





Scott Brinker
@chiefmartec

This is the 6th year that we have run The Stackies as an awards contest that invites marketers to send in a single slide illustrating their marketing stack — the collection of martech tools they use and the way they conceptualize them together as a whole.

Although we award trophies for a few winning entries for the ideas they shared, any stack that works for the team who uses it is a winner where it really matters.

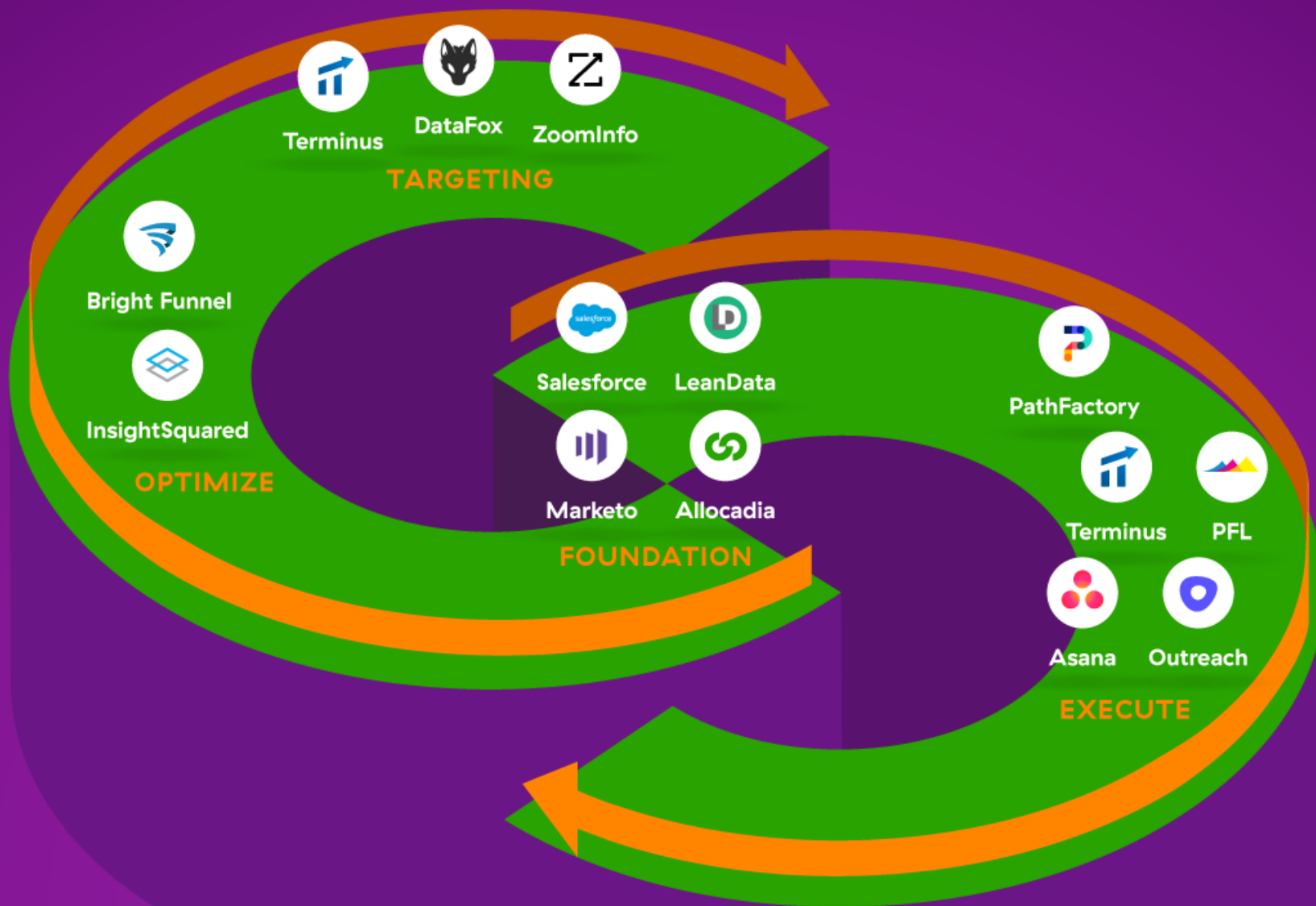
But through this contest, the martech community at large also wins, by learning from the many examples their peers so generously share. A big, big thank you goes out to everyone who contributed.

In support of this initiative, the MarTech Conference is donating \$100 for each stack submitted — \$5,100 for all 51 entries — to the non-profit *Girls Who Code*.



ALLOCADIA

Allocadia's Account-Based
Everything Tech Stack





EXPERIENCE COMMAND CENTER



1 CONTENT COVE



2 CUSTOMER CAYS



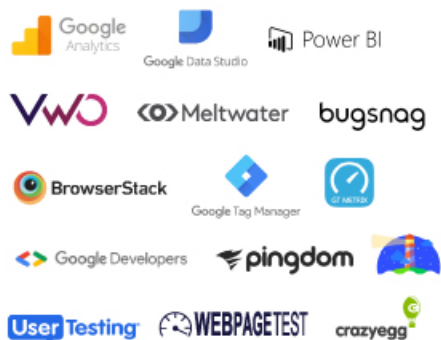
3 COMMUNITY CAPE



4 COLLAB BEACH

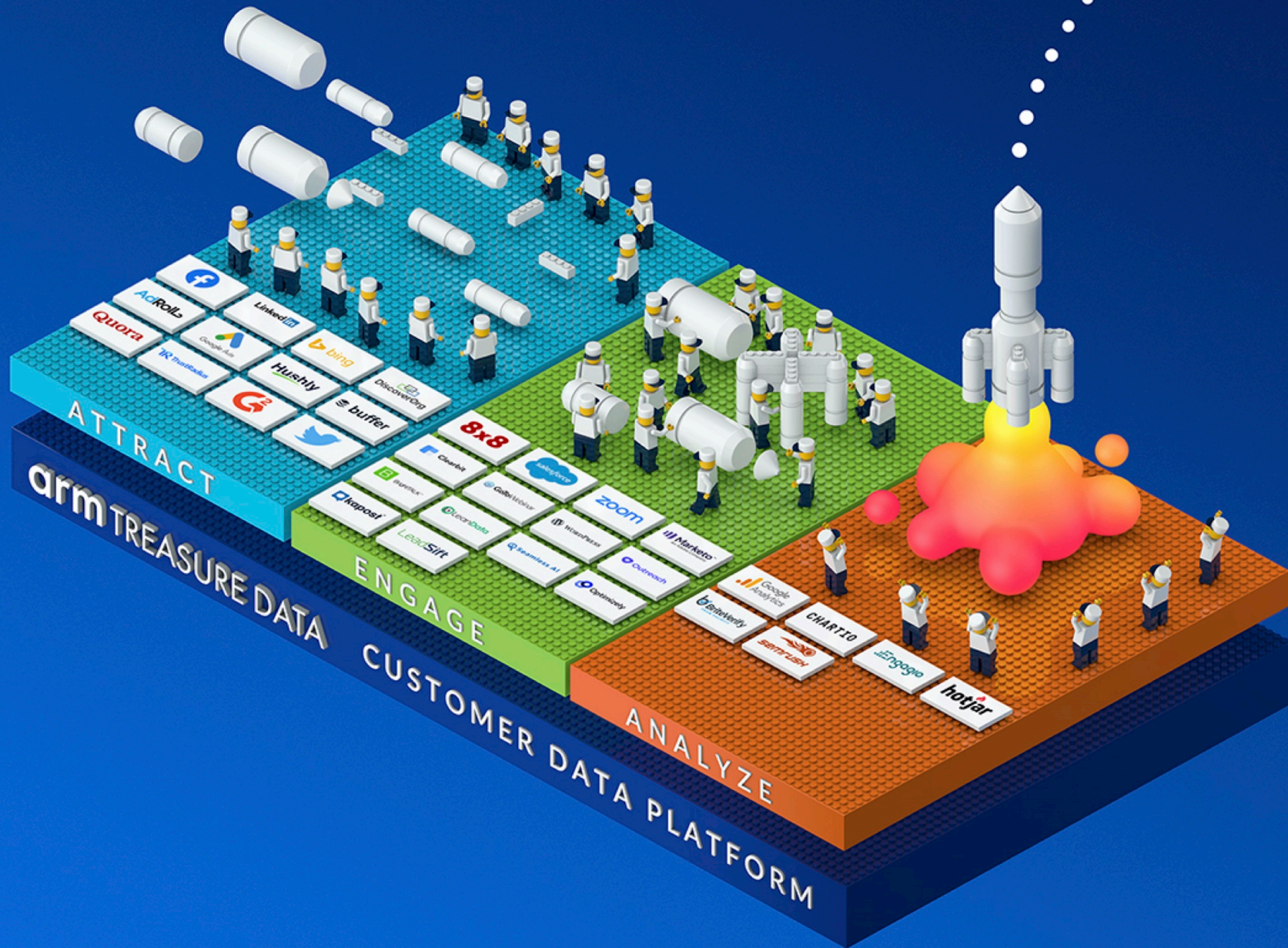


5 CORE OCEAN



TREASURED TECH





arm
TREASURE DATA
treasuredata.com



CORE



Marketo



Salesforce



ENGAGEMENT



SalesLoft



PFL



Drift



Zoom



Madison Logic



Apollo.io



LinkedIn



iCapture



Vidyard



Twitter



COLLABORATION



Asana



Slack



Google Drive



Zoom



InVision



Confluence



CREATIVE



Adobe Creative Suite



Webflow



Wistia



Google Drive



InVision



Zapier



MEASUREMENT



Marketo



Salesforce



Domo



LiftIQ



Google Analytics



Google Tag Manager



PIPELINE



DealHub.io



LiftIQ



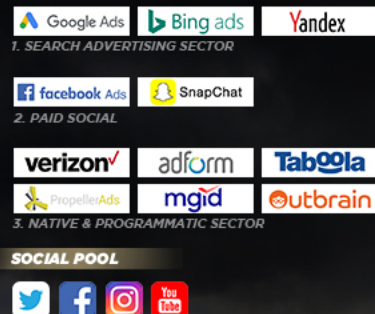
Lucidchart



Pathwaze



BC

BETTER COLLECTIVE MARTECH STACK CENTER**ATTRACTION ARENA****SEO ENTRANCE****PAID MEDIA ENTRANCE****RETENTION GROUND****DATA FIELD**

WEBSITE GATE

SOCIAL POOL

ORGANIC TRAFIC

SEO SECTOR

ATTRACTION ARENA**1** SEARCH ADVERTISING SECTOR**2** PAID SOCIAL

PAID MEDIA SECTOR

3 NATIVE & PROGRAMMATIC SECTOR

PAID TRAFFIC

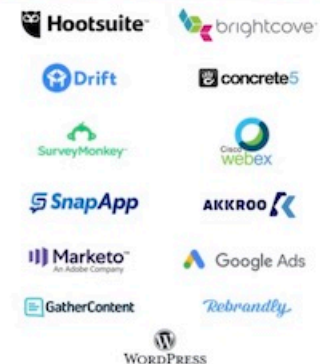
OPTIMIZATION TRACK**DATA FIELD****RETENTION GROUND**



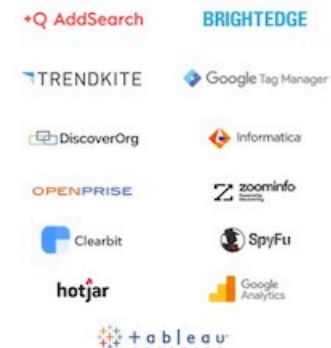
MarTech Stack



CONTENT & EXPERIENCE LANE



DATA & ANALYTICS AVENUE



COLLABORATION CIRCLE



COMMERCE & SALES PLACE



Unleash your Marketing Superpowers!

Agile Marketing Operations Management
The BrandMaker Marketing Stack.



UTILIZATION

- HIGH
- MODERATE
- LOW

PHASE 1

PLANNING

- MOZ SimilarWeb draw.io
- Google Trends ANSWER THE PUBLIC
- Buzzsumo hotjar
- Screamingfrog Google Ads
- SEMRUSH

PHASE 2

EXECUTION

- WordPress.org Bitbucket
- Grammarly
- WPengine
- ngrok

PHASE 3

DISTRIBUTION

- Facebook LinkedIn Twitter
- ActiveCampaign Google Ads
- YouTube
- Mailchimp Hootsuite
- Vimeo surveygizmo

PHASE 4

REPORTING

- SEMRUSH Google Analytics
- Google Search Console
- Hotjar dashthis
- UptimeRobot Google Data Studio

PHASE 5

OPTIMIZATION

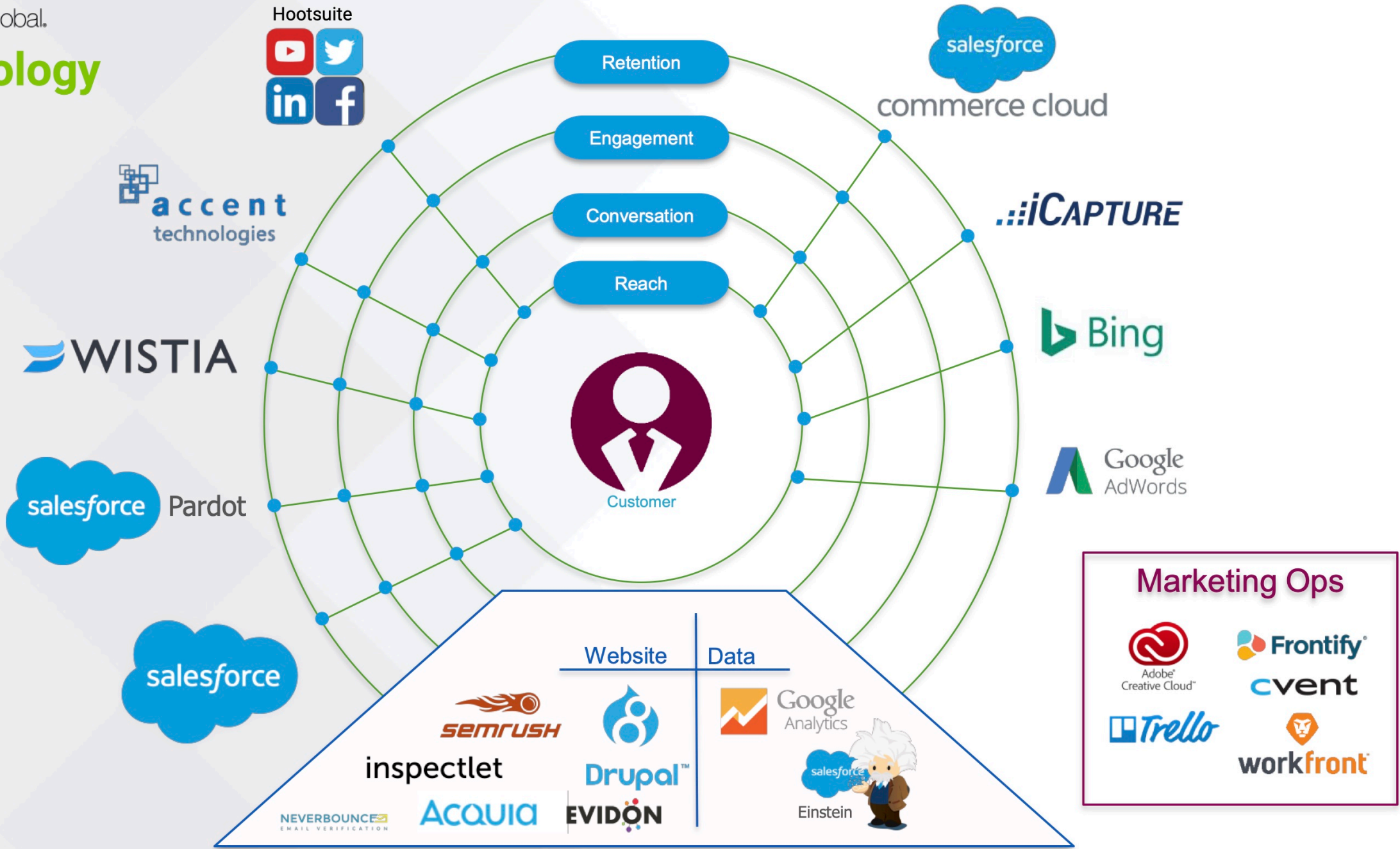
- SEMRUSH Google Analytics
- Hotjar
- Screamingfrog

ALIGNMENT

- Jira slack G Suite
- GoToMeeting Confluence



Technology Stack



DUO SECURITY'S DELICIOUS TECH STACK



TEAM



TECH



CREATIVITY



BUDGET



EXECUTIVE
BUY IN



STRATEGY



PATIENCE



6 MO. BEFORE

Before your fiscal year begins, make sure you've taken stock of your current tech stack. Evaluate what you will keep, and what you might consider removing. Once you identify your ideal stack for the new year, begin budget discussions to see what is realistic.



