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Marketing Technology: The Decade Ahead
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HubSpot *VP Platform Ecosystem*

chiefmartec.com *Editor*

10 Years Anniversary

MARTECH™ *Program Chair*

chiefmartec.com

April 2020

Marketing Technology Landscape

The Martech 5000

Total Solutions	8,000
Advertising & Promotion	922
Content & Experience	1,936
Social & Relationships	1,969
Commerce & Sales	1,314
Data	1,258
Management	601

Access all the data of this landscape & more at martech5000.com

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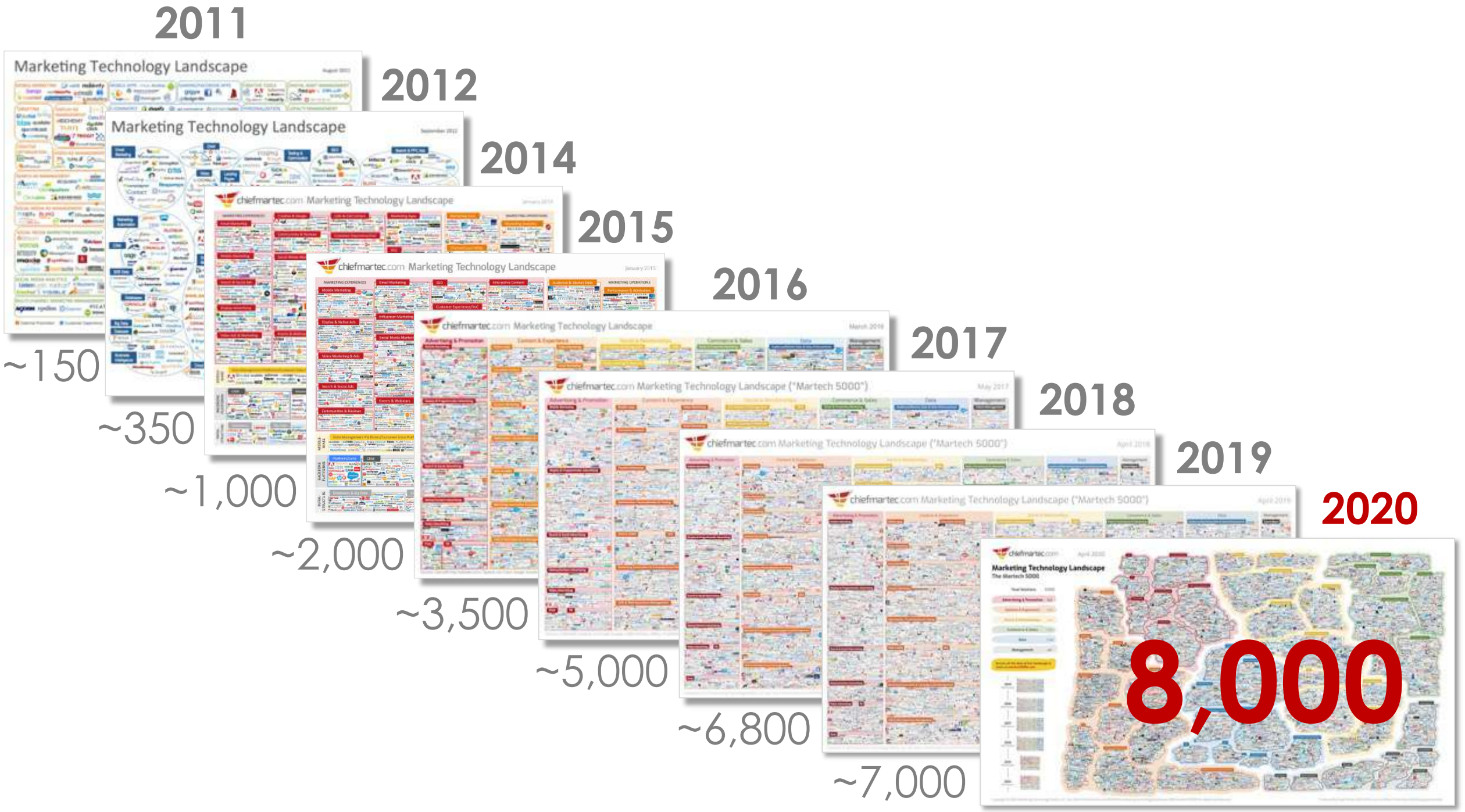
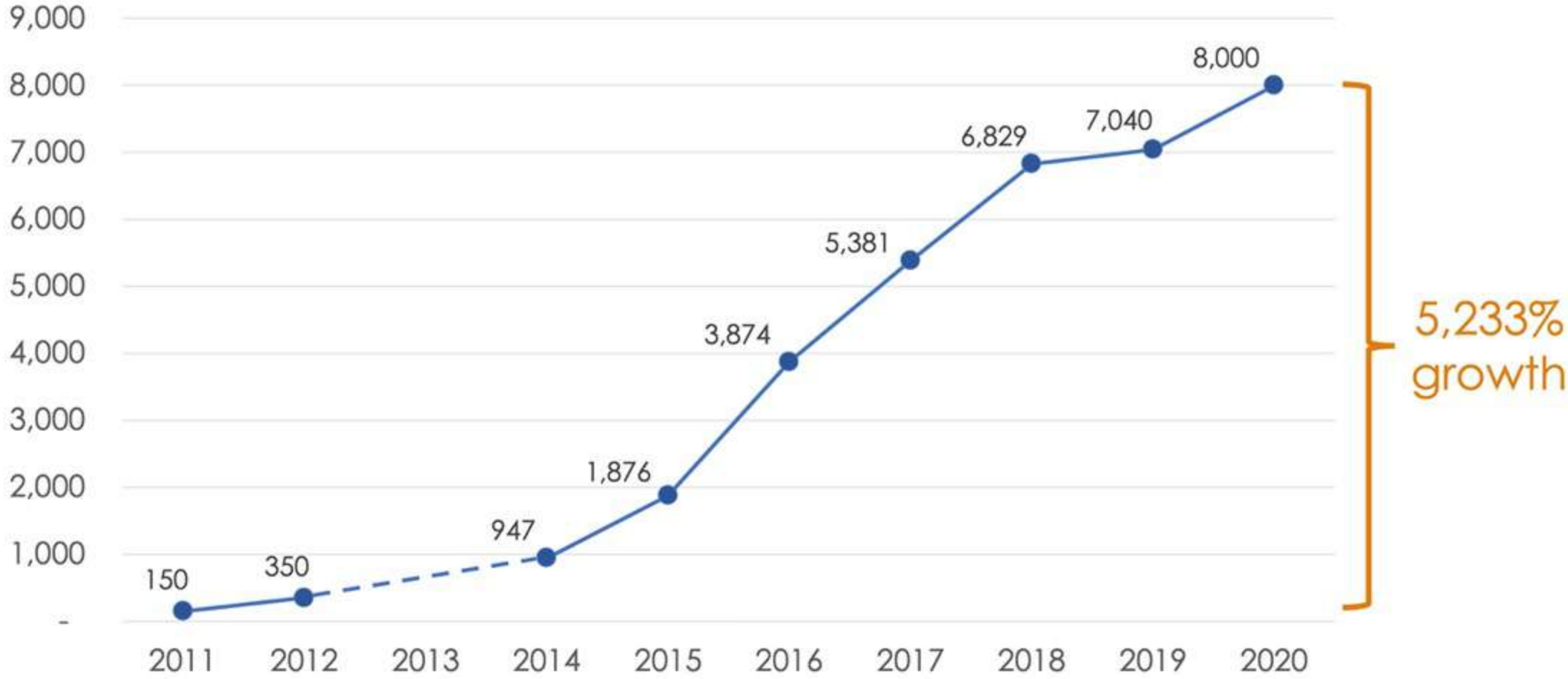
Produced by Scott Brinker (@chiefmartec) and Blue Green Brands (@bluegreenbrands).


2011
Marketing Technology Landscape
~150
2012
Marketing Technology Landscape
~350
2014
chiefmartec.com Marketing Technology Landscape
~1,000
2015
chiefmartec.com Marketing Technology Landscape
~2,000
2016
chiefmartec.com Marketing Technology Landscape
~3,500
2017
chiefmartec.com Marketing Technology Landscape ("Martech 5000")
~5,000
2018
chiefmartec.com Marketing Technology Landscape ("Martech 5000")
~6,800
2019
chiefmartec.com Marketing Technology Landscape ("Martech 5000")
~7,000
2020
Marketing Technology Landscape
8,000

Growth of the Martech Landscape 2011-2020



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1. DENIAL

This is the <u>marketing</u> department, not IT. We don't need a stack of software.

2. ANGER

I really hate the bastard who keeps making these landscapes.

3. BARGAINING

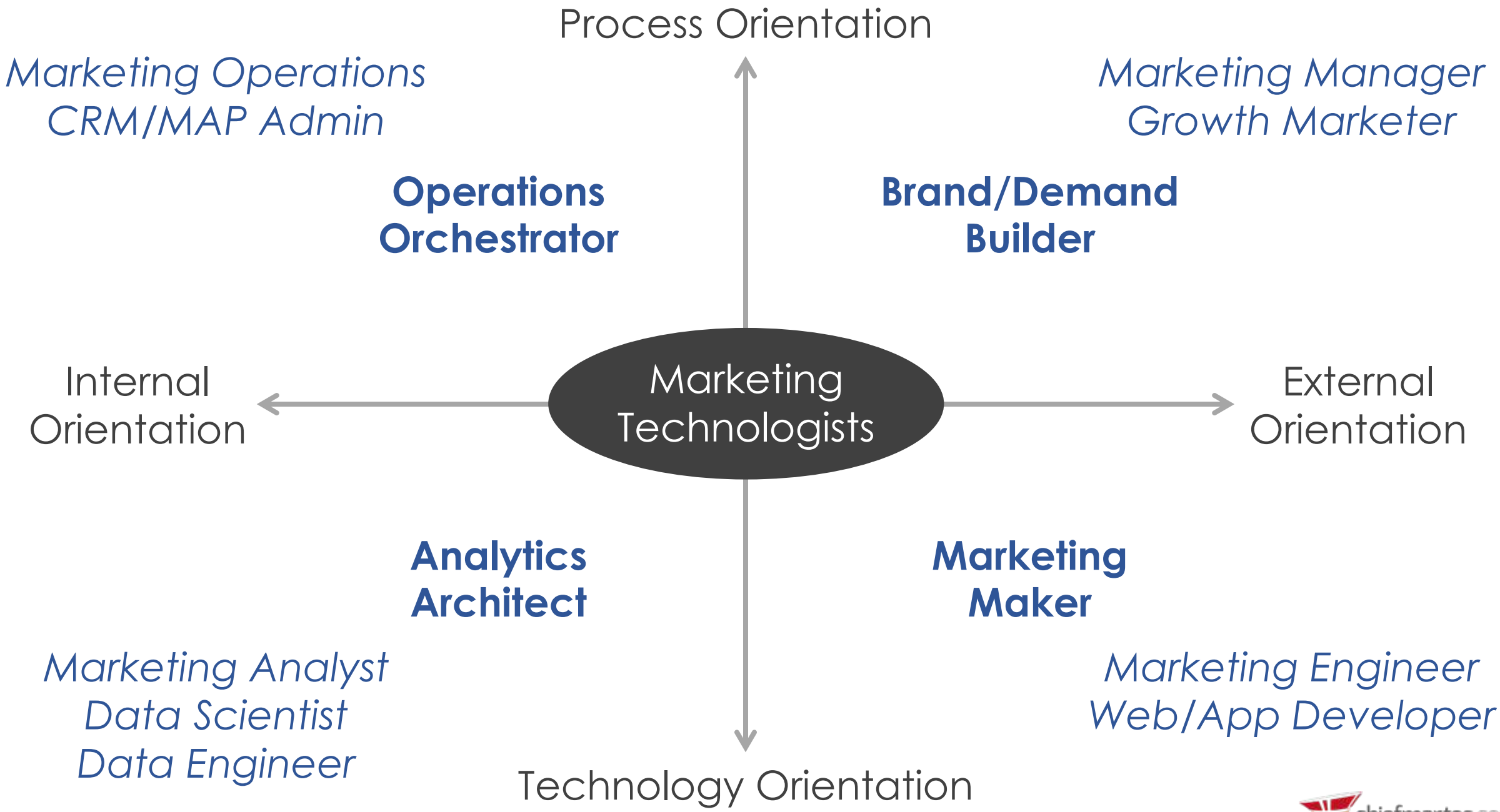
How about if I just buy everything from one marketing cloud vendor?

4. DEPRESSION

We’re never going to get this to work — this is why CMO tenure is so short!

5. ACCEPTANCE

This is the state of marketing today, and it's actually pretty cool.



