MARKETING TECHSTACK

AS A CRITICAL SUCCESS FACTOR

d3con – April 2022
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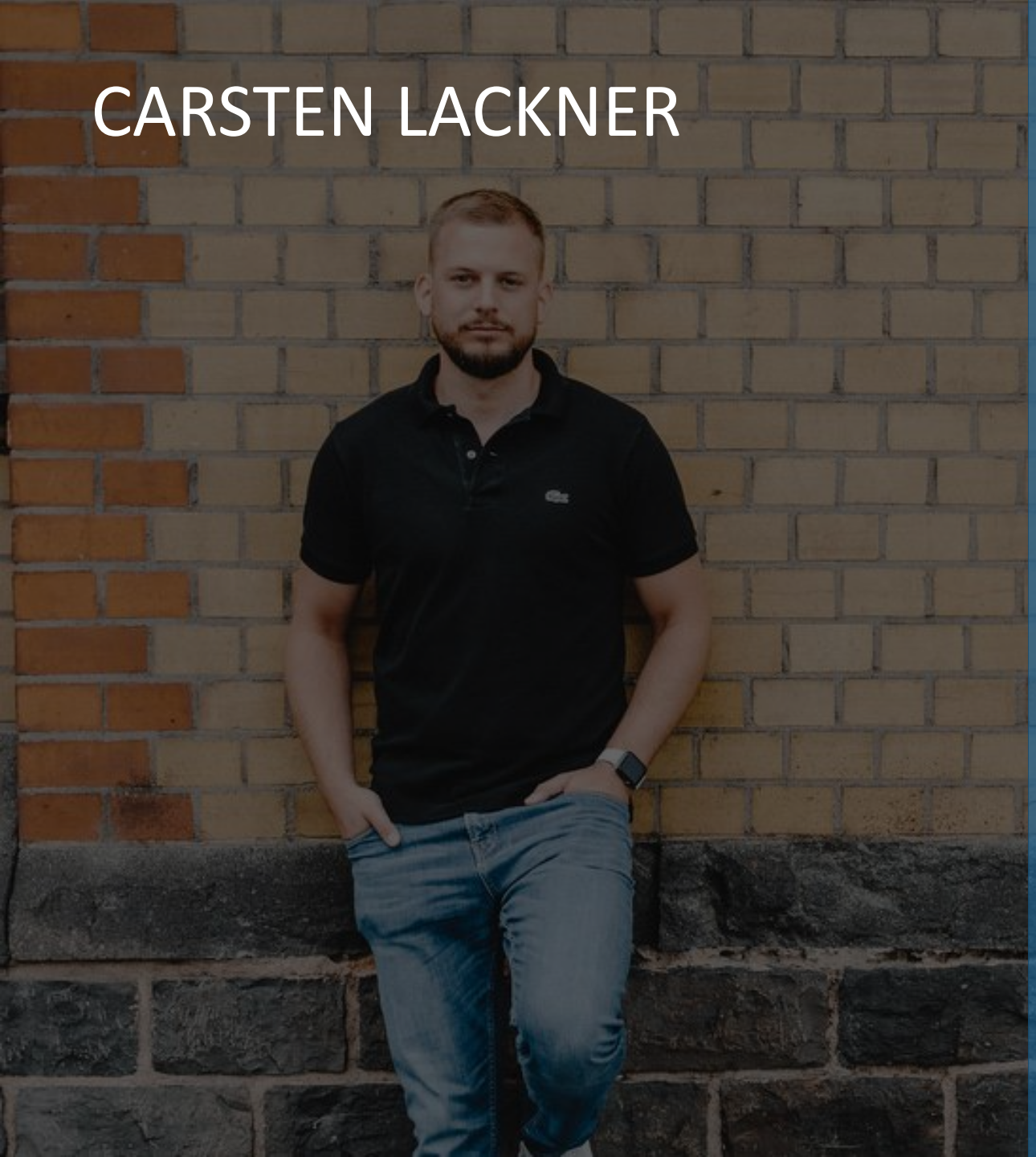


