MARTECH STACK 2023

DIGITAL EXPERIENCE
- Adobe AEM
- Adobe Launch
- Adobe Target
- Siteimprove
- swiftype

SOCIAL & EVENTS
- Hootsuite
- Schedule

EVENTS & WEBINARS
- BRIGHTCOVE
- rainfocus
- socialive
- Jifflenow

SOCIAL MEDIA MANAGEMENT
- firstup

SOCIAL & EVENTS

DEMAND GENERATION
- CONTACT ACQUISITION
  - TechTarget
  - LinkedIn
  - zoominfo

ACCOUNT BASED MARKETING
- intricately
- Highrise

MARKETING AUTOMATION
- BRIGHTEDGE
- SEMRUSH

SALES ENGAGEMENT
- tableau
- R

DATA & ANALYTICS
- CRM
- adobe analytics

LEAD MANAGEMENT
- salesforce

CONTACT DATA PLATFORM
- lytics

ANALYTICS & DATA SCIENCE
- tableau

COMPETITIVE INTELLIGENCE
- crayon

DATA QUALITY
- INTEGRATE

ADVERTISING
- Google Ads
- Adobe Advertising Cloud
- LinkedIn
- Marketo

ADVERTISING

ADVERTISING

ADVERTISING
A tech stack for the modern go-to-market team, supported by enterprise-ready tools built to integrate and scale across the organization.

### Demand Generation

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Consideration and Engagement</th>
<th>Decision</th>
<th>Retention, Advocacy &amp; Service</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Calendly</strong> Scheduling (Webinars)</td>
<td><strong>Zoominfo</strong></td>
<td><strong>Salesforce</strong></td>
<td><strong>braze Sendoso influitive</strong></td>
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### Marketing

| **Calendly** Scheduling (Email Programs) Routing (Demo Request, Contact Sales) | **Sendoso** | **Gainsight Zendesk** |
| **Calendly** | **Marketplace** | |

### Customer Success / Customer Support

| **Tableau** | **Salesloft DocuSign** |
| **Calendly** Analytics Integration (Track Success) | **Salesloft DocuSign** |

### RevOps / Other

- **Gainsight Zendesk**
- **Tableau**
- **Salesloft DocuSign**
01 Awareness
Content creation and distribution

02 Attraction
Audience Research and Lead capture

03 Engagement
Lead Nurturing

04 Conversion
Lead Scoring and Sales Enablement

05 Measurement
Analytics and Reporting

CONTENTGINE
Content-Based Marketing
MARTech Stack 2023
The Composable MarTech Stack

Advantages:
- Faster go-to-market
- Operational independence
- Extend legacy DXP value
- Shift focus to CX outcomes

A decoupled, composable architecture seamlessly integrates diverse marketing technologies including monolithic platforms, all-in-one digital experience platform (DXP) suites and MACH (Microservices-based, API-first, Cloud-native SaaS and Headless) technologies.
2023 MarTech Stack

Creating the right martech stack is essential to the success of growing our happy & healthy customers.
We work like a giant tree where each part plays an essential role to the overall development and growth.

https://ryzo.io/
What if technology can answer the biggest question? IBM’s technology stack translates data into insights needed to drive meaningful transformation through cutting-edge technology. The result is a continuously integrated experience that powers key business imperatives resulting in IBM revenue growth.
MARTECH STACK 2023

SYSTEMS OF ENGAGEMENT AND PERSONALISATION
- Salesforce Marketing Cloud
- FormAssembly

SOCIAL ARENA
- LinkedIn
- Facebook
- Instagram
- Twitter
- YouTube
- Linktree

BUSINESS INTELLIGENCE
- Google Analytics
- MicroStrategy
- Phocas

KNOWLEDGE HUB
- TalentLMS

HOUSE OF EFFICIENCY
- SurveyMonkey
- Zapier
- Lucidchart
- Dropbox
- Monday.com

CONTENT MANAGEMENT
- Adobe Commerce
- Amazon
- Bullseye
- Fastly

EVENTS
- Humanitix

CREATIVE AND BRAND MANAGEMENT
- Vimeo

REACHING FOR THE STARS
- Google Ads
- Amazon Advertising
Attract
Unknown Visitors

Engage
Known Visitors
Prospects

Demand
Advocates

Nurture
Customers
Connect all parts of the customer journey.
With the Marini Integration Platform.
BRIDGING THE CUSTOMER EXPERIENCE

Merkle’s Technology Stack is built on six key pillars that support connected customer journeys. Each pillar features technologies that enable capabilities for customer-centric moments.

