

The Right Email & Marketing Automation Platform for 2024

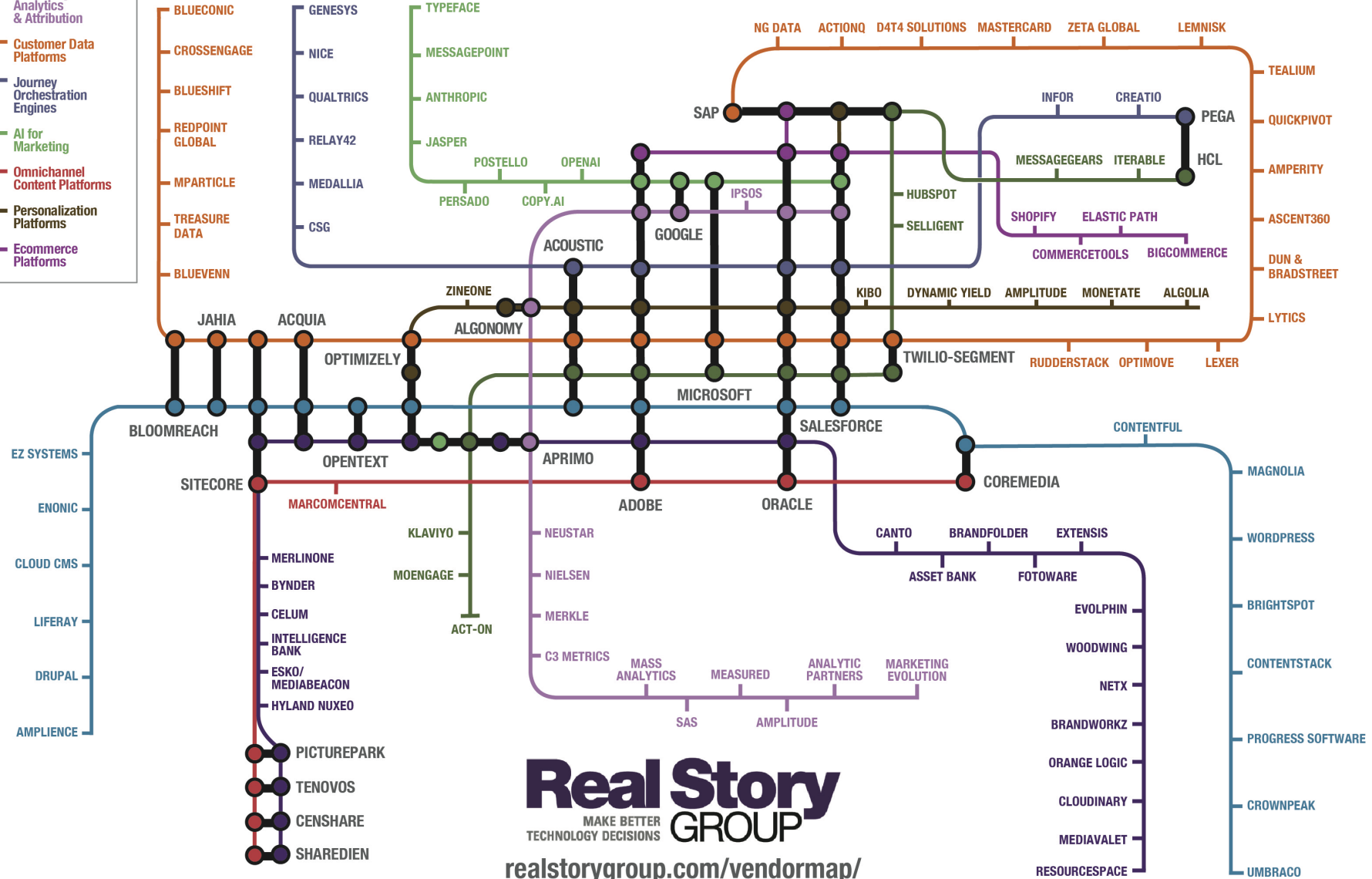
Tony Byrne
November, 2023

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.

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- 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

