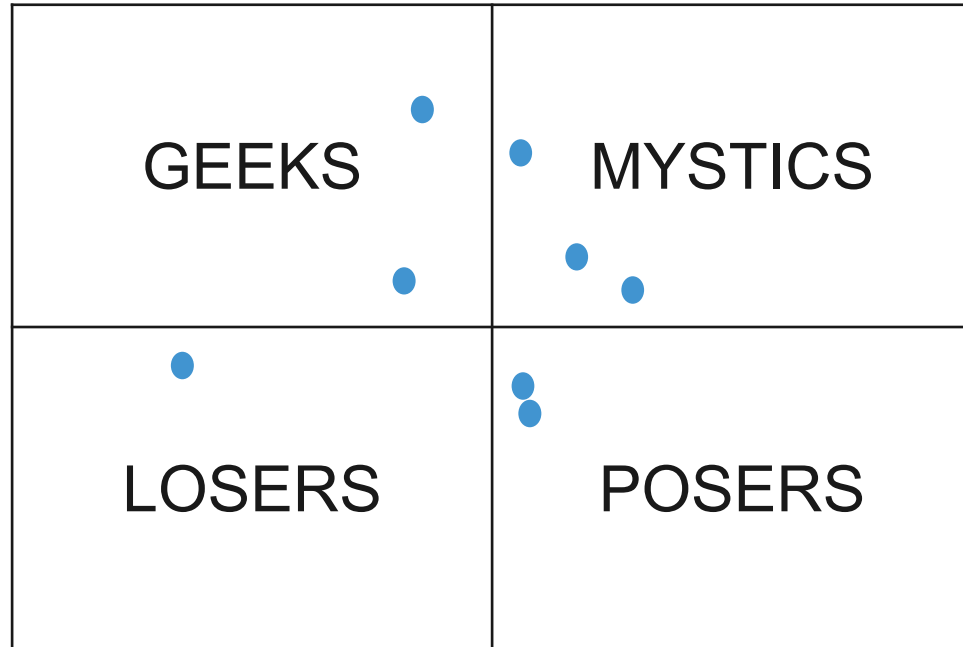




The Right Way to Select Marketing Technology

February, 2024

A Different Kind of Analyst Firm...



“the mystical quadrant”

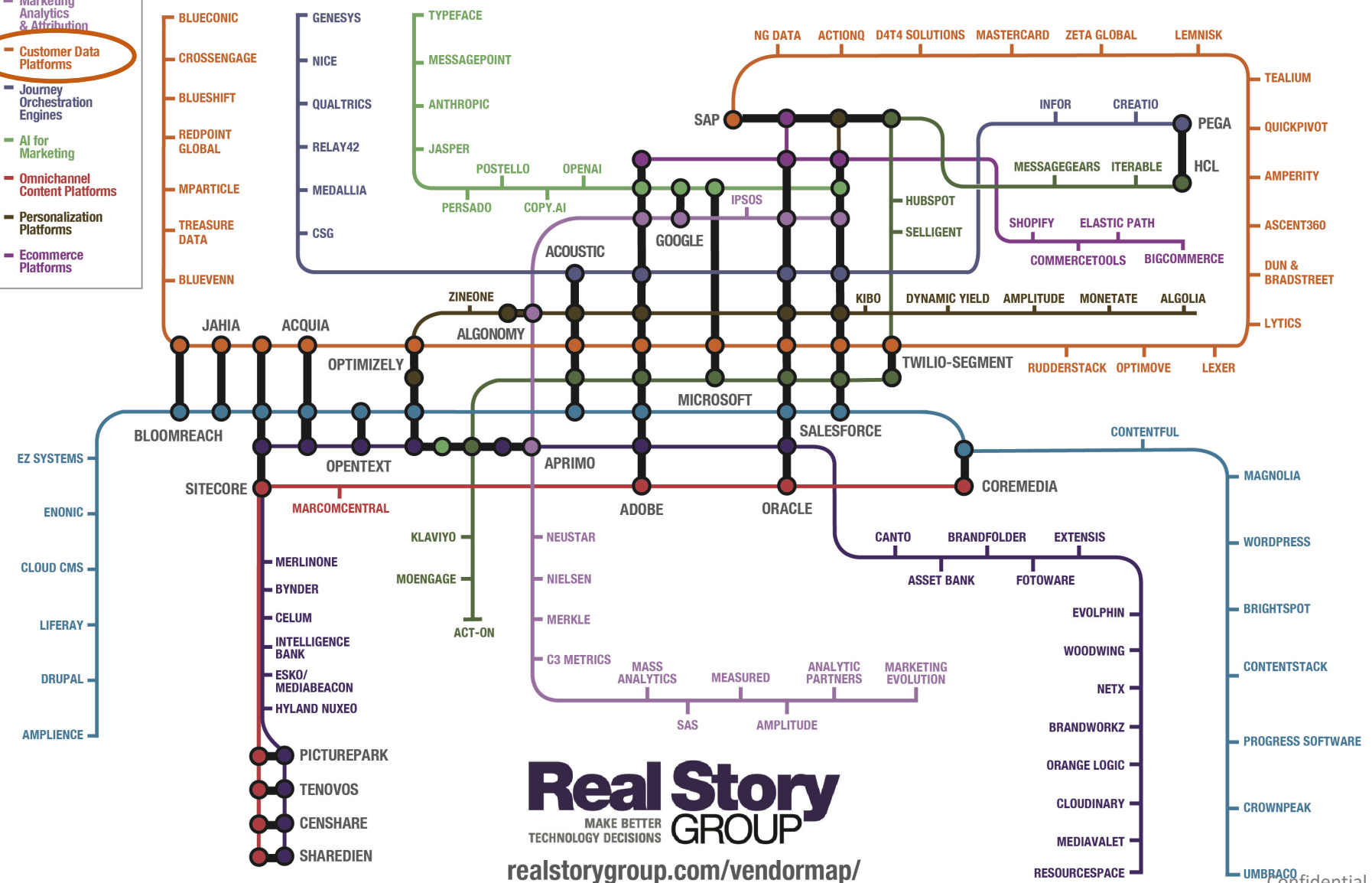
INDEPENDENCE FACTORS	REAL STORY GROUP	OTHER FIRMS
CONSULT TO VENDORS?	NO	YES
SPEAK AT VENDOR EVENTS?	NO	YES
ACCEPT EXPENSES & HOSPITALITY FROM VENDORS?	NO	YES
WRITE PAPERS FOR VENDORS?	NO	YES

