



MARKETING
TECH
AWARD

2025



MARKETING TECH LAB



Application Documents

The Marketing Tech Award 2025 will once again be presented during the Marketing Tech Summit on September 30, 2025 at the Bolle Festsäle in Berlin.

For the submission, please use the points from this overview to make comprehensible statements on all **evaluation criteria**. In order to allow comparability of the applicants' submissions, we ask you to limit your application document to a **maximum of 15 pages**.

Deadline for submissions

04th July 2025

Please submit entries to

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Evaluation Criteria

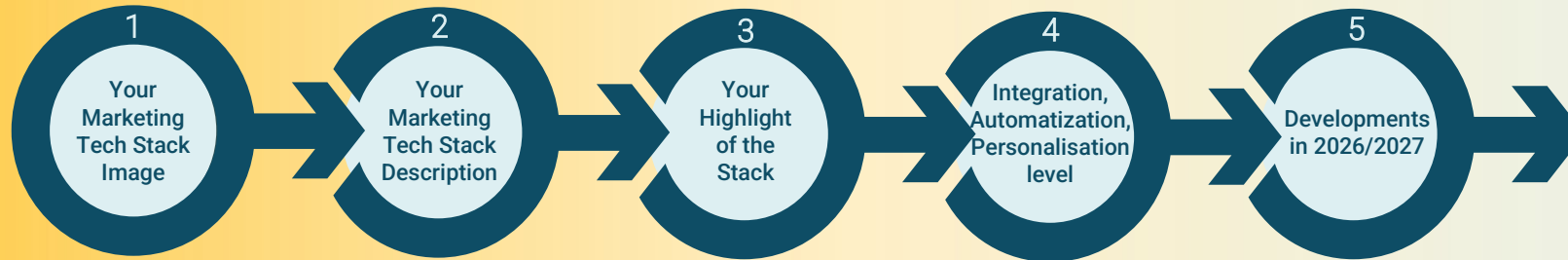
The jury will evaluate your Marketing Tech Stack based on these criteria:

1. Completeness of the picture (Data Management | Data Analytics | CRM/CDP | Marketing-Planning und Resource Management (incl. Operations & Finance) | Personalisation Components | Shop Web/App Components (E-Commerce) | Orchestration (Content, Bots, Product Data, Marketing Automation) | Campaign and Channel-Management (e.g. Display, SEA, Affiliate, Social, SEO etc.)
2. Traceability & Clarity of the Image and Description including naming of comprehensible KPIs (e.g. CAC, ROMI, CLV, CR, CPL or own KPI incl. explanation)
3. USP or Highlight of the entire stack or individual elements, including the initial situation, objective and example (before / after) of measured KPIs
4. Individuality of the technology components (in-house development, collaboration with startups)
5. Integration level at a data level
6. Integration and Automatization level at a process level
7. Personalisation and Segmentation level
8. Maturity level of the stack
9. Presentation of the Case
10. Future topics





5 Components for your Application



Please upload an image of your Marketing Tech Stack (Inspirations can be found at www.marketing-tech-award.de)

Please describe on 3-5 pages, what makes up your Marketing Tech Stack or why you choose these elements.

What is your personal highlight of your tech stack that you are particularly proud of, or what is your best practice and why?

Please describe to us to what extent your stack also contains individual elements, how the components are integrated on a data and process level, and what the level of personalization and segmentation is.

Are you planning any changes to your stack for 2026/2027? If so, what are they, what is the goal, and why?





1 Your Marketing Tech Stack Image

Please present in the visualization of your Marketing Tech Stack all components as images with logos or names of the tools and tech components – either by functional areas, value creation, customer journey phases, or an alternative representation. The Tech Stack should include components from:

Data Management

Data Analytics

CRM/CDP

Marketing Planning and Resource Management (including Operations & Finance)

Personalization Components

Shop Web/App Components (E-Commerce)

Orchestration (e.g. Content, Bots, Product Data, Marketing Automation)

Campaign and Channel Management (e.g. Display, SEA, Affiliate, Social, SEO, etc.)





2

Your Marketing Tech Stack Description

Please explain your marketing tech stack on 3-5 slides and describe why it is structured in this way. You can use the following questions to help you:

- What are the business challenges you are solving with the tech stack?
- What do you use which component for and why did you make this decision?
- What challenges did you face during implementation, including change issues, and how did you overcome them?
- What are your most important use cases / campaigns that the tech stack maps?
- What problem did the tech stack solve in terms of "before/after"?

Please also be sure to name at least one KPI that demonstrates the success of the stack or new tool.





2

Your Marketing Tech Stack Description

Among other things, the jury will assess whether you have named KPIs or backed up the benefits with figures.

After all, a well thought-out marketing tech stack shows its value where it counts: in increasing sales and efficiency gains.

KPIs such as Customer Acquisition Cost (CAC), Return on Marketing Investment (ROMI) or Customer Lifetime Value (CLV) prove how effectively channels are orchestrated, customers addressed and investments made profitable.

Technical metrics such as page load time or system uptime also have a direct influence on performance and conversion rates.

Show us how your approach works and which KPI demonstrates success - data-based, scalable and with real impact. The choice of KPI is free, the argumentation must be conclusive and comprehensible.





3

Your Marketing Tech Stack Highlight

Tell us what you are particularly proud of - and what impact your stack has in everyday life. Show us how your solution creates real added value, e.g. through

- the best automation of marketing processes and shortened time-to-market,
- the highest proportion of automated campaigns delivered,
- a particularly high lead-to-opportunity rate,
- excellent forecasting accuracy in budget and action planning,
- or the seamless connection of martech and salestech systems.

Whether more efficient workflows, shorter time-to-market or a clear effect on the share of wallet - we are looking for solutions that show how modern marketing architectures work.

Please be sure to include the relevant KPIs. Among other things, the jury will assess whether you have presented the objective and also stated the measured KPIs.





4 Individuality of Technology Components

- Please describe whether you use newer technologies, including "best-of-breed" specialty solutions or in-house developments, for example, in collaboration with startups.
- The jury would like to know whether the stack also has individual elements that include a unique selling point or special solutions that may still be relatively new on the market.





5

Integration at Data Level

- Please describe to what extent customer data is already integrated 360 degrees from all data sources centrally in a technological solution.
- Is there a unique identifier that synchronizes all data sources (offline data, online data, transaction data, movement data, CRM data, etc.) and centrally provides the data to the marketing channels?





6

Degree of Integration and Automation at Process Level

- Please describe to what extent your core processes, campaigns, programs are covered across the various system components and how automation occurs in marketing processes & steering.
- Are ROI data available in real-time?
- Please also comment on process efficiencies (e.g. saving resources by eliminating manual processes).





7

Level of Personalization and Segmentation

- Please describe the level of personalization at the touchpoints that are customizable (media deployment and content personalization): coarse segments, fine segments, segment of 1.
- To what extent customer feedback and interactions are incorporated into Next Best Offer campaigns or personalized content?





8

Maturity of the Stack

The jury will also assess the online maturity of the stack..

9

Preparation of the Case

The jury will assess whether the case has been prepared well and convincingly overall (tech stack image / visualisation, preparation of the information, most important use cases to be covered).





10 Your planned developments for 2026/2027

- Do you plan any changes to your stack for 2026/2027? If yes, what are they, what is the goal, and why?
- Are you already using the Marketing Tech Stack for different countries and continents, or do you plan to do so in the future, in order to create a scalable Tech Stack?





Marketing Tech Award 2025

We are happy to assist you with any questions and suggestions regarding the Marketing Tech Award 2025.

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