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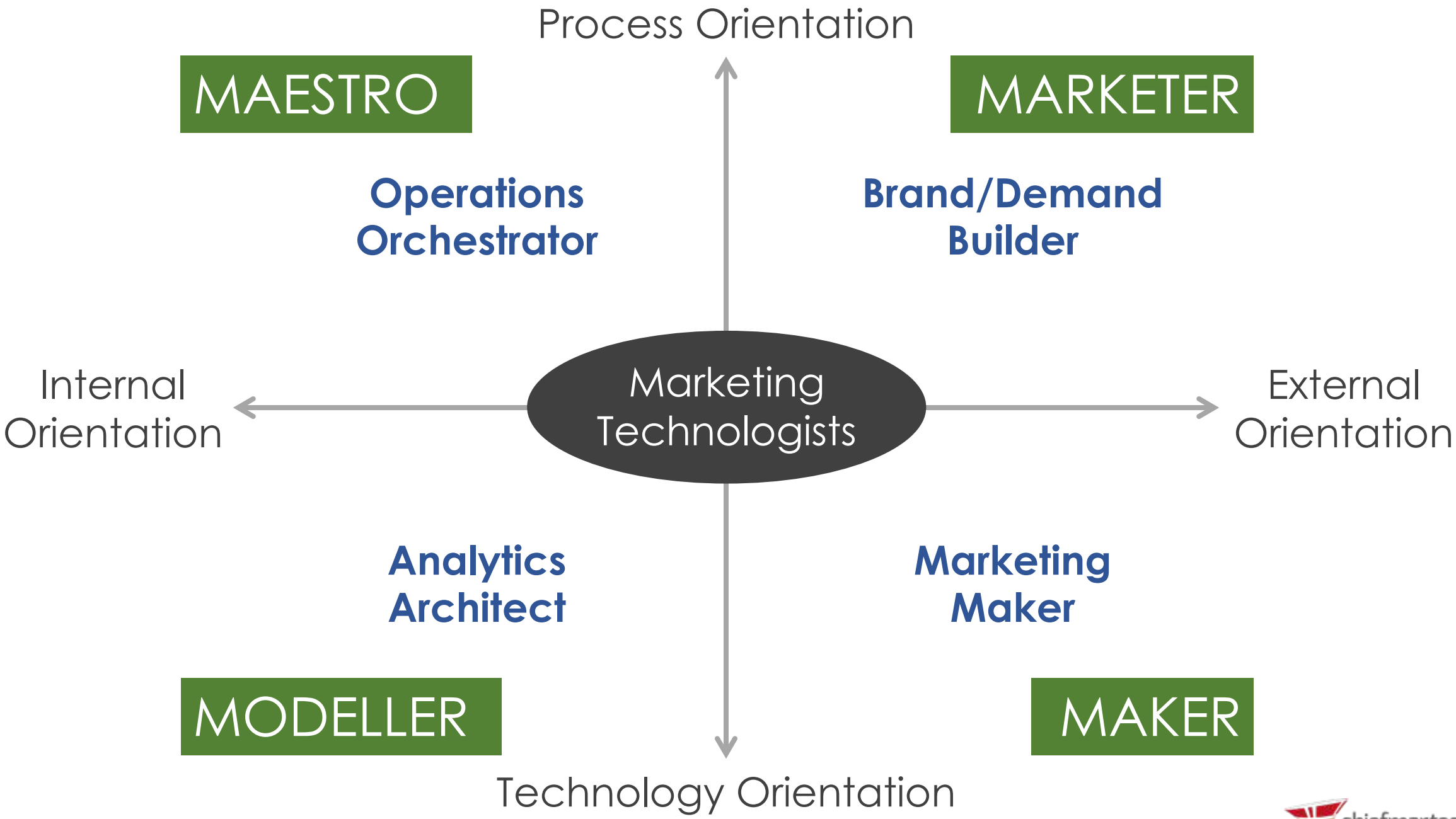

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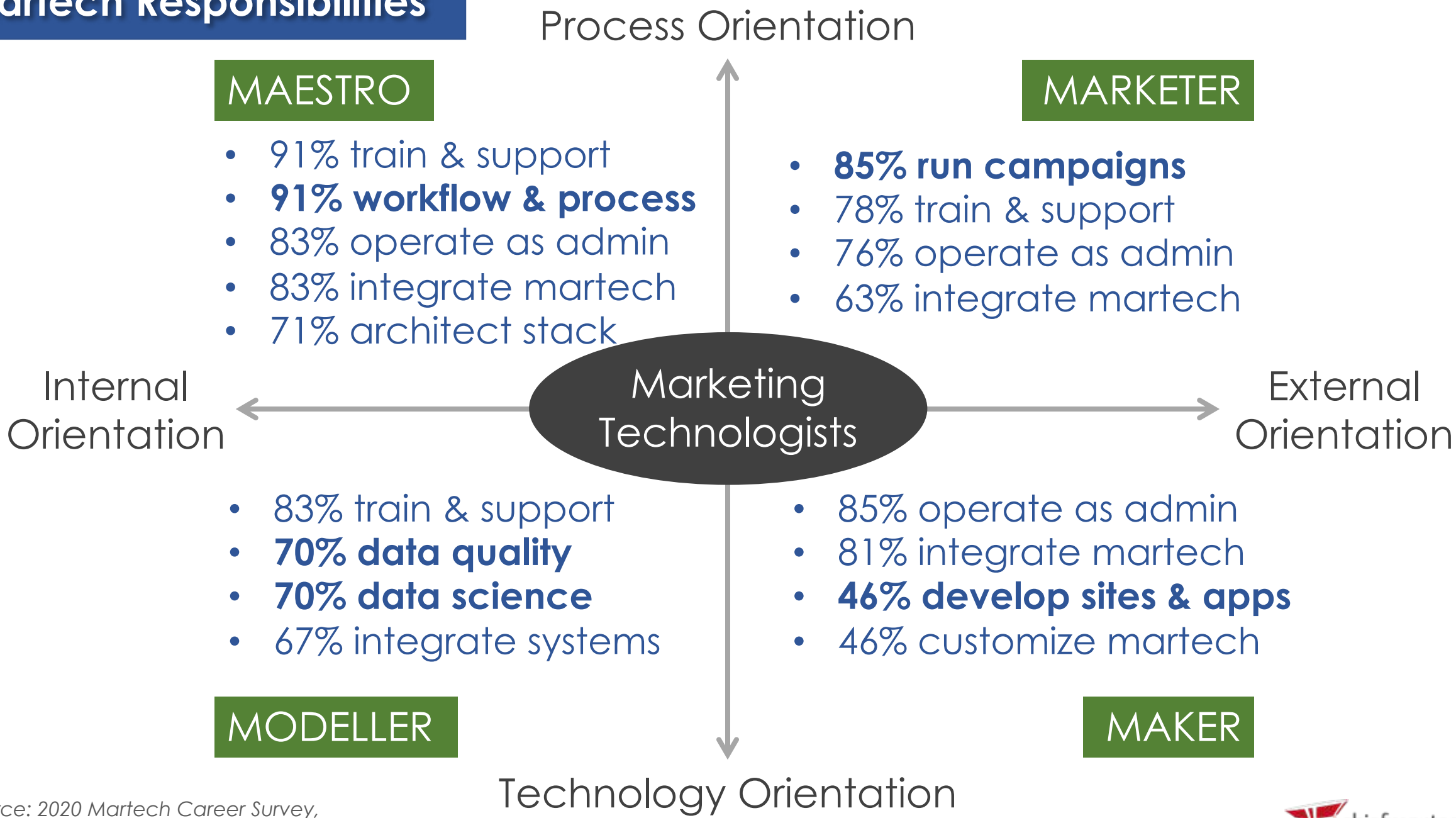
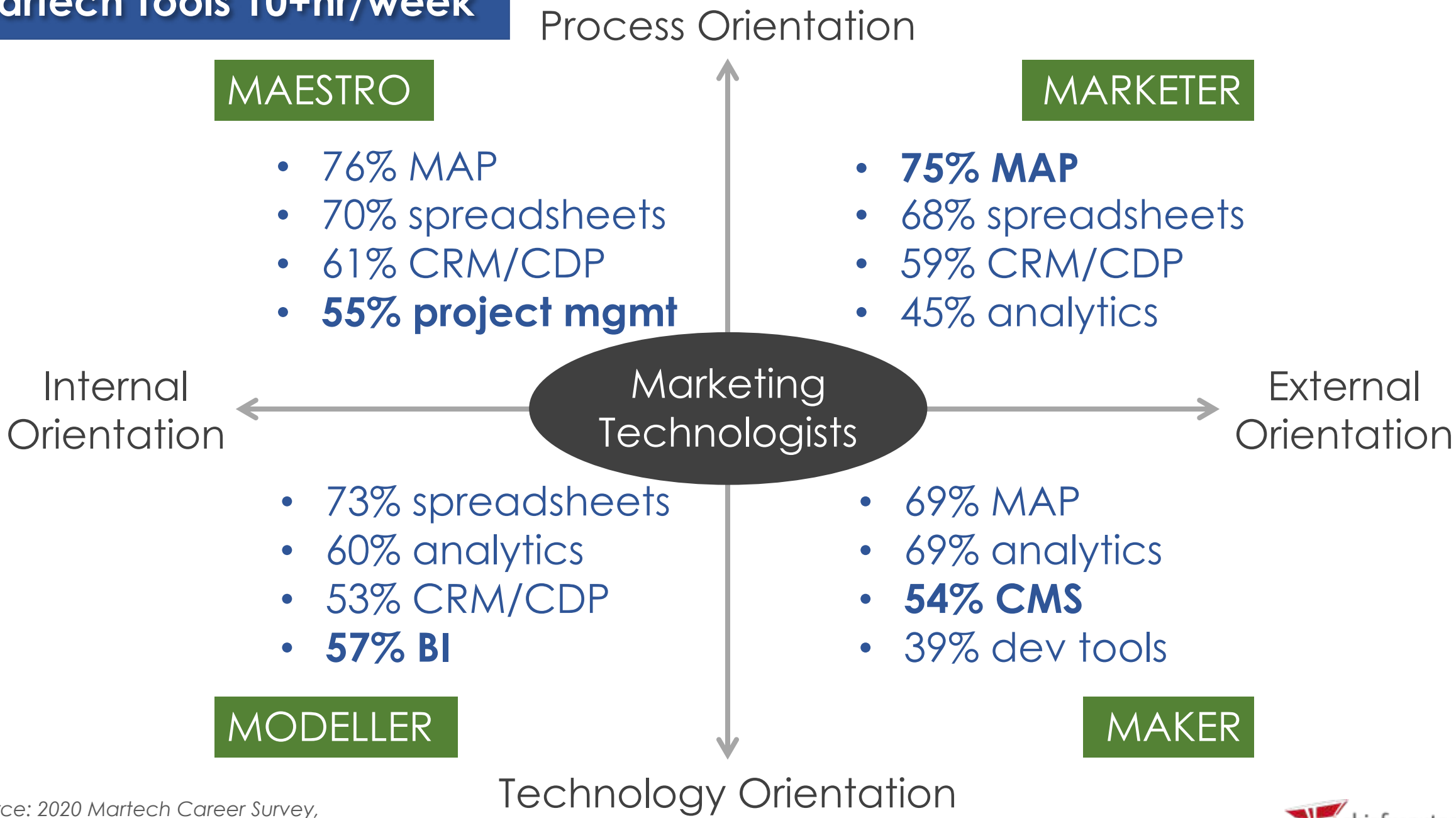
Martech Responsibilities



Source: 2020 Martech Career Survey, chiefmartec.com and MarTech Today

chiefmartec.com

Martech Tools 10+hr/week



Source: 2020 Martech Career Survey, chiefmartec.com and MarTech Today

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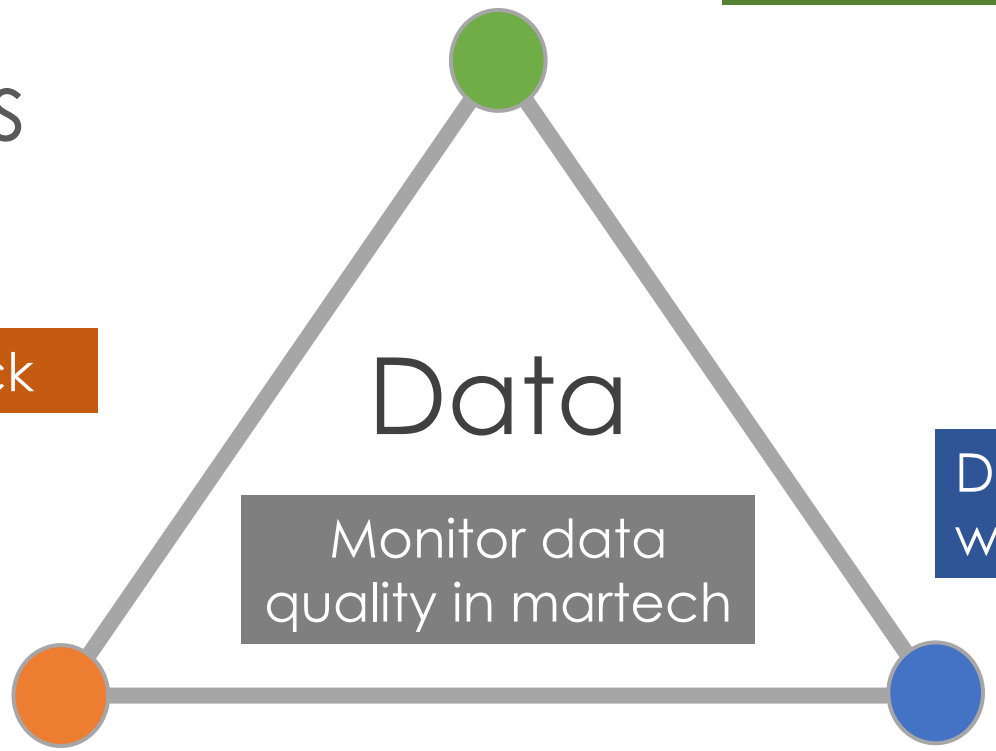
MAESTRO

Operations Orchestrator Responsibilities

(Top 7)



