

### E&I Marketing MarTech Stack

Helping people live healthier lives

United Healthcare

### EMPOWERING THE MODERN MARKETER TO CONNECT WITH CUSTOMERS AND TURN CURIOSITY INTO CAPABILITY.

TAM

SAS

### Itau constellation map MarTech Stack

### INK\_Tech Stack

www.inkrail.com

### Welcome to Stackie BURGER

Progress

### LOCALACT Marketing Stack

### verizon

Source: Forrester Research Q3 2019 Tech Stack - Small Biz

### ACUTECH's MarTech Stackie for IT software and support

### INTEGRATE

### betway

### Take flight with Facebook's marketing tech stack

### BRIDGING THE CUSTOMER EXPERIENCE

### Phillips Marketing & e-Commerce eco-system

Our building blocks to support and engage with our customers

### Underworks Marketing Technology Stack 'THE SUSHI STACK'

### APPETIZERS ENTREES DESSERTS

### Algorithmic Customer Engagement

### Fairprice Marketing Technology Stack

### BRIDGING THE CUSTOMER EXPERIENCE

### AUTODESK MARKETING TECH ENGINE

Purpose-built stack that is enterprise-ready providing business value and readiness for each evolution.

### Quest Diagnostics: Empowering healthcare professionals and patients to improve health outcomes

### BLOCKDATA WHO SERVICES WHO IN THE CUSTODY BUSINESS?

### Marketing Technology Stack as of Sept. 2021

Ensure Client Success Run the Business

### LAUNCHING INTO MARTECH

### Martech-Powered Productivity



### Juniper MarTech Stack 2021

### MARKETING TECHNOLOGY THAT POWERS THE CLIENT EXPERIENCE

### lyra Marketing Tech Stack

### Building Success with Martech

### A STACK OF REAL

# The STACKIE Awards 2021

PRESENTED BY THE **MARTECH** CONFERENCE



Scott Brinker  
@chiefmartec

This is the 7<sup>th</sup> year that we have run The Stackies as an awards contest that invites marketers to send in a single slide illustrating their marketing stack — the collection of martech tools they use and the way they conceptualize them together as a whole.

Although we award trophies for a few winning entries for the ideas they shared, any stack that works for the team who uses it is a winner where it really matters.

But through this contest, the martech community at large also wins, by learning from the many examples their peers so generously share. A big, big thank you goes out to everyone who contributed.

In support of this initiative, the MarTech Conference is donating \$100 for each stack submitted — \$2,900 for all 29 entries — to the non-profit *COOP Careers*.



ACUTECH's  
MarTech Stackie  
for IT software  
and support



**Awareness**

- WordPress
- Google Ads
- LinkedIn Ads
- Canva

**Consideration**

- LinkedIn Ads
- Google Ads
- Campaign Monitor

**Conversion**

- Microsoft Teams
- Eventbrite

**Support**

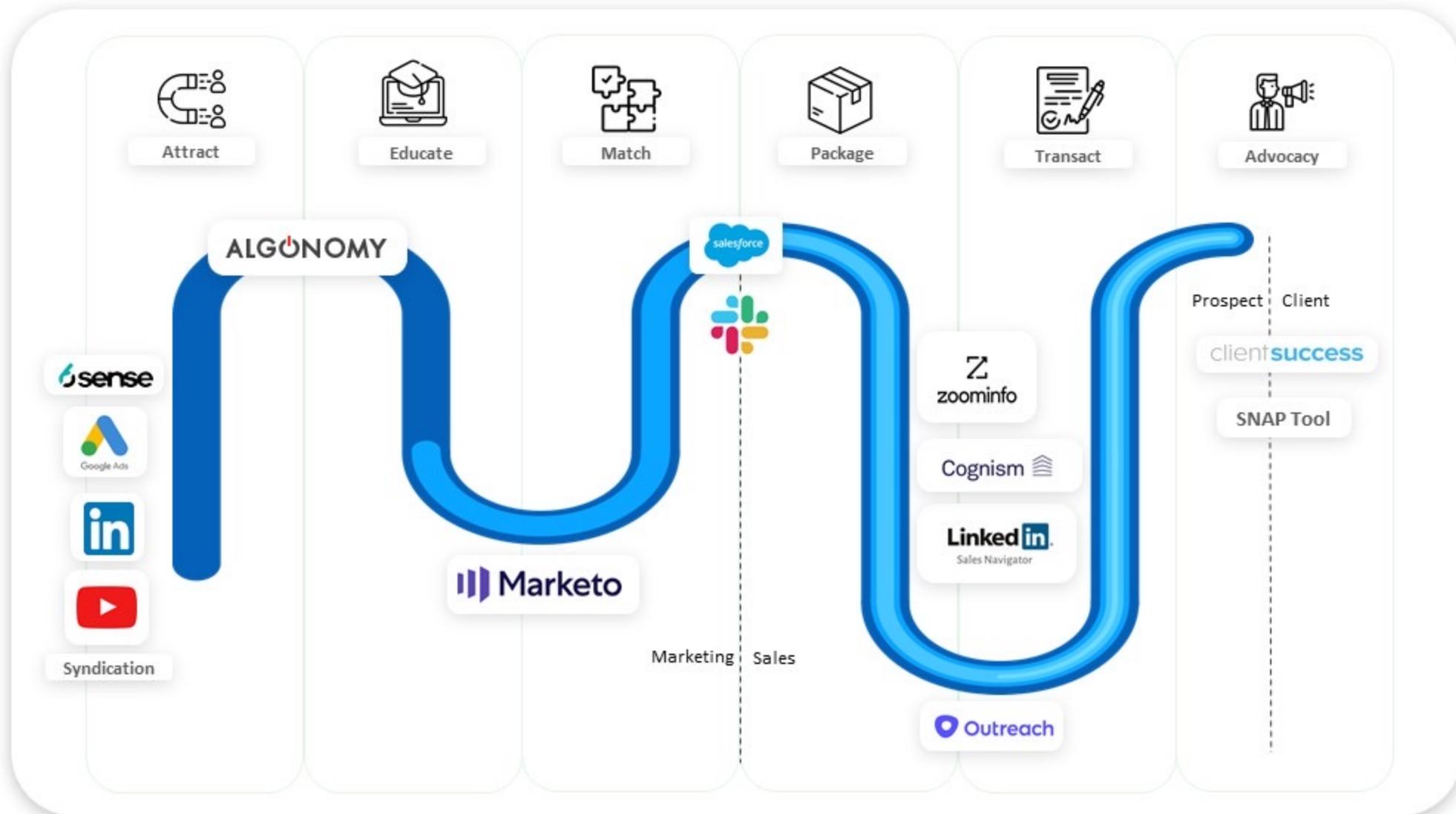
- ConnectWise
- Customer Thermometer
- Online Portal

**Enthusiasm**

- ConnectWise
- Reviews.io

# Algorithmic Customer Engagement

By hyper-personalizing customer engagement across acquisition, growth & retention with AI-powered data, decisioning & delivery, Algonomy is practicing what we preach. Our MarTech stack is put together by placing the customer at the center of it all. It helps us identify the right customer, convert them from prospects to customers and build a relationship that makes them our evangelists.

