What is your prompt?

Scott Brinker
chiefmartec.com

&

Frans Riemersma
MartechTribe

chiefmartec   MartechTribe

Send a message...

ChatGPT Mar 23 Version. ChatGPT may produce inaccurate information about people, places, or facts.

Would you use ChatGPT instead of Google?
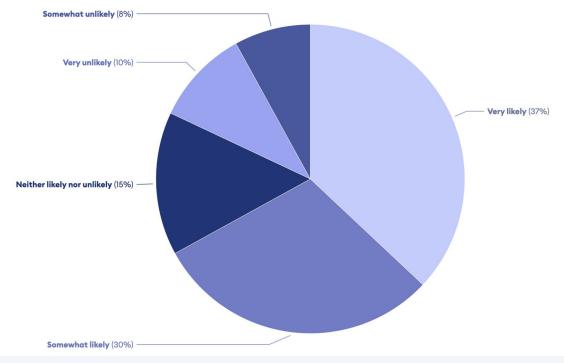
Somewhat unlikely (8%)

Very unlikely (10%)

Neither likely nor unlikely (15%)

Very likely (37%)

Somewhat likely (30%)
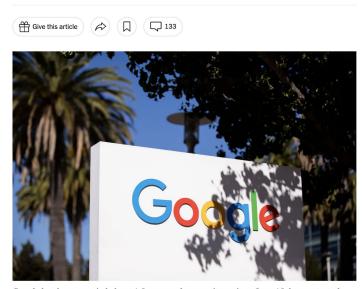
Source: Forbes Advisor • Embed

Forbes ADVISOR

Google Devising Radical Search Changes to Beat Back A.I. Rivals

The tech giant is sprinting to protect its core business with a flurry of projects, including updates to its search engine and plans for an all-new one.

🎁 Give this article   ↗   🔖   💬 133

Google has been worried about A.I.-powered competitors since OpenAI demonstrated a chatbot called ChatGPT in November. Laura Morton for The New York Times

The world is changing…

…marketing and martech will too.

Best of Breed

Best of Technologies

Best of Ideas

Best of Practices

Best of Experiences

Celebrating combinatorial innovation.

Our premier sponsors:

SNOWPLOW · ActionIQ · Uptempo

SAS · Flywheel Software

Our data and event platform sponsors:

Goldcast · Clearbit · G2

Best of Breed
Marketing Summit

Customer Experience in the Age of AI

Beyond the hype about Generative AI, there are real advances in machine learning accelerating the ability to deliver true personalization at scale.

David Edelman
Senior Lecturer, Harvard Business School

What Everyone Gets Wrong About Transformation

Navigating technological change with the right approaches in strategy, process, and culture.

Neil Perkin
Author, Agile Transformation

The New Rules of Go-To-Market

Outbound, inbound, and now… nearbound. Learn how to leverage the full power of your ecosystem: people and partners closest to your customers.

Jill Rowley
GTM Advisor, Stage 2 Capital

Build Credibility through Marketing Ops

Learn how to identify critical business problems that can be solved through marketing ops, winning the hearts and minds of senior executives.

Dr. Debbie Qaqish
Chief Strategy Officer, Pedowitz Group

Win 28 Moments of the Customer Journey

The average B2B prospect will move through 28 moments before selecting a vendor. Learn how to win them with partners in a post-cookie world.

Jay McBain
Chief Analyst – Channels, Partners, Ecosystems, Canalys

Mid-Market Martech: Small(er) But Mighty

Often ignored in media cycles, below the hype of Big Tech deployments at the Fortune 500, the SMB segment is thriving with new martech innovation.

Roger Beharry Lall
Research Director, IDC

3 Power Ups for Your Customer Data Stack

Understand the impact of the latest technologies for consent management, identity resolution, and data clean rooms on your customer data strategy.

Benjamin Bloom
Vice President & Analyst, Gartner

Achieving Strategic Marketing Operations

Planning, analytics, martech stack management — these are table stakes in marketing ops. To thrive, you need develop a more strategic capability.

Darrell Alfonso
Director, Marketing Strategy & Operations, Indeed.com

Rightsizing Martech in a VUCA World

VUCA stands for volatility, uncertainty, complexity, and ambiguity. Learn how to balance tech, skills & budget as a martech leader in this environment.

Robert van Geffen
Global Head of Digital Marketing, Philips

What It Takes to Be A Marketing Ops Pro

Learn from the perspectives of a community of hundreds of marketing operations professionals where the future of marketing ops is headed.

Mike Rizzo
Founder & CEO, MarketingOps.com

Developing GTM Programs Customers Love

The best marketing leaders are re-crafting their GTM strategy and programs in closer collaboration with sales — and product, operations, and finance.

Scott Vaughan
GTM Advisor, Former CMO

How to Business Case Anything

A secret to martech leadership? The skills to write an effective business case for anything from brand management, to CX, to digital transformation.

Hans Molenaar
Director, Beeckestijn Business School

Ready to Onboard Marketing Technology?

Learn how to best prepare for building your martech stack, evaluate and identify technology needs, and how to onboard this technology.

Danielle Balestra
Director, Marketing Tech & Operations, Goodwin

My Favorite Four-Letter "F" Word

One of the great powers of digital experimentation is the ability to quickly try ideas on a limited scale to learn what works — and what doesn't and why.

Amber Sellens
Digital Marketing Product Line Manager, Shell

The world is changing…

Agenda
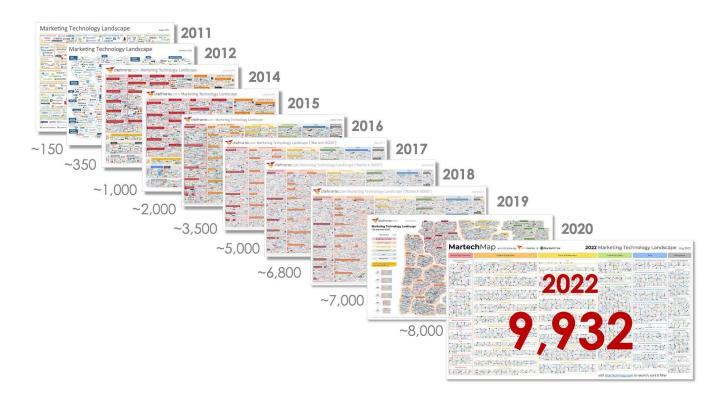
1. 2023 Marketing Technology Landscape

2. 3 Epic Martech Trends

3. Evolution of Marketing Operations

…marketing and martech will too.

2023 Marketing Technology Landscape

The Martech landscape has been expanding for over a decade

But in 2023 Martech was disrupted

Marketing Technology Landscape — April 2023

by @sjmoody

Steven Moody
15 years building remote teams for Tech Startups

In 2023, the Martech landscape consolidated into a single solution

OpenAI

Welcome to the new Bing

Your AI-powered copilot for the web

More Creative	More Balanced	More Precise

<div align="right">

How many martech solutions are available on the market in 2023?

</div>

✓ Searching for: **number of martech solutions 2023**

✓ Generating answers for you…

According to a study evaluating the state of marketing technology around the globe, there were **9,932 martech solutions** available to industry professionals in 2022 [1]. The number of these tools has been constantly growing throughout the last decade, starting at just 150 in 2011 [1]. I couldn't find any information about the exact number of martech solutions available on the market in 2023.

Is there anything else you'd like to know?

Learn more: 1. statista.com 2. statista.com 3. chiefmartec.com 4. gartner.com   1 of 20 ⬤

❓ What is a martech solution? | What are some popular martech solutions? | How do I choose a martech solution for my business?