3 MO. BEFORE

Work to get your budget finalized. If there are any technologies that you need to hold off on, make sure to document that for future reference. For technologies that you are planning to move forward with, prepare to get all contracts reviewed and signed.



3 WEEKS BEFORE

In the weeks leading up to a new technology implementation, make sure that all involved teams are properly trained. Identify both an internal team member and an external contact at the technology's company who team members can go to for questions.



YOU WILL NEED



Head of Demand Generation
Demand Generation Specialist
Demand Generation Marketing Managers
Digital Marketing Manager
Database Marketing Specialist
Head of Marketing Operations
Marketing Operations Manager
Marketing Operations Specialists
Marketing Analyst
Project Manager
Head of Strategic & Account Based Marketing



MARKETO

The foundation of the marketing tech stack, like dough for a pizza. Marketo keeps the business running smoothly with advanced automation, lead lifecycle management and targeted nurture programs. It's the one system where no matter your preference, it'll always serve as a strong base.



SFDC

Next, the foundation support. The sauce. Salesforce is the hub for all prospect and customer data. It's the system of record across the organization.



LEANDATA

LeanData is that added spice in the sauce that gives clearer account insights with advanced lead to account matching.



BIZIBLE

What's that spicy taste? Where'd it come from? Bizible's got it covered. Bizible's multi-touch attribution models will allow you to narrow down the exact marketing mix for success.



6SENSE

Much like cheese on a pizza, 6Sense makes all the good toppings even better with its account based marketing capabilities.



KICKBOX, DRIFT EMAIL, CLEARBIT + WRIKE

The seasoning that goes on top. Oregano, anyone? Kickbox, Drift Mail, Clearbit and Wrike are all supporting tools that help the Duo marketing team every day.

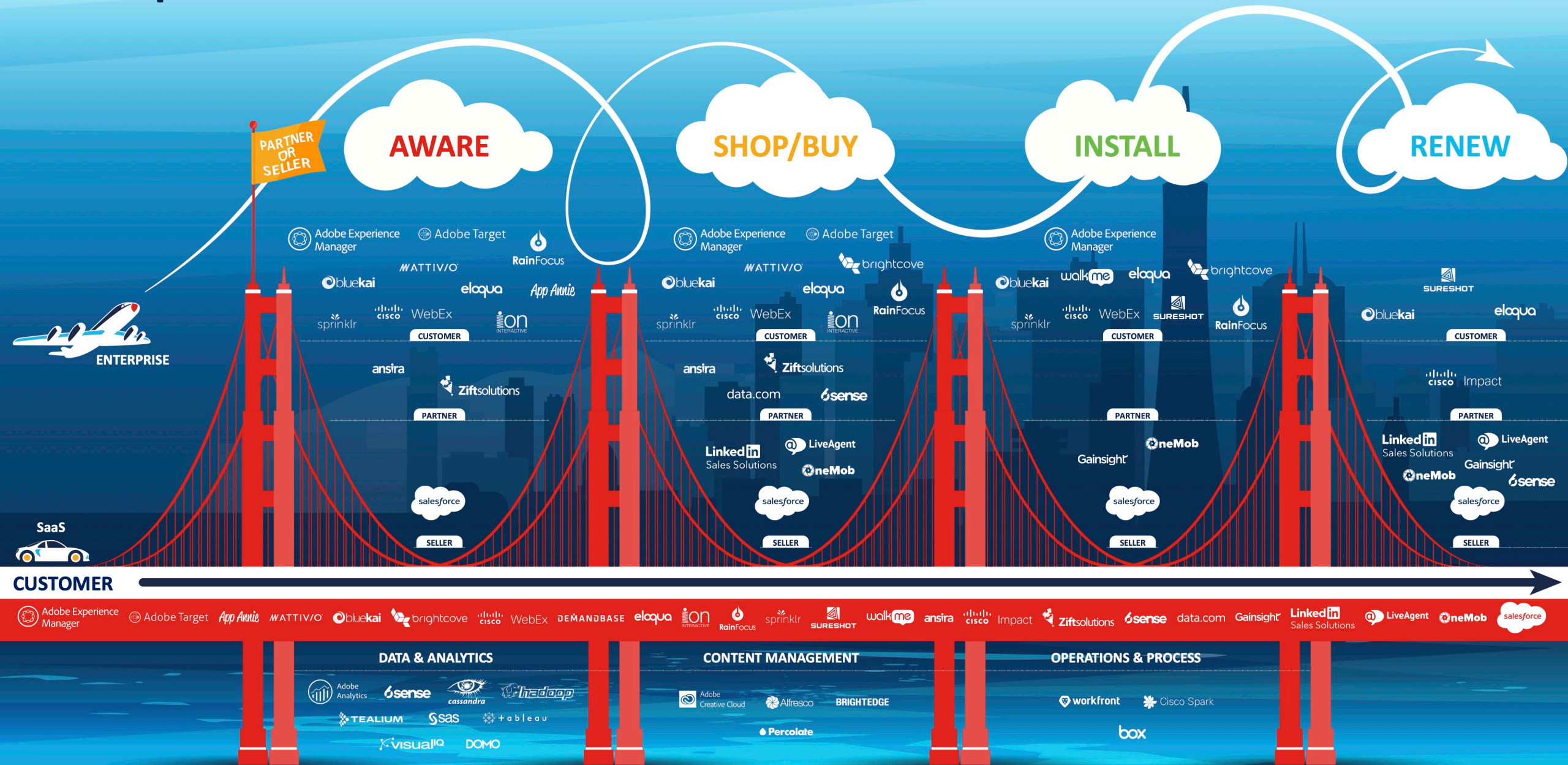


FOLLOZE + SENDOSO

Want to add some extra flavor to your crust? Folloze and Sendoso can help! Between building customized account-based experiences, to sending your customers and potential customers personalized direct mail packages, everything has an extra special twist when these two are in the mix.

Bon Appétit!

Enterprise & SaaS MarTech Stack





Marketing Technology Ecosystem



Sales

- BrainShark
- Eloqua
- Salesforce
- Sharepoint
- Shuffler

Collaboration

- Microsoft Teams
- Smartsheet
- Sharepoint
- WebEx
- Shufflr
- Skype

Media

- Earned – Hootsuite, PostBeyond, Public Relations
- Owned – Facebook, Instagram, LinkedIn, Slideshare, Twitter, YouTube
- Paid – Display, Remarketing, Search, Social

Content & Experience

- Adobe AEM
- Adobe Target
- Brightcove
- Demandbase
- Eloqua
- Hapyak
- JiffleNow
- SnapApp
- Wordpress
- Xtalks
- Zuant

Data & Analytics

- Adobe Analytics
- Brightedge
- Demandbase
- Eloqua
- Google Analytics
- Iperceptions
- Leadspace
- Magic Robot
- Salesforce
- Tableau

CybageDigital SCORE

A framework to deliver personalized, connected experiences

CYBAGE
Delivering Value. Scientifically.

STRATEGIZE

Assess, consult, & conceive the digital roadmap

- Audits and Assessments
- Platform & Solution Architecture
- Media Planning



CONVERGE

Building a connected ecosystem

- Audience Analysis and Segmentation
- Ad Exchanges & Ad Platforms
- Tag Management, DMPs & CDPs



ORCHESTRATE

Creating engaging interactions

- Content & Creative Production
- Digital Presence (Web/Mobile/Social)
- Campaign & Audience Management



RESONATE

Deliver personalized omnichannel experiences

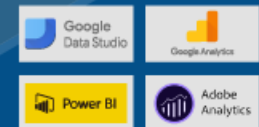
- Marketing Automation
- Programmatic
- Marketplace Management
- Ad operations