MARTECH STACK VENDOR MAP

Real Story Group's vendor evaluations and advisory services have helped thousands of organizations find their way. We can help you too.

Take a test ride—download a sample today: www.realstorygroup.com/try

- KEY**
- Web Content & Experience Management
 - Digital Asset Management
 - Outbound Marketing Platforms
 - Marketing Analytics & Attribution
 - **Customer Data Platforms**
 - Journey Orchestration Engines
 - AI for Marketing
 - Omnichannel Content Platforms
 - Personalization Platforms
 - Ecommerce Platforms



Real Story GROUP
 MAKE BETTER TECHNOLOGY DECISIONS
realstorygroup.com/vendormap/

Agenda

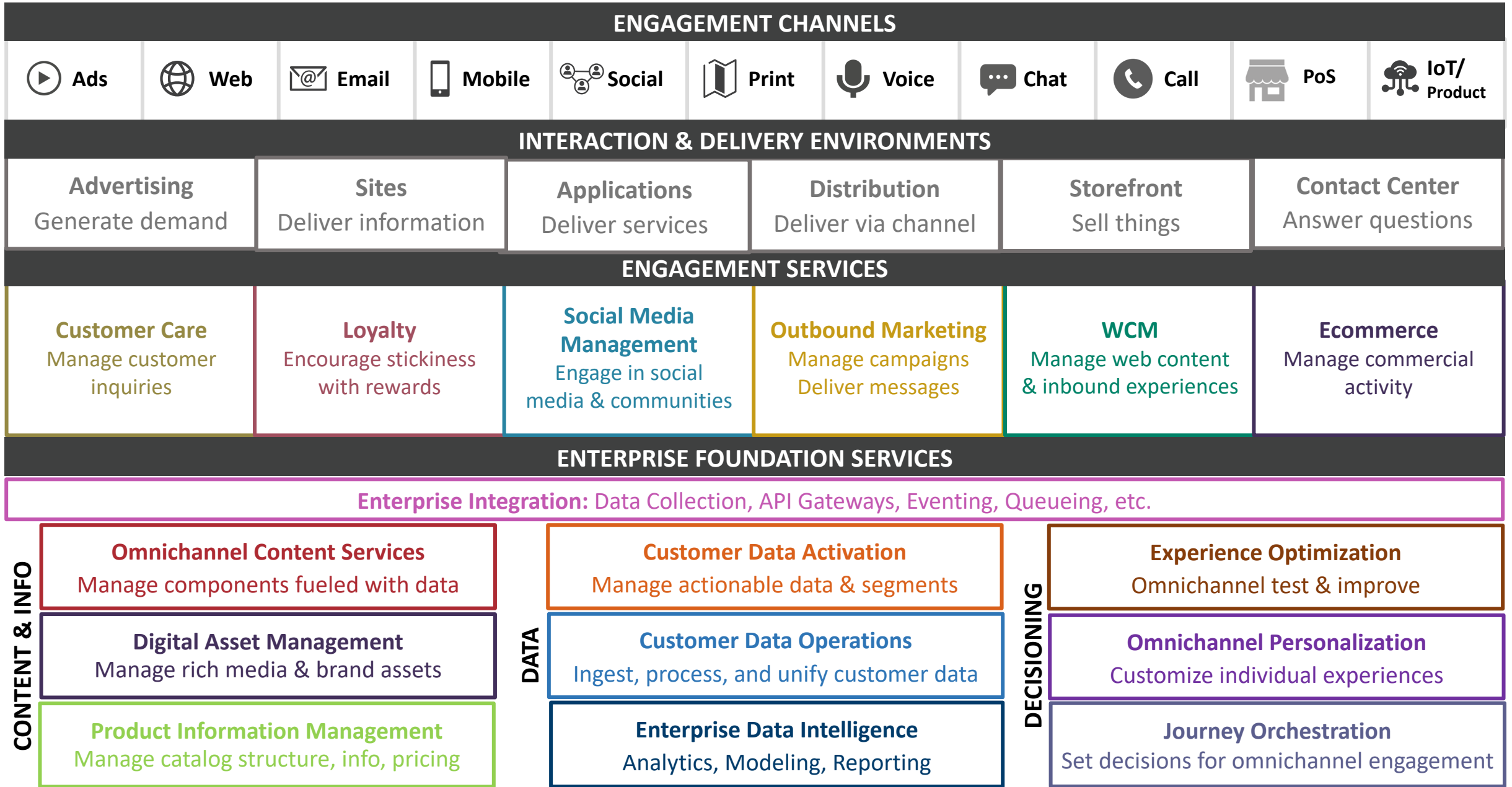
Shifting Architectures

Know Your Marketplace(s)