🧹 New topic

Ask me anything…

0/2000

MartechMap

an initiative by **chiefmartec** & **MartechTribe**

2023 Marketing Technology Landscape

May 2023

Advertising and Promotion	Content and Experience	Social and Relationships	Commerce and Sales	Data	Management
Display & Programmatic Advertising	Content Marketing	ABM	Retail, Proximity & IOT	Marketing Analytics Performance & Attribution	Agile & Lean Management
	CMS & Web Experience Management	Call Analytics & Management		Audience/Marketing Data & Data Enhancement	Collaboration
Mobile Marketing	DAM & MRM & PIM	Customer Experience Service & Success	Affiliate Marketing & Management	Ipaas Cloud/Data Integration & Tag Management	
	Email Marketing	Influencers	Sales Automation Enablement & Intelligence		Talent Management
		CRM		Business/Customer Intelligence & Data Science	
Native/Content Advertising	Interactive Content				
					Budgeting & Finance
PR	Marketing Automation & Campaign/Lead Management	Events Meetings & Webinars	eCommerce Platforms & Carts	DMP	
					Projects & Workflow
Print	Mobile Apps			Dashboards & Data Visualization	
	Optimization Personalization & Testing	Social Media Marketing & Monitoring	eCommerce Marketing		Product Management
Search & Social Advertising					
	SEO	Live Chat & Chatbots		Customer Data Platform	Vendor Analysis & Management
Video Advertising	Video Marketing		Channel Partner & Local Marketing		

11,038

3,509 submitted + sourced
1,795 new solutions
689 removed
1,106 net increase

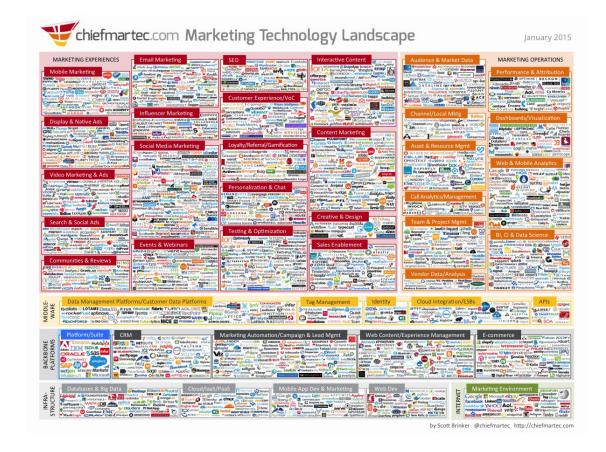*visit martechmap.com to search, sort & filter*

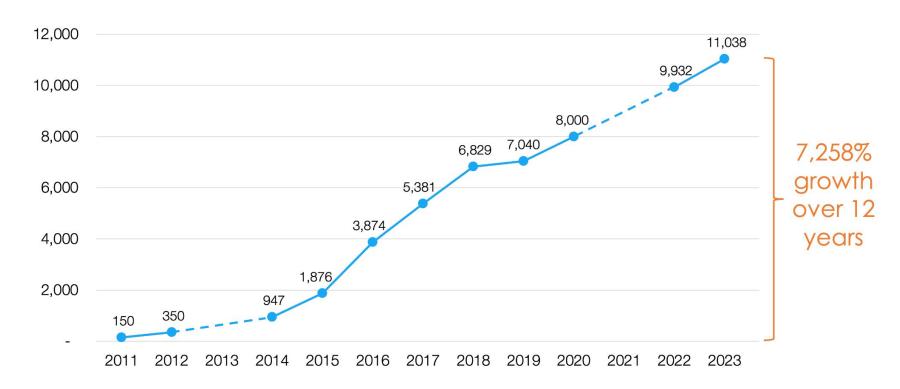# The Martech landscape keeps expanding (as in the last decade)

Almost as many new solutions this year (~1,800) as the entire landscape in 2015

The Martech landscape keeps expanding

7,258% growth over 12 years

Visit MartechMap.com to search, filter and more info

Search vendor...   11038 found

Country | Category | Reviews | Rating | Revenue | Employees | Year | Stack Builder

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

Display & Programmatic Advertising 299

Content Marketing 576

ABM 29

Call Analytics & Management 172

Retail, Proximity & IOT 207

Marketing Analytics Performance & Attribution 141

Agile & Lean Management 50

Collaboration 372

Now with revenue pie charts

Now with revenue pie charts - search & filter sensitive

But there is more: map & benchmark your stack

Compare your maturity and toolcount by category

But there is more: map & benchmark your stack

Compare your maturity and toolcount by category

But there is more: map & benchmark your stack

Compare your maturity and tool count by category

But there is more: map & benchmark your stack

Compare your maturity and toolcount by category

Where to invest? Martech Supply & Demand in 49 categories

Key takeaways per quadrant
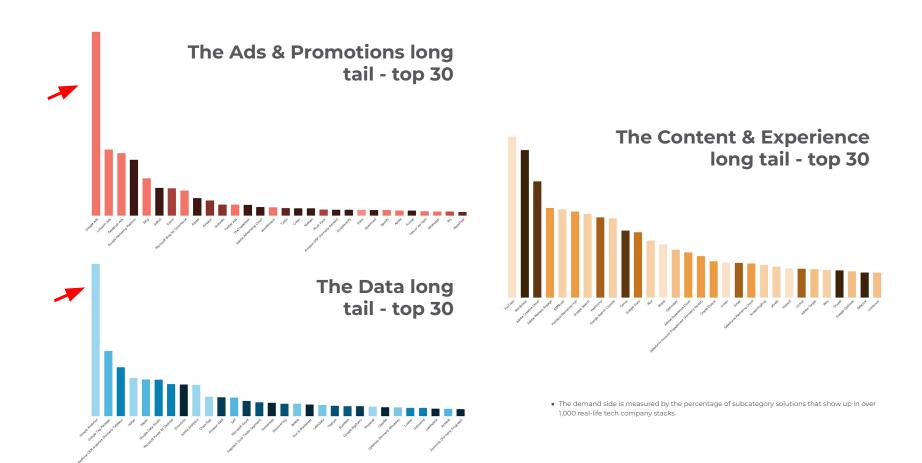
- **Google Ads and Analytics** lean towards monopolies in **Search & Social advertising** and **Mobile & Web Analytics**
- **DAM, MRM, PIM and Mobile marketing vendors** operate in a relative saturated market
- **Sales automation, Enablement and Intelligence** is in high demand AND supply, no real dominant players.
- The **many niche market players** involve a limited number of players of highly specialized solutions.

- The supply side is measured by the number of solutions in each subcategory.
- The demand side is measured by the percentage of subcategory solutions that show up in over 1,000 real-life tech company stacks.

Monopolies are reflected in long tails, or not

The Ads & Promotions long tail - top 30

The Content & Experience long tail - top 30

The Data long tail - top 30

- The demand side is measured by the percentage of subcategory solutions that show up in over 1,000 real-life tech company stacks.

Top 100 - Marketing Technology Capability Heatmap

MartechTribe

All have solutions contacts, assets, automations, workflows, etc.

The percentages in cells represent text similarity of vendor homepage content by subcategory, using ML for assessing text similarity between Wikipedia pages and 4,000+ requirements.

Column categories (left to right):
print | mobile marketing | search & social advertising | display & programmatic advertising | pr | video advertising | native/content advertising | marketing automation & campaign/lead management | DAM & MRM & PIM | email marketing | optimization personalization & testing | cms & web experience management | seo | content marketing | interactive content | mobile apps | video marketing | abm | customer experience service & success | advocacy loyalty & referrals | crm | live chat & chatbots | call analytics & management | social media marketing & monitoring | community & reviews | Events, Meetings & Webinars | influencers | channel partner & local marketing | affiliate marketing & management | sales automation enablement & intelligence | ecommerce marketing | ecommerce platforms & carts | Retail, Proximity & IOT | customer data platform | dmp | mobile & web analytics | customer intelligence & data science | data integration & tag management | analytics performance & attribution | governance compliance and privacy | marketing data & data enhancement | dashboards & data visualisation | data analysis & Management | product management | projects & workflow | agile & lean management | talent management | collaboration | budgeting & finance

#	Capability	Average %
	Average % (per column)	9.1% 8.8% 8.4% 8.0% 7.7% 7.5% 6.1% 11.0% 9.6% 9.2% 8.9% 8.7% 8.6% 8.6% 8.0% 7.7% 6.9% 10.8% 9.9% 9.9% 9.8% 8.9% 8.9% 8.8% 8.2% 8.1% 7.8% 10.1% 9.5% 8.8% 8.6% 8.4% 8.3% 12.4% 11.0% 10.0% ...
1	Personalized_marketing	18.6%
2	Customer_relationship_management	18.3%
3	Customer_experience	16.3%
4	Social_media_marketing	16.1%
5	Content_marketing	15.6%
6	Customer_engagement	15.2%
7	Customer_intelligence	15.2%
8	Marketing_intelligence	15.0%
9	Data_driven_marketing	14.9%
10	Customer_service	14.7%
11	Customer_data_platform	14.6%
12	Customer_support	14.4%
13	Customer_success	14.3%
14	Marketing_automation	14.2%
15	Advertising_campaign	14.0%
16	Customer_advocacy	13.9%
17	Community_marketing	13.8%
18	Product_management	13.8%
19	Product_information_management	13.5%
20	Data_management_platform	13.4%
21	Multichannel_marketing	13.3%