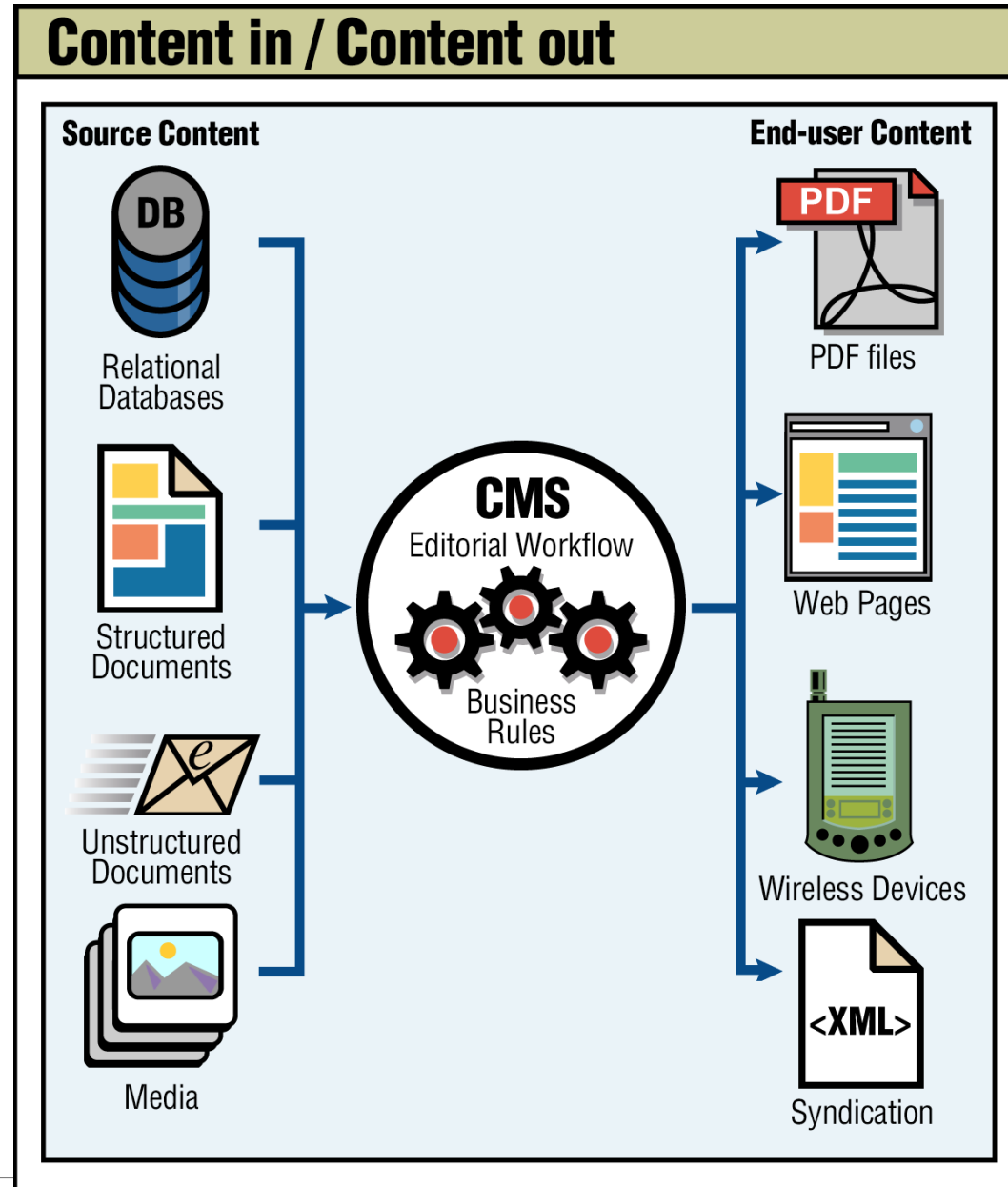


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MAKE BETTER TECHNOLOGY DECISIONS
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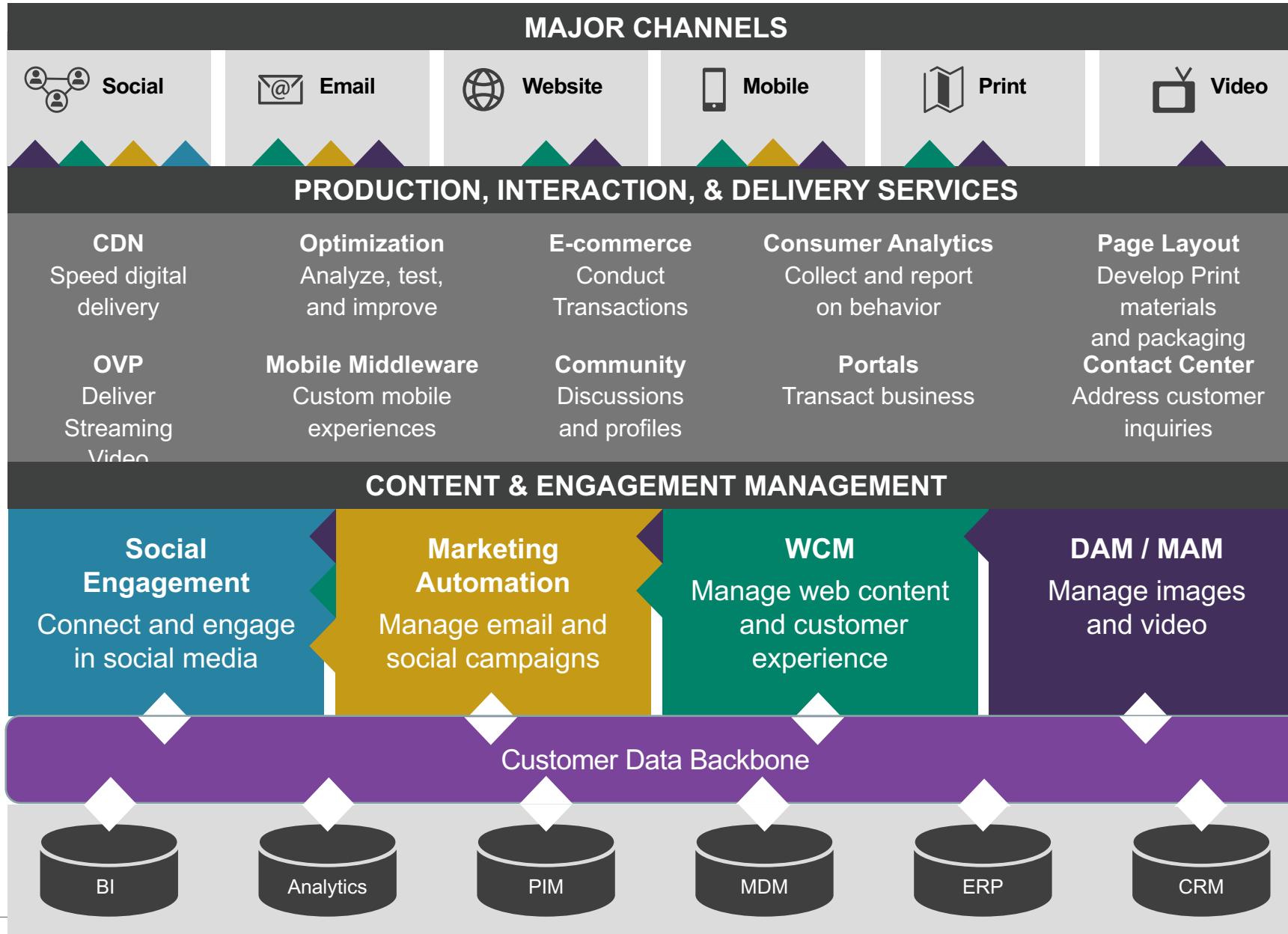


