



MARKETING
TECH
AWARD
2024





Inspirations for the presentation of your Marketing Tech Stack

Feel free to use the following 4 examples as inspiration for a possible structure of your Marketing Tech Stack or create your very own visualisation.

- 1) Functions
- 2) Value Creation
- 3) Customer Journey Phases
- 4) Internal value creation & external customer funnel



The following slides list 4 different possibilities of which components you could use for a possible structure of your Marketing Tech Stack, each followed by a very specific example. Alternatively, you can also develop your very own visualization.

Function

Value creation

Customer Journey

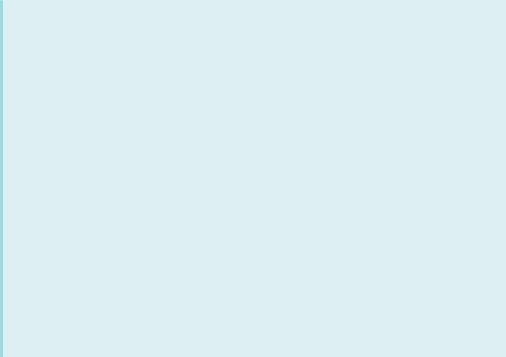
Internal value creation /
External customer funnel

Example components of a Marketing Tech Landscape by function

Ressource Management



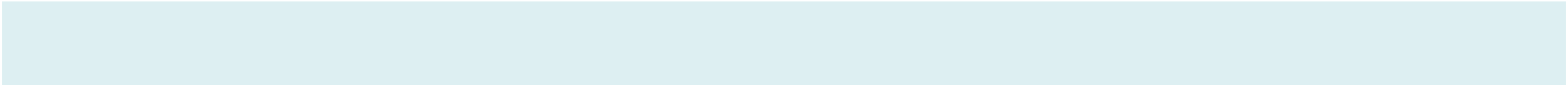
Target / Orchestration



Multichannel Campaign Management



Customer Relationship Management



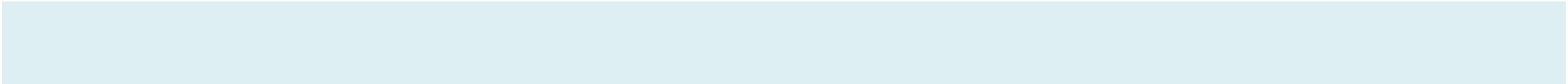
Analytics & Ecometrics