Top5
1 Personalized marketing
2 Customer relationship management
3 Customer experience
4 Social media marketing
5 Content marketing

We looked for text similarities between 10,000 Martech vendor homepages and our database of 4,000 Martech capabilities (using Wikipedia pages as a reference).
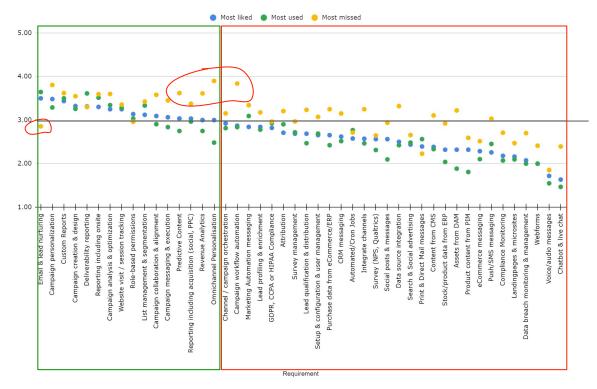
What is the state of Martech capabilities?

Key takeaways Marketing Automation Platforms (MAP)

- A minority is liked (score >3 out of 5)
- Email & lead nurturing, deliverability reporting are in good shape
- > 3 features are relative feature complete (more liked than used)
- < 3 features are not there yet (most missed and not liked)
- Survey n = 147
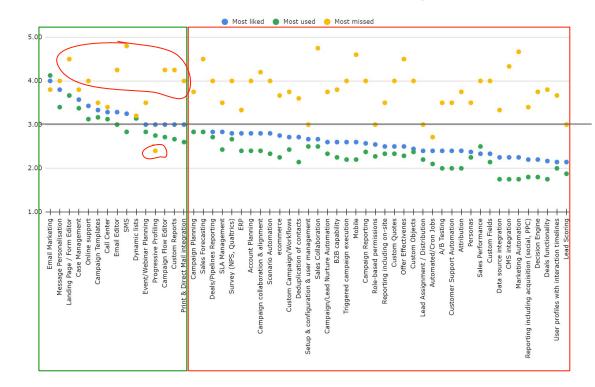

Most liked, Most used and Most missed capabilities

What is the state of Martech capabilities?

Most liked, Most used and Most missed capabilities

Key takeaways Customer Relationship Management (CRM)

- A minority is liked (score >3 out of 5)
- Email Marketing and Progressive Profiling are is good shape
- > 3 features are feature incomplete (many are missed)
- < 3 features are not mature (many are missed).
- Survey n = 147

Martech atomization + stack aggregation = preparing for composability

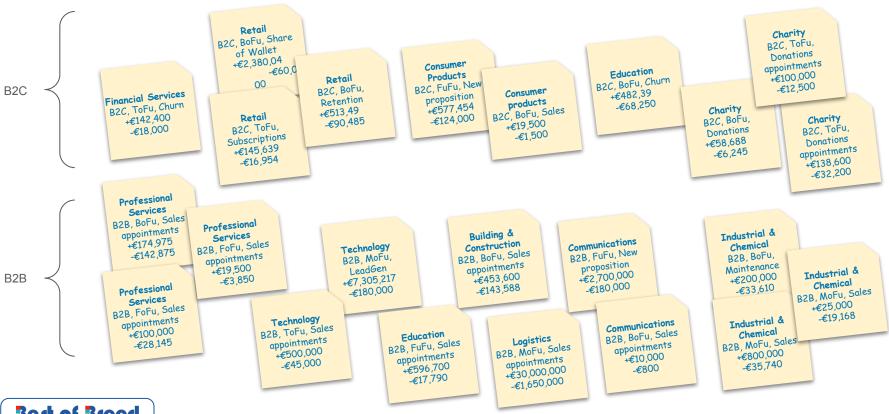| Per value proposition	Best-of Feature	Best-of-Data	Best-of-Content
Unit	Feature set ● Automation flow ● Integration point ● etc.	Data point ● KPI ● Conversion point ● etc.	Digital asset ● Mail piece ● Landing page ● LinkedIn Ad ● etc.
Value drivers	● Best-of-Feature (components, microservices)	● Best-of-Data (moments of truth data points)	● Best-of-Content (evergreens, headless content, snackable content)
Democratization	● Democratization of martech	● Democratization of data	● Democratization of content
Skills	● Marketing Ops	● Data Ops	● Content Ops

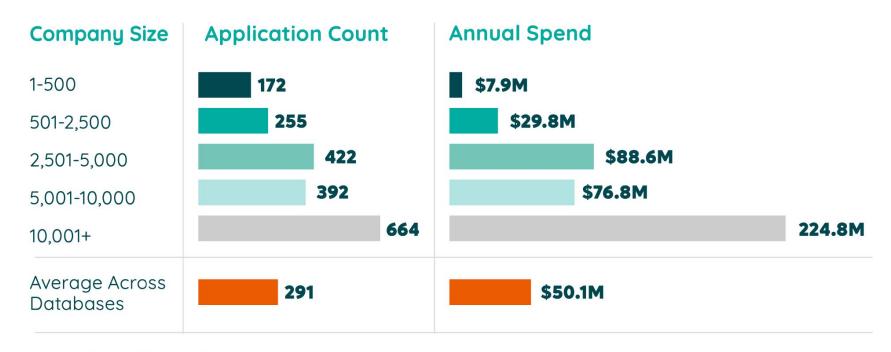# Martech atomization + stack aggregation = preparing for composability

Per value proposition	Best-of Feature	Best-of-Data	Best-of-Content
Unit	Feature set • Automation flow • Integration point • etc.	Data point • KPI • Conversion point • etc.	Digital asset • Mail piece • Landing page • LinkedIn Ad • etc.
Value drivers	• Best-of-Feature (components, microservices)	• Best-of-Data (moments of truth data points)	• Best-of-Content (evergreens, headless content, snackable content)
Democratization	• Democratization of martech	• Democratization of data	• Democratization of content
Skills	• Marketing Ops	• Data Ops	• Content Ops
23 cases explored	2.3 Features	4.6 Data Points	5.3 Content items

Composable Journeys - 23 cases

Every euro invested returned 16,30 euros (cross-funnel and across 10 different industries)
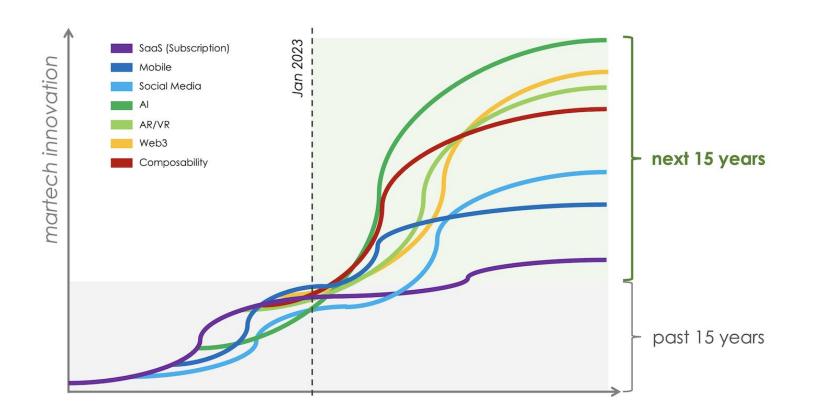
B2C