AN EVOLVING MARTECH STACK

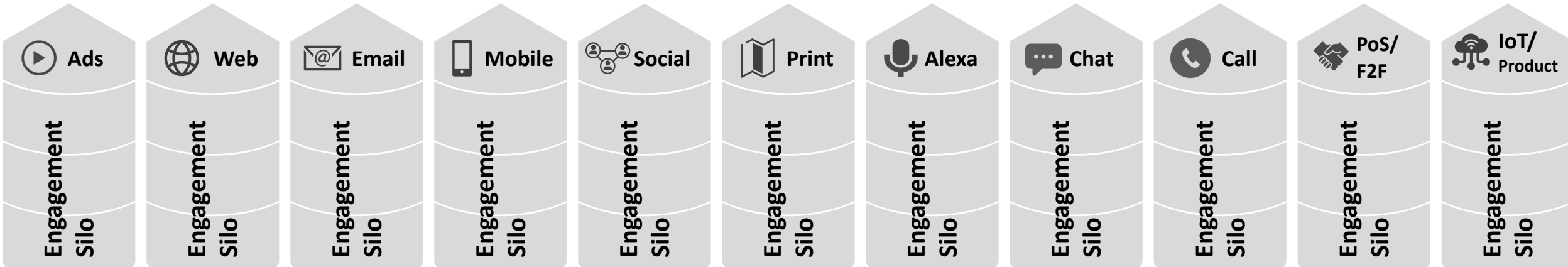
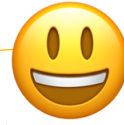
Evolution Part 1: Reference Model for the 2000s – Mostly Inbound Web



Model for the 2010s: Horizontal Integration

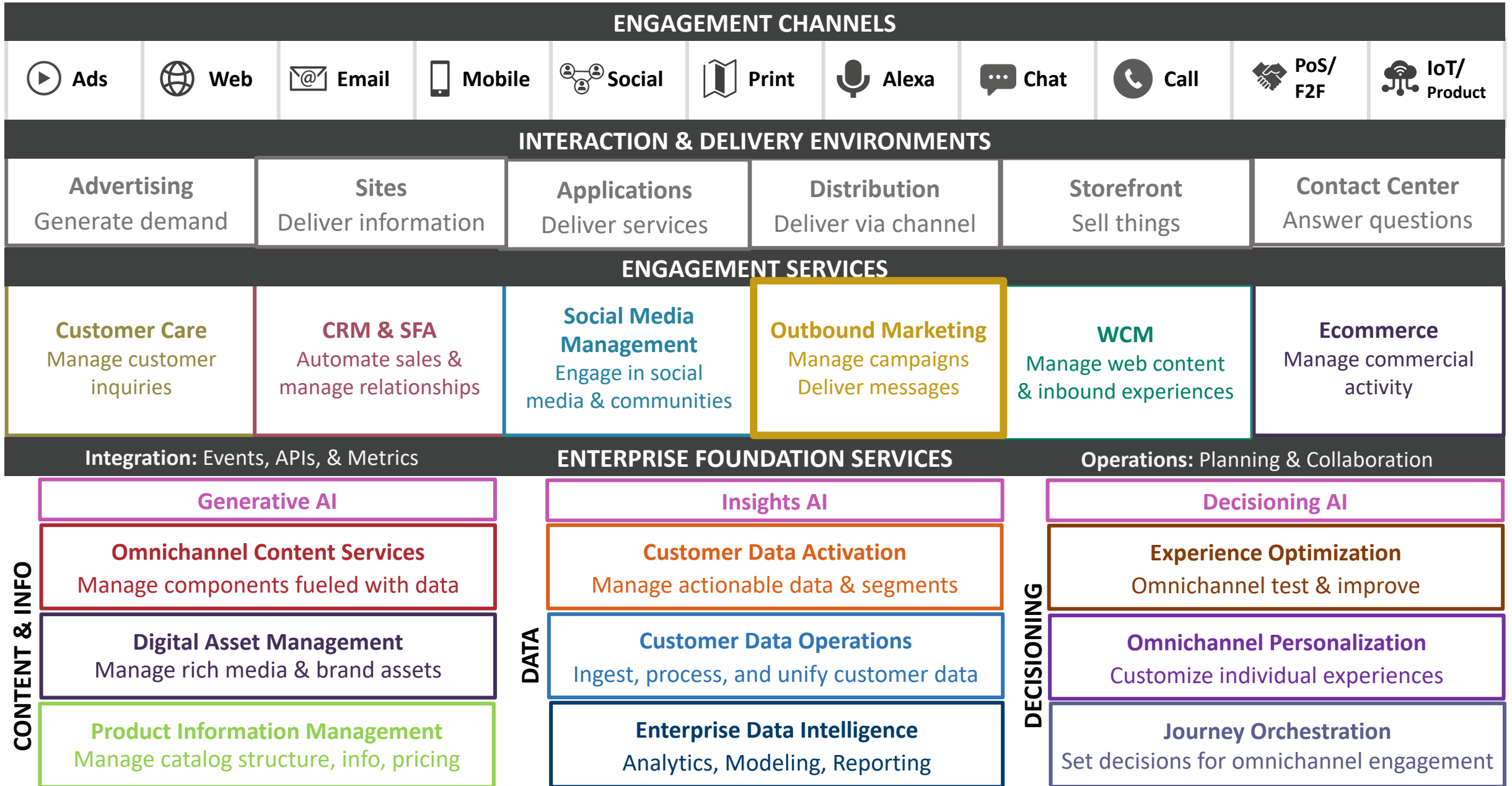


Enterprise Target Reference Model for an Integrated Customer Experience



FOUNDATION SERVICES	Omnichannel Operations: Cross-team collaboration and planning	Consistent messaging	CUSTOMER BENEFITS
	Unified Customer Data: Single source for definitive customer data & segments	"They know me..."	
	Journey Orchestration: Omnichannel personalization and next-best-action rules	Coherent interaction	
	Omnichannel Content: Single source of the truth for re-usable assets	Story consistency	
	Customer Intelligence: Analytics, reporting, and modeling	Relevant options	

