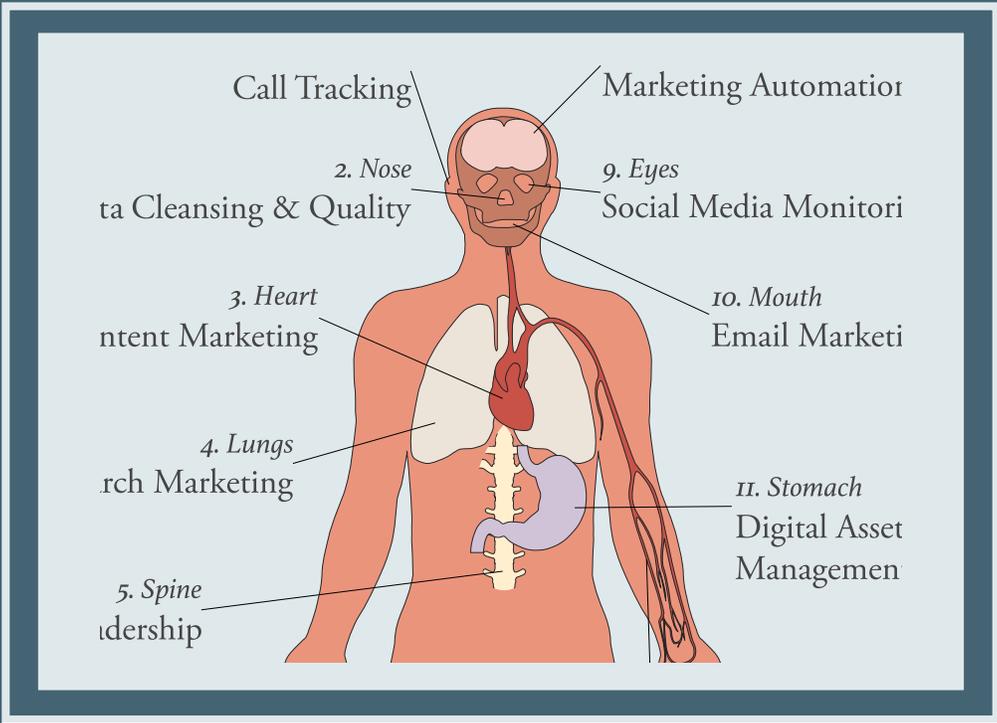




THE ANATOMY OF THE MARKETING TECHNOLOGY STACK



WITH CONTRIBUTIONS FROM:



MESSAGE

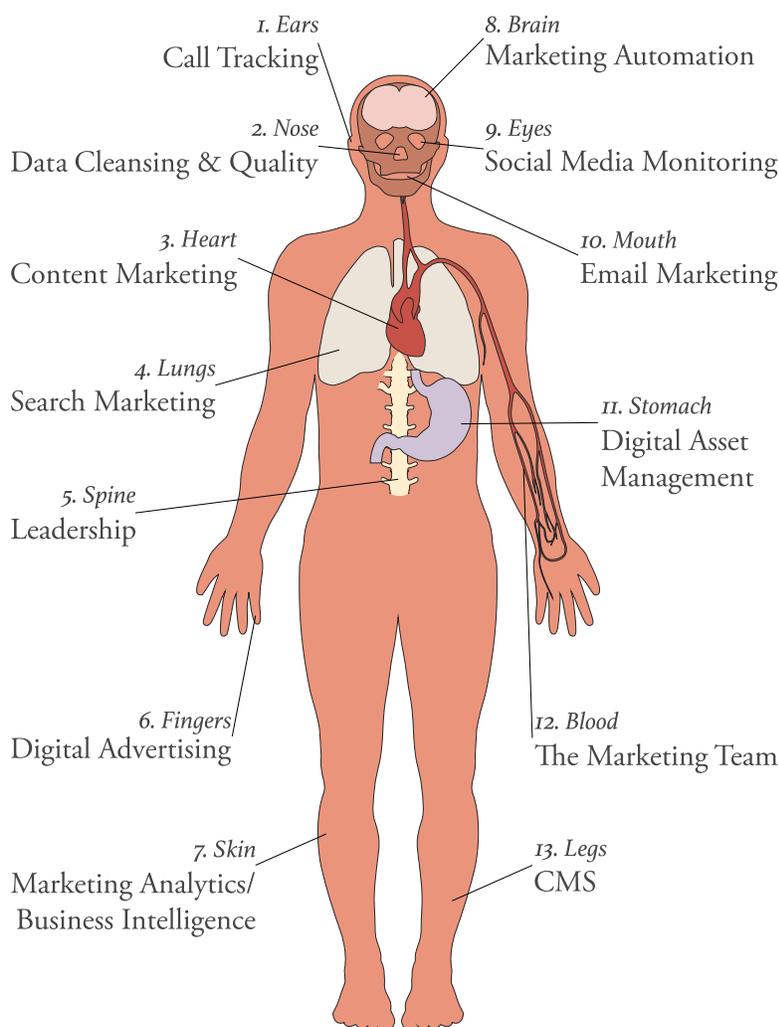
BONE IS CONNECTED TO THE

MEASUREMENT

BONE

Want to take the pulse of the tech market? Gauge the temperature of a marketing campaign? Or check the vitals of your marketing initiatives? Knowing the anatomy of an effective marketing technology stack – and how all parts are connected for optimal performance – is best place to start.