Train & support marketing staff on using martech

Architect martech stack

Research martech

Integrate martech

Monitor data quality in martech

Design & manage internal workflows and process

Operate martech

Source: 2020 Martech Career Survey, chiefmartec.com and MarTech Today

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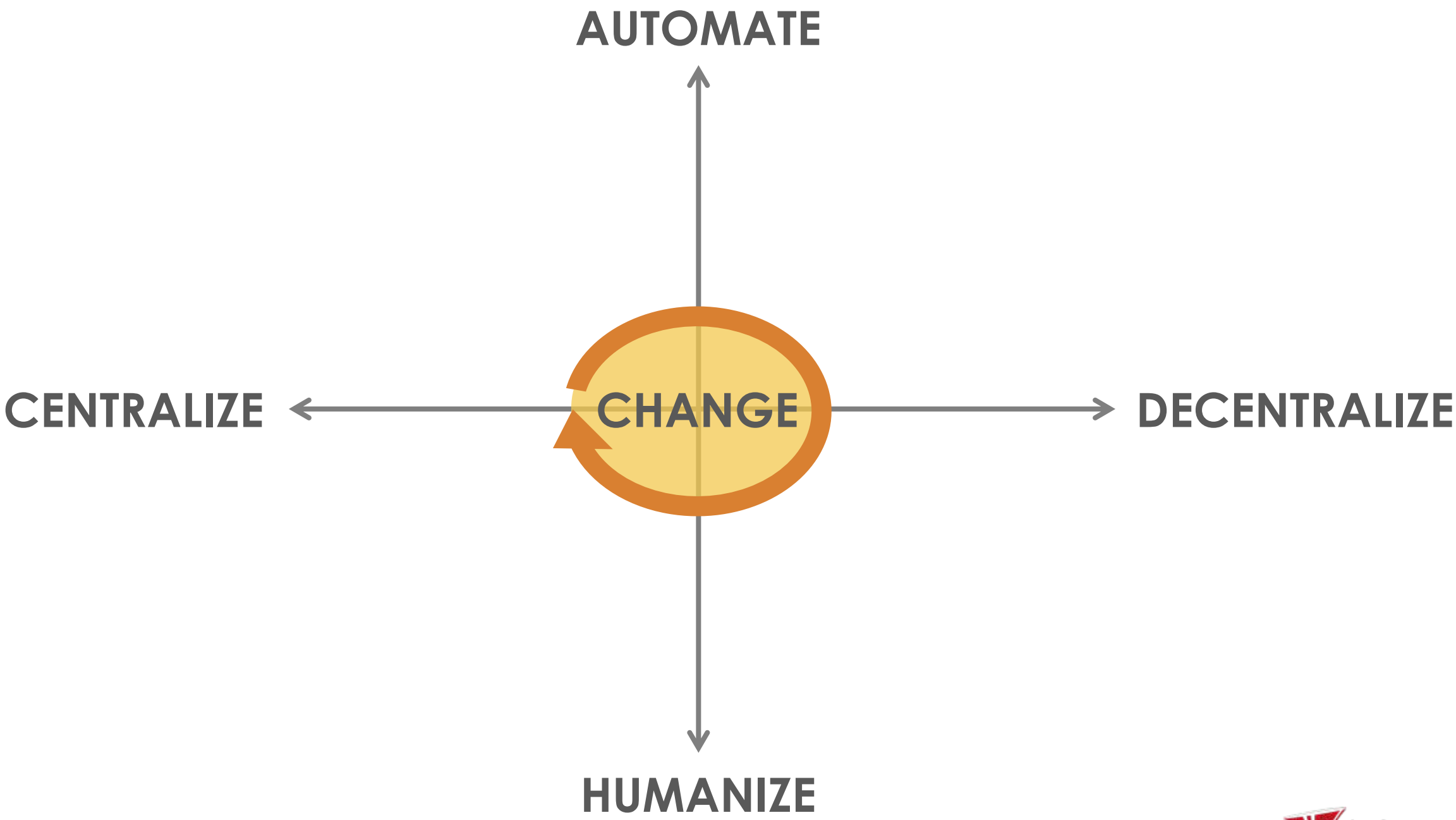

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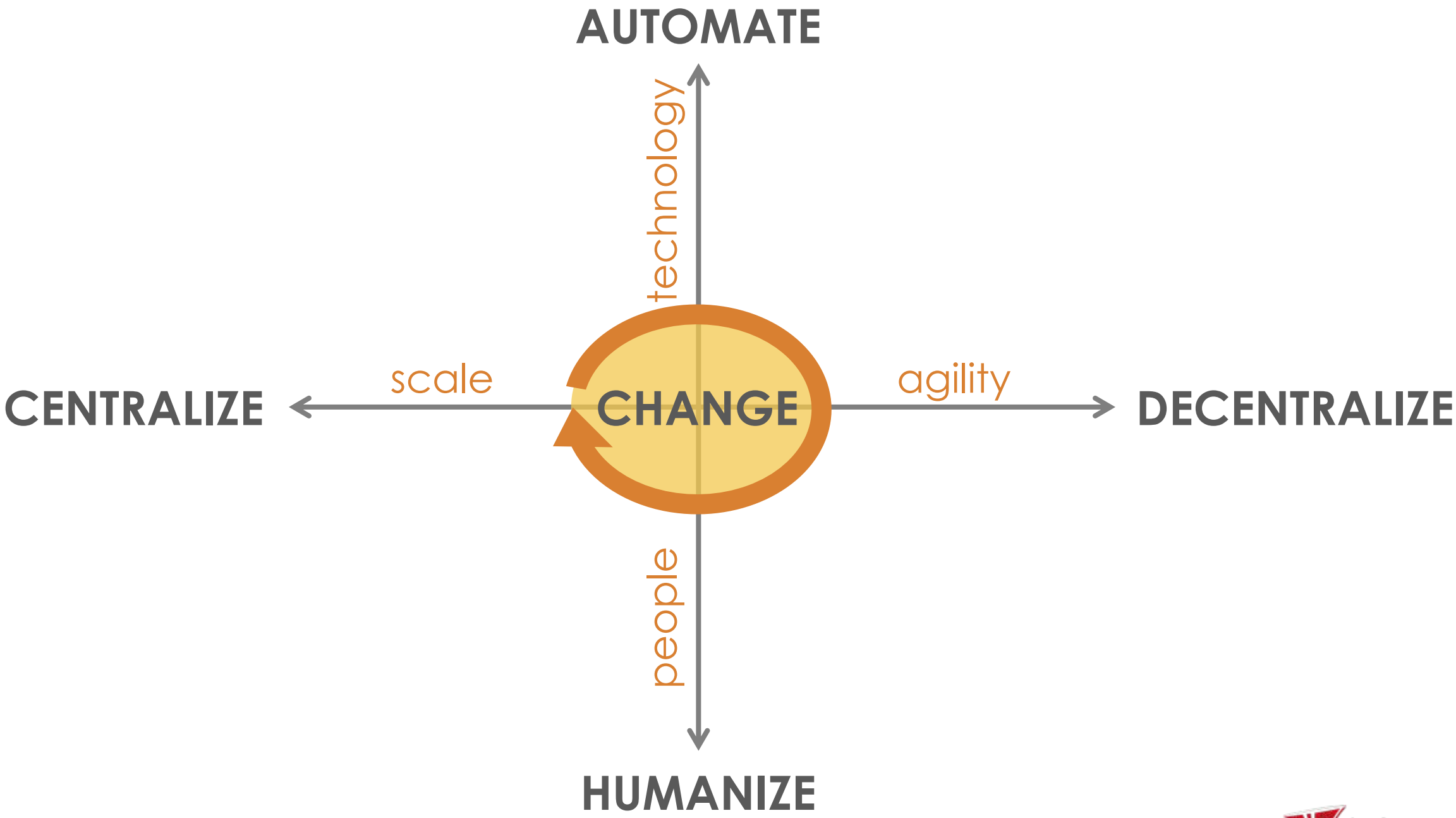

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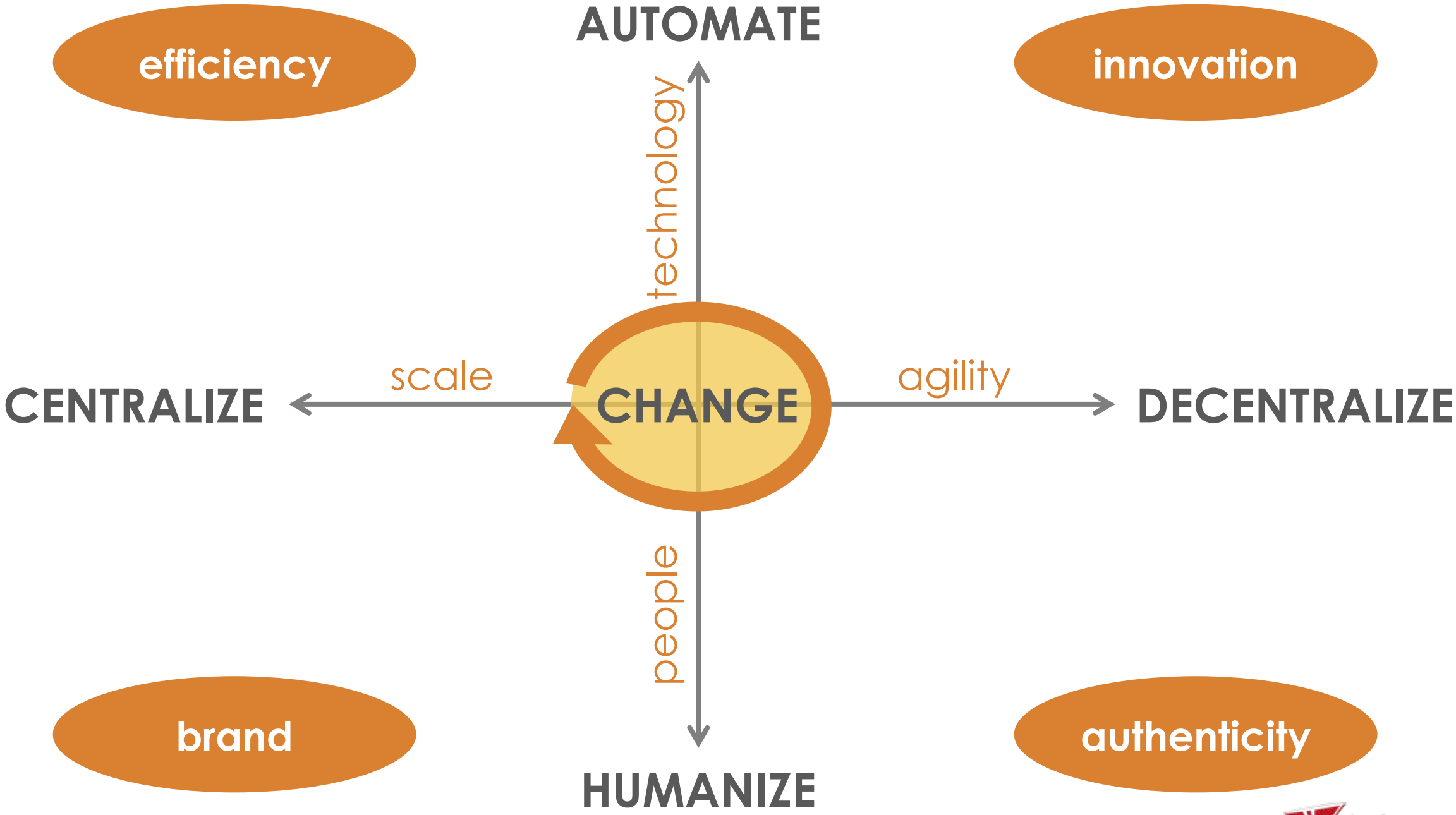

