This is the 7th 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 — $2,900 for all 29 entries — to the non-profit COOP Careers.
ACUTEC’s MarTech Stackie for IT software and support

**Awareness**
- WordPress
- Google Ads
- LinkedIn Ads
- Canva

**Consideration**
- LinkedIn Ads
- Google Ads
- Campaign Monitor

**Conversion**
- Microsoft Teams
- Eventbrite

**Support**
- ConnectWise
- Customer Thermometer
- Online Portal

**Enthusiasm**
- ConnectWise
- Reviews.io
Algorithmic Customer Engagement

By hyper-personalizing customer engagement across acquisition, growth & retention with AI-powered data, decisioning & delivery, Algonomy is practicing what we preach. Our MarTech stack is put together by placing the customer at the center of it all. It helps us identify the right customer, convert them from prospects to customers and build a relationship that makes them our evangelists.
MARKETING TECH ENGINE

Purpose-built stack that is enterprise-ready providing business scale and modularity for tech evolution.
Building Success with Martech

Collaboration
- Confluence
- Jira Software
- GoToMeeting
- Slack
- G Suite

Creative Development
- Paperless
- Google Sheets
- Canva
- Cinematico
- draw.io

Web Development
- WordPress
- Drupal
- Joomla!
- Bitbucket
- Tower
- Novo
- Hugo
- Jekyll

Research
- Google Cloud
- Adobe XD
- Sketch
- InVision
- Hotjar

Attract
- Google Ads
- Facebook
- LinkedIn
- Youtube
- Gleam
- Hootsuite
- WiSHIA
- Adwords
- Hootsuite

Engage
- ActiveCampaign
- SurveyGizmo
- Hootsuite

CRM Automation
- ActiveCampaign
- Intercom
- Pipedrive
- Insightly

Optimization
- Data Studio
- Seer Interactive
- Google Analytics
- SEMrush
- Avario
- Hotjar
DELIVERING A WINNING MARTECH HAND GREATER THAN THE SUM OF ITS PARTS

Our martech stack is a fully integrated and unified set of capabilities that work together to deliver a winning hand of cards, as you would have in a game of Poker.

By looking at our martech through an external and internal lens (build vs buy), we have crystal-clear visibility across all marketing channels to react in real-time to customer interactions and deliver a bespoke, consistent, engaging experience anywhere in the customer’s journey.

Through unifying external and internal capabilities and focusing on removing technology silos, we have built a martech ecosystem that delivers us a winning hand, everytime.

Betway uses Betway client or other display platforms to ensure the message and values are heard by you.

Logos marked with * are internally built technologies
WHO SERVICES WHO IN THE CUSTODY BUSINESS?

BUYERS / CLIENTS
Purchase a custody solution, either via a service-side custody solution, or directly from an infrastructure provider.

SERVICE-SIDE
These providers offer the client-facing sales, support and interfaces. Some build their own custody infrastructure to become a "full" service provider. Others buy their infrastructure from third-party providers.

INFRASTRUCTURE
These providers offer the underlying infrastructure for digital asset transfer, security, integration and storage solutions.

RETAIL CUSTODY PROVIDERS
- Bitwala
- Revolut
- Casa

RETAIL SERVICES
- PayPal
- Revolut

RETAIL & INSTITUTIONAL SERVICES USING IN-HOUSE CUSTODY TECH
- BBVA
- BNY Mellon
- Komainu

INSTITUTIONAL SERVICES USING 3RD PARTY CUSTODY TECH
- coinbase
- Copper
- Gemini
- Genesis
- Paxos
- Fireblocks

RETAIL TECH PROVIDERS
- curv
- Paxos
- Fireblocks

INSTITUTIONAL TECH PROVIDERS
- Fidelity
- BitGo
- Ledger Vault

INSTITUTIONAL TECH PROVIDERS & SERVICES
- Metaco
- Kore
- Regis

Blockchain Networks
AdTech is rocket science

SpaceX builds rockets that power space exploration. Here at Clearcode, we build AdTech platforms that power digital advertising and marketing. This blueprint illustrates the MarTech tools we use in our everyday work.
E&I Marketing MarTech Stack

