics



December 2022
 MartechMap.com rebuilt
 and powered by  Clearbit

Search vendor... Country Category Reviews Rating Revenue Employees Year 10383 vendors found

Advertising and Promotion Content and Experience Social and Relationships Commerce and Sales Data Management

Display & Programmatic Advertising

Content Marketing

ABM

Call Analytics & Management

Retail, Proximity & IOT

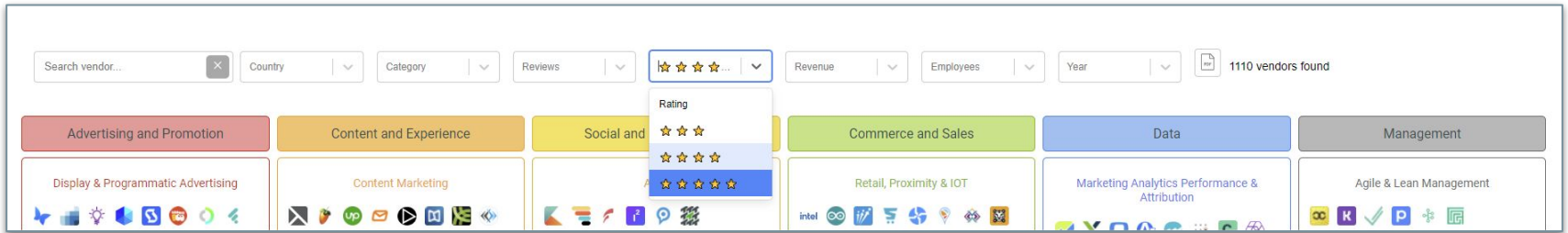
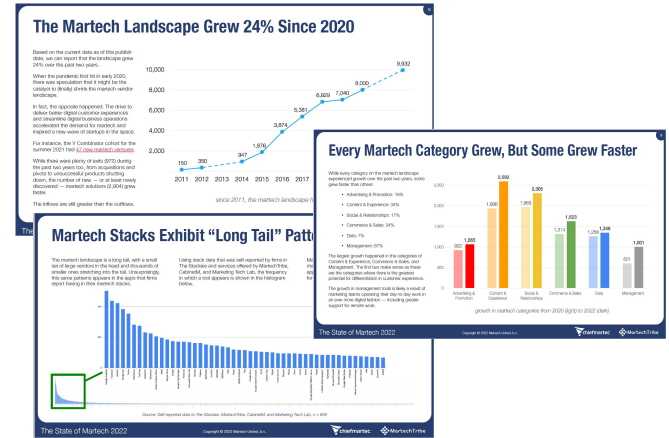
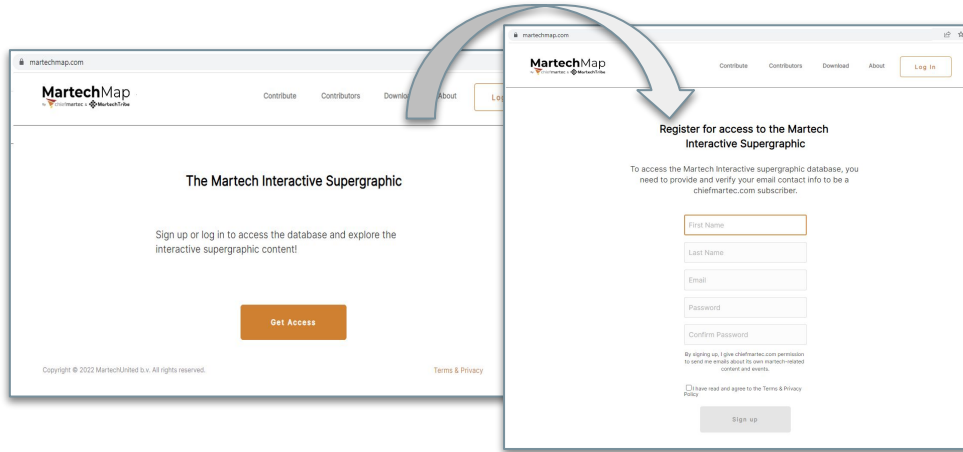
Marketing Analytics Performance & Attribution

Agile & Lean Management

Collaboration

10,383 vendors!

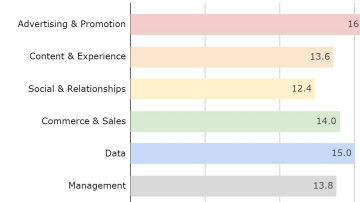
Search and Filter at MartechMap.com... for free!



Average age by subcategory

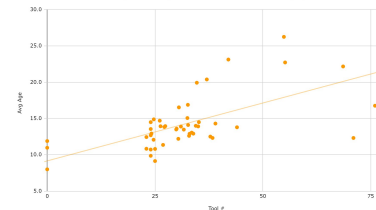
Median	Age by Subcategory					
	<5	5-10	10-15	15-20	>22	
Ads & Promotions	15.5		6.0	13.3	16.5	78.5
	14.0	4.0	7.6	13.0	16.8	24.7
	13.5		8.3	12.8	17.1	76.0
	13.0	4.0	7.8	12.1	18.0	68.6
	12.0	4.0	7.6	12.5	16.2	33.5
	12.0		6.7	12.0	17.0	23.0
	11.0		8.1	12.0	17.6	24.0
	11.0					
	10.0	3.0	7.8	12.7	18.0	34.7
	14.5	3.0	8.3	12.7	17.3	26.1
Content & Experience	12.0	3.5	7.7	12.5	17.4	24.2
	11.5	3.3	7.7	12.5	17.0	34.4
	11.5	3.5	7.4	12.3	17.5	35.2
	11.0	4.0	7.8	11.8	17.0	44.0
	11.0	3.0	7.8	12.4	17.5	71.0
	11.0	2.5	7.4	12.4	17.5	
	10.0	2.9	7.4	12.4	17.6	26.9
	10.0		7.2	12.1	16.5	24.0
	16.0	4.0	7.5	12.3	17.3	30.5
	13.0		6.8	12.4	17.9	31.0
Social & Relationships	11.0		7.5	12.2	18.0	
	11.0	2.5	7.8	12.1	17.8	29.9
	10.0	4.0	8.0	12.0	17.0	24.7
	10.0	3.7	7.5	12.0	18.7	32.9
	10.0	3.2	7.7	12.2	17.3	24.0
	9.0		7.8	12.5	16.8	25.0
	8.0	4.0	8.3			
	7.0	3.8	7.0	12.2	19.0	25.0
	16.5	4.0	8.2	12.5	17.0	54.9
	Commerce & Sales	15.5	3.0	7.8	12.8	17.3
13.0		3.0	6.0	13.0		24.0
13.0		3.2	7.8	12.5	16.9	27.2
11.0		3.3	8.1	11.8	16.7	30.4
10.0		3.5	7.6	12.3	17.0	37.8
15.0		2.0	7.6	11.8	16.8	55.2
15.0			7.0	14.0	17.5	24.0
14.0		3.8	7.4	12.5	17.4	32.6
13.0		3.5	7.5	12.5	17.3	26.3
12.0		4.0	7.3	12.0	16.0	31.7
Data	12.0	3.5	7.2	12.0	16.6	27.4
	11.5	3.5	7.7	12.6	17.3	32.7
	10.5	3.0	7.7	12.6		33.0
	10.0	3.8	7.6	13.1	17.5	38.3
	9.0		7.9	11.8	18.0	23.0
	13.5			12.0		42.0
	12.0	4.0	7.0	11.3	17.0	32.5
	11.5	4.0	7.7	12.5	17.5	33.9
	11.0		7.8	12.0	16.5	39.0
	11.0	3.8	7.8	12.8	16.9	35.0
Management	10.0		8.8	12.7		30.0

Age by Martech Category



- The oldest martech categories can be found in adtech. Is disruption due?
- Youngest martech is ABM (8 years on average)
- The older the martech, the more vendors in a subcategory — no consolidation in subcategories?

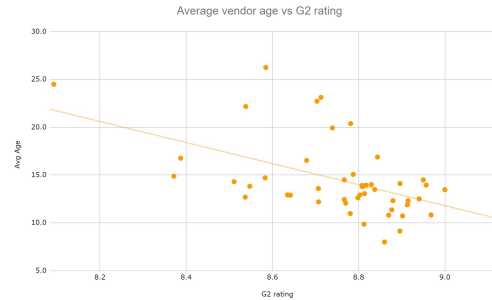
Average vendor age vs number of tools in subcategory



Rating by subcategory age

	Median	Age by Subcategory	<5	5-10	10-15	15-20	>20
Ads & Promotions	15.5	Native/Content Advertising		9.1	8.6	7.7	8.6
	14.0	Print	9.1	8.8	8.3	8.6	7.5
	13.5	Display & Programmatic Advertising		9.1	8.4	7.9	6.8
	13.0	PR	9.7	8.8	8.4	8.2	
	12.0	Mobile Marketing	9.4	8.9	8.8	8.8	7.8
	12.0	Video Advertising		8.7	9.7	8.5	8.1
	11.0	Search & Social Advertising		8.7	8.9	7.9	8.8
	11.0	DAM & MRM & PIM	9.0	9.3	8.9	8.6	8.5
	14.5	CMS & Web Experience Management	9.0	8.9	8.7	8.4	8.2
	12.0	Email Marketing	9.0	8.8	8.8	8.6	8.2
Content & Experience	11.5	Interactive Content	9.5	8.9	8.8	8.9	8.6
	11.5	Marketing Automation & Campaign/Lead Management	8.9	9.0	8.6	8.6	8.6
	11.0	Mobile Apps	9.0	9.2	8.7	8.4	8.7
	11.0	Optimization Personalization & Testing	9.6	9.2	8.7	8.9	8.6
	11.0	SEO	9.3	9.0	8.9	8.7	9.4
	10.0	Content Marketing	9.3	9.0	8.6	8.8	8.6
	10.0	Video Marketing		8.9	8.9	8.7	8.8
	16.0	CRM	8.2	8.9	8.6	8.8	8.3
	13.0	Call Analytics & Management		9.1	8.9	8.6	8.3
	11.0	Advocacy Loyalty & Referrals		9.2	8.6	8.8	
Social & Relationships	11.0	Events, Meetings & Webinars	8.9	9.1	9.0	8.8	8.6
	10.0	Community & Reviews	9.4	9.1	8.4	8.2	8.6
	10.0	Customer Experience Service & Success	9.3	9.0	8.7	8.0	8.2
	10.0	Social Media Marketing & Monitoring	9.1	9.0	8.7	8.6	8.5
	9.0	Influencers		9.0	8.8	8.4	9.3
	8.0	ABM	8.7	8.8			
	7.0	Live Chat & Chatbots	9.3	9.1	8.4	8.2	8.5
	16.5	Retail, Proximity & IOT	9.6	8.7	8.9	8.8	8.3
	15.5	Channel Partner & Local Marketing	8.9	8.9	8.8	9.4	8.3
	13.0	Affiliate Marketing & Management	9.5	9.6	9.0		8.6
Commerce & Sales	13.0	eCommerce Platforms & Carts	9.2	9.0	8.6	8.6	8.0
	11.0	eCommerce Marketing	9.7	8.7	8.7	8.5	8.1
	10.0	Sales Automation Enablement & Intelligence	8.9	9.1	8.9	8.7	8.6
	15.0	Audience/Marketing Data & Data Enhancement	8.8	9.0	8.9	8.6	8.4
	15.0	DMP		9.3	8.5	9.1	8.6
	14.0	Business/Customer Intelligence & Data Science	9.3	9.1	9.0	8.6	8.6
	12.0	Governance Compliance And Privacy	9.3	9.2	8.6	8.8	9.0
	12.0	IpaaS Cloud/Data Integration & Tag Management	9.8	9.2	8.7	8.9	8.8
	11.5	Dashboards & Data Visualization	8.6	8.9	9.0	8.6	8.9
	10.5	Customer Data Platform	9.5	8.7	8.8		8.0
Data	10.0	Mobile & Web Analytics	9.3	8.9	9.1	8.3	8.8
	9.0	Marketing Analytics Performance & Attribution		9.0	9.1	8.6	8.7
	13.5	Vendor Analysis & Management			8.7		8.5
	13.0	Projects & Workflow	9.3	9.1	9.0	8.5	8.7
	12.0	Budgeting & Finance	9.5	9.3	9.1	8.1	8.6
	11.5	Collaboration	9.1	9.0	8.8	8.6	8.2
	11.0	Agile & Lean Management		9.0	8.3	8.5	8.0
	11.0	Talent Management	9.2	8.9	8.8	8.6	8.4
	10.0	Product Management		8.7	8.7		8.7

- Green on the left, red on the right, i.e. the older the martech, the lower the rating — hmmm, legacy issues?!



Lowest score: Display & Programmatic Advertising

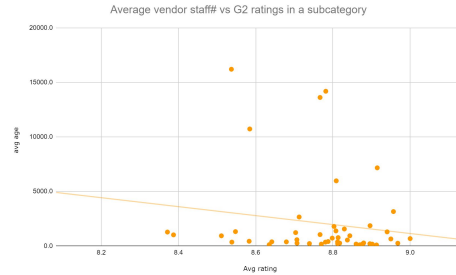
High scores for older Video Advertising vendors

Avg Rating	Age by Subcategory	1-10	11-50	51-250	251-1K	1K-5K	5K-10K	10K-50K	50K-100K	100K+
8.8	Mobile Marketing	9.6	9.0	8.9	8.4	8.6	7.4			
8.4	Display & Programmatic Advertising	9.5	8.9	8.6	8.1	8.4	6.2	6.7		
8.5	PR	8.3	8.8	8.6	8.2	7.7	9.2			
8.4	Print		8.2	8.3	8.4	8.5	9.5	7.3		
8.5	Search & Social Advertising	9.4	8.4	8.7	8.3	7.3	8.8	8.7		8.8
8.1	Native/Content Advertising	9.1	8.3	8.8	7.7	5.7	8.0			9.1
8.8	Video Advertising	9.2	8.9	8.6	8.1					8.5
8.9	Content Marketing	9.0	8.8	8.8	8.9	9.5	8.8			
8.8	Marketing Automation & Campaign/Lead Management	8.9	8.9	8.6	8.7	9.0	8.5		7.9	
8.6	CMS & Web Experience Management	8.6	8.7	8.4	8.5	8.5	8.5			
8.6	Email Marketing	8.8	8.8	8.6	7.7	8.2				
8.8	Interactive Content	8.9	8.9	8.8	8.9	8.8	9.0			7.0
8.7	DAM & MRM & PIM	9.1	9.1	8.7	8.4	7.1				
8.9	SEO	8.9	8.9	8.9	8.8					
8.9	Optimization Personalization & Testing	8.8	9.0	9.0	8.9	8.7		8.5		8.7
8.8	Video Marketing	8.7	9.0	9.0	8.7	8.4				
8.9	Mobile Apps		8.8	8.9	9.2	8.7	8.2			8.5
8.8	Events, Meetings & Webinars	8.6	8.7	8.8	8.7	8.6	8.3	8.6		
8.8	Customer Experience Service & Success	9.0	8.9	8.9	8.7	8.5	8.2	8.1		
8.8	Social Media Marketing & Monitoring	8.4	9.0	8.8	8.8	8.5				
8.7	CRM	8.9	8.7	8.5	8.5	8.7	8.8	7.3		
8.9	Live Chat & Chatbots	8.8	8.9	8.9	9.2	7.3	9.1			
8.8	Call Analytics & Management	8.9	9.0	9.0	8.6	8.1				
8.8	Community & Reviews	8.6	8.9	8.8	8.3	9.1				
8.8	Advocacy Loyalty & Referrals		8.9	8.7	8.7		8.8			
8.9	Influencers	8.2	9.1	8.9	8.6					
8.9	ABM	9.4	9.2	8.7	8.7					
8.9	Sales Automation Enablement & Intelligence	8.8	9.1	9.0	8.7	8.5	8.1	8.9	8.7	8.7
8.5	eCommerce Platforms & Carts	8.6	8.9	8.7	8.2	8.0	8.3	8.9	6.8	
8.7	eCommerce Marketing	8.8	8.9	8.6	8.7	8.9	7.1			
8.8	Channel Partner & Local Marketing	8.5	9.2	8.7	9.1	8.3	8.0		8.5	8.3
8.6	Retail, Proximity & IoT	9.5	9.3	8.4	8.7	8.0		7.4	8.6	9.2
9.1	Affiliate Marketing & Management	9.8	9.4	9.3	8.9	8.6				
8.8	Business/Custom Intelligence & Data Science	9.0	9.2	9.0	8.6	8.5	7.7	8.6		
9.0	IPaaS Cloud/Data Integration & Mgmt Management	9.4	9.2	8.9	8.8	8.8	8.1			8.8
8.7	Audience/Marketing Data & Data Enhancement	8.9	8.7	8.9	8.8	8.6	8.4	6.7		
8.9	Dashboards & Data Visualization	9.1	9.0	8.7	8.8	8.6	8.4			8.5
8.9	Mobile & Web Analytics	8.9	8.9	9.0	9.0	8.8				
9.0	Marketing Analytics Performance & Attribution	9.5	9.0	9.2	8.6	7.2				
9.0	Governance Compliance And Privacy	9.8	9.1	9.0	8.8	8.9				
8.6	Customer Data Platform			8.7	8.8	7.2				
9.0	DMP		9.6	8.8	8.6					
8.8	Collaboration	8.6	8.9	8.9	9.0	8.7				8.5
8.8	Projects & Workflow	8.5	8.9	8.9	8.8	8.9		8.4		
8.8	Talent Management	9.4	9.0	9.0	8.6	8.2	9.4	8.0	7.8	
8.5	Agile & Lean Management	8.4	8.5	8.1	8.9	8.9			8.5	
8.8	Budgeting & Finance		9.1	8.7	9.0	6.7				
8.7	Product Management	9.3	8.5	8.7	8.9	8.7				
8.7	Vendor Analysis & Management			8.9	8.8	8.9		7.8		



Rating by vendor size (staff #)

- The smaller the vendor, the higher the rating
 - Shorter distance to the client (needs)?
 - Smaller tools / feature sets to maintain / optimize?

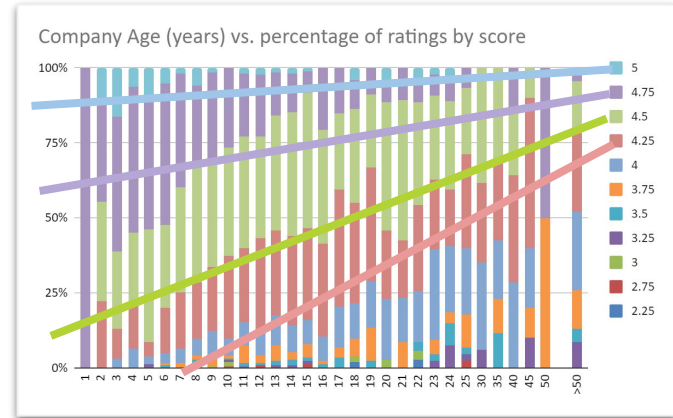
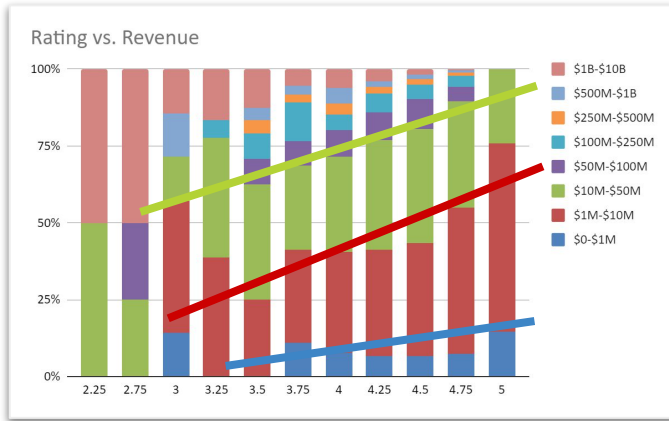
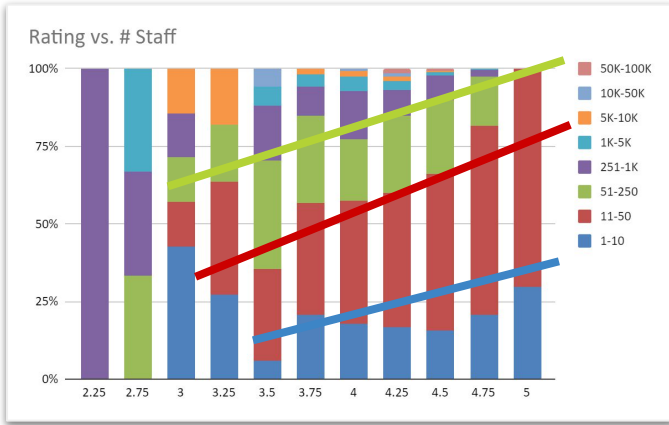


• Native/Content Advertising solutions perform worst in terms of rating.

• Affiliate Marketing & Management scores best; In Content Marketing & Print are an exceptions.