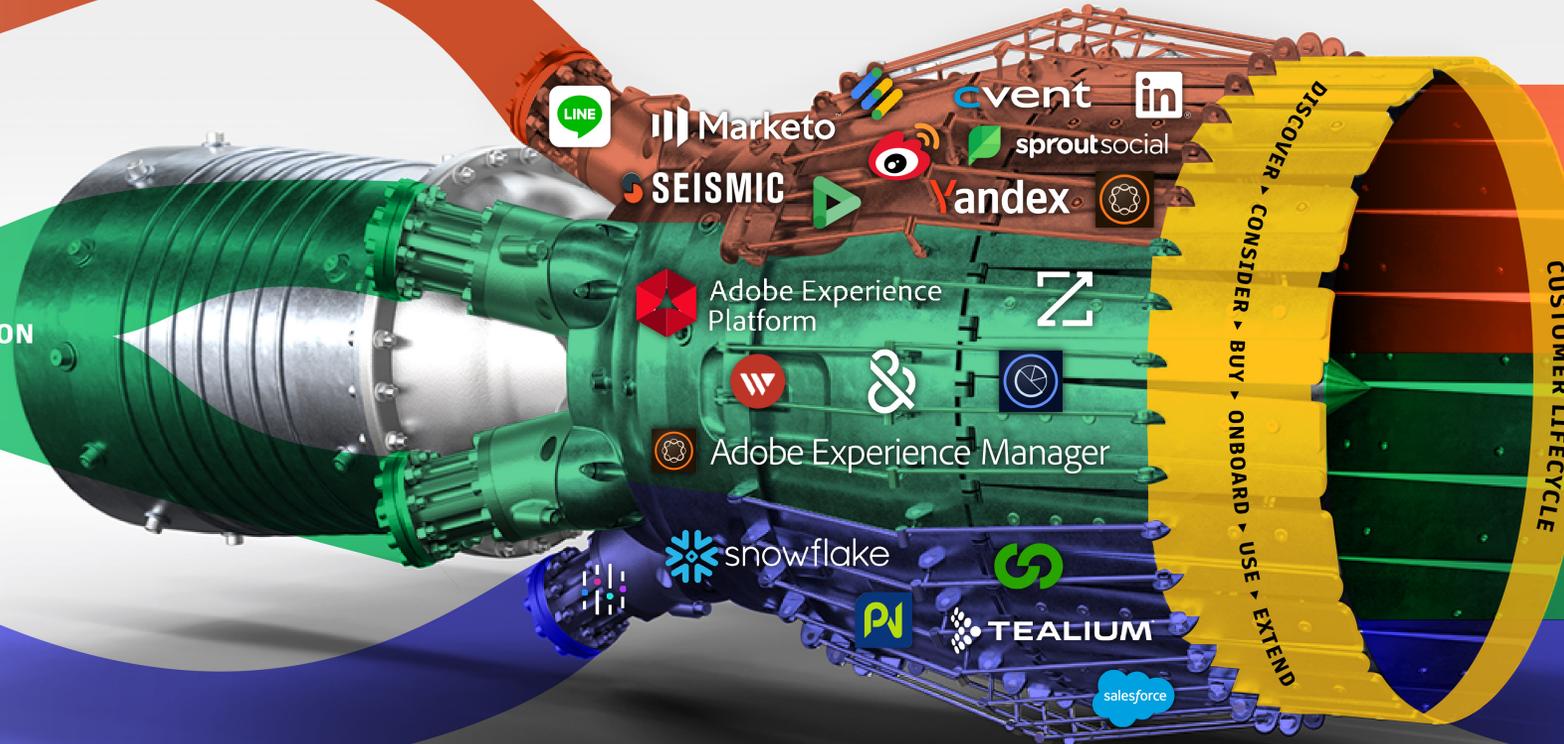


Purpose-built stack that is enterprise-ready providing business **scale** and **modularity** for tech evolution.

▷ **SYSTEM OF ENGAGEMENT**  
Digital and Physical

▷ **SYSTEM OF ORCHESTRATION**  
Audience and Content

▷ **SYSTEM OF RECORD**  
Data and Analytics

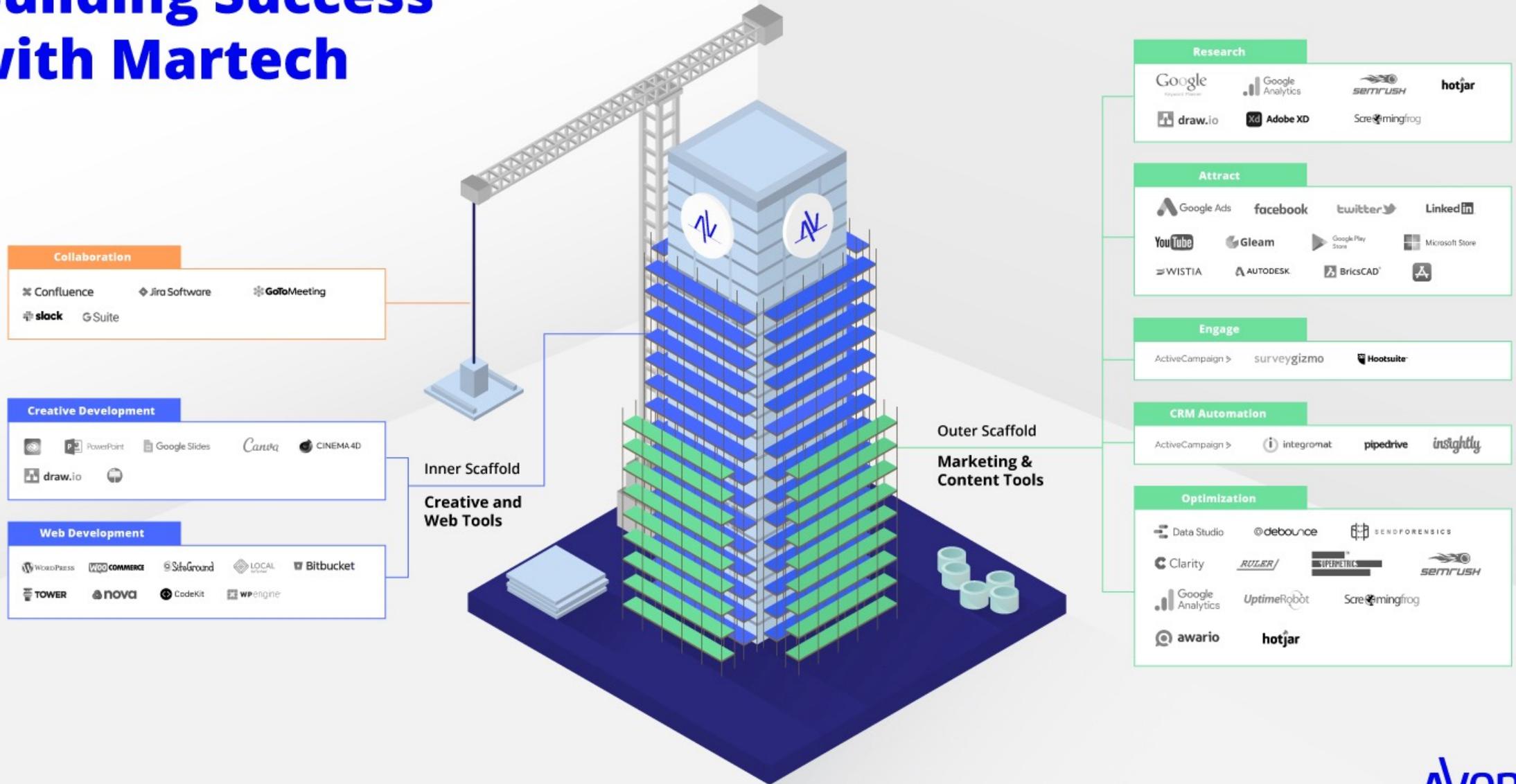


▷ Accelerated connected experiences

▷ Next best offer

▷ Decision automation

# Building Success with Martech





## DELIVERING A WINNING MARTECH HAND GREATER THAN THE SUM OF ITS PARTS

Our martech stack is a fully integrated and unified set of capabilities that work together to deliver a winning hand of cards, as you would have in a game of Poker.

By looking at our martech through an external and internal lens (build vs buy), we have crystal-clear visibility across all marketing channels to react in real-time to customer interactions and deliver a bespoke, consistent, engaging experience anywhere in the customer's journey.

Through unifying external and internal capabilities and focusing on removing technology solos, we have built a martech ecosystem that delivers us a winning hand, everytime.