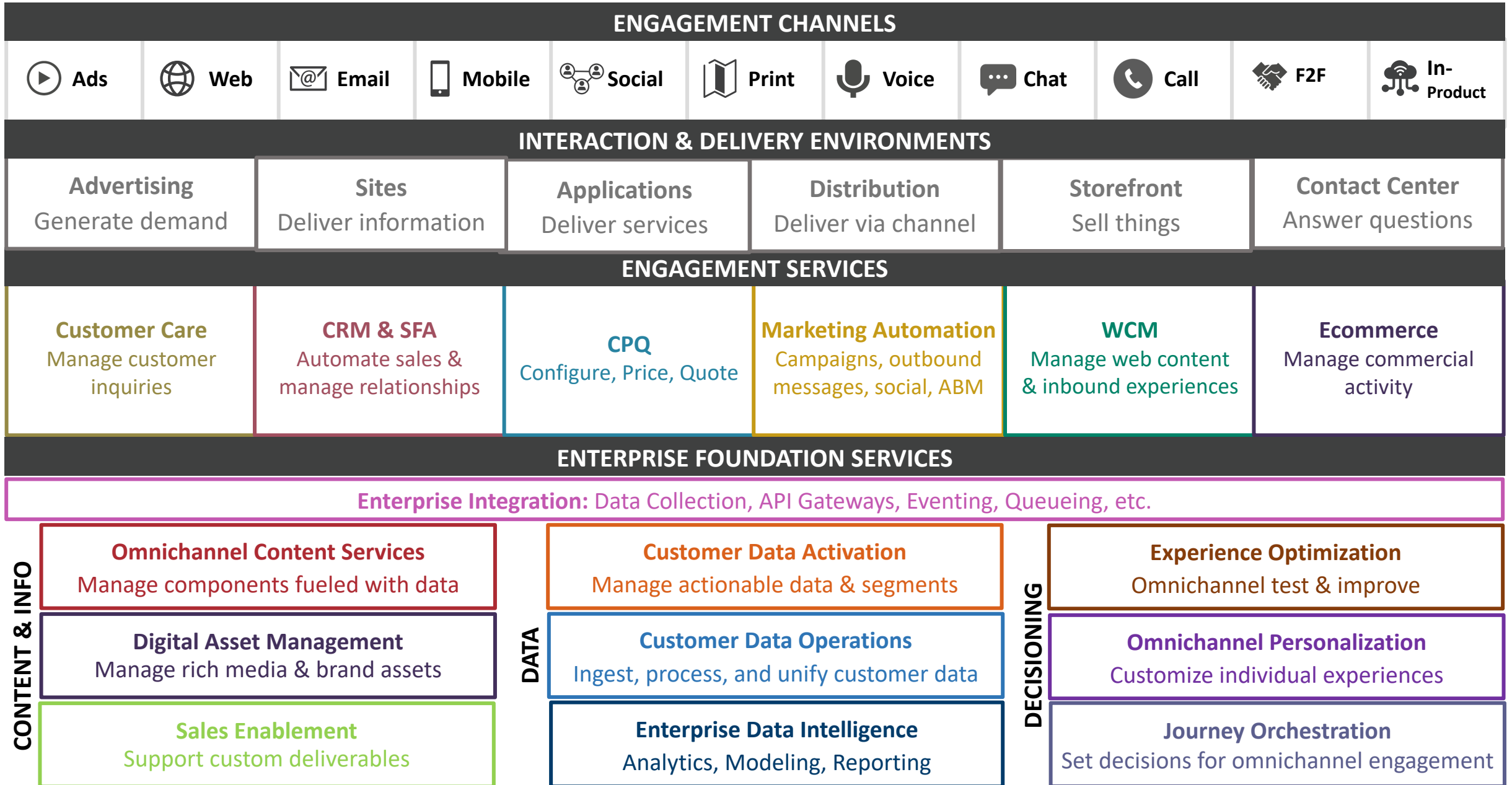
The Right Way to Select

Key Take-Aways

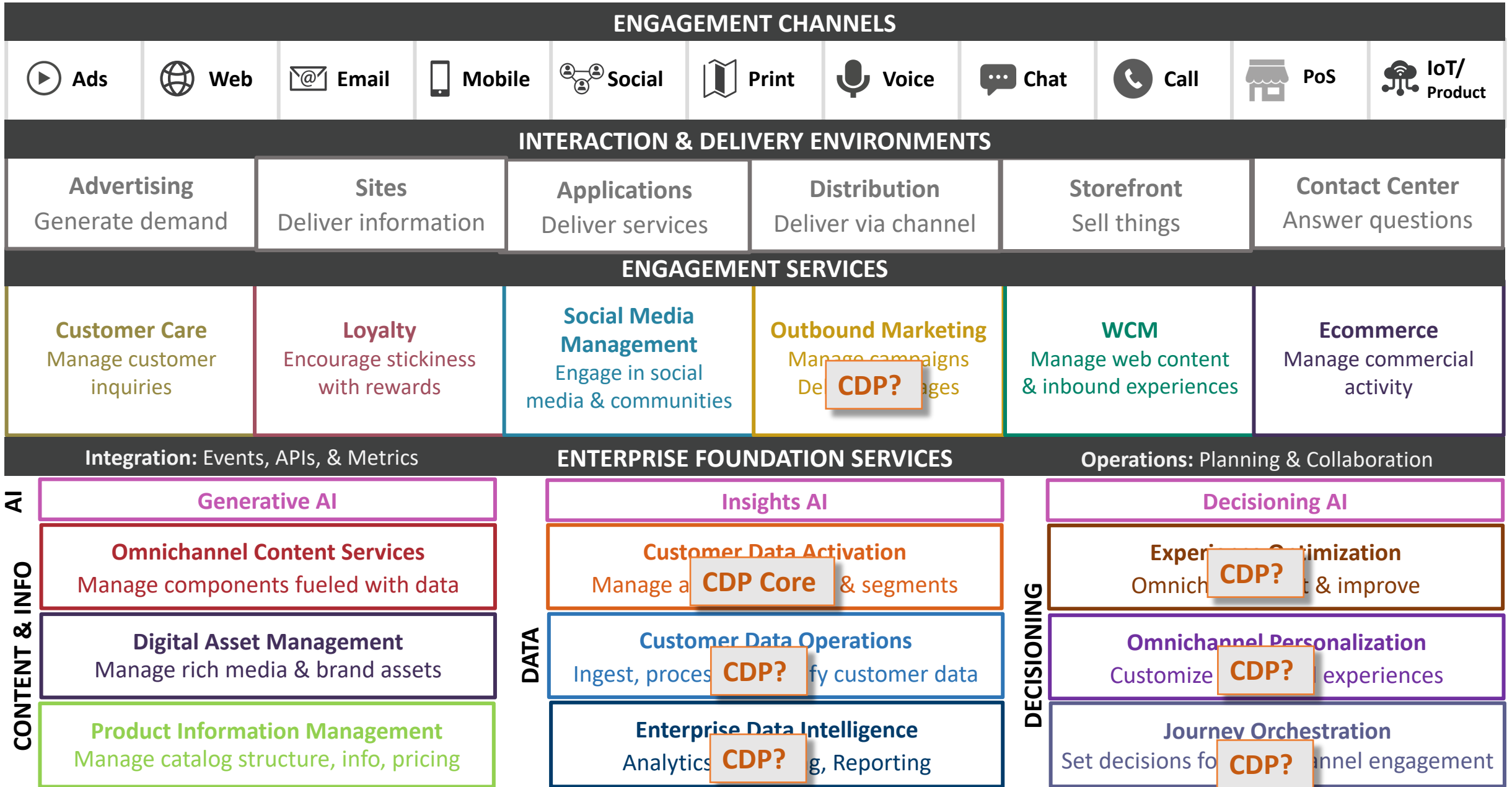
MarTech Services Reference Model: B2C



MarTech Services Reference Model: B2B



MarTech Services Reference Model: B2C



Agenda

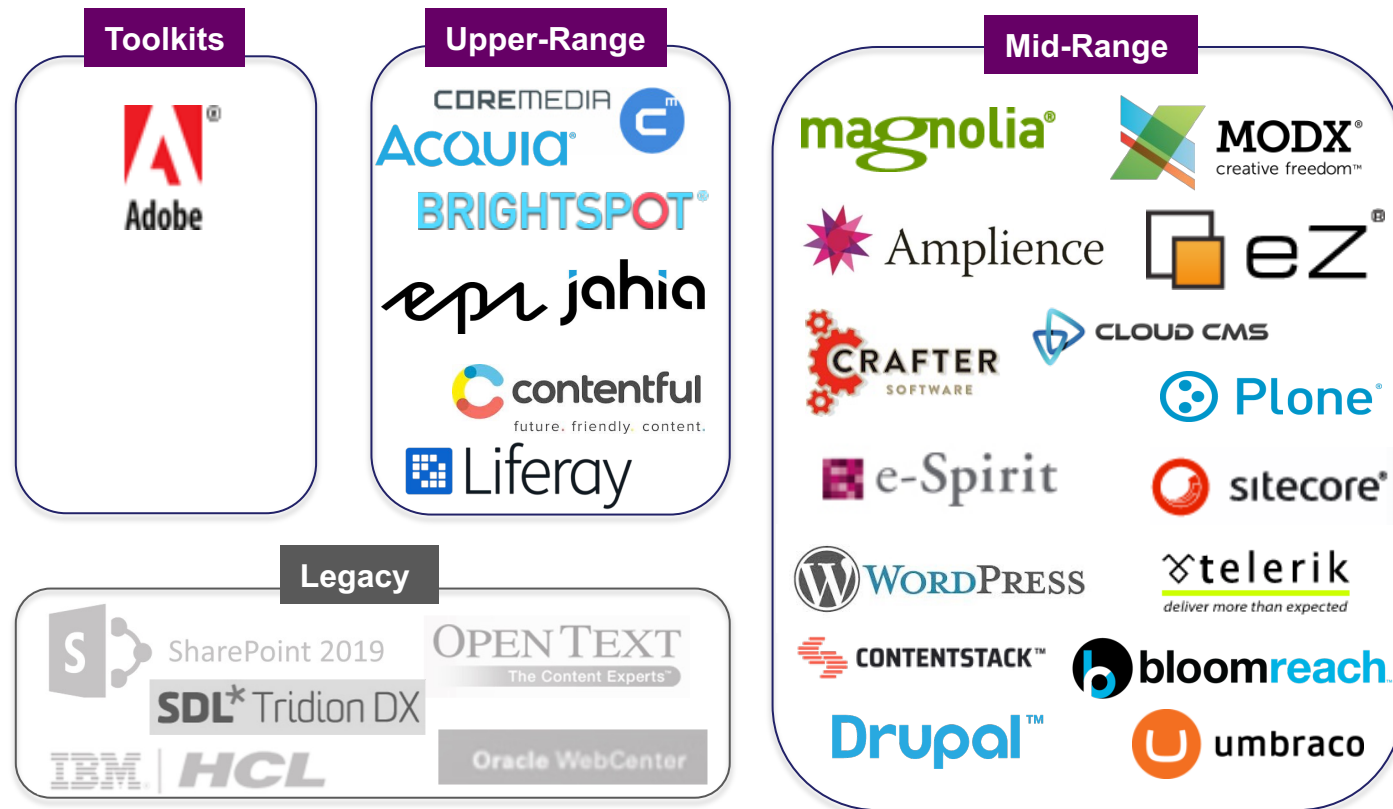
Shifting Architectures

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Key Take-Aways

WCM Marketplace: Complexity Spectrum



HIGHLY FRAGMENTED

- Traditional analyst firms (Forrester, Gartner) miss breadth of market
- PaaS still predominates over SaaS