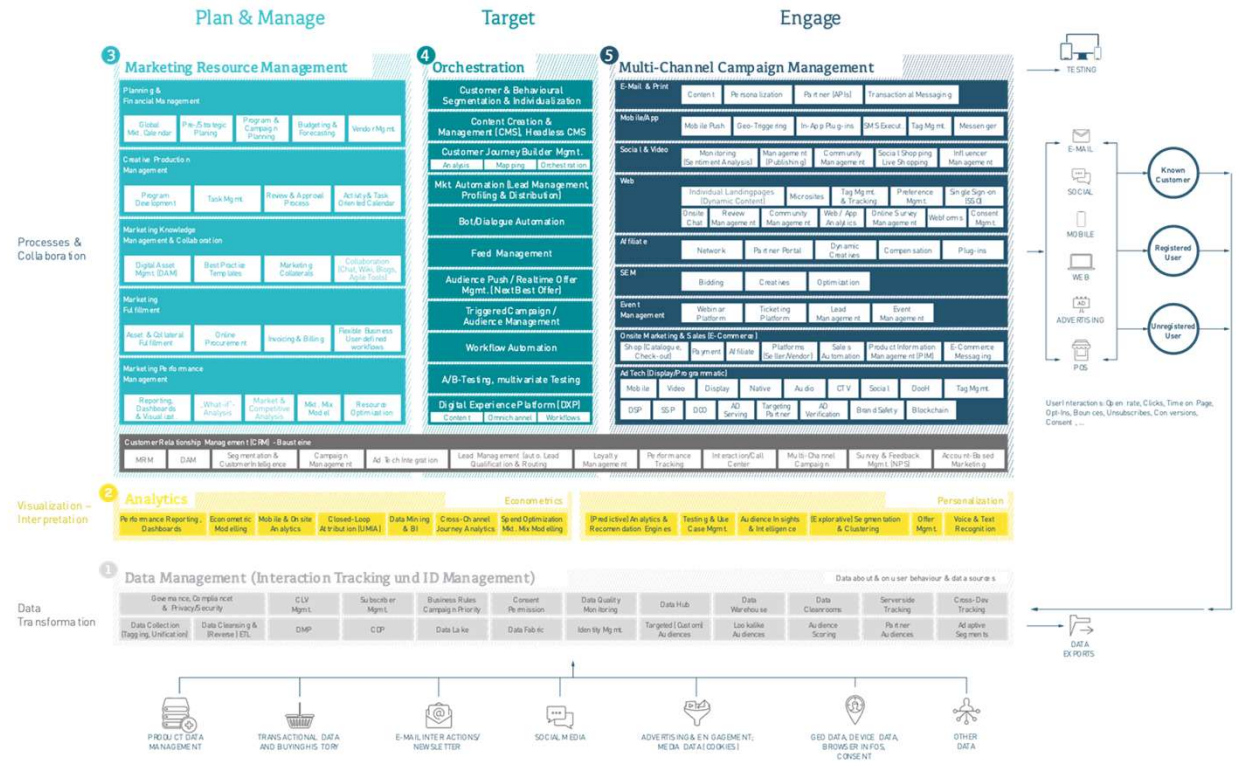
Personalization



Data Management

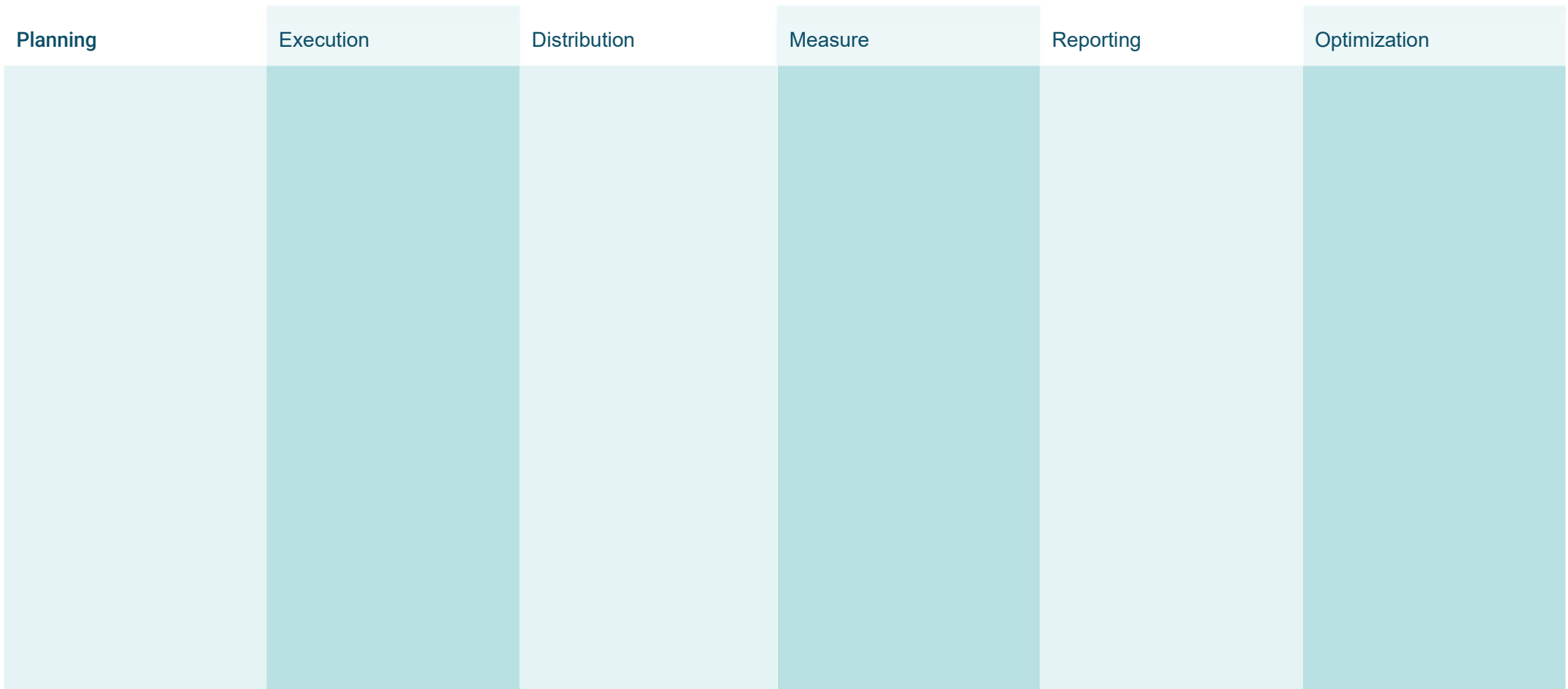


Example Marketing Tech Landscape by functions

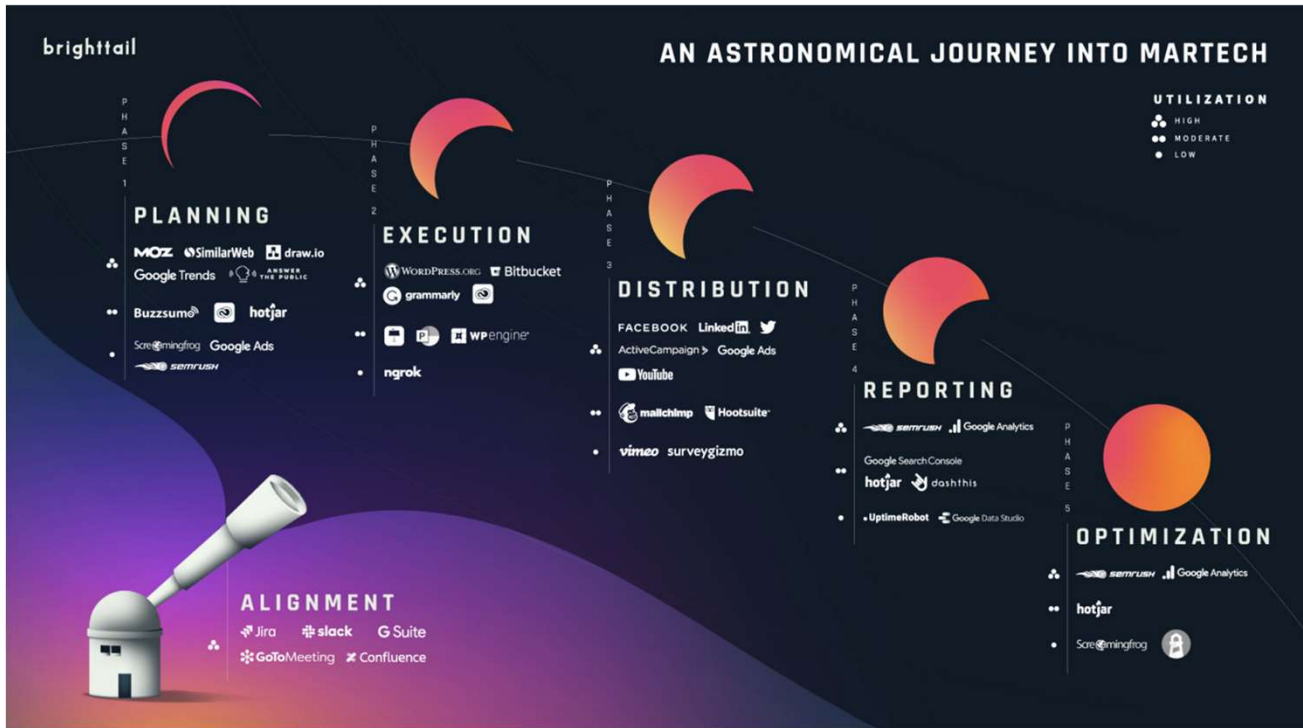


Source: Marketing Tech Monitor 2022

Example components of a Marketing Tech Landscape by value creation



Example Marketing Tech Landscape by value creation

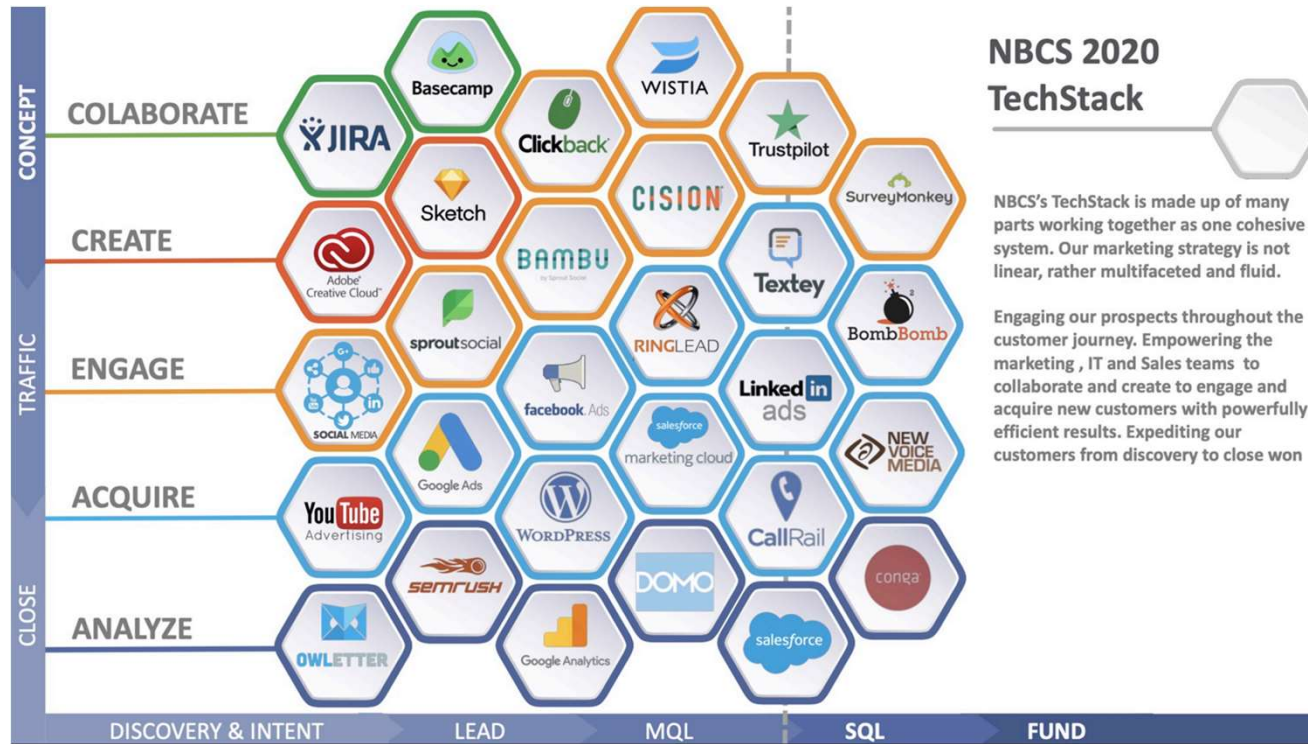


Source: brighttail, Stackie Awards 2020

Example components of a Marketing Tech Landscape by value creation

Collaborate	
Create	
Engage	
Acquire	
Analyze	
Data Base	

Example Marketing Tech Landscape by value creation



NBCS 2020 TechStack

NBCS's TechStack is made up of many parts working together as one cohesive system. Our marketing strategy is not linear, rather multifaceted and fluid.

Engaging our prospects throughout the customer journey. Empowering the marketing, IT and Sales teams to collaborate and create to engage and acquire new customers with powerfully efficient results. Expediting our customers from discovery to close won

