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.
MarTech Stack
Unleash your Marketing Superpowers!

Agile Marketing Operations Management
The BrandMaker Marketing Stack.
DUO SECURITY'S DELICIOUS TECH STACK

Team: 20 ml
Tech: 8 gr
Creativity: 280 gr
Budget: 130 ml
Executive Buy In: 8
Strategy: 2
Patience: 2

6 Mo. Before
Before you hop on the buyer's preferences and start building your plan, you need to identify the demand generation stack you need.

3 Mo. Before
For your new year-end kickoff, you need to know if you want to use all your tech in-house or if you plan to outsource to a technology stack that you are planning to massive-scale for your next year. A single budget discussion is over in a minute.

3 Weeks Before
In the next 3 weeks building up to the brand awareness, make sure you are using it to its best and making sure that all your tech is in place.

You will need:
- Head of Demand Generation
- Demand Generation Specialist
- Marketing Automation Specialist
- Digital Marketing Manager
- Strategy Marketing Specialist
- Head of Marketing Operations
- Marketing Operations Manager
- Marketing Operations Specialist
- Project Manager
- Head of Strategy & Account-Based Marketing

INGREDIENTS

Marketeto:

The foundational of the marketing tech stack, like dough for pizza. Marketeto is the leading business company. With its integrated automation and personalization features, it is the go-to solution in today's world of marketing.

Leadata:

Leadata is the platform you need in the sauce that gives your team insights into how your tech is working.

Bizible:

What is the gap? What is it worth? Bizible is a tool that provides you with unique insights into your marketing campaigns.

6sense:

6sense is a tool that helps you understand how your market is reacting to your marketing campaigns.

Kickbox, Drift Email, Clearbit + Wrake:

The three tools that help you understand who your prospects are and what they need.

Folioze + Sendoso:

Two tools that help you understand how your marketing campaigns are performing.

Bon Appétit!
Cybage Digital SCORE

A framework to deliver personalized, connected experiences

**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

**STRATEGIZE**
Assess, consult, & conceive the digital roadmap
- Audits and Assessments
- Platform & Solution Architecture
- Media Planning

**EVALUATE**
Employ insights to achieve your goals
- Digital Analytics, MTA, MMM
- Data Visualization
- Data Driven Insights

with Cybage Digital
2020 DMWAY Martech Stack

Unaware
Gathering from Social

Awareness
Social Media and Spooks

Consideration
Reports

Evaluation
By product Content Evaluate and Entering the Funnel

Register
Entering the Profile and Click

Retention to Website

Content Flywheel

DMWAY Website

Influencer Marketing Hub
Google Search Console
HubSpot Marketing Hub
Google Search Console

Content Team Creation and Management
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 12 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
- Personica Consumer Segmentation
- Salesforce Audience Studio
- Axiom InfoBase
- Digital audience building
  - The Trade Desk
  - Facebook

Marketing automation platform
- Salesforce
- Marketing Cloud
- Sales Cloud
- Axiom 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

Client-level customization
Each financial institution chooses a configuration based on their needs.
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.
Marketing Tech 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.
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
NAVIAGATING 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.
Philips Digital Marketing & E-Commerce ecosystem
Building an ecosystem to improve the lives of 3 billion people by 2030
Technology That Empowers Advocacy

**Digital Supply Platform**
Customized audiences and personalized retargeting with online display ads.

**Data Management Platform**
Identifying anonymous profiles to inform targeting and tracking their path to becoming a potential advocate.

**Marketing Automation Platform**
Nurturing relationships with journey-based addressable communications.

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

**Customer Data Platform**
Unifying profile data to better understand intent, actions and the propensity to become an advocate for research and innovation.
PitchBook’s Marketing Tech Stack

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.

**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.

- Asana
- Concur
- Dropbox
- Evernote
- Frontify
- Highspot
- Microsoft (Outlook, PPT, Word, XLS, SharePoint)
- Workplace by Facebook
- Litmos
- Lucid Chart
- Retool
- Smartsheet
- Workday
- Zendesk

**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 $1.988 billion into companies in this space.

- Bizible
- Delighted
- Google (AdWords and Analytics)
- Mintigo
- Mode Analytics
- PowerBI
- ReachForce
- Salesforce
- ZoomInfo
- TrendKite
- Gong
- HotJar
- Klue
- Maropitant
- MS Power BI
- Screaming Frog
- Moz
- SEMrush
- TechValidate

**Respond**

Based on what messages resonate most, we respond using these tools 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 95% year-over-year according to PitchBook.

- Adobe
- Creative Suite
- Appcues
- Drift
- Dynamic Yield
- Sublime Text
- InVision
- JustinMind
- Sketch
- Cerus

**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 $550M, up 86% year-over-year.

- Facebook
- LinkedIn
- Marketo
- Outreach
- RollWorks
- Slack
- Splash
- Sprout
- Twitter
- Unbounce
- Wistia
- Zoom
- Litmos
- BingAds
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 sitting at 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

The POLYVERSE of Martech

- Advertising & Promotion
- Content & Experience
- Social & Reputation
- Commerce & Sales
- Data
- Management
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.
Digital customer journey
Through a Red Hat marketing technology lens

Catalyst for change

Exploring change
The customer journey begins online
- redhat.com
- opensource.com
- openshift.com
- enterprisersproject.com
- developers.redhat.com
- ansible.com

Committing to change; engaging where they are
- Content syndication
  - Integrate
- Events
  - Certain
  - Intrado
- Paid media
  - Google Ads
  - D2C Campaign Manager
- Social
  - LinkedIn
  - Facebook
  - Twitter
  - Sprout Social

Exploring solutions
- Marketing automation
  - Eloqua
- Assessments
  - Qualtrics
- Acceleration
  - PathFactory

Committing to a solution
- Sales automation
  - Salesforce
  - LeanData
  - sales navigator
  - Outreach
  - DiscoverOrg
  - Drift

Optimizing & personalizing their experience
- Adobe Audience Manager
- Adobe DTM
- Dynamic form
- Adobe Target
- Drupal

Measuring & analyzing responses
- Analysis & insight
  - Qlik
  - Tableau
  - Red Hat AIQ
  - VDM
- Data enrichment
  - Blue Book
  - HG Insights
  - Demandbase

Copyright © 2020 Red Hat, Inc. Red Hat, Red Hat Enterprise Linux, the Red Hat logo, and JBoss are trademarks or registered trademarks of Red Hat, Inc. or its subsidiaries in the United States and other countries. Linux® is the registered trademark of Linus Torvalds in the U.S. and other countries.
All Aboard the Rock Content Marketing Content Stack.

Collaboration
- slack
- G Suite
- Outline

Ideation and Creation
- visually
- ion
- HubSpot
- Google Ads

Attraction
- agora pulse
- Pushnews

Analysis and Optimization
- convert
- mixpanel
- segment
- HubSpot
- Zapier

Acquisition
- HubSpot
- stripe
- Quotient
- DocuSign
- ClicksSign
- superduper
- NetSuite
- ManyChat

Experience
- ion
- stage
- live
- convert
- Litmos
- LearnDash

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

//...we are DATA SCIENTISTS at the core...
A Technology Package That Delivers

USPS MarTech Stack
RACE
Win Your Marketing Race

Reach
- Business Listings
- RankMath SEO
- Social Networks

Engage
- WordPress
- Divi Platform
- WPForms
- OnePageCRM / Insightly
- LinkedIn
- Twitter
- Facebook

Act
- MailChimp
- Smart Chatbots
- Bloom Popups
- Adwords
- Facebook Ads
- Analytics
- SEMrush

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

Design for the Race.