RSG MarTech Services Reference Model: Composable Stack





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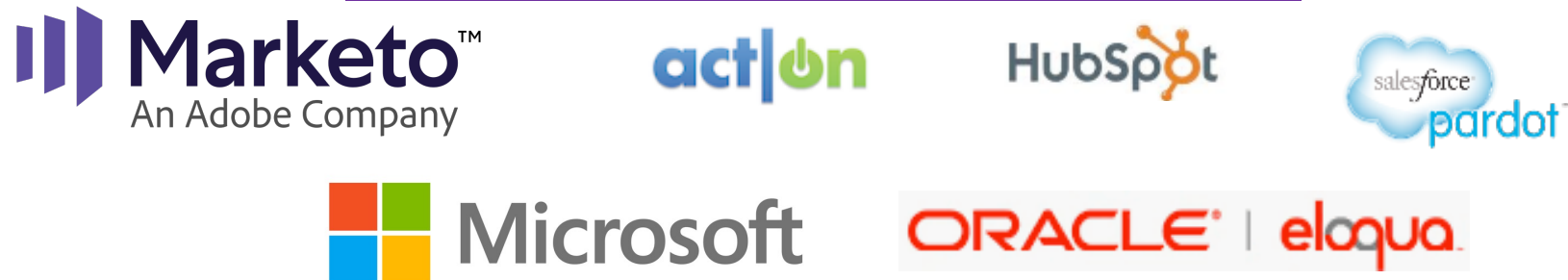
AN EVOLVING MARKETPLACE

Outbound Marketing Marketplace(s)

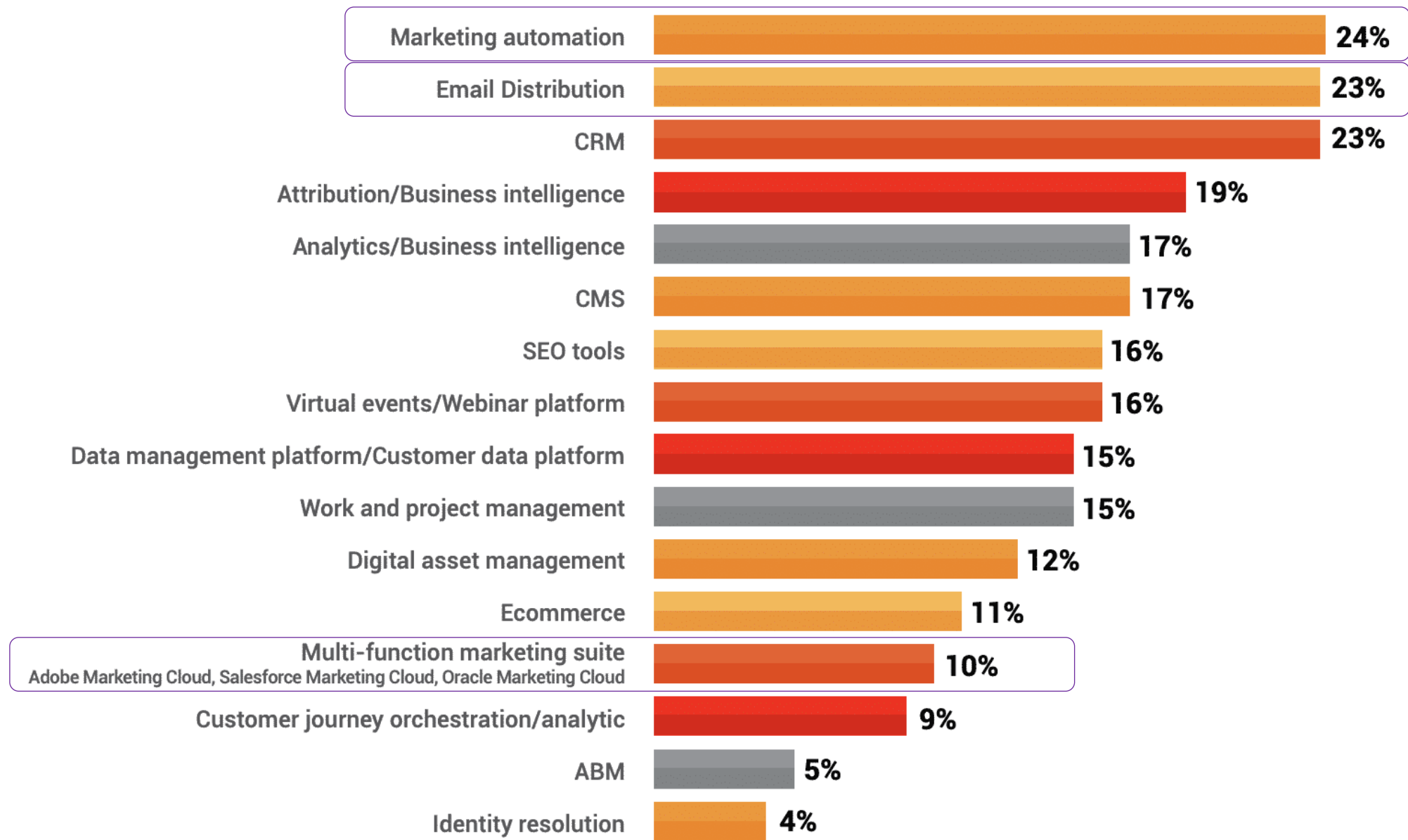
B2C-Oriented Email Service Providers



B2B-Oriented Marketing Automation Platforms



Getting Replaced...