EVALUATE

Employ insights to achieve your goals

- Digital Analytics, MTA, MMM
- Data Visualization
- Data Driven Insights



SCORE
with
CybageDigital



| CybageDigital

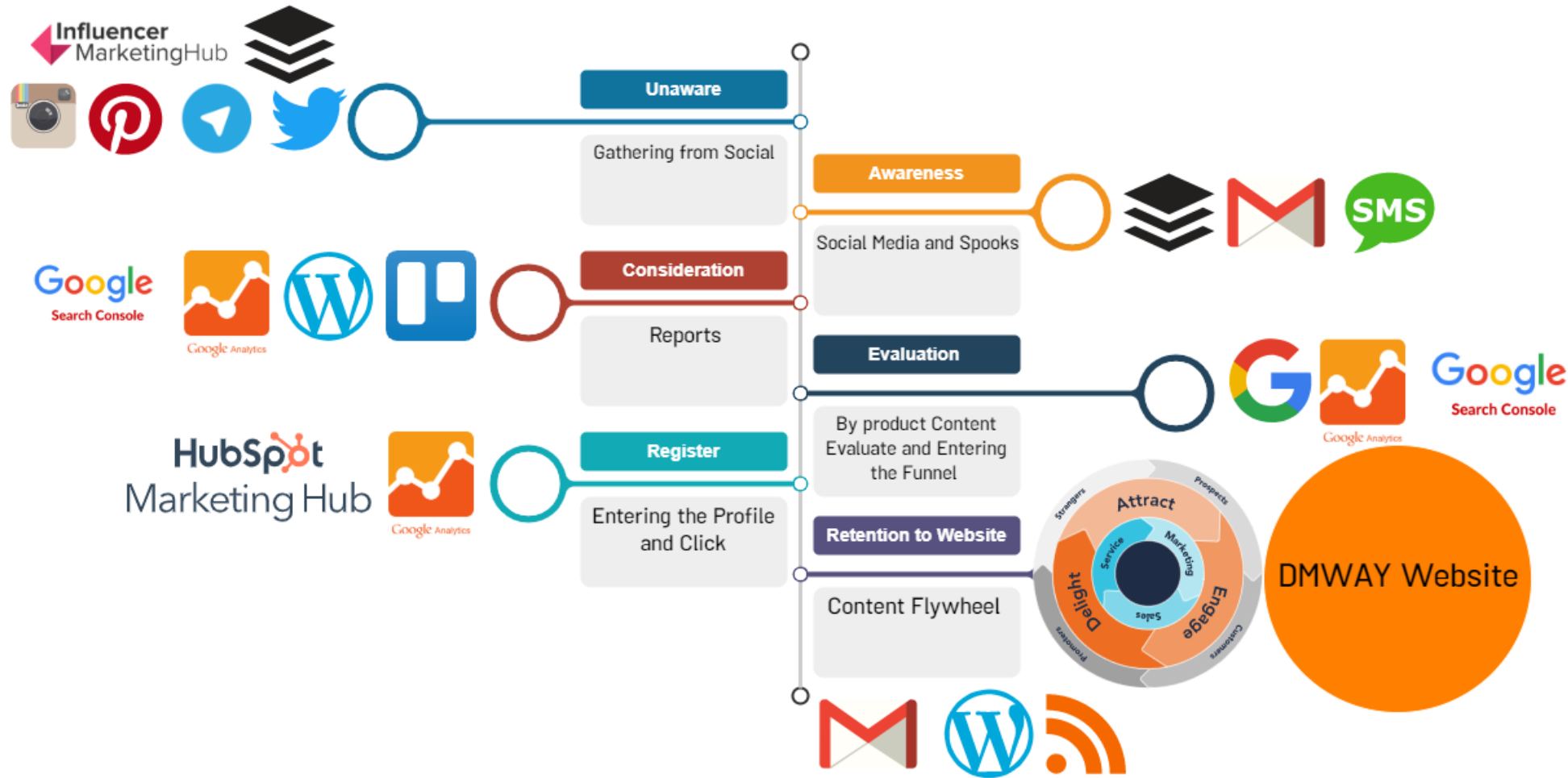


| @CybageDigital

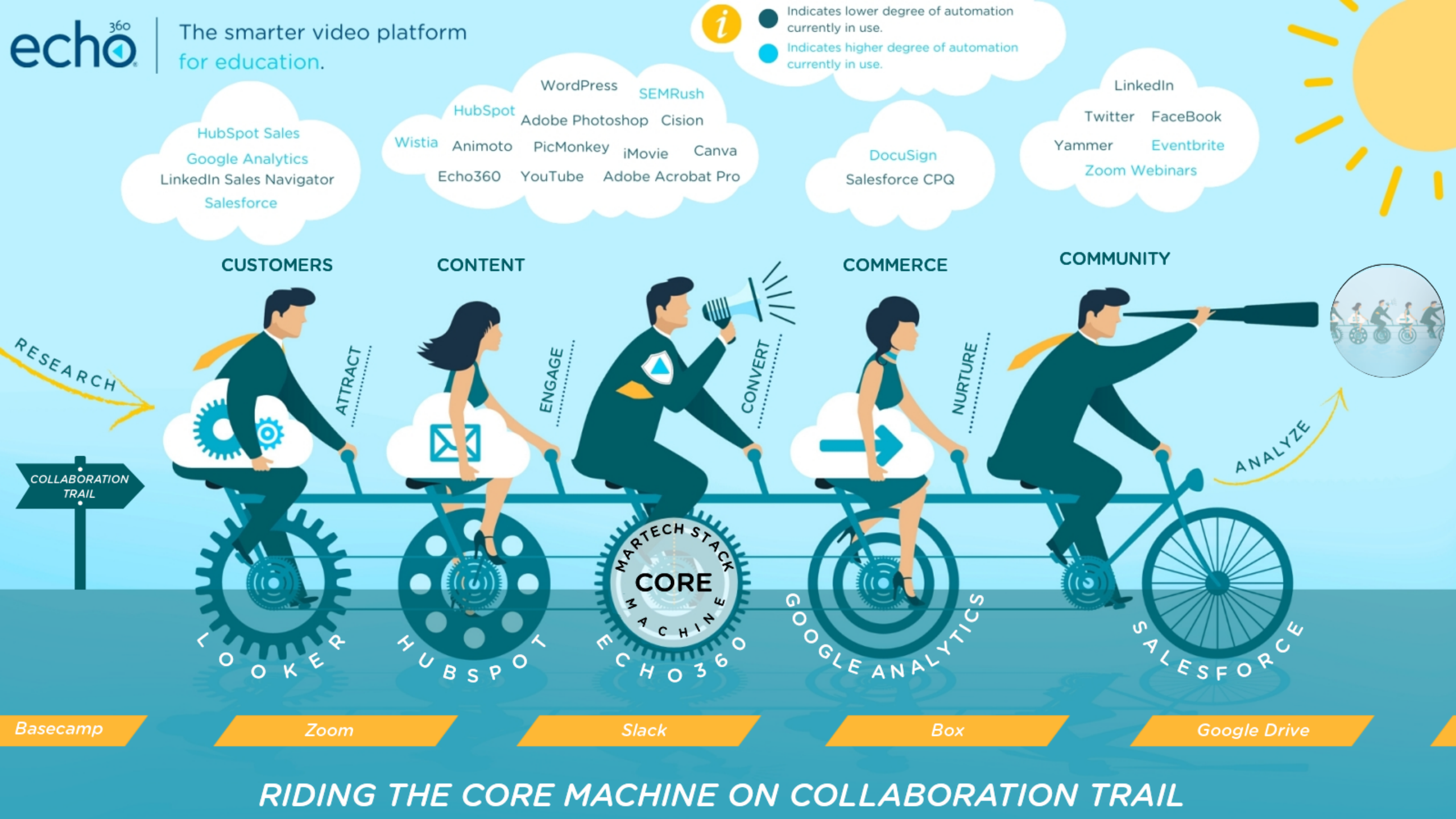


| business@cybage.com

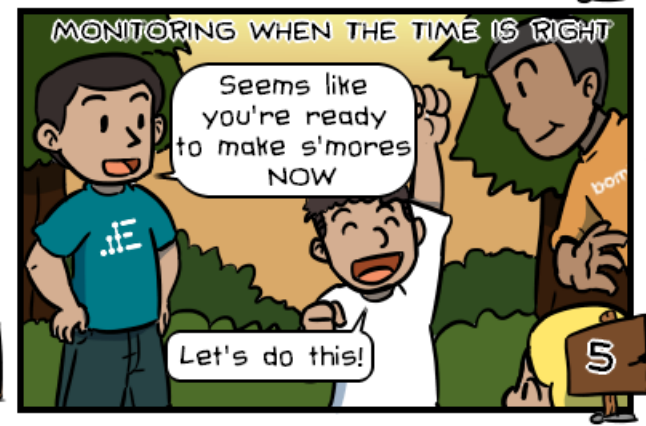
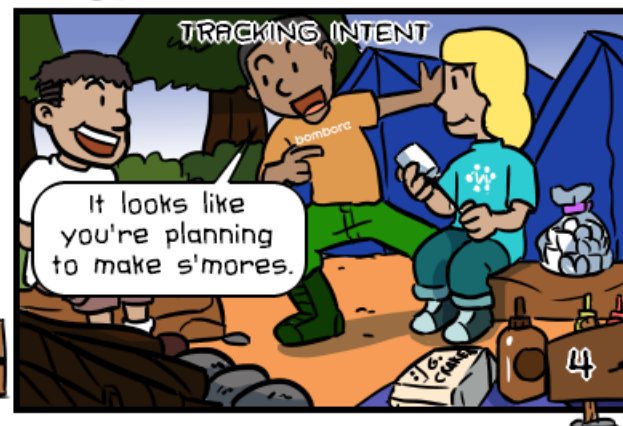
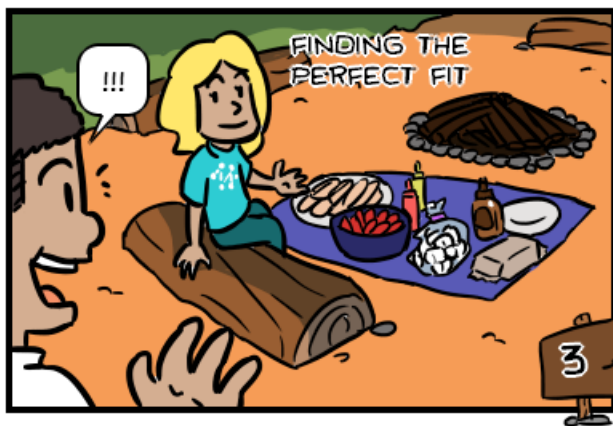
2020 DMWAY Martech Stack



Content Team Creation and Management



RIDING THE CORE MACHINE ON COLLABORATION TRAIL



Camper Legend:

bombora
Engagio

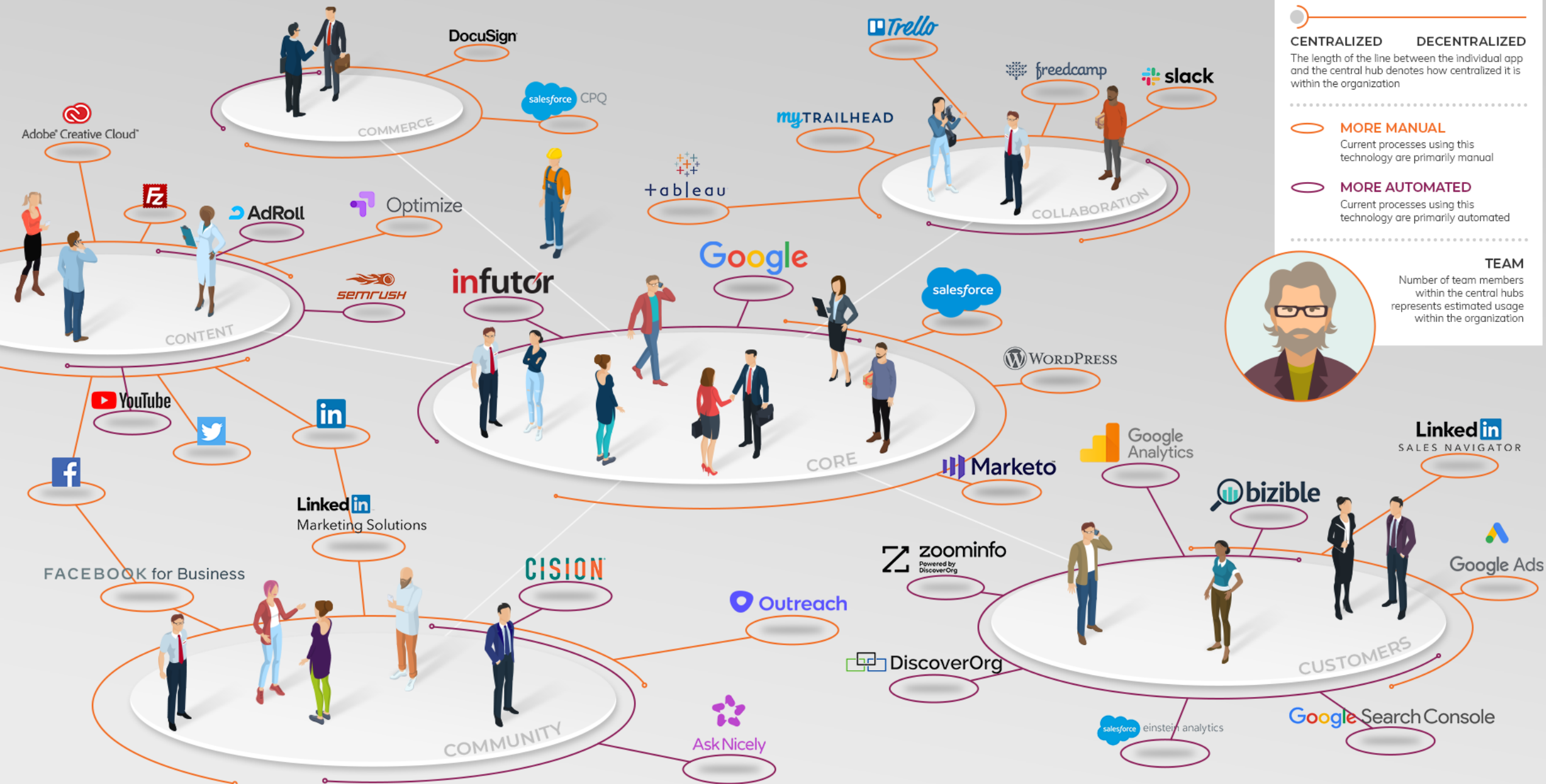
EVERSTRING

Marketo™
An Adobe Company

salesforce

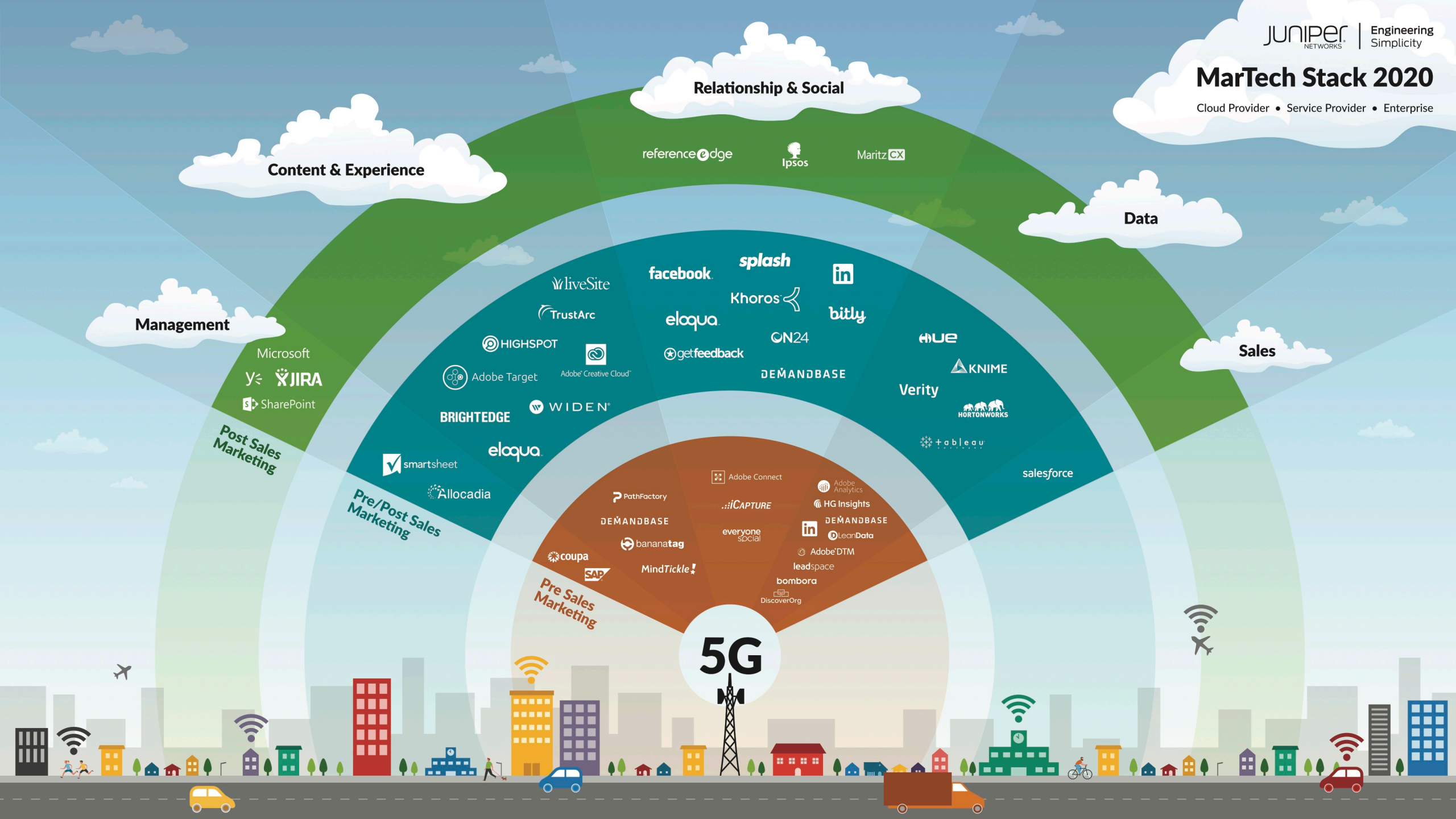
SalesLoft
Sendoso

F.I.R.E. =
EverString's
ABM methodology
that combines
Fit, Intent, Recency,
and Engagement data
to help B2B teams
prioritize accounts,
shorten sales cycles,
and improve win rates.



MarTech Stack 2020

Cloud Provider • Service Provider • Enterprise



How Connect™, Kasasa's marketing technology stack, powers growth for 650 institutions.

Always-on optimization ensures peak performance

Whether driving new acquisition, cross-sell, or engagement, Kasasa's marketing technology stack, known as Connect, supports 650 credit unions and community banks representing more than 14 million account holders and countless consumers across the nation.

Pre-built, consumer-tested, award-winning creative

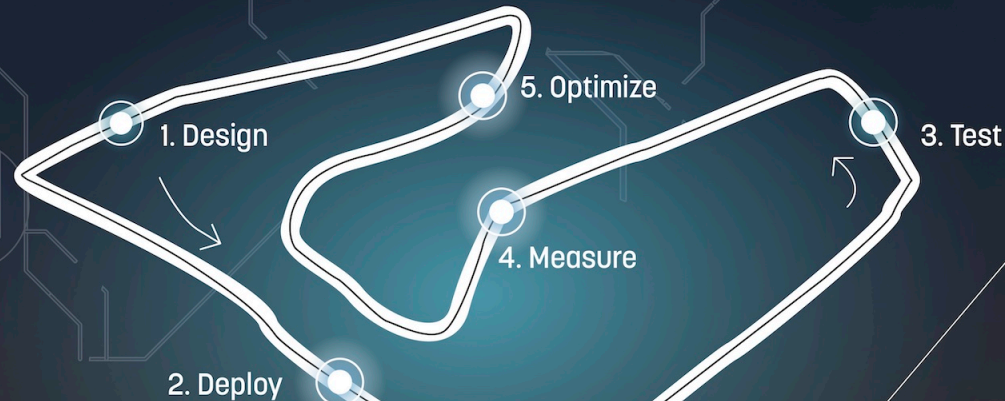
Campaign assets can be versioned using our asset management system for use across digital, traditional, and in-branch deployments.



Leads and placement



- Personix Consumer Segmentation
- Salesforce Audience Studio
- Acxiom InfoBase
- Digital audience building
 - The Trade Desk
 - Facebook



Client-level customization



Each financial institution chooses a configuration based on their needs.