Financial Services
B2C, ToFu, Churn
+€142,400
−€18,000

Retail
B2C, BoFu, Share
of Wallet
+€2,380,04
−€60,0
00

Retail
B2C, ToFu,
Subscriptions
+€145,639
−€16,954

Retail
B2C, BoFu,
Retention
+€513,49
−€90,485

Consumer Products
B2C, FuFu, New
proposition
+€577,454
−€124,000

Consumer products
B2C, BoFu, Sales
+€19,500
−€1,500

Education
B2C, BoFu, Churn
+€482,39
−€68,250

Charity
B2C, BoFu,
Donations
+€58,688
−€6,245

Charity
B2C, ToFu,
Donations
appointments
+€100,000
−€12,500

Charity
B2C, ToFu,
Donations
appointments
+€138,600
−€32,200

B2B

Professional Services
B2B, BoFu, Sales
appointments
+€174,975
−€142,875

Professional Services
B2B, FoFu, Sales
appointments
+€19,500
−€3,850

Professional Services
B2B, FoFu, Sales
appointments
+€100,000
−€28,145

Technology
B2B, MoFu,
LeadGen
+€7,305,217
−€180,000

Technology
B2B, ToFu, Sales
appointments
+€500,000
−€45,000

Education
B2B, FuFu, Sales
appointments
+€596,700
−€17,790

Building & Construction
B2B, BoFu, Sales
appointments
+€453,600
−€143,588

Logistics
B2B, MoFu, Sales
appointments
+€30,000,000
−€1,650,000

Communications
B2B, FuFu, New
proposition
+€2,700,000
−€180,000

Communications
B2B, BoFu, Sales
appointments
+€10,000
−€800

Industrial & Chemical
B2B, BoFu,
Maintenance
+€200,000
−€33,610

Industrial & Chemical
B2B, MoFu, Sales
+€800,000
−€35,740

Industrial & Chemical
B2B, MoFu, Sales
+€25,000
−€19,168

Company Size	Application Count	Annual Spend
1-500	172	$7.9M
501-2,500	255	$29.8M
2,501-5,000	422	$88.6M
5,001-10,000	392	$76.8M
10,001+	664	224.8M
Average Across Databases	291	$50.1M

Source: Zylo 2023 SaaS Management Index Report

3 Epic Martech Trends

next 15 years

past 15 years

#MartechDay 38

The Data Stack
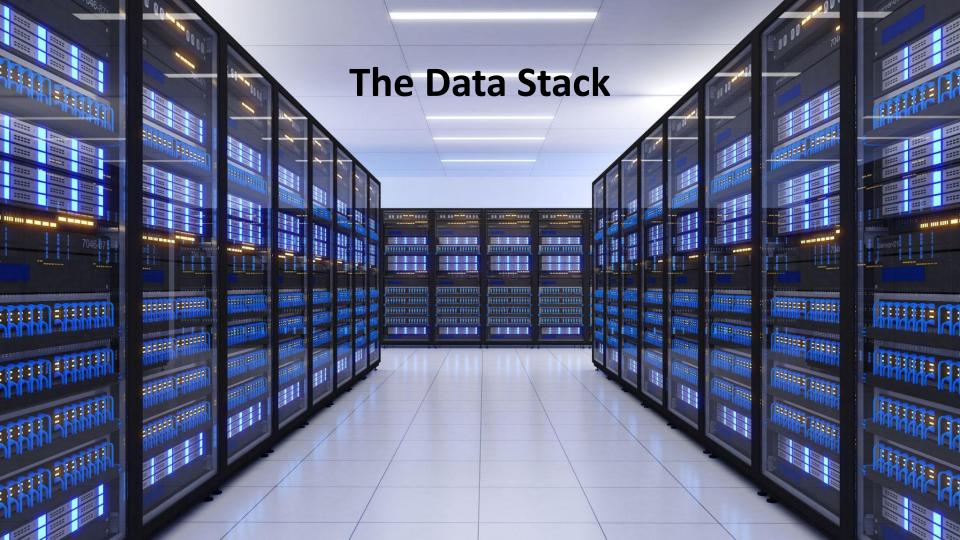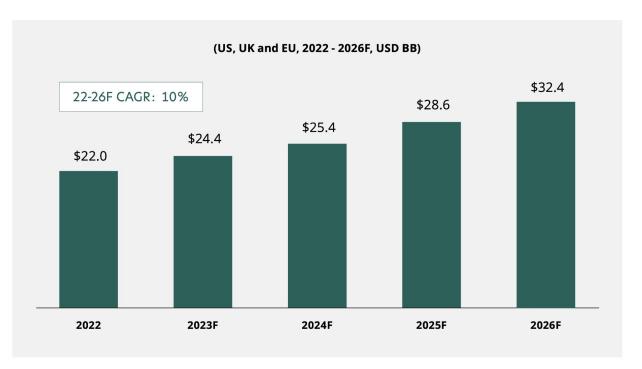
FIGURE 13 – SPEND ON DATA INFRASTRUCTURE AND ANALYTICS

(US, UK and EU, 2022 - 2026F, USD BB)

22-26F CAGR: 10%

- 2022: $22.0
- 2023F: $24.4
- 2024F: $25.4
- 2025F: $28.6
- 2026F: $32.4
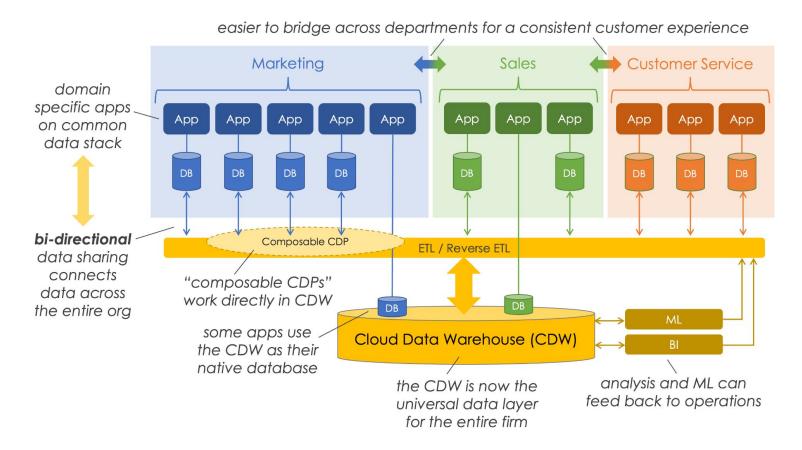
Note: Spend on data infrastructure and analytics includes spend on CDPs, CRMs, DMPs and other data technologies, as well as spend on analytics services and measurement. Source: Winterberry Group (2023)
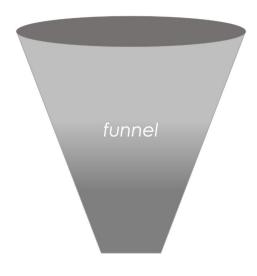
Best of Breed
Marketing Summit

#MartechDay   40

gaps between departments make it hard to deliver a consistent customer experience

Marketing

Sales

Customer Service

siloed apps in siloed stacks

limited data integration

some data extracted **one-way** out a to data warehouse

CDP

CDP may facilitate some data sharing between apps

ETL

Cloud Data Warehouse (CDW)

BI

...but 68% of this data goes unused

limited analysis, slow feedback loop

Seagate "Rethink Data" 2020

easier to bridge across departments for a consistent customer experience

Marketing | **Sales** | **Customer Service**

domain specific apps on common data stack

App App App App App | App App App | App App App

DB DB DB DB | DB DB | DB DB DB

bi-directional data sharing connects data across the entire org

Composable CDP

ETL / Reverse ETL

"composable CDPs" work directly in CDW

some apps use the CDW as their native database

Cloud Data Warehouse (CDW)

ML

BI

the CDW is now the universal data layer for the entire firm

analysis and ML can feed back to operations

Best of Breed Marketing Summit

The Data Stack

- First-party data exactly at the moment we need it most.

- Greater portability across applications (silo busting).

- Leverage data ops expertise and data stack investment from across the company.

Composability

(The new best of breed.)
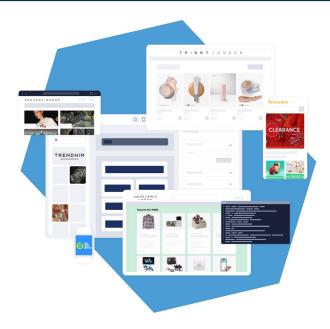
How to Compose Your Commerce in 2023

10 Top Tips and Lessons by Leading Brands
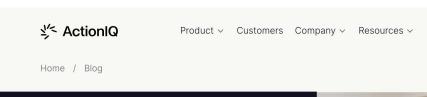
📅 2022-11-29   ✏️ Casey Paxton

What is Composable Commerce and Why is it Important?

