2024 Stackie Awards
26 Illustrated Marketing Technology Stacks
Hosted by chiefmartec MartechTribe

Scott Brinker

chiefmartec

Frans Riemersma

MartechTribe

10 Years of Illustrated Martech Stacks

This is the 10th 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.

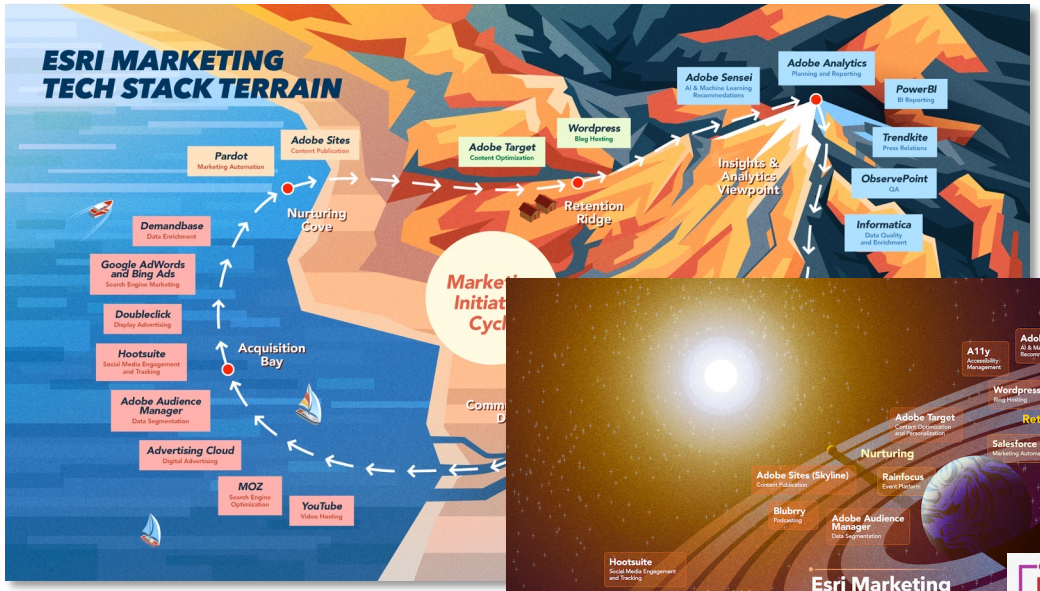
Although we award trophies for a few winning entries for the ideas they shared, any stack that works for the team who uses it is a winner where it really matters.

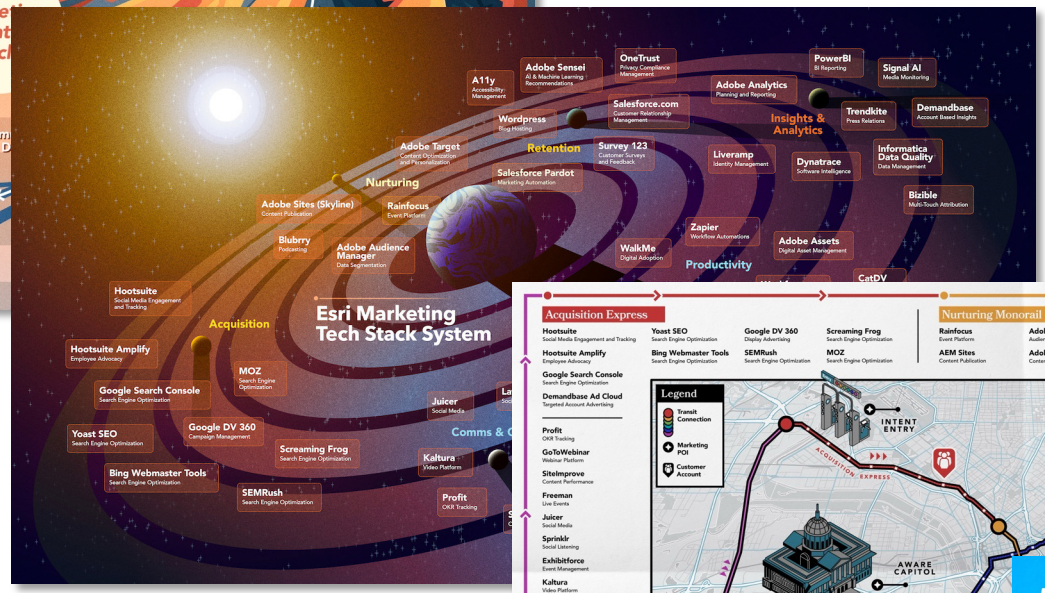
But through this contest, the martech community at large also wins, by learning from the many examples their peers so generously share. A big, big thank you goes out to everyone who contributed.

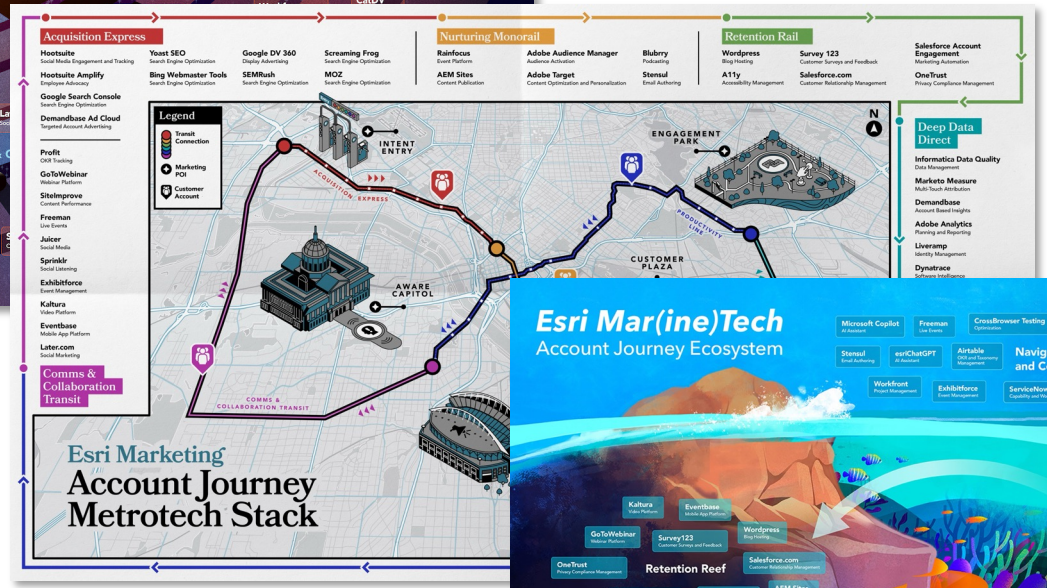
In support of this initiative, we have donated $100 for each stack submitted — $2,600 for all 26 entries — to the non-profit *UNICEF*.

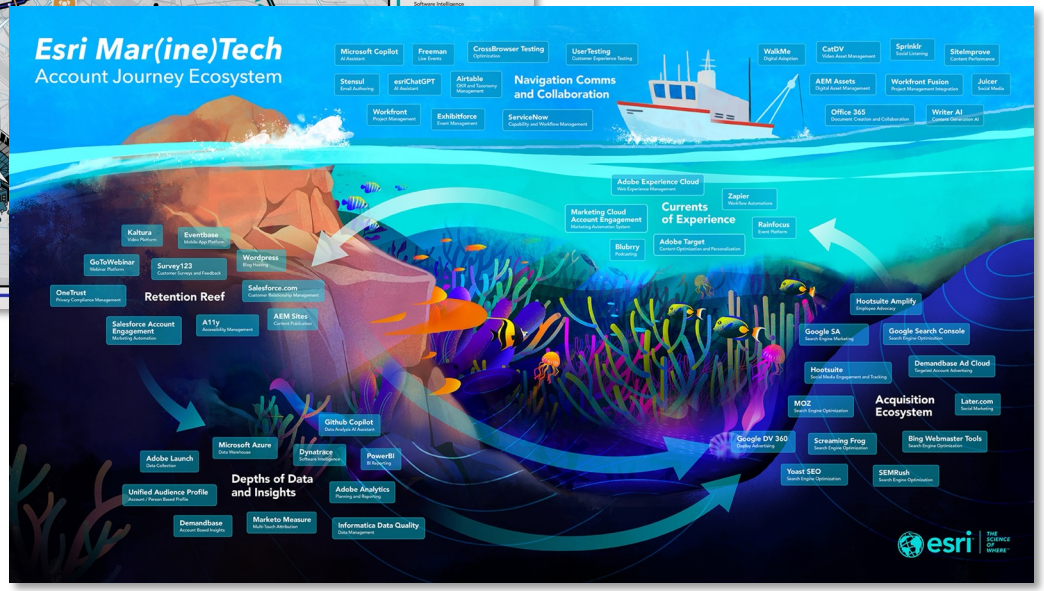
2024 Stackie Lifetime Achievement Awards

Entrants this year who also entered in 3 or more previous years and have won at least one of those years.


ESRI MARKETING
TECH STACK TERRAIN
Pardot
Marketing Automation
Adobe Sites
Content Publication
Adobe Target
Content Optimization
Wordpress
Blog Hosting
Adobe Sensei
AI & Machine Learning Recommendations
Adobe Analytics
Planning and Reporting
PowerBI
BI Reporting
Trendkite
Press Relations
ObservePoint
QA
Informatica
Data Quality and Enrichment
Insights & Analytics Viewpoint
Retention Ridge
Nurturing Cove
Demandbase
Data Enrichment
Google AdWords and Bing Ads
Search Engine Marketing
Doubleclick
Display Advertising
Hootsuite
Social Media Engagement and Tracking
Acquisition Bay
Adobe Audience Manager
Data Segmentation
Advertising Cloud
Digital Advertising
MOZ
Search Engine Optimization
YouTube
Video Hosting

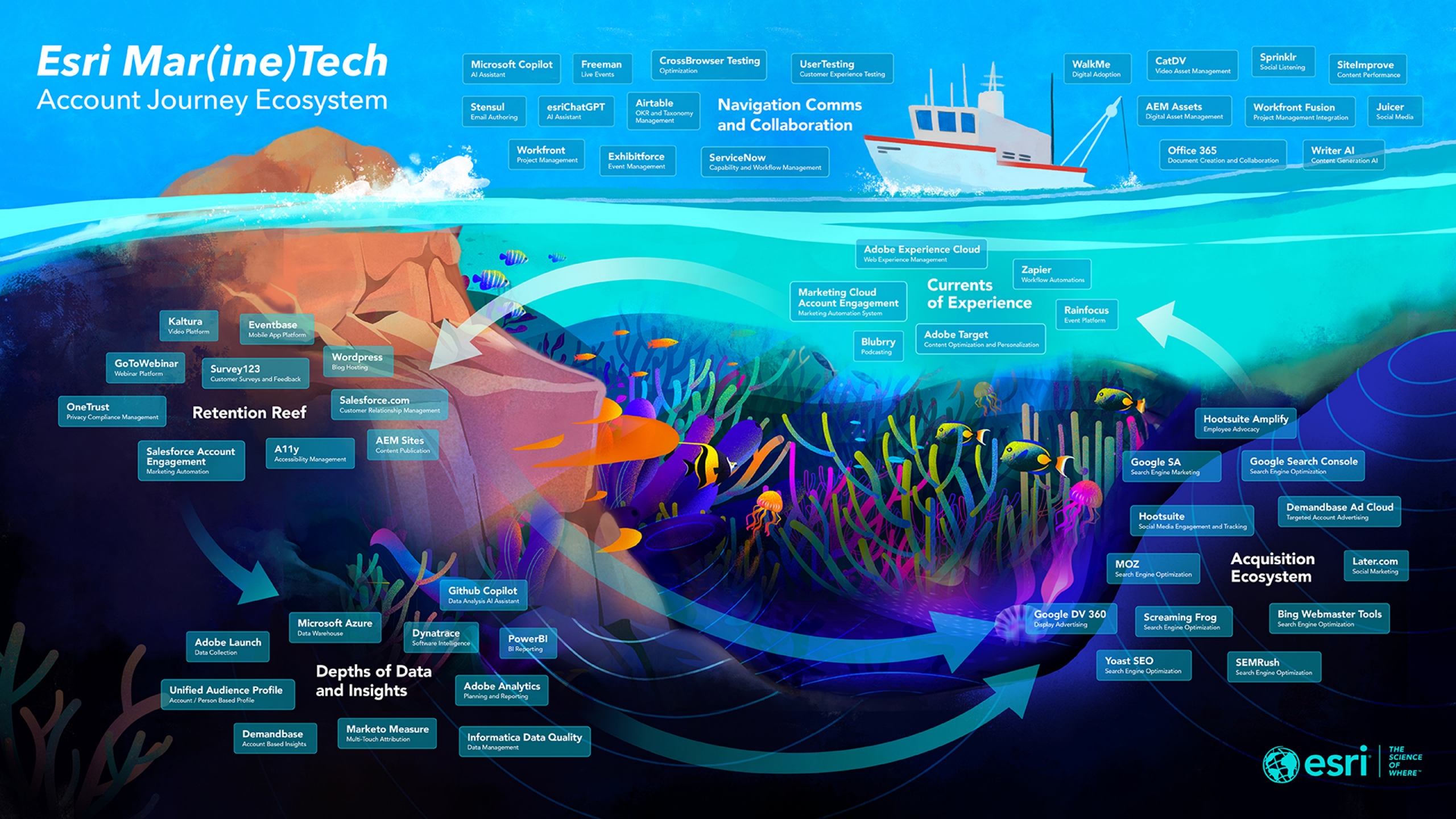

Esri Marketing
Tech Stack System
Insights & Analytics
Retention
Nurturing
Productivity
Acquisition
Comms &
A11y
Adobe Sensei
OneTrust
PowerBI
Signal AI
Adobe Analytics
Salesforce.com
Wordpress
Trendkite
Demandbase
Adobe Target
Survey 123
Liveramp
Dynatrace
Informatica Data Quality
Salesforce Pardot
Adobe Sites (Skyline)
Rainfocus
Bizible
Blubrry
Adobe Audience Manager
Zapier
WalkMe
Adobe Assets
CatDV
Hootsuite
Hootsuite Amplify
Google Search Console
MOZ
Juicer
Google DV 360
Yoast SEO
Screaming Frog
Kaltura
Bing Webmaster Tools
SEMRush
Profit