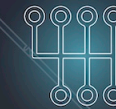
Data science and analytics

Our analytics integrates continuously optimized online and offline marketing efforts into a report with a high attribution certainty.



Kasasa Insight Datorama Acxiom Analytics Acoustic Analytics KNIME Analytics

Power and speed



Flexible strategic pacing to make sure every institution succeeds based on their goals, timeline, and budget.

Marketing automation platform



- Salesforce
- Marketing Cloud
- Sales Cloud
- Kasasa Reward Platform
- LiveTechnology
- LiveRamp
- Amazon Web Services

Multi-channel programs

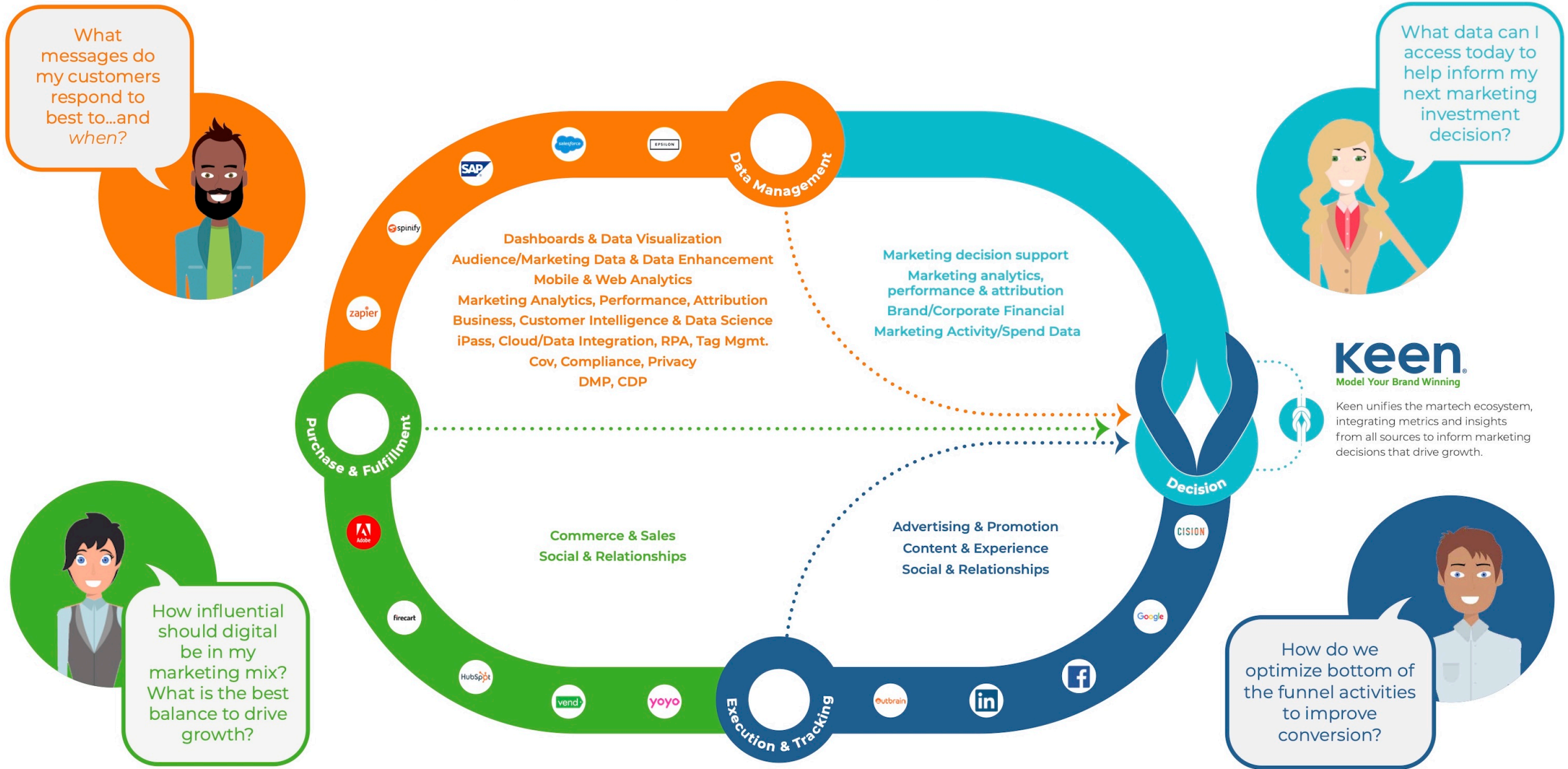


- Paid search
- Social media
- Email
- Landing pages
- Direct mail
- Digital display
- Streaming audio
- Streaming video
- Programmatic media

KASASA

Kasasa.com/offer

MARKETING TECHNOLOGY VALUE CHAIN



CHORUS

GOOGLE SUITE

SALESFORCE.COM

FULLSTORY

SLACK

ZOOM

LEARN 



brooklinen
CORKCICLE.

TAYLOR STITCH
solo stove

HOMAGE
cotopaxi

BLENDERS
EYEWEAR

belle & sage
Huckberry

COLOURPOP

Theory11

nuun
hydration

CASE-MATE

NOMAD

chubbies



ENCORE 

KLAVIYO.COM 2020  MARKETING TOUR

TECHSTACK

FIGMA

KEYNOTE

WHIMSICAL

ADOBE CREATIVE SUITE

NOTION

INVISION

SKETCH

FRONTIFY

CANVA

DESIGN 

ZENDESK

YESWARE

CHORUS

GAINSIGHT

SEISMIC



HELP

BUILD 

NODE.JS

JAVA

LARAVEL

APACHE ZOOKEEPER

POSTFIX

FASTLY

MYSQL

KUBERNETES

FLINK

RABBIT MQ

MEMCACHED

GRAPHITE

AMAZONAURORA

AMAZON EC2

AMAZON EC3

AMAZON LAMBDA

PHP

FLASK

POSTGRESQL

AWS

CASSANDRA

TYPESCRIPT

NGINX

KAFKA

REACT

REDIS

DOCKER

PANTHEON

JAVASCRIPT

PYTHON

UBUNTU

AMAZON SAGE MAKER

SPLASH

KLAVIYO

LINKEDIN

INSTAGRAM

FACEBOOK

WORDPRESS

SENDOSO

TWITTER

EVENTBRITE

MEDIUM

BUILT-IN-BOSTON

GLASSDOOR

ENGAGE 

HEAP

KLAVIYO

CONDUCTOR

FETCHER AI

GOOGLE ADWORDS

AB TASTY

GOOGLE ANALYTICS

TABLEAU



MEASURE



GROW

CLARI

LEANDATA

ZAPIER

TRELLO

YESWARE

EDATASOURCE

MAGENTRIX

GREENHOUSE

SALESLOFT

DOCUSIGN

MONDAY.COM

ZOOMINFO/DATANYZE

LINKEDIN SALES NAVIGATOR

MARKETING STACK



Wordpress

World's largest and most extensible content management system.



Drift

Conversational marketing through live chat. We build playbooks and consult on generating more leads through live chat.



Mailchimp

Inbound email marketing to support database growth and lead generation.



Typeform

User onboarding light CRM solution for scalable marketing programs and many Zapier integrations.



2020
LOCAL
MARKETING
TECH
STACK

1 :: PLAN



Office



Percolate
Allocadia

2 :: CREATE



Kentico

Percolate

3 :: ACTIVATE



salesforce
marketing
cloud

Kentico



Google Ads



amazon



4 :: MEASURE



STAT
SEARCH
ANALYTICS



salesforce
sales cloud

facebook
Ads



amazon
vendor central



Adobe
Analytics



b:
bazaarvoice



Growth delivered

5 :: REPORT

+ a b l e a u

ORACLE



datorama

kibana

LAND O' LAKES, INC.

Nourish to Flourish

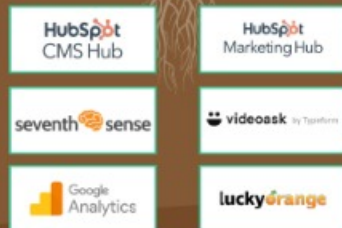




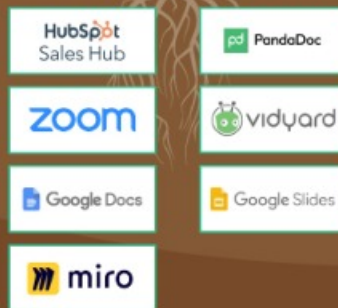
ATTRACT



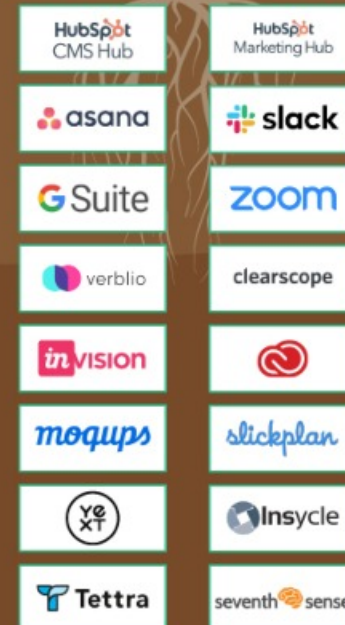
CONVERT



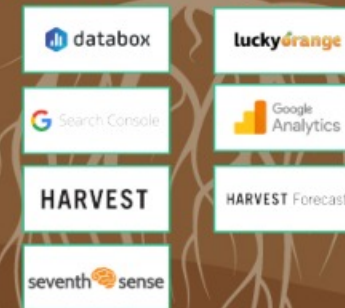
CLOSE



DELIVERY



ANALYZE

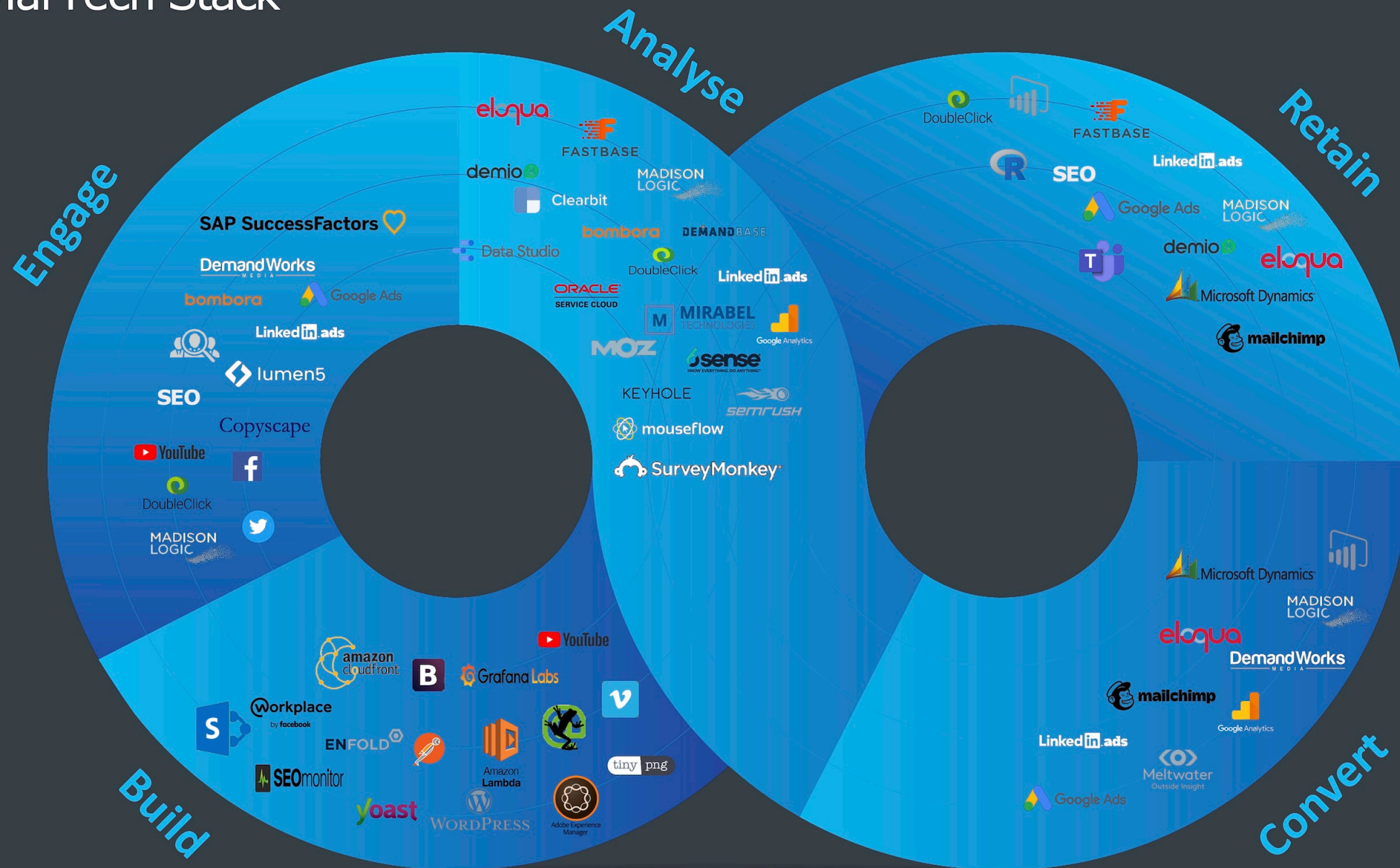


Marketing Tech Stack



Let's Solve

MarTech Stack



Naranja

MARTECH STACK PARK



We dream of and work for a world where people's lives are simpler and cheerful. We connect technology with ideas to make that happen.



DATA

We make decisions based on data.



MEASUREMENT

We look for understanding your needs.



DECISIONING ENGINE

We connect with our clients' unique experiences.



ENGAGEMENT

We cheerfully make people's lives easier.



CUSTOMER EXPERIENCE

We want to be the best loved brand.



COLLABORATION AND PRODUCTIVITY

We are agile and we are connected.



CONCEPT

COLABORATE

JIRA

Basecamp

WISTIA

Clickback

Trustpilot

SurveyMonkey

CREATE

Adobe
Creative Cloud™

Sketch

CISION™

BAMBU
by Sprout Social

Textey

ENGAGE



SOCIAL MEDIA

sproutsocial



facebook Ads



RINGLEAD

Linked in
ads

BombBomb

ACQUIRE

YouTube
Advertising

Google Ads



WORDPRESS

salesforce
marketing cloud

CallRail

NEW
VOICE
MEDIA

ANALYZE



OWLETTER



SEMRUSH



Google Analytics

DOMO

salesforce

conga

NBCS 2020 TechStack

NBCS's TechStack is made up of many parts working together as one cohesive system. Our marketing strategy is not linear, rather multifaceted and fluid.