Read on for a marketing tech stack “anatomy” lesson, and learn how different software components come together to keep your marketing campaigns running.





DATA CLEANSING AND QUALITY

THE NOSE

Like hearing, smell is an important sense. Data cleansing & quality is the “nose” of the marketing tech stack. Humans have about 12 million olfactory receptor cells and can detect more than 10,000 scents. A great Data Cleansing tool uses its own type of receptors to “sniff out” fresh, quality data and detect the scent of bad data.

For more on Data Cleansing & Quality software, visit www.g2crowd.com/categories/data-cleansing-quality.



CALL TRACKING

THE EARS

Ears do more than let us hear, they also help us keep our balance. Likewise, call tracking software helps keep tabs on customer behavior and, in essence, allows you to better “listen to prospects, customers and the sales team” for a more balanced marketing approach.

For more on Call Tracking software, visit www.g2crowd.com/categories/call-tracking.

INVOCA SHARES MORE ON "THE EARS"

The martech industry is taking off (couple thousand vendors out there), yet none of these technologies speak phone.

As consumers increasingly use their smartphones to research, browse, and connect with businesses, brands are developing a newfound respect for the inbound call as an integral part of the conversion path. According to BIA/Kelsey, calls to businesses from mobile devices will reach 162 billion by 2019. As mobile usage continues to skyrocket, call intelligence software is becoming a critical part of the marketing stack.

Most people on the path to purchase bounce from offline to online and across channels. Inbound calls therefore provide an opportunity to listen to insights from callers to get a 360-degree view of the buyer's path to purchase. Call intelligence provides a view into which marketing channels are driving specific lead activity. Simply put, you can track calls just like you would clicks. Moreover, call intelligence has the potential to reveal areas where you can better tailor messaging and the buyer experience to customer needs, addressing their top questions and objections. Call intelligence can even shed light on demographic details, including geographic location.

You can fully integrate call intelligence software with pretty much any customer relationship

management system, call center platform or marketing automation application you can think of including Adobe, Doubleclick, Google AdWords, HubSpot, Microsoft Dynamics, and Salesforce. By integrating call intelligence into your current marketing stack, you can attribute a more accurate value to your efforts for each marketing campaign. Here are ways you benefit from integrating call intelligence into your marketing stack: "Hear" the entire multi-channel path to purchase: By integrating call intelligence with your marketing automation, you can capture the entire multi-channel path to purchase, so that when a prospect picks up the phone, you can tie that call to all previous online activity. And if a prospects calls early on but isn't ready to move forward with sales, having that data synced with marketing automation and retargeting is incredibly valuable for following up with the appropriate message.

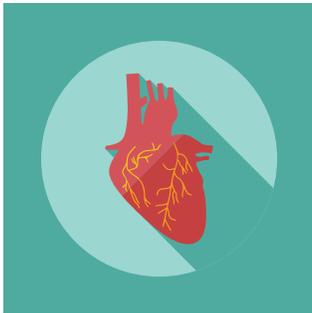
Tie actual revenue to your campaigns: When call data is synced with your CRM, all of your leads have the correct marketing source, allowing you to tie actual revenue to your campaigns, programs, and media spend. Capture valuable insights and signals in each phone conversation: With conversation

intelligence, you can capture what's happening on your inbound phone calls to understand lead quality, test new sales messaging, monitor the competitive landscape, and optimize based on questions, objections, and actions. You can also conduct quality monitoring and track all types of conversions—such as whether a demo was requested or a follow-up call scheduled.

Tailor prospect communication based on conversation intelligence: With call intelligence tied to your CRM and marketing automation solutions, you can customize communication and messaging so it's highly relevant and meaningful.

If prospects have already spoken with a sales rep, use conversation intelligence to follow up accordingly. Send them content to address their use case and pain points. If they mentioned a competitor on the call, send them a buyer's guide that demonstrates exactly why your solution is better. If the prospect is early in the buying cycle, send emails that will help them move down the funnel. In short, let them know you heard them.

► [Learn more about Invoca](#)



CONTENT MARKETING

THE HEART

Now, let's get to the heart of the matter. The heart must keep blood flowing through 60,000 miles of blood vessels. Though there aren't (thankfully!) 60,000 marketing channels, content marketing is that "core" tool that the marketing stack can't function without. Content is the lifeblood of any program.

For more on Content Marketing software, visit www.g2crowd.com/categories/content-marketing.