Acquisition Express
Nurturing Monorail
Retention Rail
Hootsuite
Hootsuite Amplify
Google Search Console
Demandbase Ad Cloud
Yoast SEO
Bing Webmaster Tools
Google DV 360
Screaming Frog
MOZ
Profit
GoToWebinar
SiteImprove
Freeman
Juicer
Sprinklr
Exhibitforce
Kaltura
Eventbase
Later.com
Rainfocus
AEM Sites
Adobe Audience Manager
Adobe Target
Blubrry
Stensul
Wordpress
A11y
Survey 123
Salesforce.com
Salesforce Account Engagement
OneTrust
Deep Data Direct
Informatica Data Quality
Marketo Measure
Demandbase
Adobe Analytics
Liveramp
Dynatrace
Legend
Transit Connection
Marketing POI
Customer Account
INTENT ENTRY
ENGAGEMENT PARK
CUSTOMER PLAZA
AWARE CAPITOL
ACQUISITION EXPRESS
PRODUCTIVITY LINE
COMMS & COLLABORATION TRANSIT
Comms & Collaboration Transit
Esri Marketing
Account Journey
Metrotech Stack

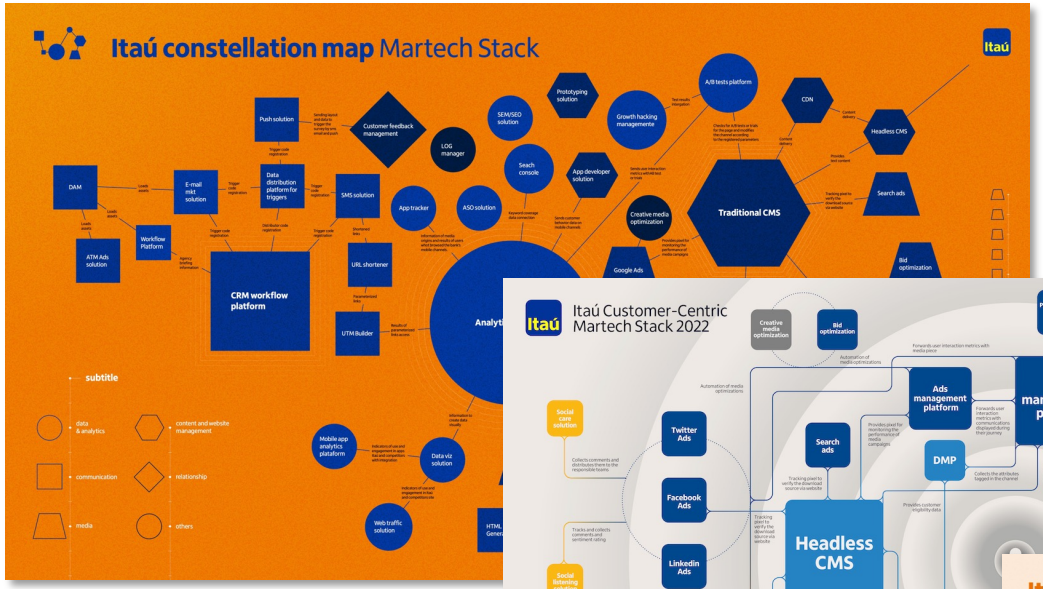

Esri Mar(ine)Tech
Account Journey Ecosystem
Navigation Comms and Collaboration
Currents of Experience
Retention Reef
Acquisition Ecosystem
Depths of Data and Insights
Microsoft Copilot
Freeman
CrossBrowser Testing
UserTesting
WalkMe
CatDV
Sprinklr
Sitelmprove
Stensul
esriChatGPT
Airtable
AEM Assets
Workfront Fusion
Juicer
Workfront
Exhibitforce
ServiceNow
Office 365
Writer AI
Adobe Experience Cloud
Zapier
Marketing Cloud Account Engagement
Rainfocus
Blubrry
Adobe Target
Kaltura
Eventbase
GoToWebinar
Survey123
Wordpress
Salesforce.com
OneTrust
AEM Sites
Salesforce Account Engagement
A11y
Hootsuite Amplify
Google SA
Google Search Console
Demandbase Ad Cloud
Hootsuite
MOZ
Later.com
Github Copilot
Microsoft Azure
Google DV 360
Screaming Frog
Bing Webmaster Tools
Dynatrace
PowerBI
Yoast SEO
SEMRush
Adobe Launch
Unified Audience Profile
Adobe Analytics
Demandbase
Marketo Measure
Informatica Data Quality
esri

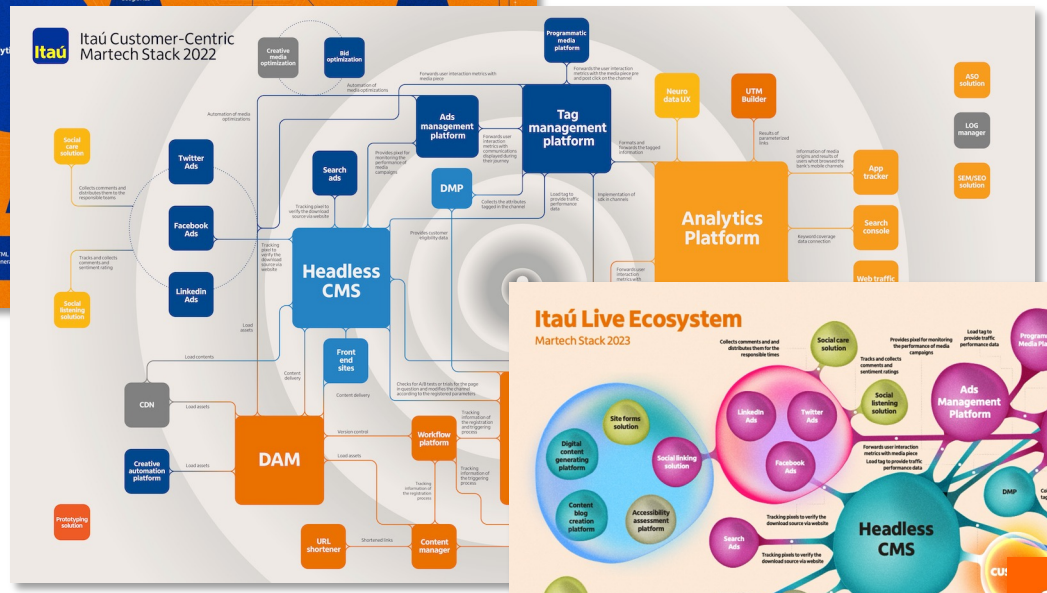
Esri Mar(ine)Tech

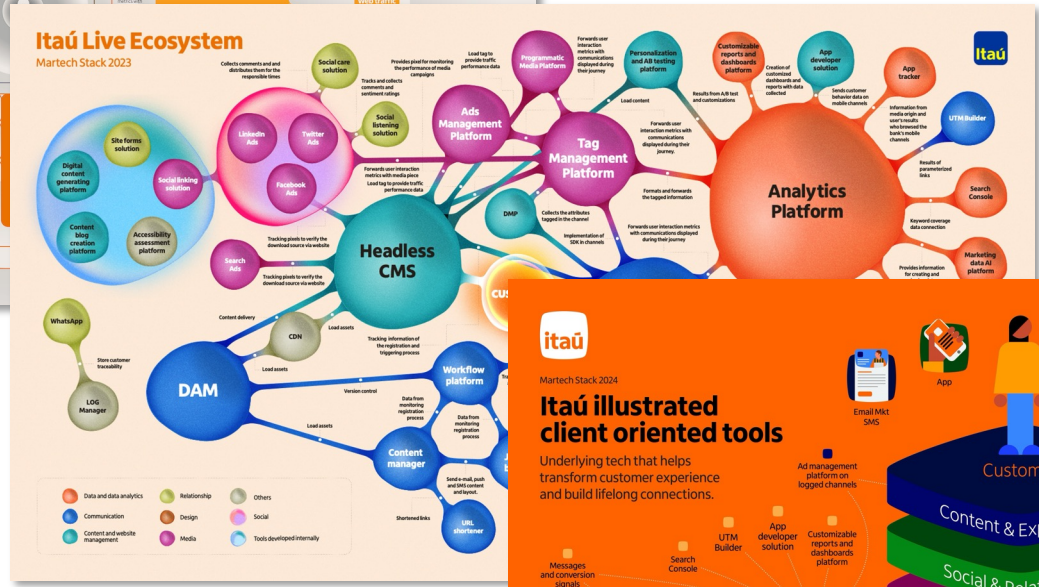
Account Journey Ecosystem

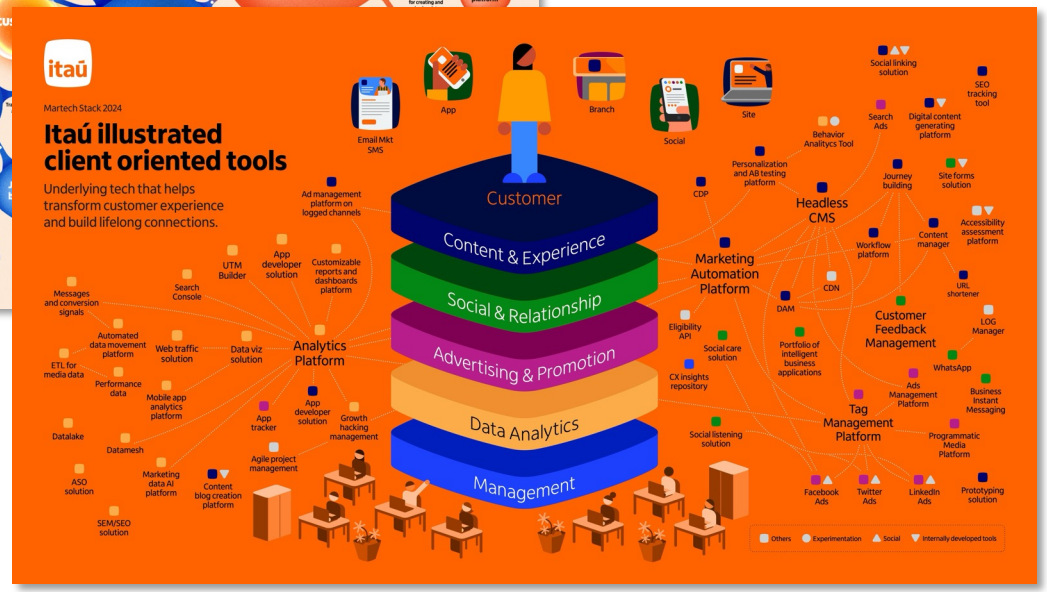


esri THE SCIENCE OF WHERE


Itaú constellation map Martech Stack
Itaú
DAM
E-mail mkt solution
Push solution
Data distribution platform for triggers
Customer feedback management
LOG manager
SEM/SEO solution
Prototyping solution
Growth hacking management
A/B tests platform
CDN
Headless CMS
Seach console
App developer solution
Traditional CMS
Search ads
SMS solution
App tracker
ASO solution
Creative media optimization
Bid optimization
Google Ads
ATM Ads solution
Workflow Platform
CRM workflow platform
URL shortener
UTM Builder
Mobile app analytics platform
Data viz solution
Web traffic solution
HTML Generator
subtitle
data & analytics
content and website management
communication
relationship
media
others


Itaú
Itaú Customer-Centric Martech Stack 2022
Creative media optimization
Bid optimization
Programmatic media platform
Neuro data UX
UTM Builder
ASO solution
LOG manager
SEM/SEO solution
Social care solution
Twitter Ads
Facebook Ads
LinkedIn Ads
Search ads
Ads management platform
Tag management platform
DMP
Analytics Platform
App tracker
Search console
Web traffic
Headless CMS
Front end sites
Social listening solution
CDN
Creative automation platform
DAM
Workflow platform
URL shortener
Content manager
Prototyping solution

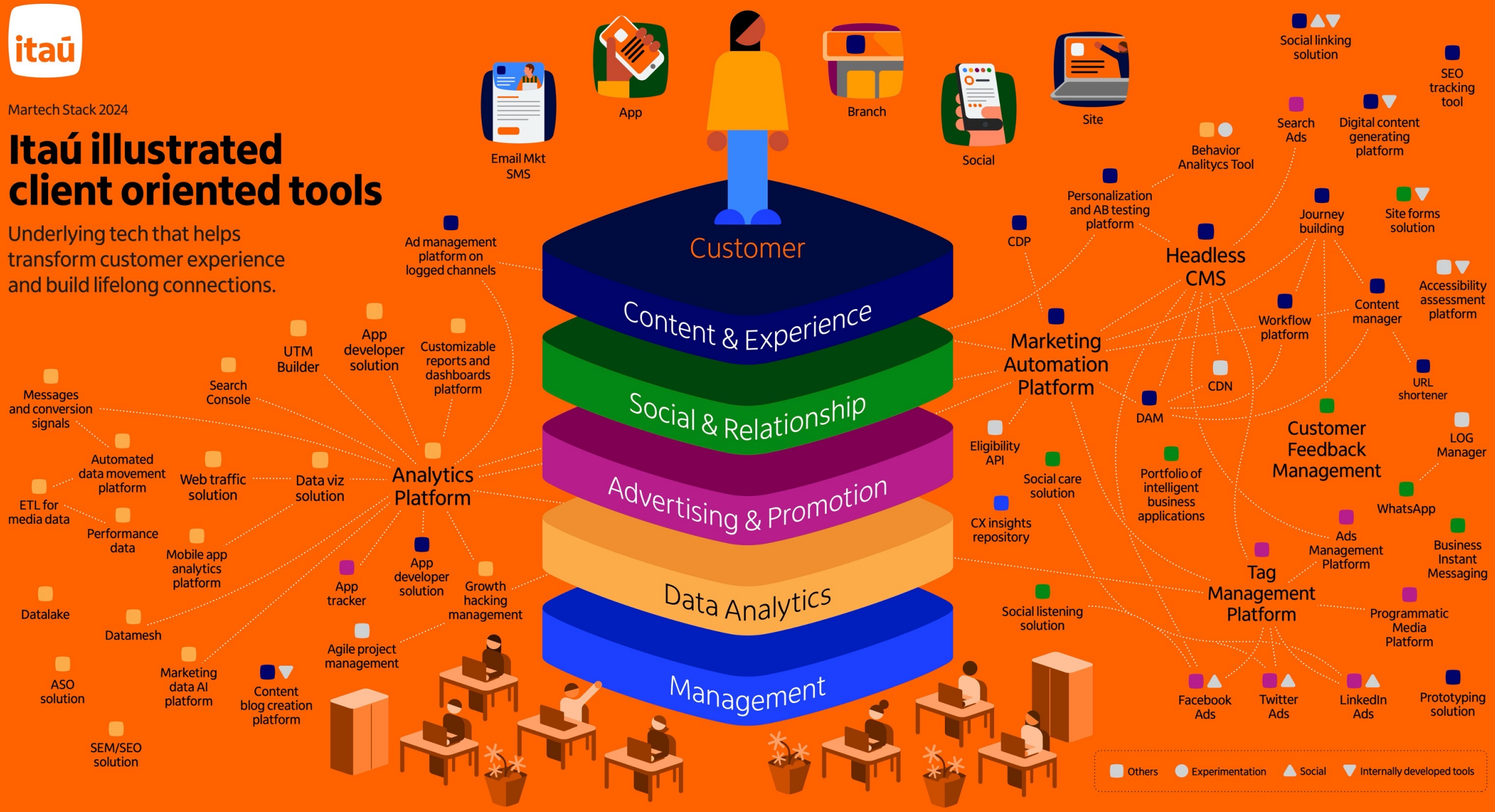

Itaú Live Ecosystem
Martech Stack 2023
Itaú
Social care solution
Programmatic Media Platform
Personalization and AB testing platform
Customizable reports and dashboards platform
App developer solution
App tracker
UTM Builder
Site forms solution
Digital content generating platform
Social linking solution
LinkedIn Ads
Twitter Ads
Facebook Ads
Ads Management Platform
Social listening solution
Tag Management Platform
Analytics Platform
Search Console
Content blog creation platform
Accessibility assessment platform
Marketing data AI platform
Search Ads
Headless CMS
DMP
WhatsApp
LOG Manager
DAM
CDN
Workflow platform
Content manager
Data and data analytics
Communication
Content and website management
Relationship
Design
Media
Others
Social
Tools developed internally


itaú
Martech Stack 2024
Itaú illustrated client oriented tools
Underlying tech that helps transform customer experience and build lifelong connections.
Email Mkt SMS
App
Branch
Social
Site
Customer
Content & Experience
Social & Relationship
Advertising & Promotion
Data Analytics
Management
Analytics Platform
Marketing Automation Platform
Customer Feedback Management
Tag Management Platform
Headless CMS
Ad management platform on logged channels
Customizable reports and dashboards platform
Messages and conversion signals
Automated data movement platform
ETL for media data
Performance data
Web traffic solution
Mobile app analytics platform
Data viz solution
Datalake
Datamesh
Agile project management
Growth hacking management
Marketing data AI platform
Content blog creation platform
ASO solution
SEM/SEO solution
Eligibility API
Social care solution
CX insights repository
Portfolio of intelligent business applications
Social listening solution
Programmatic Media Platform
Business Instant Messaging
Prototyping solution
Facebook Ads
Twitter Ads
LinkedIn Ads
Others
Experimentation
Social
Internally developed tools

