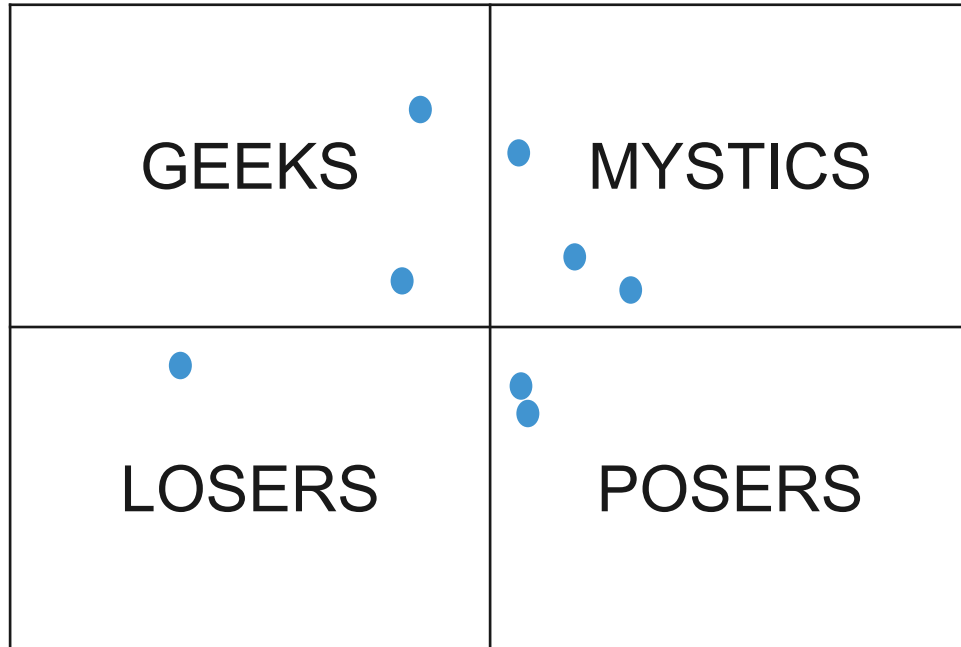




Benchmark Your MarTech Effectiveness

Tony Byrne
November 1, 2023

A Different Kind of Analyst Firm...



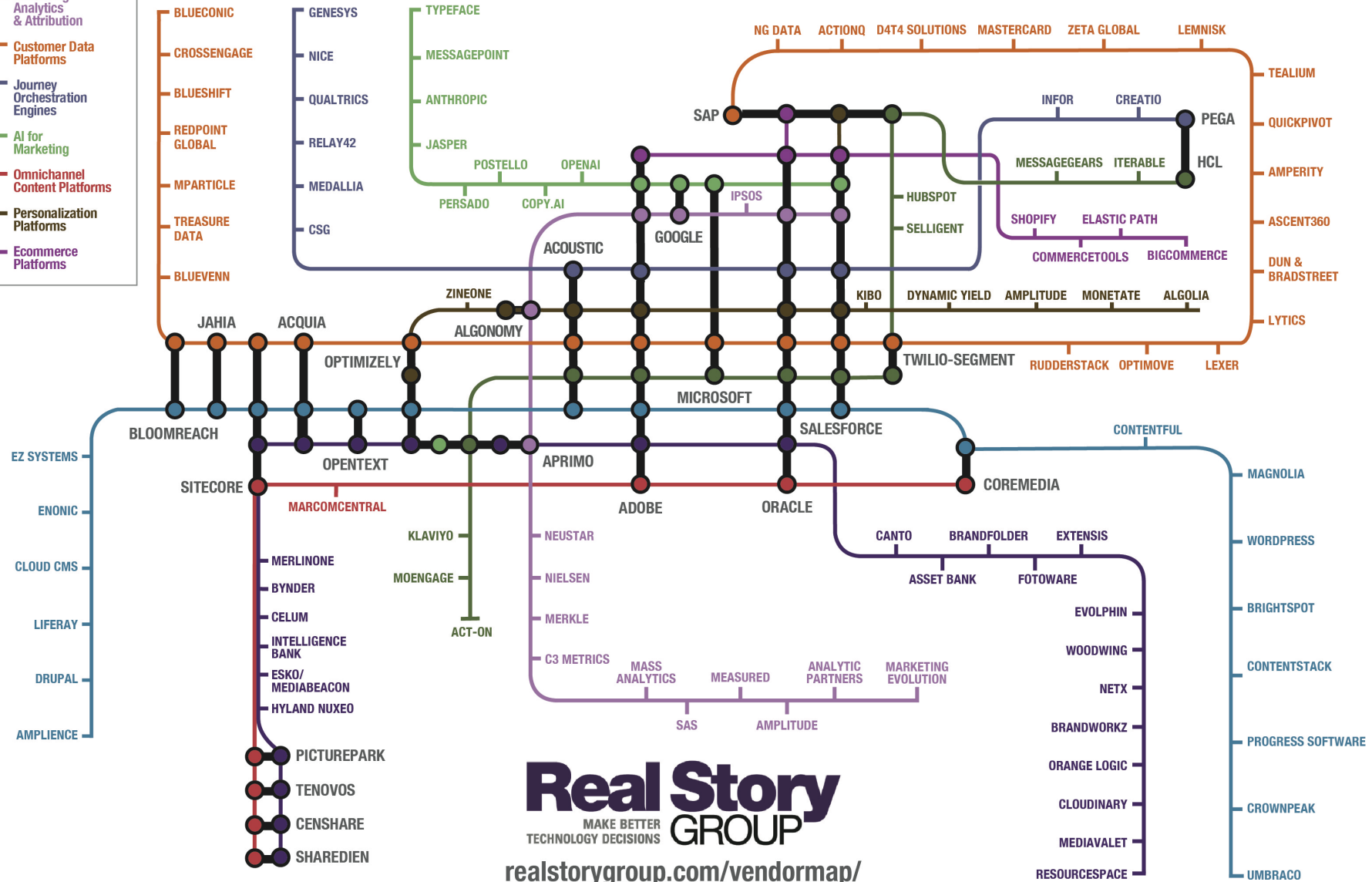
“the mystical quadrant”

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?



