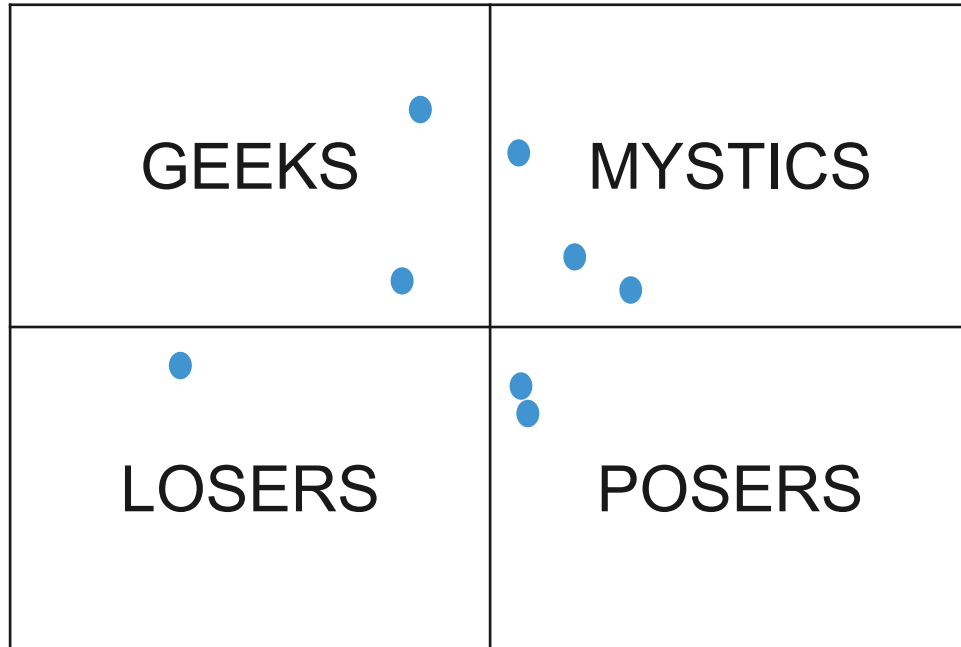




Benchmark Your MarTech Effectiveness

Tony Byrne
October, 2023

A Different Kind of Analyst Firm...



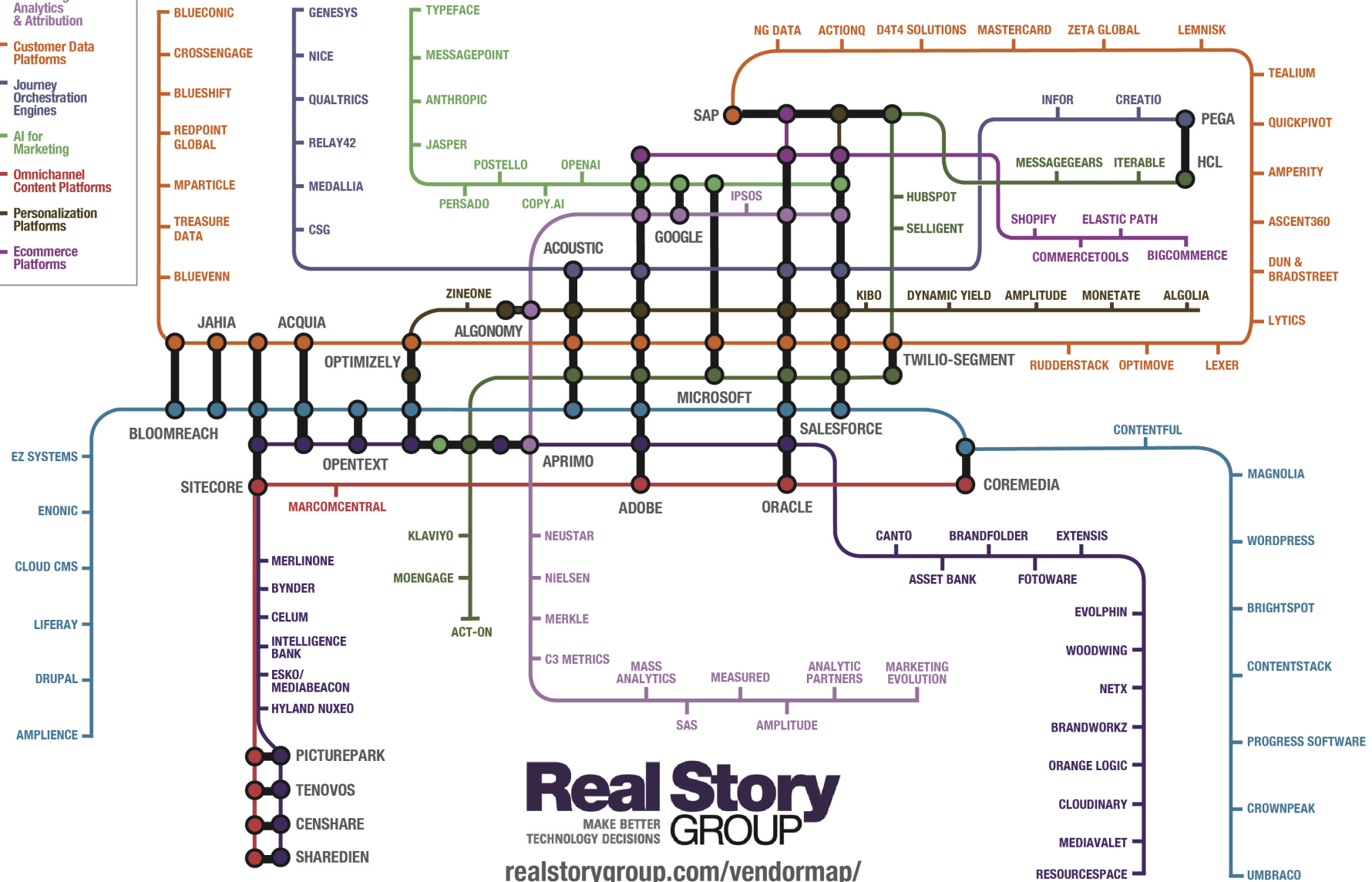
“the mystical quadrant”