Engaging our prospects throughout the customer journey. Empowering the marketing, IT and Sales teams to collaborate and create to engage and acquire new customers with powerfully efficient results. Expediting our customers from discovery to close won

DISCOVERY & INTENT

LEAD

MQL

SQL

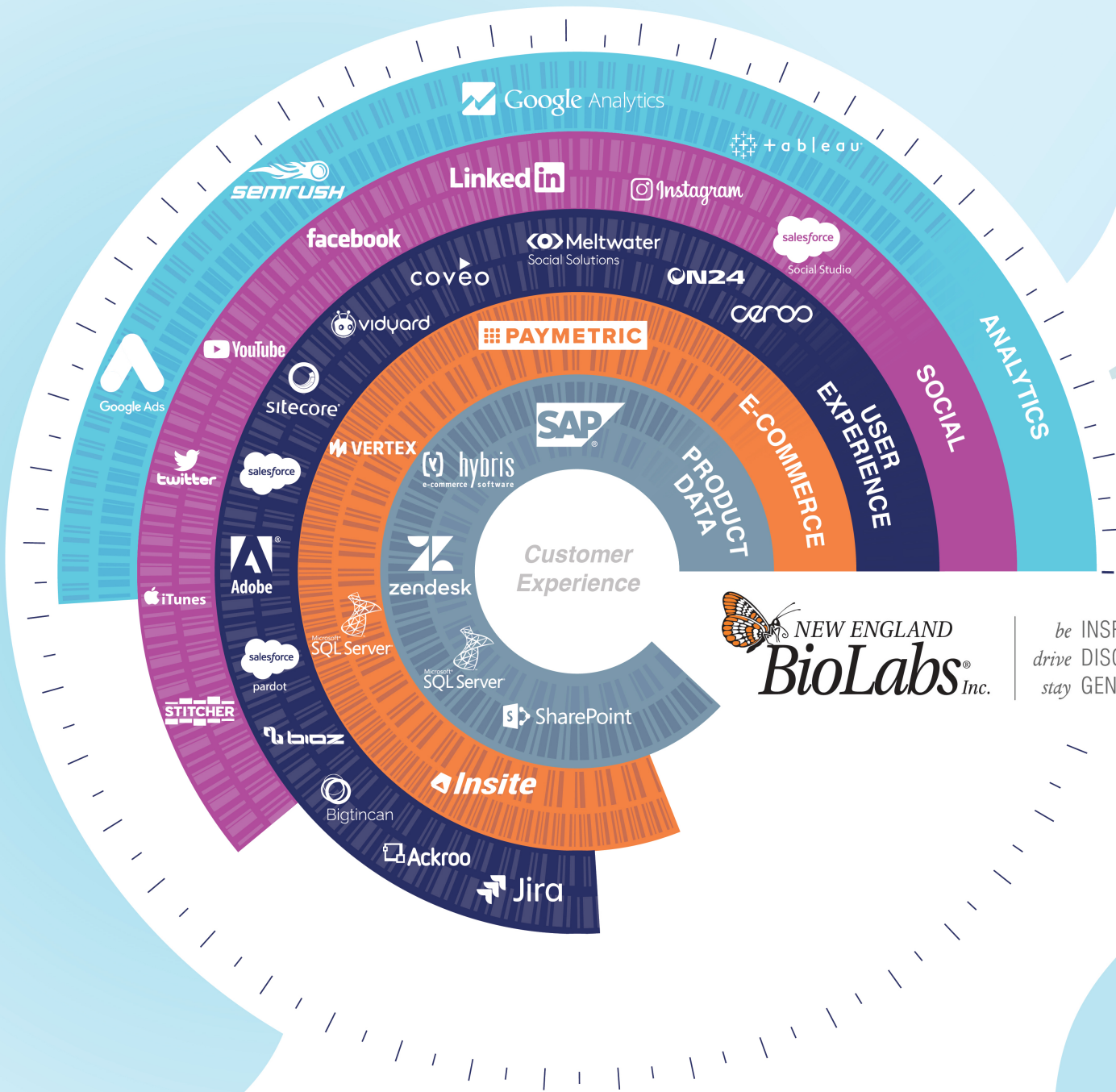
FUND

NAVIGATING THE MARTECH GENOME

The New England Biolabs MarTech Genome is composed of 5 main categories:

- PRODUCT DATA
- E-COMMERCE
- USER EXPERIENCE
- SOCIAL
- ANALYTICS

Each category features the platforms that contribute to integrated operations and a seamless customer experience that is in our DNA.



NEW ENGLAND
BioLabs Inc.

be INSPIRED
drive DISCOVERY
stay GENUINE

[in](#)
[Twitter](#)
[Email](#)
[+ 2](#)

SAVE AND SHARE YOUR TABLE!

Periodic Table of MarTech

CRM

Sales Engagement

Prospecting

Conversational Mktg

Direct Mail

Event Mgmt

Webinar

Video

Creative

Content Mktg

Landing Pages

CMS

Social Media Mktg

SEO

Digital Advertising

Email Mktg

Account Based Mktg

Marketing Automation

Web Analytics

Business Intelligence

Testing / Optimization

Attribution

Integration / Automation

Collaboration

SAVE AND SHARE YOUR TABLE!

Mk
Marketo

- ☒ Functions
- ☐ Logos
- ☐ Cost
- ☐ Maturity Level

91 Is InsightSquared	92 ✓ Tb Tableau	93 Dm Domo	94 ✓ Pb PowerBI	95 Lk Looker	96 ✓ Ga Google Analytics	97 Aa Adobe Analytics	98 Sg Segment	99 Hp Heap	100 Fn Funnel	101 ✓ Lt Litmus	102 ✓ Hj Hotjar	103 Bs BrowserStack	104 Op Optimizely	105 ✓ Go Google Optimize
106 ✓ Mu Mulesoft	107 Wk Workato	108 ✓ Zp Zapier	109 ✓ Fc Full Circle Insights	110 Ld LeanData	111 Bz Bizible	112 ✓ Wr Wrike	113 Wf Workfront	114 Mo Monday.com	115 As Asana	116 Tr Trello	117 At Airtable	118 Sk Slack	119 ✓ Mt Microsoft Teams	120 Tt Tetra

SEASON SPECIAL: VIDEO SERIES MARKETING TECHNOLOGY

1. STRATEGY & MANAGEMENT

WISTIA
MONDAY.COM
SLACK
ZOOM
DATABOX
UBERSUGGEST
GMAIL

MOZ
KEYWORDS EVERYWHERE
GOOGLE TRENDS
GOOGLE CALENDAR
GOOGLE ANALYTICS
GOOGLE DRIVE/DOCS
GRAMMARLY

4. PROMOTION

WISTIA
BIGSTOCK
SEVENTH SENSE
GOOGLE ANALYTICS
HUBSPOT
HUBSPOT CMS
INVIDEO

YOUTUBE
SALESMSG
FACEBOOK
TWITTER
GOOGLE MY BUSINESS
GOOGLE ADS
INSTAGRAM STORIES

FACEBOOK ADS
INSTAGRAM
WORDSTREAM
IGTV
LINKEDIN

2. PRODUCTION

WISTIA
BIGSTOCK
FINAL CUT PRO
ADOBE SUITE
ARTLIST
SOAPBOX
SLACK

DJI GO
GOPRO

5. ANALYSIS

WISTIA
LUCKY ORANGE
GOOGLE ANALYTICS
HUBSPOT
HUBSPOT CMS
FACEBOOK

GOOGLE-
SEARCH CONSOLE
YOUTUBE
LINKEDIN
TWITTER
DATABOX

3. POST-PRODUCTION

WISTIA
BIGSTOCK
FINAL CUT PRO
ADOBE SUITE
ARTLIST
SOAPBOX
SLACK

MONDAY.COM
GMAIL

6. OPTIMIZATION

WISTIA
LUCKY ORANGE
GOOGLE ANALYTICS
HUBSPOT

HUBSPOT CMS
INSYCLE
DATABOX

COFFEE
TALKS

COFFEE
TALKS
NEXTIN
MARKETING

CONSISTENCY
IS
KEY

Brand Affinity
served here



STRATEGY & MANAGEMENT

PRODUCTION

POST-PRODUCTION

PROMOTION

ANALYSIS

OPTIMIZATION

ESPRESSO
YOUR
MARTECH



COFFEE
TALKS
VIDEO SERIES
TECH STACK
2020

MARKETING TECHNOLOGY STACK

Outlook

W X P

Google Analytics

facebook

Pinterest

Linked in

yelp

Adobe® Creative Cloud™

G

houzz

MOO

Tk Adobe Typekit

Dropbox

OMEGA BUILDERS

Google PageSpeed Insights

Google Search Console

DocuSign

bitly

facebook Ads

HubSpot

CMS CRM

Marketing Hub

Sales Hub

HubDB

API

Service Hub

Dynamic Pages

Knowledge Base

ANIMOTO

Google Ads

SurveyMonkey

Canva

Google Data Studio

Microsoft Teams

LOCALS LOVE US

hotjar

Constellation HOME BUILDER SYSTEMS

NEWSTAR

inform xl

Bananatag

technology eliminated

Hootsuite

g+

newhomefeed

Zillow

Add This

Trello

Alexa

databox

CallRail

asana

BDX

mailchimp

buffer

MARKSYSTEMS

BIRDEYE

YE XT

CallTrackingMetrics

2014

2015

2016

2017

2018

2019

2020

BRAND IDENTITY & STRATEGY

INDUSTRY SPECIFIC SOLUTIONS

CENTRALIZED PROCESSES

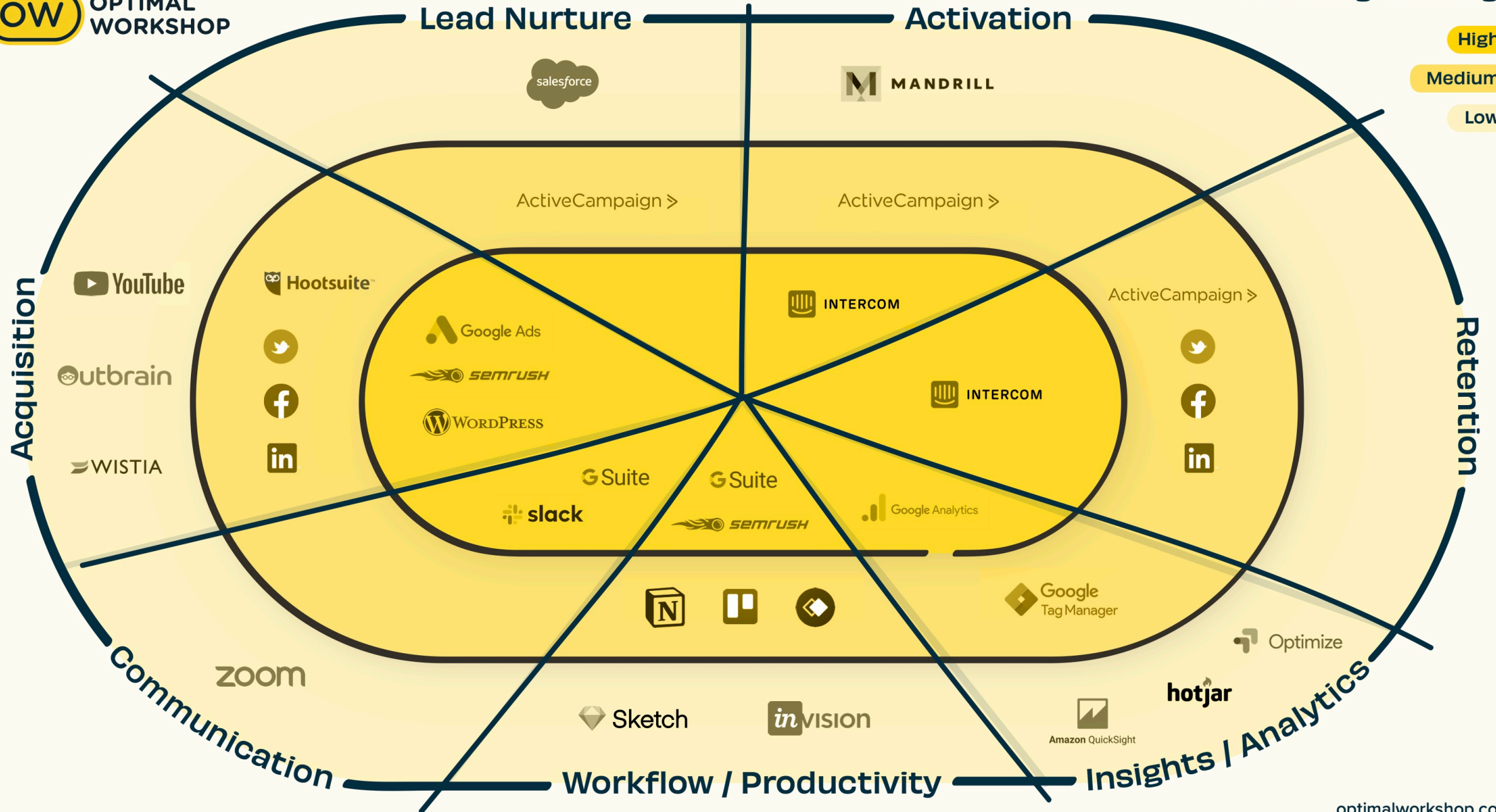
MKTG AUTOMATION

GROWTH

High

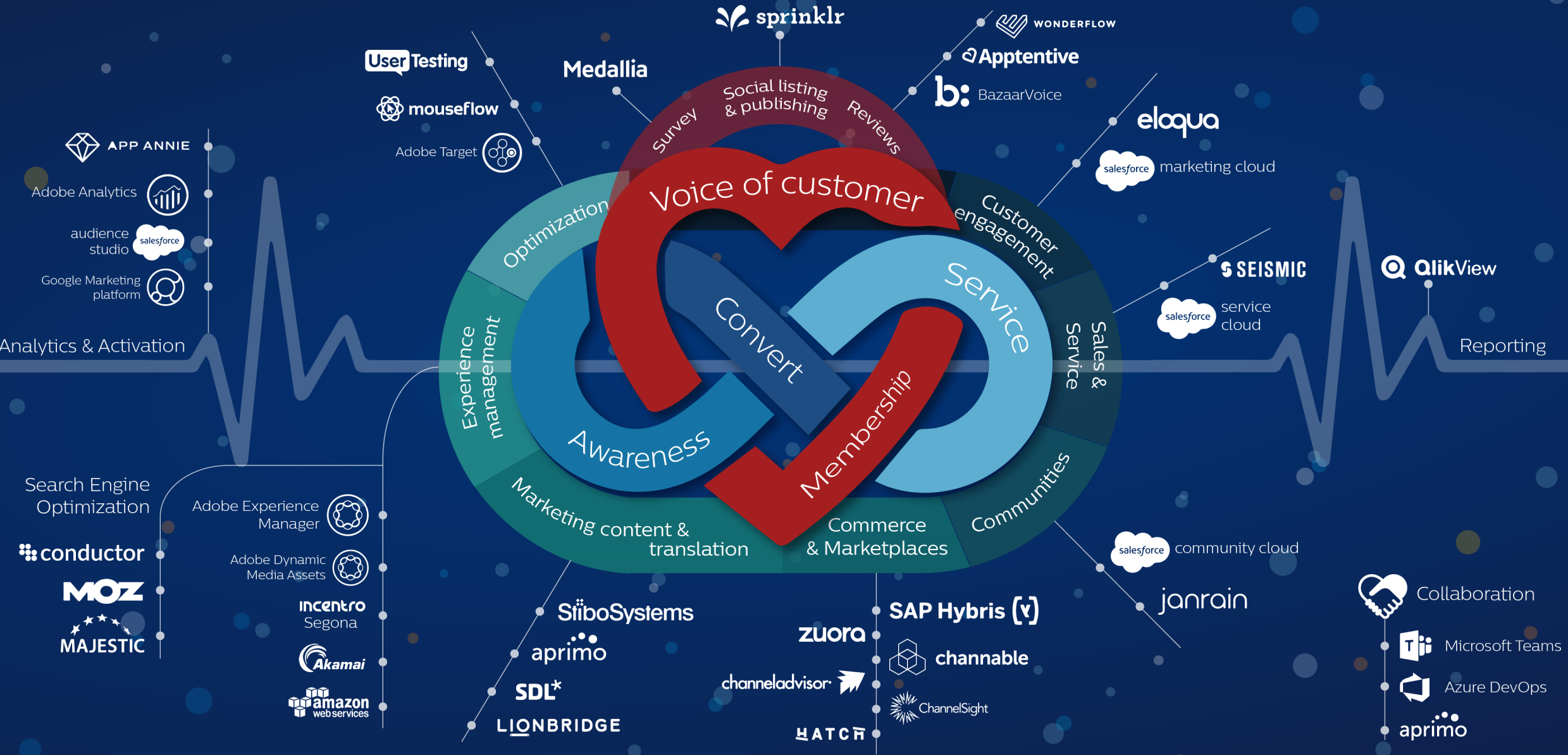
Medium

Low



Philips Digital Marketing & E-Commerce ecosystem

Building an ecosystem to improve the lives of 3 billion people by 2030



Technology That Empowers Advocacy

DSP

Digital Supply Platform

Customized audiences and personalized retargeting with online display ads.