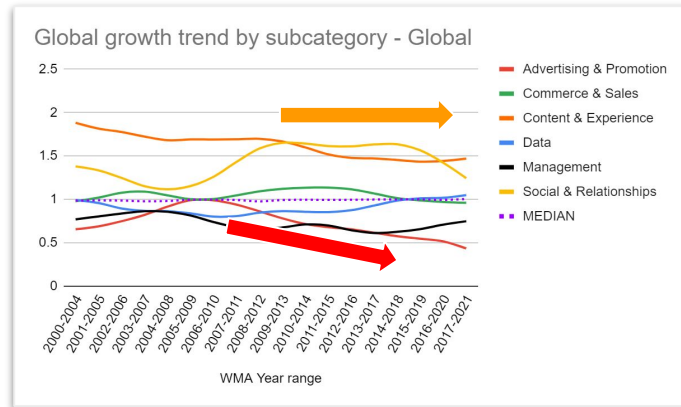
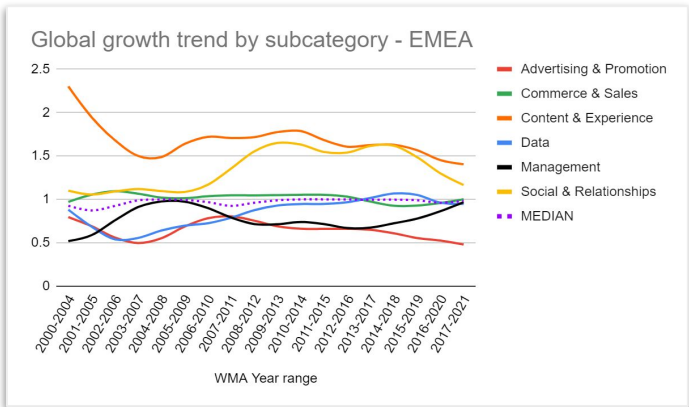
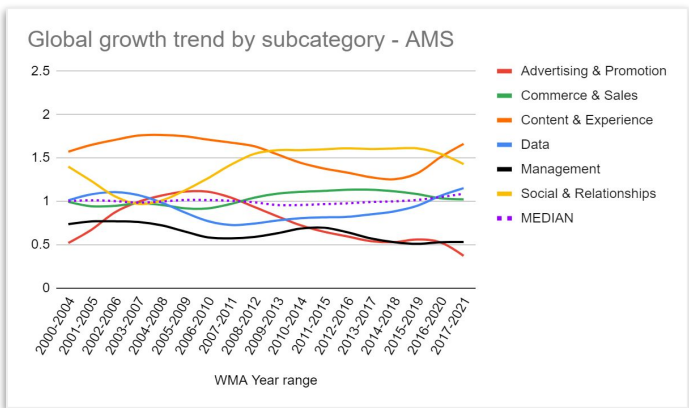
Ratings, staff, revenue & age

- The older, the bigger, the lower the ratings — but not the number of reviews
- Hypothesis: older/larger companies are at risk of being disrupted by innovative new startups



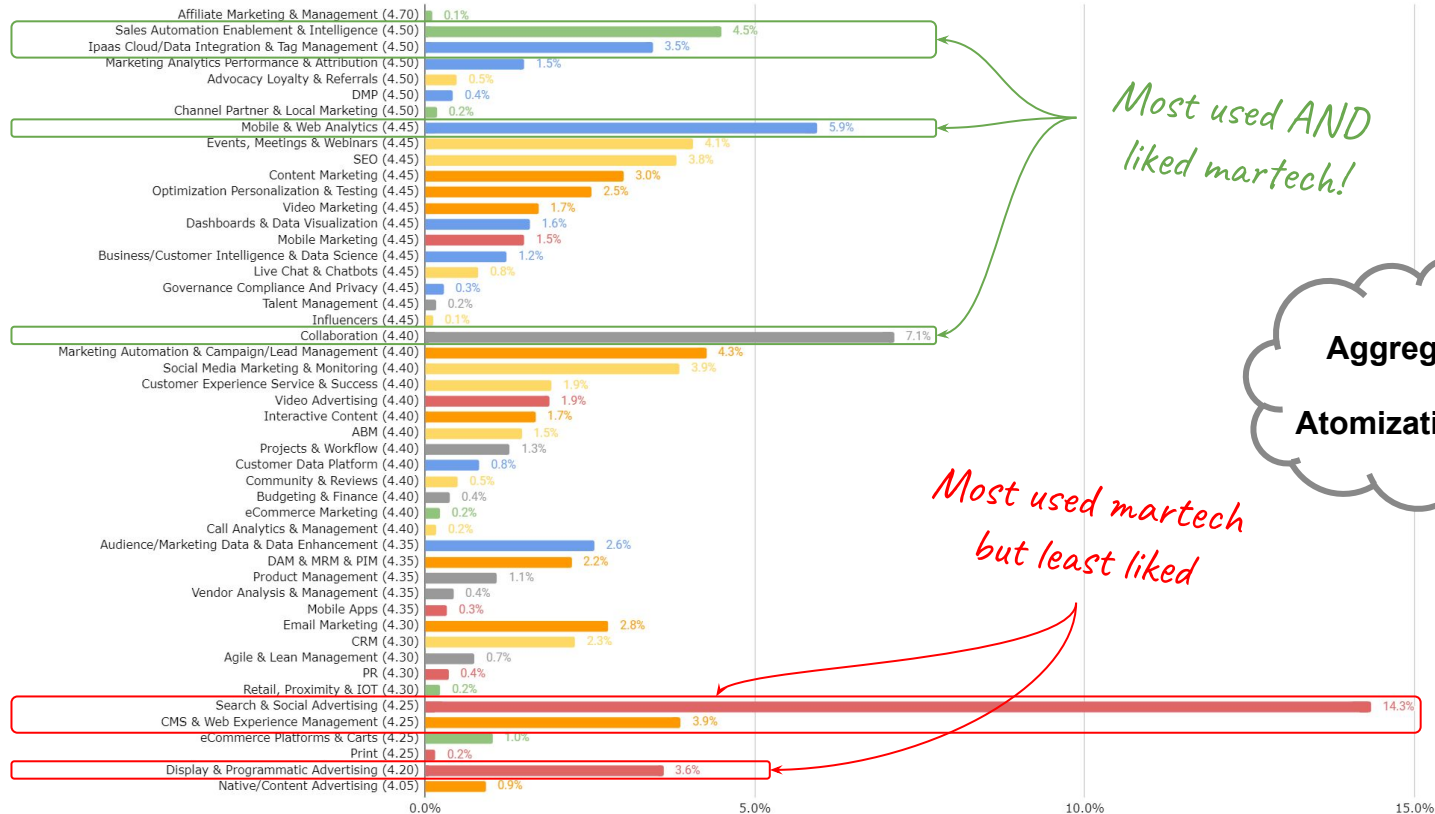
New vendor growth over time

- Content and Social consistently produce the most new martech solutions
- Adtech has been pretty consolidated since 2015

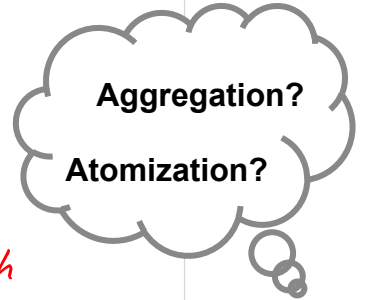


We used the median to find trends over time and smoothed them by using 5 year steps

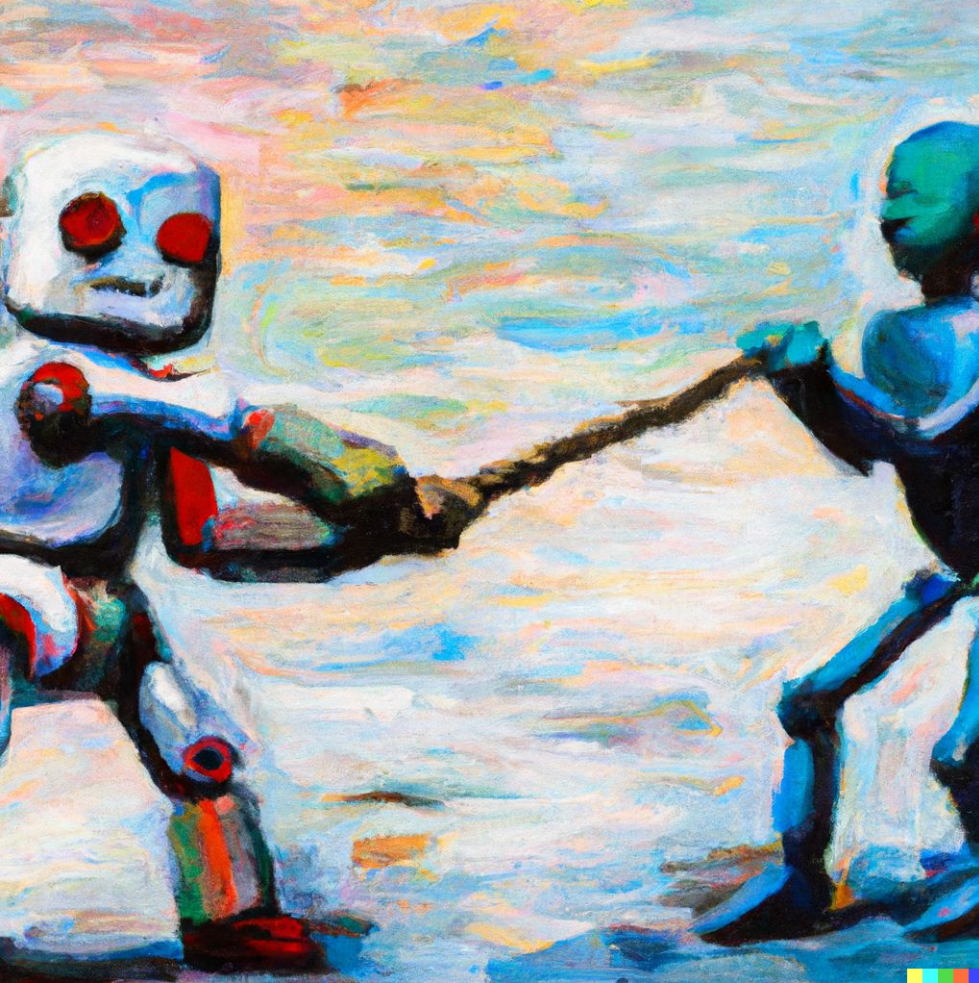
Most liked (G2) vs. most used (MartechTribe Stacks)



Most used AND liked martech!



Most used martech but least liked



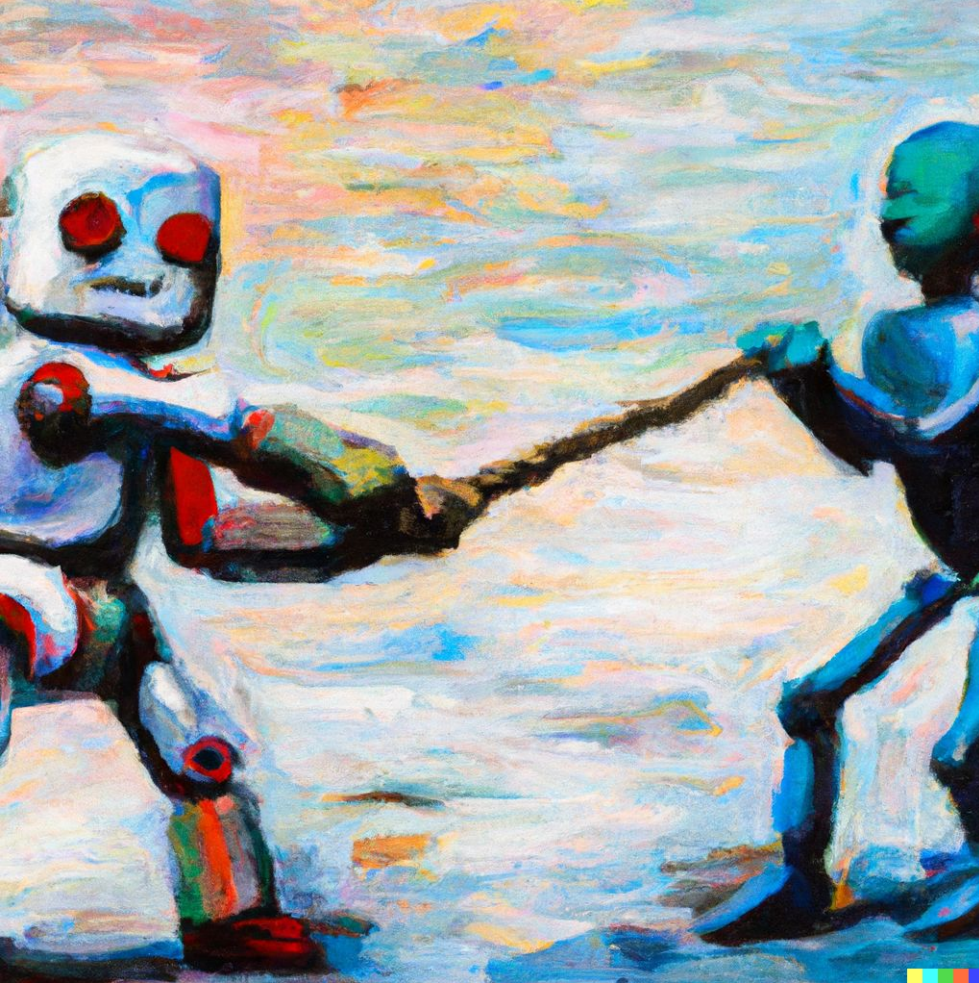
Balancing “opposing” forces in martech

1. Atomization

- The younger & smaller, the higher the ratings. Less legacy/features to maintain/more UX focus?
- Older/larger companies are at risk of being disrupted by innovative new startups
- Adtech is the oldest martech category and is consolidated since 2015. Will Retail Monetization democratize adtech?

2. Aggregation

- Most used AND liked martech is leaning towards integration, collection & collaboration.



Balancing “opposing” forces in martech

1. Atomization



verb /'atəmʌɪz/

convert (a substance) into very fine particles or droplets.
"finely atomized fuel"

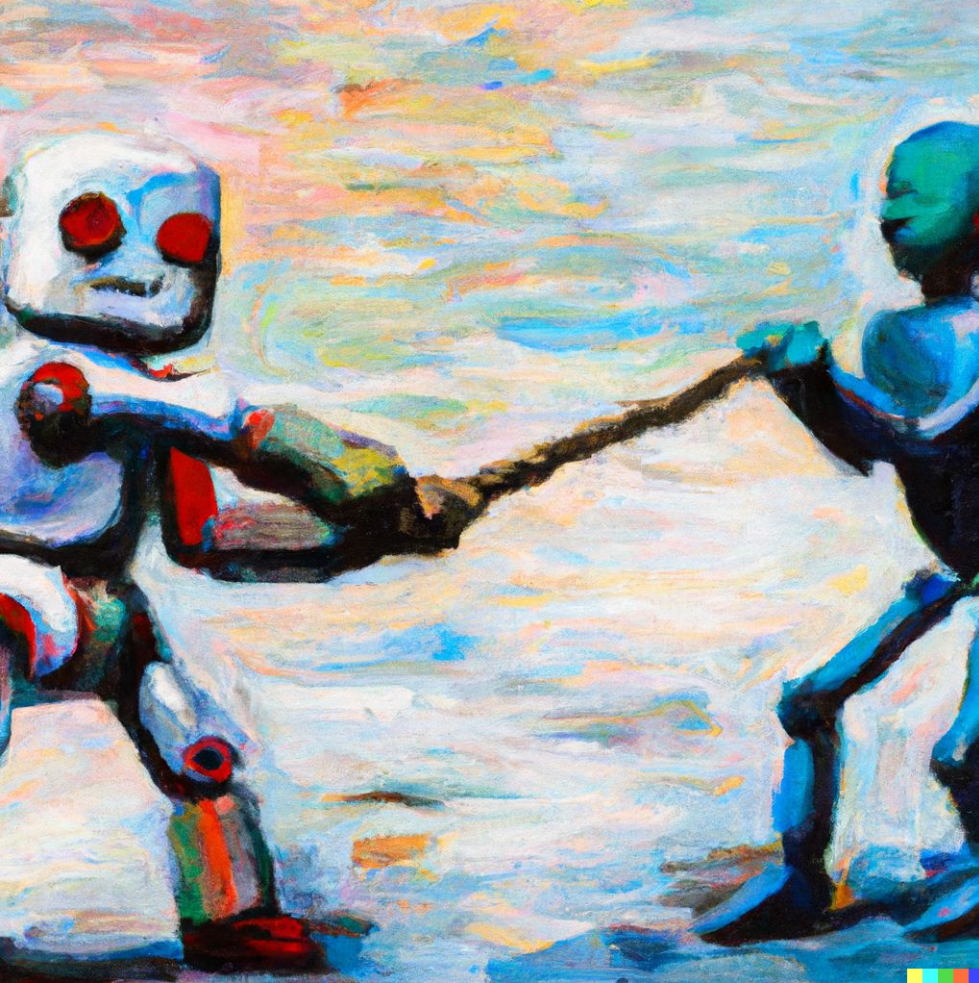
- reduce to atoms.
- break up into small units.

2. Aggregation



verb
/'agrɪgeɪt/

form or group into a class or cluster.
"socio-occupational groups aggregate men sharing similar kinds of occupation"



Balancing “opposing” forces in martech

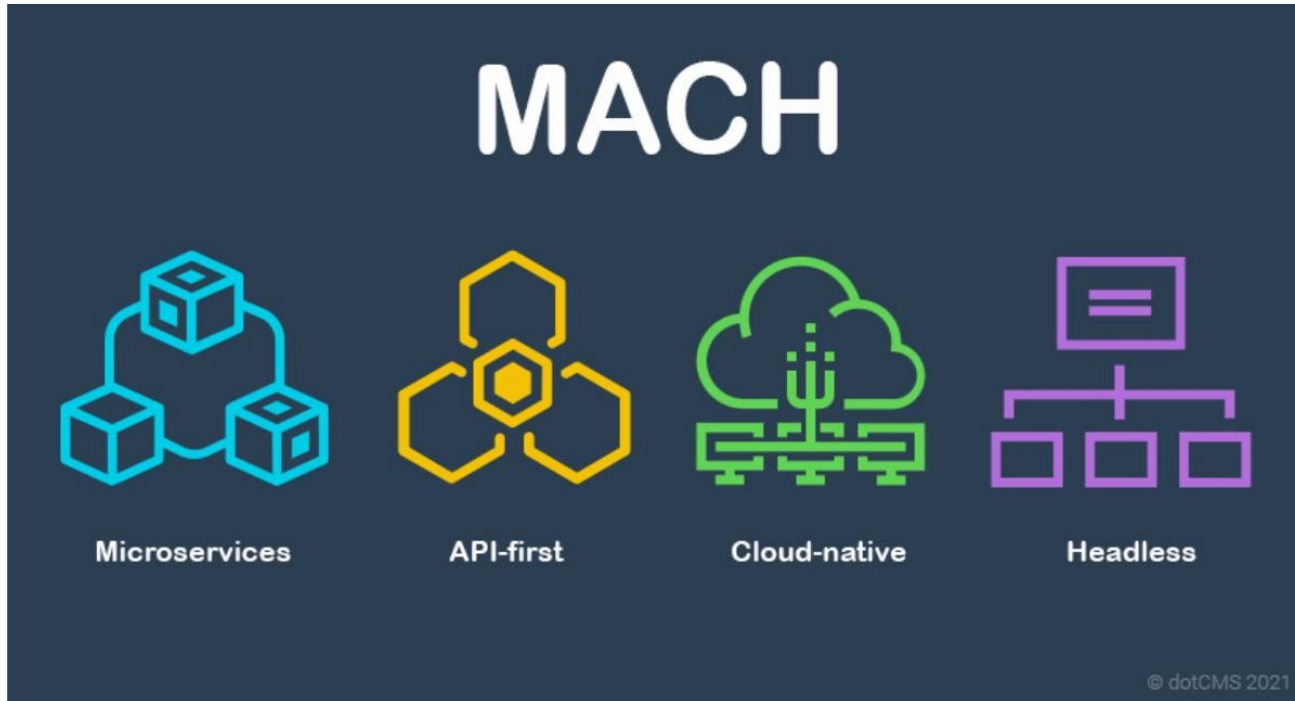
1. Atomization

1. **Level:** Macro or market
2. **Force:** Pulling apart (fragmentation)
3. **Focus:** Martech vendors doing one Job-to-Be-Done / one task really done intuitively
4. **Trend:** B2C-like experience of business software
5. **Integration:** Native / plug & play

2. Aggregation

1. **Level:** Micro or stack
2. **Force:** Pulling together (orchestration)
3. **Focus:** Martech stack covering key Jobs-to-Be-Done (driving value by mimicking the fluidity of customers)
4. **Trend:** Ongoing consolidation / rightsizing / replacements
5. **Integration:** Ongoing (workflow + data)

Atomization + Aggregation enabled by MACH architectures



Atomization + Aggregation Martech Trends

	Technology
Unit	<ul style="list-style-type: none">• Feature set
Value drivers	<ul style="list-style-type: none">• Best-of-Feature (components, microservices)
Democratization	<ul style="list-style-type: none">• Democratization of martech
Skills	<ul style="list-style-type: none">• Marketing Ops
Service	<ul style="list-style-type: none">• Software as a Service
Tech trends	<ul style="list-style-type: none">• Composable architecture, Platform Ecosystems, Low code/No code
Best-of-Integration	<ul style="list-style-type: none">• Workflow iPaaS

Atomization + Aggregation Martech Trends

	Technology	Data
Unit	<ul style="list-style-type: none">• Feature set	<ul style="list-style-type: none">• Data point
Value drivers	<ul style="list-style-type: none">• Best-of-Feature (components, microservices)	<ul style="list-style-type: none">• Best-of-Data (moments of truth data points)
Democratization	<ul style="list-style-type: none">• Democratization of martech	<ul style="list-style-type: none">• Democratization of data
Skills	<ul style="list-style-type: none">• Marketing Ops	<ul style="list-style-type: none">• Data Ops
Service	<ul style="list-style-type: none">• Software as a Service	<ul style="list-style-type: none">• Data as a Service
Tech trends	<ul style="list-style-type: none">• Composable architecture, Platform Ecosystems, Low code/No code	<ul style="list-style-type: none">• Headless CDPs & Public Clouds, reverse ETL, Tag Management
Best-of-Integration	<ul style="list-style-type: none">• Workflow iPaaS	<ul style="list-style-type: none">• Data iPaaS

Atomization + Aggregation Martech Trends

	Technology	Data	Content
Unit	<ul style="list-style-type: none"> Feature set 	<ul style="list-style-type: none"> Data point 	<ul style="list-style-type: none"> Digital asset
Value drivers	<ul style="list-style-type: none"> Best-of-Feature (components, microservices) 	<ul style="list-style-type: none"> Best-of-Data (moments of truth data points) 	<ul style="list-style-type: none"> Best-of-Content (evergreens, headless content, snackable content)
Democratization	<ul style="list-style-type: none"> Democratization of martech 	<ul style="list-style-type: none"> Democratization of data 	<ul style="list-style-type: none"> Democratization of content
Skills	<ul style="list-style-type: none"> Marketing Ops 	<ul style="list-style-type: none"> Data Ops 	<ul style="list-style-type: none"> Content Ops
Service	<ul style="list-style-type: none"> Software as a Service 	<ul style="list-style-type: none"> Data as a Service 	<ul style="list-style-type: none"> Content as a Service
Tech trends	<ul style="list-style-type: none"> Composable architecture, Platform Ecosystems, Low code/No code 	<ul style="list-style-type: none"> Headless CDPs & Public Clouds, reverse ETL, Tag Management 	<ul style="list-style-type: none"> Headless CMS & eCommerce, Messaging gateways, AI generated content
Best-of-Integration	<ul style="list-style-type: none"> Workflow iPaaS 	<ul style="list-style-type: none"> Data iPaaS 	<ul style="list-style-type: none"> Content iPaaS?