Martech Stack 2024

Itaú illustrated client oriented tools

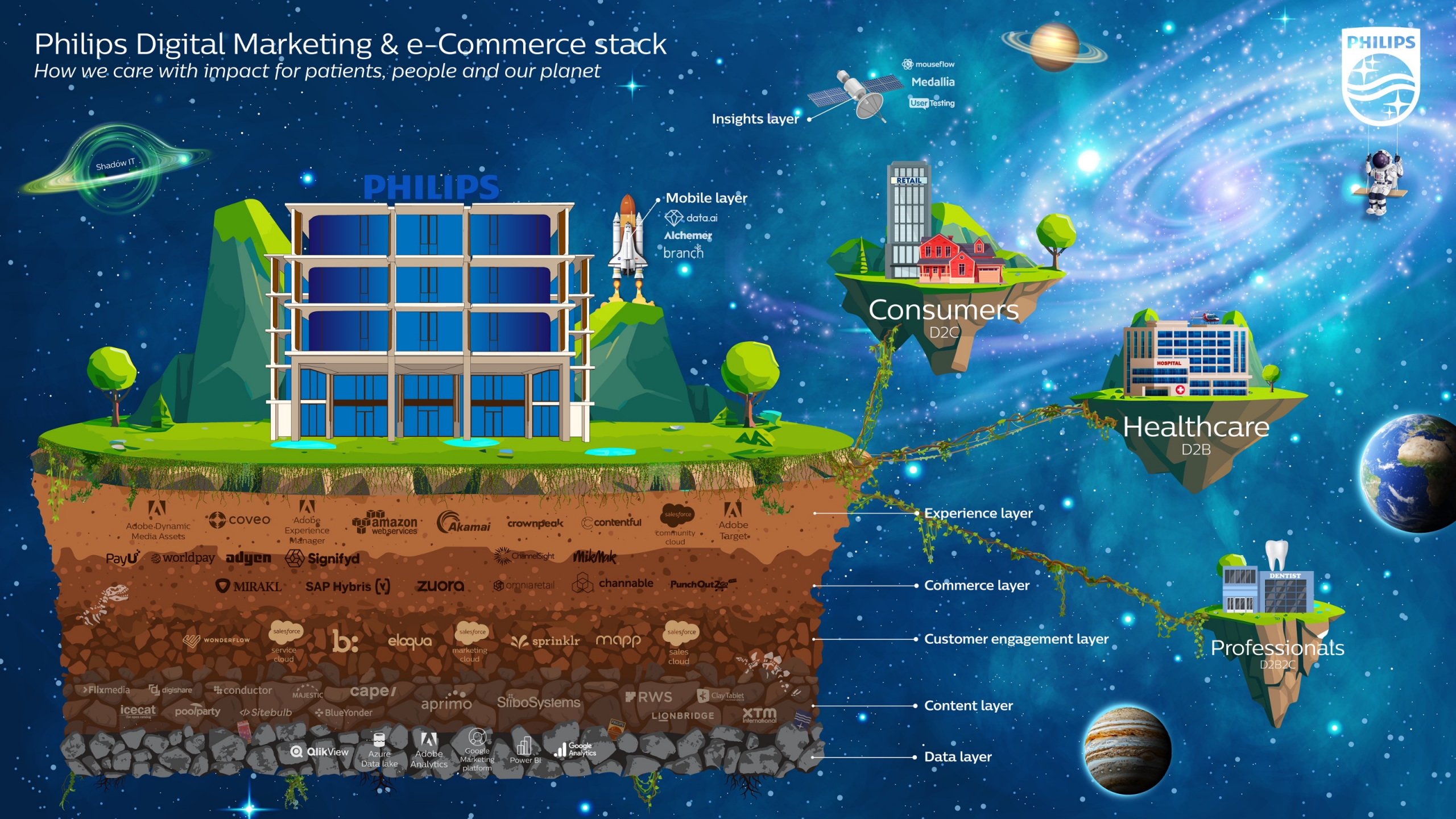
Underlying tech that helps transform customer experience and build lifelong connections.



Philips Digital Marketing & E-Commerce ecosystem
Building an ecosystem to improve the lives of 3 billion people by 2030
Voice of customer
Analytics & Activation
Philips Marketing & e-Commerce eco-system
Our building blocks to support and engage with our customers
Philips Marketing & e-Commerce eco-system
Our building blocks to support and engage with our customers
PHILIPS.COM DIGITAL MARKETING LANDSCAPE
DIGITAL ASSETS
PRODUCT INFORMATION MANAGEMENT
DIGITAL ANALYTICS
TRANSLATION MANAGEMENT
KNOWLEDGE MANAGEMENT
IDENTITY & ACCESS MANAGEMENT
CONTENT DISTRIBUTION NETWORK
DIGITAL EXPERIENCE MANAGEMENT
Philips Digital Marketing & e-Commerce stack
How we care with impact for patients, people and our planet
Insights layer
Mobile layer
Consumers
Healthcare
Professionals
Experience layer
Commerce layer
Customer engagement layer
Content layer
Data layer

Philips Digital Marketing & e-Commerce stack

How we care with impact for patients, people and our planet



SARGENTO
MARTECH STACK WITH BALANCE
AWARENESS
ENGAGEMENT
CONVERSION
MEASUREMENT
GAS STATION TV JOURNEY
SOCIAL MEDIA JOURNEY
GAME UNIT JOURNEY
RETAIL MEDIA JOURNEY
PAUSE AD JOURNEY

SARGENTO
MARKETING TECH STACK
PLAN
your meal
CREATE
your dish
ACTIVATE
your tastebuds
MEASURE
your skills
DIGITAL MEDIA & AUDIENCE STRATEGY
MEASUREMENT & PERFORMANCE

PLAN
with the right recipe
ACTIVATE
with the right spices
SHARE
with the right amplification partners

REAL FOOD
REAL MOMENTS
PLAN & BUILD
WE DRIVE REAL INNOVATION.
COMMERCE & CONVERSION
WE EMBRACE REAL CHANGE.

SARGENTO
2021 MARKETING TECHSTACK
A STACK OF REAL.
Since our founding in 1953, Sargento has been dedicated to innovation. We do what we do for the love of 100% real, natural

SARGENTO
MARTECH STACK
FOR CONNECTED COMMERCE
CUSTOMER JOURNEY
SARGENTO ROLE
PRODUCT INFO & SYNDICATION
RETAIL MEDIA NETWORKS
WEBSITE
ECOMMERCE PURE PLAY
CLICK & COLLECT AND DELIVERY
MEDIA PLANNING
BUILD YOUR PLAN
FIRE UP YOUR AUDIENCE
UNITED COMMERCE
SHOWCASE YOUR DATA

SARGENTO
BUILD YOUR BURGER
FIRE UP YOUR GRILL
UNITE THE TOPPINGS
SHOWCASE YOUR GRILL MASTERY
CONSUMER JOURNEY
AMERICA THE BURGERFUL
360 CREATIVE
WEB
SOCIAL
MIKMAK
EMAIL
ECOMM
RETAIL MEDIA
INFLUENCERS

BUILD YOUR PLAN

sling tubi hulu Roku
firetv theTradeDesk YouTube
AT&T tv twitch ironSource

FIRE UP YOUR AUDIENCE

Google destini BLAVITY
grapeshot PEER39 ORACLE
sproutsocial EnthusiastGaming TikTok
bazaarvoice OVERTIME MikMak COGNITIV

UNITED COMMERCE

CitrusAd Profitero BRANDBANK
SAP emarsys ALIGNTRAC WIDEN
WORLD SYNC SALSIFY Silverstripe
fetch REWARDS criteo ROUNDEL 7A.51°
Walmart Connect Syndigo amazon advertising ALBERTSONS MEDIA COLLECTIVE

SHOWCASE YOUR DATA

Google PACVUE nielsen
NETBASE Profitero ThoughtSpot
ib salesforce datorama Circana.

SARGENTO

BUILD YOUR BURGER

FIRE UP YOUR GRILL

UNITE THE TOPPINGS

SHOWCASE YOUR GRILL MASTERY

CONSUMER JOURNEY

GSTV COMMERCIAL SPARKS APPETITE

SCROLL CONTENT FOR RECIPE INSPIRATION

USE AI TO MAKE A SHOPPING LIST

make shopping list using this recipe

FIND TIPS FOR GRILLING

PERSONALIZED AD INFLUENCES BRAND SELECTION

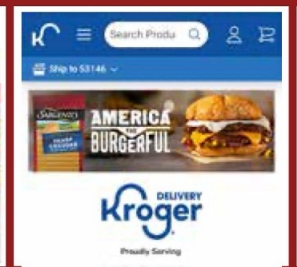
EAT & WATCH THE GAME

GET REWARDS

AMERICA THE BURGERFUL

360 CREATIVE

WEB | SOCIAL | MIKMAK | EMAIL | ECOMM | RETAIL MEDIA | INFLUENCERS

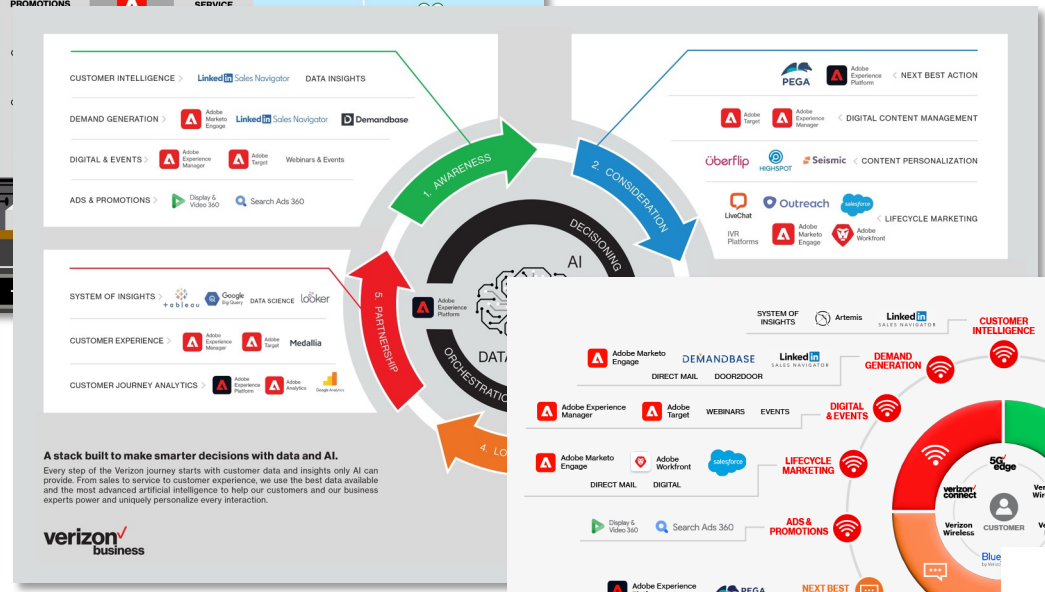


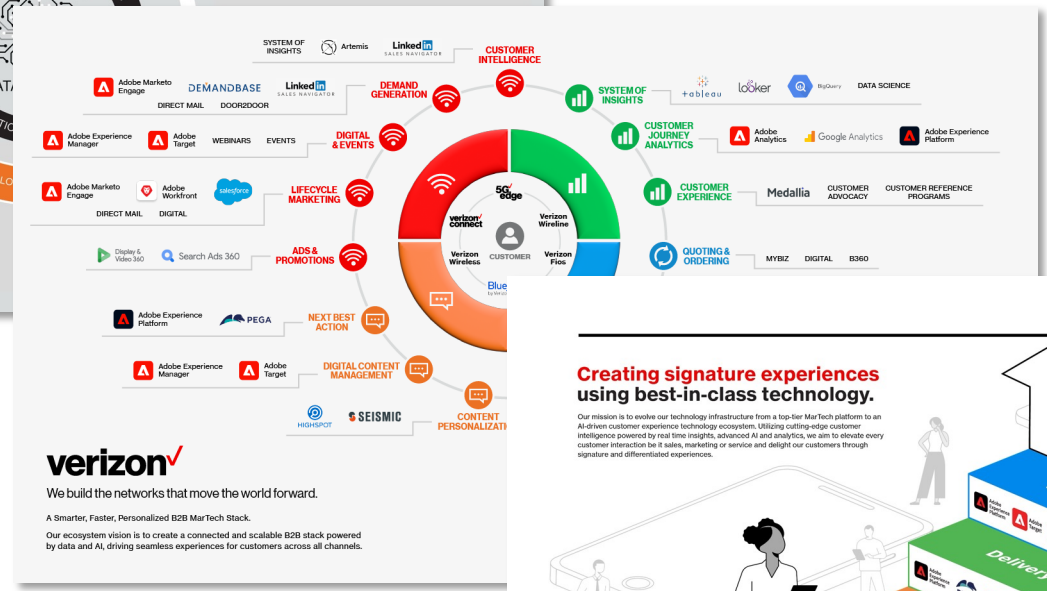
ANALYTIC INNOVATION
is in our
DNA
//:...CURIOSITY is our code...
The SAS marketing technology stack enables us to better engage with our customers across many industries.
//_marketing_
[...we are DATA SCIENTISTS at the core...]
[_ADVERTISING_and_PROMOTION_]
Datorama
Adswerve
Cision
Onalytica
Carma
[_SOCIAL_and_RELATIONSHIPS_]
Sprinklr
BuzzSumo
Dynamic Signal
Khoros
Influitive
LivePerson
Cvent
Eventbrite
ON24
Microsoft Teams
if [...every customer is unique...]
then [...every journey should be personalized...]
//_customerjourney_sequence...
[_DATA_and_AN
SAS
360 Discover
SAS Viya
EMPOWERING THE MODERN MARKETER TO CONNECT WITH CUSTOMERS AND TURN CURIOSITY INTO CAPABILITY.
...A storyteller
...Analytically curious
... Customer-centric
... Growth-minded
I AM
... Innovative & creative
... Emotionally intelligent
... A collaborator
... Digitally minded
ADVERTISING AND PROMOTION
DATA AND ANALYTICS
Advertising
Public Relations and Influencers
Visualization, Marketing Analytics and Digital Insights
Governance, Compliance and Privacy
Marketing Data and Enhancement
Growth With Purpose
A customer journey that thrives on martech
Awareness and Consideration
I want to understand the market and market trends.
Land
I need to solve my business problem.
Adopt
I need support and best practices to maximize ROI on my tech investment.
Expand-Renew
I want to deepen my relationship and martech maturity.
Harvesting Growth Responsibly
A productive customer journey thriving on best-in-class martech
The Horizon
Building on tech success to deliver on customer needs.
Awareness and Consideration
We understand the market.
Delivering trustworthy, exceptional experiences.
It's as easy as apple pie.
A complete MarTech stack for the entire customer journey
Planning and Workflow
Optimization
SEO and Metrics
Marketing Data and Enhancement
Visualization, Marketing Analytics and Digital Insights
Governance, Compliance and Privacy

Delivering trustworthy, exceptional experiences. It's as easy as apple pie.