Source: MarTech (martech.org)

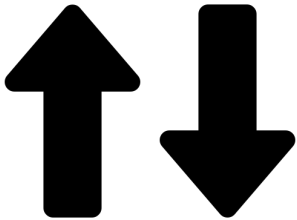


Why Are Enterprises Switching?

Shifting Complexity Needs



B



Irreparable Relationship



C



Aging Vendor



D





3

HOW TO SELECT...

Term of the Day....

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



EMPATHIZE (30 vendors):
Create Diverse User Stories

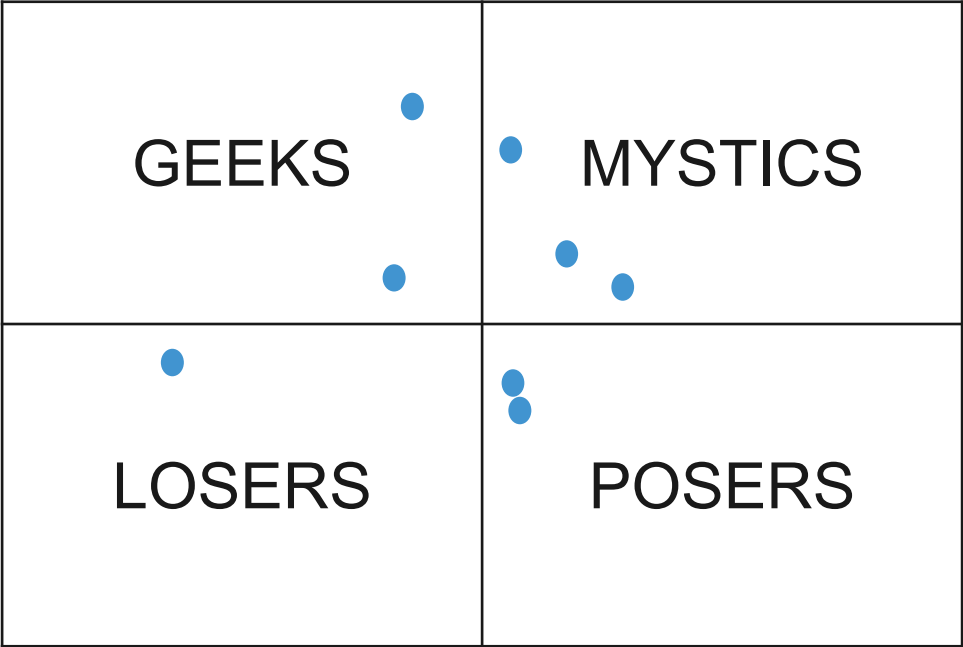
DEFINE (5-8 vendors):
Create RFX(s) and Vendor Longlist

IDEATE (3-5):
Review Proposals and Demos

PROTOTYPE (2):
Hands-on Bake-off

TEST (1):
Optional PoC

Don't be mystical...



...Mystical

RealQuadrant™
SHORTLIST GENERATOR

Get the right vendor Short List based on your unique requirements.

Customize criteria and scenarios, generate a custom quadrant, and obtain detailed pros and cons for each vendor. *Work with us to find the right tools for your business.*

1 Get started by choosing a technology marketplace

Select

- Campaign & Lead Management Technology
- Digital & Media Asset Management
- ECM & Cloud File Sharing
- Enterprise Collaboration & Social Software
- Enterprise Portals
- Web Content & Experience Management

2 Select the acceptable vendor attributes for your enterprise

STEP 1: Technology Marketplace | **STEP 2: Criteria** | STEP 3: Use Scenarios | STEP 4: Weightings

Criteria

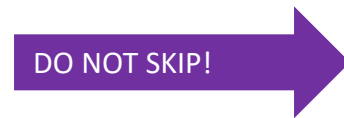
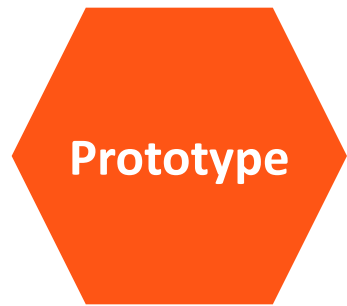
1. Does your enterprise have a technology preference? I am open to considering all technologies including .NET, Java, PHP, and Python. I only want to consider these acceptable technologies:

2. Does your enterprise care if this solution is purchased via a commercial license or via an open source license model? I am open to considering all license types. I only want to consider these license types:

3 Tell us what use scenarios are relevant to you

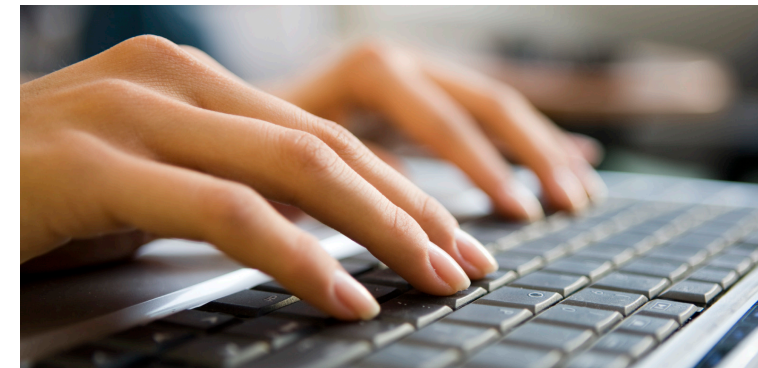
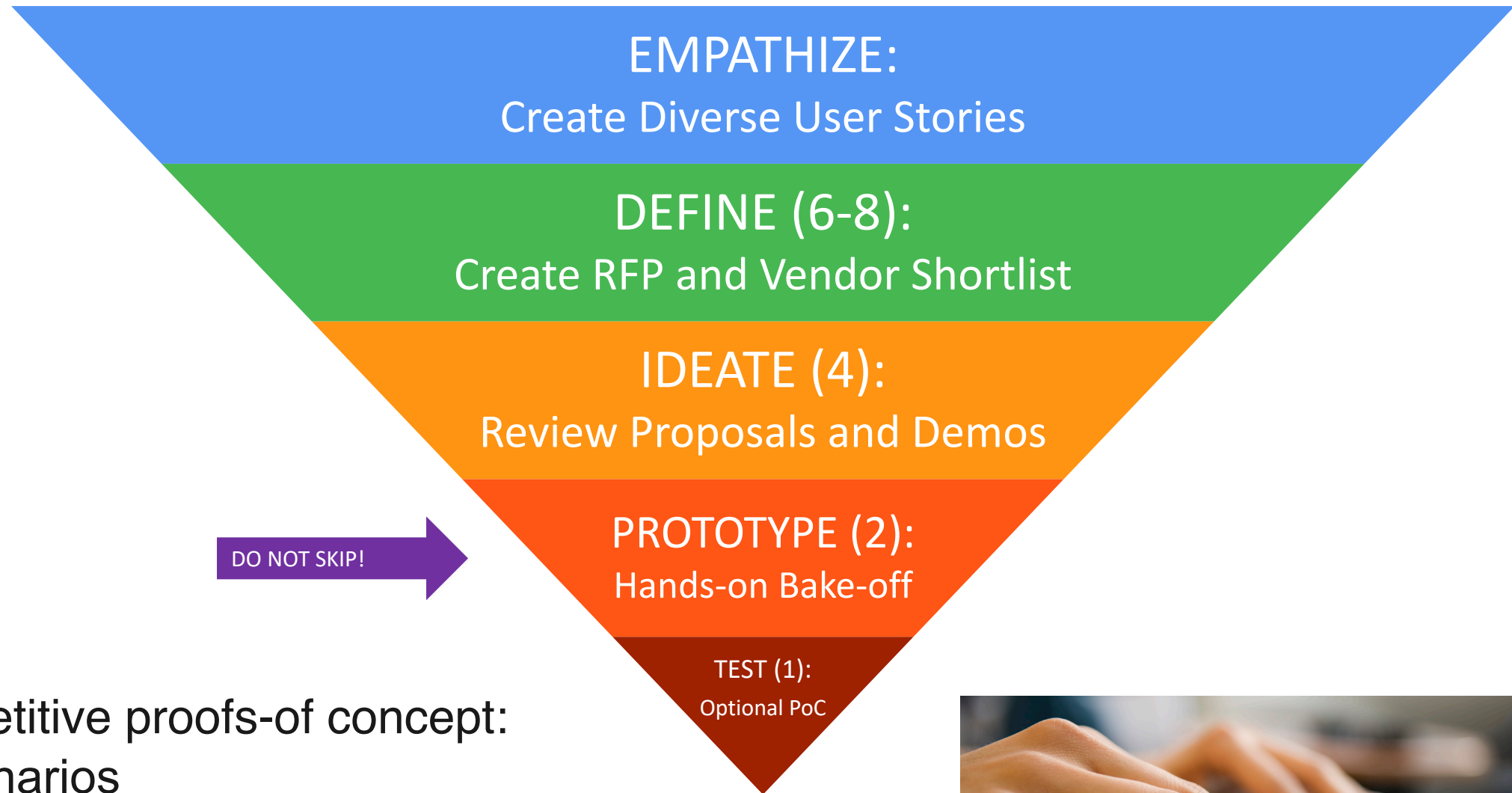
STEP 1: Criteria | **STEP 2: Use Scenarios** | STEP 3: Weightings

Real...



Conduct competitive proofs-of concept:

- Real scenarios
- Real (“dummy”) data and content
- Real people
- Real environment