- Significant competition persists around usability and editorial model “fit”
- Competition on architecture too, **but:** emergence of “head optional” as dominant model
- General market squeeze: pressure on top tier players from below
- This has led to expansion into adjacent spaces among major players

CDP Marketplace, Circa 2024

INDEPENDENTS

Processing-Oriented Independents

TREASURE DATA

Amperity &

ig

mparticle

Ascent

celebrus

Activation-Oriented Independents

session lemnisk

blueshift CrossEngage

QuickPivot ALGONOMY

TEALIUM Segment

hightouch rudderstack

Decisioning-Oriented Independents

Lytics blueconic

ACTIONIQ BlueVenn

NG DATA optimove

dun & bradstreet

SYNCARI Leadspace

terminus

SUITES

MarTech - Processing

ORACLE SAP

MarTech – Activation Oriented

salesforce ACQUIA acoustic Microsoft Adobe

PROCESSING

LEVERAGE

Agenda

Shifting Architectures

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Key Take-Aways

Term of the Day....

“Design-Thinking”
Business-focused
Team-based
Empirical
Iterative
Adaptive



Six Traditional Approaches to Evaluation...and a Bonus



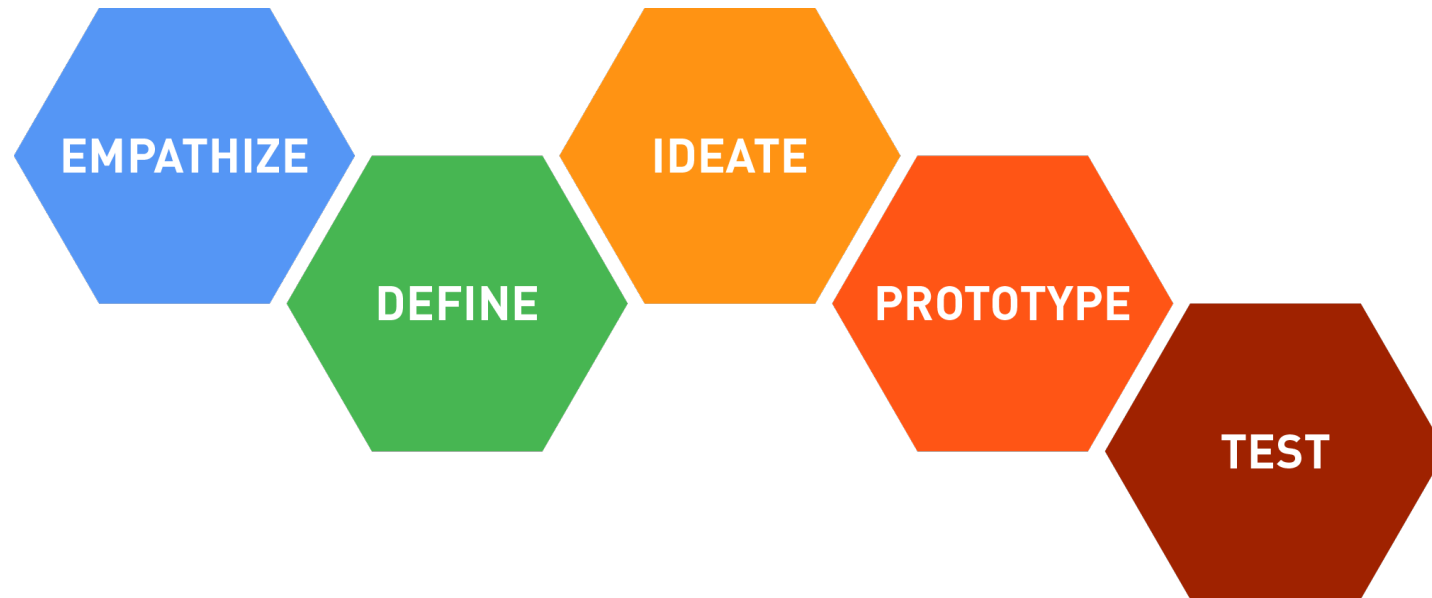
Myth: Our incumbent / sister platform will work for you!