- >10 YEARS IN (DIGITAL) MARKETING & SALES
- PROFOUND CORPORATE AND CONSULTING BACKGROUND (DENTSU, L'ORÉAL, ENBW, ...)
- GLOBAL MINDSET AND ABILITY TO KICKSTART PROJECTS SUCCESSFULLY
- BROAD AND HONEST INTEREST IN NEARLY EVERYTHING

BLUE PRINTING
since 2017

FOUR PILLARS…

since Programmatic started to be beautiful

PEOPLE

Teamspirit & clear responsibilities

Know-how & continuous upskilling

„Hybrid-Modell“ (valuable since 2017)

DATA

Data ownership (media & customer data)

3rd-party data acquisition

CREATIVITY

Always-on vs. flighting

KPI setting

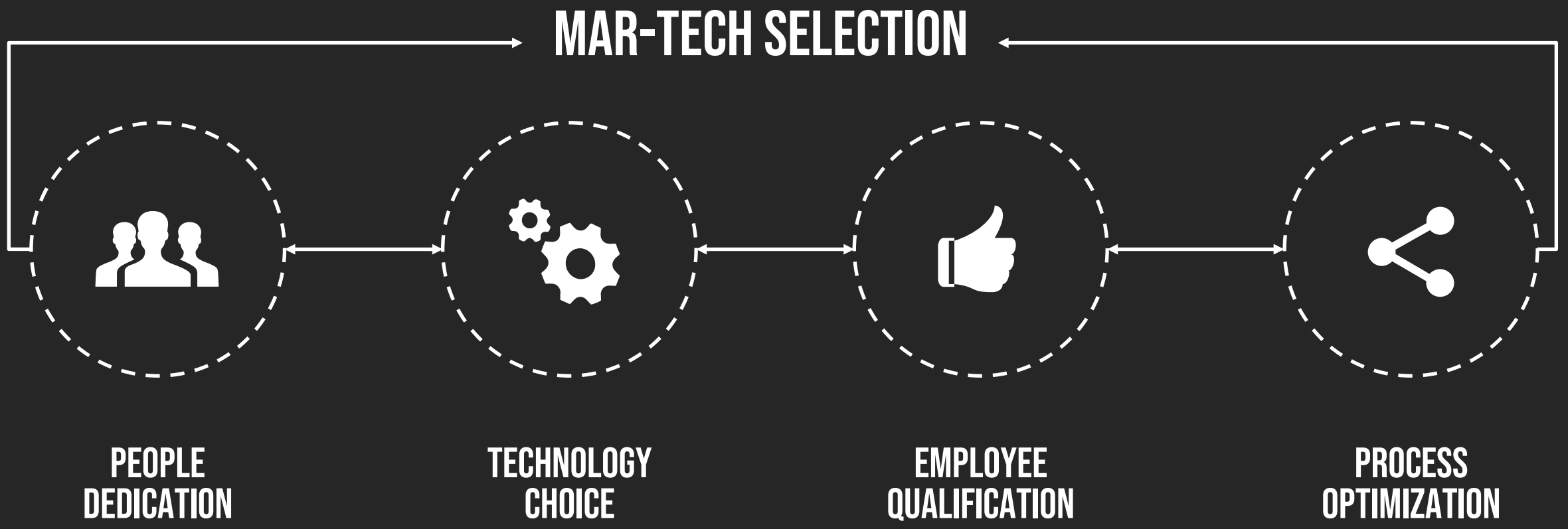
TECHNOLOGY

Own (“DC”) technology stack

Business plan: transparency drives success

...STILL COUNTING BUT SLIGHTLY ADAPTED

components to make a mar-tech stack work



MARKETING IS THE MARKET- AND CUSTOMER-ORIENTED WAY OF CORPORATE MANAGEMENT.

Meffert
(Definition Marketing)

FRAMING & PLANNING

importance of frameworks & business plans

DEFINE A CLEAR ROADMAP

to choose the right technology

MAR-TECH SELECTION

WHY

INITIAL SITUATION

- What are the targets you want to reach?
- What are your resources?
- Starting level: what is already set up?

HOW

STRUCTURING PHASE

- How can your target be achieved best?
- Which (new) structures do you need to set up?