**EXPERIENCE**
- Search
- Display
- Social
- Digital Video / TV
- Website
- App
- Mobile Messaging
- Email
- Digital Storefront
- Direct Mail
- Point of Sale
- Promotions
- IoT
- Chat
- Customer Service
- Customer Portal
- Affiliate / Partner
- Preference Center
- Events
- Community / Forums

**CONTENT & COMMERCE**
- Digital Content Management
- Commerce Management
- Content Production
- Digital Asset Management
- Product Information Management

**ORCHESTRATION**
- Real-time Customer Profile
- Testing and Optimization
- Decision and Offer Management
- Audience Management
- Loyalty Platform
- Tag Management
- Journey Orchestration

**ANALYTICS**
- Data Visualization
- Measurement and Attribution
- Customer Journey Analytics
- Predictive Modeling and AI/ML
- Data Clean Rooms
- Voice of Customer

**DATA**
- Data Integration
- Data Enrichment
- Consent Management
- Business Data
- Common Data
- Data Lake

**IDENTITY**
- Identity Resolution
- Terrestrial Identity
- First-Party Identity Graph
- Digital Identity
Nationwide’s capability and technology stack

Putting our members and partners at the center of all we do
Harvesting Growth Responsibly
A productive customer journey thriving on best-in-class martech
Marketing Technology Stack as of April 2023

- **Ensure Client Success**
  - Digital Platforms
    - DepositFix
  - Collaberation
    - HubSpot CRM
  - Communication
    - Paperform
    - ActiveCampaign
    - Storemapper
    - Google Ads

- **Run the Business**
  - HubSpot CRM
  - Trello
  - MarketMuse
  - ahrefs
  - Grammarly
  - HyperWrite
  - Canva
  - Google Ads
Stacklr gives you an individual visual stack!
There are over 4,000,000 permutations to a Stacklr assessment, so each stack is unique.

I’m a Growth Marketing Manager in a medium-sized enterprise and my Stacklr Scorecard is my visual stack. My scorecard illustrates my stack experience across strategies, functions, tools, expertise levels and roles.
Our Stackie submission this year is inspired by the Oscar and Golden Globe winning song ‘Naatu Naatu...’ from the global box office hit ‘RRR’.

It showcases the tango between sales and marketing stacks (SMartech) to create

**Relevance**
- of **Content** (messaging and value proposition)
- and **Campaigns** (right target audience)

**Reach**
- Use of right **Channels**

**Revenue**
- Nurturing the target audience through the buyer’s journey of brand **Cognition, Conversation** and finally sale **Conversion**
- and optimizing all efforts via feedback loops and analytics (**Calibration**)
The Math Company

Curating the buyer's journey at every stage.

1. **Awareness**
   - Familiarizing buyers through Owned / Paid / Earned and Shared mediums.

2. **Interest**
   - Nurturing buyer's interest via E-books / Whitepapers / Landing Pages / Social Media / Paid Media / Emails, and more.

3. **Decision**
   - Enabling buyer's decisions through tools like Success Stories / Discovery Calls / Workshops / Demos, and more.

4. **Purchase**
   - Helping clients with Onboarding / Service Experience Designing / Adoption.

5. **Loyalty**
   - Ensuring advocacy through Testimonials / Executive Council Membership / NPS.

**Market Research**
- SEMrush
- Zoominfo
- Google

**Demand Generation**
- Google Ads
- LinkedIn Ads
- Twitter Ads
- Meta Ads
- Emails

**Marketing Automation**
- HubSpot
- Google Tag Manager

**Attribution & Reporting**
- HubSpot
- Google Analytics 4
- SEMrush

**Design & Content Creation**
- Figma
- Stripo
- Freepik
- HubSpot
- Canva
- Spotify
- QuillBot
- ChatGPT-3
- Camtasia
- Wordtune
- Grammarly
- Adobe Suite
- Apple Podcast
- StreamYard
- Peppertype.ai
- Envato Elements

**Account Based Marketing**
- LinkedIn
- Zoominfo
- HubSpot

**Sales Outreach**
- HubSpot Sales
- Monday.com
- LinkedIn InMail

**Project Management**
- Viva Engage
- Microsoft Teams
- Outlook
- Jira

**Website**
- CSS
- Hivebrite
- Bootstrap
- JavaScript
- Internal CMS
- Django (Python)
AI MARKETING TOOL STACK

Marketer, meet the machines. The AI tool stack helps marketers arrive at their objectives faster, with fewer resources, and with better outcomes.

Presented by Unbounce

AUDI0 AND VISUAL

- Morph.ai: Go from text to speech with a voice-like AI voice generator
- Synthiasic: Create professional videos in 25 minutes
- DALL-E 2: Create realistic images and art forms a description in natural language
- Canva: Watch your words and phrasen becomes come true in beautiful images
- Oral.ai: An AI meeting assistant that converts audio, written notes, and generates summaries

SALES + SUCCESS

- Native: Your partner for seamless communication across languages
- Intercom: An AI bot that accurately and immediately answers customer questions
- Jason AI: Jason AI is a customer service powered by ChatGPT
- Dialpad: Dialpad AI delivers an accurate, AI-curated synopsis and next steps after every call or meeting

RESEARCH

- BrownAI: The source, ready textbook and monitor platform any website
- Club GPT: Focused to follow an instruction in a prompt and provide a detailed response

COPY + TEXT

- Smart Copy: Generate marketing copy in seconds
- Notion.ai: Access the limitless power of AI right inside Notion
- Grammarly: Unblock your ideas and enable access to productivity

WEBSITES + LANDING PAGES

- Unbounce: AI landing page creation and optimization
- Tiny.com: A website automation platform for generating web pages at scale
- Durable: Start a website quickly with AI
A stack built to make smarter decisions with data and AI.

Every step of the Verizon journey starts with customer data and insights only AI can provide. From sales to service to customer experience, we use the best data available and the most advanced artificial intelligence to help our customers and our business experts power and uniquely personalize every interaction.