Display & Video 360

DMP

Data Management Platform

Identifying anonymous profiles to inform targeting and tracking their path to becoming a potential advocate.

LOTAME

MAP

Marketing Automation Platform

Nurturing relationships with journey-based addressable communications.

HubSpot

CMS

Content Management System

Unifying web publishing with a common framework to gain efficiencies across properties and content creators.

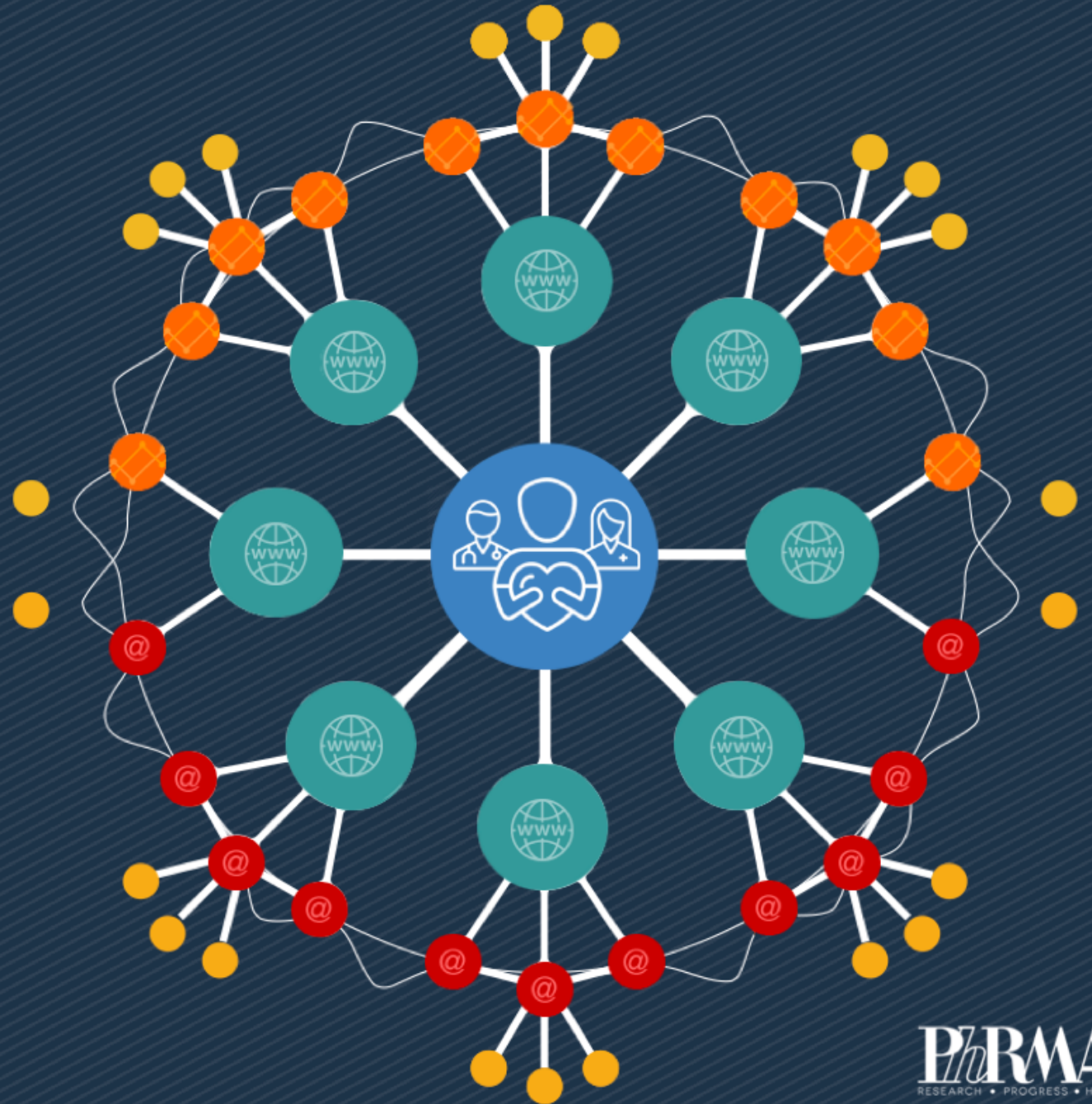
sitecore

CDP

Customer Data Platform

Unifying profile data to better understand intent, actions and the propensity to become an advocate for research and innovation.

blueconic



PitchBook's Marketing Tech Stack

PLAN

We use these tools to brainstorm, strategize and track projects, as well as communicate internally about our work. Speaking of brains, neurotechnologies—tech that modifies our understanding of cognitive functions—are an emerging space. Recently, six top neurotech companies have received 41.4% of all capital invested in the space.

- | | |
|---|-------------------------|
| 1 Asana | 8 Workplace by Facebook |
| 2 Concur | 9 Litmos |
| 3 Dropbox | 10 Lucid Chart |
| 4 Evernote | 11 Retool |
| 5 Frontify | 12 Smartsheet |
| 6 Highspot | 13 Workday |
| 7 Microsoft (Outlook, PPT, Word, XLS, Sharepoint) | 14 7geese |

RESPOND

Based on what messages resonate most, we respond using these toolsets to launch additional campaigns, promotions and outreach. Commercial space launch startups are another type of launch we track, and capital invested into these companies is up 93% year-over-year according to PitchBook.

- | | |
|------------------------|----------------|
| 1 Adobe Creative Suite | 8 Sublime Text |
| 2 Appcues | 9 InVision |
| 3 Drift | 10 JustinMind |
| 4 Dynamic Yield | 11 Sketch |
| | 12 Ceros |

PitchBook is a financial data and software company, and we recently launched a platform feature to help customers discover up-and-coming spaces and identify new investment trends. We call these niche spaces **emerging spaces**—from insect-based foods to ghost kitchens. Four emerging spaces are highlighted below, and each correlate to an aspect of the PitchBook team's martech stack.

LISTEN

We utilize these tools to capture and analyze how audiences respond to our content in market. Carbon capture and removal, or tech that removes carbon atoms from the atmosphere, is an emerging space in the platform. According to PitchBook, 148 investors have invested \$1.98B into companies in this space.

- | | |
|----------------------------------|-------------------|
| 1 Bizzle | 8 Gong |
| 2 Delighted | 9 Hotjar |
| 3 Google (AdWords and Analytics) | 10 Klue |
| 4 Mintigo | 11 Mixpanel |
| 5 Mode Analytics | 12 MS Power BI |
| 6 PowerBI | 13 Screaming Frog |
| 7 ReachForce | 14 Moz |
| 8 Salesforce | 15 SEMRush |
| 9 ZoomInfo | 16 TechValidate |
| 10 TrendKite | |

CONNECT

Connecting with our audiences is vital, and these platforms facilitate a two-way street of communication between us. Similarly, digital freight brokerages—an emerging space—connect shipping entities and truckers via apps, and startups in this space have a median post valuation of \$930M, up 86% year-over-year.

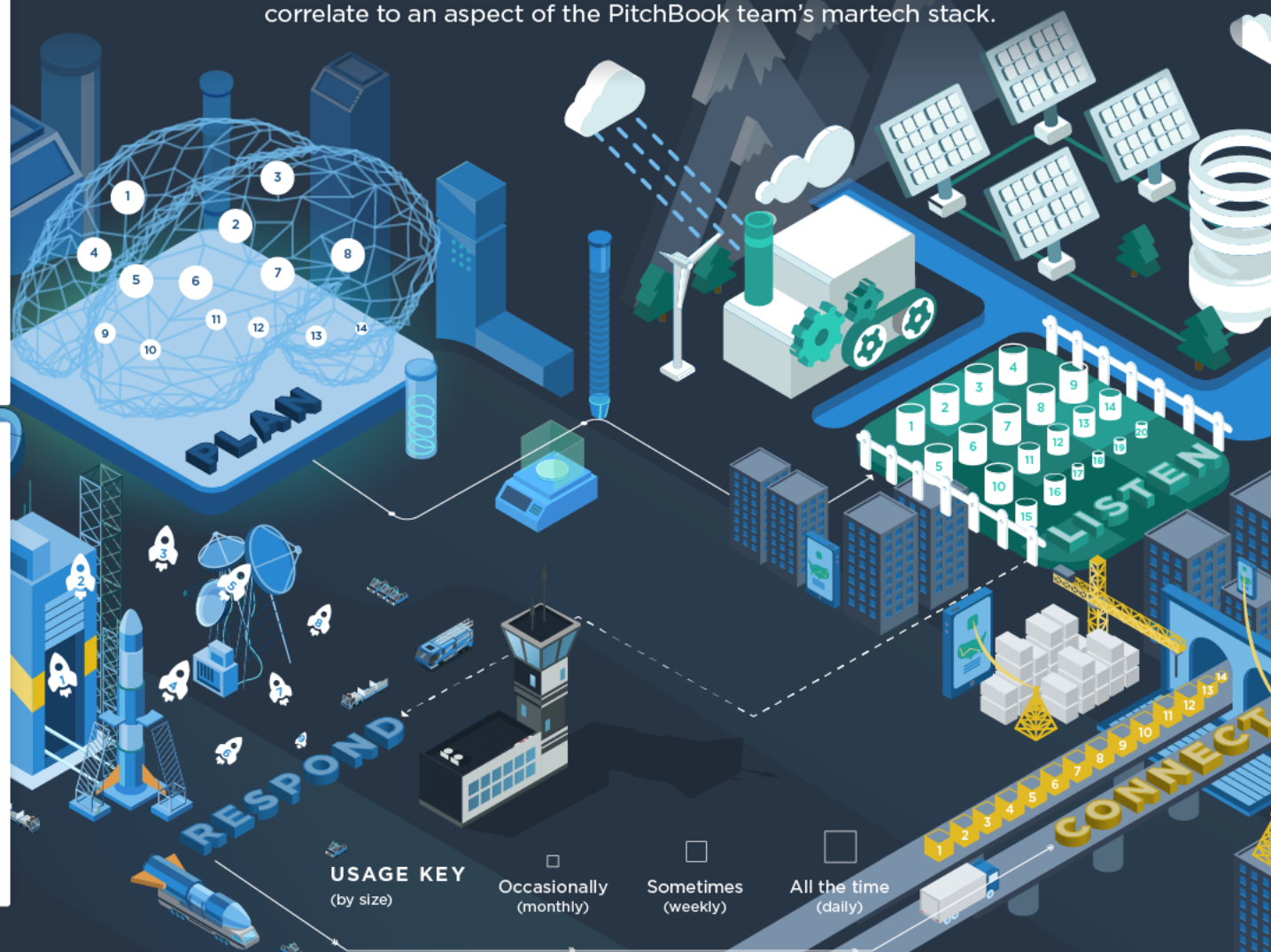
- | | |
|-------------|-------------|
| 1 Facebook | 8 Sprout |
| 2 LinkedIn | 9 Twitter |
| 3 Marketo | 10 Unbounce |
| 4 Outreach | 11 Wistia |
| 5 RollWorks | 12 Zoom |
| 6 Slack | 13 Litmus |
| 7 Splash | 14 BingAds |

USAGE KEY
(by size)

Occasionally
(monthly)

Sometimes
(weekly)

All the time
(daily)



The POLYVERSE of Martech

Marketing Operations' charter at Poly is to 'enable the execution of impactful marketing programs efficiently and easily'. The truth is, keeping things outwardly simple and running smoothly requires a fair amount of complexity behind the scenes.

This is a visualization of our martech 'stack'. It represents the various technologies used to manage our marketing; organized by channel, type, category, investment, key integration and interaction level.