A complete MarTech stack for the entire customer journey

verizon
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
Product Ecosystem
5G edge
wireless
wireline
fios
verizon connect
BlueJeans
Real-Time Personalization
Efficient Reach
Sales Velocity
CONTENT & EXPERIENCE
ADVERTISING & PROMOTIONS
SALES & SERVICE
Unified Account Profile
ANALYTICS
Adobe Analytics
tableau
Adobe Audience Manager
DataScience
Google BigQuery
Looker
Market Intelligence
5G
PEGA
Adobe Experience Platform
DEMANDBASE
Omni-Channel Orchestration
1 DATA & ANALYTICS
2 ORCHESTRATE & DECISION


CUSTOMER INTELLIGENCE
LinkedIn Sales Navigator
DATA INSIGHTS
DEMAND GENERATION
Adobe Marketo Engage
LinkedIn Sales Navigator
Demandbase
DIGITAL & EVENTS
Adobe Experience Manager
Adobe Target
Webinars & Events
ADS & PROMOTIONS
Display & Video 360
Search Ads 360
SYSTEM OF INSIGHTS
tableau
Google BigQuery
DATA SCIENCE
looker
CUSTOMER EXPERIENCE
Medallia
CUSTOMER JOURNEY ANALYTICS
Adobe Analytics
1. AWARENESS
2. CONSIDERATION
DECISIONING
AI
DATA
ORCHESTRATION
5. PARTNERSHIP
PEGA
NEXT BEST ACTION
DIGITAL CONTENT MANAGEMENT
Oberflip
HIGHSPOT
Seismic
CONTENT PERSONALIZATION
LiveChat
Outreach
salesforce
IVR Platforms
LIFECYCLE MARKETING
Adobe Workfront
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.
verizon business


SYSTEM OF INSIGHTS
Artemis
LinkedIn SALES NAVIGATOR
CUSTOMER INTELLIGENCE
Adobe Marketo Engage
DEMANDBASE
DIRECT MAIL
DOOR2DOOR
DEMAND GENERATION
SYSTEM OF INSIGHTS
tableau
looker
BigQuery
DATA SCIENCE
Adobe Experience Manager
Adobe Target
WEBINARS
EVENTS
DIGITAL & EVENTS
CUSTOMER JOURNEY ANALYTICS
Adobe Analytics
Google Analytics
Adobe Experience Platform
Adobe Marketo Engage
Adobe Workfront
salesforce
DIRECT MAIL
DIGITAL
LIFECYCLE MARKETING
CUSTOMER EXPERIENCE
Medallia
CUSTOMER ADVOCACY
CUSTOMER REFERENCE PROGRAMS
Display & Video 360
Search Ads 360
ADS & PROMOTIONS
QUOTING & ORDERING
MYBIZ
DIGITAL
B360
5G edge
verizon connect
Verizon Wireline
Verizon Wireless
CUSTOMER
Verizon Fios
Adobe Experience Platform
PEGA
NEXT BEST ACTION
Adobe Experience Manager
Adobe Target
DIGITAL CONTENT MANAGEMENT
HIGHSPOT
SEISMIC
verizon
We build the networks that move the world forward.
A Smarter, Faster, Personalized B2B MarTech Stack.
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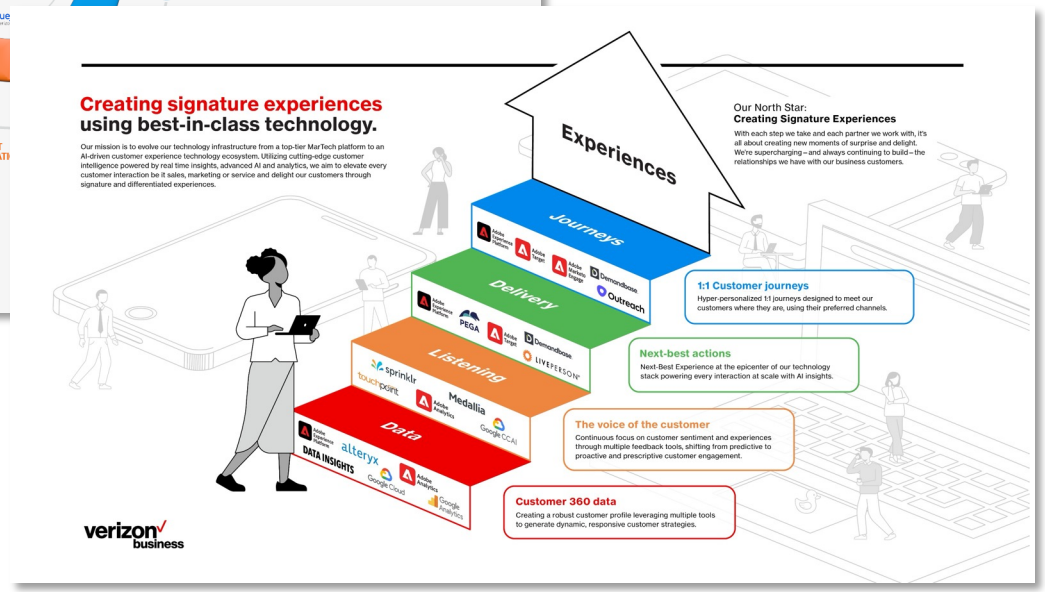
Creating signature experiences using best-in-class technology.
Our mission is to evolve our technology infrastructure from a top-tier MarTech platform to an AI-driven customer experience technology ecosystem. Utilizing cutting-edge customer intelligence powered by real time insights, advanced AI and analytics, we aim to elevate every customer interaction be it sales, marketing or service and delight our customers through signature and differentiated experiences.
Our North Star:
Creating Signature Experiences
With each step we take and each partner we work with, it's all about creating new moments of surprise and delight. We're supercharging – and always continuing to build – the relationships we have with our business customers.
Experiences
Journeys
Delivery
Listening
Data
1:1 Customer journeys
Hyper-personalized 1:1 journeys designed to meet our customers where they are, using their preferred channels.
Next-best actions
Next-Best Experience at the epicenter of our technology stack powering every interaction at scale with AI insights.
The voice of the customer
Continuous focus on customer sentiment and experiences through multiple feedback tools, shifting from predictive to proactive and prescriptive customer engagement.
Customer 360 data
Creating a robust customer profile leveraging multiple tools to generate dynamic, responsive customer strategies.
DATA INSIGHTS
verizon business

Creating signature experiences using best-in-class technology.

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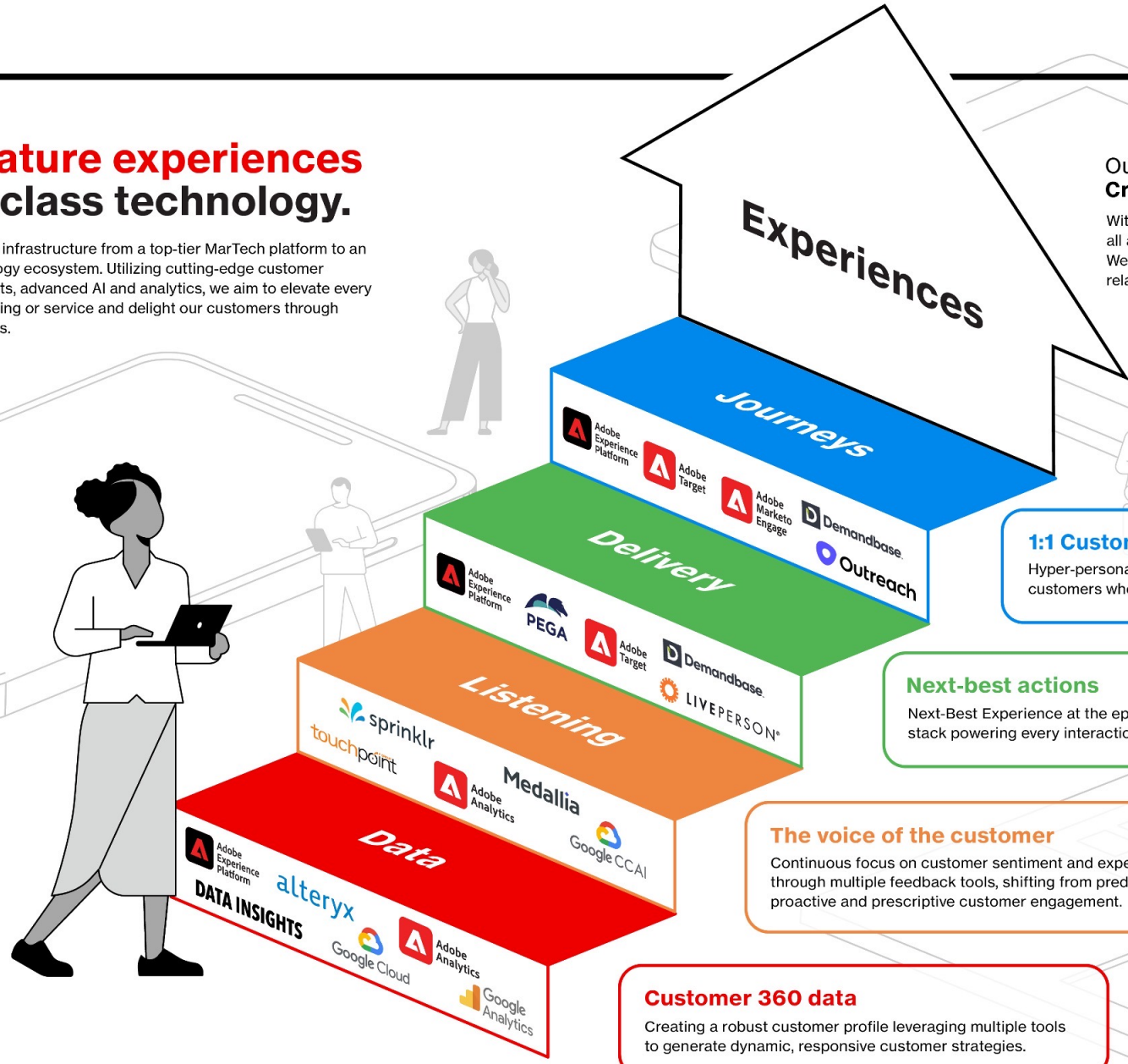

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1:1 Customer journeys

Hyper-personalized 1:1 journeys designed to meet our customers where they are, using their preferred channels.

Next-best actions

Next-Best Experience at the epicenter of our technology stack powering every interaction at scale with AI insights.

The voice of the customer

Continuous focus on customer sentiment and experiences through multiple feedback tools, shifting from predictive to proactive and prescriptive customer engagement.

Customer 360 data

Creating a robust customer profile leveraging multiple tools to generate dynamic, responsive customer strategies.

verizon business

2024 Stackie Award Winners

Five winning stacks selected from this year's entries.

MarTech Wrapped ft. ChurnZero

GENRE

GENRE	PLAYLISTS	ARTISTS
AQUISITION	WEBSITE	WordPress, Insent, Chili Piper, SimilarWeb, SEMRUSH, yoast, SHORTPIXEL
AQUISITION	ADVERTISING	Google Ads, LinkedIn ads, Bing ads, 6sense
AQUISITION	OUTBOUND	POSTAL, Outreach, zoominfo
AQUISITION	PR	Connectively, CISION
AQUISITION	PARTNERSHIPS	Crossbeam
CONTENT	BUYER ENABLEMENT	PathFactory, reachsuite, OUTGROW, allego
CONTENT	SOCIAL MEDIA	Oktopost
CONTENT	WEBINARS	zoom
PRODUCTIVITY	PRODUCTIVITY	descript, Adobe, slack, Jira, OpenAI, Microsoft 365, grammarly, asana
DATA	DATA	Looker
ADVOCACY	ADVOCACY	Capterra, G2, Gartner Peer Insights, TrustRadius

CUSTOMER EXPERIENCE	PLAYLISTS	ARTISTS
CUSTOMER EXPERIENCE	COMMUNITY	higher logic vanilla
CUSTOMER EXPERIENCE	CRM	salesforce
CUSTOMER EXPERIENCE	CSP	CHURNZERO
CUSTOMER EXPERIENCE	LMS	absorb
CUSTOMER EXPERIENCE	MAP	HubSpot
CUSTOMER EXPERIENCE	SUPPORT	zendesk

On repeat

Outreach
Zoominfo
WordPress
Google Ads
LinkedIn Ads
Bing Ads
6sense
Vanilla
Salesforce
ChurnZero
Absorb
HubSpot
Zendesk

KEY 1=least used 5=most used

1 2 3 4 5

Top genre

Customer experience

80%

of our tech stack incorporates AI into their software, including ChurnZero.