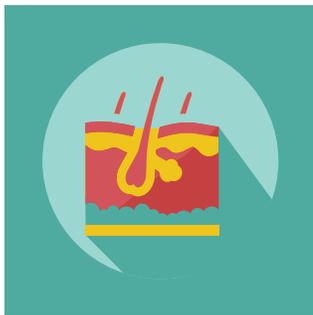


SEARCH MARKETING

THE LUNGS

But without oxygen, the blood is useless. Like automatically breathing, your marketing content must work automatically with search marketing. And though you can often "set it and forget it" in the same way lungs just know to breathe, sometimes you have to take a voluntary "breath" to revisit your search strategy to infuse new life into your parameters.

For more on Search Marketing software, visit www.g2crowd.com/categories/search-marketing.



BUSINESS INTELLIGENCE

THE SKIN

What makes fingers so sensitive? Skin, of course. Analytics and business intelligence are the “skin” of the marketing tech stack. And changes in your skin can sometimes signal changes in your overall health. Business intelligence and the skin both act as the protective layer that helps to hold everything together by constantly reviewing where things are. It’s this “skin” that, as the data being analyzed changes, can signal whether your marketing tech stack is more or less effective than it has been.



GOODDATA SHARES MORE ON "THE SKIN"

Today’s modern marketer has so many technologies to understand their customers and measure marketing effectiveness.

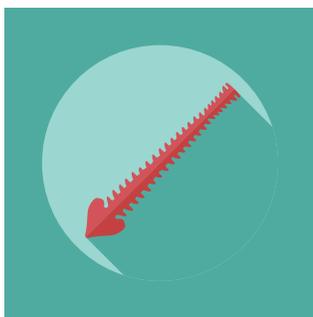
This explosion of new and innovative tools creates a massive opportunity for companies to create a more personalized buying experience, but also presents a new channel to monetize that data - providing personalized dashboards out to their network of business partners to enhance their entire organism.

Forward thinking executives, including CMOs, are trying to embrace Big Data - constantly seeking opportunities to use analytics to improve their competitive value, generate revenue or reduce costs. Unfortunately 95% of marketers, and 80% of IT leaders admit that their strategy to use this data is struggling significantly.

A fully integrated business intelligence solution is critical to work alongside the marketing tech stack, and “feel out” what’s working. By centralizing all of that high value data, organizations get an automated and trustworthy view into how their marketing investments and partnerships are contributing to the top line growth of the company. The impact of tapping into the underutilized martech data ranges from increasing profit margins to generating completely new products and revenue streams.

► [Learn more about GoodData](#)





MARKETING LEADERSHIP

THE SPINE

Ok, this isn't software, but strong marketing leadership helps you stand up to marketing pressure, just like the spine. Backbones are surprisingly strong and can sustain the weight and pressure of hundreds of kilograms. Yet, the spine is so flexible it can bend to form two thirds of a circle. Marketing leadership is backbone of the tech stack because leaders must be strong enough to stand up to the pressure of selecting the right tools for optimal success, yet flexible enough to adjust to changing marketing needs.



DIGITAL ADVERTISING

THE FINGERS

Strength must balance with sensitivity in life and marketing. Fingers are the most sensitive part of the body. Your marketing tech stack needs that sensitivity when it comes to feeling out prospects via different digital advertising channels and help you get a strong hold on driving lead generation.

For more on Digital Advertising platforms, visit www.g2crowd.com/categories/digital-advertising.



MARKETING AUTOMATION

THE BRAIN

Marketers need power behind analytics. In the tech stack, marketing automation is the brains of the operation. Did you know the brain generates 10-23 watts of power? That's enough energy to power a light bulb! Marketing automation is the hub for all marketing data and the source from where all those "a-ha, light bulb going off" moments are born. It never stops working. And doesn't need to be told what to do.



ACT-ON SHARES MORE ON "THE BRAIN"

Marketing automation platforms (MAPs) are quickly becoming the "nerve central" of a modern B2B marketing technology stack.

Marketing automation platforms (MAPs) are quickly becoming the "nerve central" of a modern B2B marketing technology stack. Efficient integration of both inbound and outbound marketing strategies, management of multiple platforms, programs, and processes can be a monumental undertaking unless you're using marketing automation to bridge the gap. Think of a MAP as the brain directing and connecting messages between the various limbs of your entire marketing organism.

Just as every marketer's company makeup is different, so are the technology stacks they put together to address their unique needs. Most companies devise

marketing strategies that are distinctive to each organization, and can include any number of integrations (e.g. CRM) and other point tools.

Automation is a very powerful and cost-effective way to support a vigorous, evolving marketing ecosystem, enabling a healthy alignment between the marketing and sales teams – and placing the customer relationship at the heart of it all.

MAPs can help you manage the cluster of tools and tasks that make it all possible but are complex and time consuming, including:

- Social media marketing and other early- funnel tools to attract leads

- Email campaigns to generate engagement; forms and landing pages to capture leads' data

- Automated lead management, scoring, and nurturing to move leads along the buyer's journey

- Content marketing that help leads convert to sales and drip and trigger marketing that helps retain customers

- Analytics that show what buyers really want and which campaigns really work

► [Learn more about Act-On](#)





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