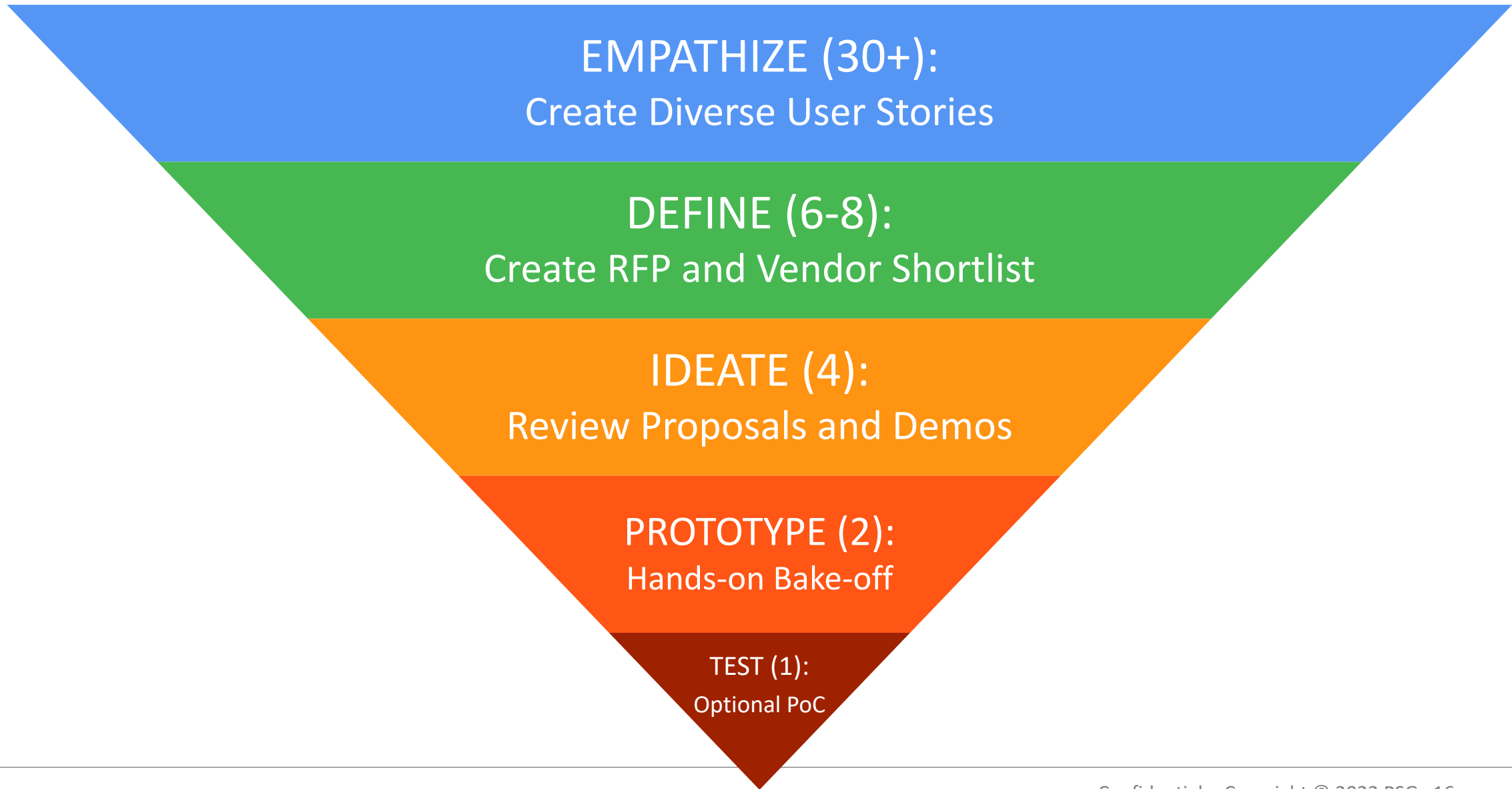


What Is Design Thinking?

“A human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.”

- Stanford University Professor and founder of design firm IDEO, David Kelley





The Selection Team...



Business Lead, with separate PM

Diverse set of interested stakeholders

Marketing:

Ops / Analytics / Campaign / More...

Customer: CX / CRM

IT: Dev / Ops / Architecture

Data: Eng / Ops / Arch / Science

Functional: Legal / Compliance / Sourcing

Not too senior...

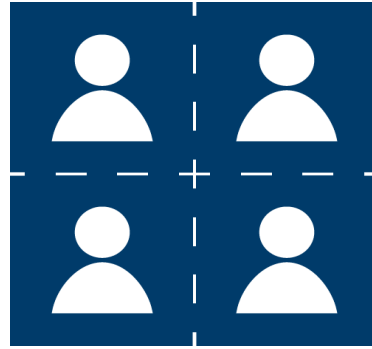
Ten Potential CDP Business Use Case Categories