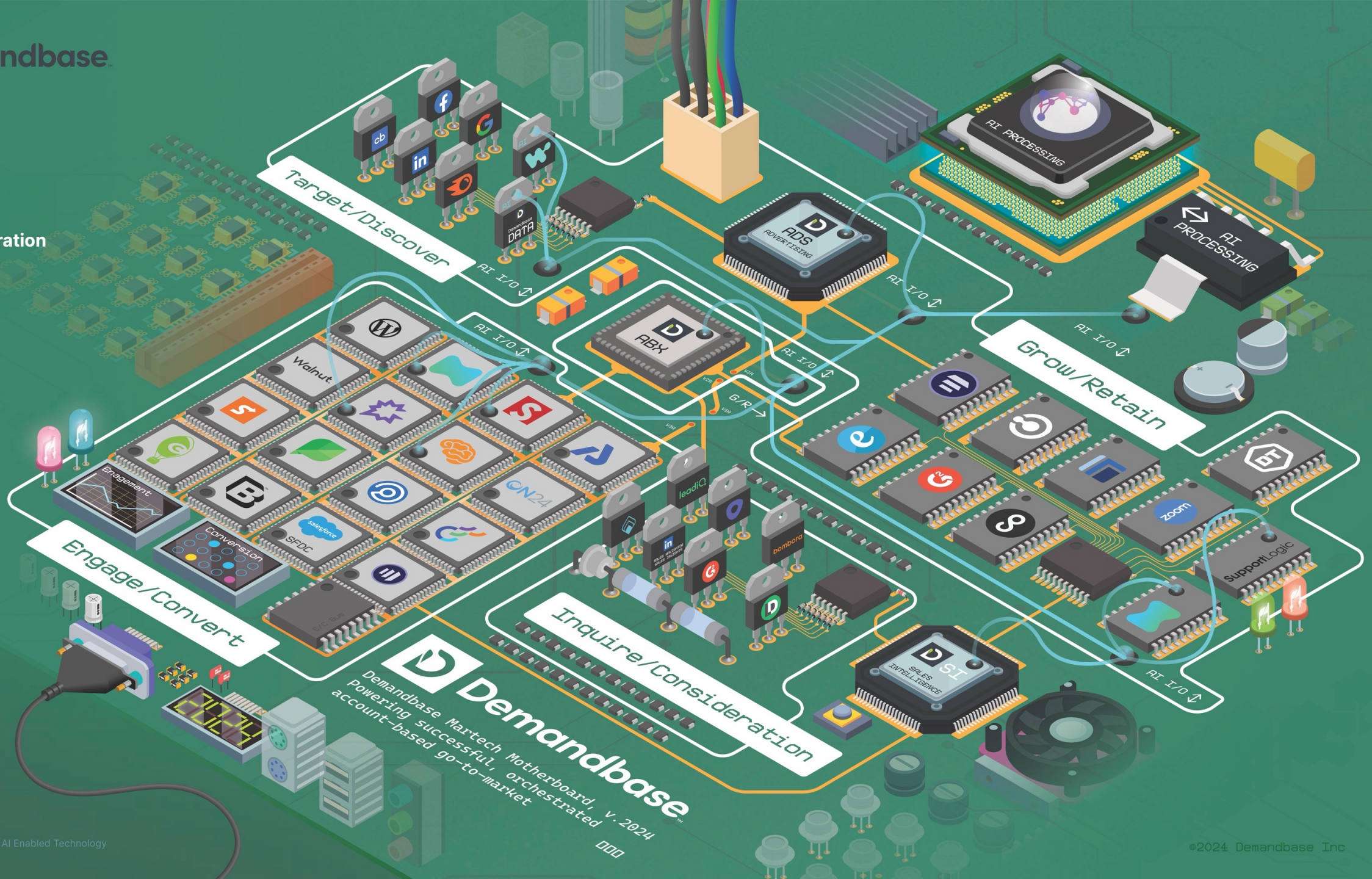
Demandbase

Target/Discover
Crunchbase
- DB Advertising
- DB Data
Facebook
Google
LinkedIn
SEMRush
- Workato

Inquire/Consideration
Bombora
- DB ABX
- DB Sales Intelligence
G2 Crowd
LeadIQ
LeanData
LinkedIn
Outreach
Qualified

Engage/Convert
7th Sense
AddEvent
CrazyEgg
BrightCove
- DB ABX
DB Sales Intelligence
- Gong
HighSpot
Marketo
- Momentum
On24
Optimizely
Sendoso
SFDC
SproutSocial
- Stensul
Walnut.io
WordPress

Grow/Retain
- DB ABX
- DB Advertising
- DB Sales Intelligence
DemandTools
ChurnZero
G2 Crowd
Marketo
- Momentum
ReferenceEdge
Skilljar
- SupportLogic
Zoom



= AI Enabled Technology

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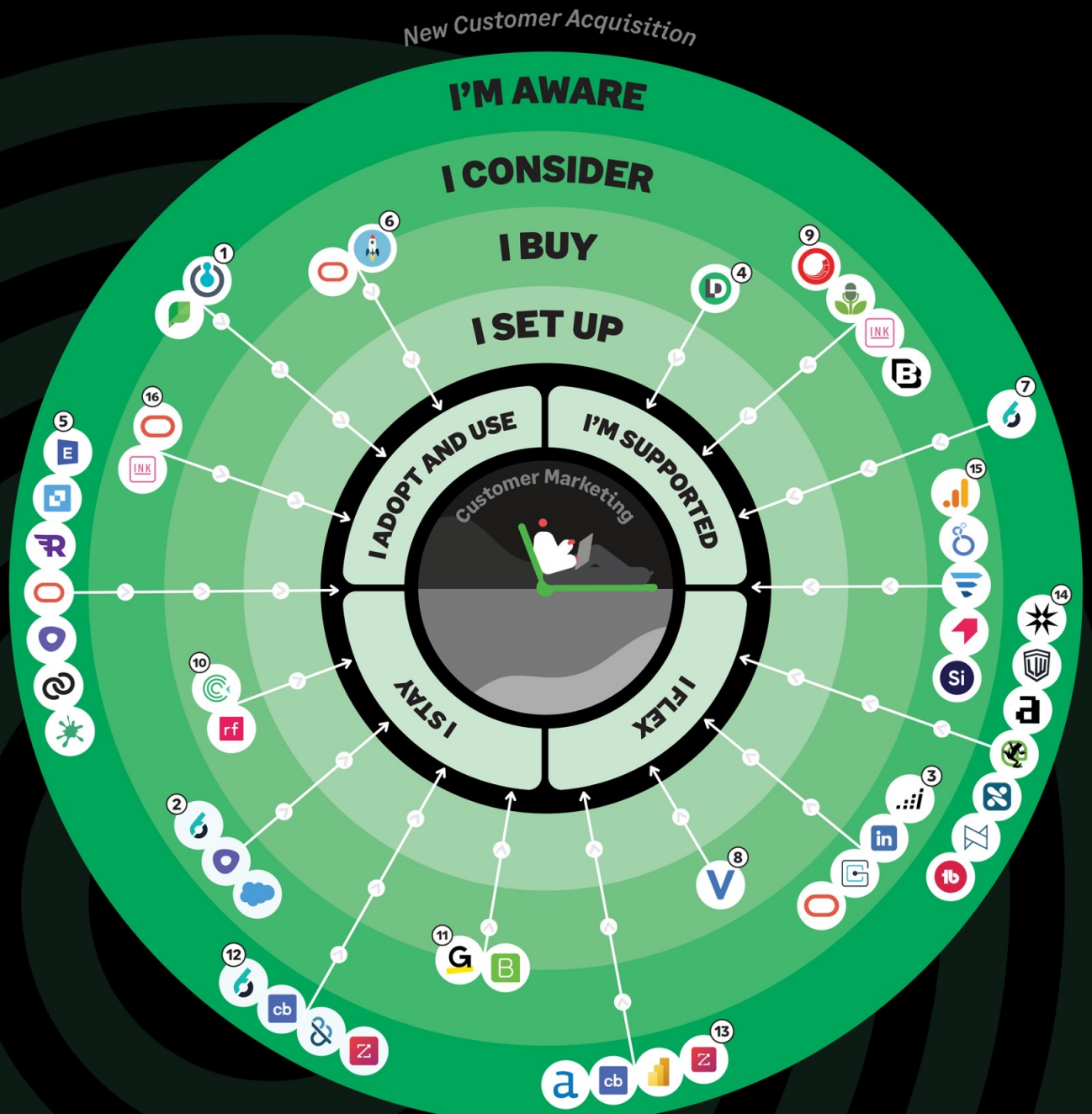
Sage

Marketing Technology Stack

Environmental social governance policies, guide and influence our technology engagements.



Marketing Capabilities

Advocacy
1. *Customer & Colleague*

Campaign & Lead Management
2. *Lead Qualification*
3. *Lead Acquisition*
4. *Lead Routing*
5. *Lead Development & Engagement*
6. *Multi-Channel Marketing*
7. *Account Based Experience*

Community & Social
8. *Community Engagement*
+ *Social Media Management, Listening & Influencer Marketing*

Compliance
+ *Consent & Preference Management*

Content Management
9. *Content Presentation*
+ *Content Creation*

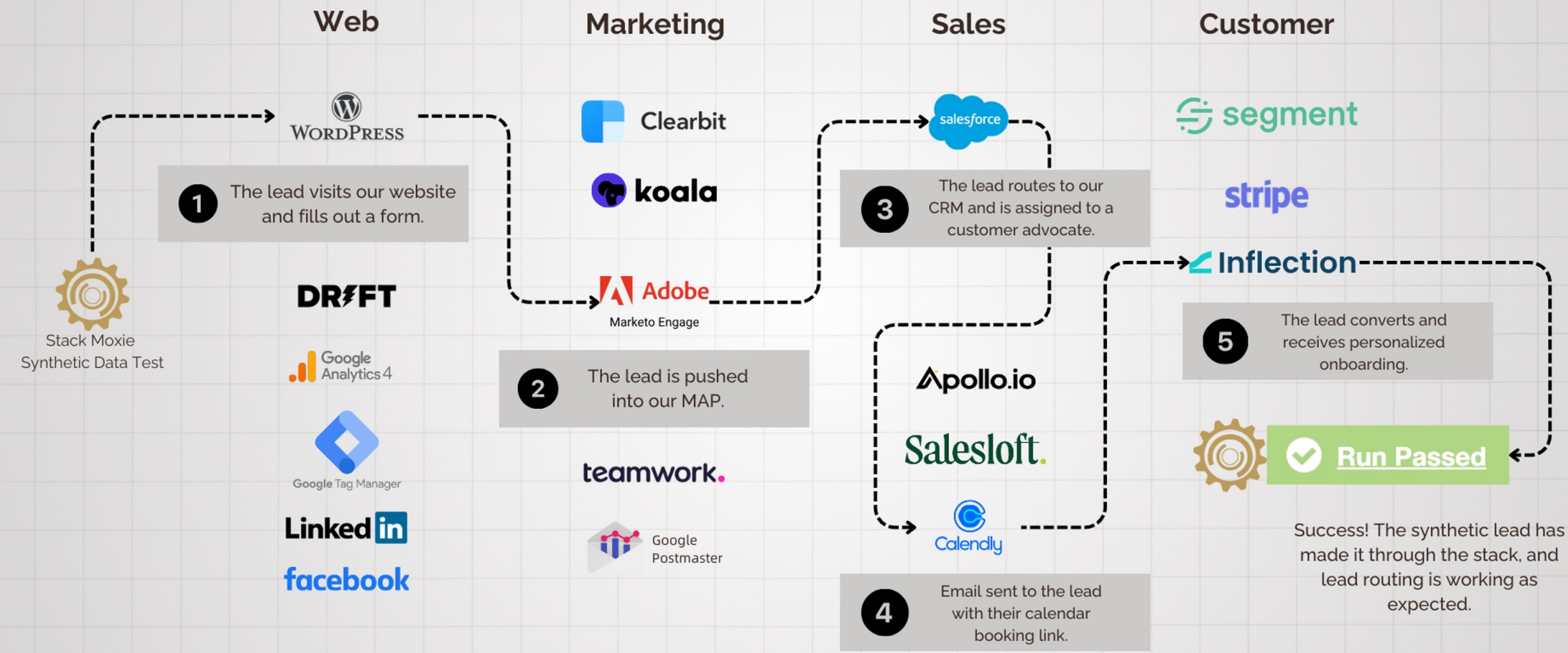
Event Management
10. *In-Person Events*
11. *Virtual Events*

Marketing Data & Analytics
12. *Marketing Intelligence & Data Enrichment*
13. *Customer Analysis*

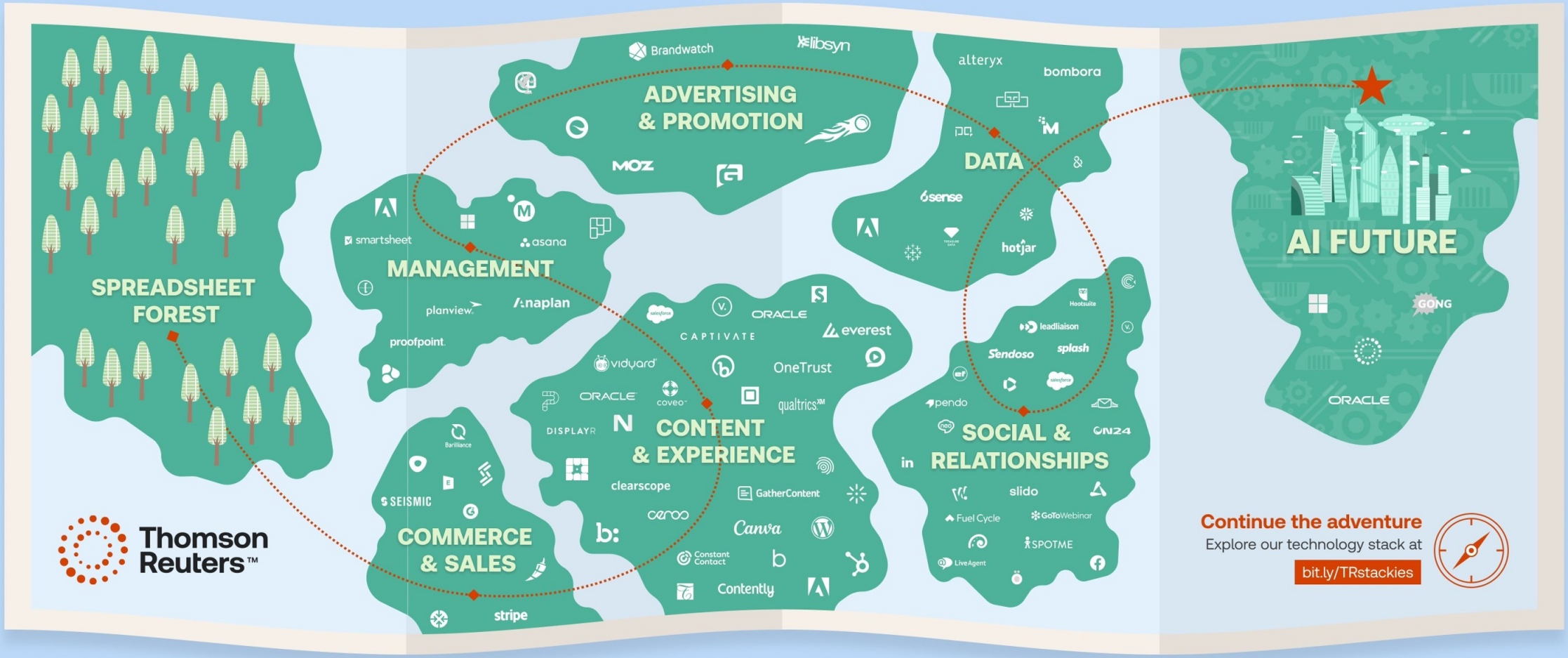
Marketing Management
+ *Marketing Resource Management & Performance*

Optimisation
14. *Search Engine Optimisation*
15. *Digital Conversion Optimisation*
16. *Marketing Personalisation*

STACK MOXIE: End-to-End Tech for an End-to-End Journey



Know **Today**. Navigate **Tomorrow**.