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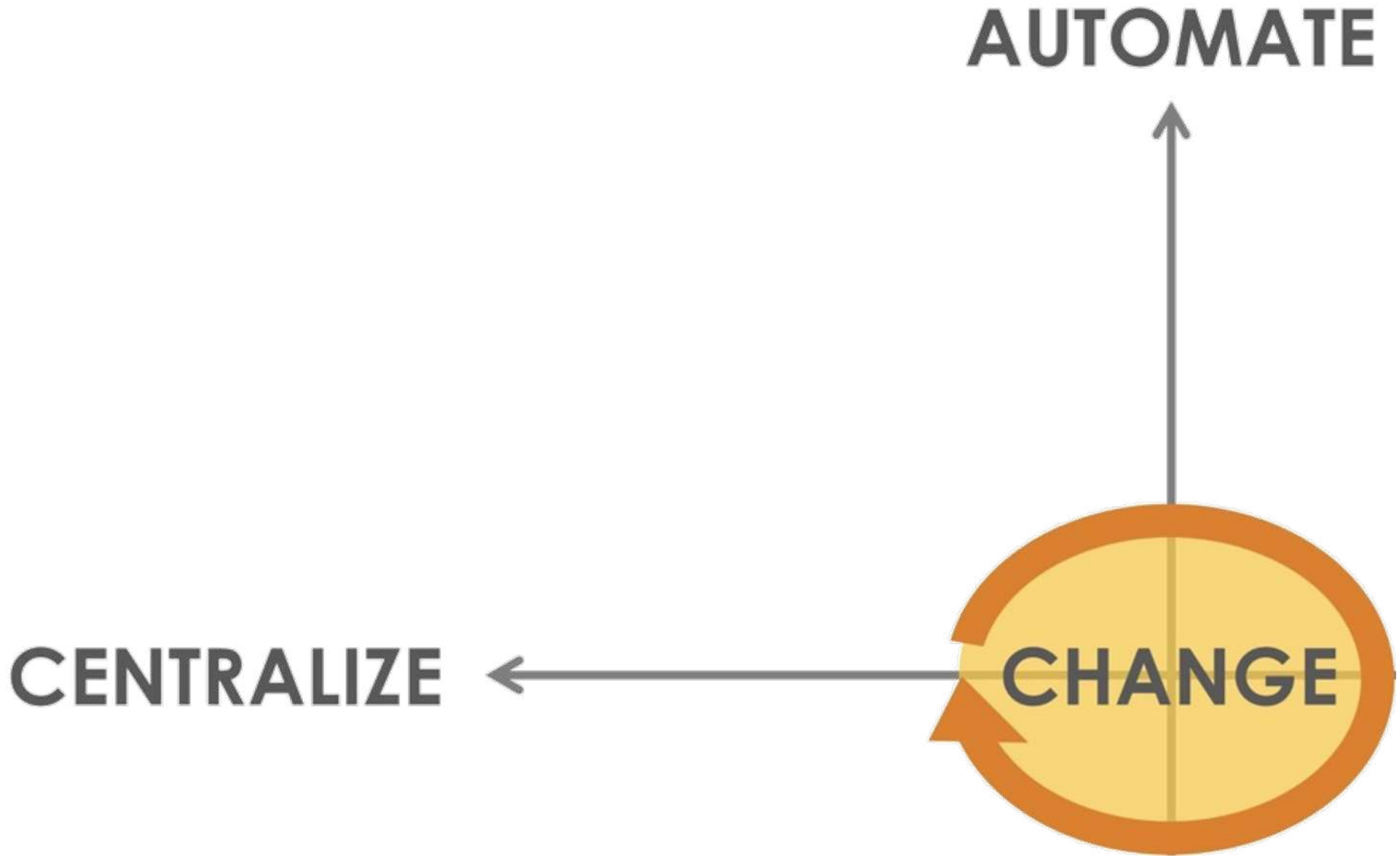
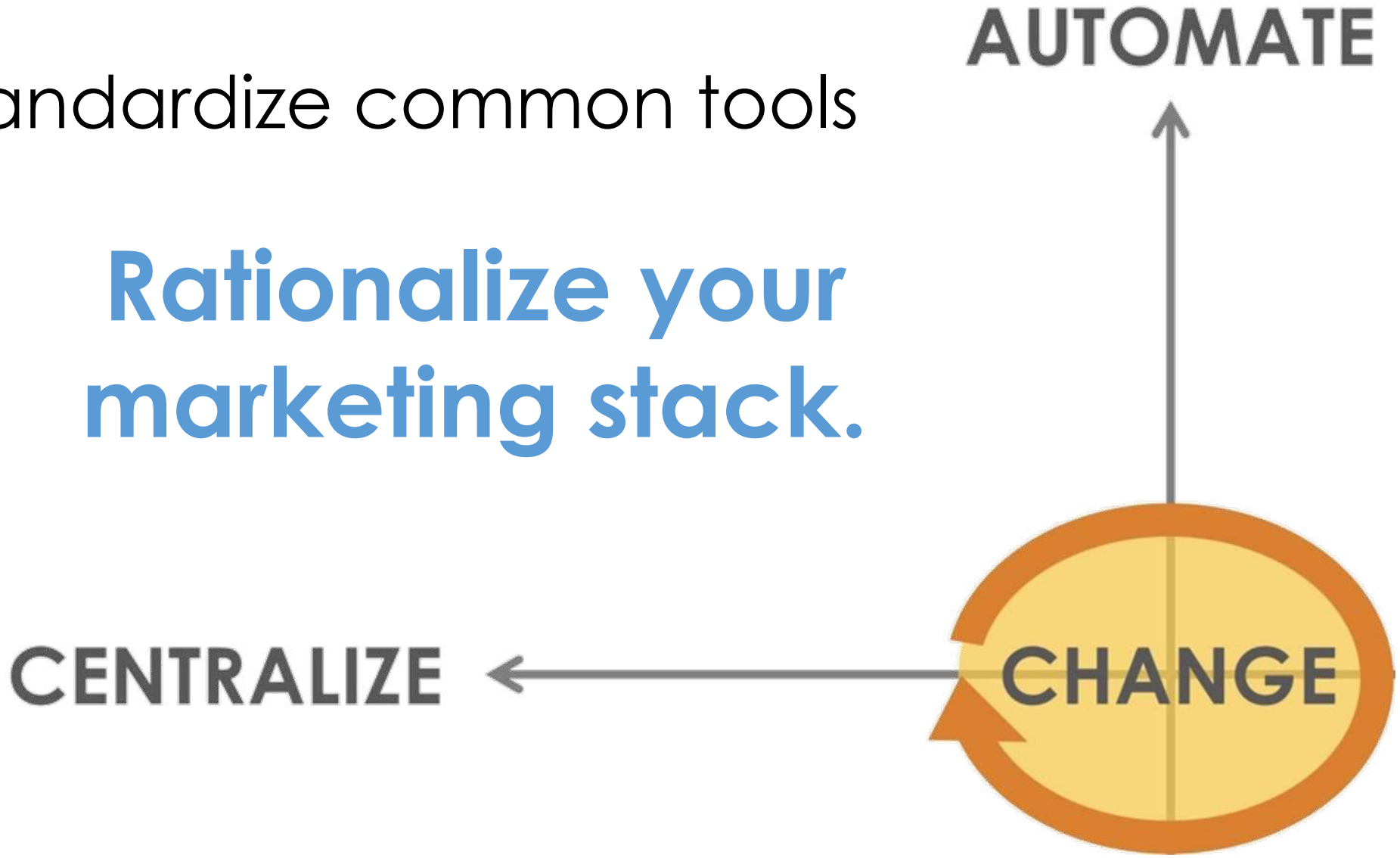
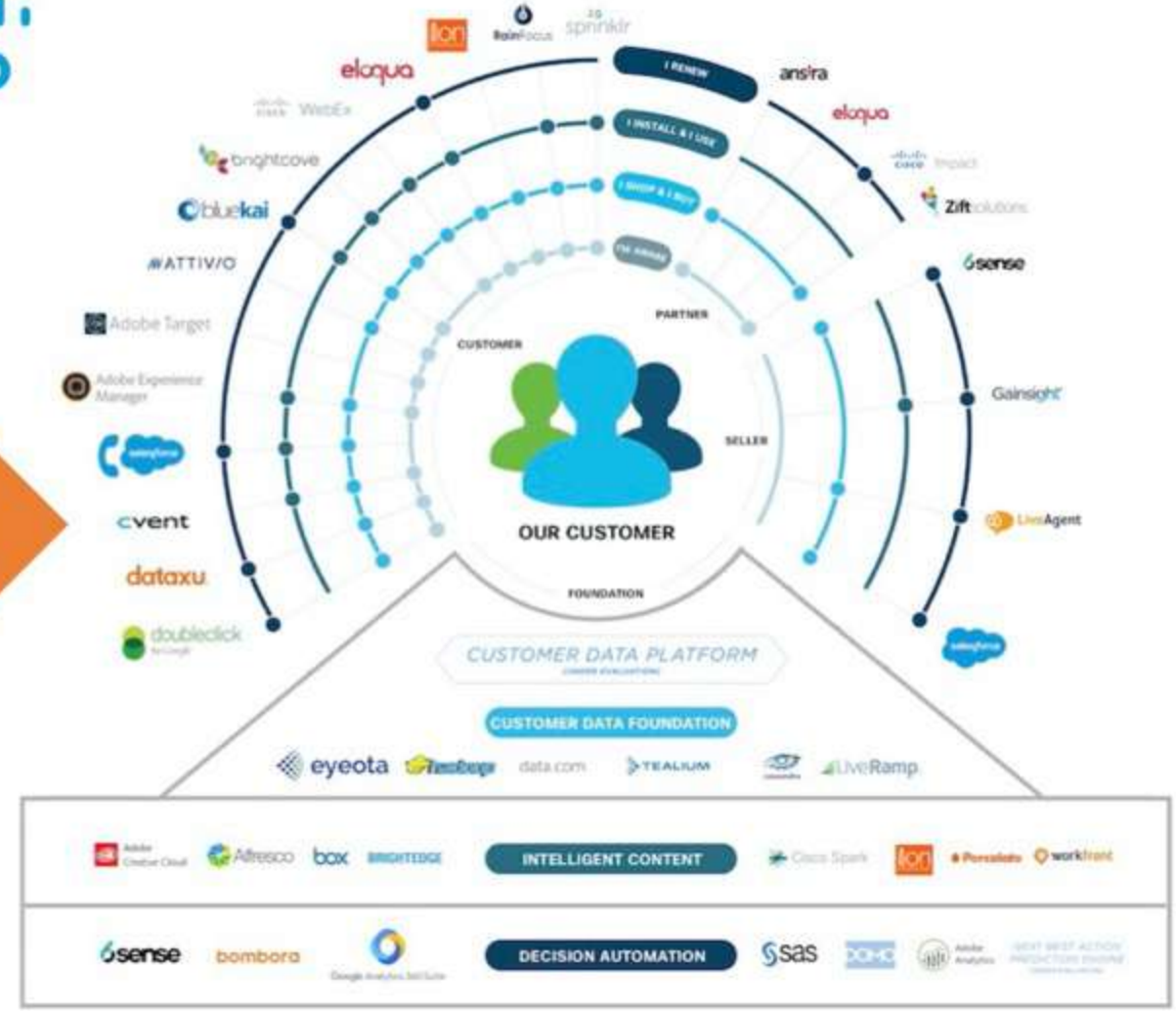

AUTOMATE
CENTRALIZE
CHANGE

- Standardize common tools

Rationalize your marketing stack.



The STACKIE Awards 2019
Presented by The MARTECH Conference
Sponsored by airstack



The Stackies 2017

The Stackies 2018

Why Enter Your Marketing Stack in the 2020 MarTech **Stackie Awards**?

EVERYONE

- Raise money for *Girls Who Code*
- Teach others what you've learned
- Earn recognition from your peers

VENDORS

- Show how your product fits in marketing stacks
- Share as visual case studies of customers
- Demonstrate your popularity through "share of Stackies"

BRANDS

- Discover your stack
- Explain your stack to stakeholders
- Attract talent to work with your stack
- Reward vendors with recognition
- Exchange stack ideas with others
- Promote your brand in the industry
- Contribute to the martech community