WHERE

bit.ly/benchmarkartech

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**

WHAT

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](#)

Dimensions and Categories

B **Operations**
Governance
Teams
Planning & Collaboration
Privacy & Compliance
Attribution

C **Content**
Content Operations
Web Content Management
Digital Asset Management
Component Management
Content Business Readiness

D **Data**
Customer 360
Reporting
Analytics & Modeling
Activation
Data Business Readiness

E **Decisioning**
Test & Optimize
Personalization
Campaign Management
Orchestration
Decisioning Business Readiness

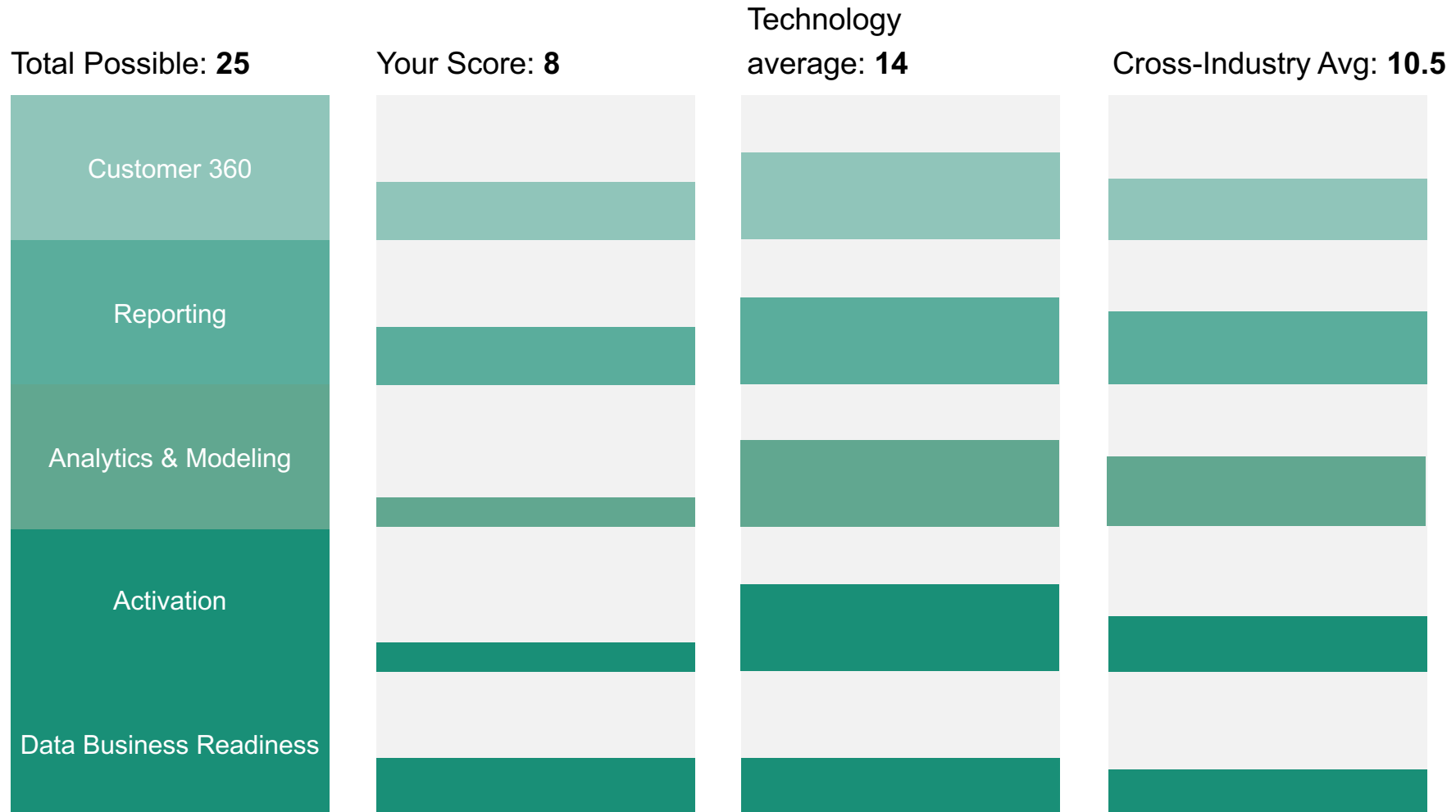
F **Tech**
Content Platforms
Data Platforms
Decisioning Platforms
AI / ML
Overall Stack

The background features a large, semi-transparent grey number '2' centered on the page. Below the number, the text 'SOME RESULTS' is written in a bold, purple, sans-serif font. The background also contains a faint, light grey line graph with several data series, each marked with small circles at data points. The graph has a grid with tick marks on both the horizontal and vertical axes.