There seems to be an almost endless stream of new channels cropping up every single day. Whether it's new retailers coming onto the scene, social media apps looking to break into eCommerce, or new technology permeating the retail landscape, brands and retailers are struggling to keep up. Why?

ActionIQ

Product ⌄　Customers　Company ⌄　Resources ⌄

Home　/　Blog

Why the Composable CDP is Now on the Menu

CDP TECHNOLOGIES

COMPOSABILITY

CX HUB

databricks　🔍 Search

Categories ▾

The Emergence of the Composable Customer Data Platform

Learn how modern organizations are supercharging marketing efforts with a Composable CDP leveraging Snowplow, Databricks and Hightouch.

by Martin Lepka, Dan Morris and Alec Haase
June 24, 2022 in Partners

Share this post　LinkedIn　Twitter　Facebook

This is a collaborative post between Databricks, Hightouch, and Snowplow. We thank Martin Lepka (Head of Industry Solutions at Snowplow) and Alec Haase (Product Evangelist at Hightouch) for their contributions.

snowflake®

THE COMPOSABLE CDP: A FUTURE-PROOF CUSTOMER DATA PLATFORM

Build your CDP from best-in-breed components and never look back

Customer data platforms (CDPs) are designed and sold as an all-in-one platform for marketing teams as a unified customer database that is accessible to other tools and systems across the organizations.

While CDPs have grown in popularity over the last several years, The CDP Institute's latest survey found that just "23% of consumer marketers have completed their projects on time and schedule."

Composed App, Experience, or Workflow

Cloud APIs (AWS, Azure, GCP)

Third-Party Data Sources

Cloud Data Warehouse

Proprietary Microservices

Commercial App with Data & APIs

Commercial App with Data & APIs

Commercial App with Data & APIs

Proprietary App with Data & APIs

Best of Breed
Marketing Summit

software vendor

software app

Conway's Law

The design of a software app by a vendor will **reflect the way it works** — the way its teams collaborate and what they believe.

Conway's Law

The design of a software app by a vendor will **reflect the way it works** — the way its teams collaborate and what they believe.

Inverse Conway's Law

Adopting a commercial software app often requires a company to **adapt the way it works** to fit the views of that software vendor.

software vendor

software app

Conway's Law

The design of a software app by a vendor will **reflect the way it works** — the way its teams collaborate and what they believe.

software app

buyer's company

verse Conway's L
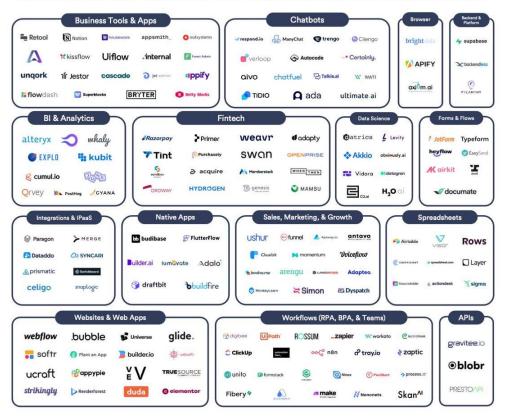
dopting a commercial softwa e app often requires a company to **adapt the way it works** to fit the views of that software vendor.

Best of Breed
Marketing Summit

BASE10 TREND MAP: NO CODE & LOW CODE
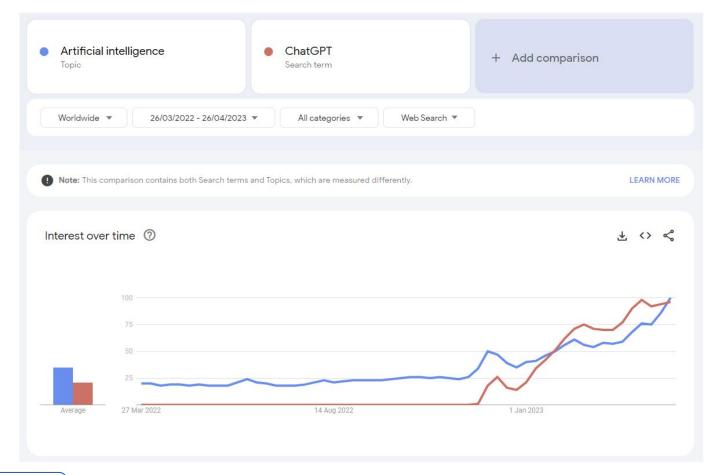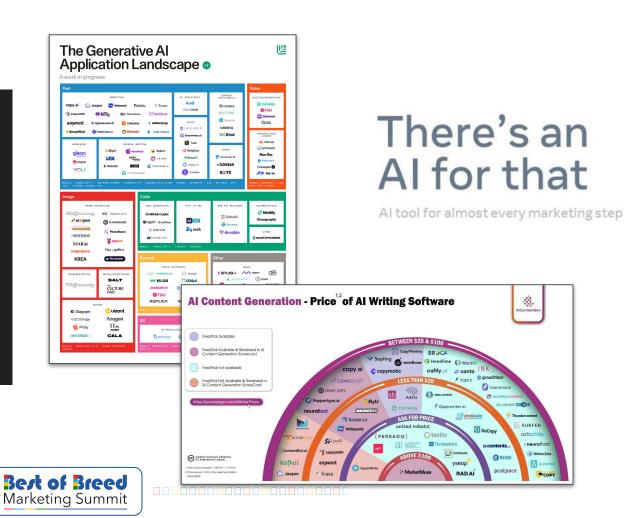
Companies are grouped based on medium or industry their core product offering eliminates or reduces coding from development

Base10

AI Is My Copilot

The Generative AI Application Landscape v2

A work in progress

Text

Image

Code

Speech

Other

There's an
AI for that

AI tool for almost every marketing step

AI Content Generation - Price[1,2] of AI Writing Software

AIContentGen

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

BETWEEN $20 & $100

LESS THAN $20

ASK FOR PRICE

ABOVE $100

Creative Commons Attribution 4.0 International License.

Best of Breed
Marketing Summit

Logo Creation	Looka
Brief Agency	briefly
Meeting Minutes	Olll
Meeting Analytics	flair
Internal Research	Lucy
Training Videos	synthesia
Writing Copy	copymatic
Motion Capture	MOVE
Optimize Creative	memorable
Content Generation	Jasper
Social Ads	p·e·n·c·i·l
Soundtrack Creation	beatoven.ai
Social Content	Ocoya
Podcast Editing	Cleanvoice
Landing Page Build	unbounce
Sales Team Productivity	GONG
Personalized CRM Videos	Maverick
Customer Conversations	SPECTRM

Y Combinator W23 Generative AI Landscape

		Example Use Case	YC W23 Startups
Business Function	Accounting Finance	Automate bookkeeping, data categorization	truewind · ALPHAWATCH
	Marketing	Image, video, and content creation	Booth.ai · Speedy
	Sales	Summarize transcript, automate outbound	Perspectiva · Tennr · FABIUS · Coldreach · VECTOR
	Customer Success	Support agents, automated responses, categorization	Hazel · OpenSight · Buff · inkeep · OfOne · Parabolic · Yuma.ai · Deep BlueDot
	Knowledge Management	Collaboration, summarize meeting notes, project management	Credal.ai · type · Cardinal
	Media	Generate game assets; real-time voice change	Iliad · decoherence · Texel · DREAM 3D
Engineering Function	Data Analytics	Text to SQL, data transforms	lightski · turntable · Merse · Defog.ai · Lume · Outerbase
	ML Ops Platform	Customize and optimize LLMs	vellum · GRADIENTJ · Baseplate · Flower
	Infrastructure	Data platforms, integrations, LLM infrastructure, model deployment	PoplarML · Helicone · stack · waveline · Chart · CHIMA · metal · BerriAI · ANARCHY · pyq
	Developer Tools	Observability, manage production, low code	Wild Moose · CodeComplete · Meru · Lasso · FOUNDATION · Second · Rubbrband

Created by your friends at Truewind (YC W23)

This is a work in progress. Reach out to us if you want to be added to the next iteration

Home » Pause Giant AI Experiments: An Open Letter

← All Open Letters

Pause Giant AI Experiments: An Open Letter

We call on all AI labs to immediately pause for at least 6 months the training of AI systems more powerful than GPT-4.