Entry deadline extended to September 18, 2020

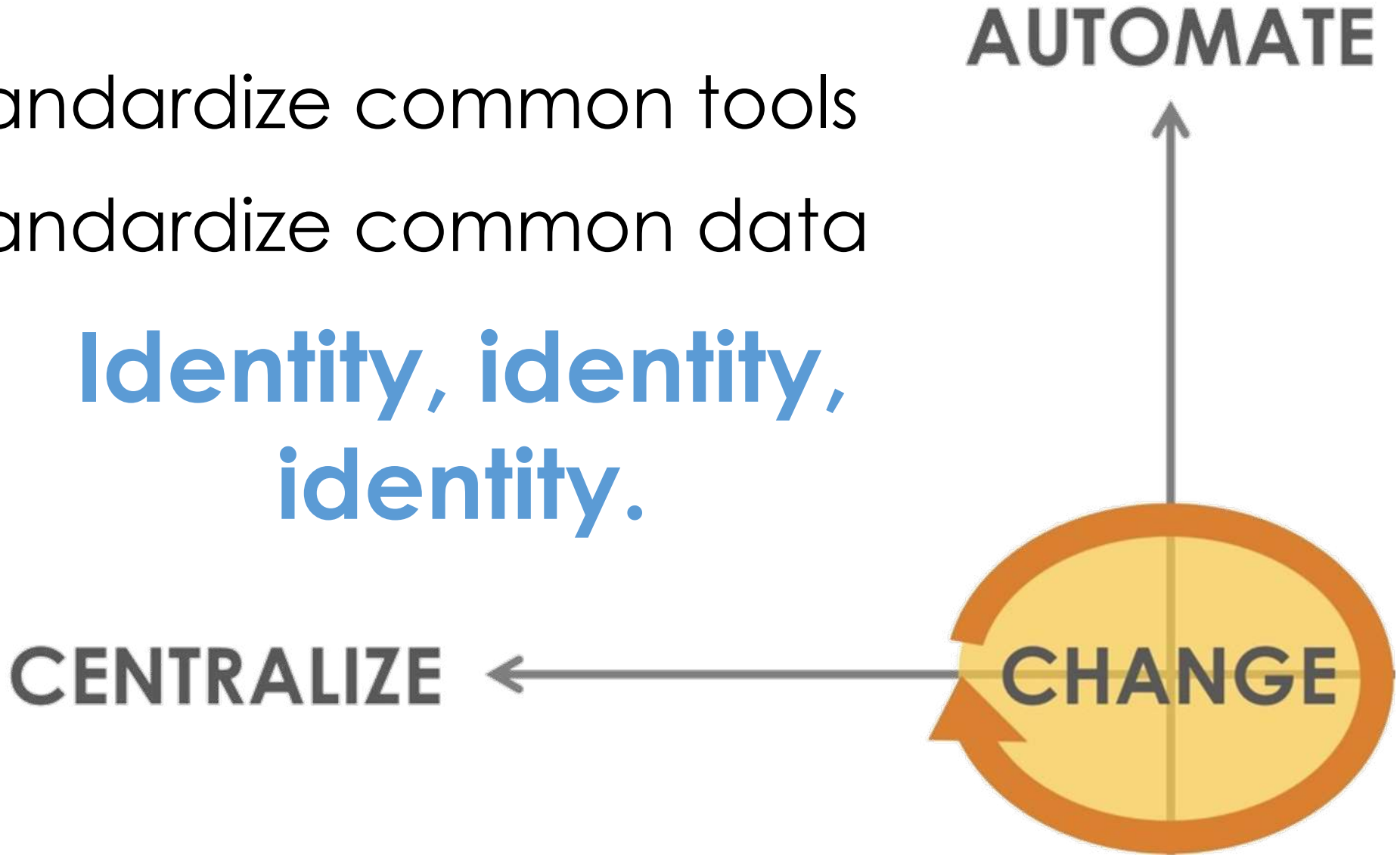
surveymonkey.com/r/Stackies2020

The STACKIE Awards 2020

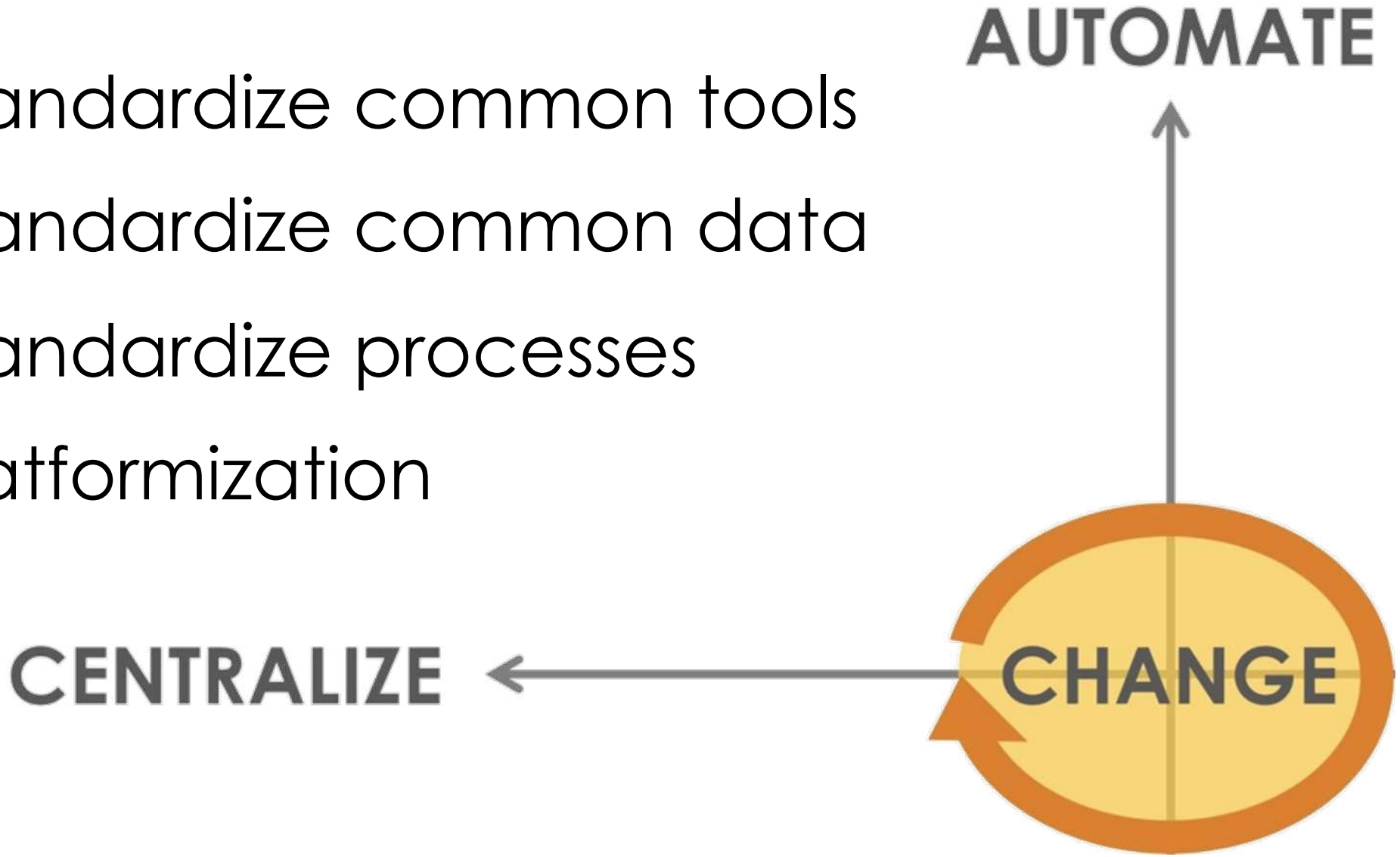
Presented by The MARTECH Conference

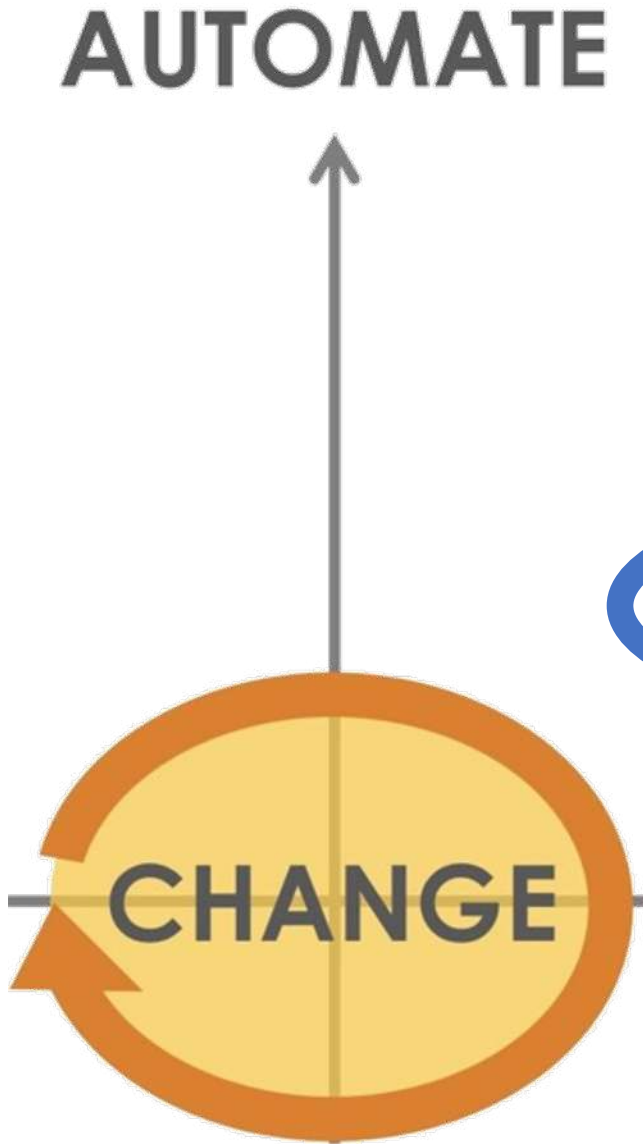
- Standardize common tools
- Standardize common data

Identity, identity, identity.



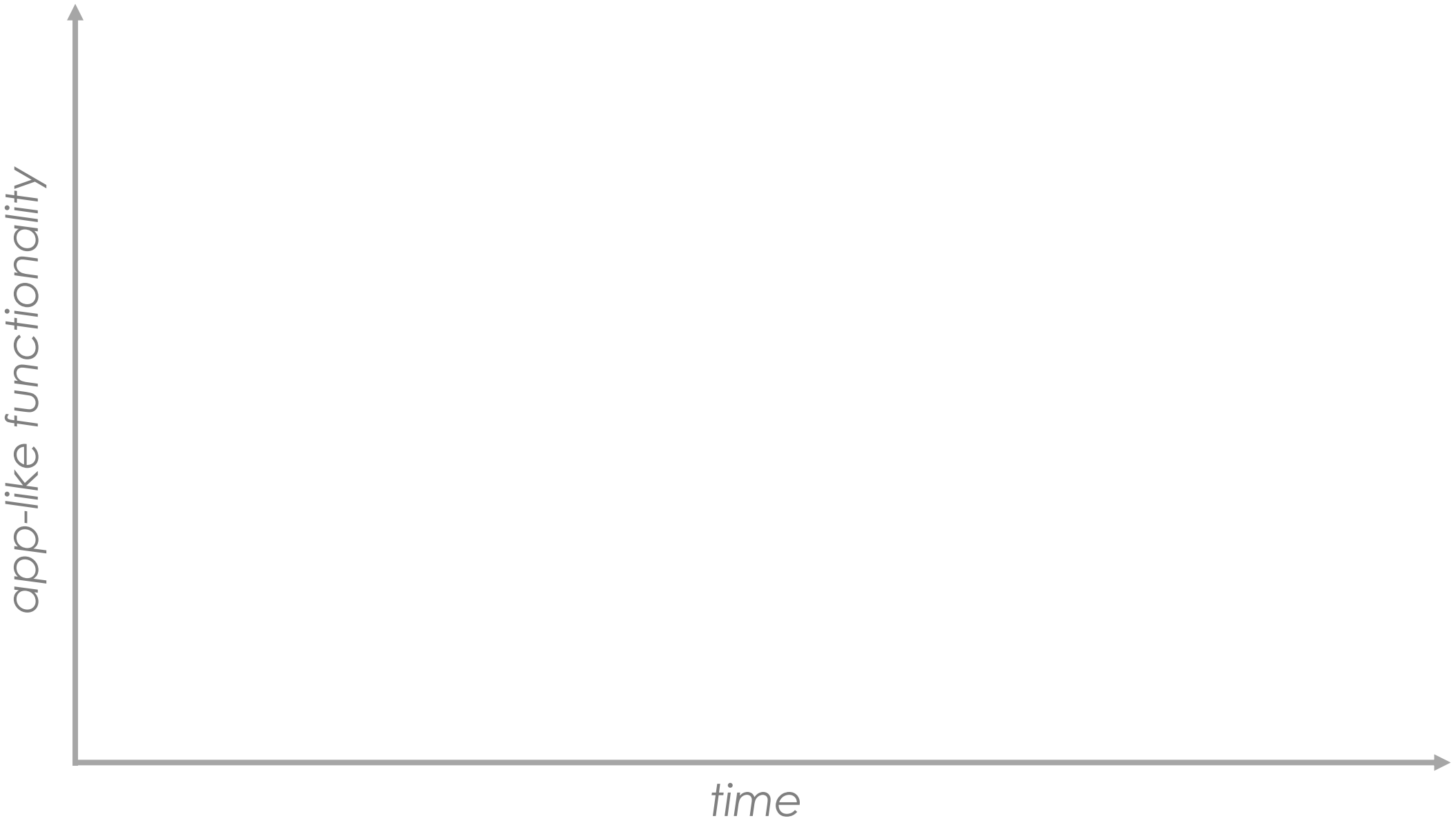
- Standardize common tools
- Standardize common data
- Standardize processes
- Platformization



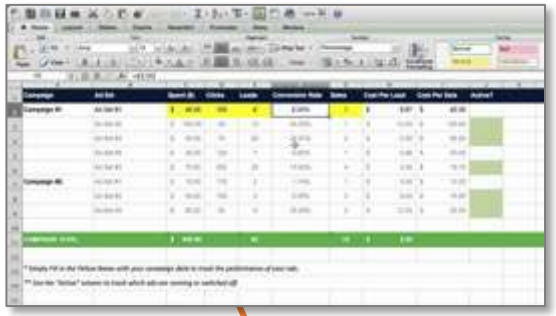


- Local experiments & workflows
- BYOT (bring your own tools)
- Federated data
- Citizen developers, data scientists, integrators