Betway uses Betway client or other display platforms to ensure its message and values are heard by you.

Logos marked with \* are internally built technologies

Potential customers become aware of Betway via digital marketing and may be thinking of registering.

**A - CONSIDERATION**  
You hear about Betway

MAJESTIC SEO Alpha\*  
ahrefs KEYWORD HERO  
Google Ads Search Ads  
Digital Marketing System (DMS)\*  
searchmetrics MediaMath  
spirabile botify

**K - CONSIDERATION**  
You hear about Betway

theTradeDesk  
flashtalking\*\*  
Screamingfrog  
BuzzStream  
betway partner  
RANK ACTIVE  
SEM RUSH

You register with Betway to begin your experience that is as seamless, entertaining and safe as possible.

**Q - CUSTOMER**  
You begin your journey

salesforce CDP marketing cloud  
alteryx\* CPS\*  
VPB Next\* Adobe Audience Manager  
Xenia\* THUNDER HEAD

Betway uses its analytical software to understand you and tailor your experience to your requirements.

**9 - UNDERSTAND**  
We review your journey

Adobe Analytics SeoTools for Excel  
AppsFlyer +tableau  
CLARABRIDGE Google Analytics  
annalect Exasol  
Caiman\* Microsoft Dynamics 365  
enlighten

We listen to your opinions on your experience, and make sure to improve the Betway experience for both you and future customers.

**8 - LISTEN**  
We gather your feedback to improve

User Testing  
qualtrics XM  
APPLAUSE

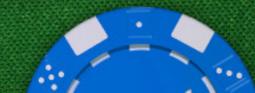
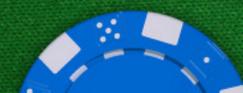
**J - SHARE THE THRILL**  
We share our values with you

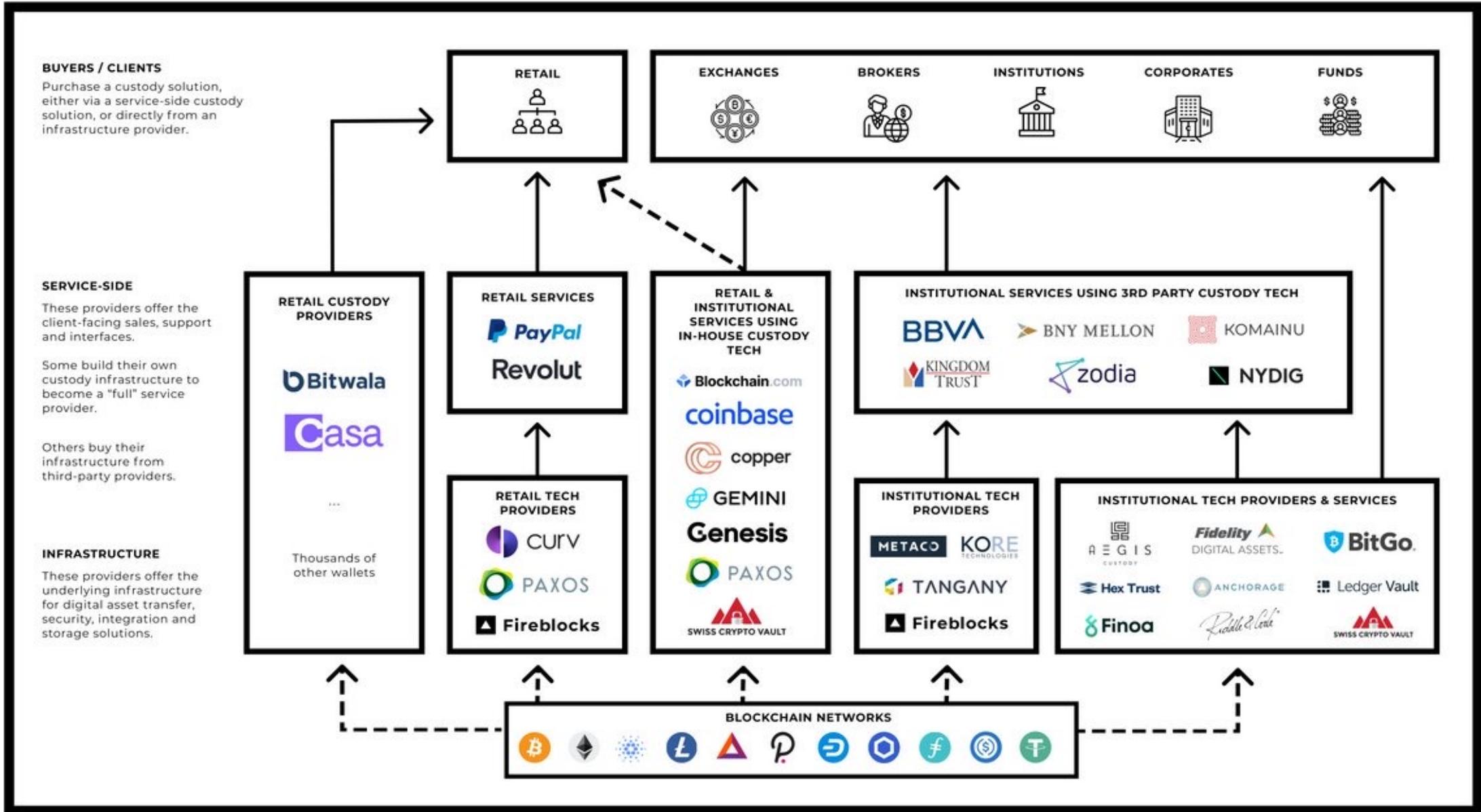
SPIN SPORTS Movable Ink  
GatherContent MUCK RACK  
brightcover Later\*  
Adobe Creative Cloud Brandfolder  
f u umbraco

**10 - RESPONSIBILITY**  
Storing your data safely and securely

Azure  
Google Cloud

Betway ensures your data is stored in a safe and secure environment.





1st Stage  
**PLANNING**

2nd Stage  
**EXECUTION**

3rd Stage  
**DISTRIBUTION**

4th Stage  
**REPORTING**

5th Stage  
**OPTIMIZATION**

**ALIGNMENT**

**LAUNCHING INTO MARTECH**

- SEM RUSH
- draw.io
- Google Data Studio
- Google Analytics
- Google Search Console
- hotjar
- Google
- Screamingfrog
- Adobe XD

- WordPress
- WPengine
- namecheap
- LOCAL
- Bitbucket
- TOWER
- nova
- CodeKit
- unbounce
- Adobe Creative Cloud
- Canva
- CINEMA 4D
- draw.io