2

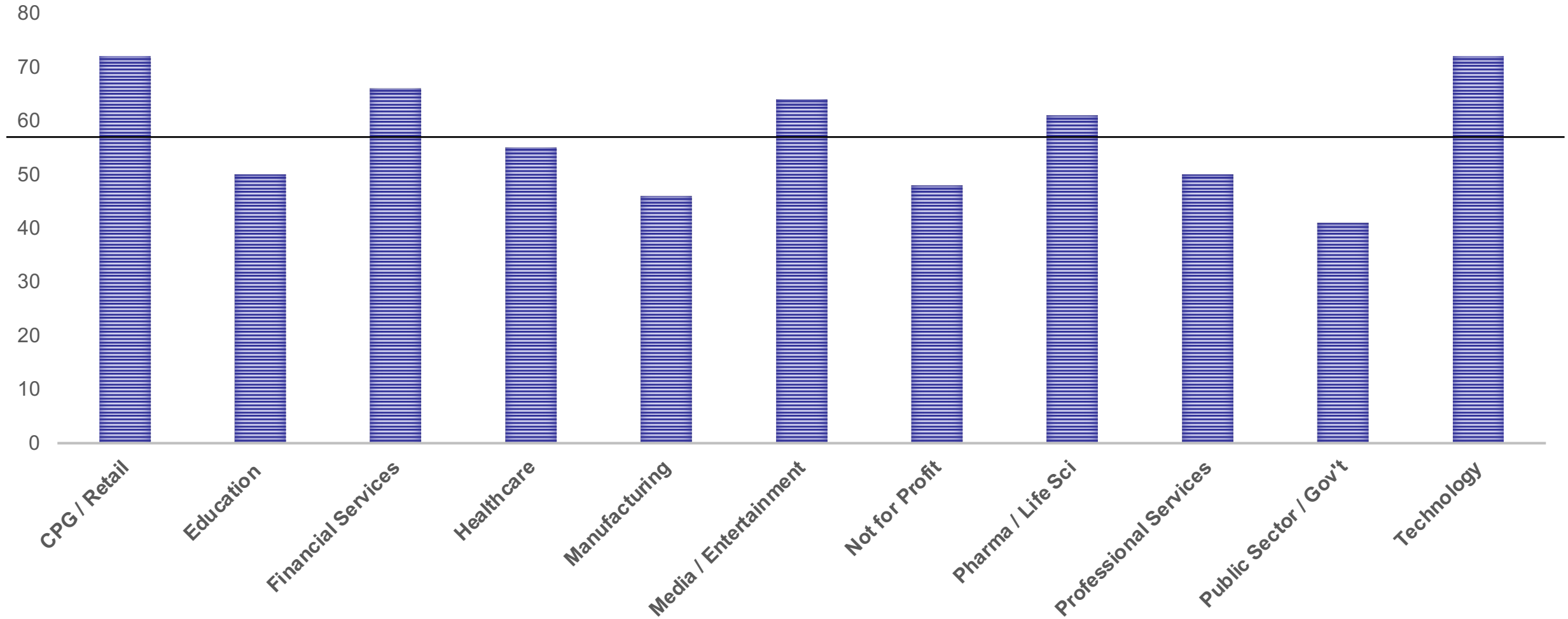
SOME RESULTS

Data Dimension by Metric



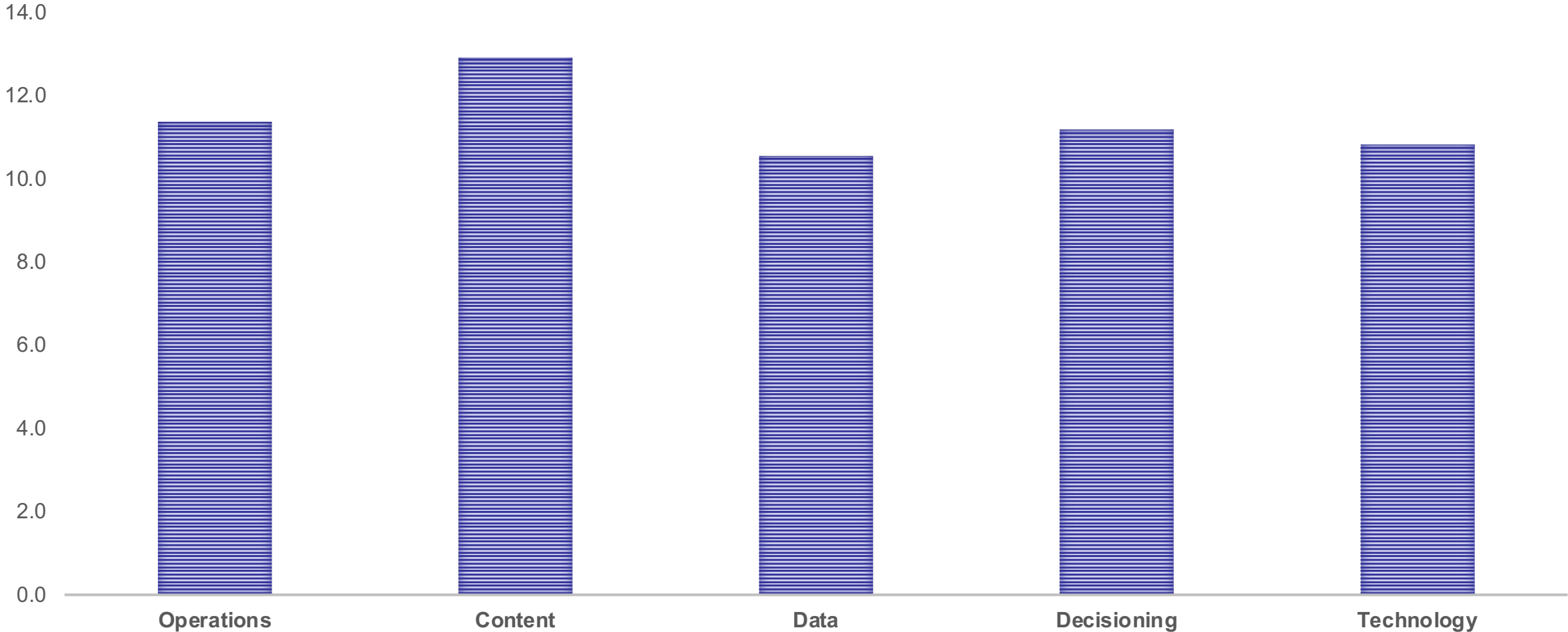
Early Results

AVERAGE SCORE BY SECTOR



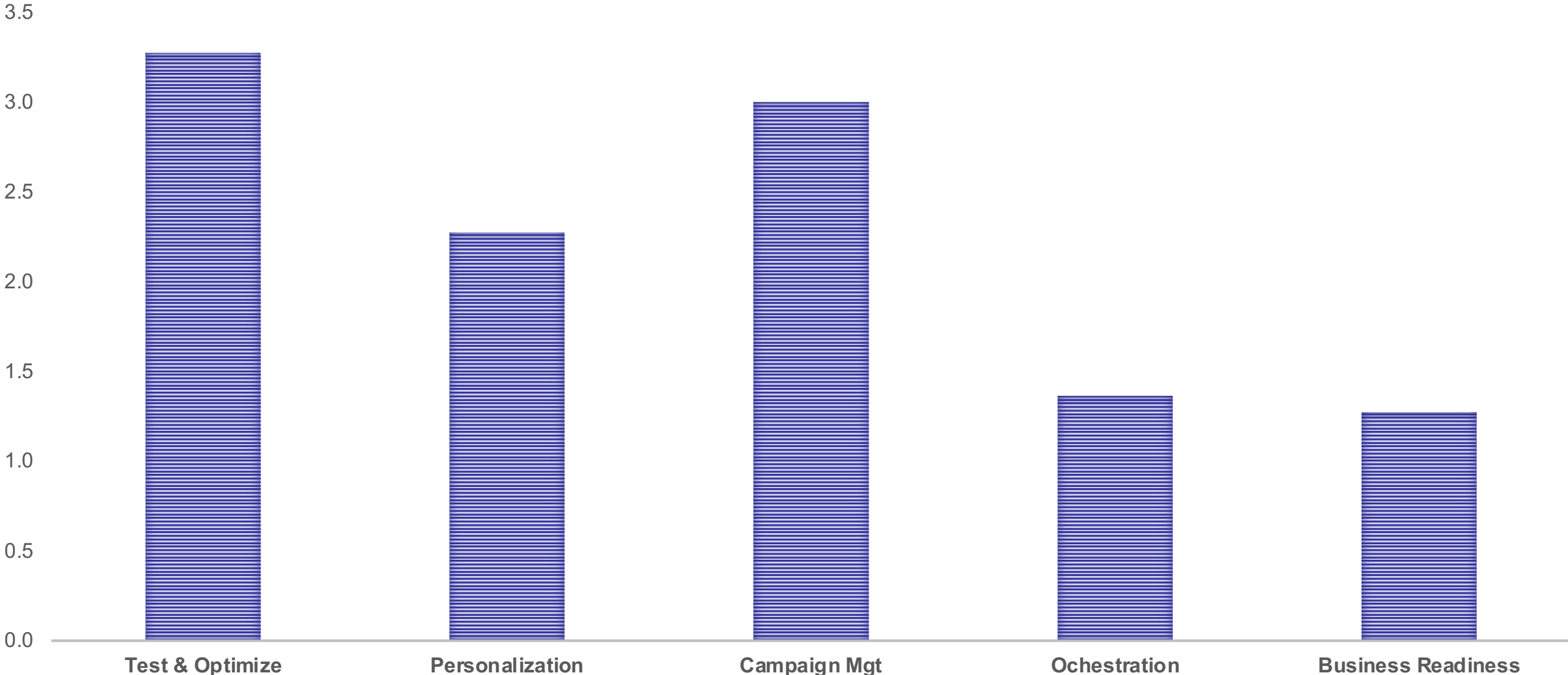
Early Results

AVERAGES BY CATEGORY



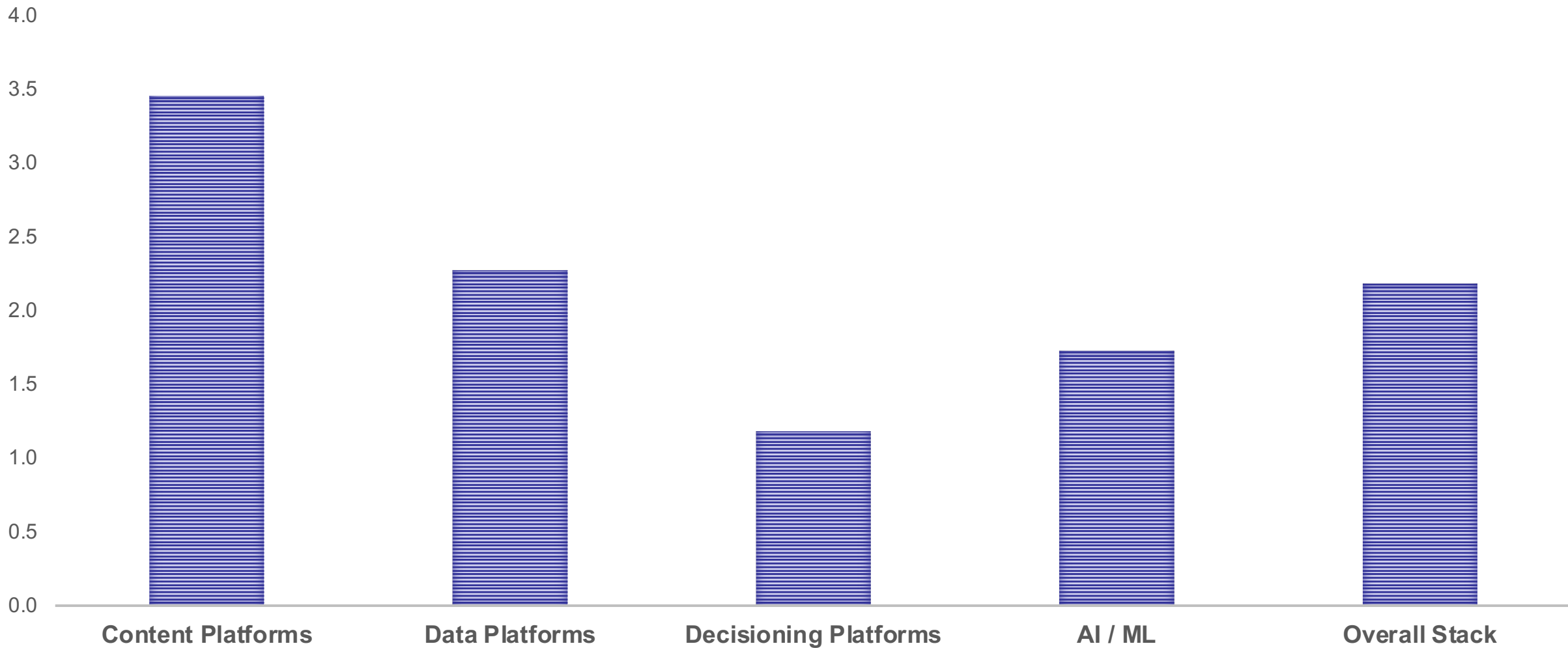
Early Results

DECISIONING BY ATTRIBUTE



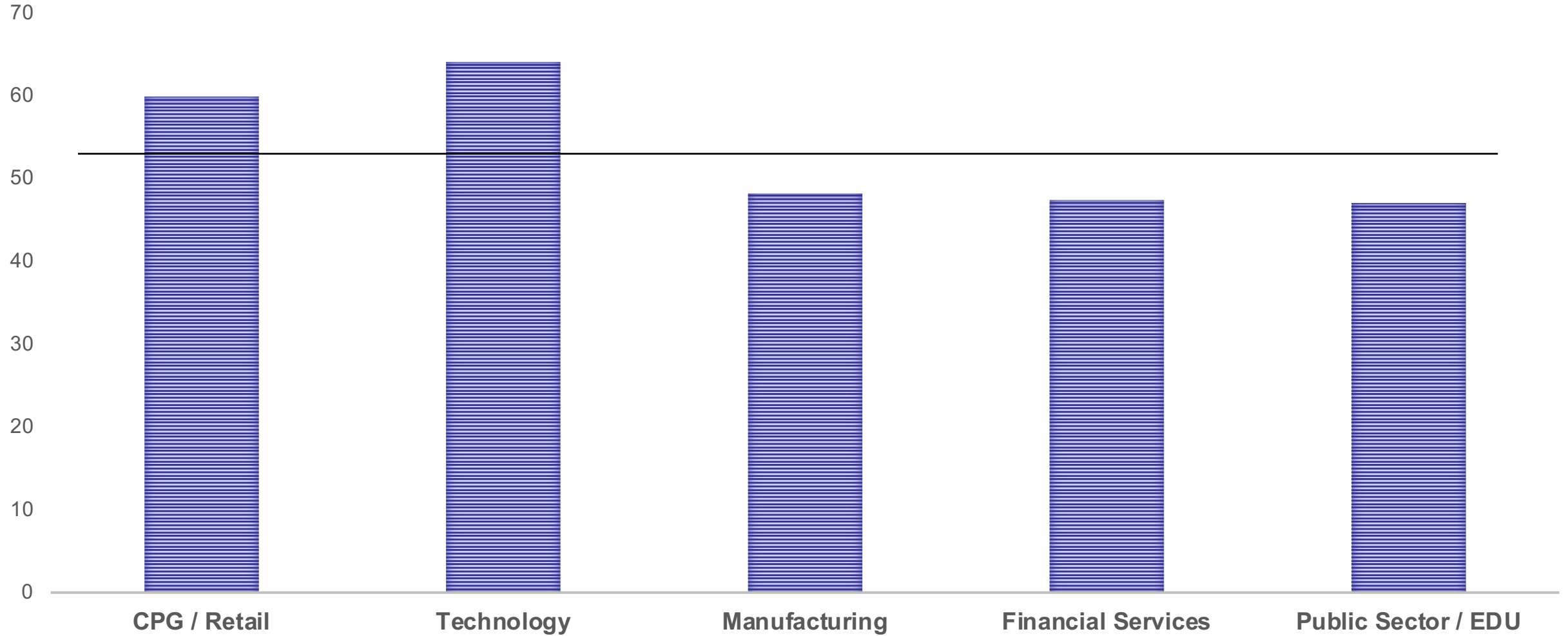