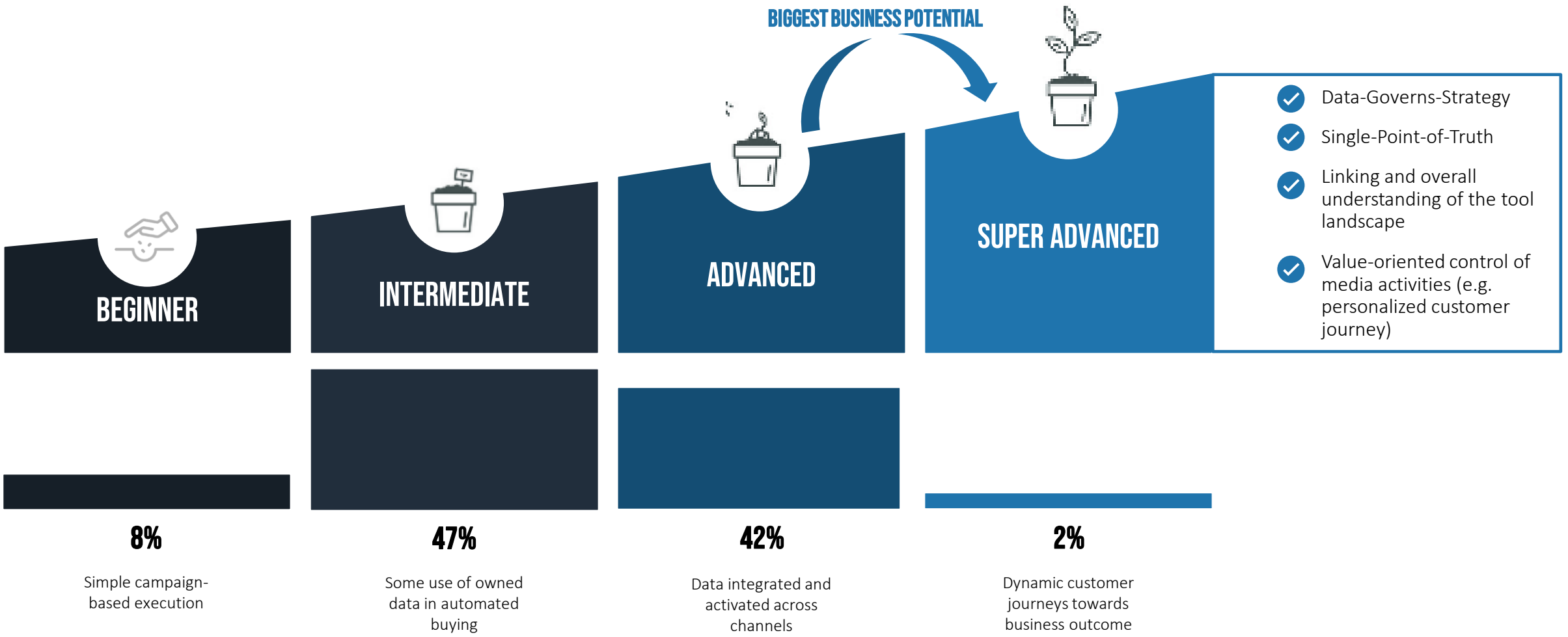
WHAT

EXECUTION PHASE

- What are the most crucial steps to start with?
- What are your priorities?

WHY: DIGITAL MATURITY INDEX

Evaluate your current situation and define your way forward



HOW: SET EVALUATION CRITERIAS

to be able to assess different kinds of scenarios

CHALLENGES

SELF-SERVICE CULTURE

- Usability
- Acceptance within the organization

MARKET PENETRATION

- Know-how access
- Market dominance
- Innovation-power

INTERNAL NEEDS

- Collection & evaluation of crucial use-cases within the organization

MATURITY LEVEL

- Ability to push the organization towards “data driven marketing”

STRATEGIC FIT

- Does your technology really support your (digital) strategy?