Advanced Customer Data Management



Predictive Analytics



Outbound Marketing Campaign Support



Online Personalization & Experience Optimization



Ecommerce Recommendations & Optimization



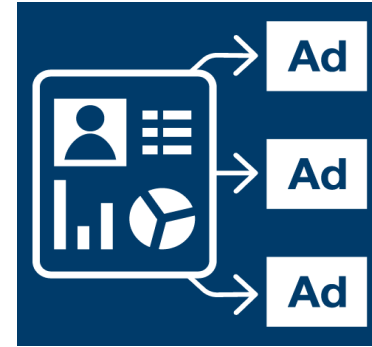
Omnichannel & Offline Aggregation



Realtime Behavioral Analysis



Household / Channel Marketing



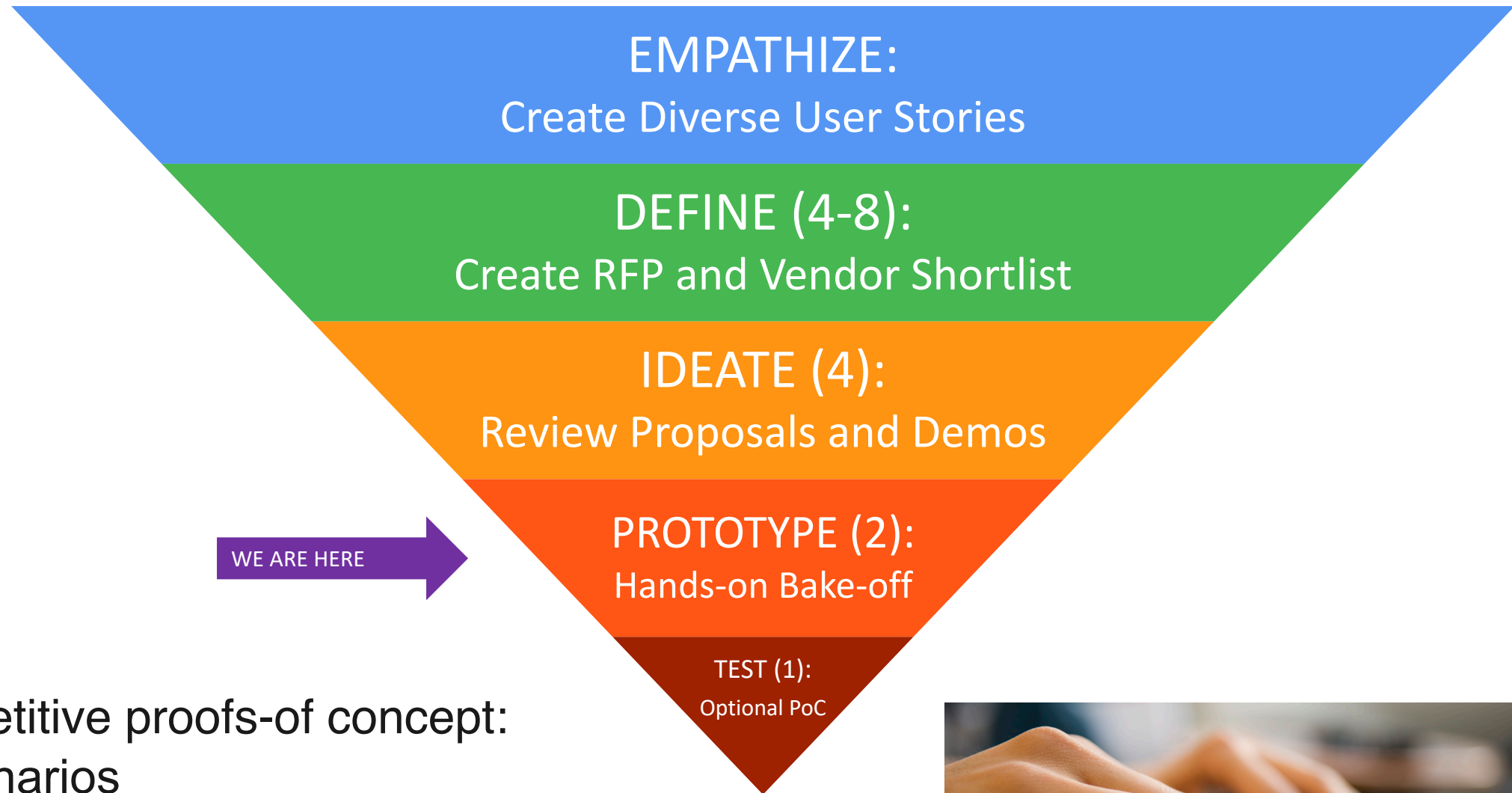
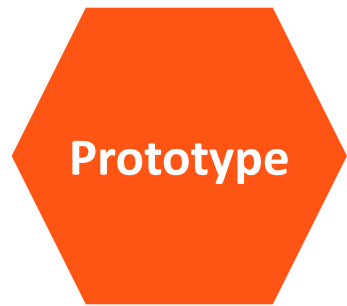
Paid Media Support



Loyalty & Rewards Management

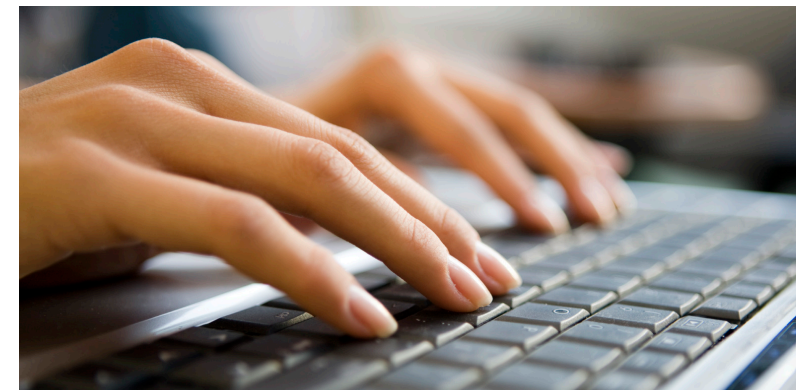
Key Considerations:

- Not all CDP vendors support all use cases, or support them evenly
- Do you want the CDP platform to **support** or **execute**?



Conduct competitive proofs-of concept:

- Real scenarios
- Real content / data
- Real people
- Real environment



Agenda

Shifting Architectures

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Key Take-Aways

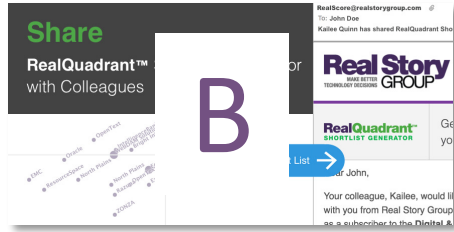
Review of Key Agile Selection Concepts

We're almost done...