Early Results

TECHNOLOGY BY ATTRIBUTE



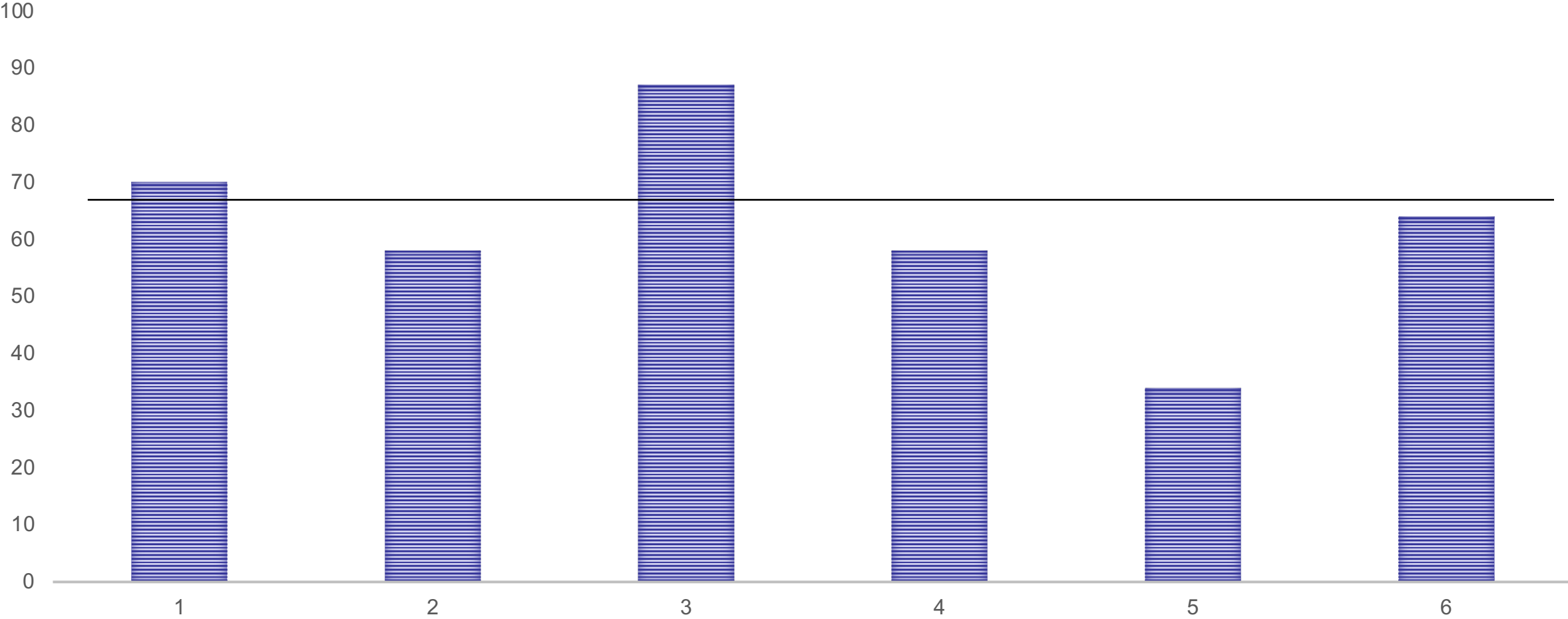
Early Large Enterprise Results

AVERAGE SCORE FOR LARGE ENTERPRISES



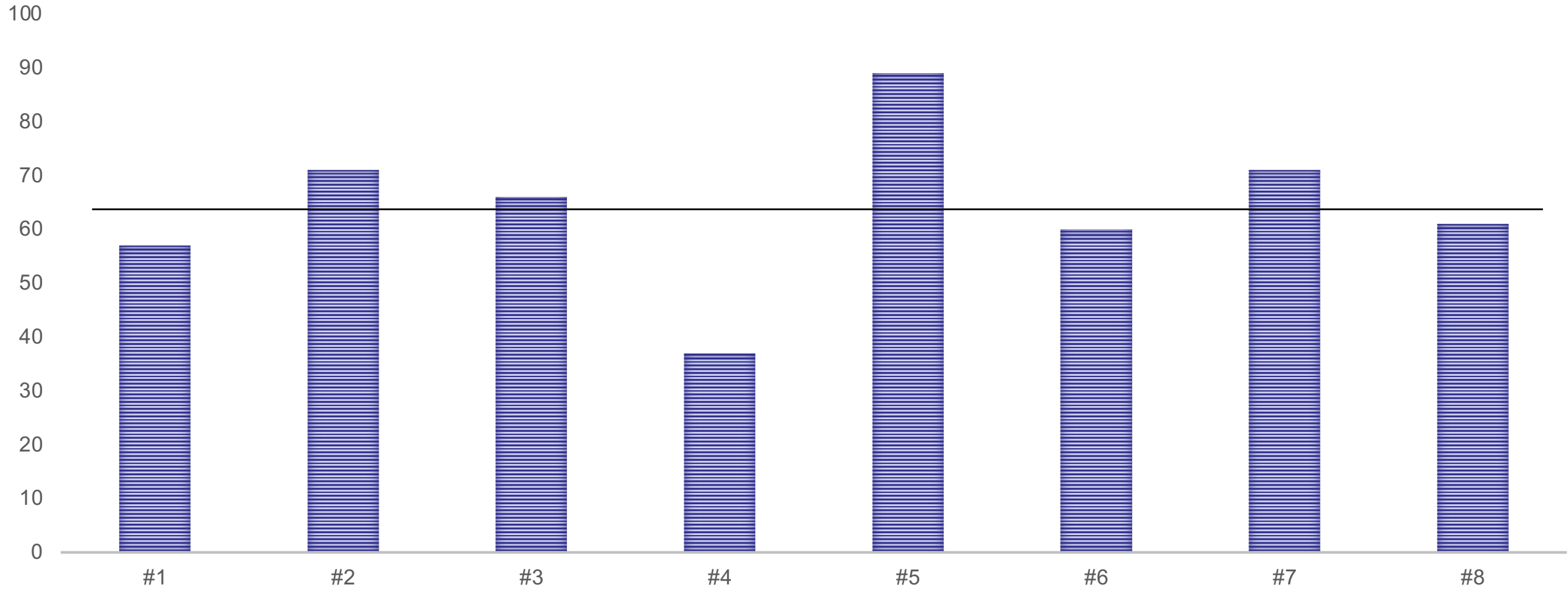
Early Large Enterprise Results

INDIVIDUAL LARGE CPG / RETAIL SCORES



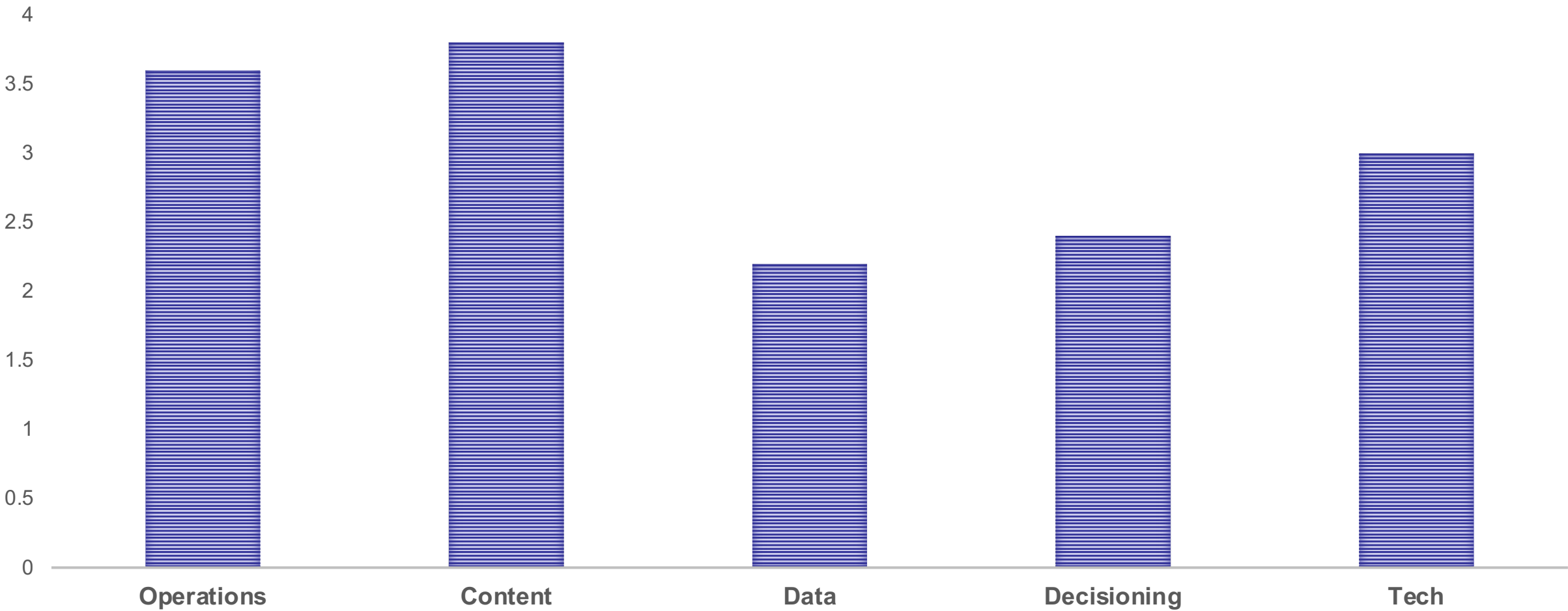
Early Large Enterprise Results

INDIVIDUAL LARGE TECH FIRM SCORES