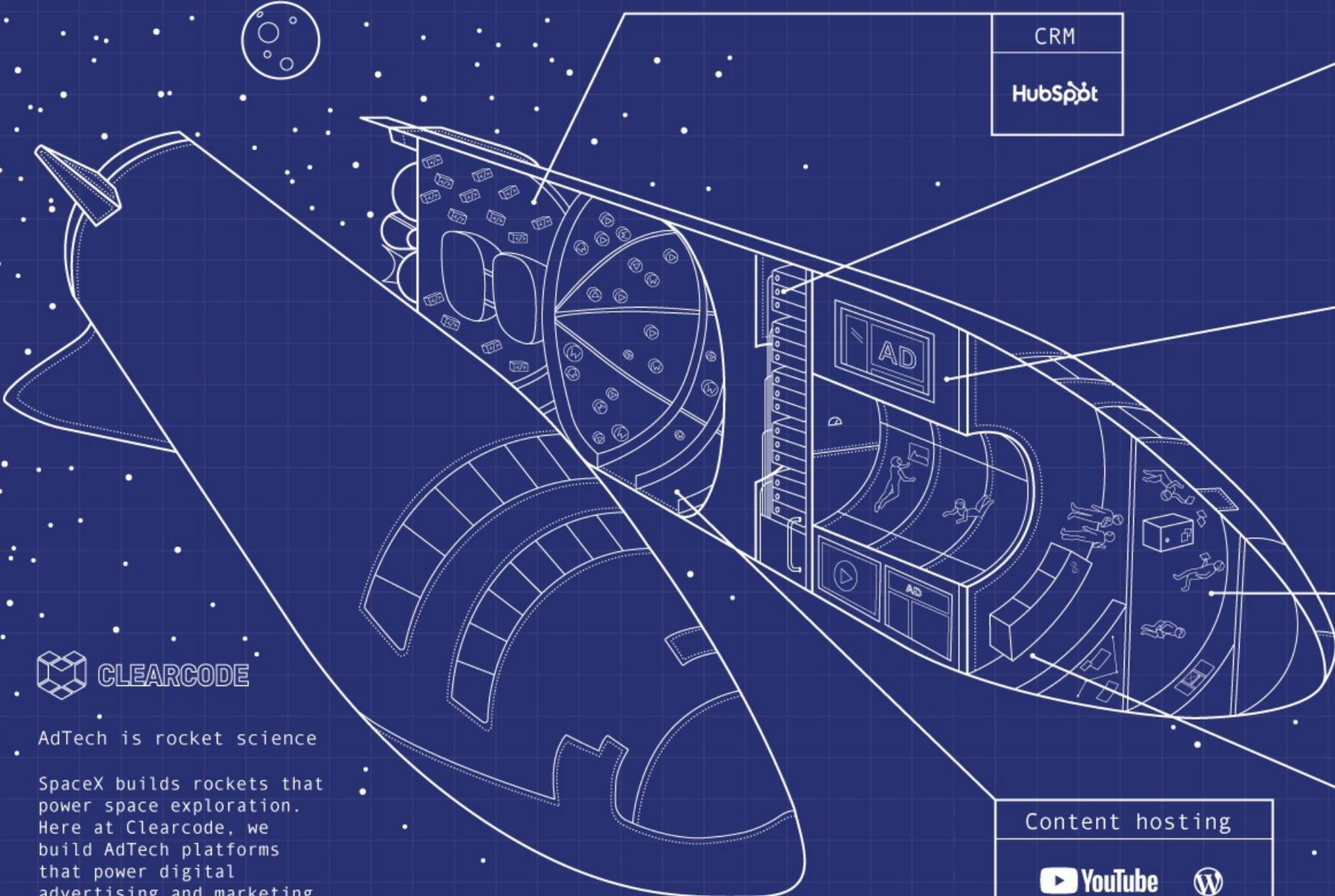
- Google Ads
- HubSpot
- LinkedIn
- Hootsuite
- facebook
- twitter
- YouTube

- SEM RUSH
- HubSpot
- Google Data Studio
- Google Analytics
- Google Search Console
- Clarity
- hotjar

- SEM RUSH
- @debounce
- Google Analytics
- SENDFORENSICS
- hotjar
- Screamingfrog
- Clarity

- GoToMeeting
- Confluence
- G Suite
- Jira
- slack
- Calendly

UTILIZATION | HIGH | MODERATE | LOW



CRM  
HubSpot

Analytics and SEO  
Google Analytics  
PIWIK PRO HubSpot  
Google Search Console

Advertising and promotion  
Google Search Console LinkedIn  
Google Ads LinkedIn ads  
YouTube

Design  
Diamond Adobe Creative Cloud Figma InVision

Content hosting  
YouTube WordPress

Planning and communication  
Slack G Suite



AdTech is rocket science

SpaceX builds rockets that power space exploration. Here at Clearcode, we build AdTech platforms that power digital advertising and marketing. This blueprint illustrates the MarTech tools we use in our everyday work.

# MARKETING TECHNOLOGY THAT POWERS THE CLIENT EXPERIENCE



## SALES & NURTURING

Tools and platforms that fuel the user journey.

SHAREPOINT

SALESFORCE

JOOMLA

MARKETO



## PUBLISHING & CONSUMPTION

How we deliver the client experience.

SOCIALCHORUS

SITCORE

JOOMLA

LEADATURE

DJ

EVENT

VIMEO

HOOTSUITE

TWITTER

FACEBOOK

LINKEDIN

YOUTUBE



## DATA FOUNDATION

POWER BI

HOTJAR

GOOGLE ANALYTICS



## PRODUCTIVITY

SHAREPOINT

MICROSOFT OFFICE

SALESFORCE

WEBEX

ZOOM



MADCAP

ARTICULATE

MICROSOFT OFFICE

SALESFORCE

ADOBE

MARKETO

AWARENESS

NUTURE

DECISION

RETENTION

GETFEEDBACK

MARKETO

POWER BI

HOTJAR

GOOGLE ANALYTICS

PIGEONHOLE

## CONTENT CREATION



The building blocks of our communications and campaigns.

## MEASUREMENT & ANALYTICS



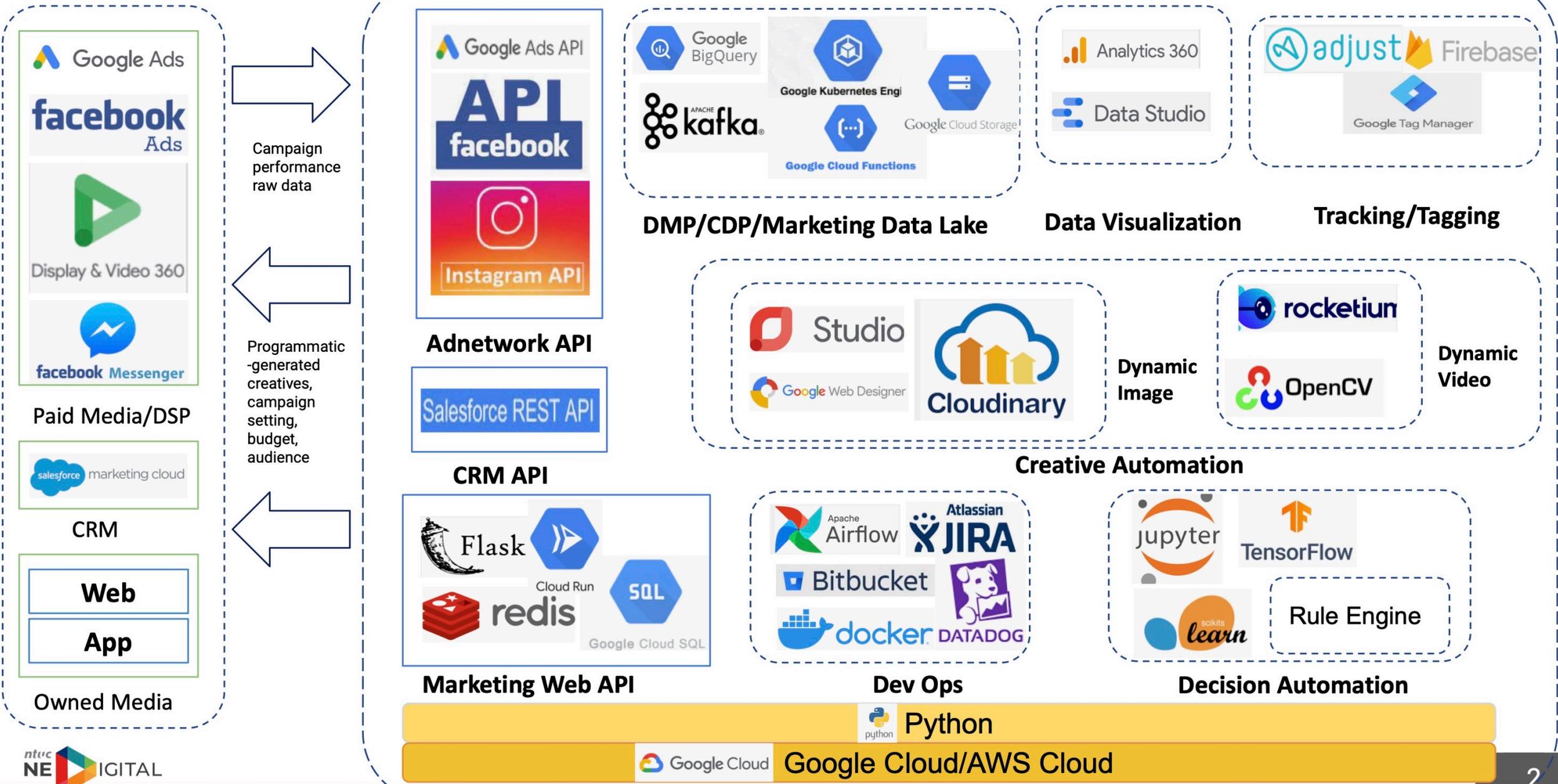
Data-driven and quantitative tools to define success.