YESTERDAY

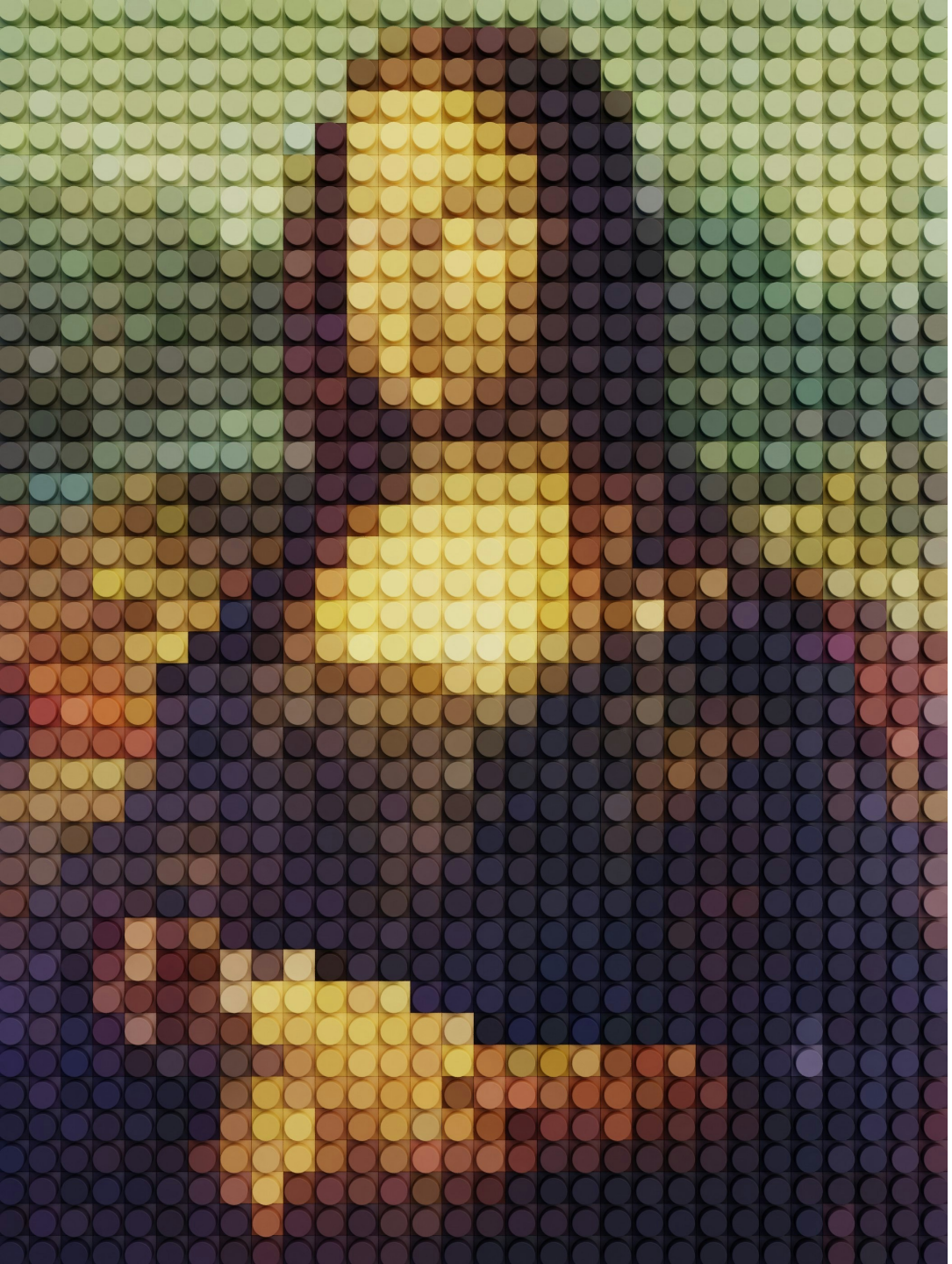
The Thomson Reuters marketing technology (martech) stack was overly complex and unwieldy due to siloed ownership, democratized funding availability, frequent acquisitions and divestitures. This led to: platform redundancies, increased expenses, poor adoption due to a lack of comprehensive use cases; inability to visualize the comprehensive stack and understand critical dependencies; unsatisfactory ownership and management of the end-to-end martech stack.

TODAY

Our journey to simplify began with centralizing resources into an enterprise marketing operations team. TR also consolidated software spend and governance with internal IT, with a shared data lake and visibility across all stakeholders. Using CabinetM, TR created a detailed directory of capabilities, applications, and integrations. Technology capability owners now oversee business processes and relevant platforms; a more holistic and supported model than portfolio owners who managed only top-tier platforms and vendors. Finally, TR developed and instituted a scorecard to evaluate platform performance to inform long-term stack management.

TOMORROW

Navigating tomorrow, TR is actively embedding AI features into marketing and sales activities. Early testing of M365 Copilot, plus exploring AI functionality in existing and proprietary platforms, is spurning a rapid upskill of internal resources. Future plans bring a renewed focus on conversation automation powered by machine learning (ML) and natural language processing (NLP). Traversing generative AI, chat, conversational intelligence, appointment scheduling and automated messaging is expected to demonstrably improve TR's engagement with potential (and current) customers via meaningful conversations capitalizing on interest and demand for TR products and services.



All Additional 2024 Stackie Entries

With our enormous gratitude for their contributions to the martech community.

The Augmented Marketer

Management

- Marketing Briefing Stack
- Marketing Calendar Stack
- Marketing Performance Stack

Ads & Promotions

- Online Advertising Stack

Content @ Experience

- Marketing Automation Stack
- Content Marketing Stack

Social @ Relationships

- ABM Stack
- CRM Stack
- Social Marketing Stack

Data

- Dashboard Stack
- Customer Journey Stack
- Marketing Analytics Stack

Marketing Briefing Stack
Whimsical thruuu

Marketing Calendar Stack
AddEvent Ambassify contentful Jira Software tally*

Marketing Performance Stack
Google Search Console LinkedIn Sales Navigator Microsoft Clarity PIWIK PRO

Online Advertising Stack
Canva LinkedIn qualifio

Marketing Automation Stack
actito apideck Apollo.io bynder Canva Cargo DIDOMI leadfeeder lemlist make LinkedIn Sales Navigator tally* wisepops wistia zapier

Content Marketing Stack
AddEvent Airtable Ambassify apideck ARCADE bynder Canva contentful DIDOMI happyscribe ibexa MARK qlip StreamYard SURFER tally* thruuu Whimsical wisepops wistia

ABM Stack
Apollo.io Canva CROSSBEAM contentful leadfeeder lemlist MARK LinkedIn Sales Navigator pipedrive REVEAL wistia

CRM Stack
actito Apollo.io lemlist pipedrive planhat raptor LinkedIn Sales Navigator tally* wistia

Social Marketing Stack
Ambassify bynder Canva contentful lemlist LinkedIn Sales Navigator MARK StreamYard wistia

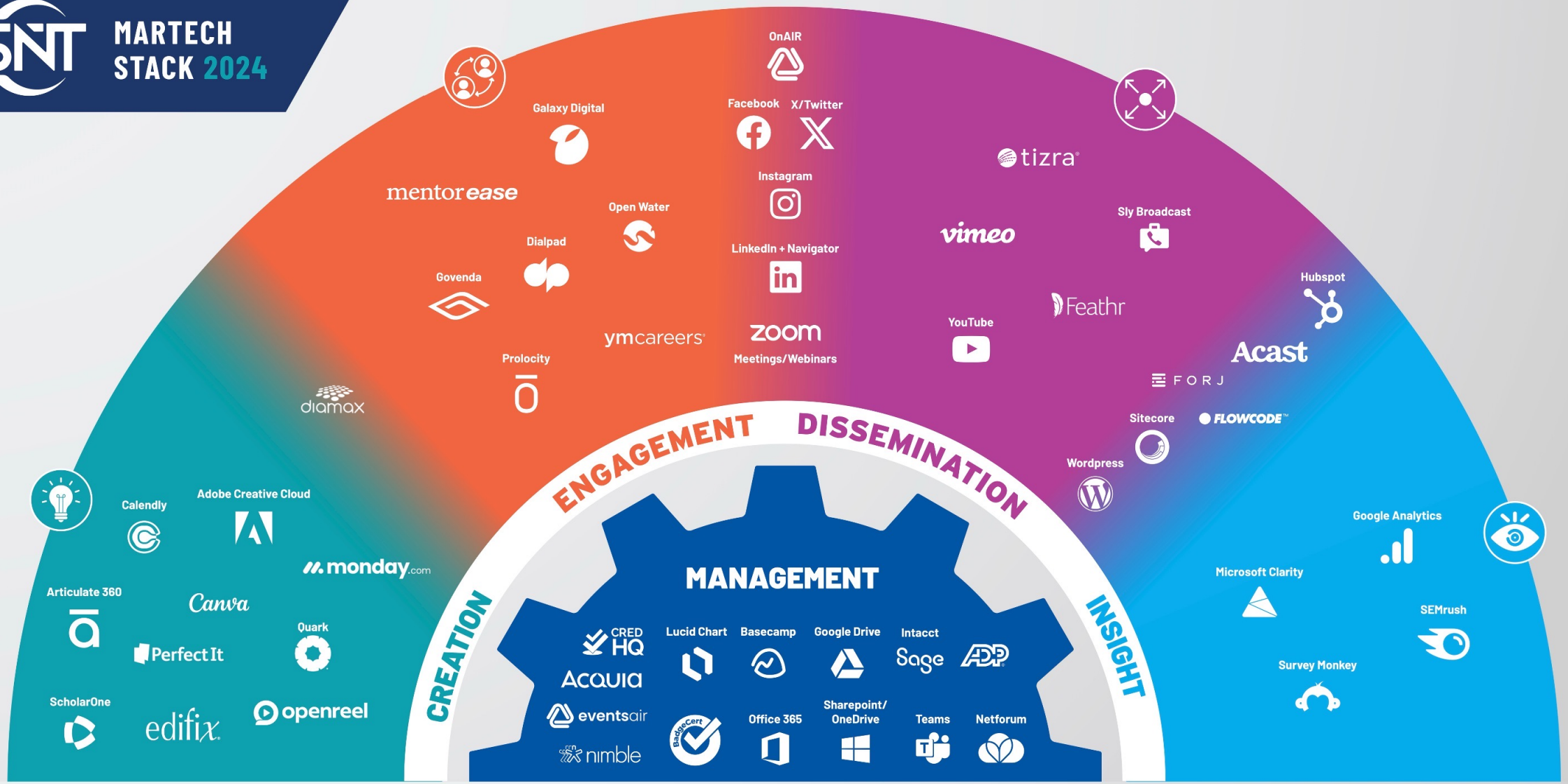
Dashboard Stack
actito Cargo Google Search Console Jira Software lemlist LinkedIn Sales Navigator make pipedrive PIWIK PRO tally* wisepops wistia zapier

Customer Journey Stack
actito contentful lemlist StreamYard tally* Whimsical

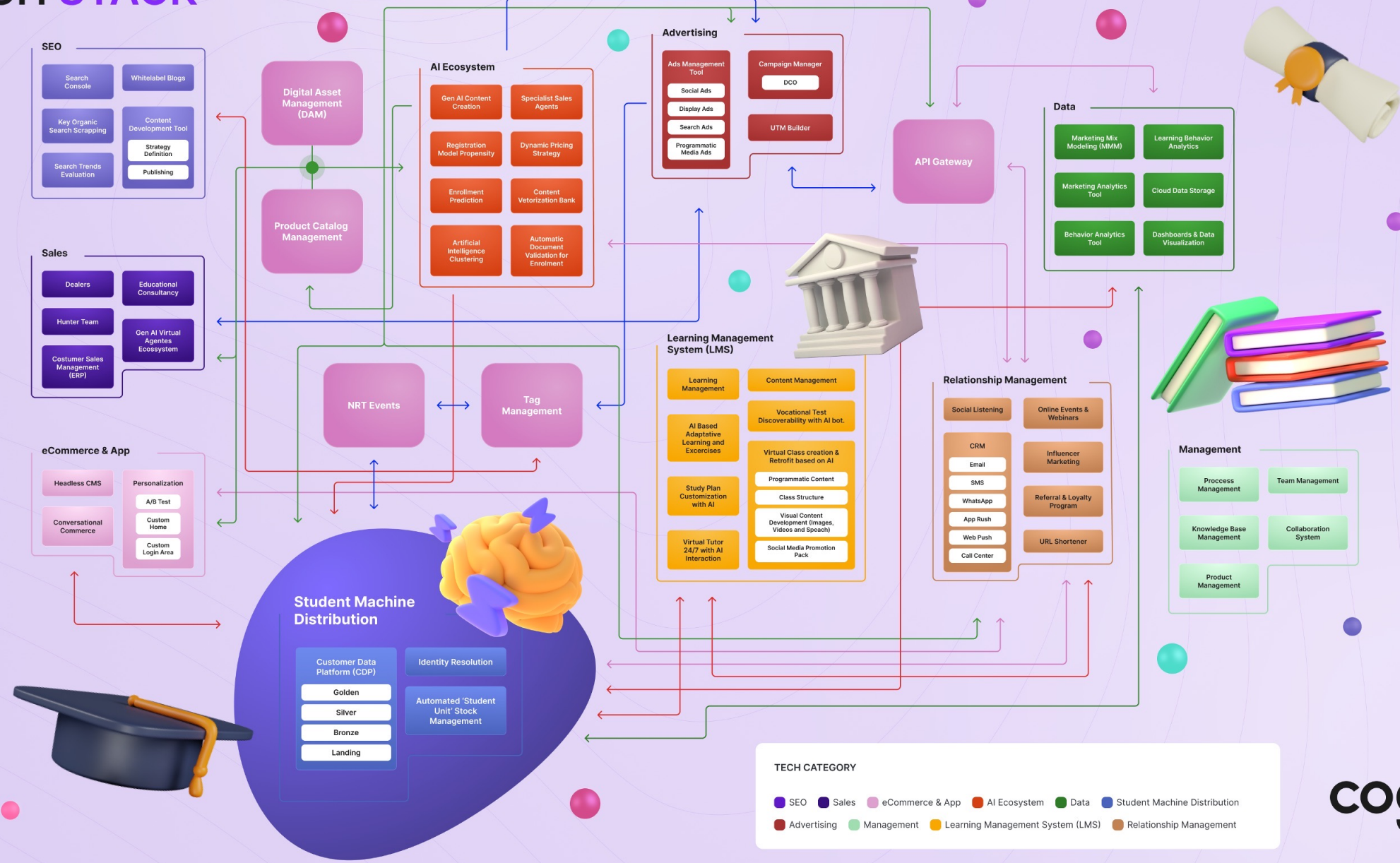
Marketing Analytics Stack
actito Google Search Console leadfeeder lemlist pipedrive PIWIK PRO wistia