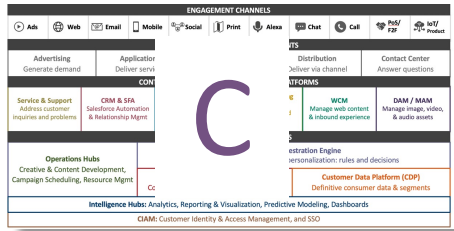
1. Get clear about your business case
2. Build a cross-departmental team
3. That team needs a business chair and project manager
4. Center your RFX on people-oriented use cases
5. Follow an adaptive model that focuses on iteration and learning
6. Realistic testing and simulation will bring contrasts and fit into high relief
7. Therefore, never skip a bake-off
8. Negotiate early and often

Final Take-Aways

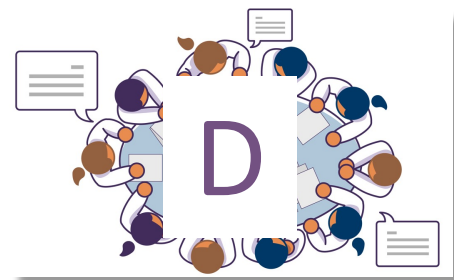
1. Understand how your customer experience pieces **will fit together**
2. When hit a roadblock, **work backwards** from the customer experience
3. Identify **gaps and opportunities** in a broader stack context
4. Prepare for an **omnichannel future**
5. **Extract enterprise services** from engagement silos for omnichannel CX
6. **Research marketplaces** and understand that all vendors have competitors
7. Focus more on “**fit**” than putative vendor reputation
8. Center your vetting on **real, human-centered stories**
9. **Test adaptively** throughout your selection process
10. *Implement **joyfully!***



Find Best-fit Vendor



Optimize Your Stack

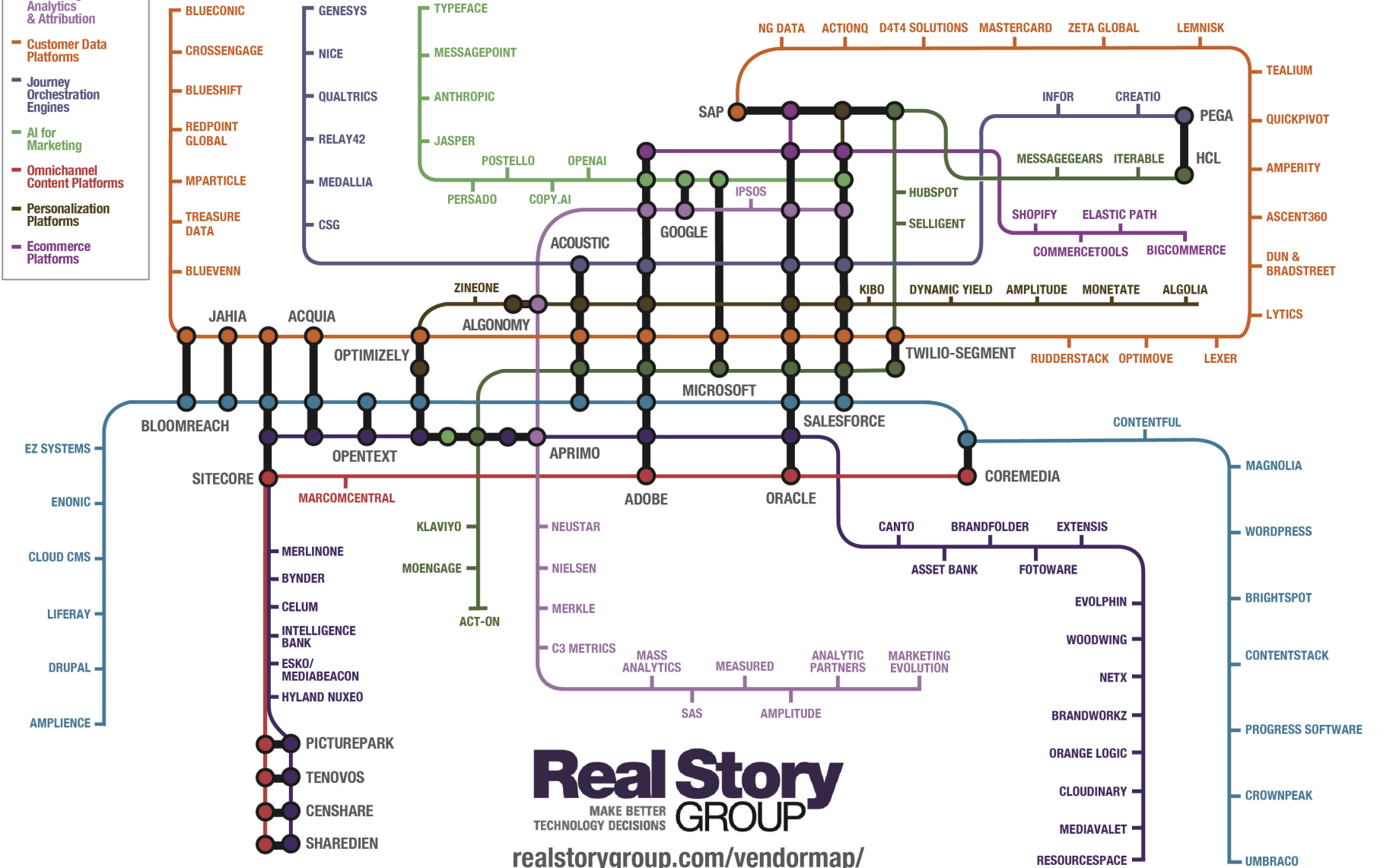


Learn from Peers

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Ecommerce Platforms
Comprehensive Product Evaluations

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AI for Marketing
Comprehensive Product Evaluations