AUGUSTE GUSTEAU'S
Anyone CAN
COOK!
DEVELOP
INTEGRATE
ANALYZE


app-like functionality
time

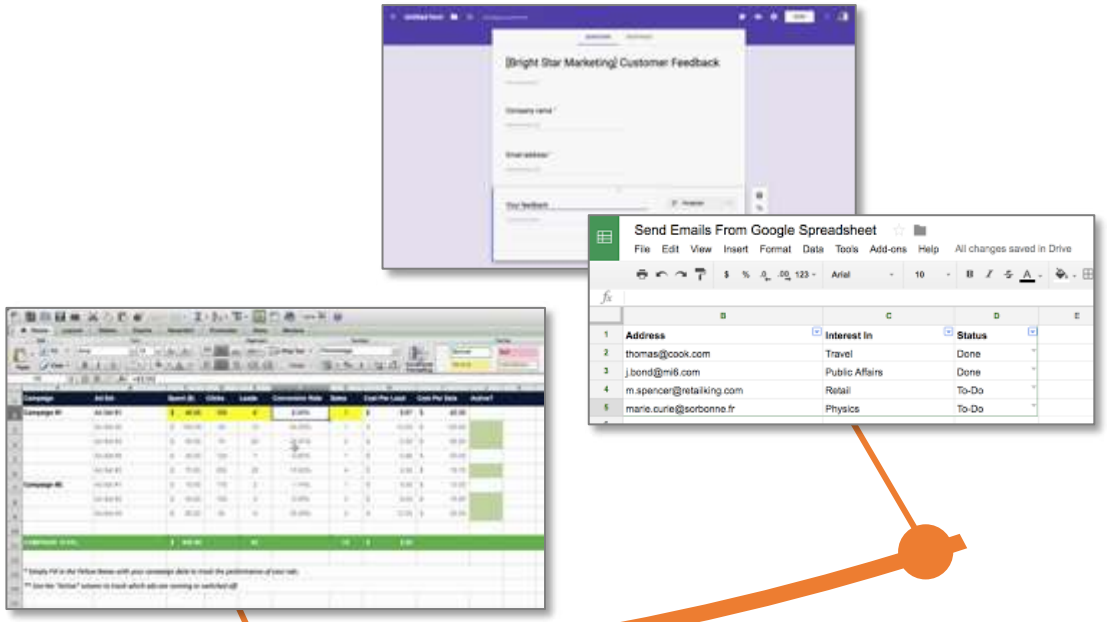
app-like functionality



Excel

time

app-like functionality

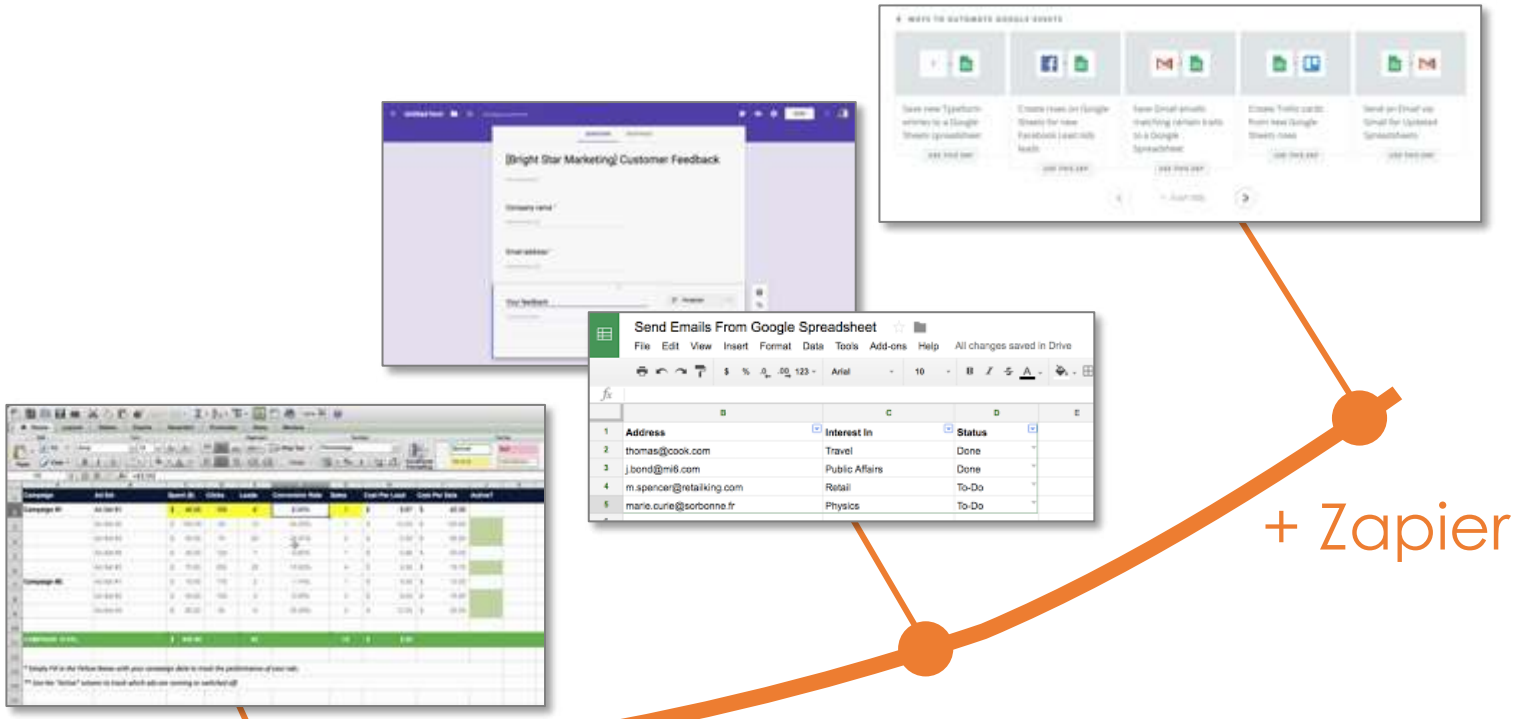


Excel

Google Sheets
& Google Forms

time

app-like functionality

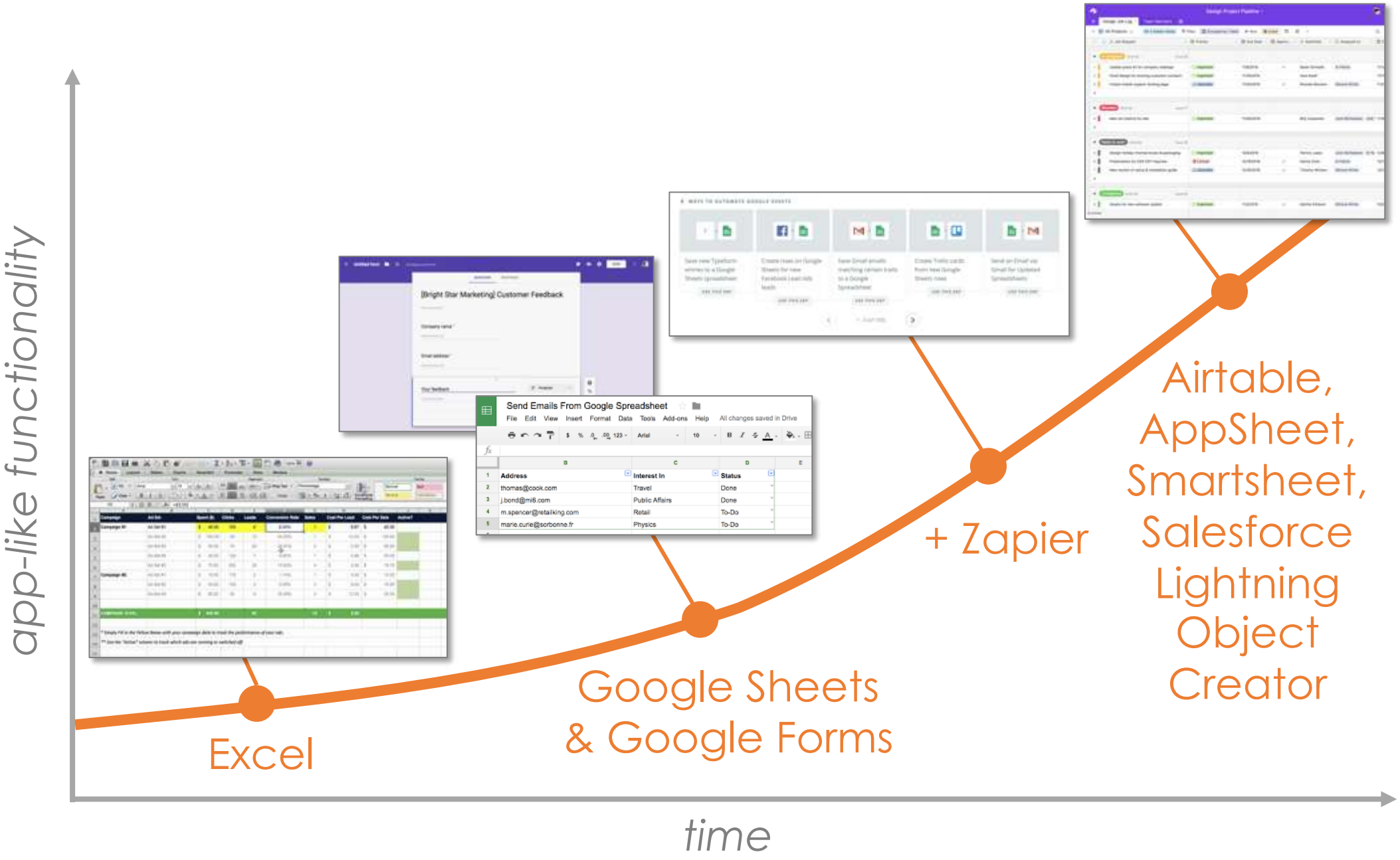


Excel

Google Sheets
& Google Forms

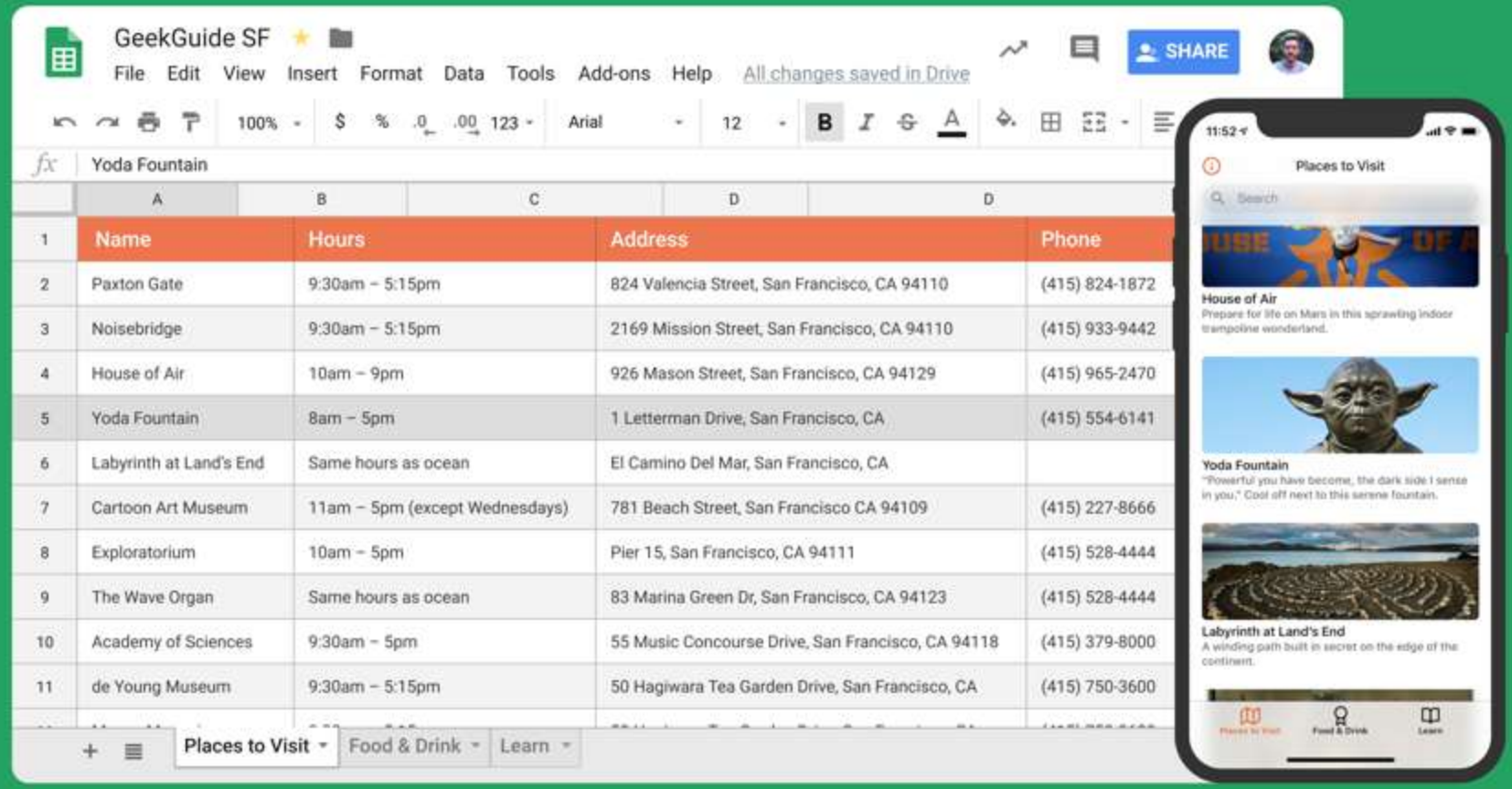
+ Zapier

time


app-like functionality
time
Excel
Google Sheets
& Google Forms
+ Zapier
Airtable,
AppSheet,
Smartsheet,
Salesforce
Lightning
Object
Creator
[Bright Star Marketing] Customer Feedback
Send Emails From Google Spreadsheet
File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive
Address
Interest In
Status
thomas@cook.com
Travel
Done
j.bond@mi6.com
Public Affairs
Done
m.spencer@retailking.com
Retail
To-Do
marie.curie@sorbonne.fr
Physics
To-Do

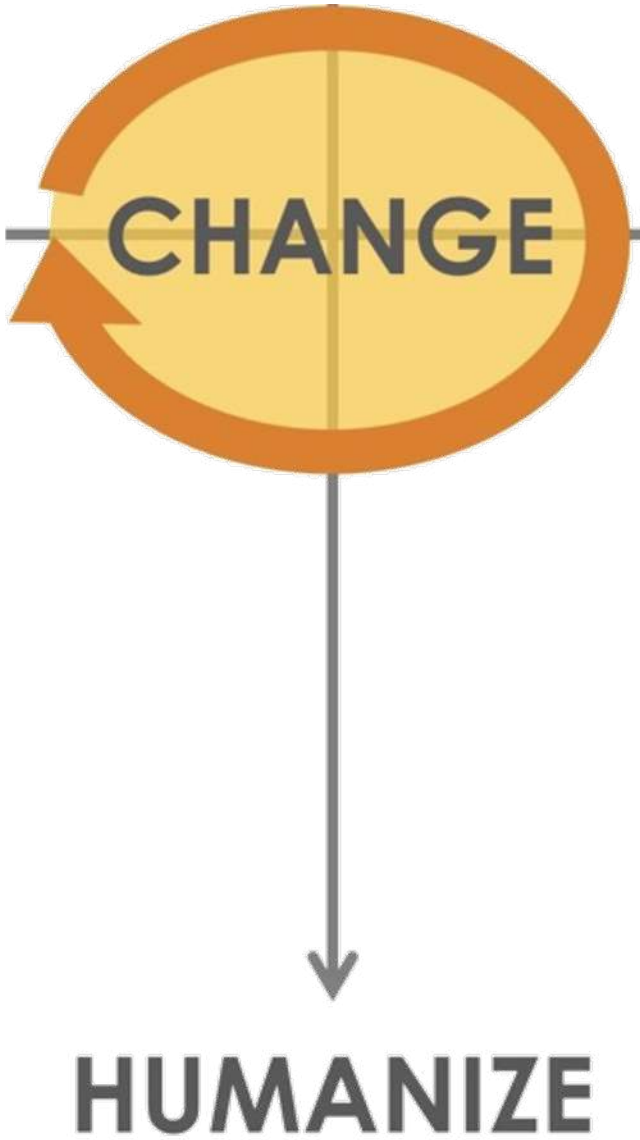
Every spreadsheet is an amazing app waiting to happen.

Pick a sheet, customize your app, share it with a link.