Major martech trends for 2023



Where useful martech innovation is thriving

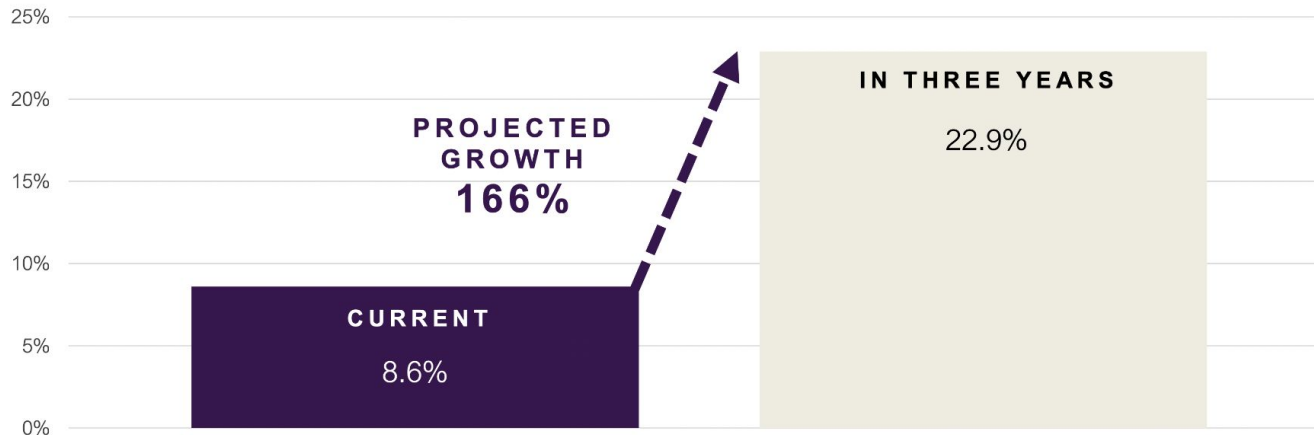
1. Generative AI & Personalization
2. Activating Cloud Data Warehouses
3. Ecosystems & Communities
4. No-Code In-House Creators
5. Web3 & Metaverse?



Trend #1: **Generative AI & Personalization**

Artificial intelligence and machine learning expected to grow

To what extent is your company using artificial intelligence or machine learning in optimizing and automating marketing efforts?
(0% of the time-100% of the time)



Highest value AI use cases in marketing

2022 State of Marketing and Sales AI Report

- 01.** Measure return on investment (ROI) by channel, campaign, and overall. (3.95)
- 02.** Discover insights into top-performing content and campaigns. (3.87)
- 03.** Recommend highly targeted content to users in real-time. (3.81)
- 04.** Adapt audience targeting based on behavior and lookalike analysis. (3.79)
- 05.** Optimize website content for search engines. (3.77)
- 06.** Create data-driven content. (3.77)
- 07.** Forecast campaign results based on predictive analysis. (3.73)
- 08.** Predict winning creative (e.g. digital ads, landing pages, CTAs) before launch without A/B testing. (3.72)
- 09.** Create performance reports based on marketing data and analytics. (3.71)
- 10.** Construct buyer personas based on needs, goals, intent, and behavior. (3.68)

The Generative AI Application Landscape v2

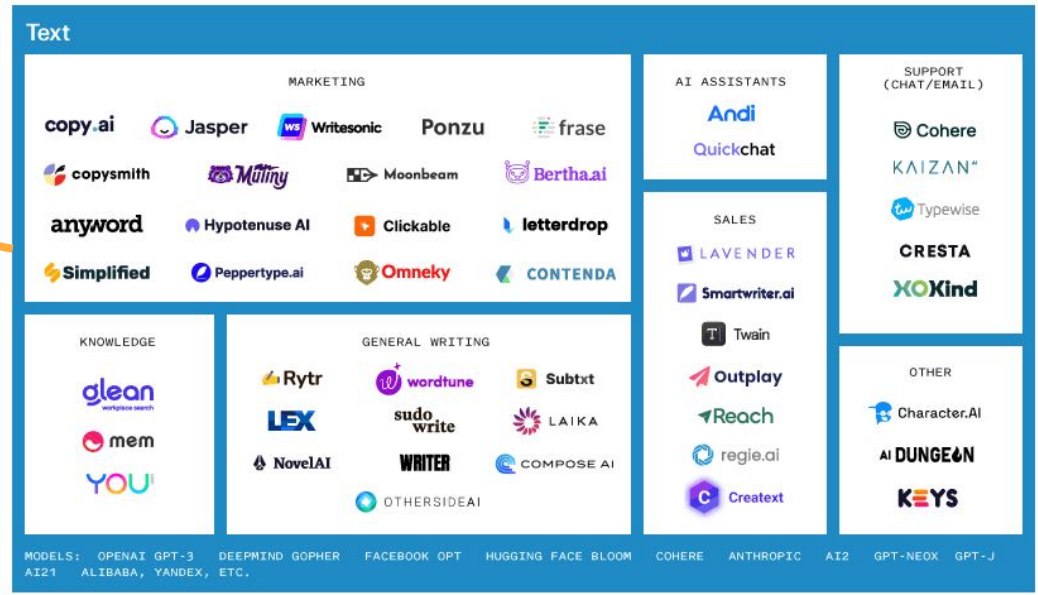


A work in progress



The Generative AI Application Landscape v2

A work in progress



MEET JASPER 🐼

Create amazing blog posts 10X faster with AI.

Jasper is the AI Content Platform that helps you and your team break through creative blocks to create amazing, original content 10X faster.

Start For Free

Get A Demo

TRUSTED BY 70,000+ MARKETERS AT COMPANIES INCLUDING...



✓ Works in 26 languages

✓ GDPR & CCPA-complaint

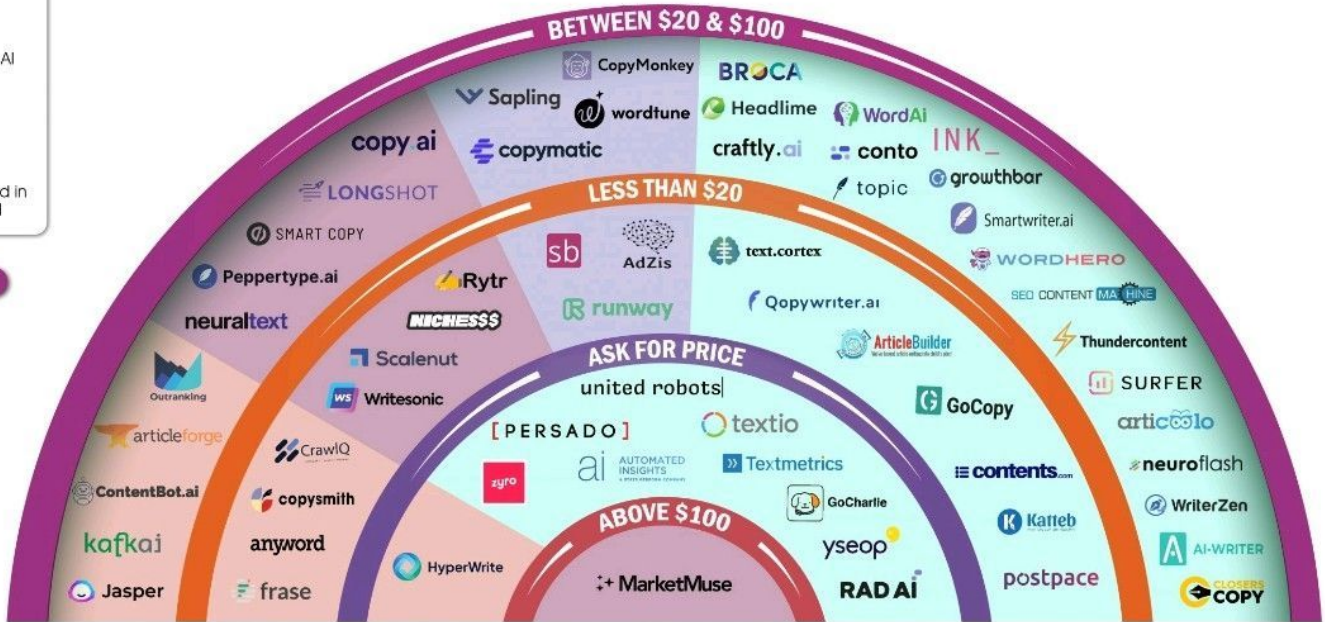
✓ Free to try



AI Content Generation - Price^{1,2} of AI Writing Software

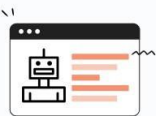
- Free/Trial available
- Free/Trial Available & Reviewed in AI Content Generation Scorecard
- Free/Trial not available
- Free/Trial Not Available & Reviewed in AI Content Generation ScoreCard

<https://aicontentgen.com/AIWriterPrices>



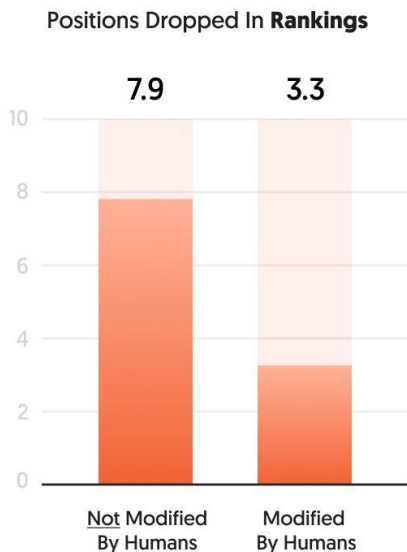
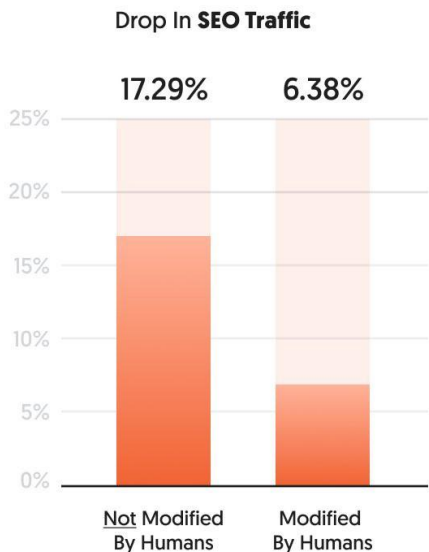
CC Creative Commons Attribution 4.0 International License.

1. Price survey conducted: 1/20/2022 - 1/27/2022
 2. Prices are per month for the lowest subscription price option.



Traffic & Ranking Change

AI-Generated Content And The Google Spam Update



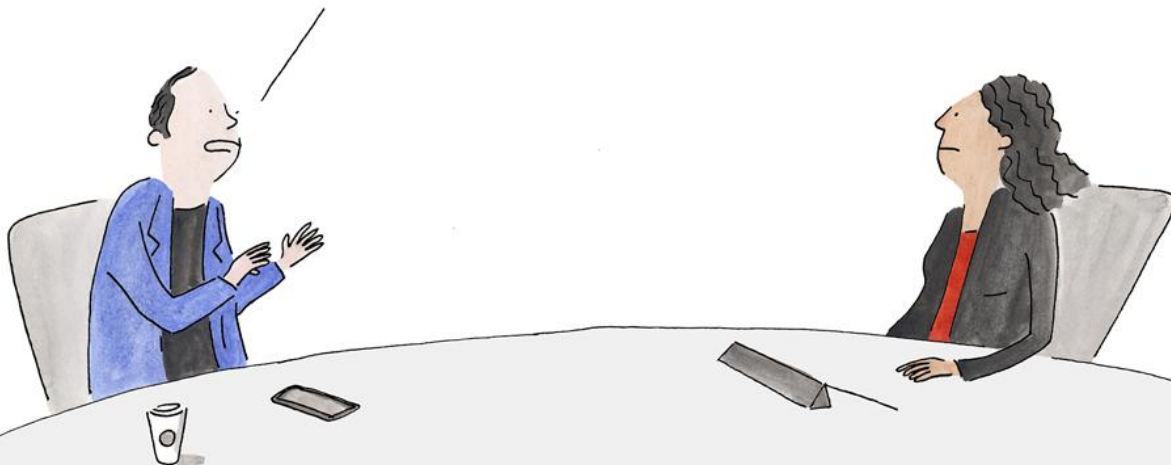
TIRED:

The arms race between virus makers and anti-virus software companies.

WIRED:

The arms race between AI content writers and search engine algorithms.

CONSUMERS WANT COMMUNICATION
THAT IS **HUMAN, EMPATHETIC, AND REAL.**
SO HOPEFULLY OUR AI CAN LEARN TO
GENERATE CONTENT LIKE THAT FOR THEM.



TOM
FISH
BURNE

© marketoonist.com



Write a template for a follow-up sales email to a prospect who just attended a virtual event that my company sponsored.



Subject line: Thanks for joining us at [Event Name] - Let's connect!

Hi [Prospect Name],

I hope this email finds you well. My name is [Your Name] and I am the [Your Title] at [Company Name], the leading provider of [Product/Service].

I just wanted to reach out and personally thank you for attending [Event Name] and for stopping by our virtual booth. I know that there were a lot of great sessions and exhibitors at the event, so I appreciate you taking the time to learn more about [Product/Service] and how it can help [Target Audience] with [Problem or Need that your Product/Service solves].

Based on the conversations we had at the event, it sounds like you may be interested in learning more about [Product/Service] and how it can benefit your business. If that's the case, I would be happy to schedule a call at your convenience to discuss your specific needs and answer any questions you may have.

During our call, we can also discuss next steps for implementing [Product/Service] at your organization and how we can help you achieve your goals.

Best,

[Your Name]

[Your Title]

[Company Name]

[Phone Number]

[Email Address]

*Note to our sponsors:
Need a template for a
follow-up email to our
attendees? Just ask
ChatGPT...*





Made for your team.

Marketing ▾

Sales Development Reps ▲

Regie helps SDRs write cold outbound email campaigns 10x faster. But that's not all - with Regie, SDRs can create:

- Personalized LinkedIn InMail messages
- Powerful personal social posts
- One-off emails, multitouch sequences and more
- Inbound lead response campaigns

Whether you're creating, personalizing or storing, regie offers tools for the modern SDR workflow.

Account Executives ▾

The Whole Team ▾

General Outbound
15 Steps • 27 Days • 40% Auto

[+ Add Step](#)

CALL SCRIPT

Call Script

DAY 1

1. Introduction
New Thread (Auto)

2. Connection Request

3. Call - No Voicemail

DAY 3

4. Follow Up
Reply (Auto)

5. Call - No Voicemail

DAY 4

6. Call - No Voicemail

7. Referral
Reply (Auto)

DAY 7

8. InMail

DAY 10

9. Call - No Voicemail

DAY 14

Type: New thread ▾

Subject: Do you spend too much time on email copy? [C](#)

Hi {{first_name}},

I hope you're doing well. I've been trying to reach you via email, but figured a brief note might be more convenient.

Acme is a company that helps people save time writing email copy. We do this by providing templates and recommendations that make writing engaging email copy fast and easy. I think our tool could be a great fit for your team and I'm interested in scheduling a short call to see if we can help you increase engagement and sales through seamless and highly-personalized email copy.

Would next Tuesday at 2pm work for you? If not, please let me know what time works best for you.

Thanks,
{{My.first_name}}

[Regenerate Email](#) [Edit](#) ▾

Integrations

Regie works where you work

Use regie inside your favorite sales engagement platform, email service provider, or on social to leverage the power of our AI platform where you're already working.



Outreach.io

Full API integration. regie can write sequences, one-off emails, and analyze content.



Salesloft

Full API integration. regie can write cadences, one-off emails, and analyze content.



Hubspot

Full API integration. regie can write workflows, sequences, emails, and analyze content.



Apollo

Regie writes sequences and one-off emails in Apollo.



Zoominfo Engage

Regie can write sales flows and one-off emails.



Google Workspace

Power your front line with regie.ai to write single emails, edit copy, and analyze content.



Outlook

Write emails, edit copy, and analyze content using regie.ai.



Salesforce

Write one-off emails, edit copy, and analyze content using regie.ai.

GPT-4 Rumors From Silicon Valley

People are saying things...



Alberto Romero
Nov 11



21



12



"GPT-4". Credit: Author via Midjourney

*GPT-4 rumored to be
500X more powerful
than GPT-3*

GPT-3: 175 billion parameters

*GPT-4: **100 trillion parameters?***

The Generative AI Application Landscape v2

A work in progress

Text

MARKETING: copy.ai, Jasper, Writsonic, Ponzu, frase, copysmith, MyCopy, Moonbeam, Bertha.ai, anyword, Hypotenuse AI, Clickable, letterdrop, Simplified, Peopertype.ai, Omneky, CONTENDA

AI ASSISTANTS: Andi, Cohere, KAIZAN*, Quickchat, Typewrite, CRESTA, XOKIND

SUPPORT (CHAT/EMAIL): Andi, Cohere, KAIZAN*, Quickchat, Typewrite, CRESTA, XOKIND

SALES: LAVENDER, SmartWriter.ai, Twain

KNOWLEDGE: glean, mem, YOU

GENERAL WRITING: Rytr, wordtune, Subtext, LEX, sudio write, LAIKA, NovellAI, WRITER, COMPOSE.AI, OTHERIDEAI

OTHER: Character.AI, DUNGEAN, KEYS, Createit

MODELS: OPENAI GPT-3, DEEPMIND GPT4, FACEBOOK OPT, HUGGING FACE BLOOM, COHERE, ANTHROPIC, ALL

Video

EDITING/GENERATION: runway, Fliki, Diverse, Opus

PERSONALIZED VIDEOS: EDVIBUS, synthesis, Near One, Rephrase.ai, Colossyan

MODELS: MICROSOFT S-CLEP, INFO, WAVE, AI VIDEO

Image

IMAGE GENERATION: MidJourney, OpenArt, craiyon, PLAYGROUND, WOMBO.AI, PhotoRoom, >ROSEBUD.AI, alpacaca, Lexica, mage.space, Nyx + gallery, KREA, artbreeder

CONSUMER/SOCIAL: MidJourney

MEDIA/ADVERTISING: SALT, THE CULTURE DAO

DESIGN: Diagram, Uizard, VIZCOM, Aragon, Poly, maket, CALA

MODELS: OPENAI DALL-E 2, STABLE DIFFUSION, CRAYON

Code

CODE GENERATION: GitHub Copilot, repit: GhostWriter, AI 2code, tabnine, MUTABLE.AI, seek, durable

TEXT TO SQL: AI 2code, seek

WEB APP BUILDERS: Debuild, Enzyme

DOCUMENTATION: Mintlify, Stenography

OTHER: excel/formulabot

MODELS: OPENAI GPT-3, TABnine, CODESEEK

Speech

VOICE SYNTHESIS: RESEMBLE.AI, broadin, WELLSAID, COQUI, podcast.ai, describe over dub, Fliki, LISTNR, REPLICAI, VOICEMOD

MODELS: OPENAI

3D

3D MODELS/SCENES: mirage, CSM

MODELS: OPENAI JUREDO

Other

MUSIC: SPLASH, Mubert, Endel, Anis Technologies, Harmonial, SENIFY

GAMING: DUNGEAN, Adept, mAyā

AI CHARACTERS/AVATARS: Character.AI, fnworld, The Simpsons, OASIS

BIOLOGY/CHEMISTRY: Cradle

VERTICAL APPS: Harvey

MODELS: OPENAI JUREDO

Image

IMAGE GENERATION: MidJourney, OpenArt, craiyon, PLAYGROUND, WOMBO.AI, PhotoRoom, >ROSEBUD.AI, alpacaca, Lexica, mage.space, Nyx + gallery, KREA, artbreeder

CONSUMER/SOCIAL: MidJourney

MEDIA/ADVERTISING: SALT, THE CULTURE DAO

DESIGN: Diagram, Uizard, VIZCOM, Aragon, Poly, maket, CALA

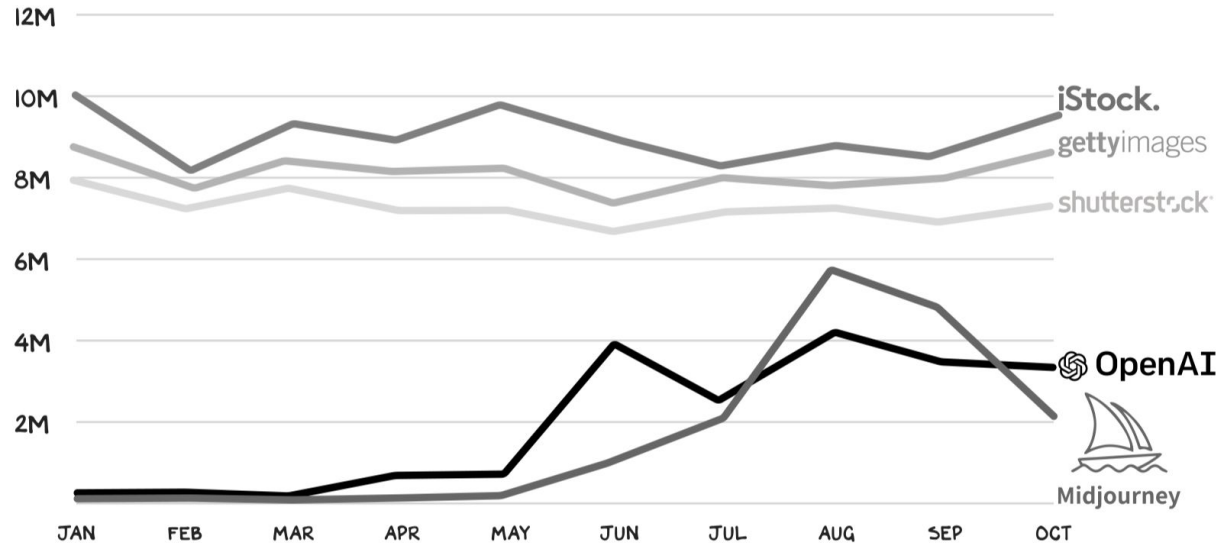
MODELS: OPENAI DALL-E 2, STABLE DIFFUSION, CRAYON



*All the “art” in
this presentation
was generated
by DALL-E for
less than \$20*

MONTHLY WEBSITE VISITS

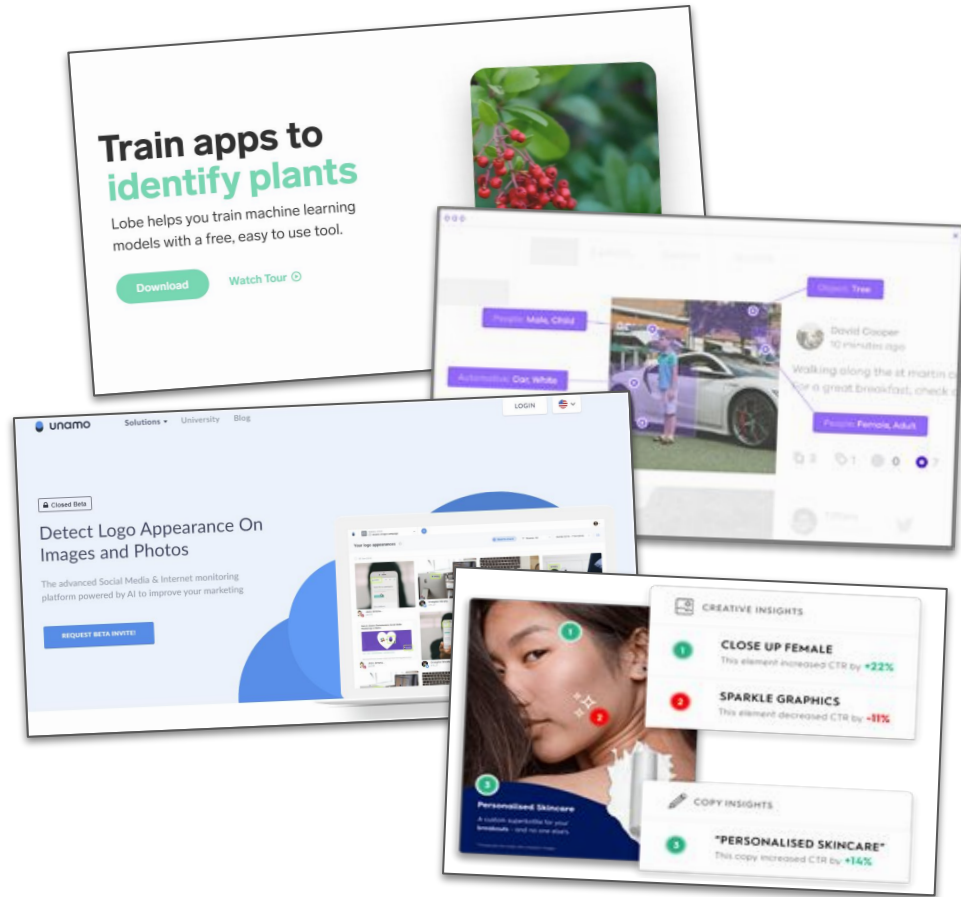
AI IMAGE GENERATORS VS. STOCK PHOTO SITES
2022



SOURCE: SIMILARWEB

Scott Galloway, AI, November 18, 2022

AI is used for meta-tagging assets, but can also be used to detect best converting content (Return on Content)





Marcel Pociot 
@marcelpociot



Midjourney is already quite good at coming up with landing page designs for websites, don't you think?