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/

1

WHY BENCHMARK?



WHY?

- B Significant MarTech investment in past five years has enterprises asking reasonable questions about effectiveness**
- C Rising unease that “half my stack might be wasted – just don’t know which half”**
- D Growing realization of the importance of internal alignment, operations, staffing, and customer data foundations**
- E Universal desire to assess MarTech in a structured way and compare against peers**

B Free & Easy

C “Effectiveness”

D Structured

E Informed

F Future-ready

G Comparative*

H Shareable*

MarTech RealScore™

Marketing Technology

Introduction

Operations

Content

Data

Decisioning

Tech

Results

Your Score

44

Your MarTech RealScore percentage is 44%.

The trains are running, but the tracks are in serious need of repair...

Operations: 14 / 25

Content: 14 / 25

Data: 8 / 25

Decisioning: 8 / 25

Tech: 11 / 25

Your Results Compared

Compare by Total Compare by Dimension

Click on color blocks for score breakdown.

Total Possible: 125



Your Raw Score: 55



Technology : 72



Cross-Industry Average: 57



You're doing OK, but you've got room for improvement.

[Let's Talk.](#)

[EMAIL RESULTS](#)

[EXPORT RESULTS TO PPT](#)

[Try the Effectiveness Model for a different technology](#)

[Modify Answers](#)

[View Results for a Different Industry](#)




2

LET'S GO!

WHERE

bit.ly/benchmarkartech



3

TAKE-AWAYS AND QUESTIONS

Key Take-Aways for You

- B Most enterprises score pretty low
- C Focus more on balance than totals
- D Would your teammates score it differently?
- E Get peer input from other leaders