Signatures
1377
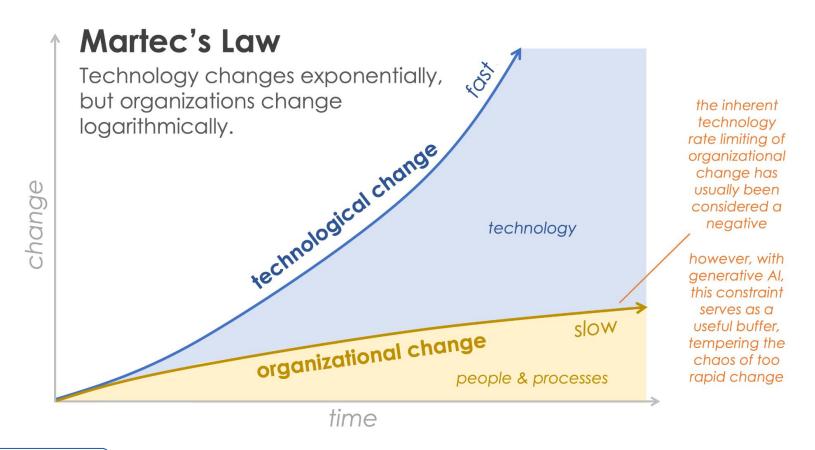
Add your signature

AI systems with human-competitive intelligence can pose profound risks to society and humanity, as shown by extensive research[1] and acknowledged by top AI labs.[2] As stated in the widely-endorsed Asilomar AI Principles, *Advanced AI could represent a profound change in the history of life on Earth, and should be planned for and managed with commensurate care and resources.* Unfortunately, this level of planning and management is not happening, even though recent months have seen AI labs locked in an out-of-control race to develop and deploy ever more powerful digital minds that no one – not even their creators – can understand, predict, or reliably control.

Contemporary AI systems are now becoming human-competitive at general tasks,[3] and we must ask ourselves: *Should* we let machines flood our information channels with propaganda and untruth? *Should* we automate away all the jobs, including the fulfilling ones? *Should* we develop nonhuman minds that might

Feedback

Martec's Law

Technology changes exponentially, but organizations change logarithmically.

change (vertical axis)

fast

technological change

technology

organizational change

slow

people & processes

time (horizontal axis)

the inherent technology rate limiting of organizational change has usually been considered a negative

however, with generative AI, this constraint serves as a useful buffer, tempering the chaos of too rapid change

Dead or alive?
Applying OpenAI's ChatGPT to proprietary datasets for domain-specific insights

Ethan Mollick ✓
@emollick

How much work can AI do in 30 minutes? An astonishing amount.

I had it run a fake product launch for for me, and it conducted research, made strategy, created emails and social campaigns, built websites & graphics, and even did a video. All in 30 minutes.

oneusefulthing.substack.com
Superhuman: What can AI do in 30 minutes?
AI multiplies your efforts. I found out by how much...

Last edited 7:53 PM · Mar 25, 2023 · **337.9K** Views

288 Retweets   **38** Quotes   **1,629** Likes   **1,554** Bookmarks

Best of Breed
Marketing Summit

Omar Pera ☑
@ompemi

Probably nothing 🤯

🤖 An AI agent that autonomously does sales prospecting on its own with GPT-4.

Powered by BabyAGI from @yoheinakajima & run on @Replit. Imagine once you integrate it with @LangChainAI tools like @HubSpot or Apollo.

Tip: don't forget to hit pause it like me.

11:15 AM · Apr 9, 2023 · **281K** Views

Nicolas Boucher
@BoucherNicolas

5. Market research

Ask a ChatGPT agent to keep you updated about your competitors.

AgentGPT Beta 🚀

Assemble, configure, and deploy autonomous AI Agents in your browser.
Please consider sponsoring the project: Link

💾 Save   📋 Copy

▤ **Added task:** 1. Gather information on the top five companies competing in the golf ball market.

▤ **Added task:** 2. Analyze the marketing strategies, pricing strategies, and product offerings of each company.

▤ Added task: 3. Compare and rank the companies based on market share, customer reviews, and other relevant factors.

🤖 **Name:** Competitor analysis Golf Ball

★ **Goal:** Analyse the main competitors for the

⏸ GIF

4:33 PM · Apr 12, 2023 · **33.8K** Views

Best of Breed
Marketing Summit

AI Trigger	Zero Order Effects	First Order Effects	Second Order Effects
AI generates content	• Content is easier, faster, and cheaper to create, and can be created by more people (asymptotically everyone)	• The quantity of content in the world grows exponentially • Personalized content is fully generated in context • Spam grows exponentially	• Buyers further shut out "pushed" marketing & sales content, even if hyper-personalized • Trusted sources are even more valuable • Buyers "pull" content with their own agents
AI generates code	• Software is easier, faster, and cheaper to build, and can be built by many more people (asymptotically everyone)	• The quantity of software in the world grows exponentially • Many software programs are built "on demand"	• More software becomes disposable — easier to recreate from scratch than maintain • More software becomes ambient — we think less about explicit "apps" • Forgotten "zombie" software apps, agents, and automations grow exponentially
AI absorbs content and data to answer questions	• Asking an AI agent is the easiest, fastest way to answer questions from large amount of content and data	• Traditional search engines are displaced — as is traditional search engine marketing • The long tail of content and data is now widely accessible	• Data becomes a first-class marketing channel (feeding AI agents) • Proprietary data becomes best AI moat • Analytics is massively democratized
AI executes digital tasks autonomously	• Digital "busy work" can be delegated to AI agents	• The quantity of automation in the world grows exponentially • Massive boost to productivity • Chat UX proliferates	• API services become a first-class marketing channel (serving AI agents serving people) • Bot commerce grows exponentially • Challenges of "Big Ops" — orchestration and governance — grow exponentially

time →

Best of Breed
Marketing Summit

discipline experts · domain experts · power users · users · ambient / automatic

expertise required / cost

generative AI

IT · marketing technologists · marketers

code · low code · no code · AI generated

time

democratization of technology
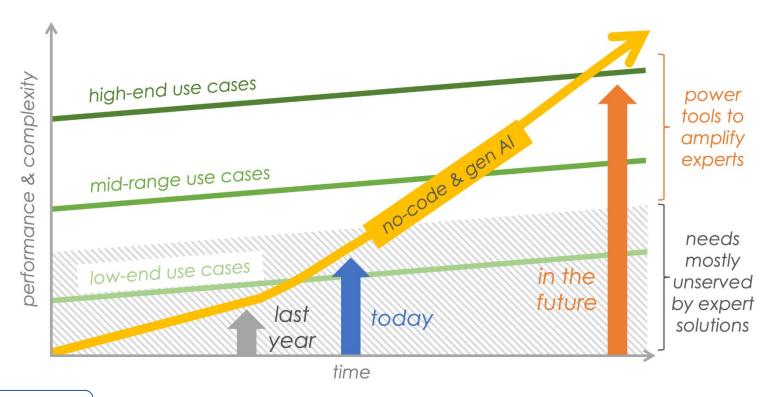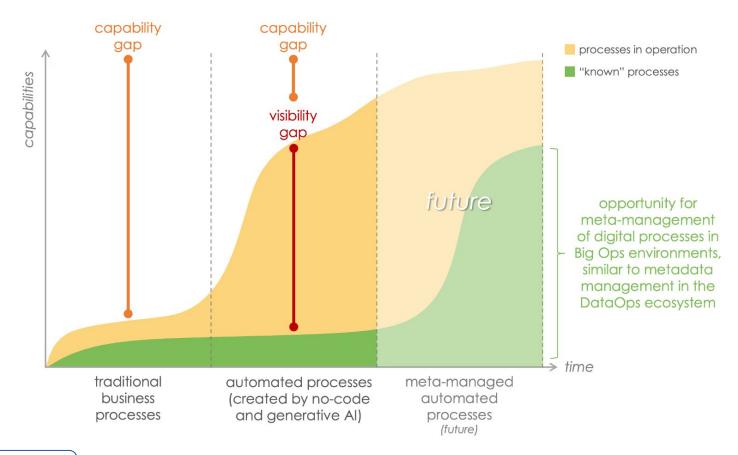
No-Code & Generative AI — Classic Disruptive Innovation

capabilities

capability gap

capability gap

visibility gap

future

processes in operation

"known" processes

opportunity for meta-management of digital processes in Big Ops environments, similar to metadata management in the DataOps ecosystem

time

traditional business processes

automated processes (created by no-code and generative AI)

meta-managed automated processes (future)