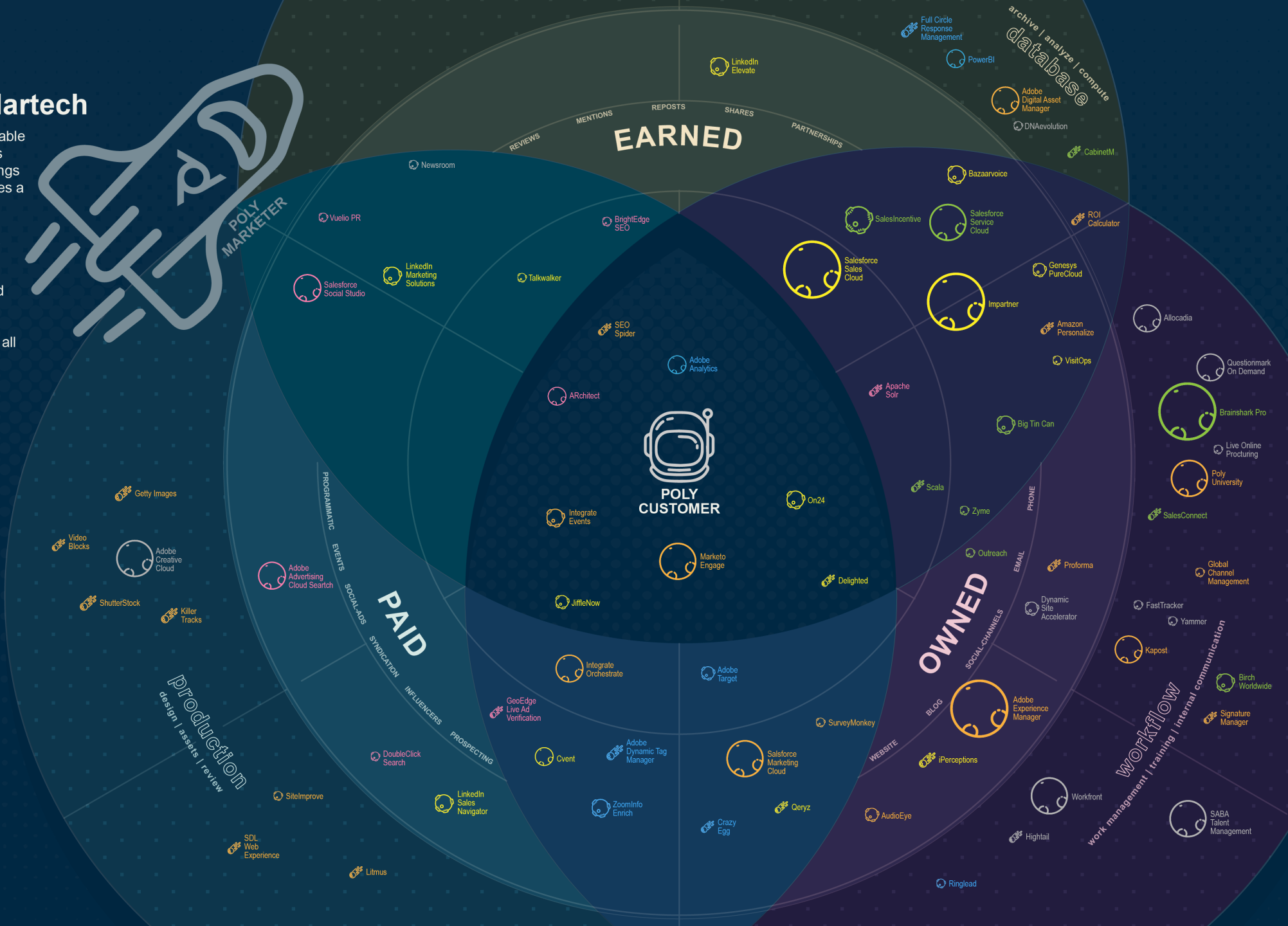
At Poly we keep the customer at the center of all we do, which is why our Martech "Polyverse" orbits around them.

Legend

- A primary technology or platform orbiting the central hub
- A point solution with strong ties to a primary technology
- A point solution without strong ties to any single technology

- Investment greater than \$500k
- Investment between \$100k and 500k
- Investment between \$25k and \$100k
- Investment less than \$25k

- Advertising & Promotion
- Content & Experience
- Social & Relationships
- Commerce & Sales
- Data
- Management





MARTECH MISSION CONTROL

DIGITAL COMMAND CENTER

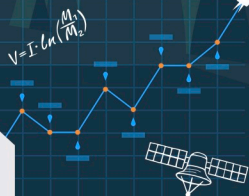
1 DEFINE MISSION PARAMETERS PLANNING

Hive

smartsheet

Trello

servicenow



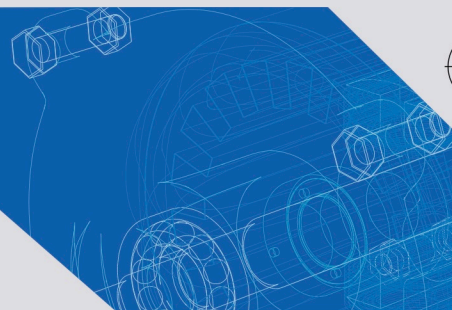
2 CALL IN EXPERTS CREATIVE/CONTENT



Medium



Dropbox



Progress



3 INVITE THE PUBLIC ENGAGEMENT

DiscoverOrg

salesforce

BrightTALK

dun & bradstreet

Google Ads

Bing

eloqua ORACLE

Progress Sitefinity

GoToWebinar

LiveAgent

DISQUS

Outreach

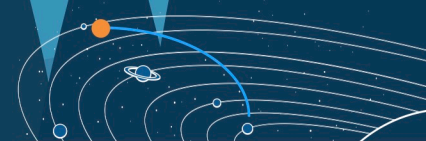
sproutsocial

GaggleAMP

TechTarget



5 EXPLORE SUCCESS MEASUREMENT



Progress DataDirect

bitly

tableau

Google Big Query

Google Analytics

bizible

SENSIKA

FUNNEL



4 WHITTLE DOWN POSSIBILITIES OPTIMIZATION



hotjar

DEEPCRAWL

Leadspace

FreshAddress

Optimize 360

SessionCam

litmus

Screamingfrog

upland RO Innovation

SEMRUSH

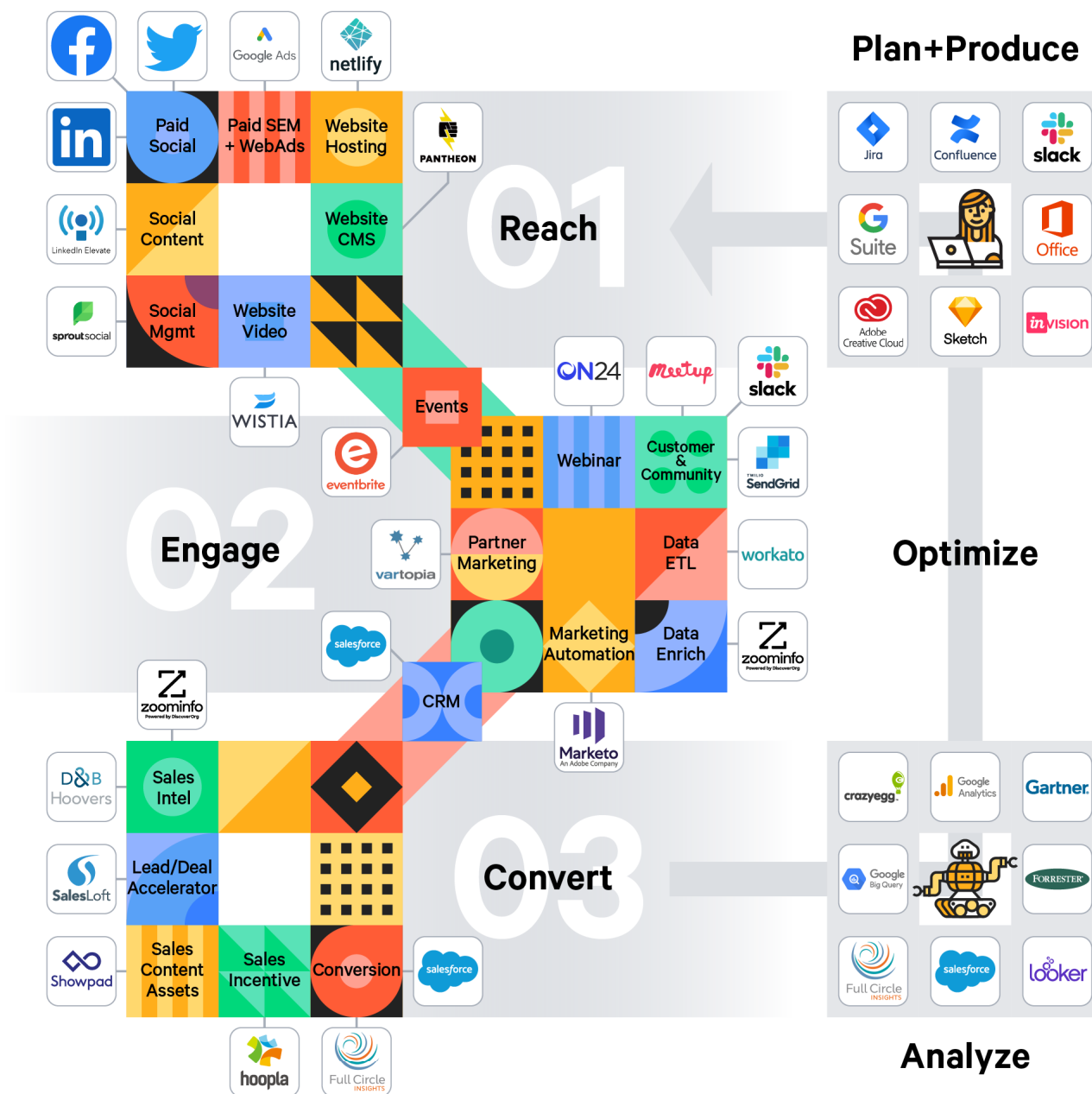


MarTech Stack

Our tech stack is organized to demonstrate our buyer's journey and showcase how we bridge the gap between sales and marketing to ensure alignment and build trust. We've included our company values which guide our efforts to better serve our customers and our community.

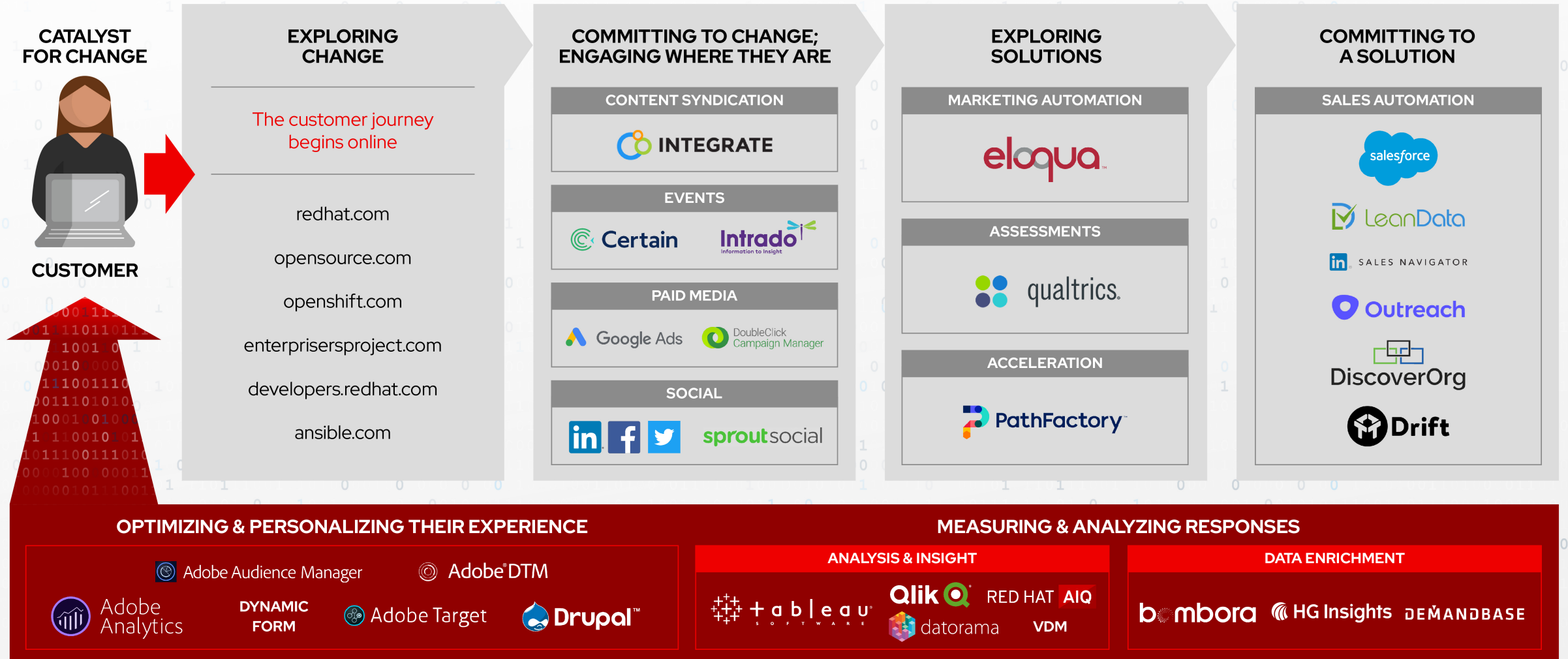


Company Values



Digital customer journey

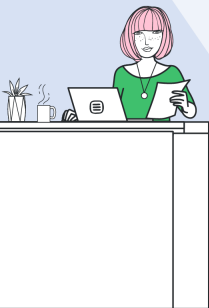
Through a Red Hat marketing technology lens



facebook.com/redhatinc
@redhat

All Aboard the Rock Content Marketing Stack.

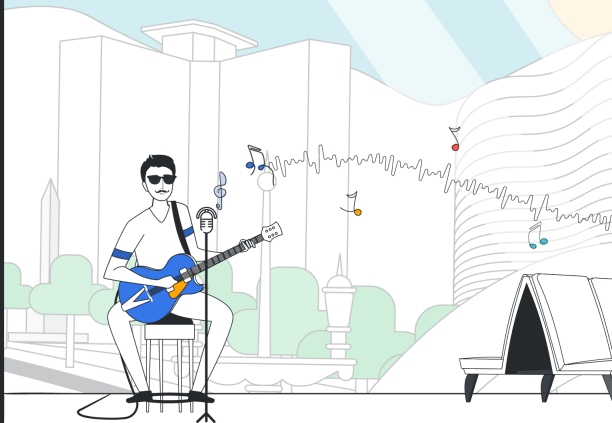
Sit back, relax, and let's explore the technologies that enable us to execute high-quality content experiences.