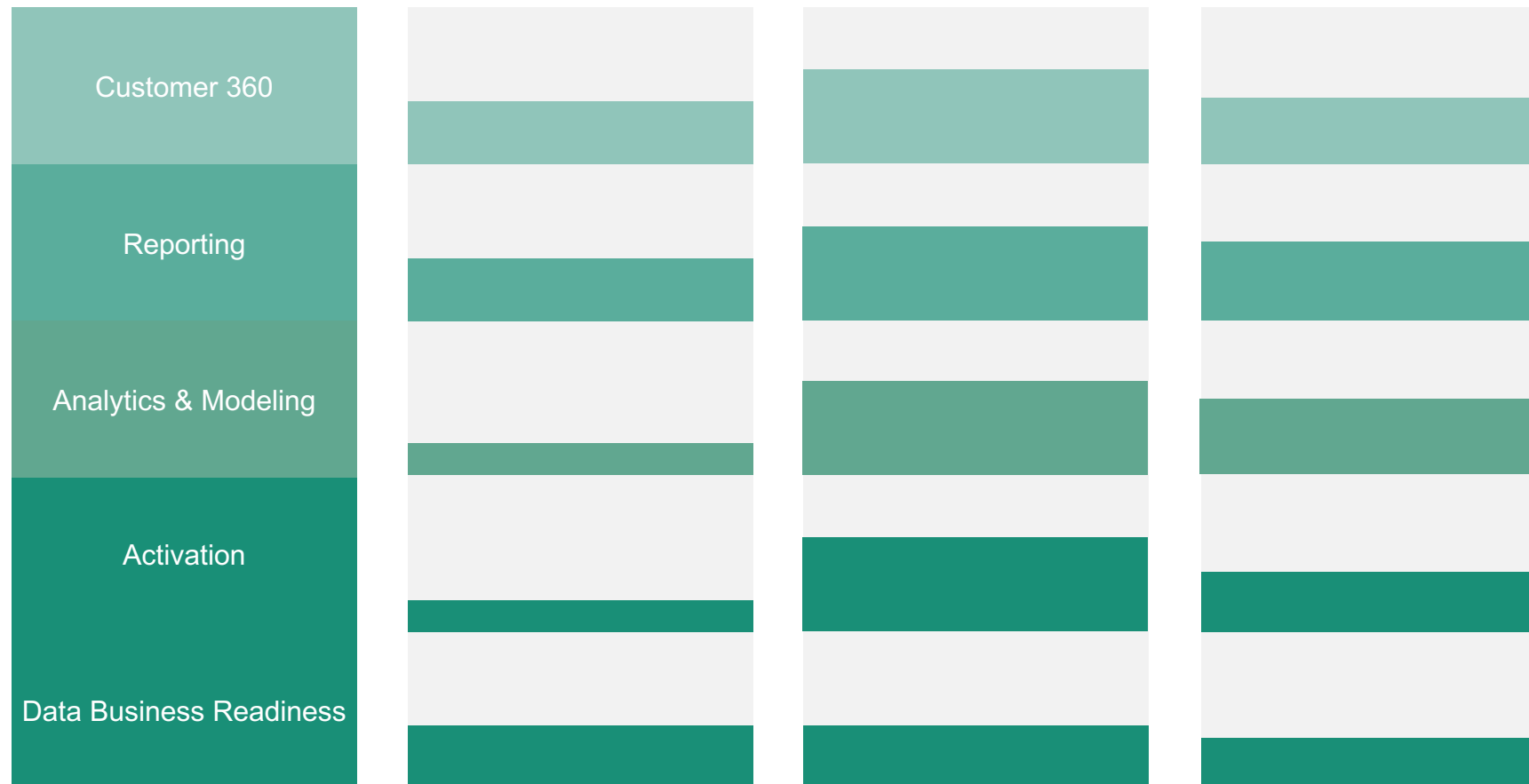
Data by Metric

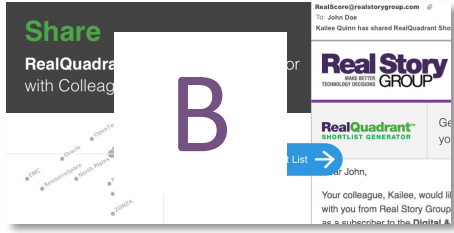
Total Possible: **25**

Your Score: **8**

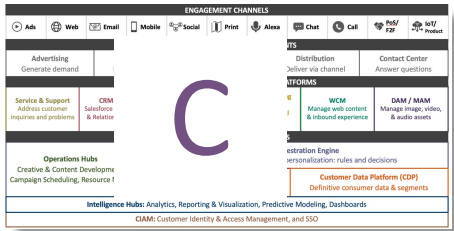
Technology
average: **14**

Cross-Industry Avg: **10.5**

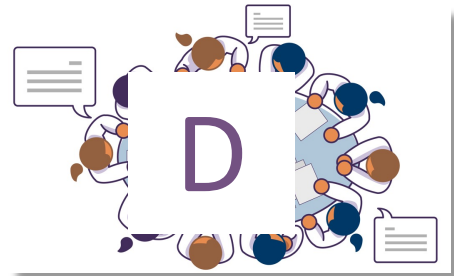




Find Best-fit Vendor



Optimize Your Stack

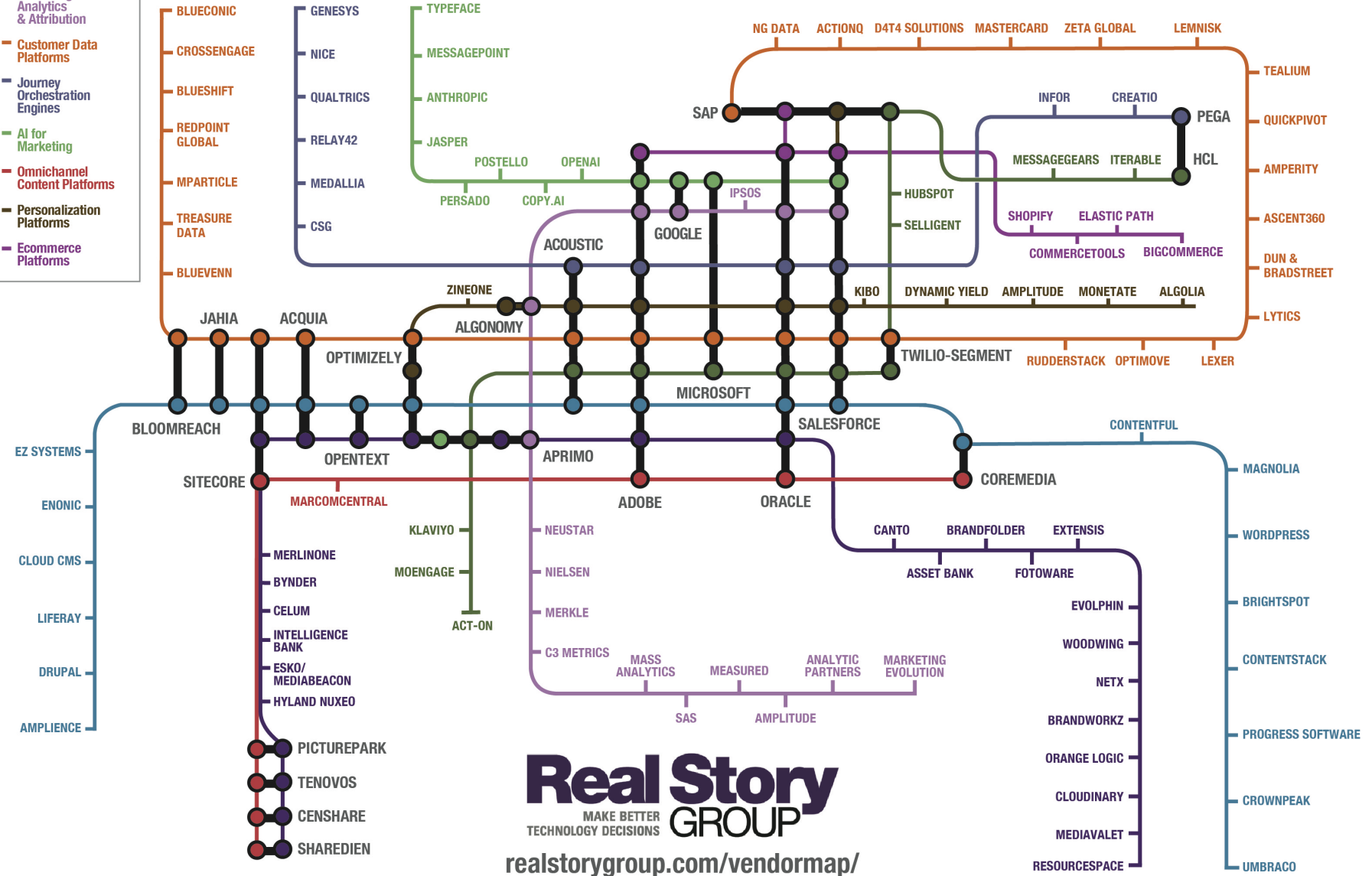


Learn from Peers

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Stay in Touch...



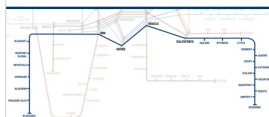
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Journey Orchestration
Engine

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Customer Data Platforms

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Web Content &
Experience Management

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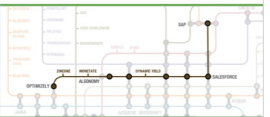
Digital & Marketing
Asset Management

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Email
&
Marketing Automation

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Personalization
Platforms

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Omnichannel Content
Platforms

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Ecommerce Platforms

Comprehensive Product Evaluations