Helping people live healthier lives

Marketing automation and engagement
- Marketo
- aprimo
- Adobe Marketing Cloud
- LiveRamp

Analytics and reporting
- Adobe Analytics
- SMARTBASE SOLUTIONS
- Tableau

Digital publishing
- brightcove
- Adobe Target
- kaltura
- Adobe Launch
- SundaysSky

Digital asset management
- workfront
- Shutterfly
- Adobe Experience Manager

Productivity tools
- mediataven
- workfront
- themarkeitgroup
- CRC

United Healthcare
INK_Tech Stack

- SparkToro
- agorapulse
- BuzzSumo
- ahrefs
- KWFinder by Mangools
- WordPress
- webflow
- livestorm
- sendinblue
- crisp

INK EDITOR

AI Write

OPTIMIZE
- Tag Manager
- Meta Tags
- Meta Description
- Keyword
- Competition
- Trends
- Grammar Suggestions
- Spelling Suggestions
- Ads

INKESS Score

- 86%
- Very Good

WWW.INKFORALL.COM
BRIDGING THE CUSTOMER EXPERIENCE

Merkle’s Technology Stack is built on five key pillars that support a bridge connecting customer journeys. Each pillar features technologies that enable capabilities for customer-centric moments. A customer’s identity is the key to unlock the vehicle, enabling a personalized ride across the bridge. As the customer moves along their journey, the five pillars reinforce a solid foundation to ensure the customer is transported to their final destination.
Philips Marketing & e-Commerce eco-system

Our building blocks to support and engage with our customers
Take flight with PitchBook’s marketing tech stack

PitchBook is a financial data company that serves up meaningful intel to investors, founders and other pros across the global financial markets. Tasked with launching messages that resonate, the company’s marketing team consists of 70+ people working across sub-disciplines like demand generation, creative, product and customer marketing and more. Each team and every player provides a vital function in getting our messages off the ground and into orbit—or, the market.

**PREPARE**

Preparation is the key to success at PitchBook’s marketing mission control center. These toolsets facilitate robust brainstorming sessions, keep our projects, goals and deadlines organized, and our deliverables on time.

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

**LAUNCH**

With our prep work complete, we leverage these tools to build and launch marketing campaigns powerful enough to reach the stratosphere. Here, we focus on creating reliable component parts to carry messages we know will resonate. Then, it’s all systems go.

- Adobe Creative Suite
- Appcues
- Drift
- Dynamic Yield
- Sublime Text
- Figma
- JustinMind
- Frontify
- Ceros
- Zoom
- OpenReel
- Trinit
- CMS (Premier)
- Python (Custom code)

**IN-FLIGHT**

It’s not enough just to launch campaigns into space and hope for the best. Dissemination of meaningful marketing stories takes constant monitoring, split-second course corrections and the deployment of auxiliary assets. We use these tools to listen to and connect with our audiences and implement adjustments when necessary.

- Facebook
- LinkedIn
- Marketo
- Outreach
- RollWorks
- Splash
- Sprout
- Twitter
- Unbounce
- Wistia
- Zoom
- Litmus
- Bing Ads
- Google Ads

**LAND**

Safely back on the ground, we comb through all the data we collected throughout our recent mission. We use these instruments to catalogue what worked, what didn’t, key learnings and anything we can tweak as we head back into preparation mode for our next flight.