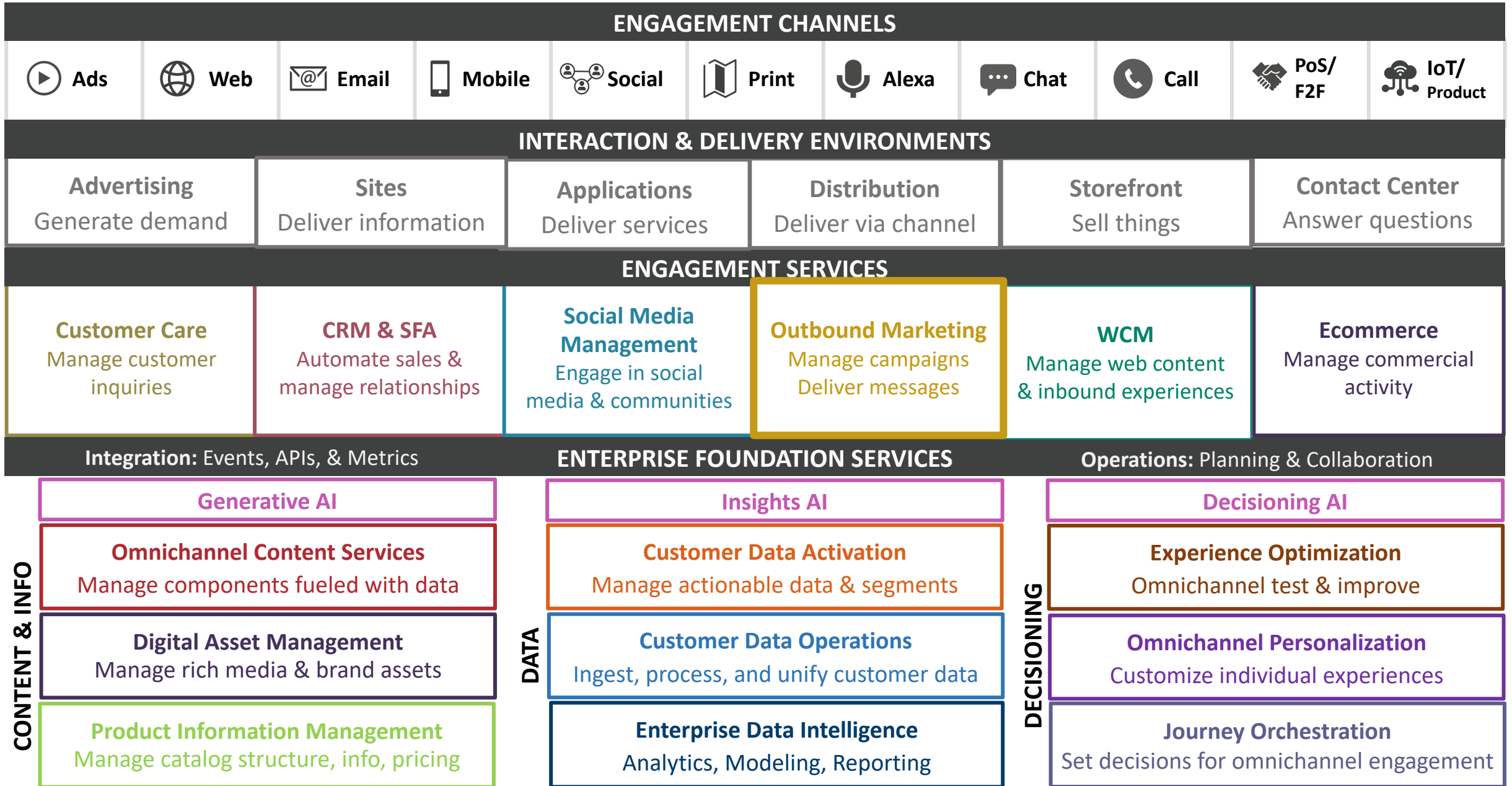




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**WHAT THIS MEANS FOR 2024
(And beyond...)**

Engagement Services: “The Great Decoupling”



What Your Future Might Hold...

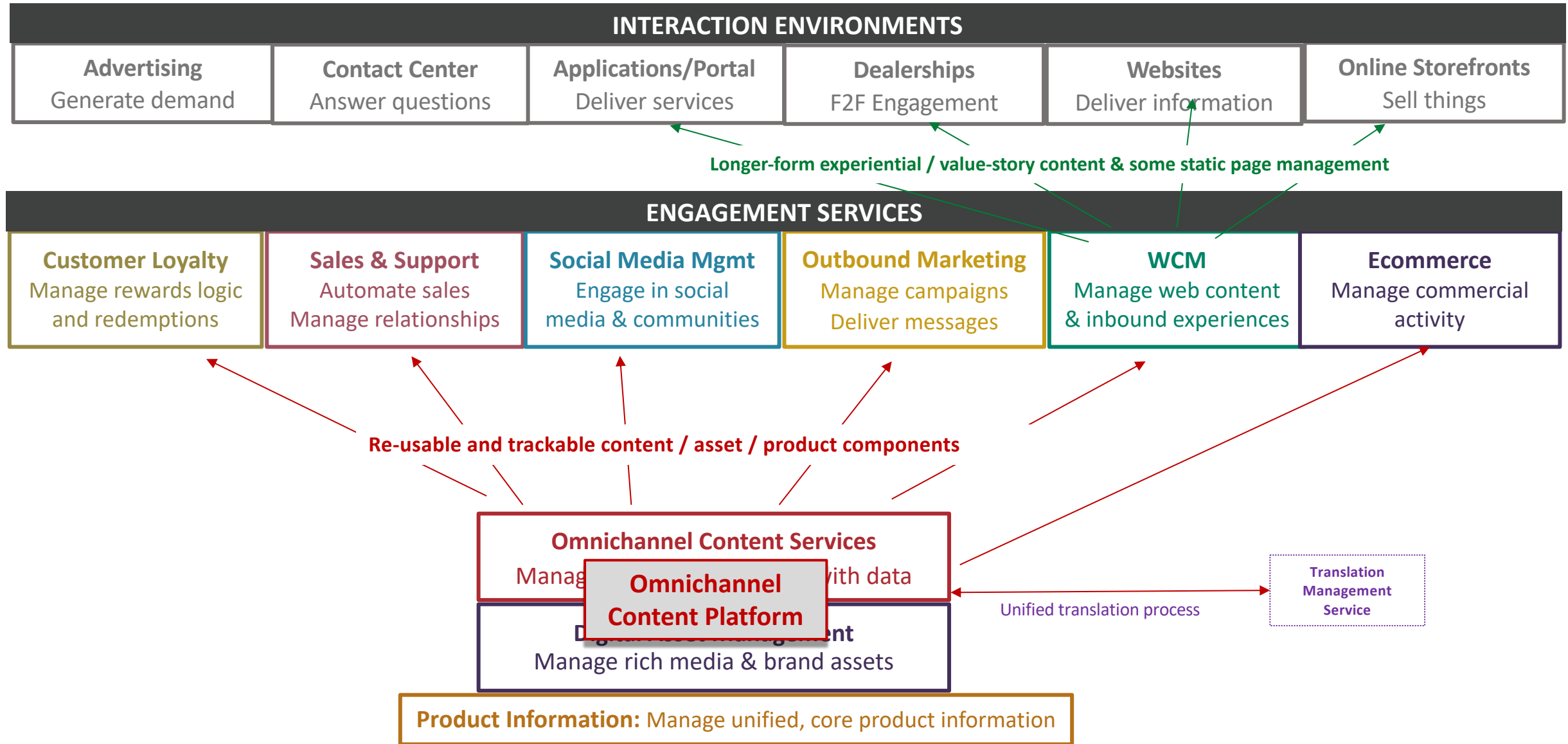
General themes

- Emergent decoupling of content, data, and campaign / journey logic within omnichannel stacks
 - Born-digital firms doing email block mgmt and campaigns at lower level in stack
 - Then bolt-on inexpensive “programmatic” / transactional message senders for high-volume assembly and delivery, rather than traditional ESP / MAP
- Harder for pre-digital firms to do this, but it’s the direction by 2030...or sooner
- Therefore, consider any new ESP investment as lasting 4-to-5 years maximum
- AI will accelerate this transition...

