



**BOOSTING REVENUE**  
**Assessing & Optimizing**  
**MarTech Stacks for**  
**Tech Companies**

OCTOBER 8, 2024

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# With You Today



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# Learning Objectives



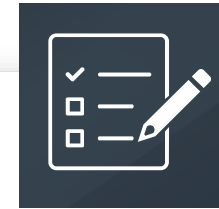
## Discover

Identify the telling trends of when a MarTech stack should be reviewed



## Research

Evaluate new & existing MarTech to align with your company's goals



## Analyze

Discuss best practices of assessing and implementing new & existing MarTech

BOOSTING REVENUE  
**Assessing and  
Optimizing  
MarTech Stacks  
for Tech  
Companies**



Tech Spend over the past few years and recent trends



Aligning your tech strategy to your organization's goals

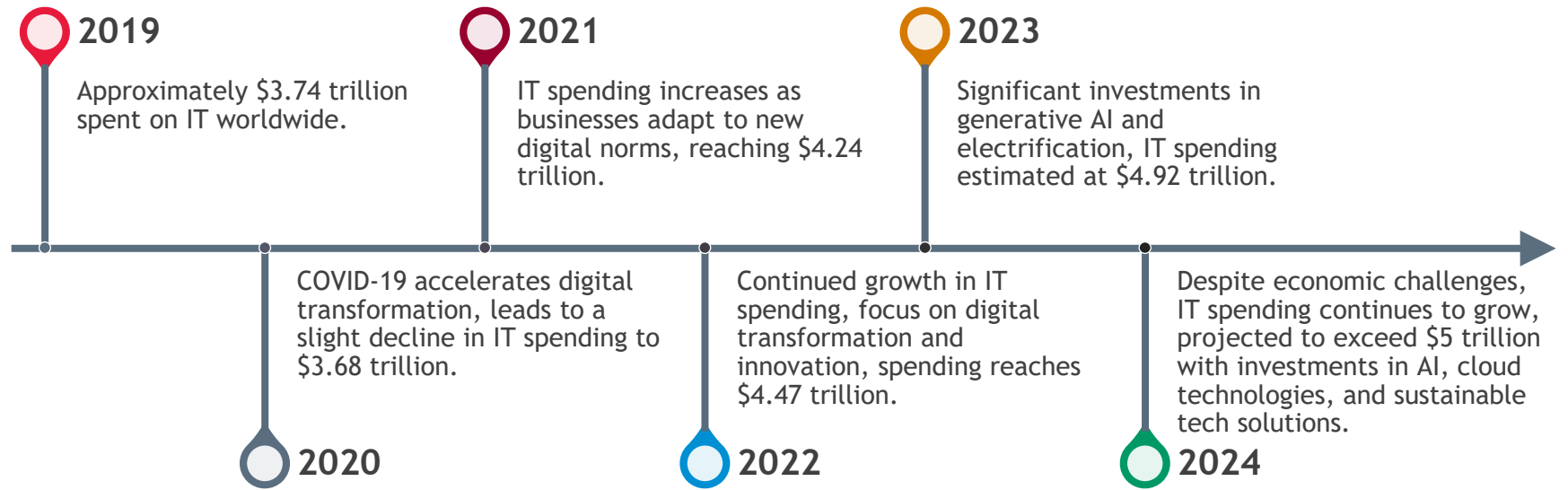


Assessing current state, identifying gaps, & prioritizing investments



Q&A

# Global IT Spending Timeline



# Discussion Question 1

How has your Tech spend evolved over the past few years?

1

Our wallets are getting a workout

2

We are on a budget friendly adventure

3

Consistency is key - our budget hasn't budged an inch

4

I leave the budgeting magic to others

# Top 4 Trends



- ▶ Adoption of Advanced Technologies
- ▶ Shift to Cloud-Based Solutions
- ▶ Focus on Cybersecurity
- ▶ Improved Data Collection and Analysis

# Resistance to Reinvestment

## HESITATIONS AND CONCERNS

- ▶ Budget Constraints
- ▶ ROI Uncertainty
- ▶ Complexity and Integration
- ▶ Skill Gaps





## Discussion Question 2

What hesitations or concerns regarding tech investments have you experienced with your organization, or those you consult for?

1

No budget/  
budget freeze

2

Can't get cross  
functional team to  
support efforts

3

Complexity and  
Integration Issues

4

Data Governance  
Issues

# Aligning to Strategic Goals



- ▶ Adoption of Advanced Technologies
- ▶ Shift to Cloud-Based Solutions
- ▶ Focus on Cybersecurity
- ▶ Improved Data Collection and Analysis

## Discussion Question 3

When is the last time you assessed your Tech?

1

Our Tech had a recent thorough check up & we do checks annually

2

It's been about 3 laps around the calendar since our last review

3

Our last Tech assessment is old enough to start elementary school

4

Since their debut we haven't felt the need to give them a check up

# Assessing Your Current State



**Tech  
Assessment**



**Data  
Assessment**



**Optimization**



**Gap  
Analysis**



**Build  
vs Buy**

## Discussion Question 4

Would you like to speak to any of the presenters from today's webcast?

1

Yes, I would like to speak to Rob Bonham

2

Yes, I would like to speak to Shauna Wager

3

No, thank you

Questions?





**CONTACT US** ▶

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