- Bizible
- Delighted
- Google (AdWords and Analytics)
- Mintigo
- PowerBI
- ReachForce
- Salesforce
- ZoomInfo
- Trendkite
- Gong
- Hotjar
- Klue
- Mixpanel
- MS Power BI
- Moz
- Semrush
- Tableau
- TechValidate
Quest Diagnostics: Empowering healthcare professionals and patients to improve health outcomes

**Google Analytics**

**Tableau**

**Google Analytics**

**Tableau**

**PATIENT: I am engaged in managing my health**

1. Find nearby testing locations with online search and customer reviews
2. Access lab test results and relevant health topics online
3. Share feedback to help us continually improve our services

**HEALTHCARE PROVIDER & HEALTH SYSTEMS: I am providing optimal care to my patients**

1. Gain insights about diagnostic testing services through publications and educational content
2. Stay up-to-date with email newsletters
3. Receive timely and relevant information after engaging with us online

~50% of US physicians and hospitals are served annually

1 in 3 adult Americans are served annually

~92% access to insured lives in the US
**APPETIZERS**
GET A TASTE OF AGENCY SUPPORT WITH OUR CUSTOMER ENGAGEMENT PLATFORMS.

**INFLUITIVE**
Online customer community, served with bottomless customer insights.

**SQUARESPACE**
Sample flavor menu of Referralential’s website, blog, and professional development resources store.

**MAILCHIMP**
Shop the shop, sip and stir our advocacy tips in a brick and mortar Delivered straight to your inbox.

**USEREVIDENCE**
Learn about support, advantage industry insights, sourced directly from professionals in the field.

**SOUP & SALAD**
WARM YOUR PALATE TO THE FLAVORS AHEAD WITH OUR SALES TEAM. OUR CROUTONS ARE SURE TO CONVINCE YOU!

**OUTLOOK**
A one-stop shop for planning, proactive goal setting, and relationship building.

**OFFICE 365**
A one-stop-shop companion to your needs with Microsoft’s newest office applications.

**ZOOM**
Enjoy a sample of our daily soup with the camera on or indulge in a bowl face-to-face.

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**ENTRÉES**
SAVOR THE DELIVERY OF PROGRAM SUPPORT SERVED WITH ALL SERVICES OR SELECT SERVICES À LA CARTE.

**OFFICE 365**
The classic burger, piled high with the highest quality ingredients.

**GOOGLE SUITE**
8 oz. top sirloin steak, cooked to perfection on our grillsmoked and grilled for online collaboration.

**SHELF**
Family-style customer advocacy best practices served standing on our knowledge management platform.

**BOX**
Wood-fired pizza topped with the freshest, fastest ingredients from our pantry of client projects.

**HARVEST**
BRIO stix perfectly prepared your wide style with our time-tracking software.

**OPSYS**
Handmade, localized, stuffed with blueprint graphics, provided by our managed security service provider.

**TEAMS**
5 choices: tortellini that enables delicious collaboration across all the time zones you want covers.

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**DESSERTS**
SAVOR THE DELIVERY OF EVERYONE’S FAVORITE PART OF ADVOCACY: THE CUSTOMER STORIES.

**ADOBE INDISEGN**
Get a taste of our layout—design expertise with a slice of our style-file.

**ADOBE PREMIERE PRO**
Marvel at our video editing skills with some fruit bats, and a specially tailored cookie.

**ADOBE AFTER EFFECTS**
Finish our house sundae with your choice of toppings using our post-production video editing software.

**ADOBE ILLUSTRATOR**
Top a slice of cheesecake with your choice of fruit or our custom graphic designs.

**ADOBE PHOTOSHOP**
Cream frappe topped with a caramelized sugar pop and deliciously photoshopped touch.

**OFFICE 365**
A giant chocolate chip cookie, packed with chunks of our favorite Microsoft office tools.

**GRAMMARLY**
Chocolate lava cake iced with grammatical expertise but chock full of pieces of written content we create.

**OTTER.AI**
A dozen perfectly symmetrical macarons, created via our transcription tool.

**VIMEO**
Try our wing and chocolate tasting menu for a sample of our cinematic creations via our video hosting platform.

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**TO-GO DISHES**
ENJOY THE BEST OF REFERRENTIAL AT YOUR OWN PACE. ON YOUR OWN TIME. THROUGH DELIVERY OF OUR TRAINING AND PROFESSIONAL DEVELOPMENT RESOURCES.