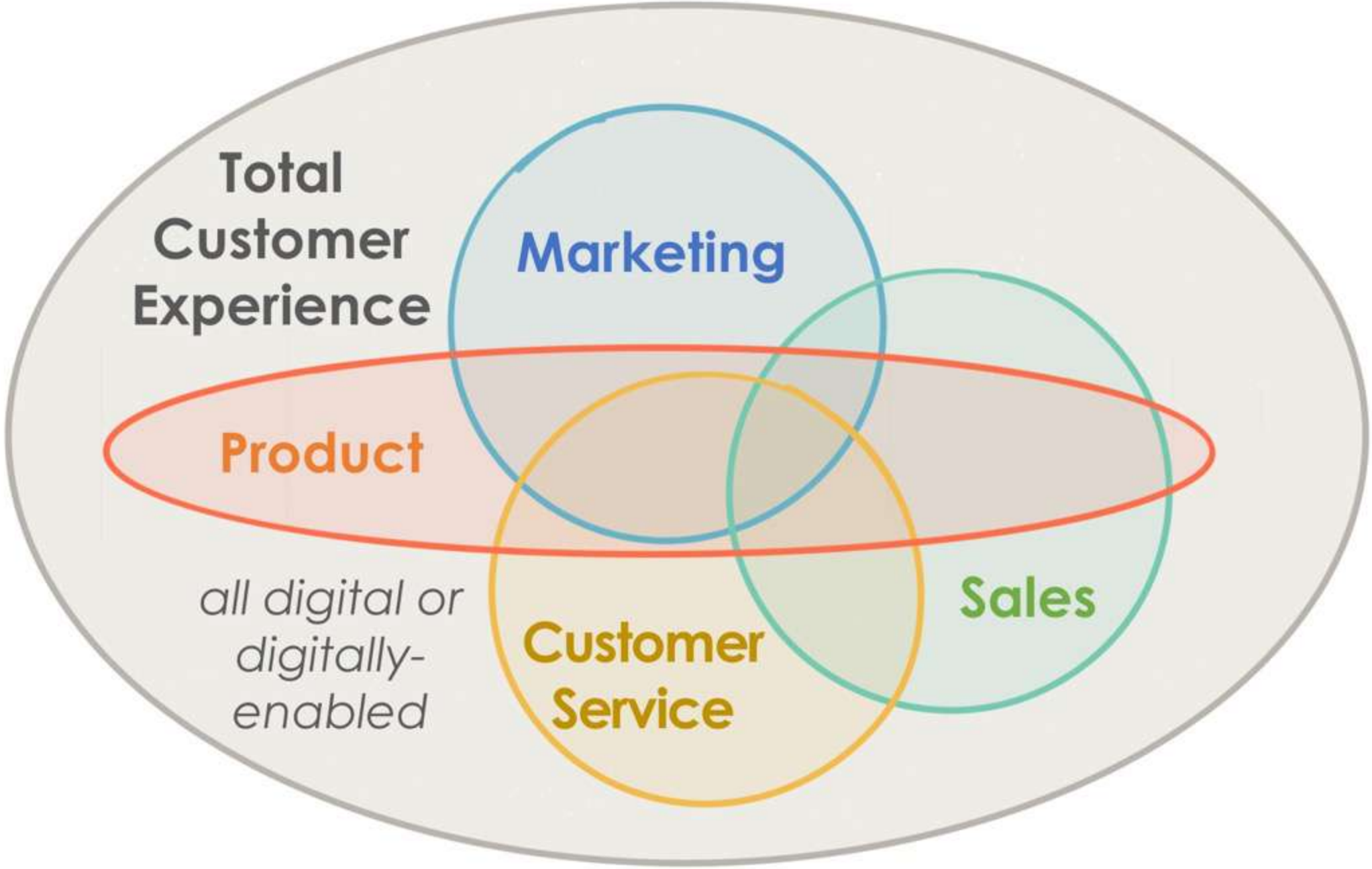


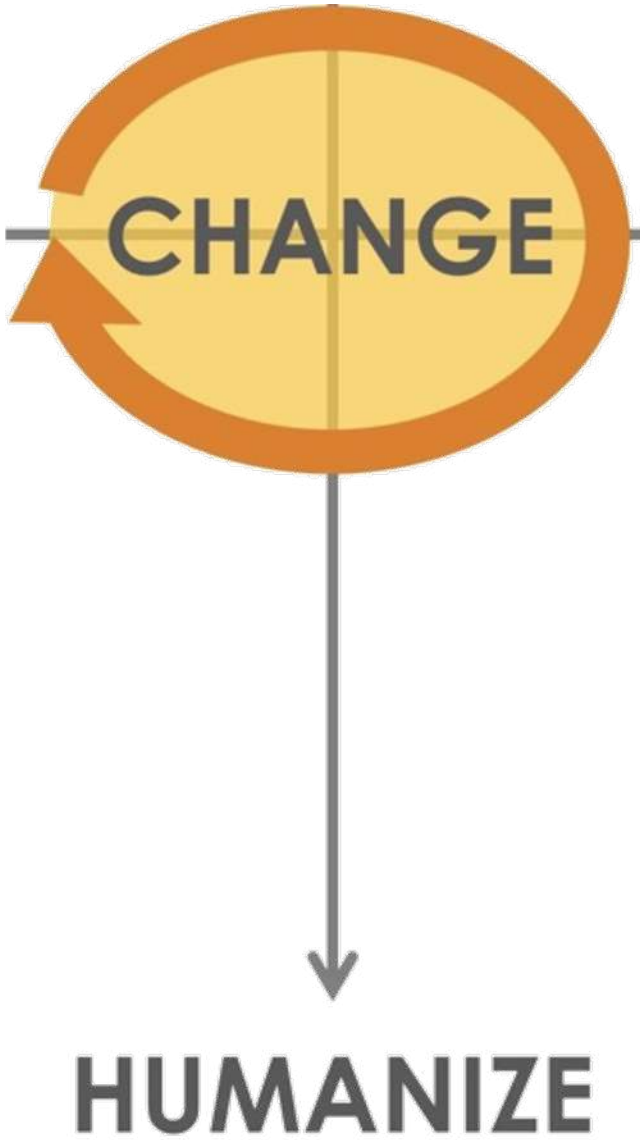
	Name	Hours	Address	Phone
2	Paxton Gate	9:30am – 5:15pm	824 Valencia Street, San Francisco, CA 94110	(415) 824-1872
3	Noisebridge	9:30am – 5:15pm	2169 Mission Street, San Francisco, CA 94110	(415) 933-9442
4	House of Air	10am – 9pm	926 Mason Street, San Francisco, CA 94129	(415) 965-2470
5	Yoda Fountain	8am – 5pm	1 Letterman Drive, San Francisco, CA	(415) 554-6141
6	Labyrinth at Land's End	Same hours as ocean	El Camino Del Mar, San Francisco, CA	
7	Cartoon Art Museum	11am – 5pm (except Wednesdays)	781 Beach Street, San Francisco CA 94109	(415) 227-8666
8	Exploratorium	10am – 5pm	Pier 15, San Francisco, CA 94111	(415) 528-4444
9	The Wave Organ	Same hours as ocean	83 Marina Green Dr, San Francisco, CA 94123	(415) 528-4444
10	Academy of Sciences	9:30am – 5pm	55 Music Concourse Drive, San Francisco, CA 94118	(415) 379-8000
11	de Young Museum	9:30am – 5:15pm	50 Hagiwara Tea Garden Drive, San Francisco, CA	(415) 750-3600

Wondering how it works? Watch our intro video.



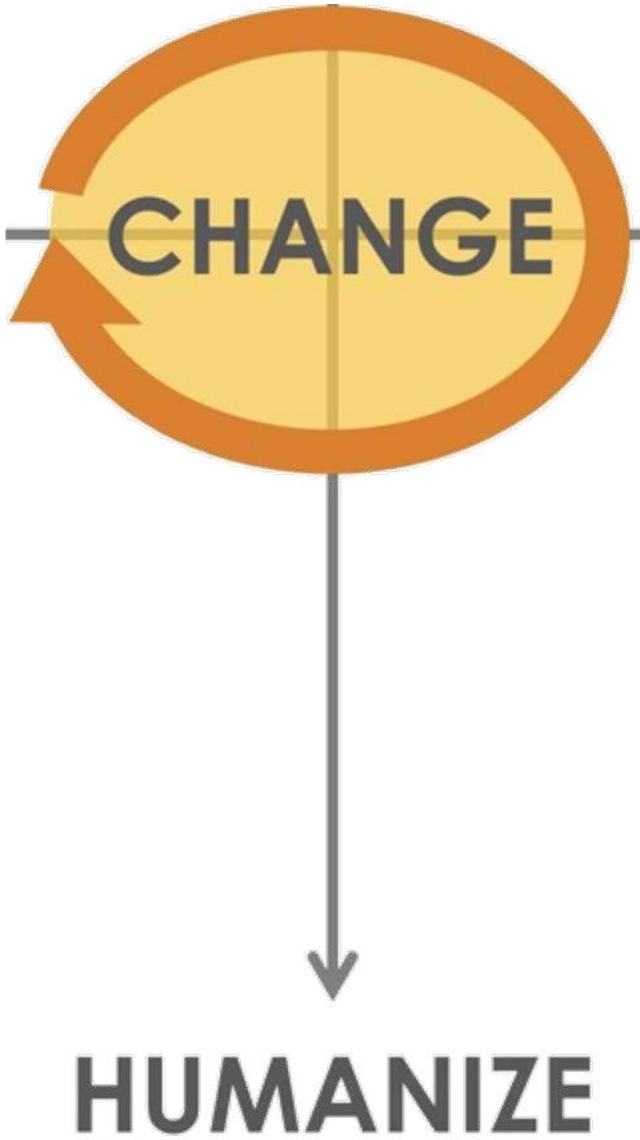
- Marketing empowerment


Total Customer Experience
Marketing
Product
Sales
Customer Service
all digital or digitally-enabled



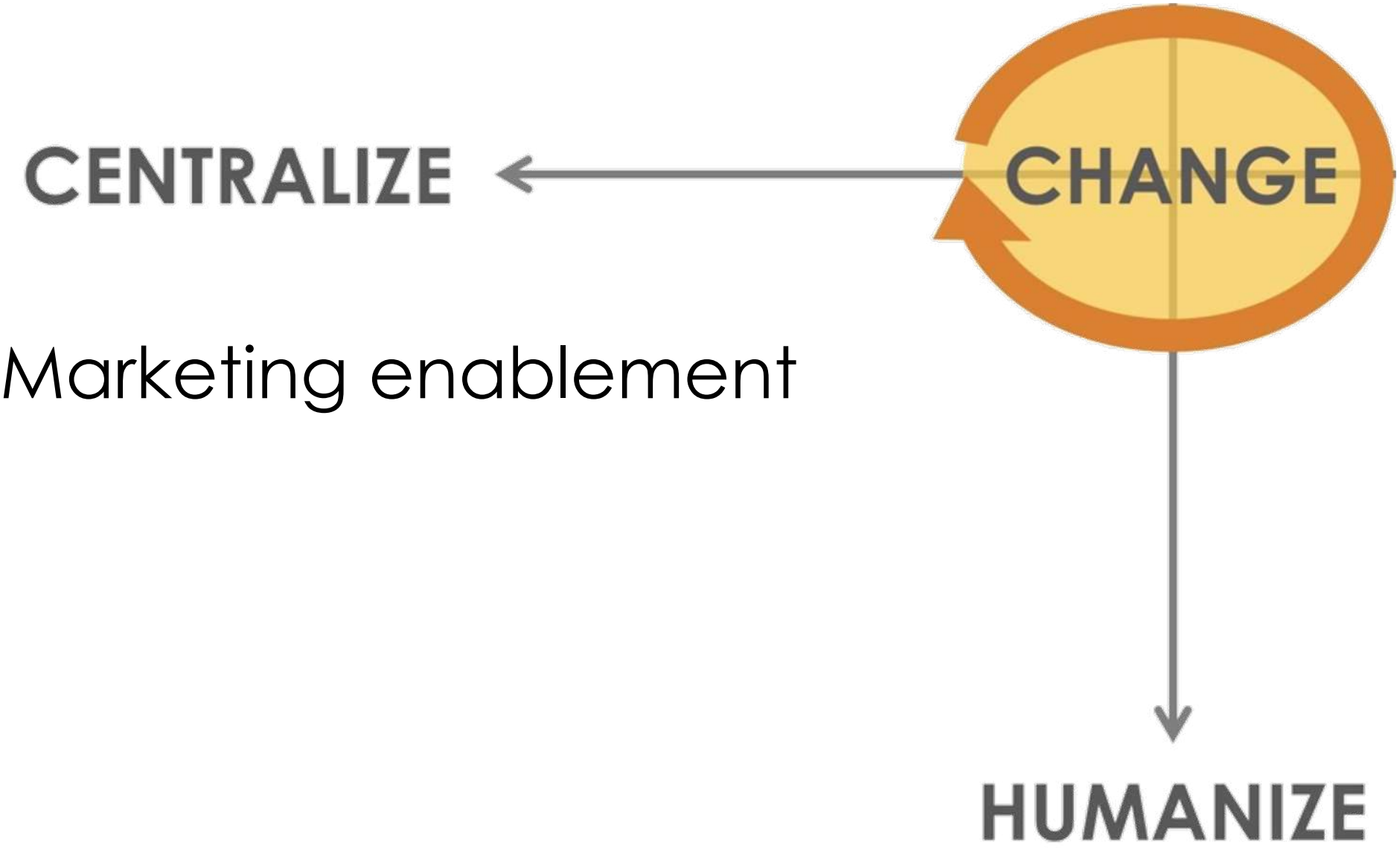
DECENTRALIZE

- Marketing empowerment
- Levers for empathy & intuition



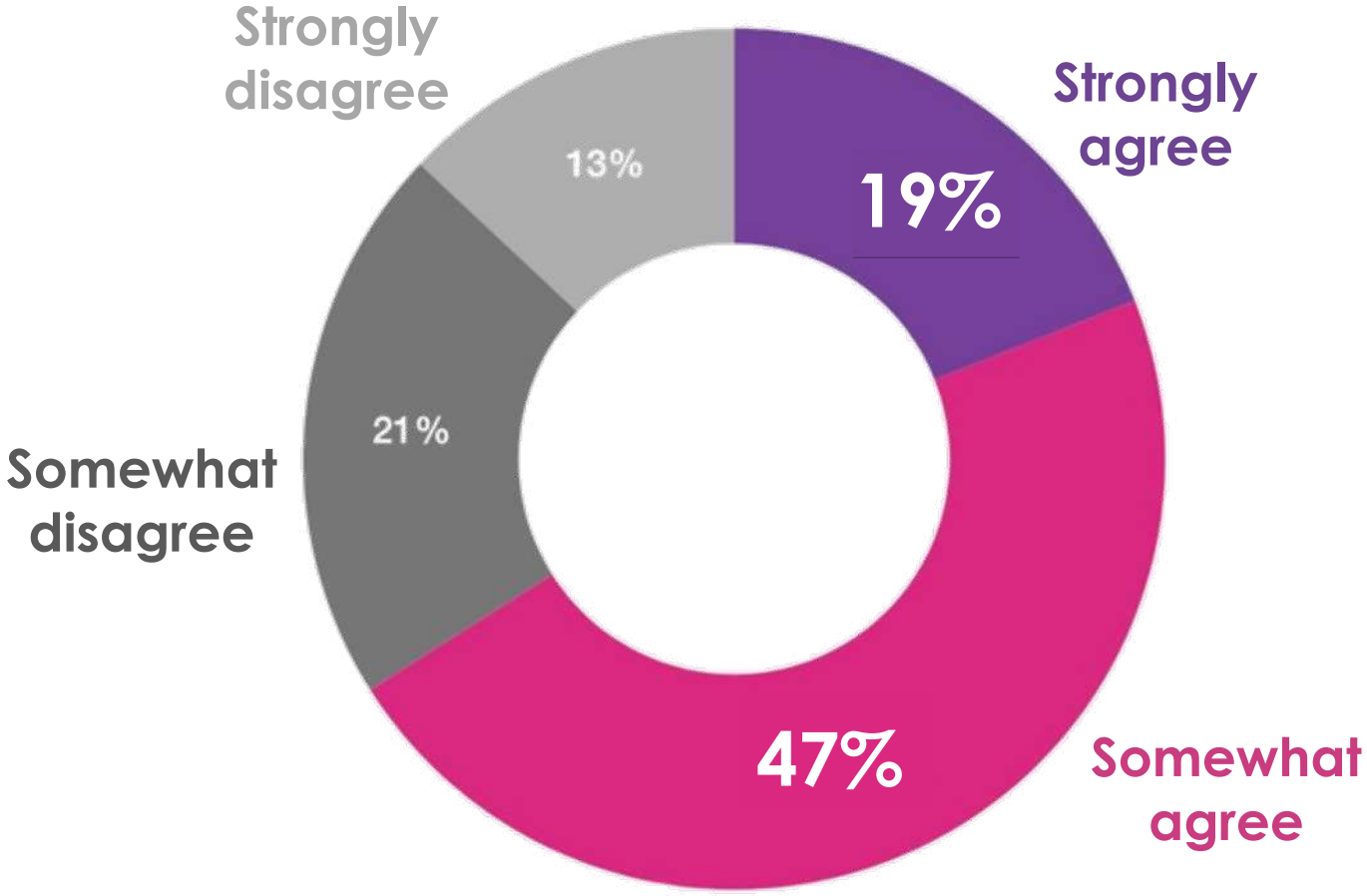
DECENTRALIZE

- Marketing empowerment
- Levers for empathy & intuition
- Customer visits
- CX anomaly detection