Evolution of Marketing Operations

Nearly 3/4 are satisfied with their current roles

Director+
Managers/staff

	Extremely satisfied	Somewhat satisfied	Neutral	Somewhat unsatisfied	Not satisfied
Director+	27%	47%	14%	6%	7%
Managers/staff	22%	52%	15%	10%	2%

Q: How satisfied are you in your current role?

n=280

MARTECH
MarTech is marketing.

chiefmartec

55% of managers/staff were promoted/ changed jobs in the last 12 months

Director+

Managers/staff

Less than 6 months ago: 15% / 23%
6 - 12 months ago: 18% / 32%
1 - 2 years ago: 42% / 29%
3 - 4 years ago: 12% / 11%
5 or more years ago: 13% / 6%

Q: When was the last time you received a promotion, either at your current organization or by switching jobs from a different organization?

n=331

MARTECH
MarTech is marketing.

chiefmartec

Best of Breed
Marketing Summit

#MartechDay   76

Marketing Ops professionals have very different backgrounds

Cross-Indexing and the Edge-Effect

Yes, in business, marketing, or economics

50%
$137,485

Yes, in arts or liberal arts

23%
$139,337

Yes, in a different major

11%
$127,068

No

7%
$128,530

Yes, in another engineering or science

6%
$165,646

Yes, in computer science or IT

3%
$133,778

n=284

MARTECH
MarTech is marketing.

chiefmartec

Harvard Business Review

Subscribe   Sign In

...dexed, and pattern recognition is that index.

Cross-Indexing

Truly inspired decisions, howe...
sophisticated mechanism: cros...
similar patterns in disparate fie...
skills from good to sublime.

Deep Green Permaculture

Connecting People to Nature, Empowering People to Live Sustainably

Home ⌄   Permaculture ⌄   Categories ⌄   Blog   Courses and Events   Services

Edge Effect

The **edge effect** is an ecological concept that describes how there is a greater diversity of life in the region where the edges two adjacent ecosystems overlap, such as land/water, or forest/grassland. At the edge of two overlapping ecosystems, you can find species from both of these ecosystems, as well as unique species that aren't found in either ecosystem but are specially adapted to the conditions of the transition zone between the two edges.

For the sake of clarity, we must first define some key ecological terms.

- An **edge** is the boundary or interface between two biological communities (*e.g. forest and grassland*) or between different landscape elements (*e.g. land and water*).
- An **ecotone** is the transition zone along the edges of two adjacent ecological communities, where one ecological community meets the other (*e.g. the area between forest and grassland*). The transition

Best of Breed
Marketing Summit

More companies have a Marketing Ops team in 2023
Especially in Europe

Do you have a MarketingOps team?

	Yes	Yes, named differently	No
North America	77%	14%	9%
Europe	36%	38%	26%

Legend: ■ Yes ■ Yes, named differently ■ No

	Yes	Yes, named differently	No
North America - 2023	77%	14%	9%
North America - 2021	79%	7%	14%
Europe - 2023	36%	38%	26%
Europe - 2021	30%	34%	36%

2021 vs 2023
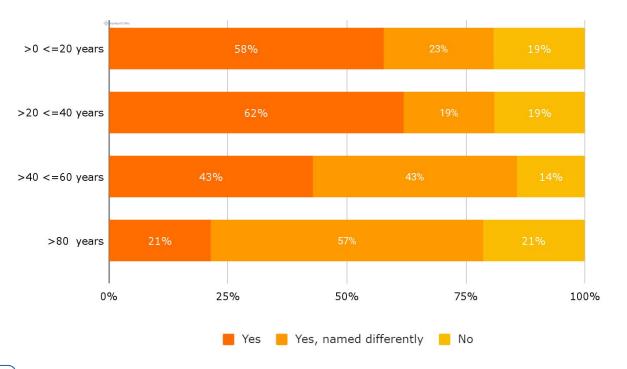
Source: https://www.linkedin.com/feed/update/urn:li:activity:7041336576307527681/
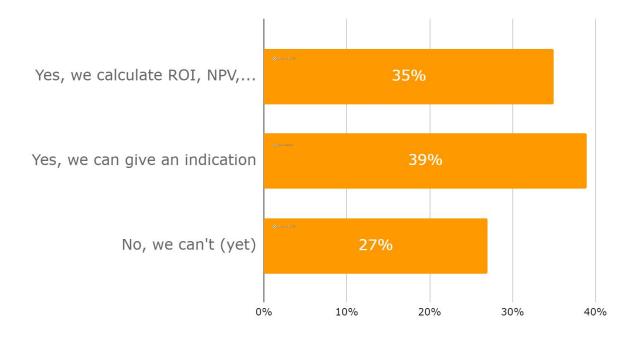
Not company size, but age matters

Do younger companies have a different mindset or less legacy?

74% of companies can prove the marketing operations value

Source: https://www.linkedin.com/posts/fransriemersma_marketingoperations-operations-marketing-activity-7039499210160775168-hNCO/ (n=49, 2023-03)

Companies with a Marketing Ops teams perform better?

Companies with a Marketing Ops team have a higher company revenue/employee ratio

Impact of MarketingOps team on average company revenue / employee (n=120)

Company revenue per employee

+ 41%

$800,000

$600,000

$400,000

$200,000

$0

$524,050 (NO)

$740,785 (YES)

Best of Breed Marketing Summit

Top 3 Marketing Ops responsibilities are
1] New Martech, 2] training/support and 3] workflow design

Figure 16: Martech professional responsibilities by role*

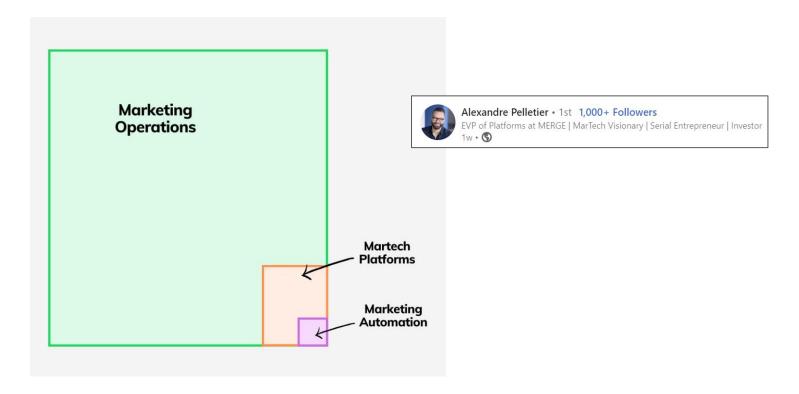|	Director+		Managers/Staff
Research and recommend new marketing technology products	81%	Design and manage internal workflows and processes	63%
Train/support marketing staff on using martech products	70%	Research and recommend new marketing technology products	62%
Design and manage internal workflows and processes	70%	Train/support marketing staff on using martech products	62%
Operate marketing technology products as an administrator	63%	Design, run and optimize/test marketing campaigns	61%
Integrate marketing technology products with each other	61%	Operate marketing technology products as an administrator	60%
Pay for marketing technology products from a budget	60%	Integrate marketing technology with non-marketing systems	54%
Approve or veto purchase of marketing technology products	60%	Monitor data quality within marketing technology products	51%
Design, run and optimize/test marketing campaigns	60%	Monitor performance and other SLAs of martech used	44%
Negotiate business terms for purchasing marketing technology	59%	Integrate marketing technology products with non-marketing systems	44%
Architect the overall marketing stack of all martech used	56%	Identify/consolidate multiple instances of same/similar martech products	37%
Identify/consolidate multiple instances of same/similar martech products	54%	Identify and sunset outdated/unused marketing technology	37%
Perform technical reviews of marketing technology products	52%	Architect the overall marketing stack of all martech used	33%
Monitor performance and other SLAs of martech used	51%	Perform technical reviews of marketing technology products	32%
Monitor data quality within marketing technology products	49%	Pay for marketing technology products from a budget	32%
Integrate marketing technology with non-marketing systems	49%	Negotiate business terms for purchasing marketing technology	31%
Identify and sunset outdated/unused marketing technology	48%	Approve or veto purchase of marketing technology products	23%
Customize marketing technology with software development	37%	Perform data privacy/compliance reviews of martech products	23%
Develop websites, web apps and/or mobile apps	33%	Customize marketing technology with software development	22%
Perform data privacy/compliance reviews of martech products	32%	Build analytical models and perform data science analysis	21%
Build analytical models and perform data science analysis	29%	Develop websites, web apps and/or mobile apps	17%
Perform security reviews of marketing technology products	18%	Perform security reviews of marketing technology products	14%
Build and maintain data warehouses/data lakes	16%	Build and maintain data warehouses/data lakes	11%