INVEST

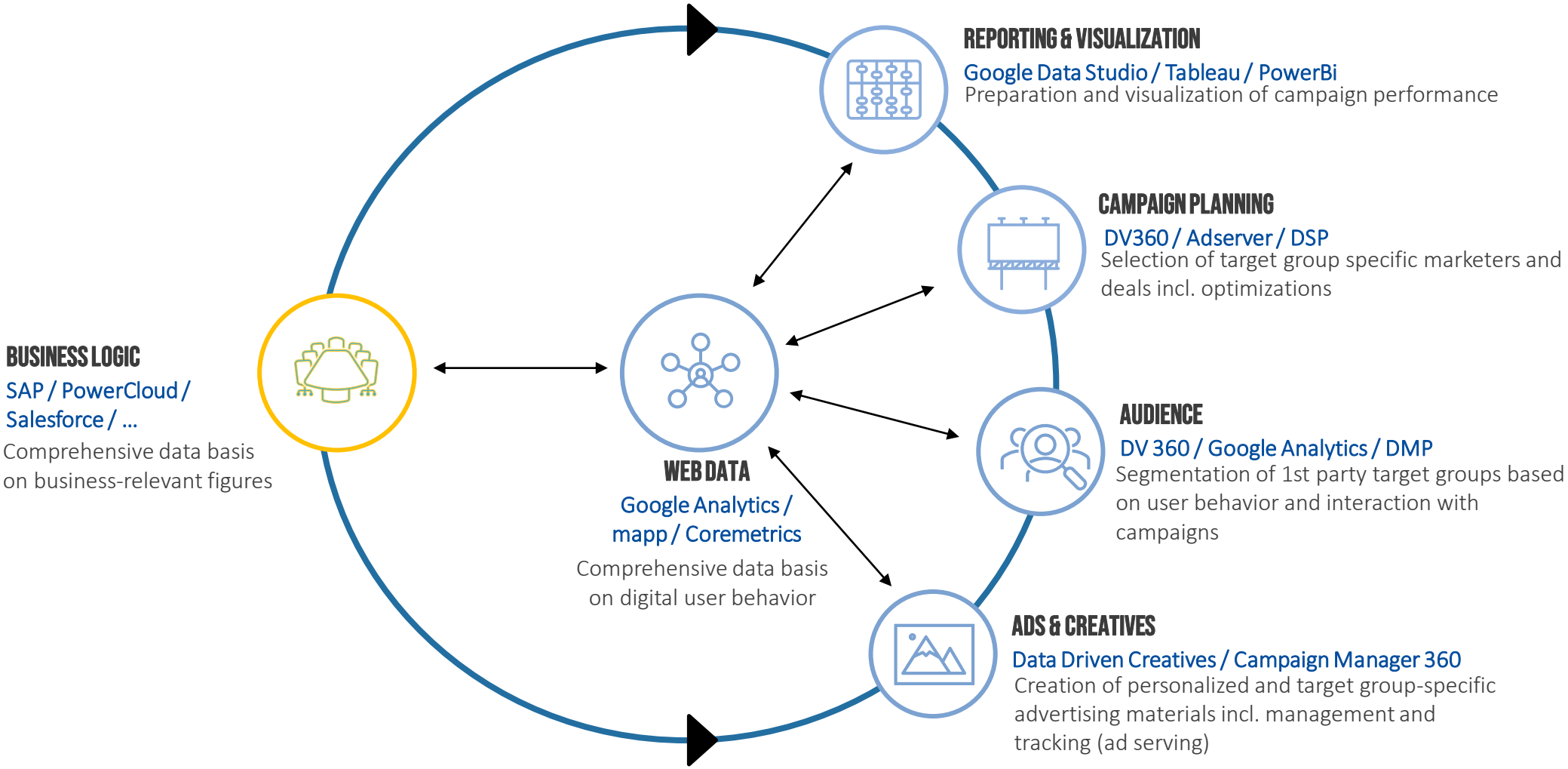
- Compare all kinds of invests (e.g. licensing fees, implementation costs, benefits, …) to your potential gains

DATA PRIVACY

- Ensuring data protection-compliant implementation (whatever this means for your company)