# E&I Marketing MarTech Stack

Helping people live healthier lives



# Fairprice Marketing Technology Stack



INK\_

# INK\_Tech Stack

INK SEO Score 86% Very Good

AI Write CTRL Enter

OPTIMIZE Improve your INK score with tasks

- Relevant Topics
- 5 Word Tasks
- 4 Document Tasks
- 4 Headline Tasks

Grammar Suggestions  
Spelling Suggestion  
Adverb

Word Count Character Count  
Readability Grade

WWW.INKFORALL.COM



# INTEGRATE

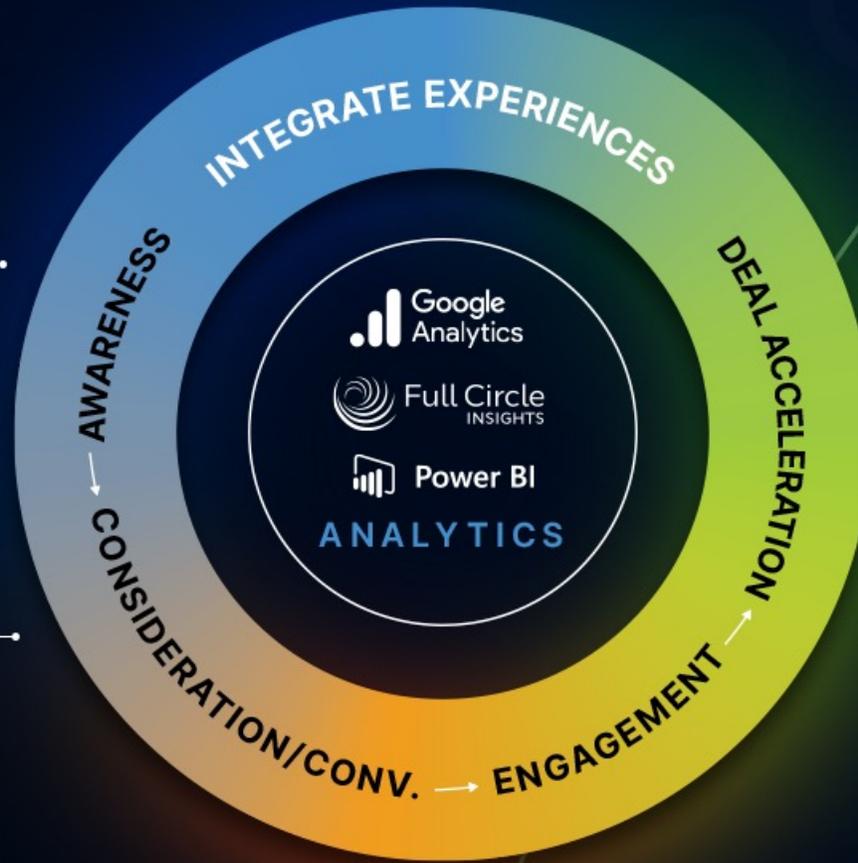
## ABM/ADS



## WEBSITE



## DATA FLOW



## ENABLEMENT



## EMAIL/NURTURE



## DATA SOURCES







DECOMPOSE

DISCOVER

INQUIRE, CONSIDER, & BUY

PREPARE & DEPLOY

ADOPT & GROW

ADVERTISING

CONTENT & EXPERIENCE

EVENTS MARKETING

SOCIAL & RELATIONSHIPS

SALES

MANAGEMENT & REPORTING

DATA FOUNDATIONS

in f metadata.io

DEMANDBASE MindTickle BRIGHTEDGE HIGHSPOT WIDEN

splash ON24

Spredfast bitly higher logic getfeedback everyone social iCAPTURE

salesforce

Adobe Analytics +ableau JIRA smartsheet Allocadia

bombora HG Insights LeanData zoominfo VERITY amazon web services databricks



Adobe Target Adobe DTM eloqua



TrustArc Adobe Experience Manager



Maritz referenceedge



# LOCALACT Marketing Stack

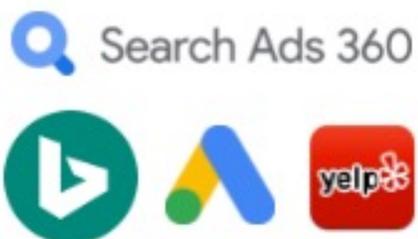
## LOCATION DATA

### Listing Profiles

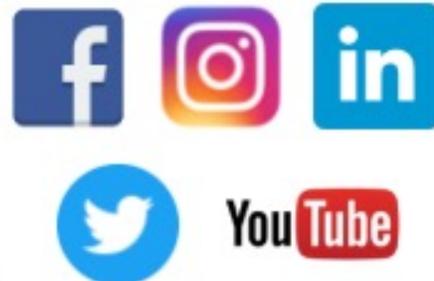


## AWARENESS

### Paid Search



### Paid Social



### SEO



## CONVERSION

### Email



### UX/Web Leads



### Calls



## DATA COLLECTION & ANALYSIS

### Analytics



### CRM



### Accounting



### Support





## Marketing Tech Stack

TECH BACKBONE



# BRIDGING THE CUSTOMER EXPERIENCE

Merkle's Technology Stack is built on five key pillars that support a bridge connecting customer journeys. Each pillar features technology capabilities that enable capabilities for customer centric moments. A customer's identity is the key to unlock the vehicle, enabling a personalized ride across the bridge. As the customer moves along their journey, the five pillars reinforce a solid foundation to ensure the customer is transported to their final destination.