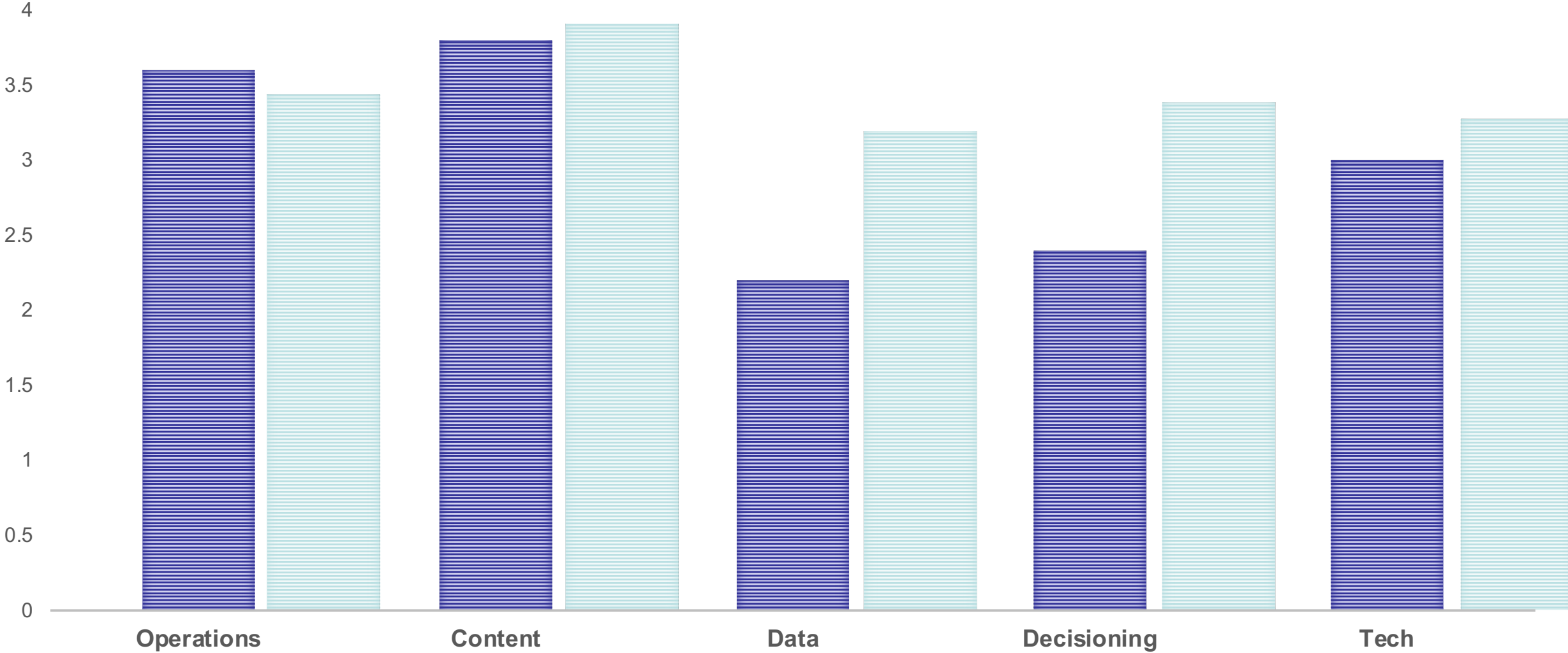



Results Sample: Large CPG Firm

TYPICAL ENTERPRISE SCORE



Results Sample: CPG by Benchmark



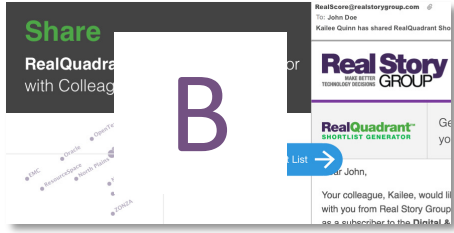


3

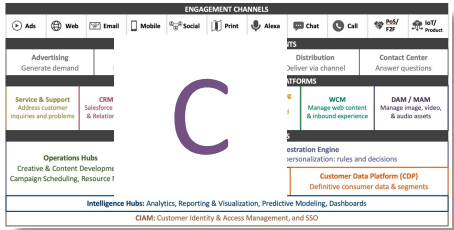
TAKE-AWAYS AND QUESTIONS

Key Take-Aways for You

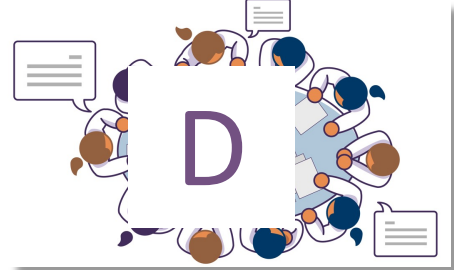
- B** Most enterprises score pretty low