Source: NBCS 2020, Stackie Award

Example components of a Marketing Tech Landscape by Customer Journey Phases

Aware

Shop / Buy

Install

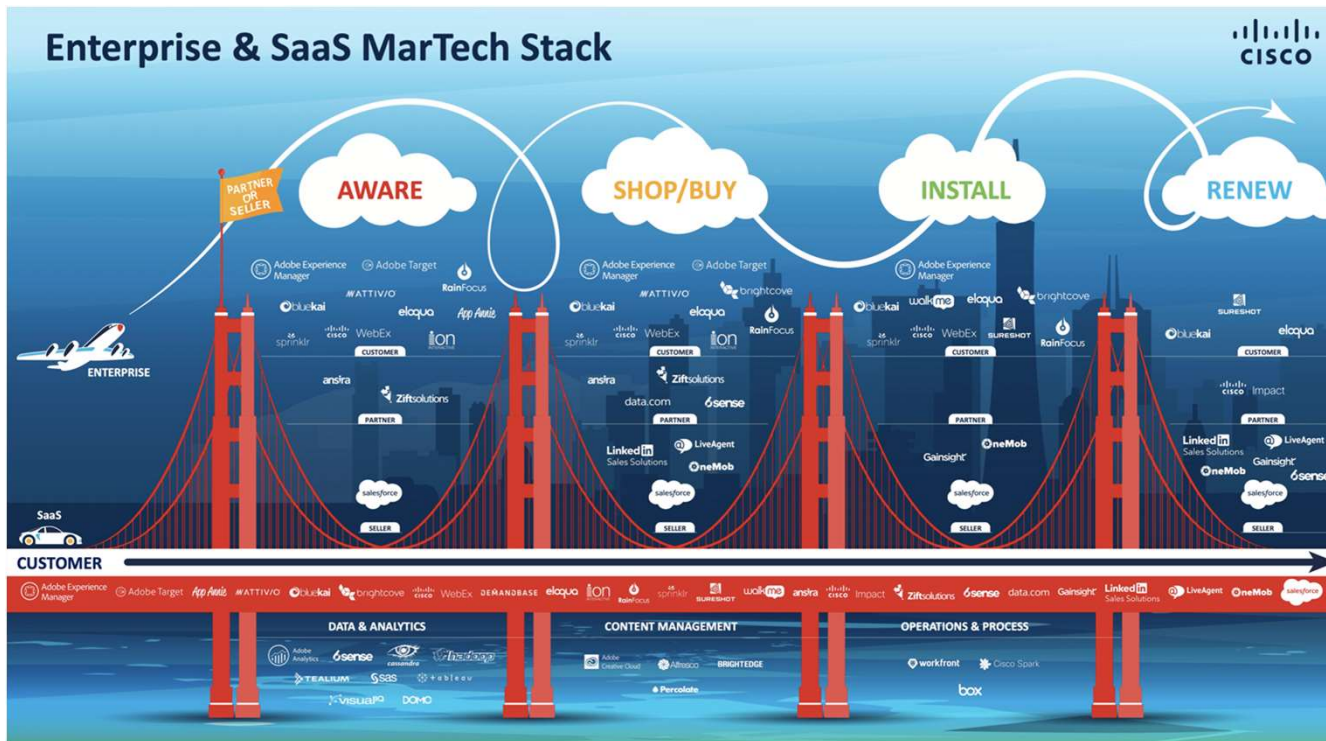
Renew

Collaborate

Analyze

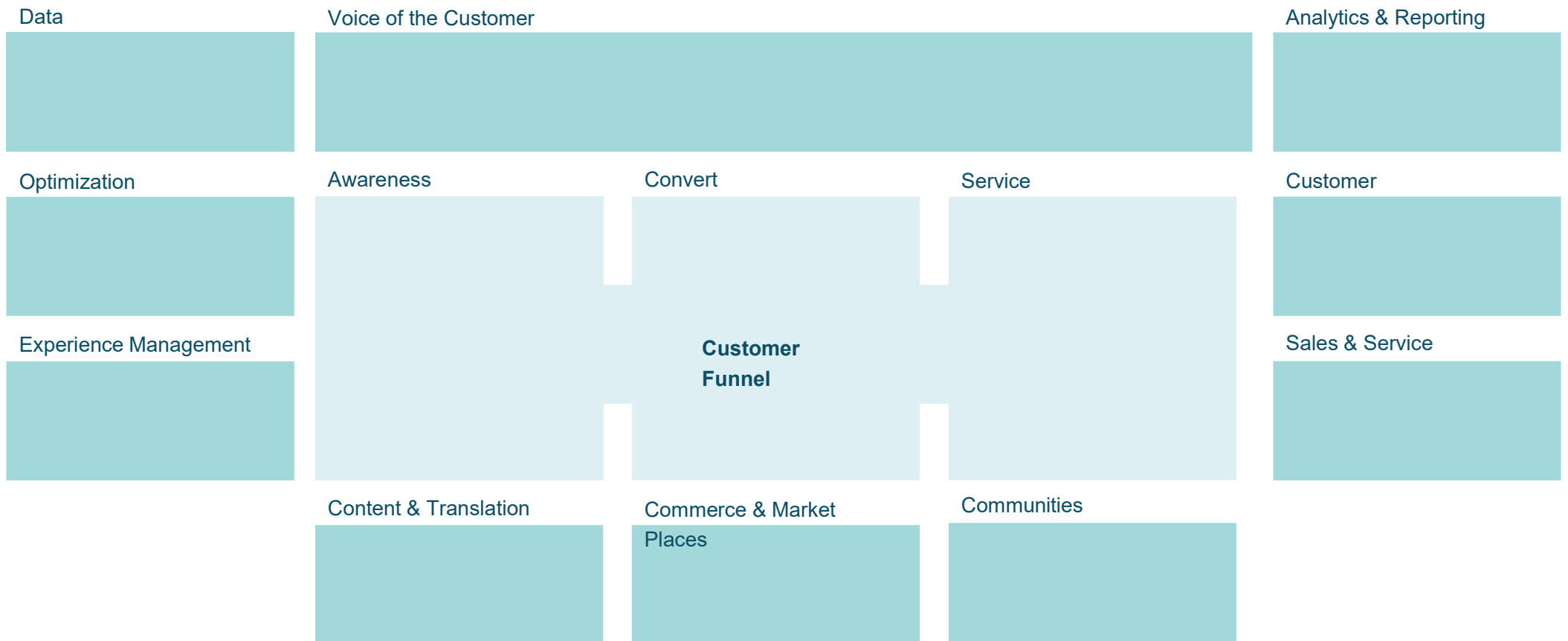
Data

Example Marketing Tech Landscape by Customer Journey Phases

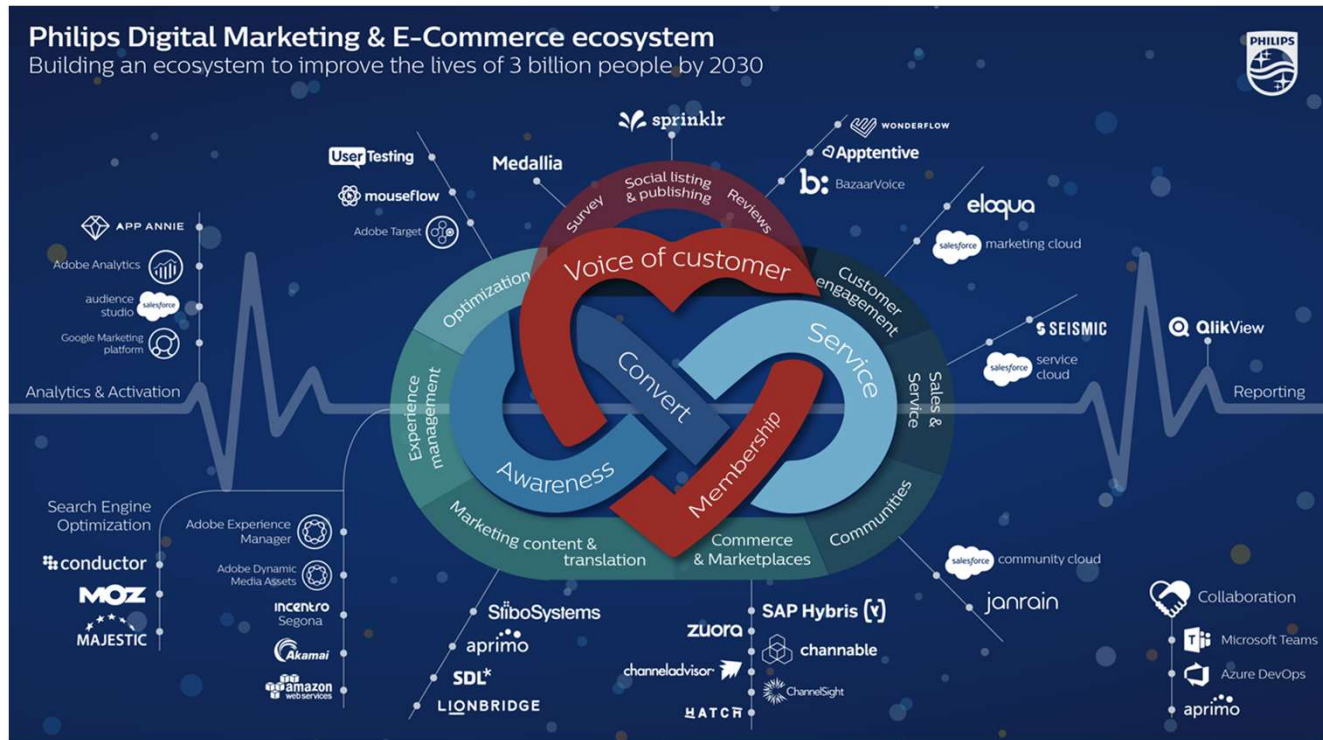


Source: Cisco Systems, Stackie Award 2020

Example components of a Marketing Tech Landscape by internal value creation & external customer funnel



Example Marketing Tech Landscape by internal value creation and external customer funnel



Source: Philips, Marketing Tech Monitor 2021, Stackie Award



Marketing Tech Award 2024

We will be happy to answer any questions and suggestions you may have about the Marketing Tech Award 2024.

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