Programmatic, API-Based Senders

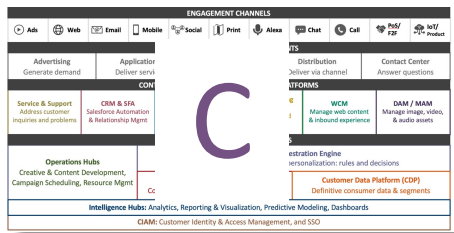
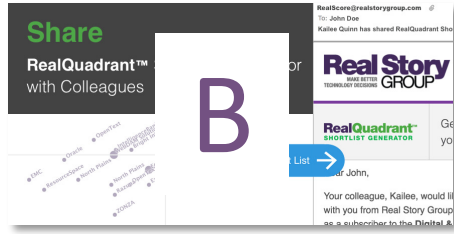


Enterprise Digital Content Management: Future Vision



Key Take-Aways for 2024

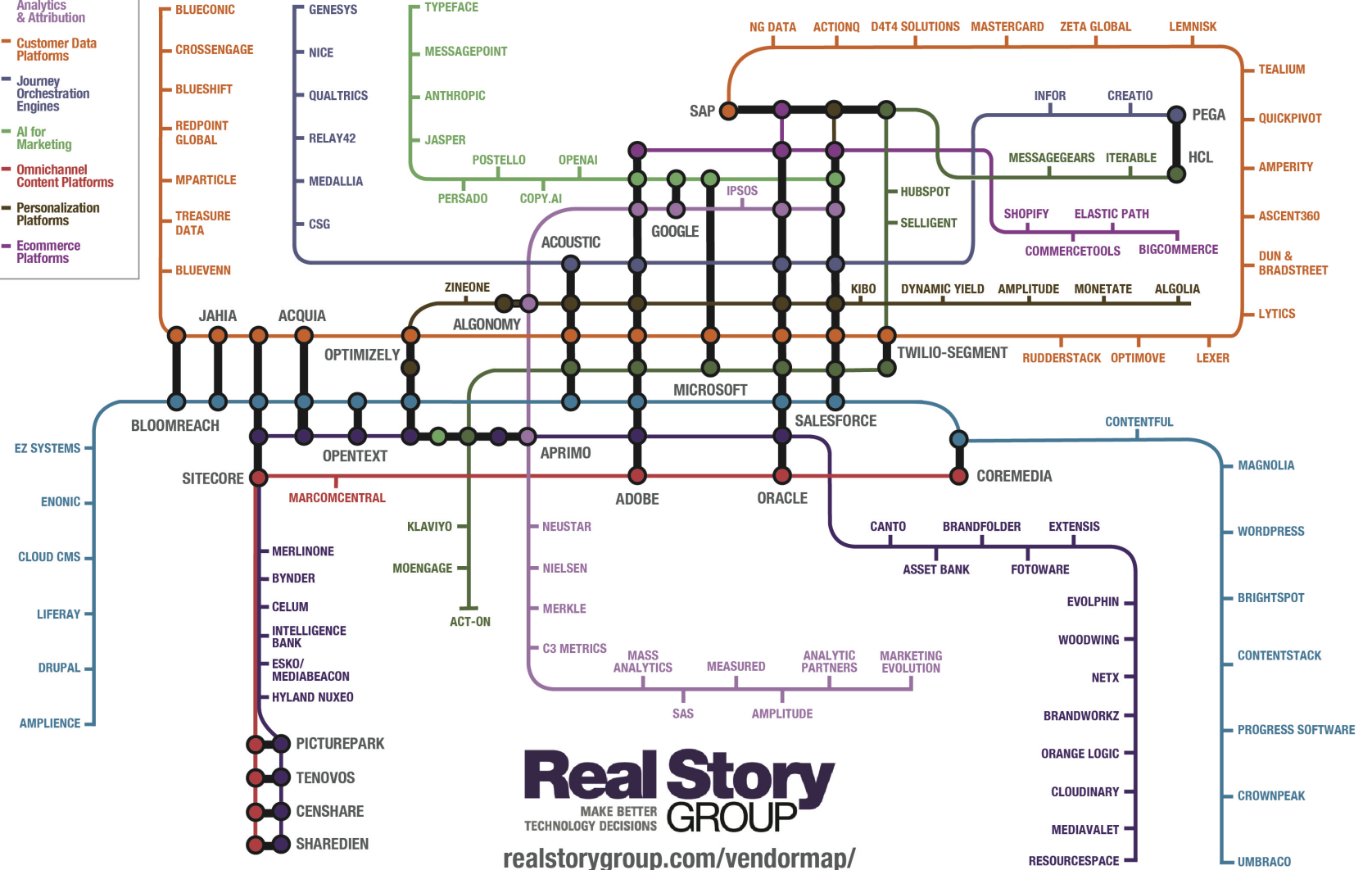
1. ESP / MAP Marketplaces remain fragmented, but bifurcated
2. Remain cautious about overloading outbound marketing platforms
3. Meta-trend around externalization of previously bundled ESP/MAP services:
 - Asset and block management
 - A/B testing and optimization
 - Personalization
 - Analytics
 - Customer data management
4. Older vendors *not* leaning into this new trend – you should consider leaving
5. Apply design-thinking to your selection process
6. Opportunity: Get more modern solution, but do not forget marketer usability
7. RSG can help you...



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Stay in Touch...



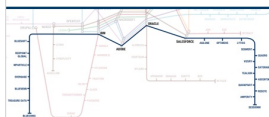
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Journey Orchestration
Engine

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Customer Data Platforms

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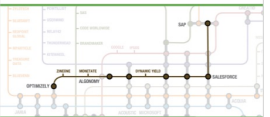
Digital & Marketing
Asset Management

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Email
&
Marketing Automation

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Personalization
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Ecommerce Platforms
Comprehensive Product Evaluations