Inquire
Google Ads
Discover
Google Search Console
NEILPATEL
Ubersuggest
Consider
Google Tag Manager
Google Analytics 4
Capterra
Buy
Meta
Nutshell
Instagram
Prepare & Deploy
Canva
Google Drive
Trello
ChatGPT
SQUARESPACE
Word
Adopt & Grow
zapier
Zendesk
LinkedIn
facebook
YouTube
ARGUS TRACKING
SMARTER FLEET SOLUTIONS
ARGUS
argustracking.co.nz
0800 872 548

ASNT MARTECH STACK 2024



MARTECH STACK 2024

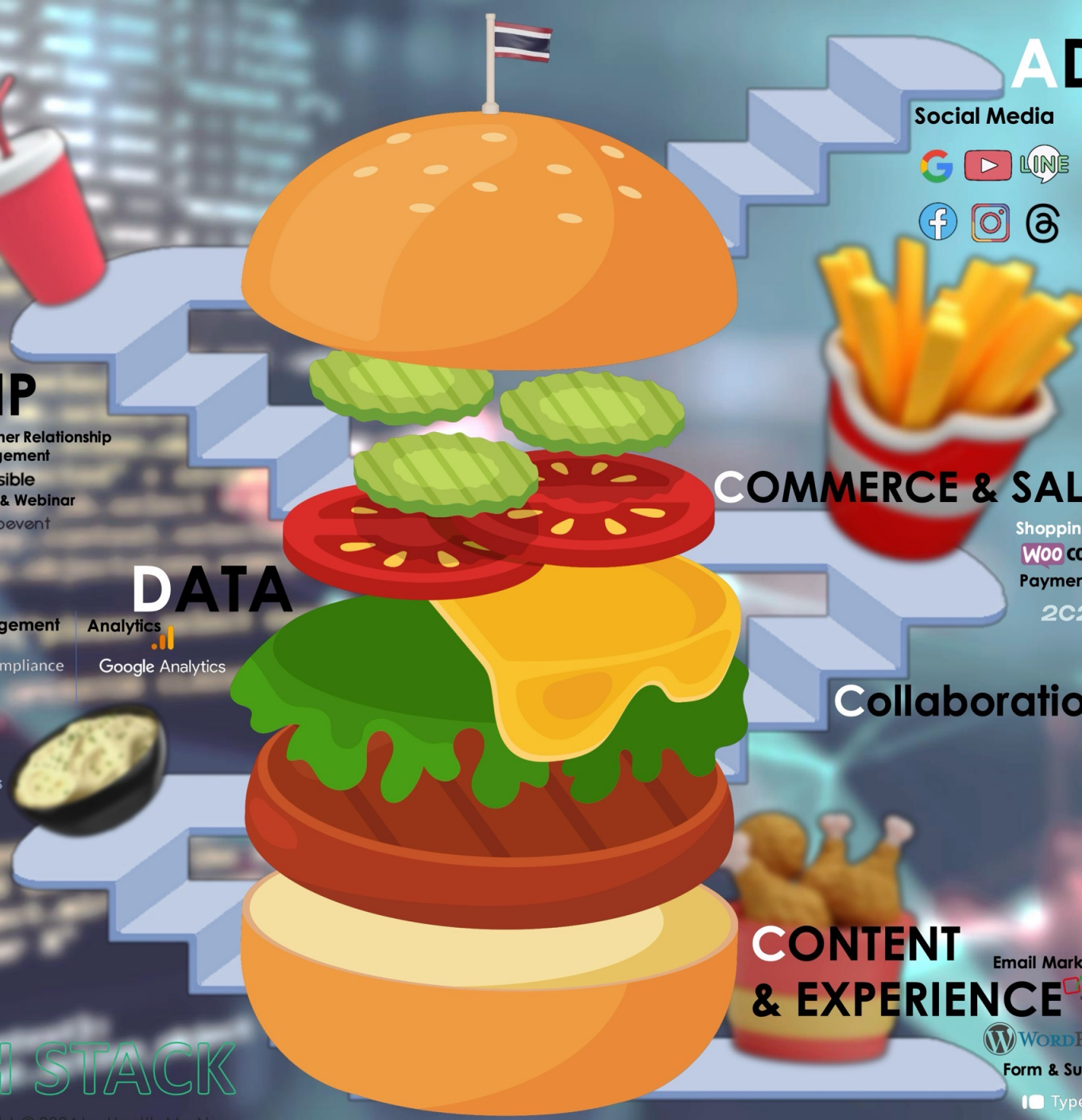


cogna EDUCAÇÃO

Where our tech lives

Datasite®

SaaS BURGER STACKIE



ADVERTISING

Social Media

Emerging Media

Display Ads

CRITEO

Native Ads

Taboola

Blockdit

RELATIONSHIP

Social Media Management

Hootsuite

Customer Support

readyplanet

Influencer Marketing

tellscore

Customer Relationship Management

wisible

Event & Webinar

zipevent

COMMERCE & SALES

Shopping Cart

WOO COMMERCE

Payment Gateway

2c2p

Chat Commerce

amity

Affiliate Marketing

Priceza

Fulfillment

page 365

DATA

Social Listening

WISESIGHT

Business Dashboard

Looker Studio

Consent Management

Cookie Compliance

Analytics

Google Analytics

Collaboration

MANA

MANAWORK.COM

slack

Trello

Discord

SEO

Performance

Search Console

Assistance

Keyword Analysis

SEMRUSH

SEO Backlink

MOZ

Google Trends

CONTENT & EXPERIENCE

Email Marketing

CMS

WordPress

Form & Survey

Typeform

SMS Marketing

twilio

Landing Page

unbounce

Lead Generation

SUMO

Interactive Content

Canva

Gen AI

Gemini

Marketing Automation

PAM

braze

AWARENESS

INTEREST

DESIRE

ACTION

2024 MARTECH STACK

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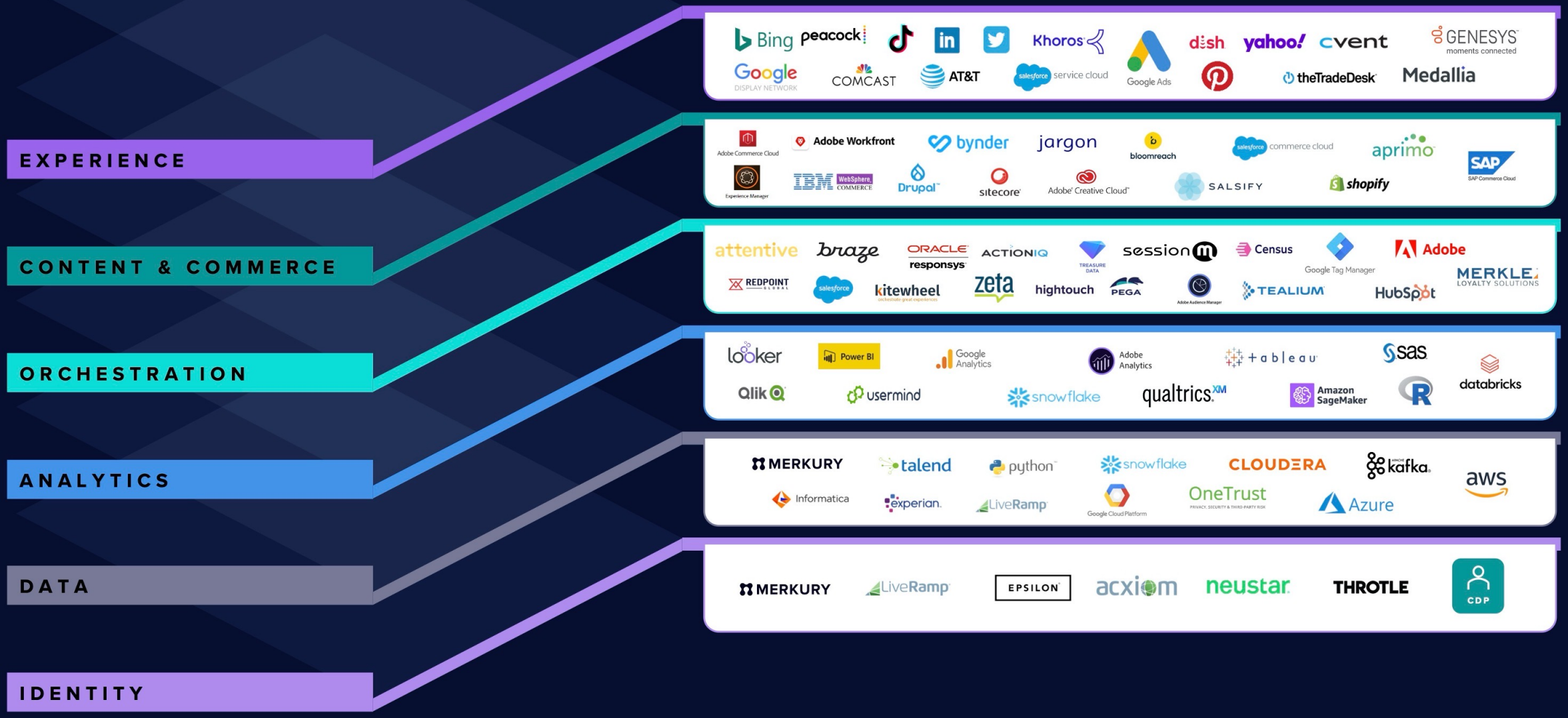
MERKLE

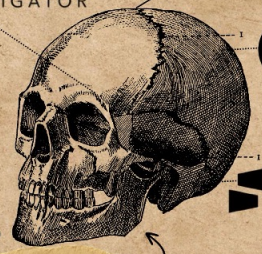
Unlocking competitive advantage requires cutting-edge tech and the right teams. Merkle's tech stack outlines key pillars to help power personalized CX and empower brands to be future ready.



Anatomy of PHILIPS Customer Technology Stack

Circa 2024

I. Sales Enablement — Skeletal System



LinkedIn Sales Navigator

salesforce

Lead management

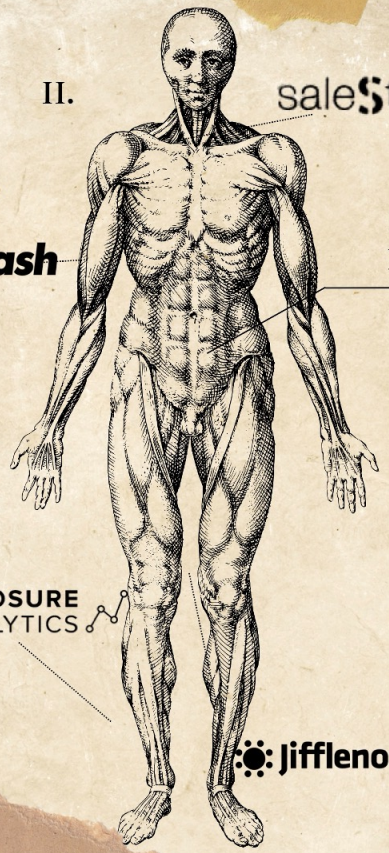
Seismic

supports the body

II. Event Management — Muscular System

saleStratus

splash

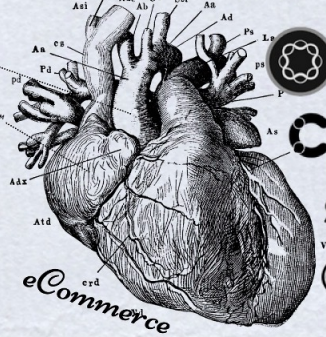


EXPOSURE ANALYTICS

Jifflenow

III. Experience Management — Circulatory System

keeping the blood pumping to all our digital channels



eloqua

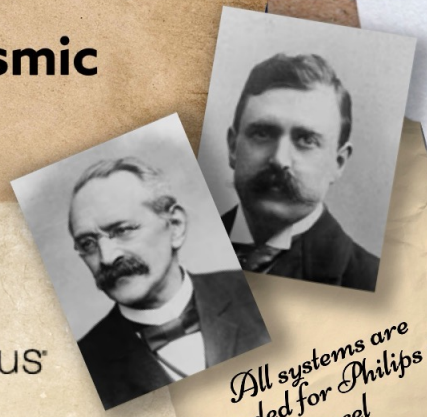
coveo

Adobe Experience Manager

contentful

SAP Hybris

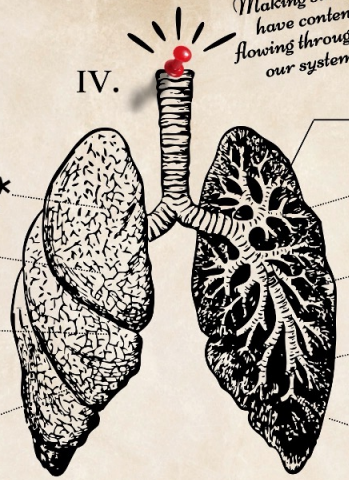
TradeCentric



All systems are needed for Philips to excel

IV. Content Management — Respiratory System

Making sure we have content flowing through all our systems



SDL*

icecat

poolparty

XTM

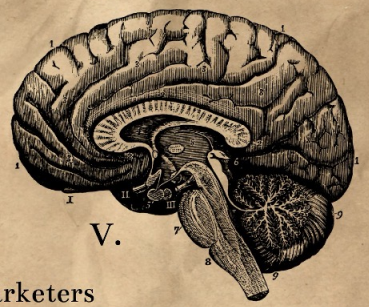
aprimo

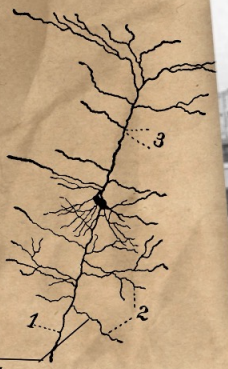
Flixmedia

sprinklr

STIBO SYSTEMS MASTER DATA MANAGEMENT

V. Marketers — Nervous System





People at the center of everything we do.