9:21 AM · Nov 30, 2022

Prompts:

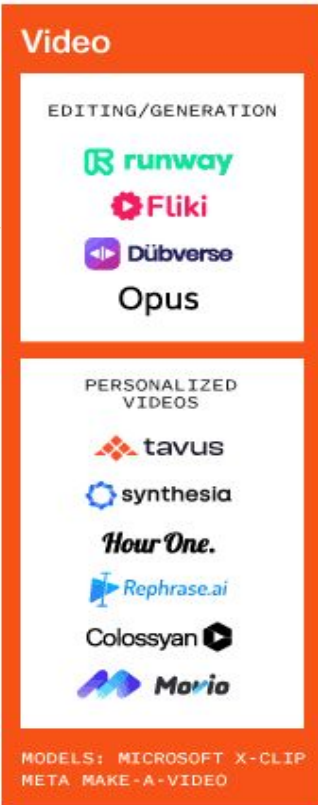
backup website landing page, flat vector, Figma, dribbble, user interface

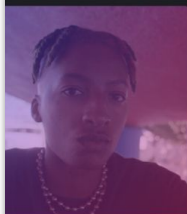
website that monitors your finances, flat vector, Adobe Illustrator, dribbble, user interface



The Generative AI Application Landscape v2

A work in progress





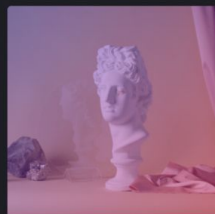
Remove Background
Automatically remove the background of a video



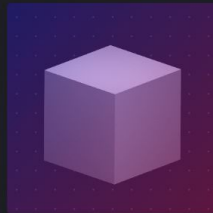
Text to Image Generation
Generate an original image with only text



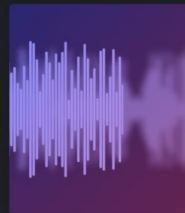
Image to Image Generation
Modify an existing image with text



Erase and Replace
Erase and replace parts of an image



Text to 3D Texture
Generate a 3D texture from text



Clean Audio
Remove background noise



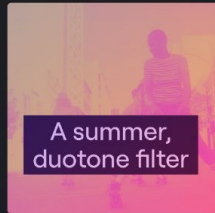
Generate Transcript
Transcribe spoken content into text



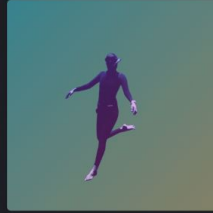
Export Alpha Matte
Create an alpha matte for a video



Replace Background
Automatically replace the background of a video



Text to Color Grade (LUT)
Color grade your video with only text



Add Green Background
Replace the background of a video



Motion Tracking
Automatically track the movement of any object

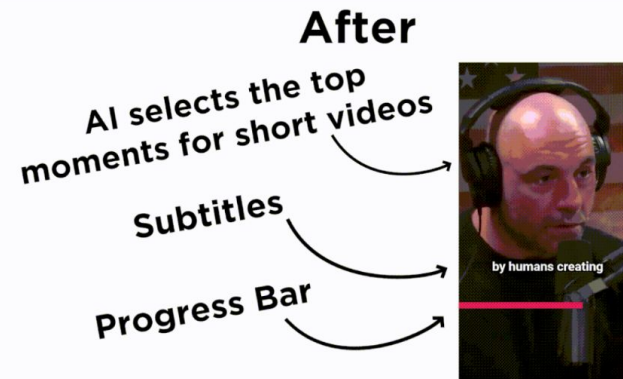
Make short videos from long ones instantly.

Use powerful AI to create short clips from your existing videos ✨

Save 90% time and effort

Start Free Trial →

No payment required. Start instantly.



Make gorgeous short videos that perform on





Features ▾

Use cases ▾

Pricing

Resources ▾

Company ▾

Log in

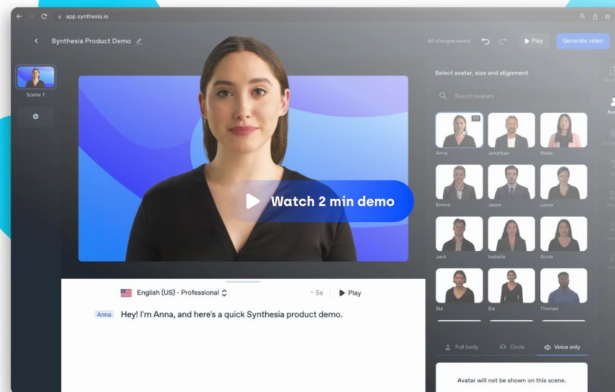
Create Account

Create videos from plain text in minutes

Synthesia is the #1 rated AI video creation platform. Thousands of companies use it to create videos in 65 languages, saving up to 80% of their time and budget.

Create a free AI video

No credit card required



Used by 12,000+ companies of all sizes



Teleperformance saves \$5,000 and 5 days per video created with Synthesia. [See case study.](#)



Dynamically generating personalized content from...

- Demographics
- Firmographics
- Technographics
- Psychographics
- Behavioral signals
- Engagement histories
- Experimental cohorts

The perfect pitch for every buyer

Adapt your *emails, calls, and meetings* to resonate
with any personality type.

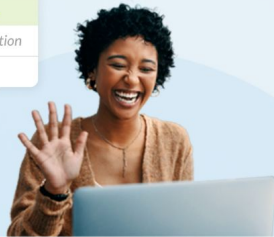
ADD TO CHROME



Haley responds well to...

Verbal affirmation and recognition

Exciting new ideas



Ryan makes decisions by...

Asking direct questions

Thinking through all the details



CNN

FORTUNE

theguardian


HUFFPOST

WSJ

Meet Crystal, the *adaptive selling* platform

in Search Home My Network Jobs Messaging Notifications Me Work

Hiring Designers Is Hard - But it doesn't have to be. Hire a top UX/UI designer within 3 phone calls. Ad ...



Roel Seegers · 1st
Marketing and Communications in Government and IT
The Hague Area, Netherlands · 500+ connections · Contact info

[Message](#) [More...](#)

SSC-ICT
Tilburg University

[+ Add to Agile CRM](#)

Highlights

24 mutual connections
You and Roel both know Willem Corbijn van Willenswaard, Minouk Fieggem-Verkerke ✓, and 22 others

1 Mutual Group
You and Roel are both in Digital Marketing

About

Government IT Communication Advisor by day 🙋
Freelance HubSpot consultant by night 🙋
... see more


Articles & activity
1,161 followers

Martech deep-dive. What is it?
Roel Seegers · 2 weeks · 1 interaction


Veel succes daar! Ze hebben maar mazzel met je 🙋
Roel commented

English Nederlands

Promoted




Hiring Designers Is Hard
But it doesn't have to be. Hire a top UX/UI designer within 3 phone calls.
[Learn more](#)




SAP/Dynamics E-Commerce
The Solution That Saves Your Business Time and Money. Learn More.
[Learn more](#)


Add new skills with these courses



Content Marketing Foundations
Viewers: 78,351




Social Selling Benchmarks and Scorecard
Viewers: 1,682




Marketing Foundations: Automation
Viewers: 2,790

See more courses


Promoted



Hiring Designers Is Hard
But it doesn't have to be. Hire a top UX/UI designer within 3 phone calls. >



SAP/Dynamics E-Commerce
The Solution That Saves Your Business Time and Money. Learn More. >



Engage with your users
Boost adoption and decrease churn with a customer community. Book a demo. >

You have 0 free views left in your free trial.

Roel Seegers
Predicted profile

Roel is likely to thrive in an unstructured environment and tends to act on intuition over logical analysis.

Quick Tip: Be casual and express enthusiasm.

Type: **Motivator (I)**
Likes: optimism
Avoids: mundane routines

[view full profile](#) [print](#)

CONVERSATION COACH

I need to...


Call Roel

So I can...

Make a sales pitch

[GET ADVICE](#)

PERSONALITY GRAPH



ROEL'S PERSONALITY

[Sonja Stafloort](#)



Crystal

View DISC insights directly within prospects using our CRM integration

Overview

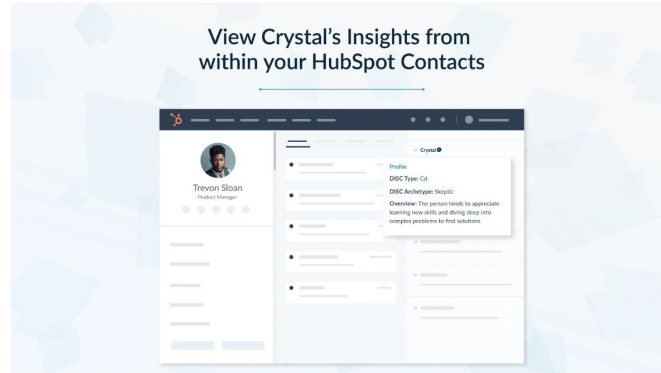
Features

Shared data

Pricing

Reviews

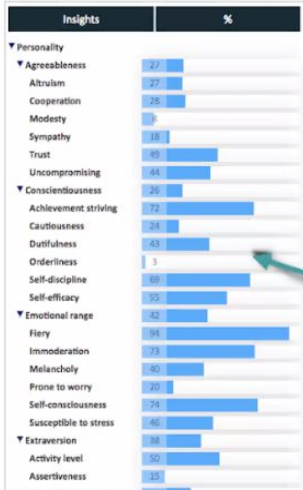
View Crystal's Insights from within your HubSpot Contacts



Build audiences based on psychographics

Personality Insights by IBM Watson integrated

Personality Insights by IBM Watson uses the most advanced **semantic analysis** algorithms, and Xorpa integrates it to analyse the posts and contents published by each user, in order to generate a very **detailed profile of their personality**. Find out, for instance, which users are more **prone to changes**, more **conservative** or even more **intellectual** and **adventurous**, so you can personalise even more the **tone** and **content** of your communications.



ACQUISITION QUALIFICATION INTEGRATION ACTIVATION





Aaron Levie 

@levie



The best startup ideas tend to be found when there's a technology shift that enables customers to solve problems 10X faster, cheaper, or better. Cloud was one of those. Mobile was one of those. AI will be one of those.

1:21 PM · Nov 27, 2022 · Twitter for iPhone



Trend #2: **Activating Cloud Data Warehouses**

The biggest barrier to personalization at scale

Unable to integrate key platforms/components of our martech stack

7.2%

Data not available/accessible in real time

12%

Audience segments vary by channel

25.1%

Lack of timely or actionable insights

14.8%

Teams (e.g., marketing & IT) are siloed and/or have different priorities

24%

Incomplete customer 360/unable to resolve customer identity data

11%

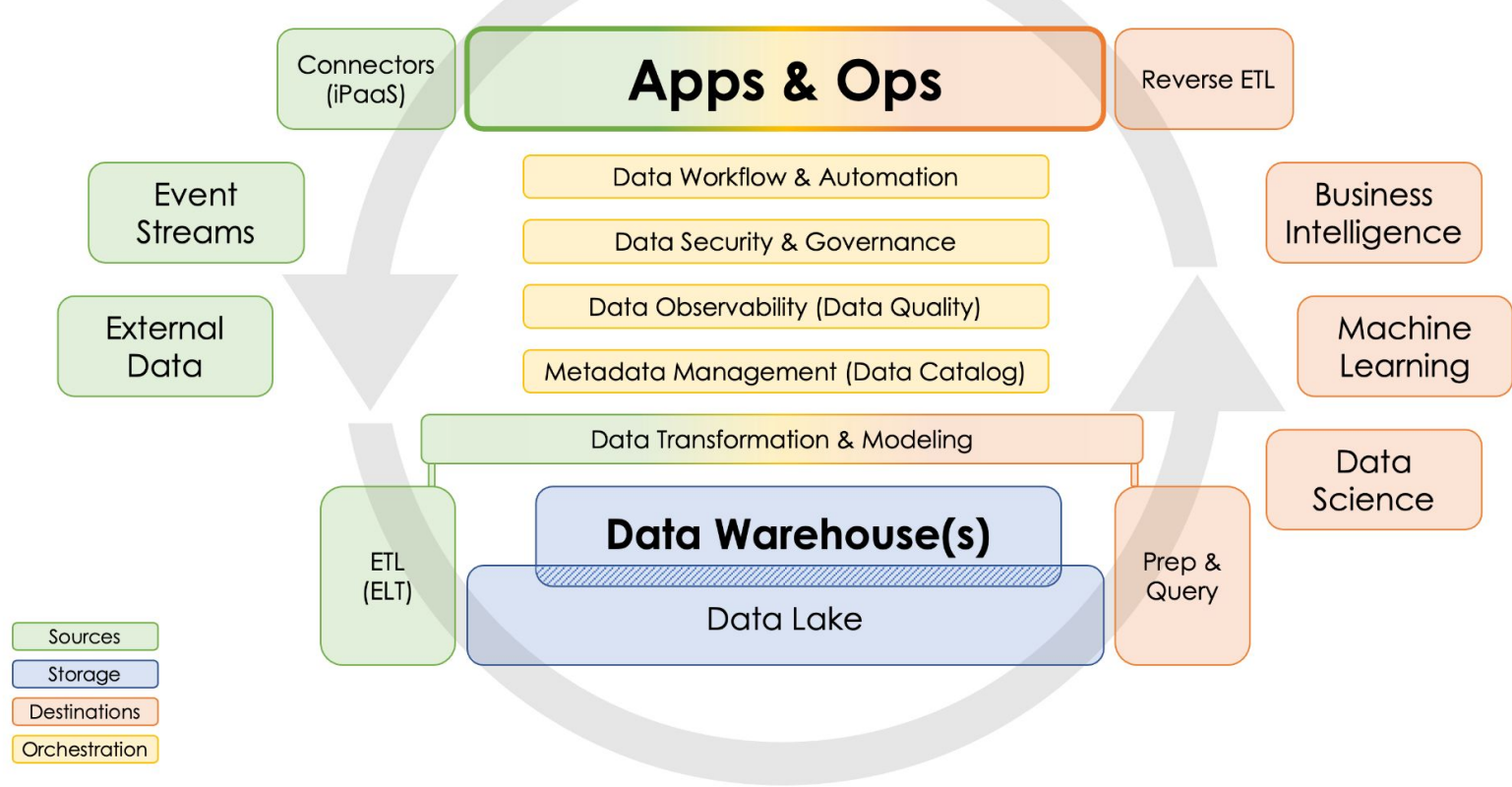
Lack of customer experience strategy

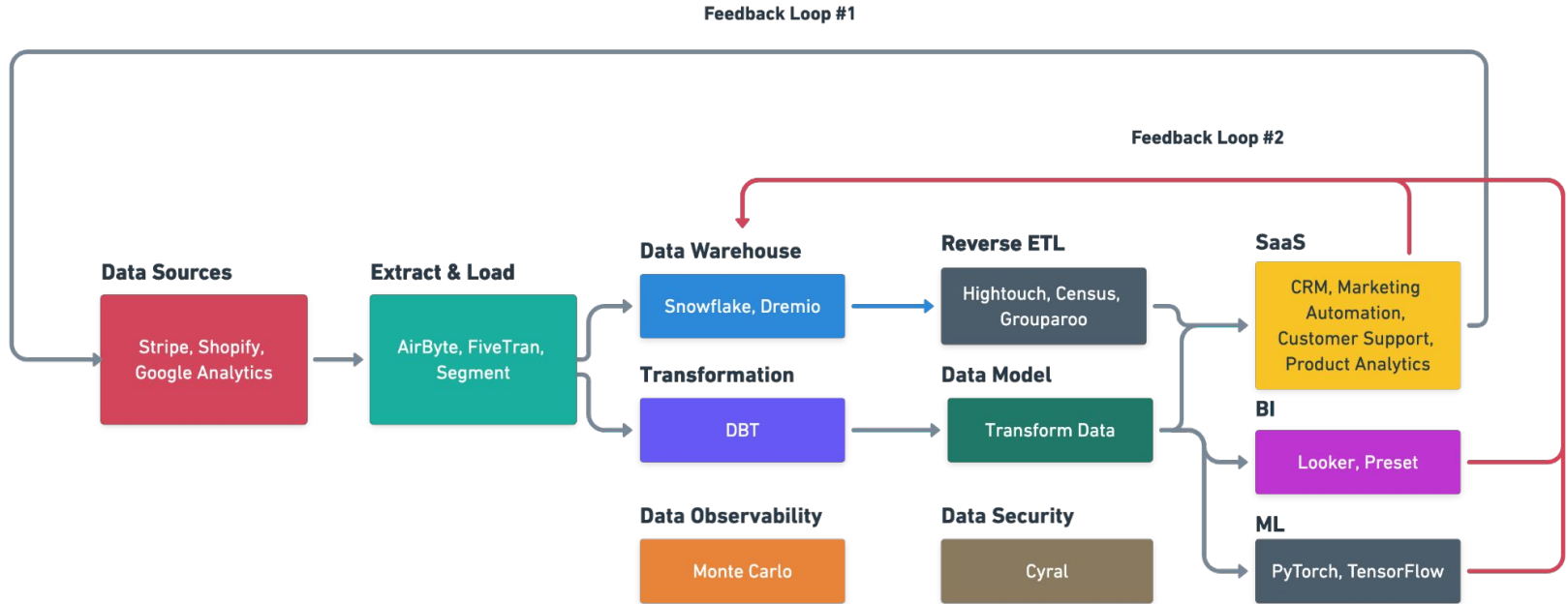
6%

69%
biggest barriers to personalization are not having access to the right data

Merkle, 2022 Q3 Customer Engagement Report

DataOps Ecosystem

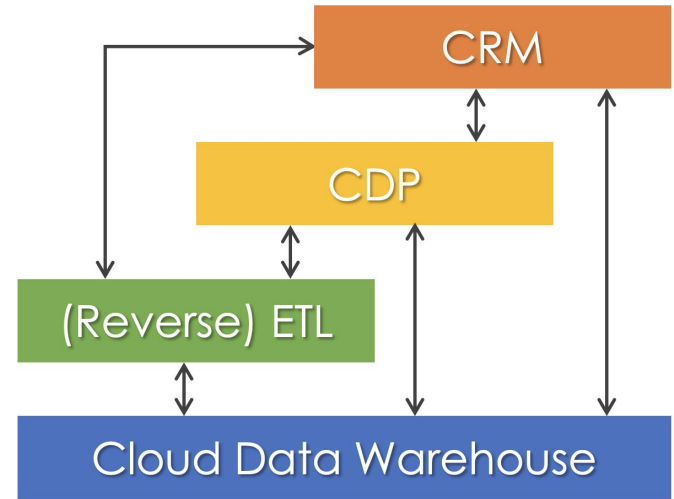




Tomasz Tunguz, [The Feedback Loops in Data that will Change SaaS Architecture](#)



Data flowing through multiple paths

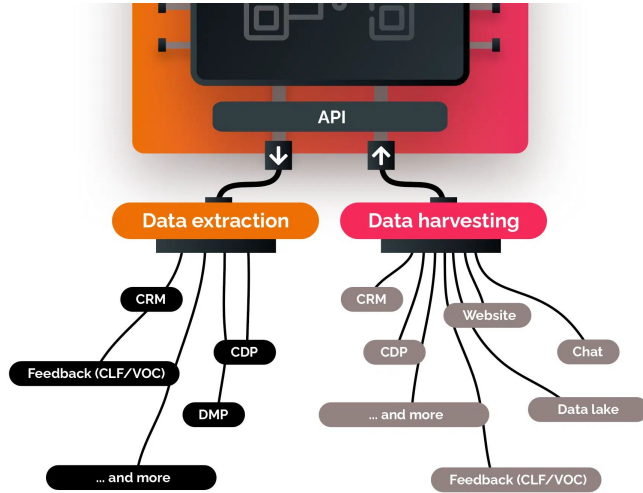




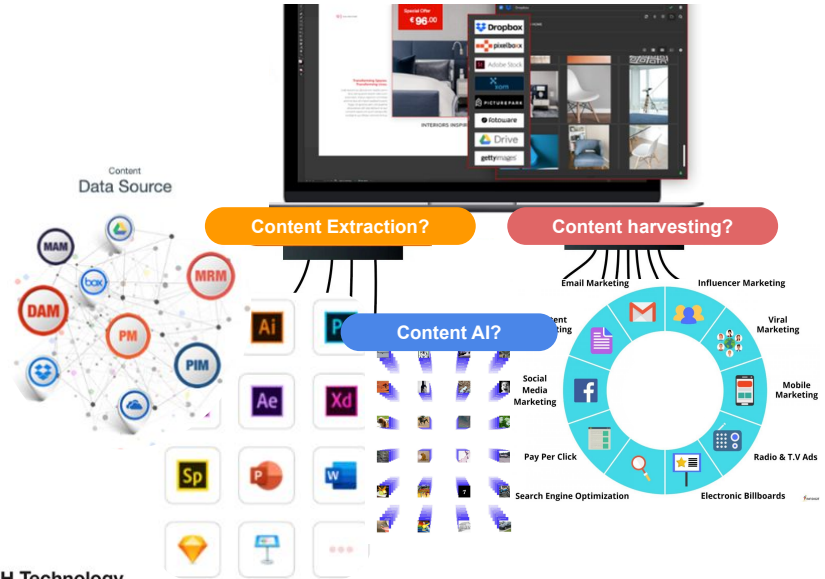
Martech products with native Snowflake integrations

- HubSpot
- Salesforce
- Demandbase
- Simon
- Zeta
- Epsilon
- LiveRamp
- Neustar
- Braze
- Amperity
- Infutor
- *and more...*