📍 Belo Horizonte

COLLABORATION

studio
 slack **G Suite** **Outline**



📍 Guadalajara

IDEATION AND CREATION

visually
 ion **HubSpot**



📍 São Paulo

ATTRACTION

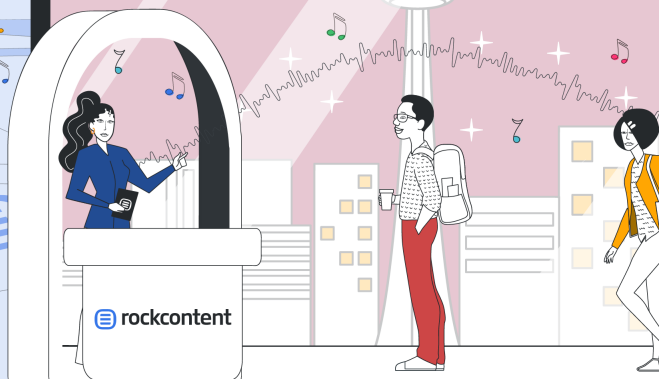
agora pulse **Pushnews** **Google Ads**



📍 Toronto

ANALYSIS AND OPTIMIZATION

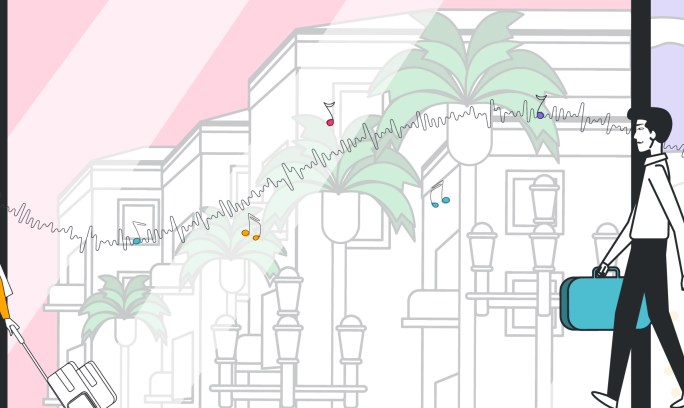
convert
 mixpanel **segment** **HubSpot** **SHERLOCK COMMUNICATIONS** **zapier**



📍 Boca Raton

ACQUISITION

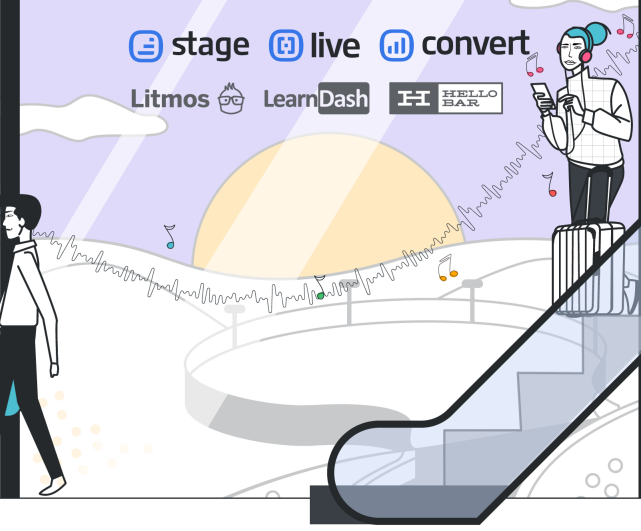
HubSpot **stripe** **Quotient** **DocuSign**
 Clicksign **superlógica** **NETSUITE** **ManyChat**



📍 Juiz de Fora

EXPERIENCE

ion
 stage **live** **convert**
 Litmos **LearnDash** **HELLO BEAR**





PLAN

with the right recipe



sproutsocial

nielsen

KANTAR

flashtalking

WhiteOps

MRI | SIMMONS



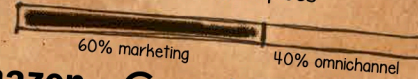
Google



telmar IAS

ACTIVATE

with the right spices



amazon

Google

sproutsocial



syndigo

34.51°

Walmart

MikMak

flashtalking



ALIGNTRAC



CONVERSANT

instacart

Quotient

criteo

theTradeDesk

WORLD SYNC

ogury

IRI

meijer

Harris Teeter

Publix

SHARE
with the right amplification partners
amazon FAMEBIT

CREATE

with the right ingredients



smartsheet

flashtalking

iStock

WIDEN

SilverStripe

MikMak

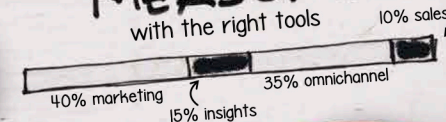
SALSIFY

POND5



MEASURE

with the right tools



ASTUTE
flashtalking

WhiteOps

Profitero

Google

nielsen

CANOPY

IAS

TEAR HERE

SARGENTO

OUR FAMILY'S PASSION IS CHEESE™

sas



ANALYTIC INNOVATION
is in our

DNA

//: ...CURIOSITY is our code...

The SAS marketing technology stack enables us to better engage with our customers across many industries.

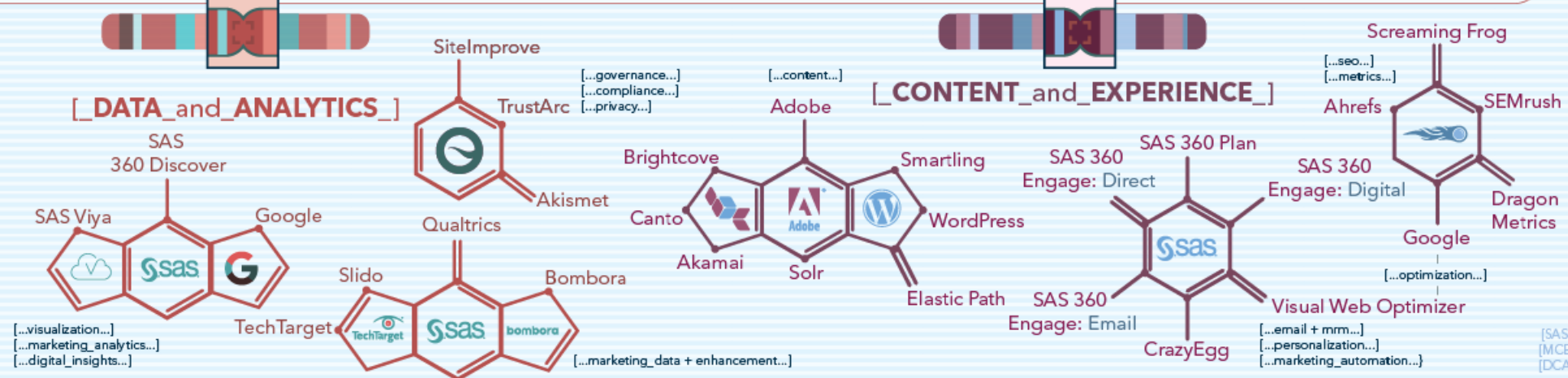
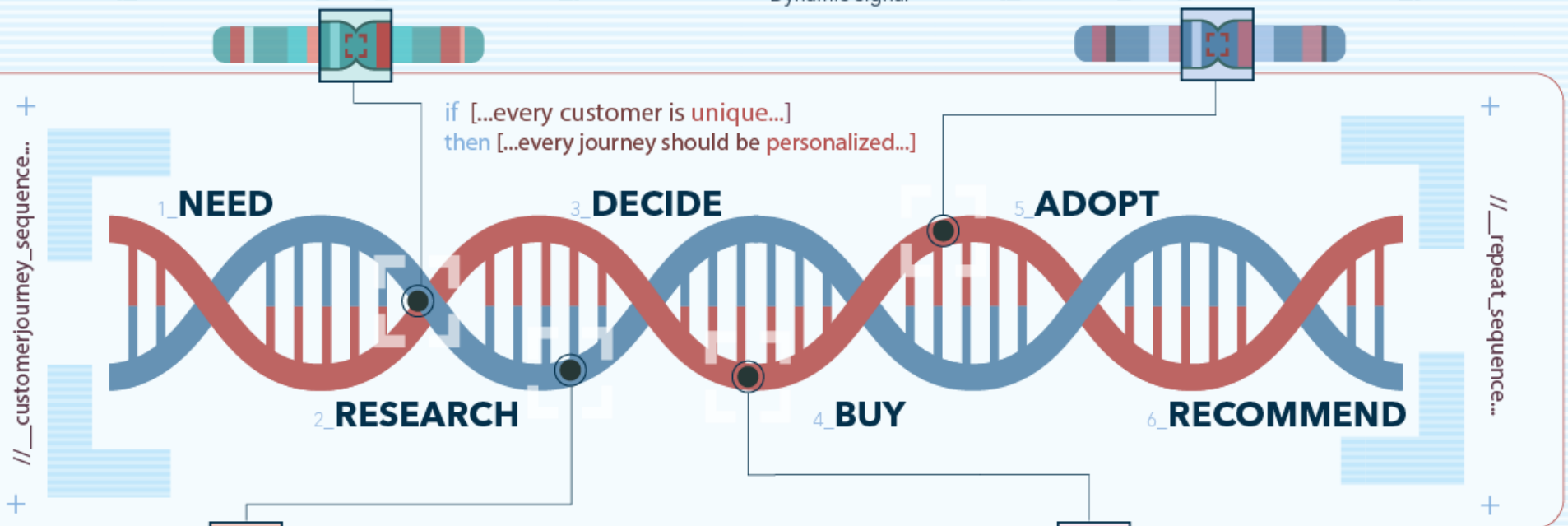
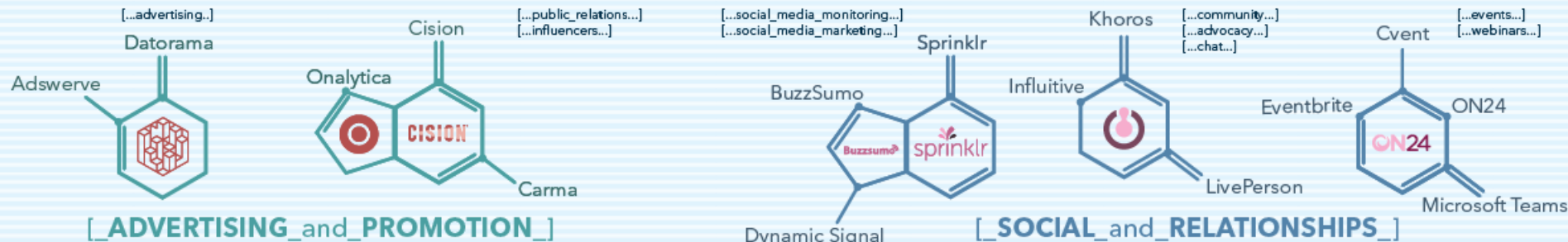
//:_marketing_



[science]

[art]

[...we are DATA SCIENTISTS at the core...]



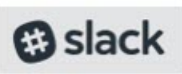
[SAS]
[MCE]
[DCA]

Marketing Technology Stack as of Feb. 2020

Support Clients



Google Forms



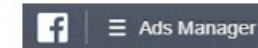
Run the Business



Ensure Client Success

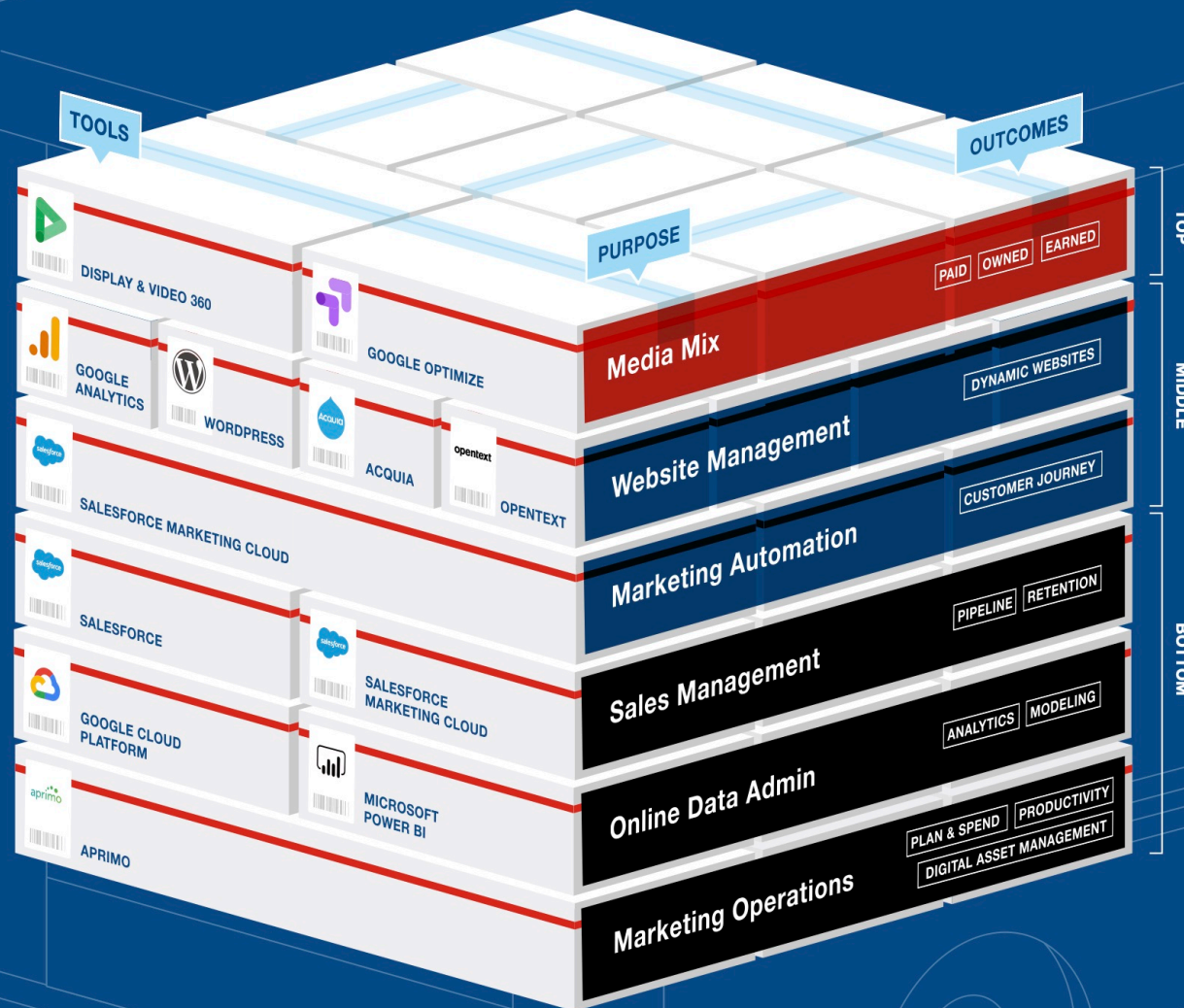


The HubSpot Growth Stack



Martech Stack





A Technology Package That Delivers

USPS MarTech Stack



RACE

Win Your Marketing Race

Engage

WordPress
Divi Platform
WPForms
OnePageCRM / Insightly
LinkedIn
Twitter
Facebook
OPTIMIZE

Reach

Business Listings
RankMath SEO
Blog2Social
Social Networks

Act

MailChimp
Smart Chatbots
Bloom Popups
Adwords
Facebook Ads
Analytics
SEMrush
PROMOTE

Convert

WooCommerce
Divi Leads Split Tests
Conversion Experiments
Conversion Rate Optimization
HotJar Heat Mapping

Culture of
Testing

Design for the Race.

CUSTOMER ENGAGEMENT JOURNEY

WesTrac Marketing Technology Stack

2 BUILDING



1 INITIATE

smartsheet Microsoft CRM
quadient Google Tag Manager

2 BUILD

sitecore' monido NEVERBOUNCE
Adobe' bannersnack zapier

3 ACTIVATE

f BurstSMS iG in cvent Google Analytics

4 ENGAGE

f v Marketing Control Panel Email Experience Manager Meltwater
Comm100 PandaDoc YouTube
KHORUS OmnyStudio WOOTRIC QR TIGER

5 OPTIMISE

Google Tag Manager Fit Fleet Sitecore Experience Analytics Power BI Google Search Console

MarTech Stack

ABM

choozle RollWorks

Social

sprinklr
LinkedIn
SALES NAVIGATOR

Ad Tech

sprinklr
Google Ads
LinkedIn ads
Twitter Ads

Survey

getfeedback

Video

vimeo YouTube BrightTALK

CRM/Identity

RollWorks
leadfeeder
salesforce
salesforce data.com
Segment

Analytics

tableau
Google Analytics
Amplitude

Email/Automation

salesforce
marketing cloud

SEO/SEM

SEMRUSH
BRIGHTEDGE

Budgeting/Planning

smartsheet

Web/Blog

Medium hotjar

Integration

Segment