WHAT: A BRIEF PROTOTYPE

example of a prototype mar-tech stack



WHY MAR-TECH IS A CRITICAL SUCCESS FACTOR

- ✓ BOOSTS ”SELF-SERVICE” CULTURE
- ✓ ENABLES DATA-GOVERNED STRATEGIES
- ✓ CAN INCREASE ADVERTISING EFFICIENCY

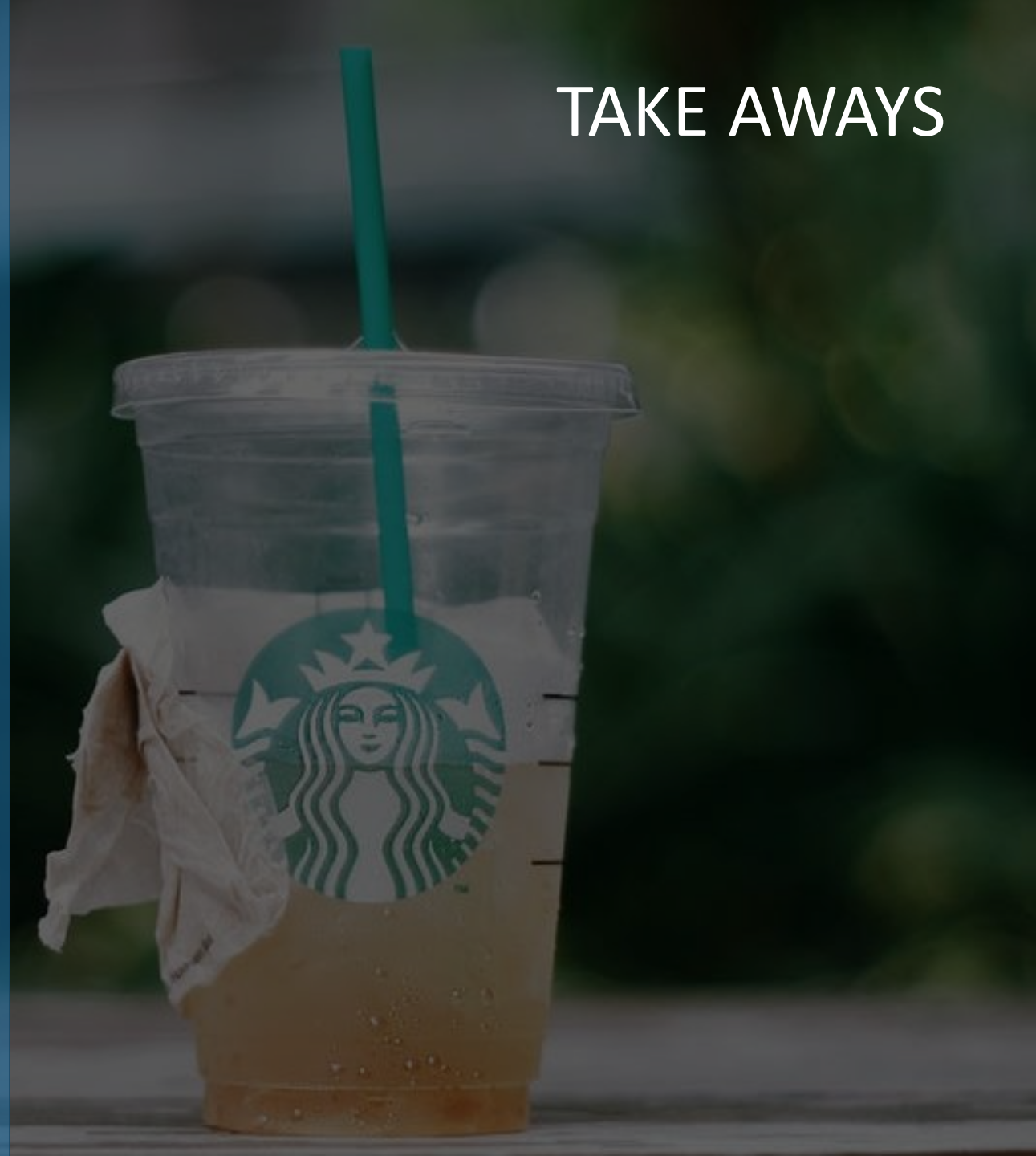
TAKE AWAYS

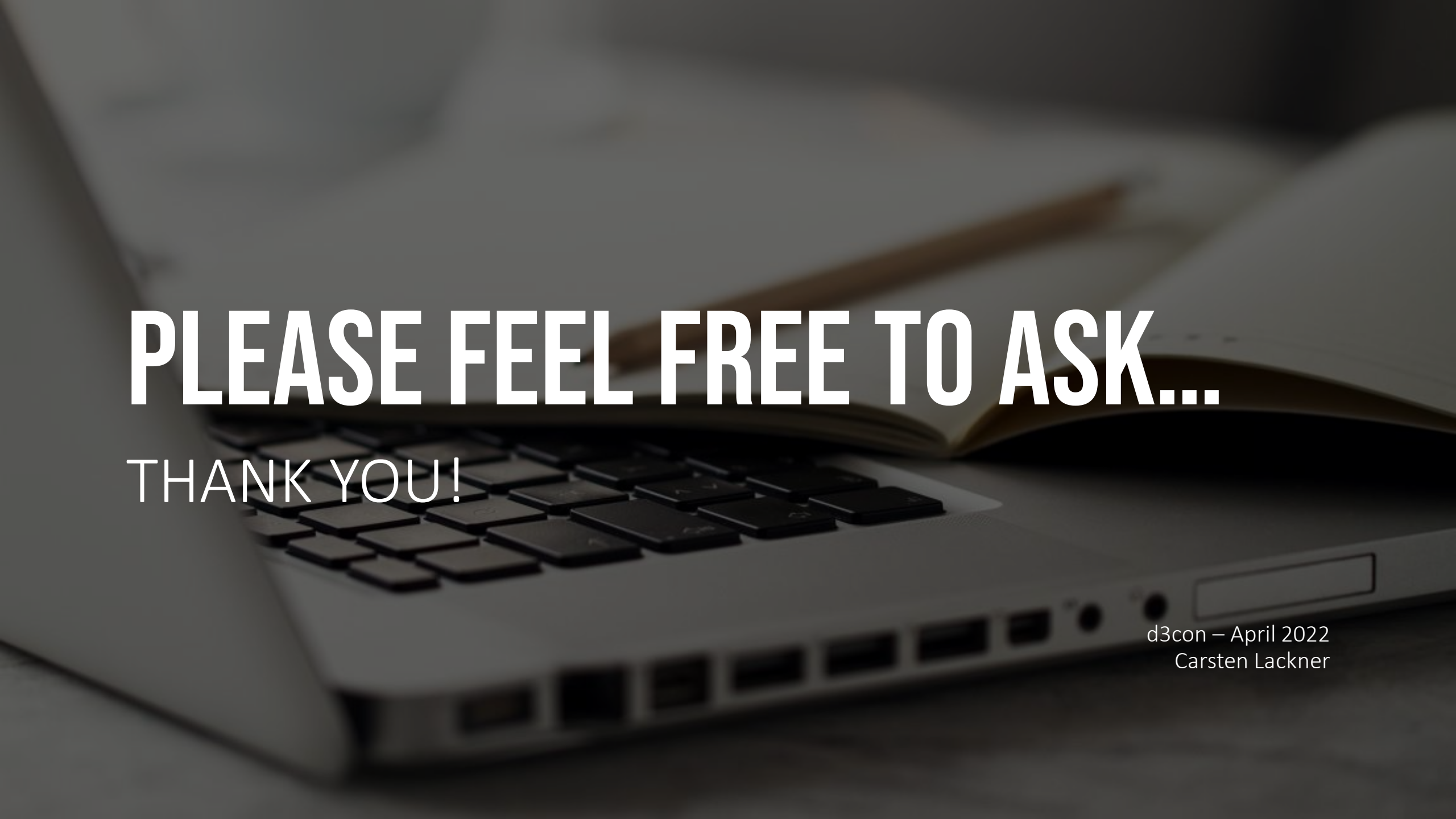
IT'S MORE THAN JUST TOOL SELECTION:
INCLUDE ALL KEY STAKEHOLDERS

DEFINE CLEAR RESPONSIBILITIES

SET CLEAR TARGETS & BUSINESS PLAN ALONG CERTAIN FRAMEWORKS

MAR-TECH HAS TO FIT IN SEAMLESSLY WITH THE REST OF THE TECH LANDSCAPE





PLEASE FEEL FREE TO ASK...

THANK YOU!

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