New Choices For E-mail & Marketing Automation Technology

Tony Byrne – Founder
October, 2020

Real Story Group
OMNICHANNEL 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:
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A Different Kind of Analyst firm...

GEEKS  MYSTICS

LOSERS  POSERS

“the mystical quadrant”

<table>
<thead>
<tr>
<th>INDEPENDENCE FACTORS</th>
<th>REAL STORY GROUP</th>
<th>OTHER FIRMS</th>
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<tbody>
<tr>
<td>CONSULT TO VENDORS?</td>
<td>NO</td>
<td>YES</td>
</tr>
<tr>
<td>SPEAK AT VENDOR EVENTS?</td>
<td>NO</td>
<td>YES</td>
</tr>
<tr>
<td>ACCEPT EXPENSES &amp; HOSPITALITY FROM VENDORS?</td>
<td>NO</td>
<td>YES</td>
</tr>
<tr>
<td>WRITE PAPERS FOR VENDORS?</td>
<td>NO</td>
<td>YES</td>
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A Changing Marketplace
A Changing Marketplace

• New entrants: All.The.Time.
• New ESP vendors bring clarity on scope: focus on email
• This means partnering more for:
  • Forms
  • Social Messaging
  • SMS / MMS
  • Content & Asset Management (and potentially authoring!)
• The fading “Marketing Automation” myth
• Expectation of deeper vetting
ESP + MAP Logo Landscape

Email Service Providers

- emarsys
- Campaign Monitor
- exacttarget marketing cloud
- acoustic
- aprimo
- Adobe Campaign
- sellgent
- MessageGears
- iterable

Marketing Automation Platforms

- CM Group
- act|on
- HubSpot
- salesforce pardot
- Adobe Marketo
- Microsoft
- ORACLE eloqua
More Focused Scope
SMS as just another end point (i.e., you can go best of breed)
Nobody Loves Their MAP/ESP Form Builder…

<table>
<thead>
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<th><strong>Time &amp; Place Announcement</strong></th>
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<td><strong>What</strong></td>
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<td><strong>When</strong></td>
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<td><strong>Email Address</strong></td>
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<td><strong>Webinar Source</strong></td>
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Dear [First Name Template],

After helping hundreds of large enterprises select technology over the past few decades, my colleague Jarrod and I learned some important lessons. We captured those learnings in a book, "The Right Way to Select Technology" (Rosenfeld Media).

After reading the book, I take control of your life. My thanks to

Path: p

OK Cancel
Campaign Management Externally?
ESP & MAP in an Omnichannel World
Ideal Customer Engagement

Get the right content and message…

To the right person…

In the right context…

At the right time…

...And measure the effectiveness
Silo Problem: Isolated, Disjointed, Inconsistent Customer Experiences
Service Model for an Integrated Customer Experience of the Future

**FOUNDATION SERVICES**

- **Omnichannel Operations:** Cross-team collaboration and planning
- **Unified Customer Data:** Single source for definitive customer data & segments
- **Journey Orchestration:** Omnichannel personalization and next-best-action rules
- **Omnichannel Content:** Single source of the truth for re-usable assets
- **Customer Intelligence:** Analytics, reporting, and modeling

**CUSTOMER BENEFITS**

- Consistent messaging
- “They know me…”
- Coherent interaction
- Story consistency
- Relevant options
# Reference Architecture Model for the 2020s: Omnichannel CX Stack

## Engagement Channels

<table>
<thead>
<tr>
<th>Channel</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>Generate demand</td>
</tr>
<tr>
<td>Applications</td>
<td>Deliver services</td>
</tr>
<tr>
<td>E-commerce</td>
<td>Sell things</td>
</tr>
<tr>
<td>Distribution</td>
<td>Deliver via channel</td>
</tr>
<tr>
<td>Contact Center</td>
<td>Answer questions</td>
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</tbody>
</table>

## Interaction & Delivery Environments

<table>
<thead>
<tr>
<th>Service &amp; Support</th>
<th>CRM &amp; SFA (Salesforce Automation &amp; Relationship Mgmt)</th>
<th>Social Engagement (Engage in social media &amp; communities)</th>
<th>Email &amp; Marketing Automation (Manage outbound messaging)</th>
<th>WCM (Manage web content &amp; inbound experience)</th>
<th>DAM / MAM (Manage image, video, &amp; audio assets)</th>
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<tr>
<td>Address customer inquiries and problems</td>
<td>Salesforce Automation &amp; Relationship Mgmt</td>
<td>Engage in social media &amp; communities</td>
<td>Manage outbound messaging</td>
<td>Manage web content &amp; inbound experience</td>
<td>Manage image, video, &amp; audio assets</td>
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## Content & Engagement Management Platforms

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<tbody>
<tr>
<td>CIAM: Customer Identity &amp; Access Management, and SSO</td>
<td>Omnichannel Content Platform (Content object store for base components)</td>
</tr>
<tr>
<td>Journey Orchestration Engine</td>
<td>Customer Data Platform (CDP) (Definitive consumer data &amp; segments)</td>
</tr>
<tr>
<td>Operations Hubs (Creative &amp; Content Development, Campaign Scheduling, Resource Mgmt)</td>
<td>Intelligence Hubs: Analytics, Reporting &amp; Visualization, Predictive Modeling, Dashboards</td>
</tr>
</tbody>
</table>

## Enterprise Foundation Platforms

- **Service & Support**: Address customer inquiries and problems
- **CRM & SFA**: Salesforce Automation & Relationship Mgmt
- **Social Engagement**: Engage in social media & communities
- **Email & Marketing Automation**: Manage outbound messaging
- **WCM**: Manage web content & inbound experience
- **DAM / MAM**: Manage image, video, & audio assets

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Using an OCP to Drive Email

Core Content Support (component asset management)

- Email Components
- Mobile Promos
- Social Elements
- Micro-content
- Micro-experiences
- Digital Assets
- Video Assets
- Audio Assets
- ...and Others
What You Should Do...
EMPATHIZE:
Create Diverse User Stories

DEFINE (4-8):
Create RFP and Vendor Shortlist

IDEATE (3-5):
Review Proposals and Demos

PROTOTYPE (2):
Hands-on Bake-off

TEST (1):
Optional PoC

DON'T FORGET THIS!
Five Key Take-Aways

1. Scope of outbound digital communications is narrowing (**good**!)

2. Email messaging needs to live within your broader Marketing / CX stack

3. Major suite players claim their outbound messaging tools are “omnichannel” – they are **not**.

4. Consider newer, more focused market entrants in addition to incumbent players

5. Use an agile, test-based approach to selecting **any** MarTech, including MAP & ESP solutions
“There's a new ABM module on Force.com!”

“The company we acquired licenses Pardot!”

“CMS”

“VOC”

“CRM”

“You should check out this new VoC platform!”

Already have VoC in our CRM that we can light up
Real Story Group’s ESP+MAP research critically evaluates strengths and weaknesses of the major vendors.

- Learn the real weaknesses of the leading tools
- Avoid common pitfalls & negotiate a good price
- Download the reviews in minutes -- get the right shortlist in hours

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