- C** Focus initially more on balance than totals
- D** Vertical industries do matter
- E** Get peer input from other leaders



Find Best-fit Vendor



Optimize Your Stack



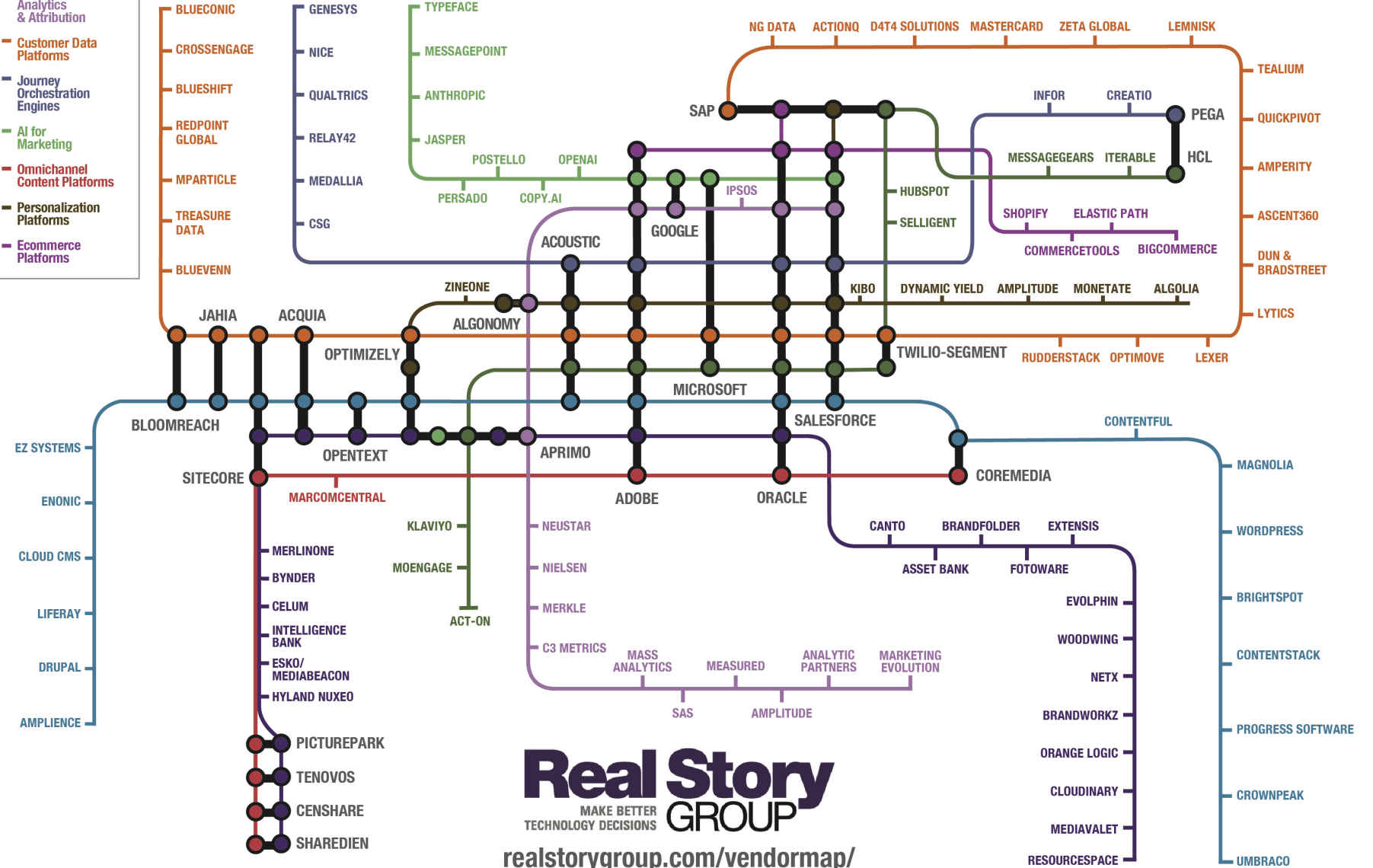
Learn from Peers

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Stay in Touch...



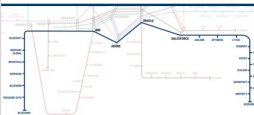
explore@realstorygroup.com
[linkedin.com/company/realstorygroup/](https://www.linkedin.com/company/realstorygroup/)
www.realstorygroup.com/Sample

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Journey Orchestration
Engine

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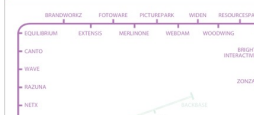
Customer Data Platforms

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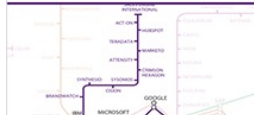
Web Content &
Experience Management

Real Story
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TECHNOLOGY DECISIONS
GROUP



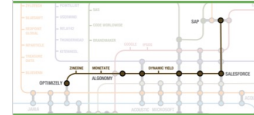
Digital & Marketing
Asset Management

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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