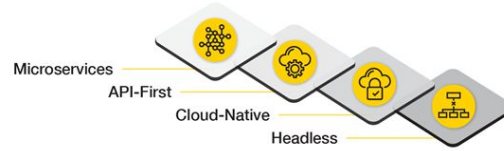
Data Layer



Content Layer



The Key Traits of MACH Technology

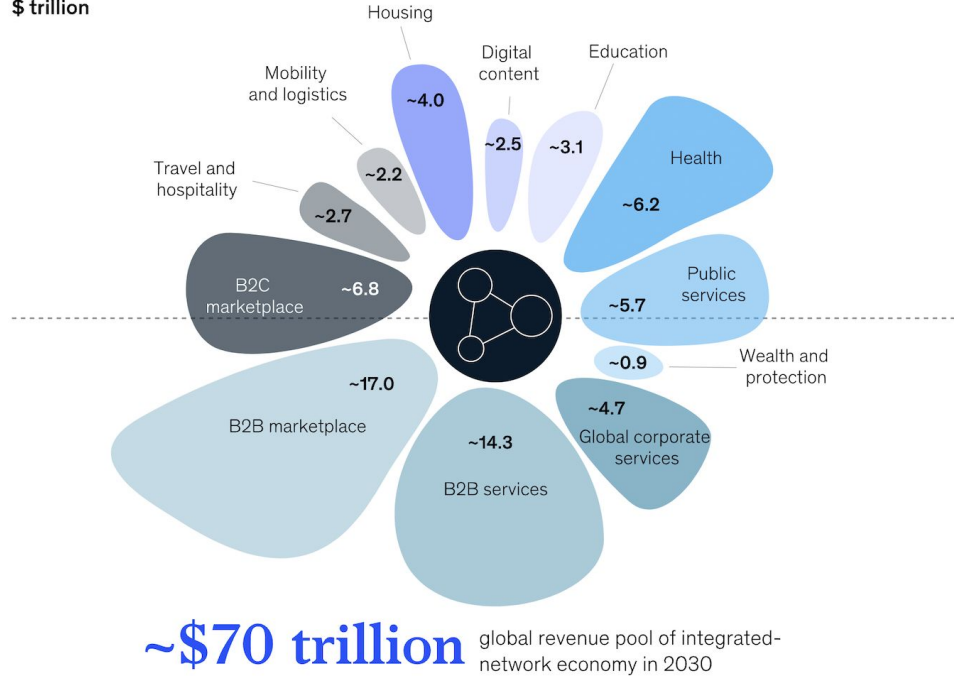




Trend #3: **Ecosystems & Communities**

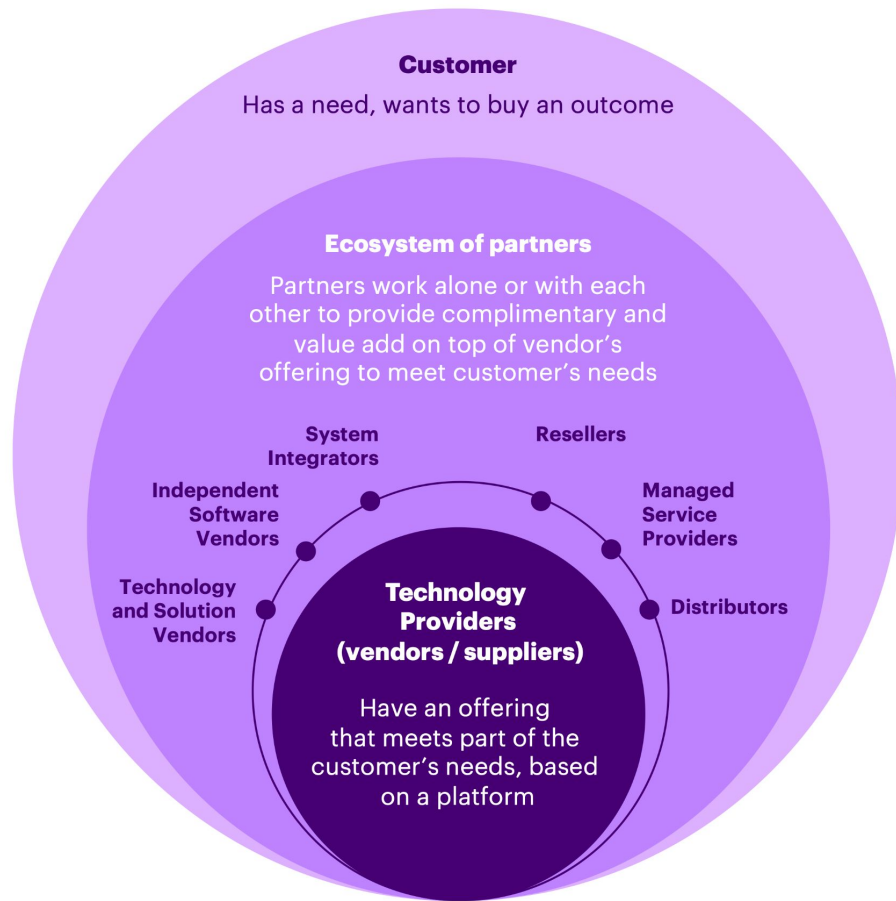
Twelve distinct ecosystems have started to form within the integrated network economy.

\$ trillion



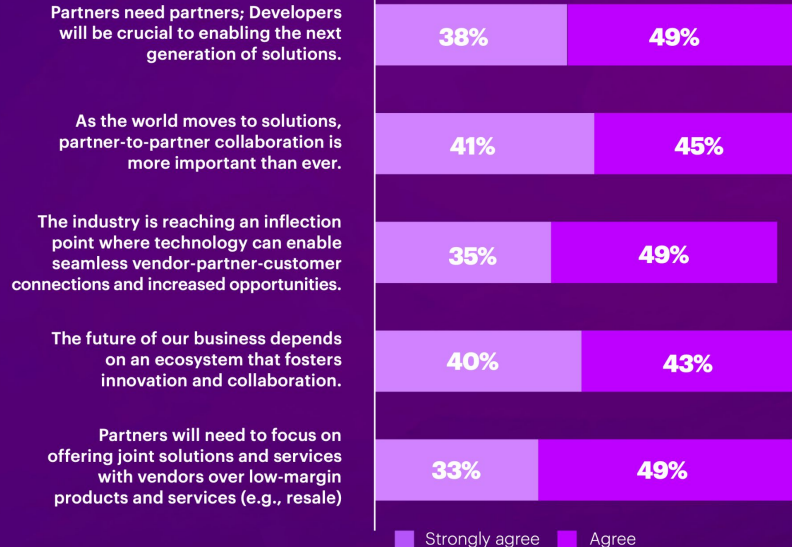
Source: McKinsey analysis

McKinsey
& Company



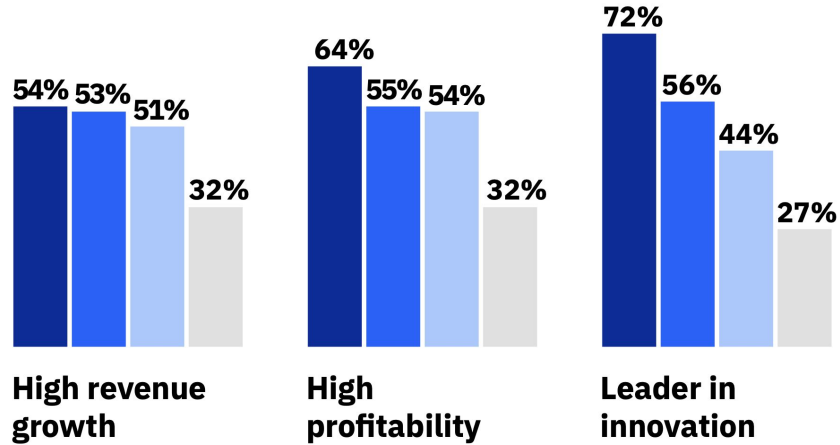
The importance of new, collaborative relationships

Please indicate your agreement with each of the following statements:



Copyright © 2021 Accenture. All rights reserved.

Innovators outperform financially and lead in innovation



Ecosystem innovators
Ecosystem embracers
Ecosystem pragmatists
Ecosystem observers

Source: 2019 IBM-IBV Innovation in Ecosystem Survey.

	1 st Age of Martech 2000's/2010's	2 nd Age of Martech 2020's
Commercial Software	Suite vs. Best-of-Breed	Platform Ecosystems
Professional Services	Software vs. Services	Blended Models of Software & Services
Custom Software	Build vs. Buy	Custom Apps on Commercial Platforms

X or Y

X and Y



increasing convergence in the cloud



It's ecosystems all the way down...

Business

Specialist App

App Platform

Cloud Infrastructure

Canalys Channels Ecosystem Landscape 2022

223 companies

US\$3.9 billion software revenue (from 2021)

US\$8.9 billion forecast channel software market (by 2027)

Channel incentives management: US\$793 million

Ecosystem marketplace and integrations: US\$275 million

Ecosystem management and orchestration: US\$82 million

Ecosystem data and mapping: US\$54 million

Ecosystem recruitment and visualization: US\$29 million

Ecosystem influence and attribution: US\$231 million

Channel learning and readiness: US\$541 million

Channel finance, pricing and inventory: US\$618 million

Partner relationship management: US\$460 million

Channel data management: US\$304 million

Through-channel marketing automation: US\$581 million

Source: Canalys estimates, June 2022





Aaron Levie 

@levie



Mobile and cloud drove the last wave of enterprise software disruption. Now there are huge opportunities to disrupt markets with multiplayer experiences, apps with built-in ecosystems, down market solutions, and lower cost tools due to cloud economics. Tons of opportunity ahead.

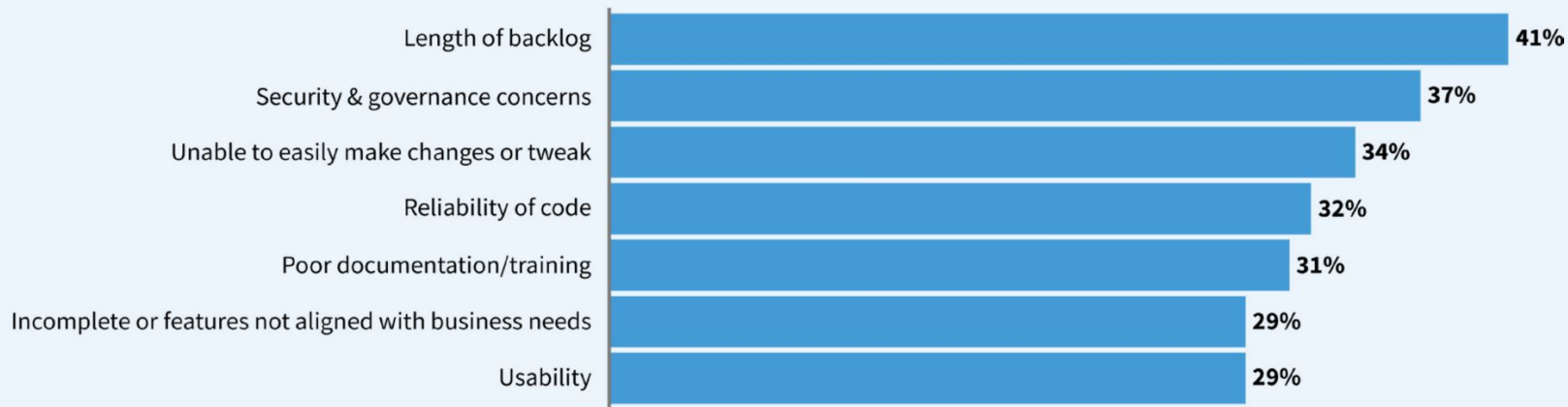
11:39 PM · Oct 5, 2022 · Twitter for iPhone



Trend #4: **No-Code In-House Creators**

Common Complaints from Internal Customers

What are the most common complaints from internal customers about IT's response to these requests?

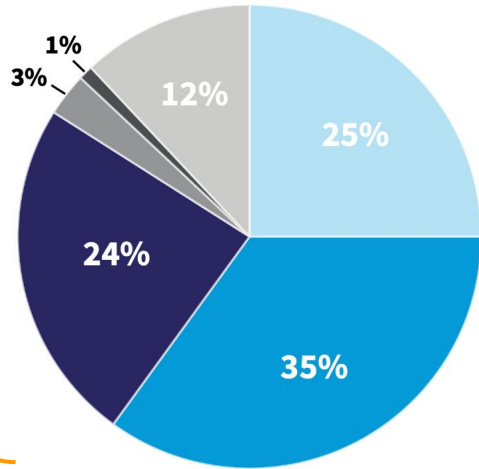


Note: Maximum of three responses allowed. Data: InformationWeek survey of 120 IT professionals at companies with 500 or more employees, May 2022

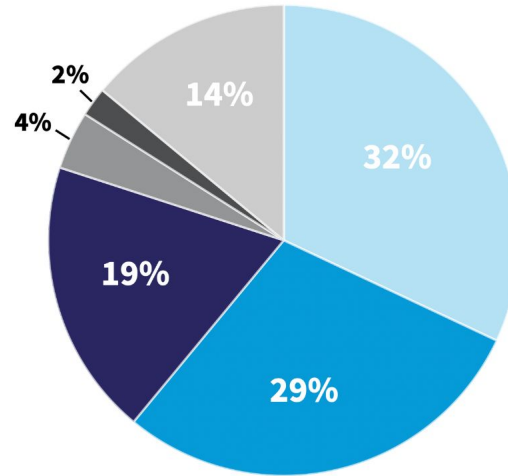
Length of Backlogs

How long is your average backlog for simple automation? How long is your average backlog for integration requests?

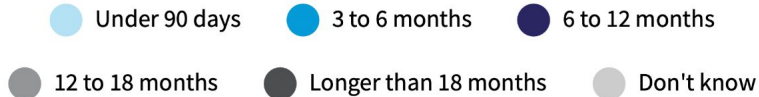
Backlog for Automation



Backlog for Integration Requests



75%
take 3+
months
(or don't
know)



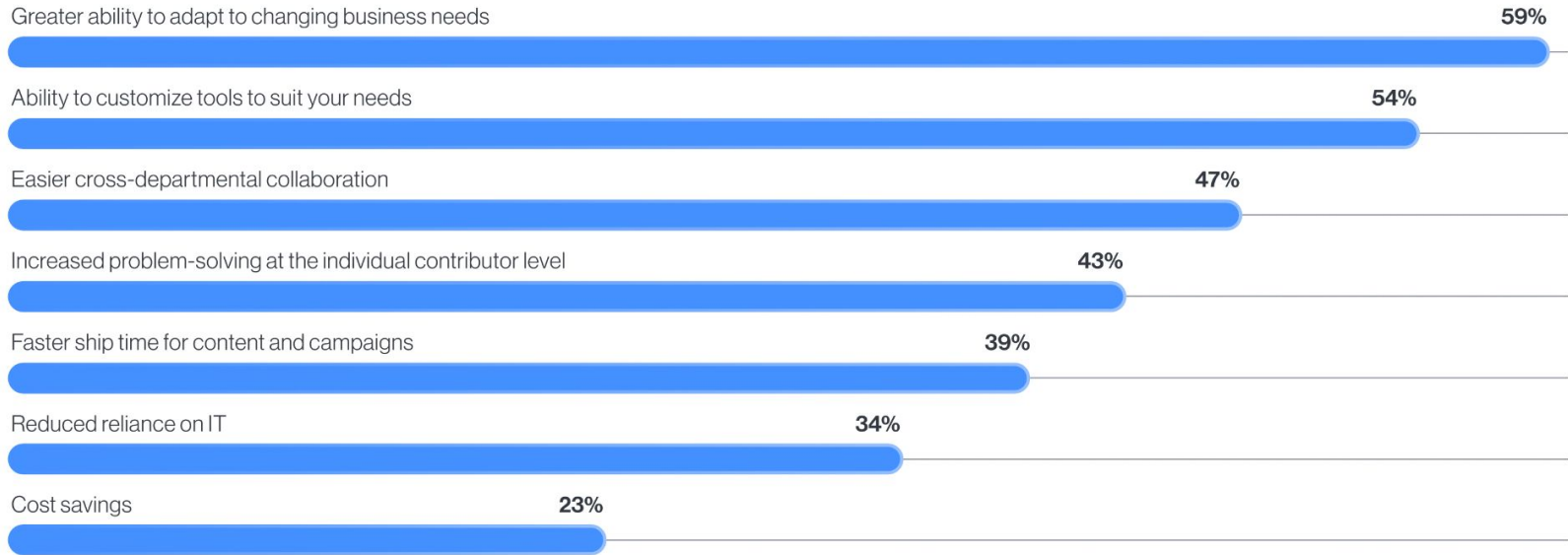
Data: InformationWeek survey of 120 IT professionals at companies with 500 or more employees, May 2022

How long does it take to update your website?

1 week or less	20%
1-4 weeks	22%
1-3 months	34%
4-6 months	19%
More than 6 months	6%

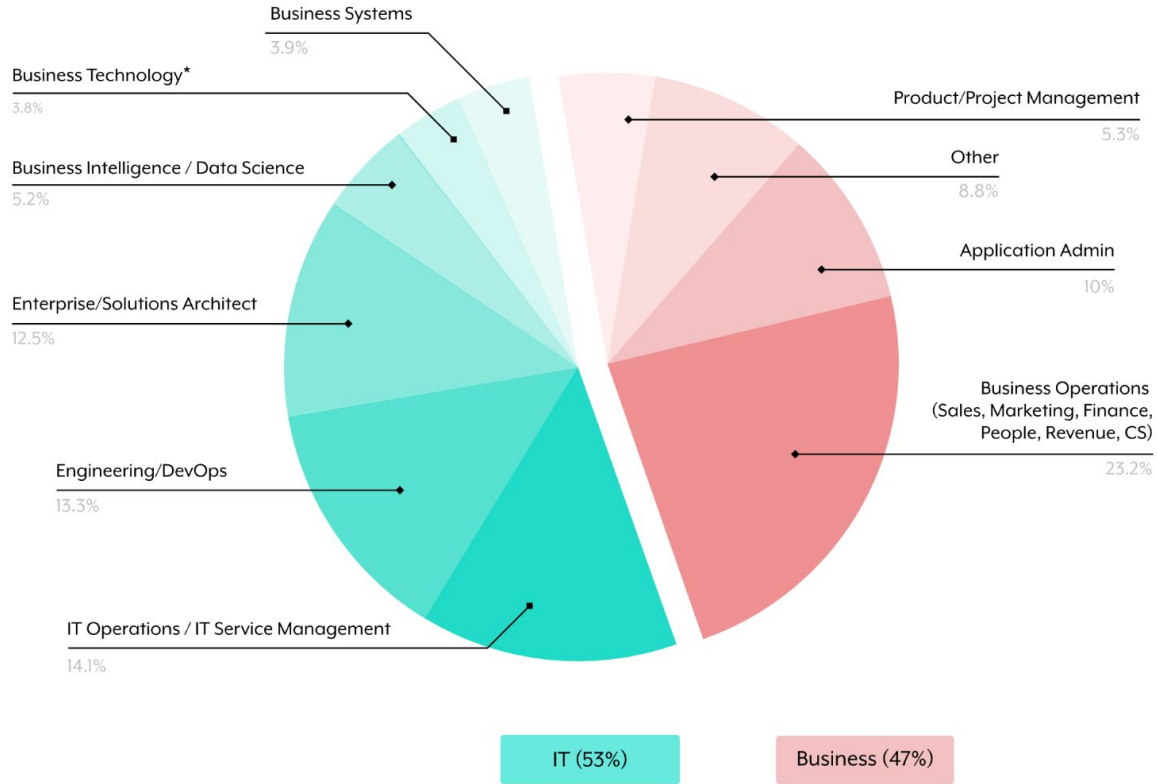
© 2022 Pantheon Systems, Inc.