## Identity

Identification and linking of consumers and interactions

MERKURY

## Data Management

Consumer data stores and data democratization



## Data Science

Audience insights and marketing measurement



## Decisioning

Creation and governance of audiences and interactions



## Content

Creation and management of content and assets



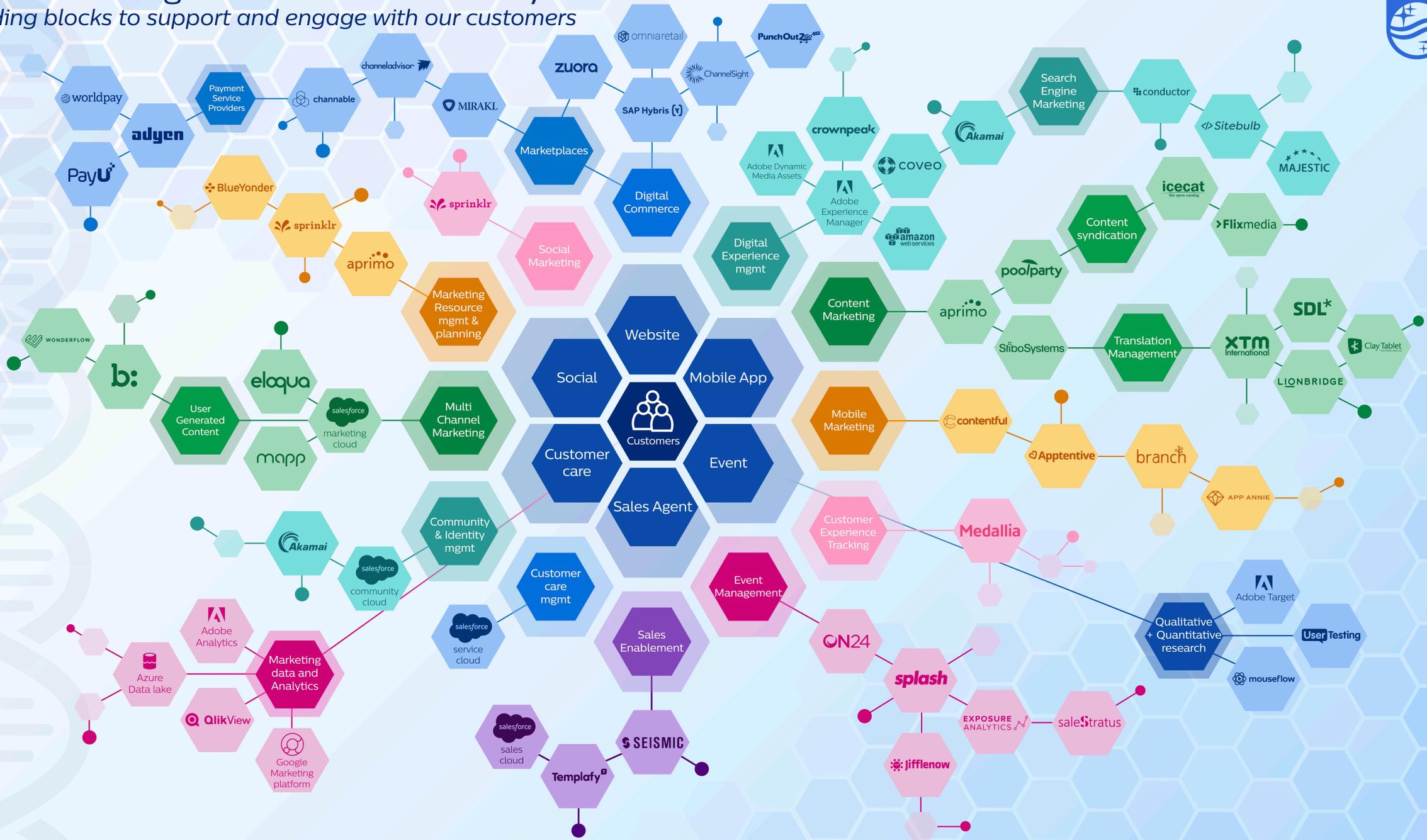
## Activation

Creating and optimizing customer experiences



# Philips Marketing & e-Commerce eco-system

Our building blocks to support and engage with our customers



worldpay  
PayU

adyen  
Payment Service Providers

channable  
channeladvisor

MIRAKL

zuora

omniaretail  
PunchOut2go

ChannelSight

SAP Hybris

Marketplaces

Digital Commerce

crowdpeak  
Adobe Dynamic Media Assets

Adobe Experience Manager  
coveo  
Akamai

Search Engine Marketing  
conductor

Sitebulb

MAJESTIC

BlueYonder

sprinklr

sprinklr

aprimo

Social Marketing

Marketing Resource mgmt & planning

Digital Experience mgmt

Content Marketing

Website

Mobile App

Content Marketing

aprmo  
poolparty

Content syndication  
icecat

Flixmedia

SDL\*

XTM International  
Clay Tablet

LIONBRIDGE

WONDERFLOW  
b:

User Generated Content

eloqua

marketing cloud

Multi Channel Marketing

Social

Website

Mobile App

Content Marketing

Mobile Marketing

aprmo  
SiiobSystems

Translation Management

XTM International

SDL\*

Clay Tablet

LIONBRIDGE

mapp

marketing cloud

Multi Channel Marketing

Social

Website

Mobile App

Content Marketing

Mobile Marketing

aprmo  
SiiobSystems

Translation Management

XTM International

SDL\*

Clay Tablet

LIONBRIDGE

community cloud

Community & Identity mgmt

Customer care mgmt

Customer care

Sales Agent

Customer care mgmt

Community & Identity mgmt

Event Management

Customer Experience Tracking

Medallia

Customer Experience Tracking

Medallia

Customer Experience Tracking

Medallia

Customer Experience Tracking

Medallia

Azure Data lake

Marketing data and Analytics

Adobe Analytics

Marketing data and Analytics

QlikView

Marketing data and Analytics

Google Marketing platform

Marketing data and Analytics

salesforce sales cloud

Marketing data and Analytics

SEISMIC

Marketing data and Analytics

Templafy

Marketing data and Analytics

splash

Marketing data and Analytics

jiffenow

Marketing data and Analytics

ON24

Marketing data and Analytics

EXPOSURE ANALYTICS

Marketing data and Analytics

salestratus

Marketing data and Analytics

Qualitative + Quantitative research

Marketing data and Analytics

User Testing

Marketing data and Analytics

mouseflow

Marketing data and Analytics

# Take flight with PitchBook's marketing tech stack

PitchBook is a financial data company that serves up meaningful intel to investors, founders and other pros across the global financial markets. Tasked with launching messages that resonate, the company's marketing team consists of 70+ people working across sub-disciplines like demand generation, creative, product and customer marketing and more. Each team and every player provides a vital function in getting our messages off the ground and into orbit—er, the market.

## PREPARE

Preparation is the key to success at PitchBook's marketing mission control center. These toolsets facilitate robust brainstorming sessions, keep our projects, goals and deadlines organized, and our deliverables on time.

- |  |                |
|--|----------------|
| 1 Asana  | 9 Litmos       |
| 2 Concur   | 10 Lucid Chart |
| 3 Dropbox  | 11 Retool      |
| 4 Evernote   | 12 Slack       |
| 5 Frontify   | 13 Smartsheet  |
| 6 Highspot   | 14 Workday     |
| 7 Microsoft<br>(Outlook, PPT, Word, XLS, Sharepoint) | 15 Paycor      |
| 8 Workplace by Facebook                              | 16 Airtable    |

## LAUNCH

With our prep work complete, we leverage these tools to build and launch marketing campaigns powerful enough to reach the stratosphere. Here, we focus on creating reliable component parts to carry messages we know will resonate. Then, it's all systems go.

- |                        |                            |
|------------------------|----------------------------|
| 1 Adobe Creative Suite | 8 Frontify                 |
| 2 Appcues              | 9 Ceros                    |
| 3 Drift                | 10 Zoom                    |
| 4 Dynamic Yield        | 11 OpenReel                |
| 5 Sublime Text         | 12 Trinit                  |
| 6 Figma                | 13 CMS<br>(homegrown)      |
| 7 JustinMind           | 14 Python<br>(custom code) |

## IN-FLIGHT

It's not enough just to launch campaigns into space and hope for the best. Dissemination of meaningful marketing stories takes constant monitoring, split-second course corrections and the deployment of auxiliary assets. We use these tools to listen to and connect with our audiences and implement adjustments when necessary.

- |             |               |
|-------------|---------------|
| 1 Facebook  | 8 Twitter     |
| 2 LinkedIn  | 9 Unbounce    |
| 3 Marketo   | 10 Wistia     |
| 4 Outreach  | 11 Zoom       |
| 5 RollWorks | 12 Litmus     |
| 6 Splash    | 13 Bing Ads   |
| 7 Sprout    | 14 Google Ads |

## LAND

Safely back on the ground, we comb through all the data we collected throughout our recent mission. We use these instruments to catalogue what worked, what didn't, key learnings and anything we can tweak as we head back into preparation mode for our next flight.