*Some responses were rephrased for brevity.

n=325

MARTECH
MarTech is marketing.

chiefmartec

Best of Breed
Marketing Summit
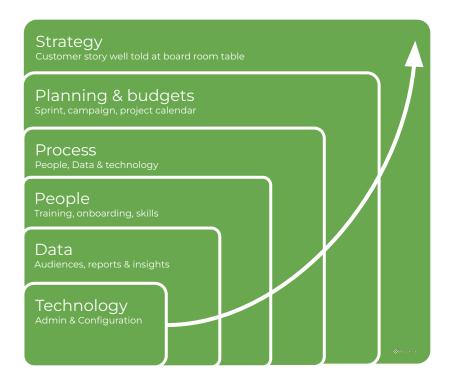
Marketing Ops is more than Martech, but what exactly?

The Marketing Ops responsibility chart

Functional areas where Marketing Ops does/can have a mandate?

Strategy
Customer story well told at board room table

Planning & budgets
Sprint, campaign, project calendar

Process
People, Data & technology

People
Training, onboarding, skills

Data
Audiences, reports & insights

Technology
Admin & Configuration

Remember this slide?

Digital Transformation 1.0

Companies using more software.

↓

Digital Transformation 2.0

Companies becoming software.

Marketing Ops supports the "Transformation"

And Martech supports "Digital"

Research in progress: the impact of Martech on company revenue/employee ratio

# of stacks: 21 (308 in total)	Benchmark your industry	My company
Industry	Consumer Products	Consumer Products
Business Model	B2C	B2C
Revenue/Employee		$200,000
Company revenue		$50,000,000
Company employee count		250

Martech capability	Process	People	Technology
	Impact of Martech maturity on 1 = high / -1 = low	Impact of Martech maturity on 1 = high / -1 = low	Impact of Martech maturity on 1 = high / -1 = low
	Revenue/Employee	Staff#	Tool#
Native/Content Advertising	0.566	0.149	0.458
Ipaas Cloud/Data Integration & Tag Management	0.122	0.234	0.401
Collaboration	0.121	0.021	0.118
Dashboards & Data Visualization	0.095	0.230	0.386
Search & Social Advertising	0.076	0.059	0.461
Product Management	0.064	-0.098	-0.251
SEO	0.049	0.200	0.166
Mobile & Web Analytics	0.018	0.059	0.338
Display & Programmatic Advertising	-0.020	-0.142	0.181
Interactive Content	-0.022	-0.045	0.250
eCommerce Platforms & Carts	-0.047	0.407	0.447
Video Marketing	-0.091	0.115	0.182
CMS & Web Experience Management	-0.113	0.352	0.275

Enter company details, e.g. industry, company revenue and employee count.

Check the positive or negative impact of people, process and technology on company revenue per employee.

E.g. Native advertising process (goals & maturity) and technology have a positive impact on revenue / employee in this industry.

E.g. Collaboration cannot be solved with more tools or people, standardized processes and defined outputs are required in this industry.

Best of Breed Marketing Summit

Benchmarking in progress: Comparing Martech maturity with other stacks
i.e. similar or high company revenue/employee ratio (outperformers)

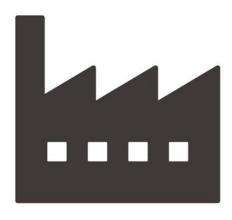| # of stacks: 21 (308 in total)	Benchmark your industry	My company		Benchmark with competitors	
Industry	Consumer Products	Consumer Products	Similar Rev/empl	Select	
Business Model	B2C	B2C	Outperformers	stk_00000949	
Revenue/Employee		$200,000		$2,272,727	
Company revenue		$50,000,000		$750,000,000	
Company employee count		250		330	

Martech capability	Process	People	Technology	Assess maturity		
	Impact of Martech maturity on 1 = high / -1 = low	Impact of Martech maturity on 1 = high / -1 = low	Impact of Martech maturity on 1 = high / -1 = low	1. Undocumented, Unknown, Ad hoc 2. Described, Traceable, Guided 3. Defined, Known, Planned 4. Adjustable, Flexible, Adaptive 5. Optimized, On Demand, Anticipatory		
	Revenue/Employee	Staff#	Tool#	Industry Maturity	Competitor maturity	Current client maturity
Native/Content Advertising	0.566	0.149	0.458	3.0		
Ipaas Cloud/Data Integration & Tag Management	0.122	0.234	0.401	2.9	3.0	
Collaboration	0.121	0.021	0.118	2.9	3.0	1.0
Dashboards & Data Visualization	0.095	0.230	0.386	2.9	3.0	1.0
Search & Social Advertising	0.076	0.059	0.461	3.0	3.0	
Product Management	0.064	-0.098	-0.251	2.9		
SEO	0.049	0.200	0.166	2.5		1.0
Mobile & Web Analytics	0.018	0.059	0.338	3.1	3.0	1.0
Display & Programmatic Advertising	-0.020	-0.142	0.181	3.2	3.0	
Interactive Content	-0.022	-0.045	0.250	2.8		
eCommerce Platforms & Carts	-0.047	0.407	0.447	2.5	3.0	
Video Marketing	-0.091	0.115	0.182	2.6	3.0	
CMS & Web Experience Management	-0.113	0.352	0.275	2.6	3.0	

Let's compare with outperforming companies (with highest revenue /employee).

Notice that this outperforming company has a balanced maturity in specific areas.

Best of Breed Marketing Summit

The importance of Martech and Marketing Ops in companies

Company technology
ERP, Finance, Procurement, Warehousing, Logistics, etc.

Customer technology
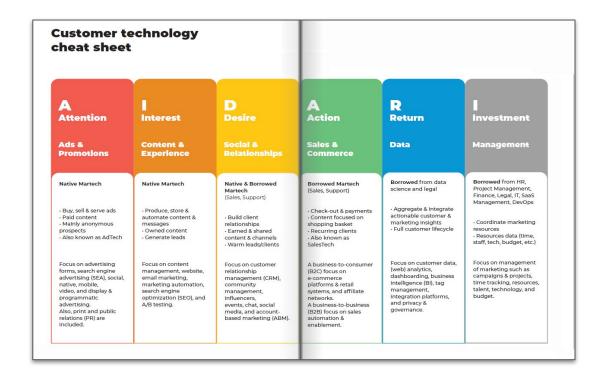Adtech, Martech, Salestech, customer support, success, etc.

Managing units

Managing preferences

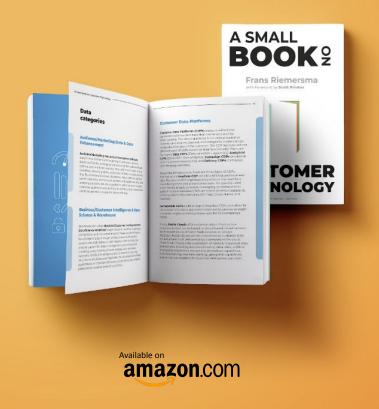# Finding ways to widen the Martech and Marketing Ops ToFu

Martech and Marketing Ops for the rest of the organization

A Small Book on Customer Technology, Frans Riemersma & Foreword by Scott Brinker

Available on
amazon.com

Thank you!

Scott Brinker
chiefmartec.com

&

Frans Riemersma
MartechTribe