The benefits marketing teams experience from using no code tools

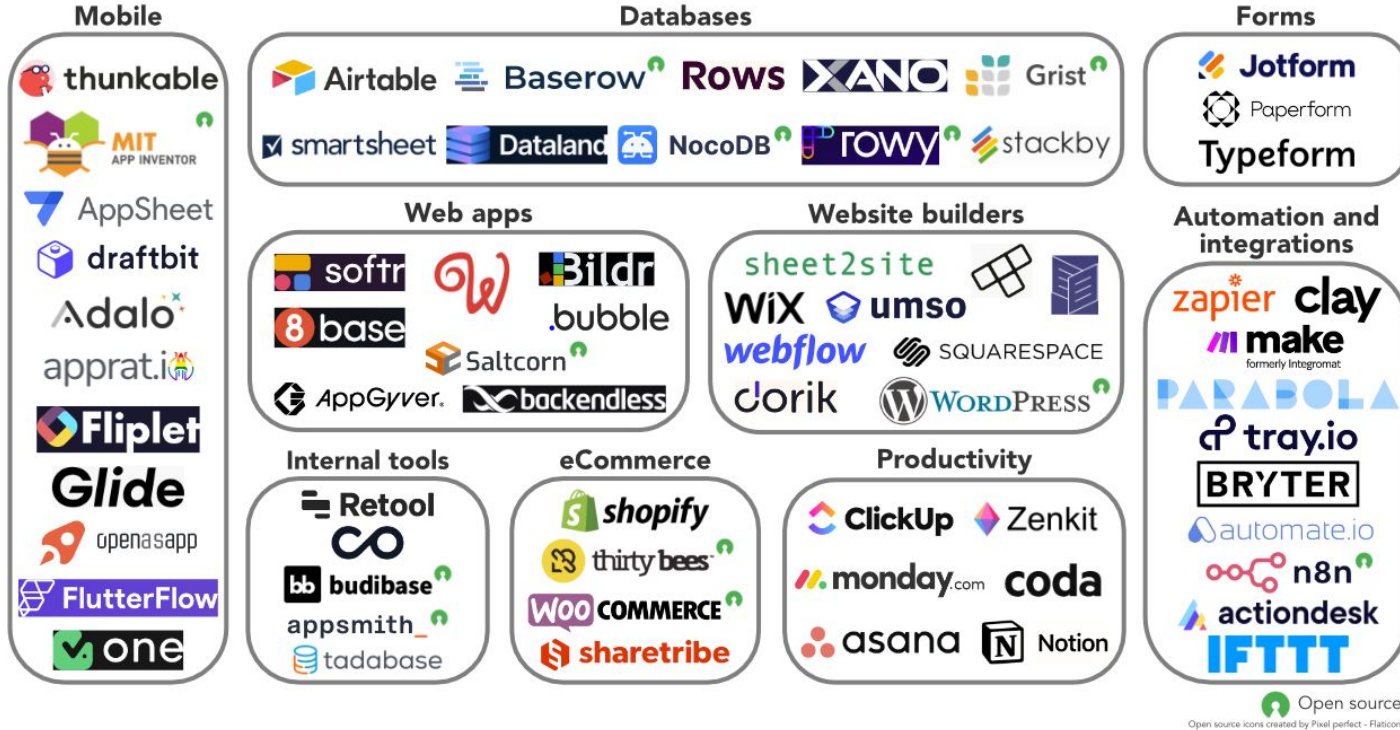


Airtable, Marketing Trends Report, July 2022

Who builds automations

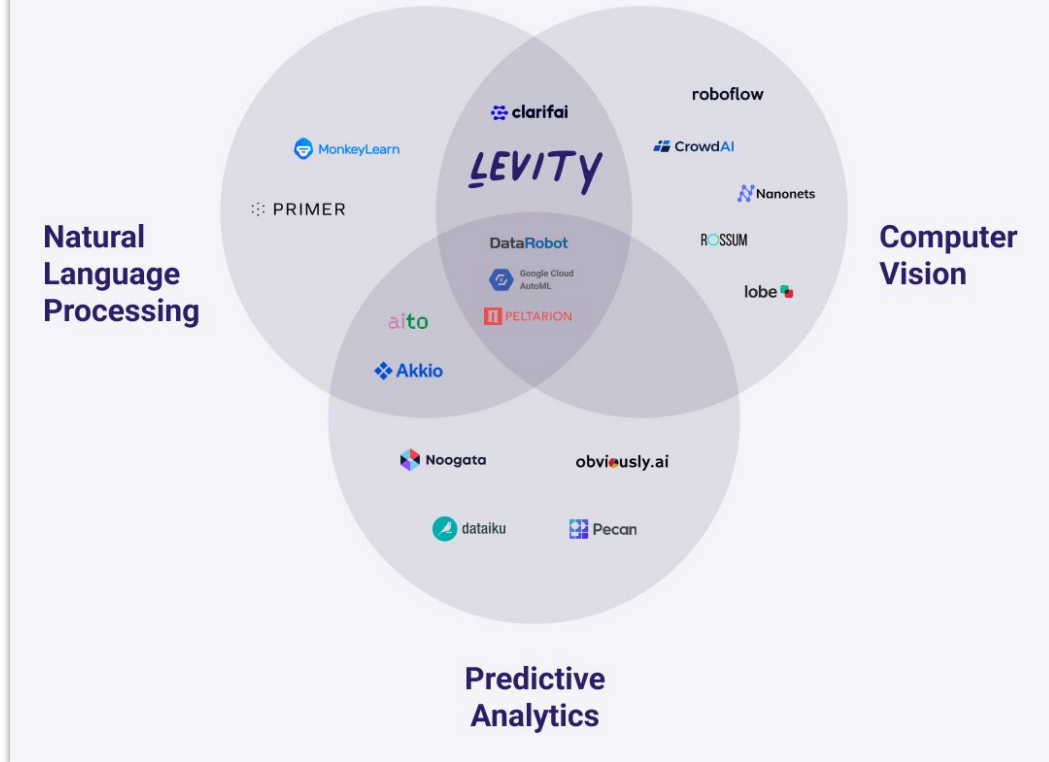


The No-Code Landscape

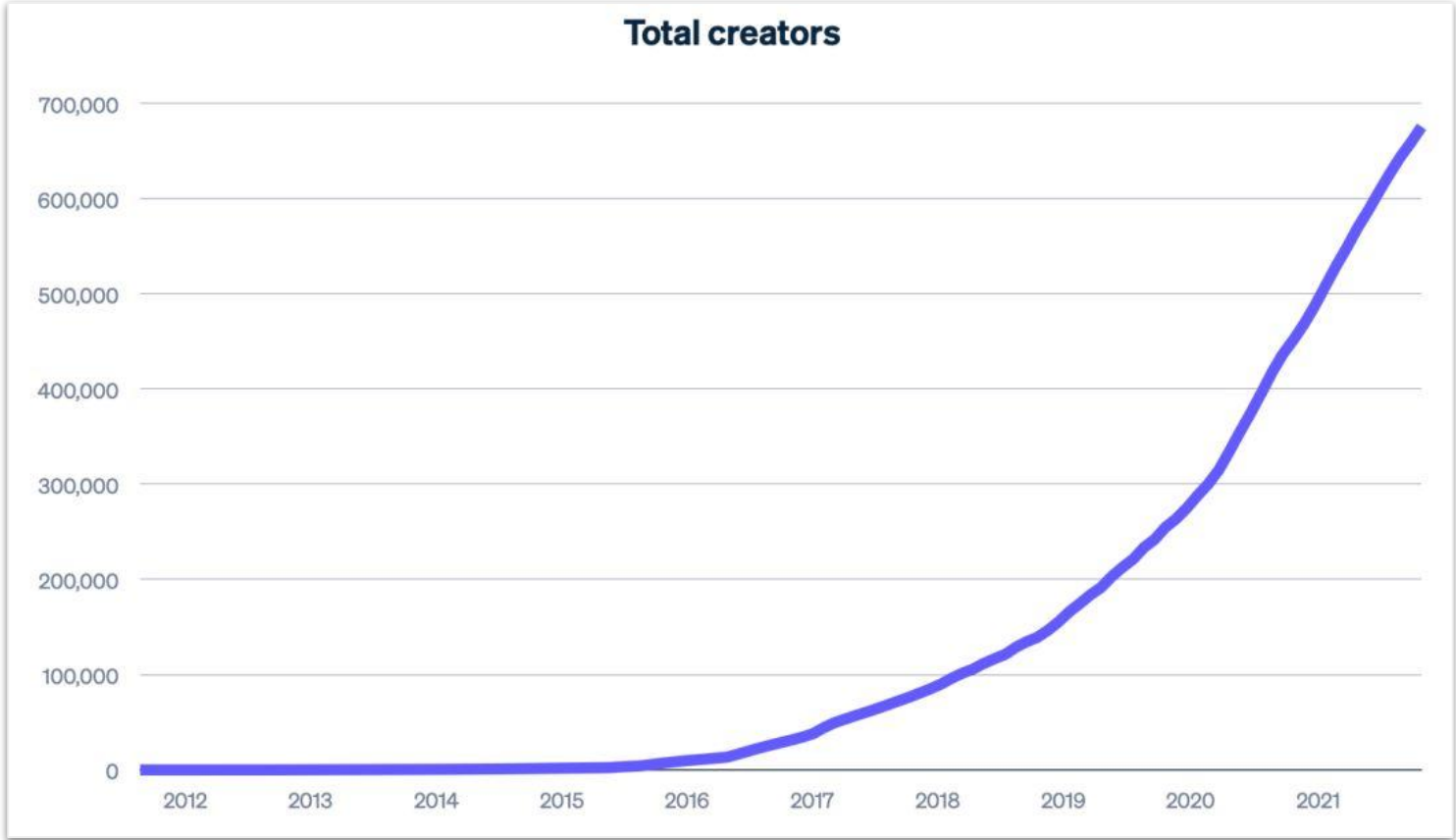


<https://baserow.io/blog/no-code-landscape>

No-Code AI Landscape 2022: Technology

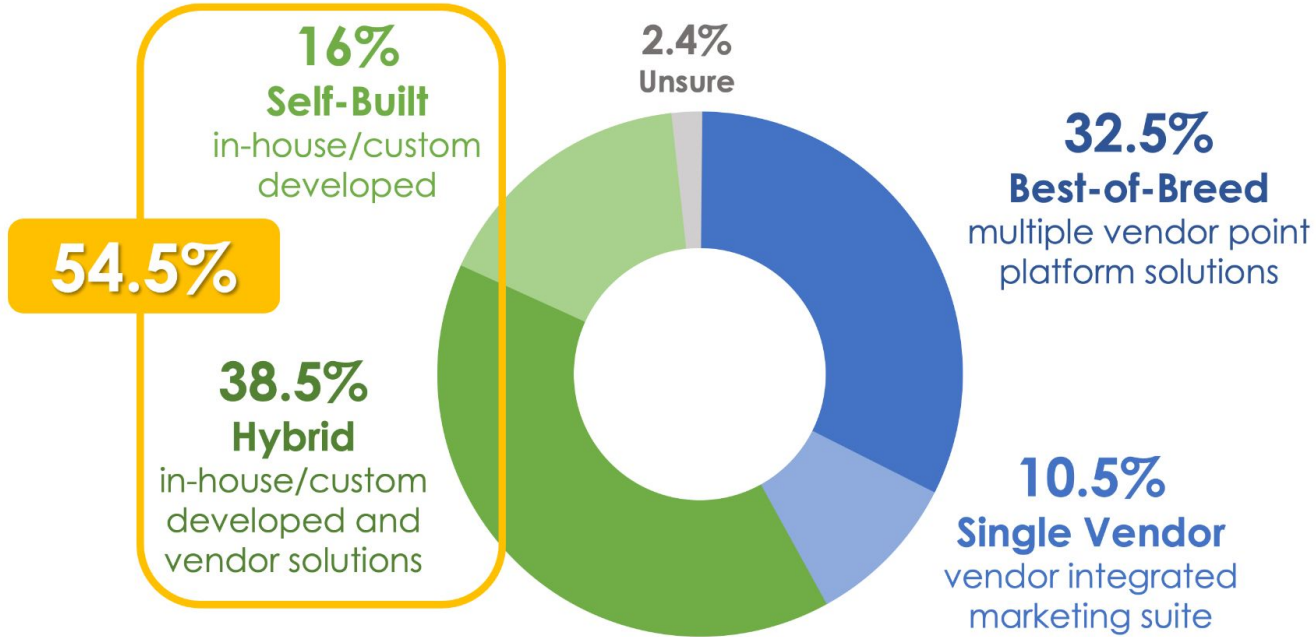


<https://levity.ai/blog/no-code-ai-map>, June 2022

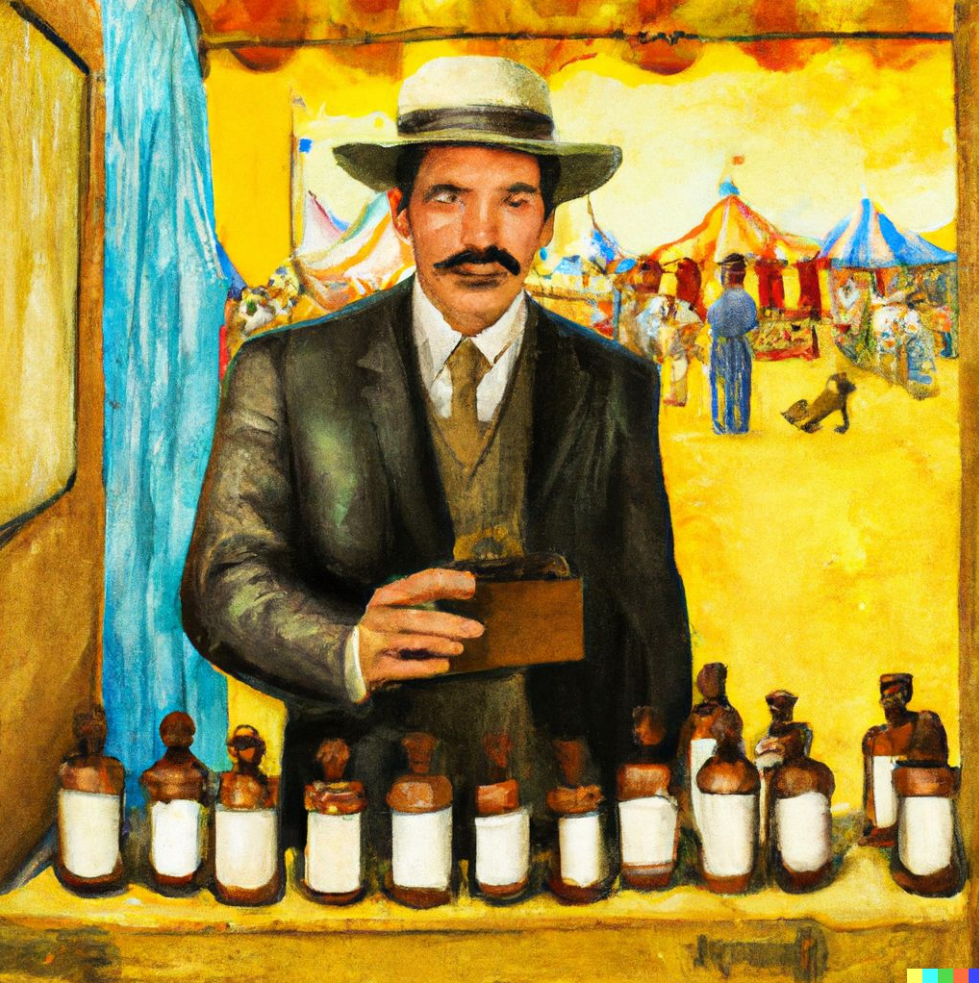


<https://stripe.com/blog/creator-economy>, October 2021

Which of the following best describes your organization's customer/marketing data platform?



<https://www.martechalliance.com/cx-research-report>



Web3 & Metaverse?



Terence Kawaja
@tkawaja



A realistic Web3 glossary

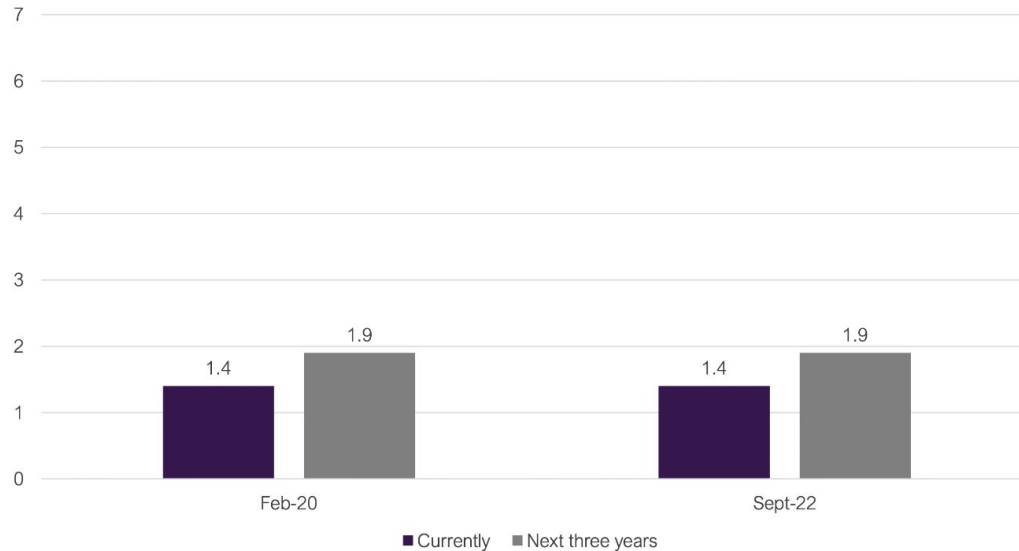
Realistic Web3 Glossary

Web3	A made up name VCs use to distract from the scams and massive losses in crypto. It fancifully promises decentralization but looks more like recentralization under new ownership (so more like Web2.1).
Crypto	A decentralized technology solution for speculation and illicit money transfer; awaiting a legitimate use case. Still waiting.
Blockchain	Real technology for distributed files best suited for static and high value commodities (money, contracts) and not low value, massive volume, real time transactions (digital advertising) for which latency and cost make it a non-starter.
NFT	A jpeg with provenance.
Metaverse	A silly name Facebook (re)invented to distract investors with a massive bet-the-company pivot. It doesn't exist but expect proponents to take credit for advancements in VR and AR (which are real).
Zero	The total return of all marketing investments made in the above areas.

7:50 PM · Nov 8, 2022 · TweetDeck

Blockchain continues to have little effect on marketing strategies

To what extent are blockchain technologies affecting your company's marketing strategies? (1= Not at all; 7= Regularly)



© Christine Moorman

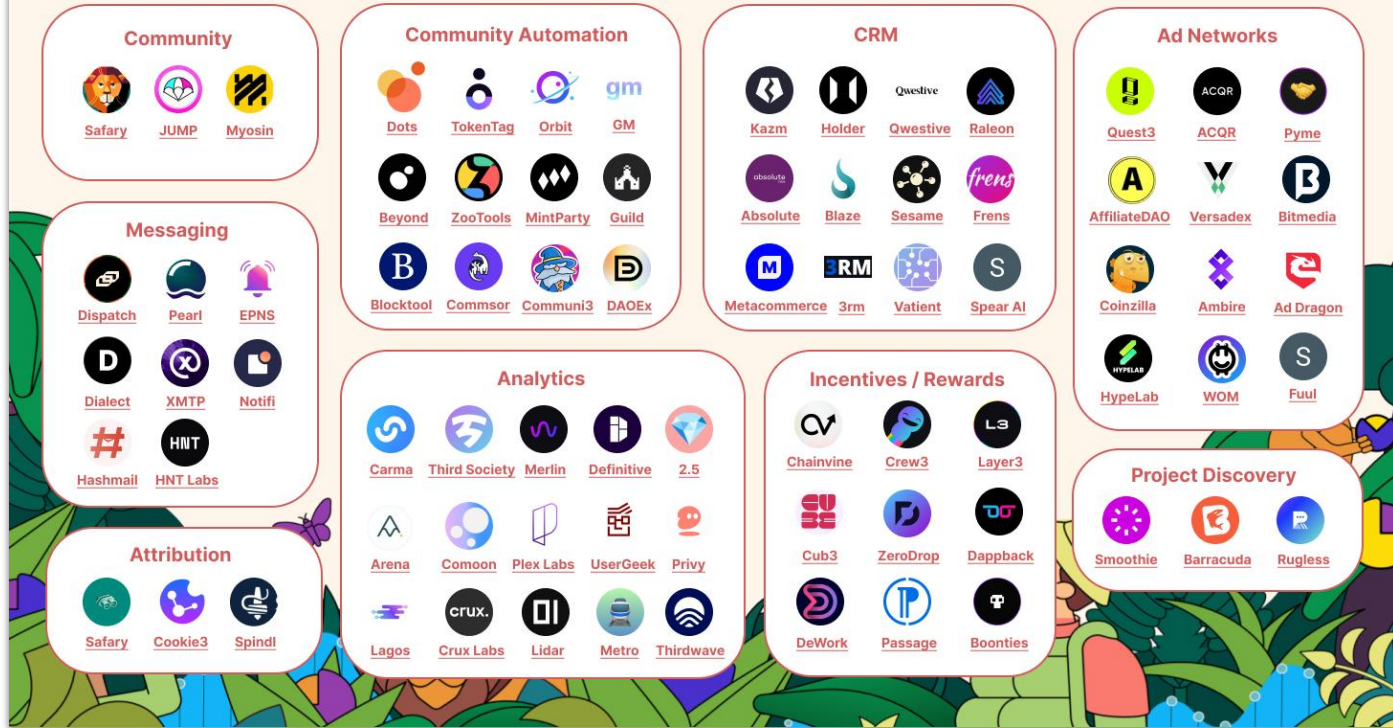


Insights

Effects of blockchain on marketing strategies remain the same as February 2020, the last time this question was asked. Companies with 50-99% of sales through the Internet say blockchain technologies currently affect company marketing strategies to an above average extent (1.9), a trend that is anticipated to continue in the next three years (2.5). In terms of industry sector, Communications/Media companies report a higher effect from blockchain technologies on their marketing strategies than other sectors.

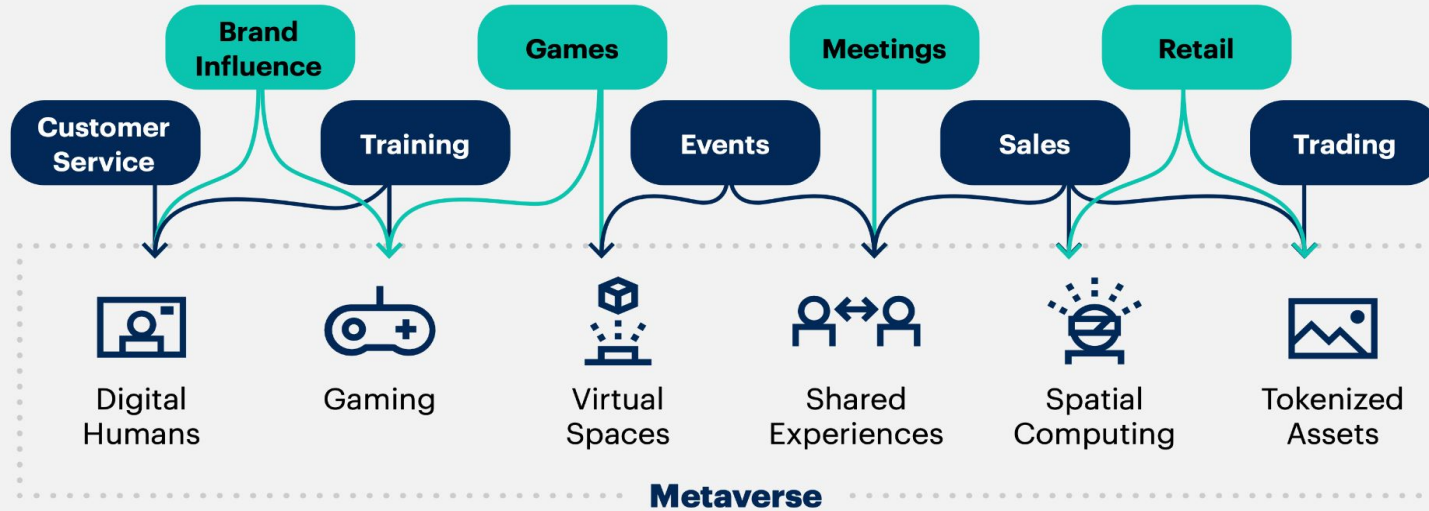
Web3 Growth Technology Landscape 2022

Note: This map was compiled by [Safary](#). Fill out [this form](#) to add a new company and [DM us on Twitter](#) with updates.