- |                                     |                 |
|-------------------------------------|-----------------|
| 1 Bizible                           | 10 Gong         |
| 2 Delighted                         | 11 Hotjar       |
| 3 Google<br>(AdWords and Analytics) | 12 Klue         |
| 4 Mintigo                           | 13 Mixpanel     |
| 5 PowerBI                           | 14 MS Power BI  |
| 6 ReachForce                        | 15 Moz          |
| 7 Salesforce                        | 16 Semrush      |
| 8 ZoomInfo                          | 17 Tableau      |
| 9 Trendkite                         | 18 TechValidate |



## 1 Platform Services

Progress Sitemfinity Insight  
DeepCrawl  
SEMrush  
Progress MOVEit  
Disqus  
Sympli  
Google Big Query  
Azure Machine Translator

## 2 Infrastructure

Dun and Bradstreet  
ZoomInfo  
Hive9  
Progress WhatsUp Gold  
ServiceNow  
Progress DataDirect  
Microsoft Teams  
6Sense  
Tableau  
Azure  
SmartSheet  
Litmus  
LeadSpace  
SalesLoft  
Salesforce

## 3 Experience Management

Eloqua  
Live Agent  
Google Ads  
Sprout Social  
Cvent  
GoToWebinar  
Progress NativeChat  
Bambu  
Progress Sitemfinity  
Bizzabo  
Bing



www.progress.com

Welcome to   
*Stackie*  
**BURGER**



# Quest Diagnostics: Empowering healthcare professionals and patients to improve health outcomes



Google Analytics

+ a b | e a u

**PATIENT: I am engaged in managing my health**



- 1 **Find** nearby testing locations with online search and customer reviews
- 2 **Access** lab test results and relevant health topics online
- 3 **Share** feedback to help us continually improve our services



**HEALTHCARE PROVIDER & HEALTH SYSTEMS: I am providing optimal care to my patients**



- 1 **Gain** insights about diagnostic testing services through publications and educational content
- 2 **Stay** up-to-date with email newsletters
- 3 **Receive** timely and relevant information after engaging with us online



**~50%**

of US physicians and hospitals are served annually

**1 in 3**

adult Americans are served annually

**~92%**

access to insured lives in the US

## APPETIZERS

GET A TASTE OF AGENCY SUPPORT WITH OUR CUSTOMER **ENGAGEMENT** PLATFORMS.

### INFLUITIVE

Online customer community, served with bottomless customer delight.

### SQUARESPACE

Sampler platter includes Referential's website, blog, and professional-development-resources store.

### MAILCHIMP

Skip the chips 'n dip, and try our advocacy tips 'n tricks instead! Delivered straight to your inbox.

### USEREVIDENCE

Loaded nachos topped with advocacy industry insights, sourced directly from professionals in the field.

## SOUP & SALAD

WARM YOUR PALATE TO THE FLAVORS AHEAD WITH OUR SALES TEAM. OUR CROUTONS ARE SURE TO **CONVERT** YOU!

### OUTLOOK

A medley of strategic consulting, collaborative goal setting, and relationship building.

### OFFICE 365

House salad customized to your needs with Microsoft's finest office applications.

### ZOOM

Enjoy a cup of our daily soup with cameras off, or indulge in a bowl face-to-face.

-  = ATTRACT
-  = ENGAGE
-  = CONVERT
-  = DELIVER
-  = MEASURE/ANALYZE

Referential  
INCITING ADVOCACY

# MENU

CUSTOMER ADVOCACY SERVED HOT, DAILY

## ENTRÉES

SAVOR THE **DELIVERY** OF PROGRAM SUPPORT. SERVED WITH ALL SERVICES OR SELECT SERVICES A LA CARTE.

### OFFICE 365

The classic burger, piled high with the highest-quality project management.

### GOOGLE SUITE

8 oz. top sirloin steak, cooked to perfection on our grill specialized for online collaboration.

### SHELF

Family-style customer advocacy best practices! Served sizzling on our knowledge management platform.

### BOX

Wood-fired pizza topped with the freshest, finest ingredients from our pantry of client projects.

### HARVEST

BBQ ribs, precisely prepared sous-vide style with our time-tracking software.

### OPSYS

Handmade ravioli, stuffed with vigilant oversight provided by our managed security service provider.

### TEAMS

6-cheese tortellini that enables delicious collaboration across all the time zones our team covers.

## DESSERTS

SAVE ROOM FOR **DELIVERY** OF EVERYONE'S FAVORITE PART OF ADVOCACY: THE CUSTOMER STORIES!

### ADOBE INDESIGN

Get a taste of our layout-design expertise with a slice of our mille-feuille!

### ADOBE PREMIERE PRO

Marvel at our video editing skills with some fruit tart, made of expertly s(p)liced fruits.

### ADOBE AFTER EFFECTS

Finish our house sundae with your choice of toppings using our post-production video editing services.

### ADOBE ILLUSTRATOR

Top a slice of cheesecake with your choice of fruit drizzle for the perfect graphic-editing finish.

### ADOBE PHOTOSHOP

Crème brûlée completed with a caramelized sugar top - a delectable photo-finishing touch.

### OFFICE 365

A giant chocolate chip cookie, packed with chunks of our favorite Microsoft office tools.

### GRAMMARLY

Chocolate lava cake oozing with grammatical expertise that enriches every piece of written content we create.

### OTTER.AI

A dozen perfectly symmetrical macarons, created via our interview transcription tool.

### VIMEO

Try our wine and chocolate tasting menu for a sample of our cinematic creations via our video hosting platform.

## TO-GO DISHES

ENJOY THE BEST OF REFERENTIAL AT YOUR OWN PACE, ON YOUR OWN TIME THROUGH **DELIVERY** OF OUR TRAINING AND PROFESSIONAL DEVELOPMENT RESOURCES.

### OFFICE 365

Project management, served slider-style.

### THINKIFIC

A 3-course meal delivered at home via this learning management system.

### FLEXIQUIZ

On-the-go certification exam prep resources.

### VIDEOSCRIBE

Nuggets of our training course, delivered via this whiteboard animation tool.

### GODADDY

Mini sampler platter, delivered via our web host.

### GOOGLE SUITE

Project management, served in a your choice of a wrap or bowl.

### SQUARESPACE

Online training store - a slice of our website - delivered via our site builder.

### ADOBE PREMIERE PRO

Mini dessert of our best video training content, topped with a dollop of video editing software.

## SPECIALS

OUR FINGER LICKIN' SPECIALS MAY BE WHAT FIRST **ATTRACT** YOU TO REFERENTIAL, BUT WE HOPE YOU STAY FOR OUR FULL MENU!

### SQUARESPACE

Website and blog scampi, sautéed in awareness-building and tossed with educational content.

### WISTIA

Seafood platter, caught fresh daily and served via this video hosting platform.

### CANVA

Turkey club sandwich piled high with content created via this easy-to-scale graphic design tool.

### ANSWERTHEPUBLIC

Chicken tenders and a basket of content optimization, served waffle-fry or tater-tot style.

### LINKEDIN

Homemade mac and cheese, topped with a crispy layer of the latest customer advocacy tips n' tricks.

### TWITTER

Hand-picked mushrooms stuffed with insights from industry thought leaders, served bite-size.

### FACEBOOK

Decadent cheese fondue, served with unlimited refills of exciting company updates.

### HOOTSUITE

Enjoy unlimited access to our salad bar, refreshed regularly via our social media management platform.

### MAILCHIMP

Farm-to-table advocacy insights and best practices delivered straight from our experts to your inbox.

## ALL MEALS INCLUDE

A COMMITMENT TO CONSTANT IMPROVEMENT AS WE **ANALYZE** WHAT FLAVORS WORK BEST AND STRIVE TO BETTER EDUCATE AND EMPOWER.

### GUSTO

Free drink refills to keep you hydrated while we ensure balanced service delivery via our HR management tool.

### QUICKBOOKS

An add-it-to-my-tab option, so you can enjoy our full menu while we help you track spend against budget.

### EXCEL

Complimentary breadsticks to enjoy in-between deliverables while we analyze our performance.

### GOOGLE ANALYTICS

An all-you-can-eat option, so you can sample new iterations as we learn how to best optimize content.