Philips Factory circa 1900s

For transparency and deep visibility into operations and outcomes

Analytics
Radiology

Google Analytics

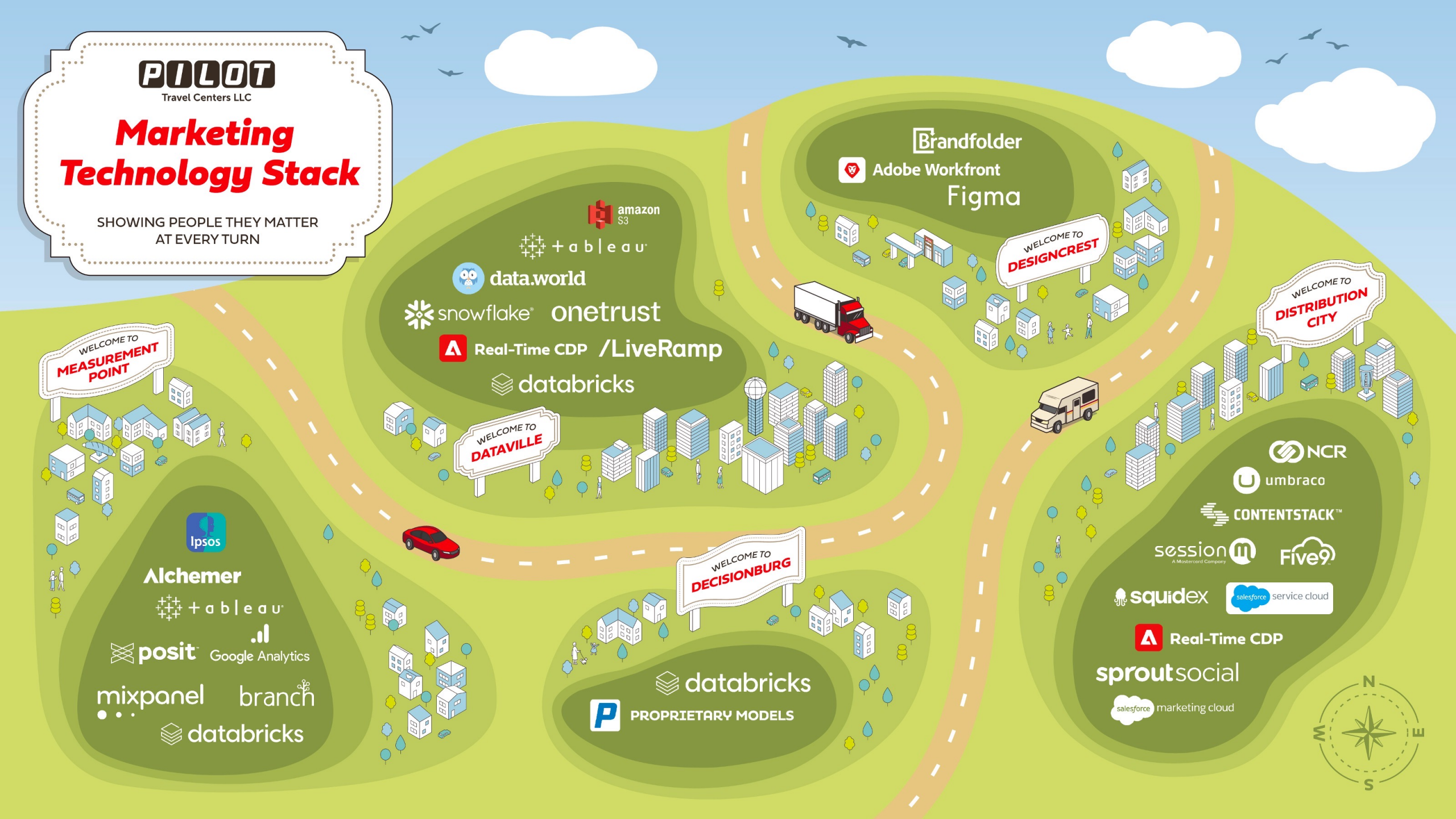
Qlik

Optimization, A/B Testing
Experiments

Adobe Target

mouseflow

1919, Philips brought the first X-ray tube to the market and in 1945, the first X-ray diffractometer was developed


PILOT
Travel Centers LLC
Marketing Technology Stack
SHOWING PEOPLE THEY MATTER AT EVERY TURN
WELCOME TO MEASUREMENT POINT
Ipsos
Alchemer
tableau
posit
Google Analytics
mixpanel
branch
databricks
WELCOME TO DATAVILLE
amazon S3
tableau
data.world
snowflake
onetrust
Real-Time CDP
/LiveRamp
databricks
WELCOME TO DESIGNCREST
Brandfolder
Adobe Workfront
Figma
WELCOME TO DECISIONBURG
databricks
PROPRIETARY MODELS
WELCOME TO DISTRIBUTION CITY
NCR
umbraco
CONTENTSTACK
session
A Mastercard Company
Five9
squidex
salesforce service cloud
Real-Time CDP
sproutsocial
salesforce marketing cloud
N
W
E
S

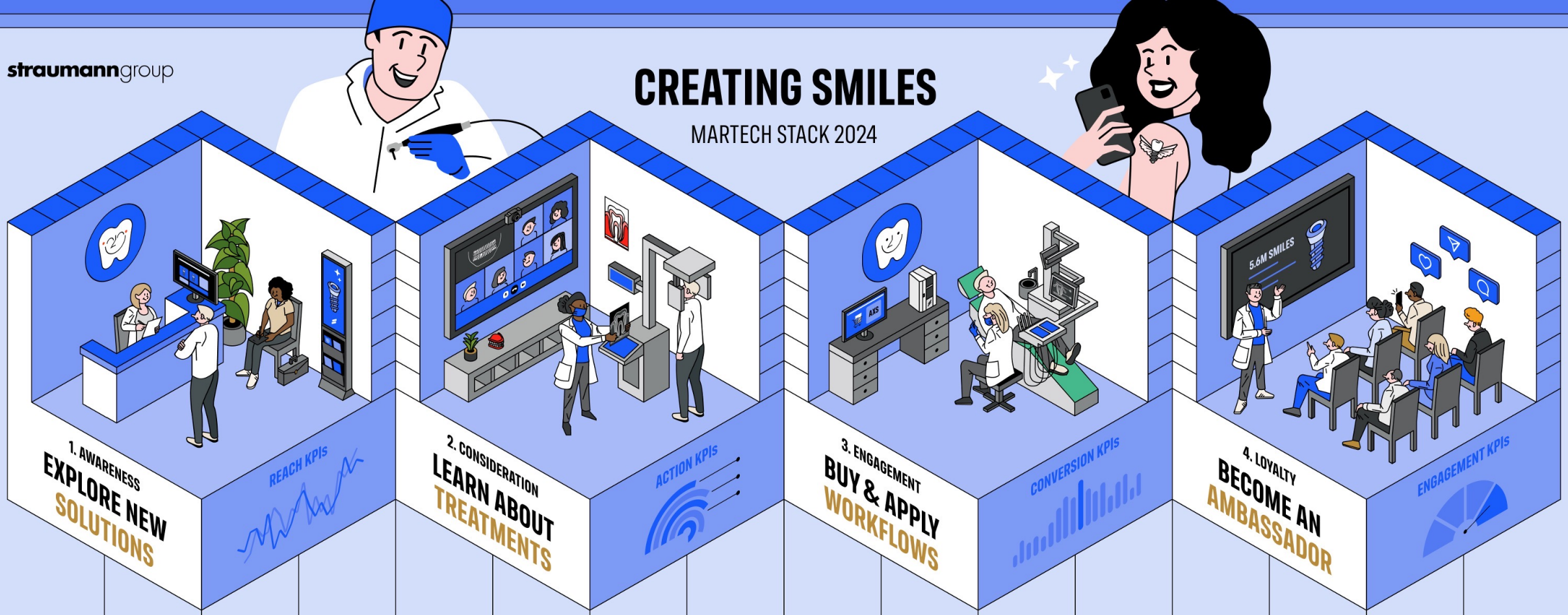
ENGAGE
sense
KIXIE
vistaprint
SurveyMonkey
spectrio
CREATIVE OPERATIONS
Canva
Scribe
iStock
INTAKE
vivian
Allied Travel careers
indeed
DATA & ANALYTICS
Google Search Console
Google Analytics 4
EVALUATION
symplr
HubSpot
SKILLSURVEY
JobRobotix
sproutsocial
MOZ
PREMIER MEDICAL STAFFING SERVICES
CARE CENTER
OPERATING ROOM
INTAKE
PATIENT EVAL
ADMIN OFFICE
Microsoft 365
WordPress
DATA LAB
AMBULANCE
Google Ads
CISION
AWARENESS WAY
AWARENESS
ADMIN & PLANNING
WordPress
Microsoft 365

Marketing Technology Stack as of April 2024

straumanngroup

CREATING SMILES

MARTECH STACK 2024



Social media

Social Media

Paid ads

Creation

Content

SAP

E-mail

E-learning

Online Courses

Personalisation

Paid ads

Data Cloud

aws

Data Cloud

SAP

Commerce

Transactions

Product Cart

eIFU

SAP

CRM / CDP

Content

Analytics

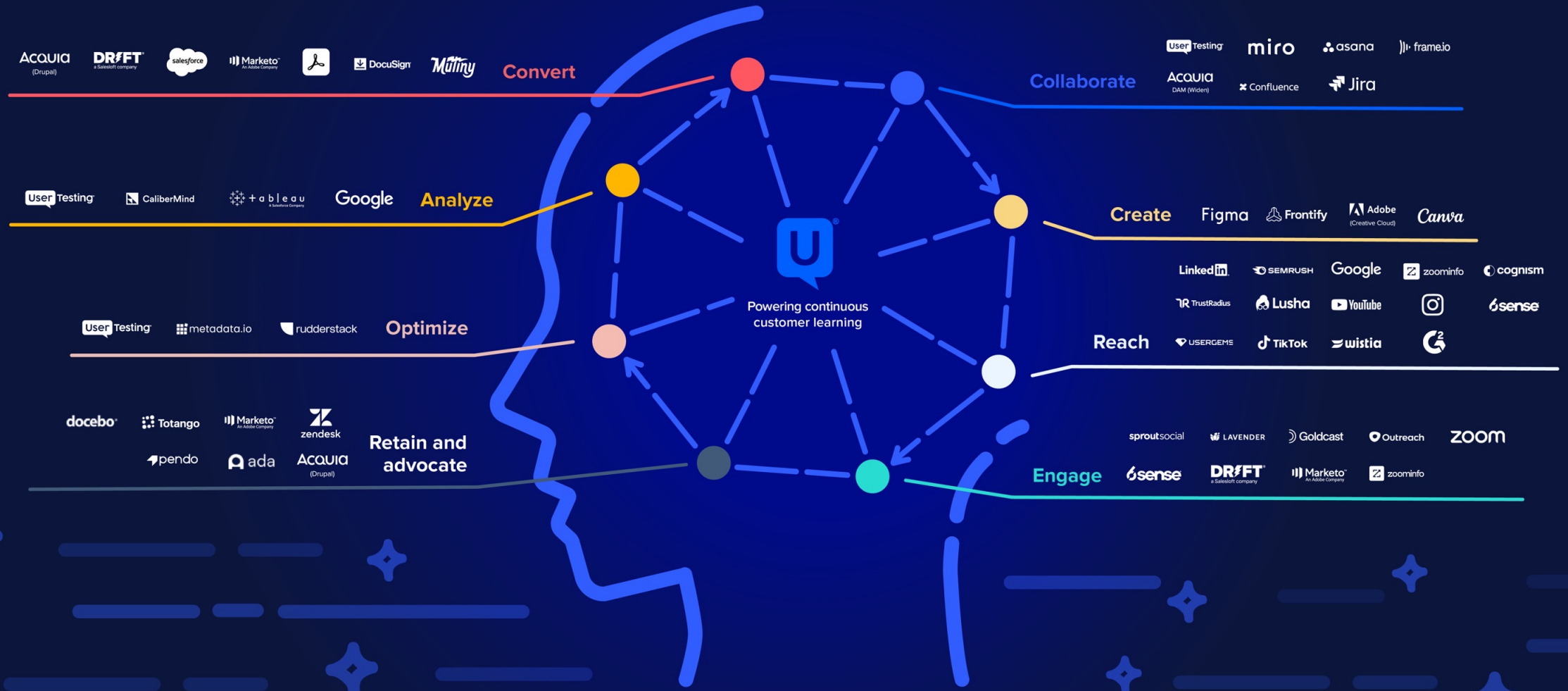
qualtrics

Feedback

Testimonials

Insights

UserTesting's Martech Blueprint—from ideation to execution



velaro

Engage Visitors at Every Touchpoint for Deeper Relationships

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Workato FY 2025

Mountain View, CA

Martech Forecast

APPLICATION REACH

# of marketing teams

CUSTOMER JOURNEY STAGES

AWARENESS CONSIDERATION PURCHASE RETENTION ADVOCACY

Content creation

Outbound

Marketing & sales automation

Integration and automation

$ Sale enablement

Customer engagement

Customer relationship management

Data analysis and business intelligence

Cloud services and infrastructure

Content creation and management

- HIGHSPOT — Sales content management
- contentful — Website content management
- ceros — Web design
- SEMRUSH — SEO
- Figma — Graphic design

Outbound

- Outreach — Email marketing
- Demandbase — Account based marketing
- leadiQ — Lead enrichment
- zoominfo — Lead enrichment
- slack — Account notifications

Marketing and sales automation

- sproutsocial — Social media management
- LinkedIn — Paid ads
- litmus — Email testing
- Sizzabo — Webinars
- Marketo — Marketing automation

$ Sales enablement

- rule5 — Account intelligence
- GONG — Meeting recordings
- CHILI PIPER — Scheduling meetings
- orum — Meeting analysis

Customer engagement

- CROWD — Customer intelligence
- skilljar — Education
- Khoros — Community
- UserEvidence — Customer testimonials
- ITERABLE — Product updates

Integration and automation

- workato — Integration and automation

Customer relationship management

- salesforce — Source of truth for all accounts

Data analysis and business intelligence

- OpenAI — Intelligence
- BoostUp — Revenue forecasting
- sigma — Dashboards
- Google Analytics — Web analytics
- decisionLink — Planning

Cloud services and infrastructure

- snowflake — Storing internal data
- glean — Data queries
- aws — Hosting public data
- RingLead — Database hygiene

workato A sample stack for a software company with marketing performance mapped to revenue