**OFFICE 365**
Project management, served side-by-side.

**FLEXIQZ**
A one-stop certification, a quick refresh, and a learning management system.

**THINKIFIC**
Mini sample plants delivered directly to your door box.

**GOODEE**
A slice of our webinar platform delivered via our web builder.

**SQUARESPACE**
Online training store – a slice of our workspace delivered via our web builder.

**ADOBE PREMIERE PRO**
Mini dessert at our love video training courses at a drop-in of video editing software.

**GUSTO**
Free soup refill to keep you hydrated while we ensure that everyone delivers in our HR management tools.

**QUICKBOOKS**
An all-inclusive training option, so you can enjoy our full menu at our discount price.

**EXCEL**
Complimentary beverages to keep life simple between activations when we maximize our performance.

**GOOGLE ANALYTICS**
At all-you-can-eat option, so you can sample new iterations as we learn how to best optimize our analytics.

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**ALL MEALS INCLUDE**
A COMMITMENT TO CONSTANT IMPROVEMENT AS WE ANALYZE WHAT FLAVORS WORK BEST AND STRIVE TO ENHANCE AND EMPOWER.

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**SPECIALS**
OUR FINGER LICKING SPECIALS MAY BE WHAT FIRST ATTRACTION YOU TO REFERRENTIAL, BUT WE HOPE YOU STAY FOR OUR FULL MENU!

**SQUARESPACE**
Website and blog hosting, served in awareness—building and topped with educational content.

**WISTIA**
Branded platform, caught fresh daily and served via this video hosting platform.

**CANVA**
Sliced club sandwich piled high with content created via this easy-to-use graphic design tool.

**ANSWER THE PUBLIC**
Freshly baked and a basket of content optimization, served satiny or tart or taste style.

**LINKEDIN**
Handmade rice and cheese topped with a crispy layer on the finest customer advocacy tips in tricks.

**TWITTER**
Hand-picked mushrooms stuffed with insights from industry thought leaders, served bite-size.

**FACEBOOK**
Docked in choice soups, served with unlimited refills of exciting company updates.

**HOTSUITE**
Enjoy unlimited access to our sales bar, refreshed regularly via our social media management platform.

**MAILCHIMP**
Fresh-to-table advocacy insights and best practices delivered straight from our experts to your inbox.

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**+ ATTRACT**
**- ENGAGE**
**= CONVERT**
**≡ DELIVER**
**= MEASURE/ANALYZE**
Martech-Powered Productivity

Research

Attract

Engage

Analyze & Optimize

Collaborate
Since our founding in 1953, Sargento has been dedicated to innovation. We do what we do for the love of 100% real, natural cheese; from ahead-of-its-time packaging to unique marketing strategies and tools, from industry firsts to industry bests.
EMPOWERING THE MODERN MARKETER TO CONNECT WITH CUSTOMERS AND TURN CURiosity INTO CAPABILITY.
Marketing Technology Stack as of Sept. 2021

Ensure Client Success

Run the Business
Underworks
Marketing Technology Stack
"THE SUSHI STACK"
Smarter, Faster, Reliable B2B MarTech Stack – Built Right

Our ecosystem vision is to create a connected and scalable B2B stack powered by data and AI to drive seamless experiences for our customers across all channels.

1. DATA & ANALYTICS
   - Adobe Analytics
   - Adobe Audience Manager
   - Google BigQuery
   - Tableau
   - Looker
   - Market Intelligence

2. ORCHESTRATE & DECISION
   - Pega
   - Adobe Experience Platform
   - Demandbase
   - Omni-Channel Orchestration

3. SYSTEMS OF ENGAGEMENT
   - Google Analytics
   - Adobe Experience Manager
   - Google Display & Video 360
   - Adobe Target
   - Google Search Ads 360
   - Adobe Marketing Engage
   - Lead Qualification (MQ)

4. CUSTOMER EXPERIENCE
   - Seismic
   - Highspot
   - Outreach
   - Medallia
   - Customer Advocacy

Product Ecosystem
- 5G Edge
- Wireless
- Wireline
- Fios
- Verizon Connect

Collaboration
- Slack
- G Suite
- BlueJeans

Continuous Improvement
- Verizon