# Martech-Powered Productivity



Utilization



High



Medium



Low



# 2021 MARKETING TECHSTACK A STACK OF REAL.

Since our founding in 1953, Sargento has been dedicated to innovation. We do what we do for the love of 100% real, natural cheese; from ahead-of-its-time packaging to unique marketing strategies and tools, from industry firsts to industry bests.



REAL MOMENTS

REAL FOOD

100% REAL, NATURAL CHEESE

REAL FUN

REAL LAUGHS

REAL CONNECTIONS

REAL EMOTION

## PLAN & BUILD

WE DRIVE REAL INNOVATION.

- Adobe
- CRC
- Google
- Nielsen
- Comscore
- SAP
- IRI
- Netbase

## CONTENT & MEDIA

WE CULTIVATE REAL MOMENTS.

- Google
- Criteo
- Flashtalking
- Facebook
- Sprout
- Instagram
- Citrus Ad
- Adobe
- Tradedesk
- Twitter
- Pinterest
- TikTok
- Merkle
- Inmar
- Quotient
- iStock
- Pacvue
- Instacart
- Walmart Connect
- Amazon Advertising
- Pond5
- Roundel

## COMMERCE & CONVERSION

WE EMBRACE REAL CHANGE.

- Salsify
- Amazon
- IRI
- Publix
- SAP
- 1 World Sync
- Walmart
- Brandbank
- Albertsons
- Silverstripe
- Widen
- MikMak
- Aligntrac
- Harris Teeter
- 84.51
- Ahold Delhaize
- Meijer
- Safeway
- Destini
- Nielsen
- Syndigo
- Target
- Kroger
- Instacart
- Profitero

## LISTEN & ANALYZE

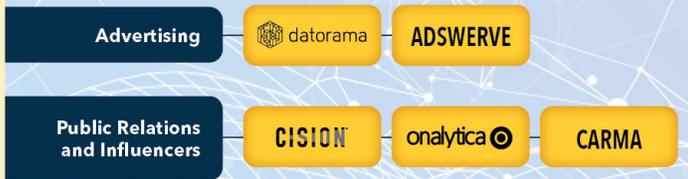
WE LEVERAGE REAL INSIGHTS.

- Pacvue
- Astute
- Flashtalking
- Nielsen
- Datorama
- Merkle
- Google
- MikMak
- Sprout
- Profitero
- Canopy

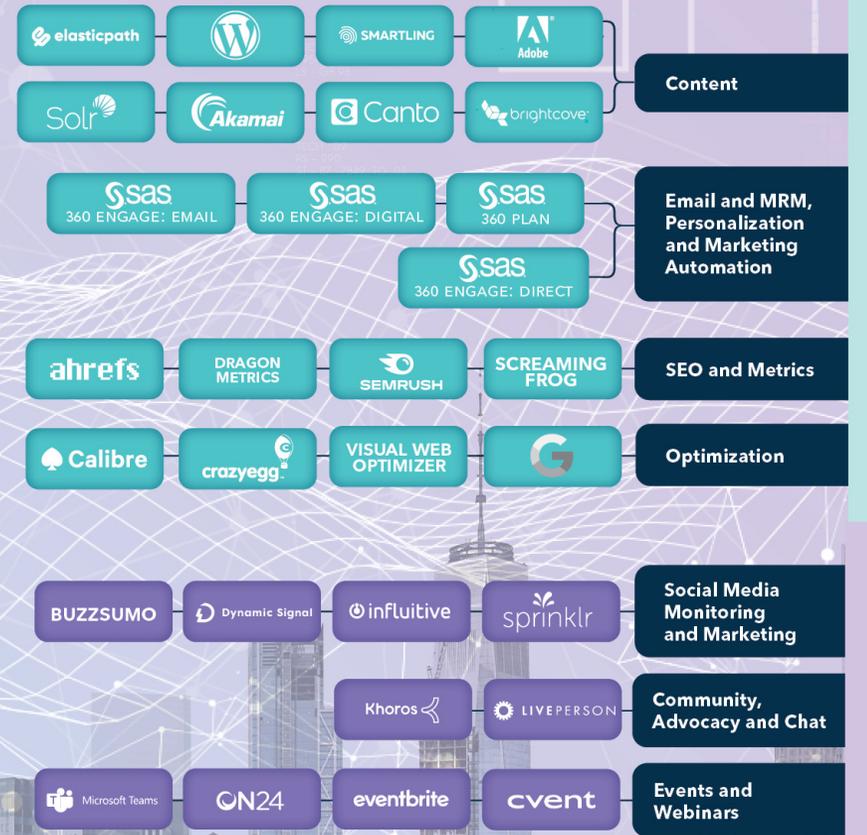
# EMPOWERING THE MODERN MARKETER TO CONNECT WITH CUSTOMERS AND TURN CURIOSITY INTO CAPABILITY.



ADVERTISING AND PROMOTION



DATA AND ANALYTICS



CONTENT AND EXPERIENCE

SOCIAL AND RELATIONSHIPS



# Marketing Technology Stack as of Sept. 2021

## Ensure Client Success

FLOORFORCE  
DepositFix  
HubSpot  
Calls-to-Action  
Landing Pages  
Lead Management  
Email Marketing  
Marketing Automation  
Marketing Analytics  
HubSpot CRM  
Maply  
Dropbox  
Google Forms  
network solutions  
NCR CUSTOMER CONNECT

shopify  
BIG COMMERCE  
Google Analytics  
WordPress  
Monkey  
Google  
Search Console  
smartsheet  
grammarly  
visme  
PRLOG Press Release Distribution

Ads Manager

Google

Simple  
MARKETING NOW

## Run the Business

QuickBooks Online  
HubSpot  
Search Engine Optimization  
Calls-to-Action  
Landing Pages  
Lead Management  
Email Marketing  
Marketing Automation  
Marketing Analytics  
HubSpot CRM  
ahrefs  
Microsoft Teams  
grammarly  
Trello

MarketMuse  
HyperWrite

Ai  
S  
Photopea  
20 TWENTY20  
Canva  
SCREENCASTOMATIC  
Trello

Google

# Underworks

Marketing Technology Stack  
"THE SUSHI STACK"



SALMON EGG  
SOCIAL

Egg  
WEB

HORSE MACKEREL  
INFRASTRUCTURE

SWEET SHRIMP  
PRODUCTION

CONGER EEL  
OPERATION

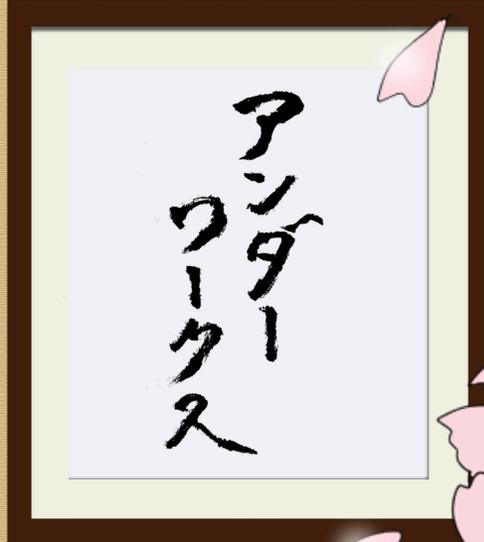
ROLLS  
OPERATION

TUNA  
EVENT&CRM

YELLOWTAIL  
DATA  
MANAGEMENT

SQUID  
QUALITY / EXP  
MANAGEMENT

SALMON  
ANALYSE





# Smarter, Faster, Reliable B2B MarTech Stack – Built Right

Our ecosystem vision is to create a connected and scalable B2B stack powered by data and AI to drive seamless experiences for our customers across all channels



- 1 DATA & ANALYTICS**
- 2 ORCHESTRATE & DECISION**
- 3 SYSTEMS OF ENGAGEMENT**
- 4 CUSTOMER EXPERIENCE**