- Marketing enablement

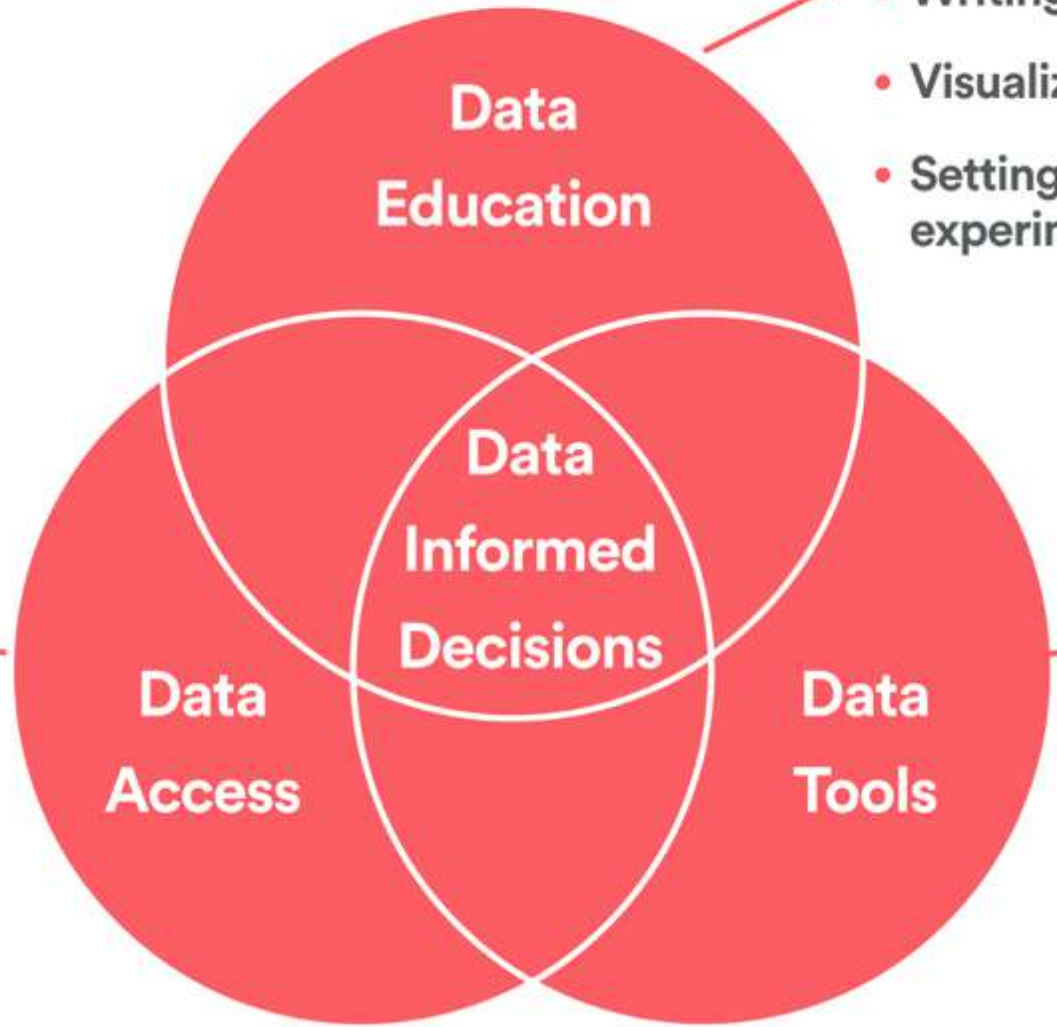
"We don't have the skills or talent required to make the most of our marketing technology."



66% of companies don't believe they have the skills or talent to make the most use of marketing technology.

Source: Econsultancy, Marketing in the Dark

Data education will help drive data-informed decision making

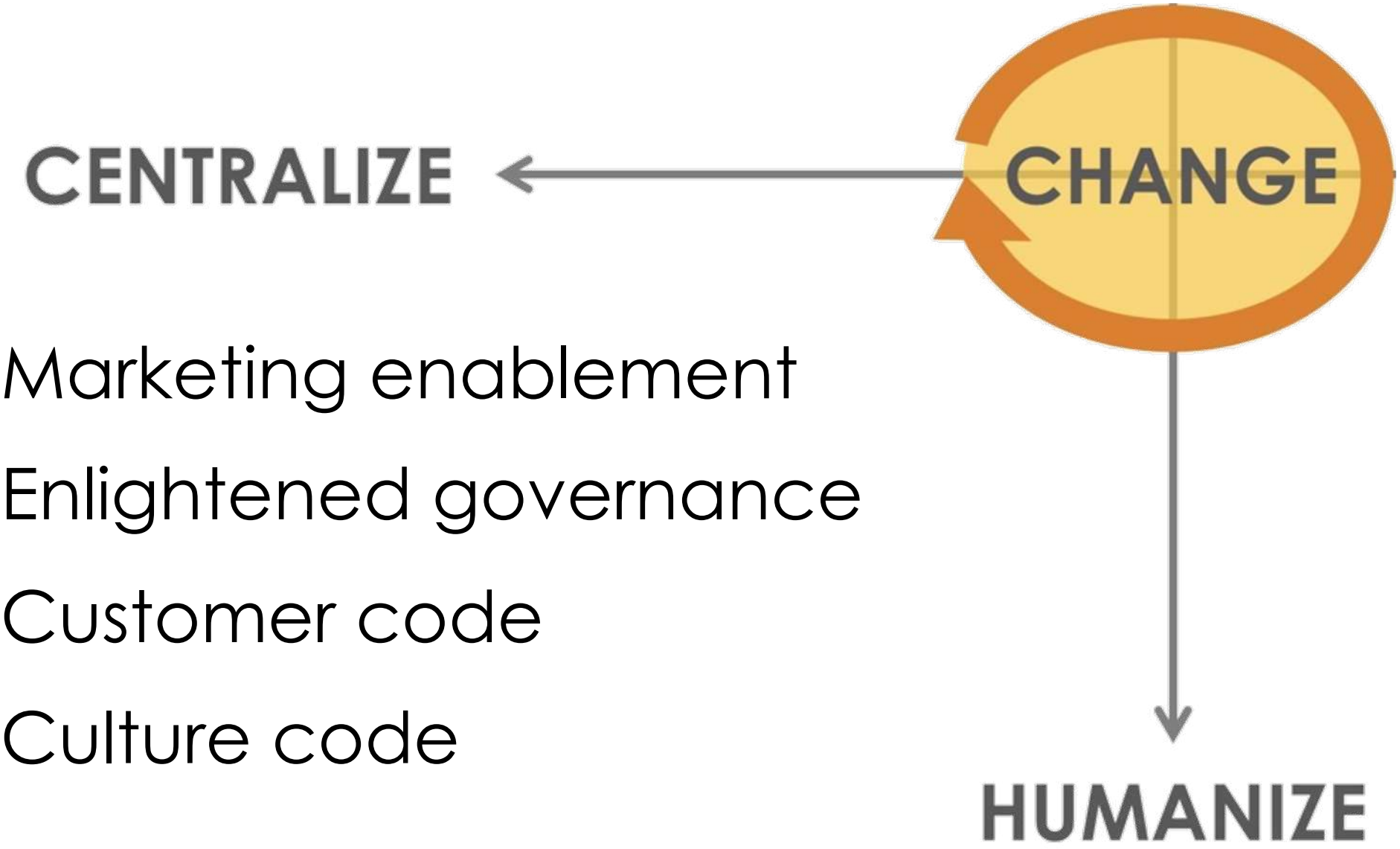


- Problem solving with data
- Using statistics & analysis
- Writing SQL & using data at Airbnb
- Visualizing data
- Setting up, delivering & interpreting experiments

- Single source of truth
- Access permissions
- Data documentation
- Data & tools request process

- Airpal
- Dataportal
- ERF
- Knowledge Repo
- Microsoft Excel
- Superset
- Tableau

airbnb



- Marketing enablement
- Enlightened governance
- Customer code
- Culture code

CHANGE

- Design for change

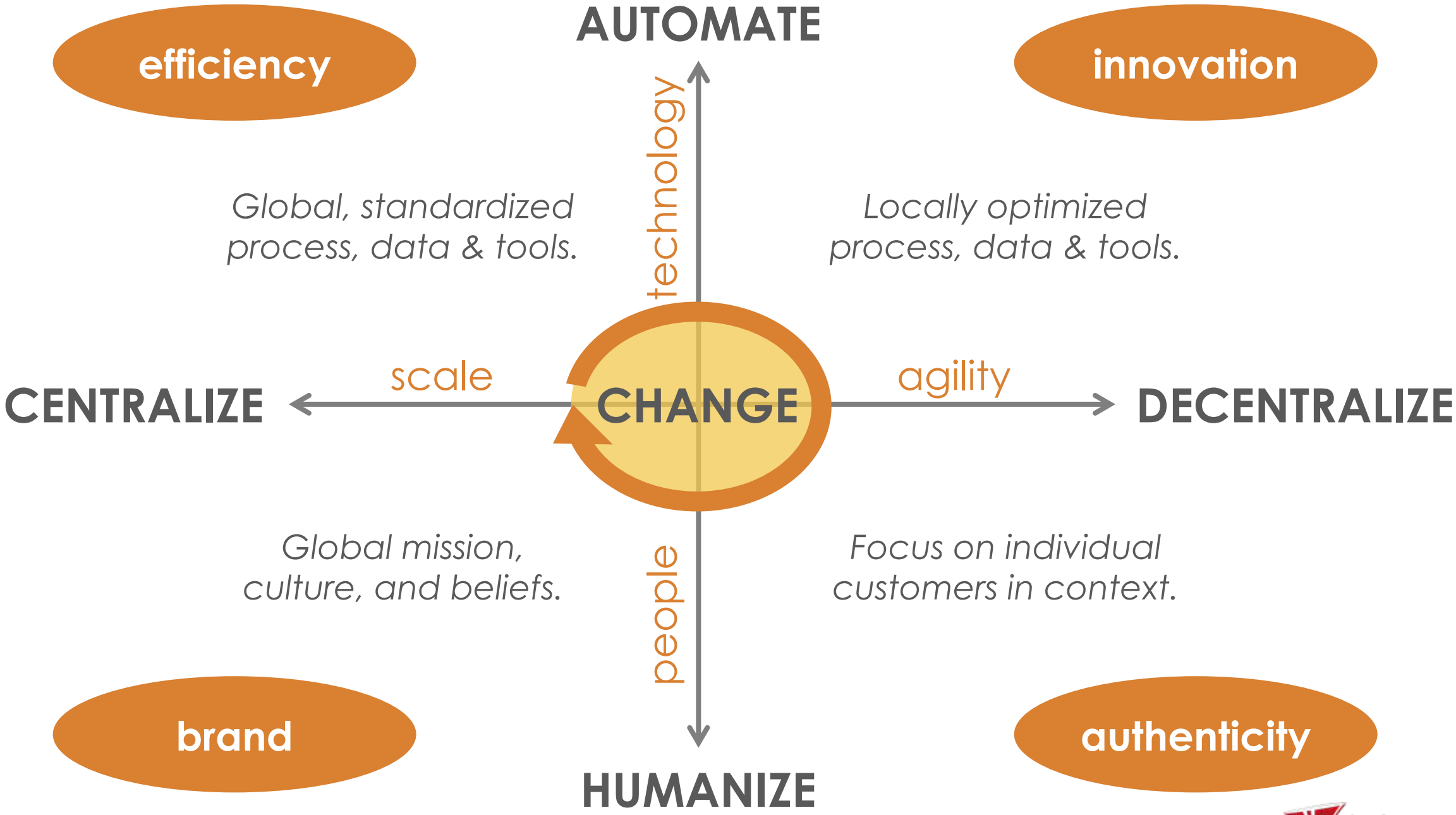
- Design for change
- Open platforms

- Design for change
- Open platforms

Digital Asset Management

- Design for change
- Open platforms
- Self-service tools

- Design for change
- Open platforms
- Self-service tools
- Agile marketing



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