Metaverse: Pioneer Opportunity

Opportunities in a metaverse (now and in the future)



Source: Gartner

Gartner, Top Strategic Technology Trends 2023



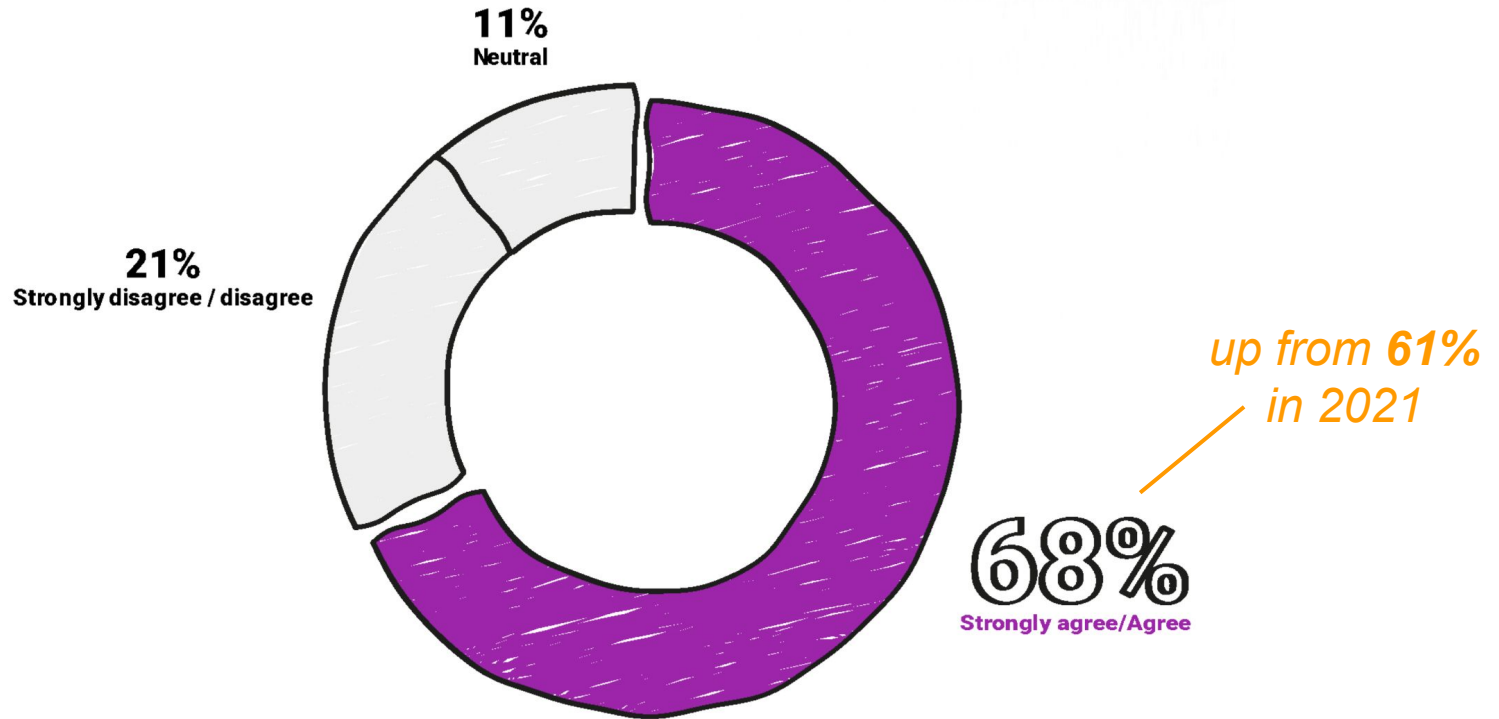
Martech management in 2023



“Marketing is the customer story well told at the boardroom table.”

– *Scott Vaughan*

CMOs: Martech is at the heart of marketing strategy



LXAhub.com, The State of Martech 2022/23



Digital Transformation 1.0

Companies using more software.



Digital Transformation 2.0

Companies becoming software.

9:41 AM 100% AT&T

Mow

5 days
since last mow

6:04pm

Mow Now

Mow Equipment Season

2:10 PM 100%

0:00:48

Average Speed **3.2** MPH

Distance **0.0** MILES

Estimated Coverage **0.0** ACRES

Pause **Stop**

9:41 AM 100%

Equipment

Serial Number
JD1234567890
X394

My Dealer
John Deere Dealer

41.7
Engine Hours

Setup

Mowing Tips

Attachments

Periodic Maintenance

Safety

Mow Equipment Season

Non-martech is eating martech

Everyone's Getting Into Marketing

And by the way, it turns out everyone's getting into marketing. Every company with large consumer data touchpoints is launching some sort of marketing or advertising or media capability, companies across the spectrum, and we expect that trend will continue.

Mastercard Strengthens Consumer Engagement Services With Close of Dynamic Yield Acquisition

Mastercard has completed its acquisition of Dynamic Yield, a state-of-the-art personalization platform and decision engine, from McDonald's.

Purchase, N.Y. – Mastercard has completed its acquisition of Dynamic Yield from McDonald's. Dynamic Yield—a state-of-the-art personalization platform and decision engine company—strengthens Mastercard's suite of consumer engagement and loyalty services that help brands deliver more effective and trusted customer experiences across channels.

"Every day, we safely connect billions of people with their favorite merchants, brands and banks all around the world. Undoubtedly, consumers are hungry for highly relevant, right place, right time experiences," said Raj Seeshadr, President of Data & Services, Mastercard. "We're delighted to welcome the



LATEST NEWS TECHNOLOGY OPERATIONS / SUPPLY CHAIN STORE SPACES REAL ESTATE

Kroger launches private targeted marketing platform

10/05/2023
Dan Berthiaume
Senior Editor, Technology

The Kroger Co. is building upon the first-party targeted advertising services it offers CPG brand advertisers.

Kroger's media advertising business, Kroger Precision Marketing (KPM), based on its \$4.51* data analytics subsidiary, is launching a new private programmatic advertising marketplace. Known as the Kroger Private Marketplace, the service allows advertising agencies and CPG brands to target consumers by applying Kroger audience data to



Tesco has a major new media offering for advertisers: here's what you need to know

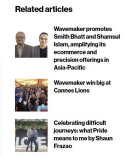
By Jennifer Faulk | Deputy Editor
NOVEMBER 04, 2023 | 7 MIN READ

has revealed a swathe of new ways for its customers as it sets itself up as one of Sky, Channel 4 and Facebook.

Wavemaker integrates Amazon Advertising's Overlapping Audiences API into its Provocative Planning platform in global-first collaboration

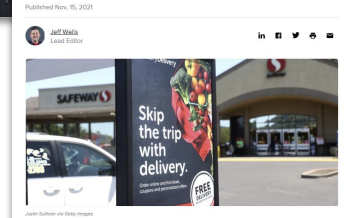
Wavemaker is working with Amazon Advertising to integrate its Overlapping Audiences API, which provides insights to help understand the relationship between a brand's audience and other audiences on Amazon.

Wavemaker is the first agency globally to integrate the Overlapping Audiences API. The API is a first-of-its-kind collaboration that provides advertisers with the ability to identify and target their audience more effectively.



Albertsons launches its own retail media network

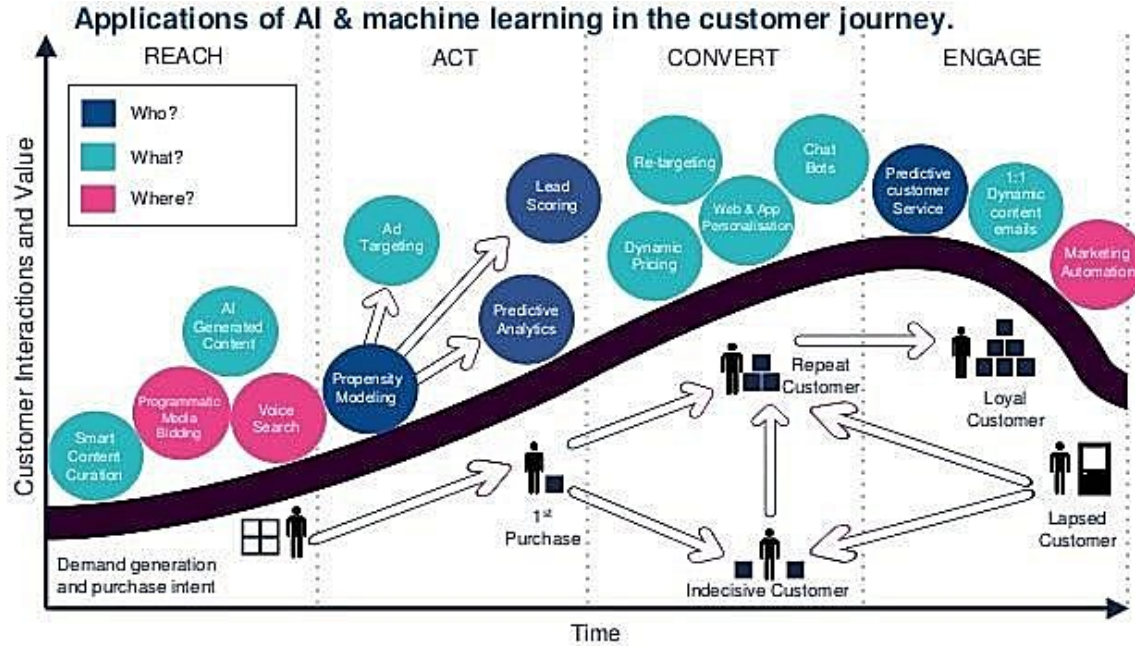
Published Nov. 16, 2023



Dive Brief:

- Albertsons has launched its own retail media network to develop digital ads and other branded content for CPG companies, according to a press release on Thursday.

Harnessing Martech and AI



Source: Digimarcon

The hype cycle is more universal than anticipated...

26

Martech Stacks Often Evolve in a “Hype Cycle” Pattern

As with the martech landscape overall, the adoption of martech tools within a firm’s stack includes patterns of both expansion and consolidation over time.

When firms first realize they need martech capabilities — a trigger — they tend to overinvest in more tools than they have the skills and processes to effectively apply. This leads to inflated expectations of what the tools alone can achieve. A backlash of disinvestment often occurs into a trough of disillusionment.

As they develop the organizational capital to better use martech, they reinvest up a slope of enlightenment, eventually achieving a plateau of productivity. While tools are still added and removed in this stage, the process is more deliberate and better matched with appropriate investments in skills and enablement.

This, of course, is Gartner’s famous Hype Cycle.

Perhaps not coincidentally, it resembles the cognitive bias of the Dunning-Kruger effect. People overestimate their ability before they invest the effort to develop that ability, which takes time and experience. Investing in a good marketing operations function can mitigate this.

investing in a marketing operations function smooths this curve, minimizing thrash from one extreme to another and accelerating the path to martech productivity

The State of Martech 2022

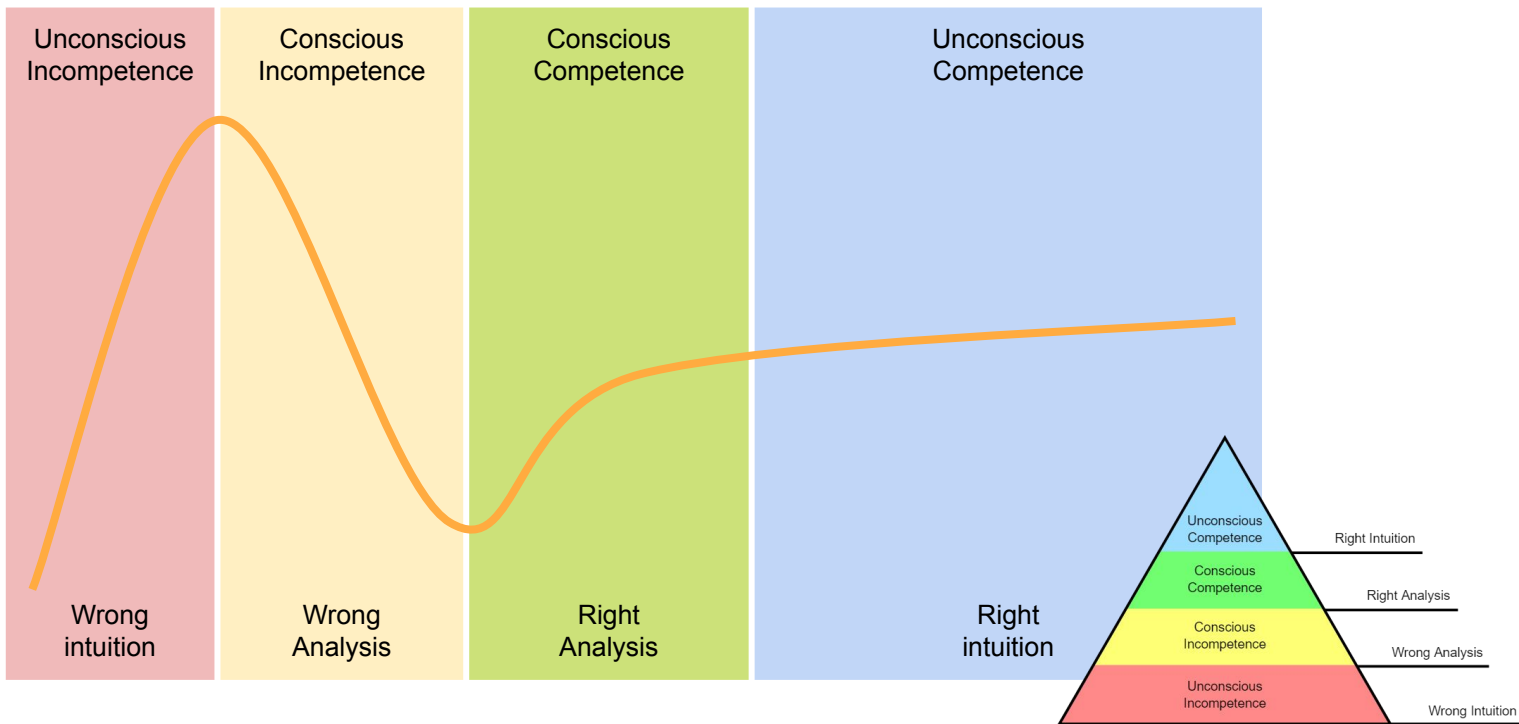
Copyright © 2022 Martech United, b.v.

chiefmartec MartechTribe

How to grow competence?

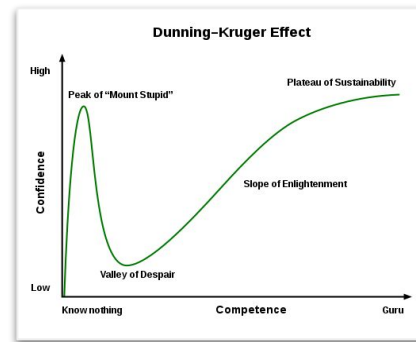
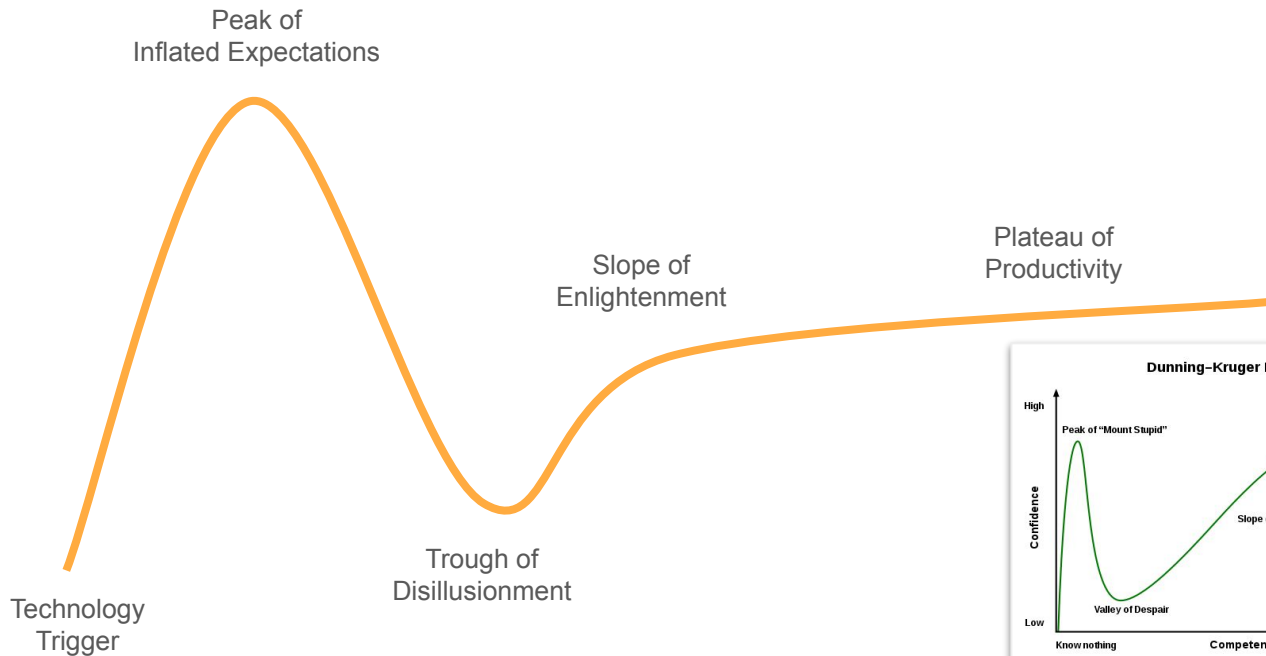
Four stages of competence

Markets, companies & individuals all have their own learning curves



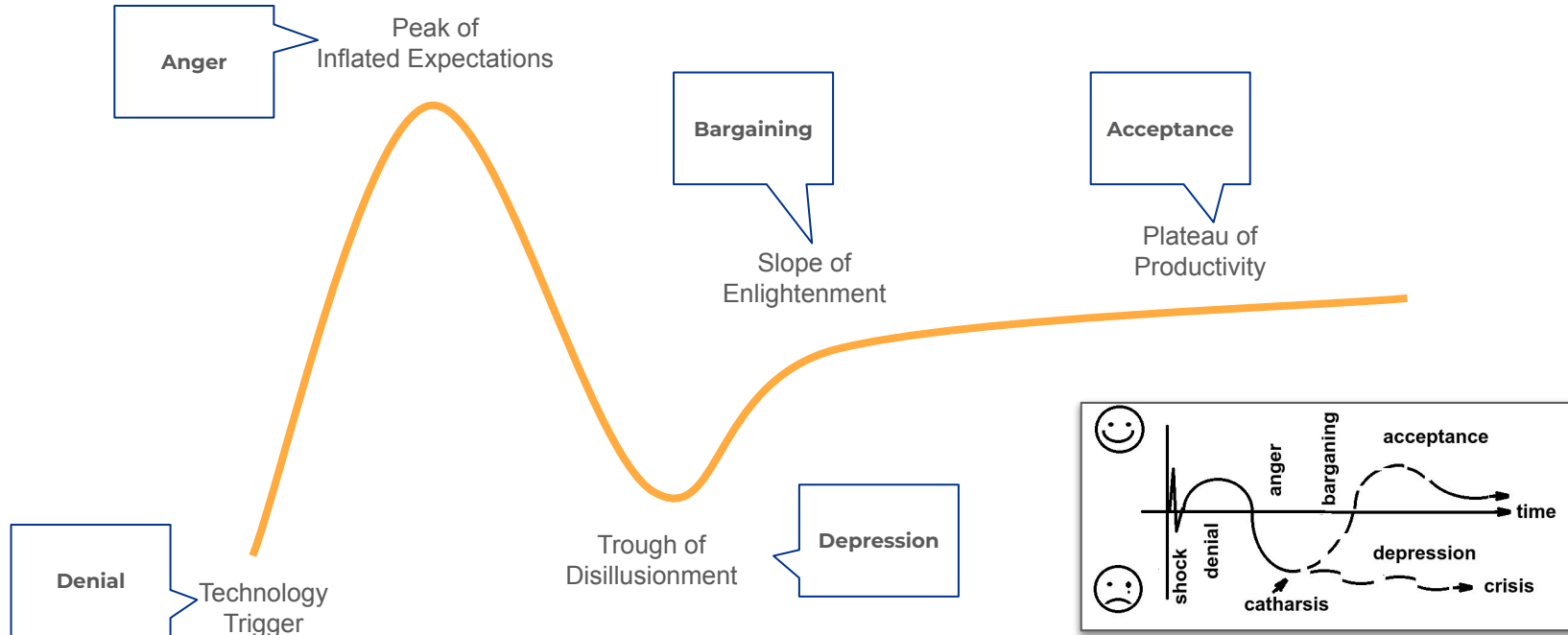
Dunning–Kruger Ability Curve

Markets, companies & individuals all have their own learning curves



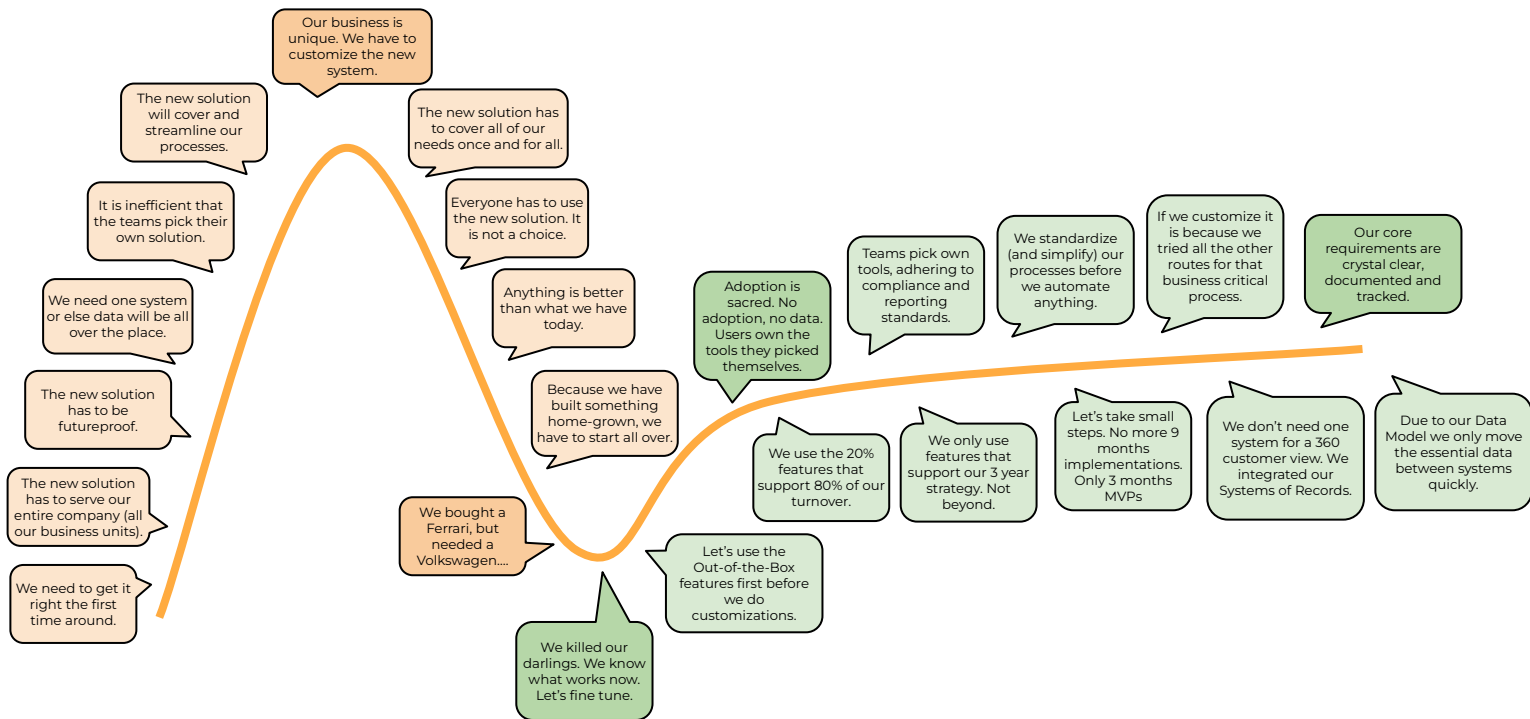
Kübler-Ross Grief curve

Read the signs. Know you, your team and your company is in the hype cycle



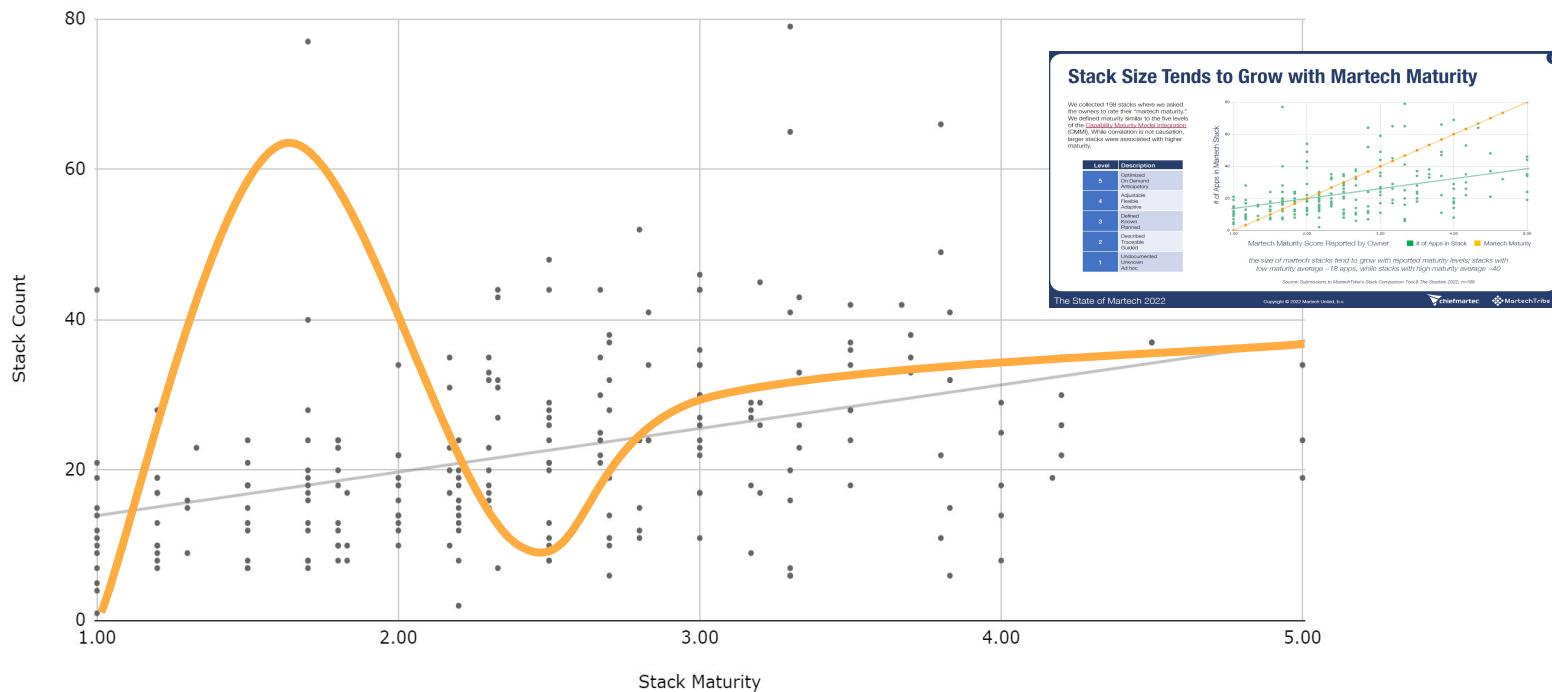
The Martech Maturity Curve

Read the signs. Listen to what stakeholders say (between the lines)



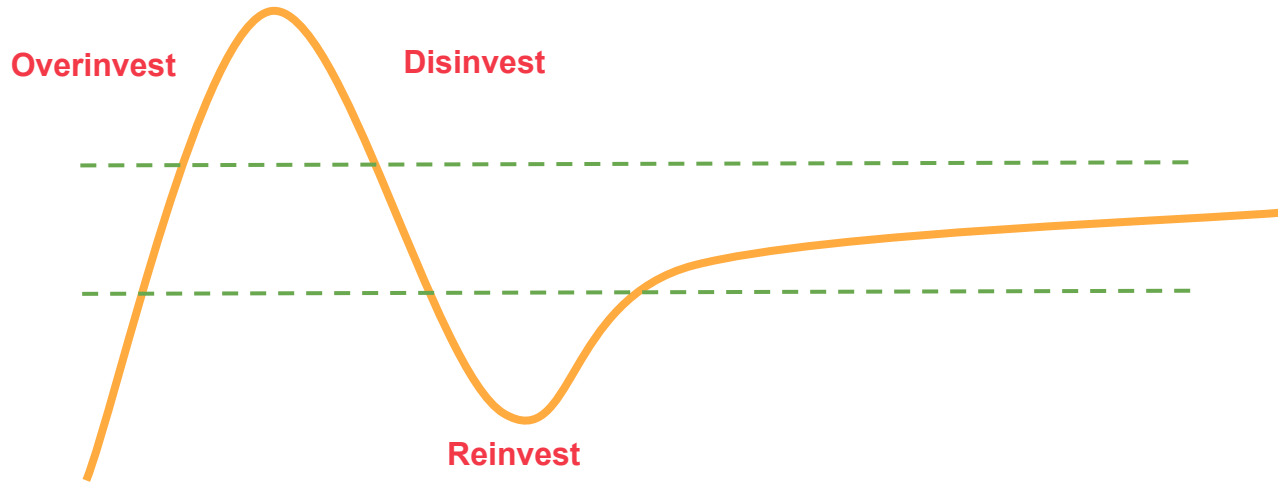
Rightsizing the martech stack

Read the signs and know where you, your team, company is in the hype cycle



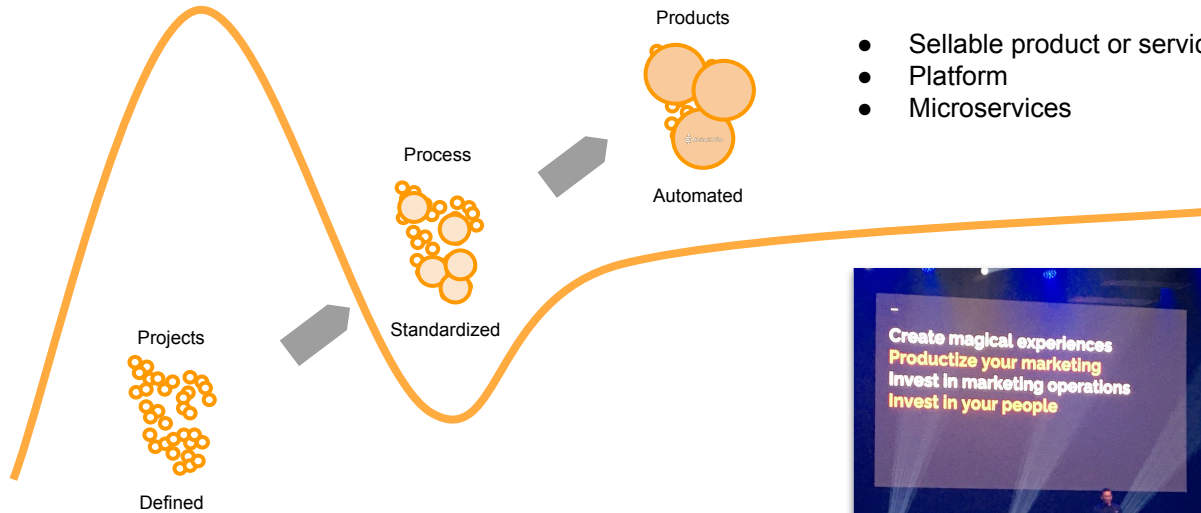
Flatten the Martech Hype Cycle

Navigate your team through the different stages



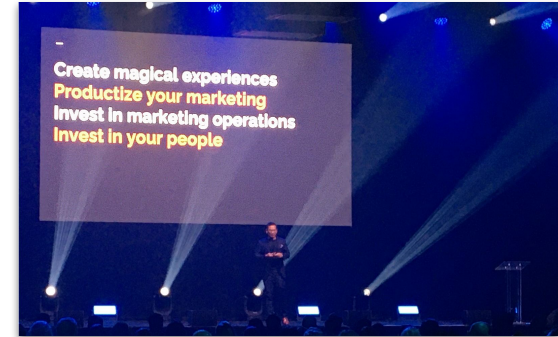
Productizing Marketing

Define, standardize and automate customer experiences



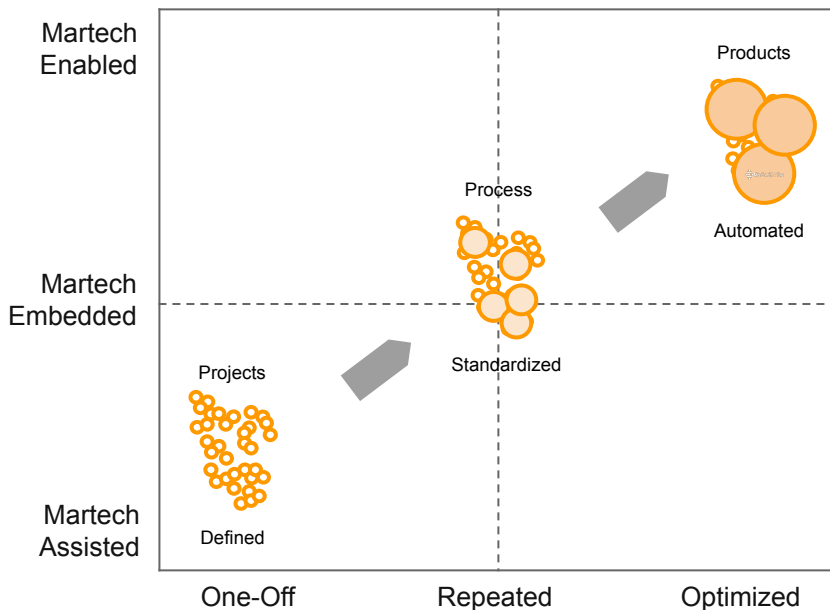
Productization comes in many forms:

- Sellable product or service
- Platform
- Microservices



Productizing Marketing

Define, standardize and automate customer experiences



Products

Anything that is standardized can be automated. The standardized processes allow for automated experiences and services.

Processes

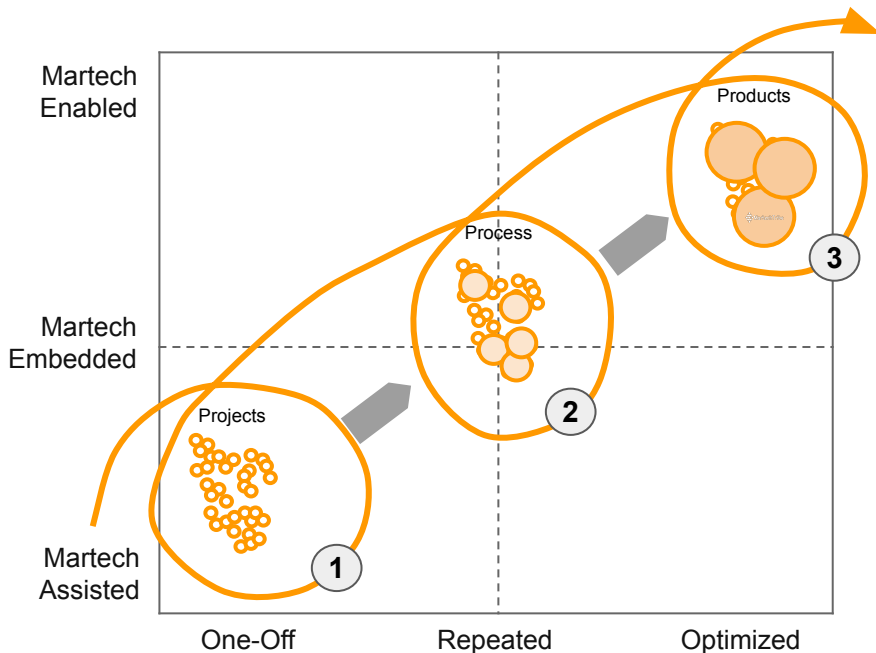
Over time clusters of similar projects emerge. This allows for standardization, e.g. templates, taxonomy, KPI framework, etc.

Projects

Most projects are campaigns, with a beginning and end date. This allows for experimentation and iterations.

Productizing Marketing

Three times right-model



3. The “Stack-version”

Refactor into a scalable zero-maintenance version and integrate into the ecosystem.

2. The “Pack-version”

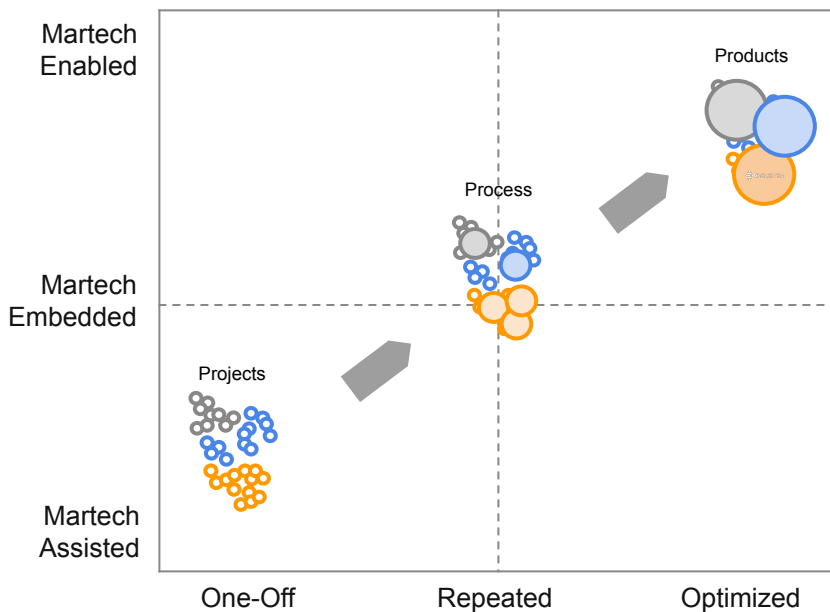
Once there is proper customer traction, clean up the hack by leaving out anything that can be left out (data, content, lists, ETL).

1. The “Hack-version”

Create a stand alone version to find out if it can be done technically and data-wise AND if the customer likes it.

Productizing Marketing

Driving the Best-of-Feature, Best-of-Data and Best-of-Content backlogs



Darrell Alfonso • 1st
Director of Marketing Strategy & Operations | Martech Leader | Speaker
3w • 🌐

Interesting thought experiment today:

Would you rather utilize every feature of your Martech platform but not hit your key goals?

Or only utilize a single feature of the Martech platform and achieve your key goals?

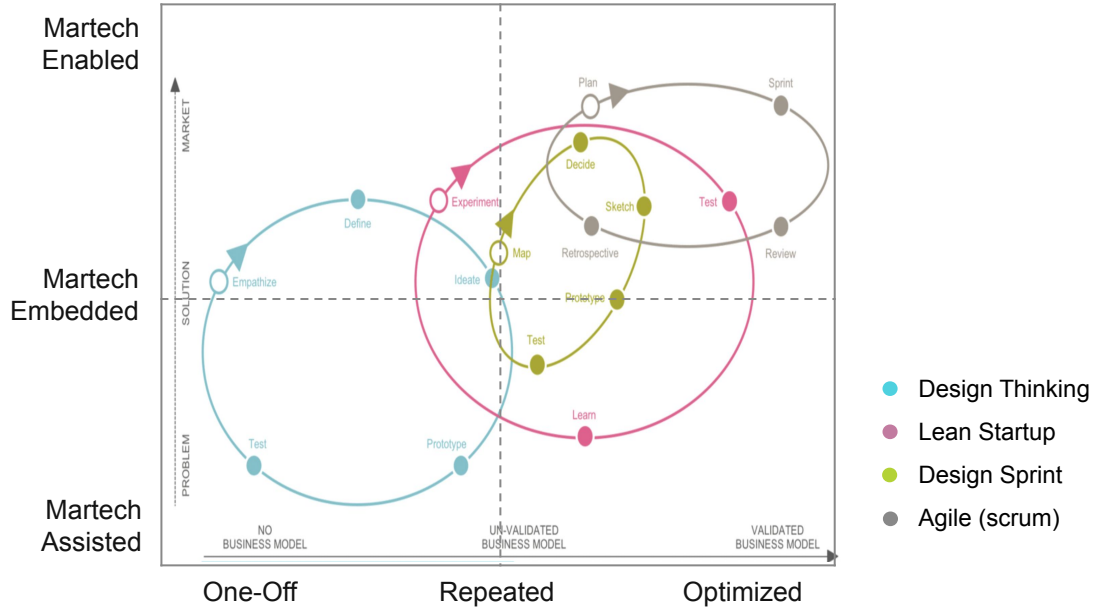
Does your answer change the way you think about using Martech?

[#marketing](#) [#martech](#) [#marketingoperations](#)

- Best-of-Feature
- Best-of-Data
- Best-of-Content

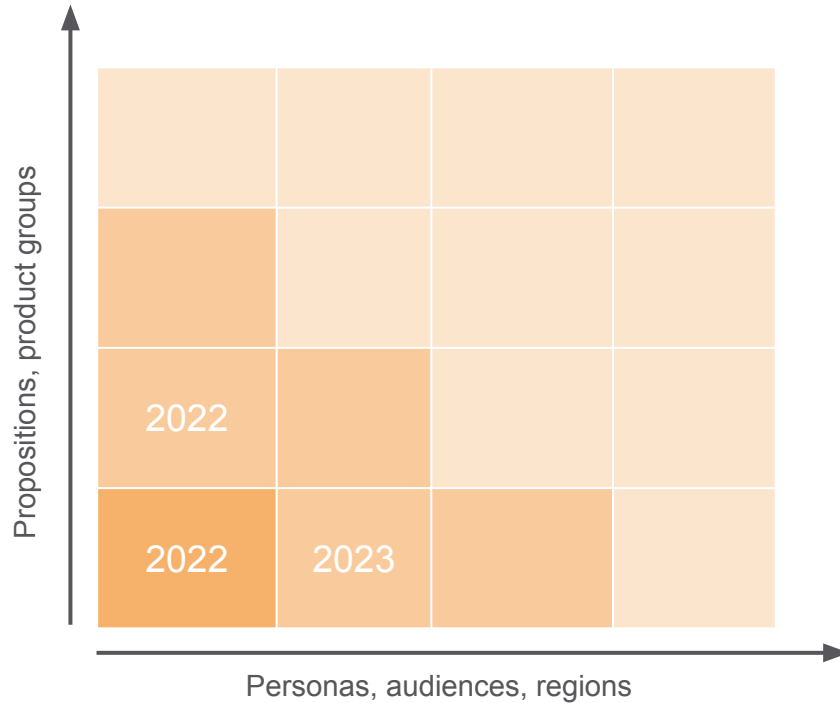
When, which approach?

Design Thinking, Lean Startup, Design Sprint, Agile (by [Geert Claes](#))



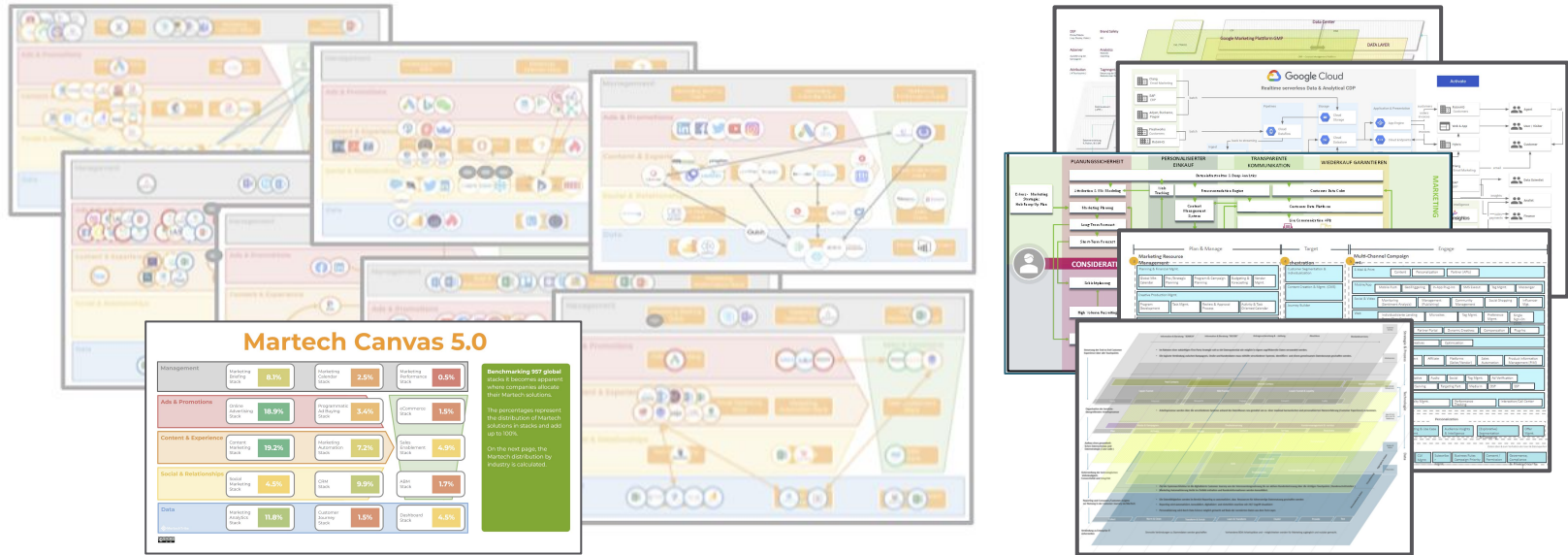
Drive your Marketing Backlog

Combine Tech, Data and Content while running Projects, Process and Products



Martech Stack Visualization

Every company needs a shared view on what tech, data and content delivers what (value driving) experience



Martech Canvas 5.0

Management	Marketing Analytics Stack: 8.1%	Customer Data Stack: 2.5%	Marketing Performance Stack: 0.5%
Ads & Promotion	Advertising Stack: 18.9%	Programmatic Advertising Stack: 3.4%	Commerce Stack: 1.5%
Content & Experience	Content Marketing Stack: 19.2%	Marketing Automation Stack: 7.2%	Sales Engagement Stack: 4.3%
Social & Relationship	Social Marketing Stack: 4.5%	Lead Stack: 9.9%	CRM Stack: 1.7%
Data	Customer Analytics Stack: 11.8%	Customer Support Stack: 1.5%	Deployment Stack: 4.4%

Marketing 2023 goal status & becomes apparent when companies discover their Martech solutions.

The percentages represent the distribution of Martech solutions in stacks and add up to 100%.

On the next page, the Martech distribution by history is calculated.



Closing thoughts



**From the crucible, we
forge the future**



**We are writing the
future of marketing**



Questions?

Join us for an open discussion in the networking room for the next 30 minutes.



Thank you!