



MARKETING  
TECH  
AWARD

2025



MARKETING TECH LAB



# 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

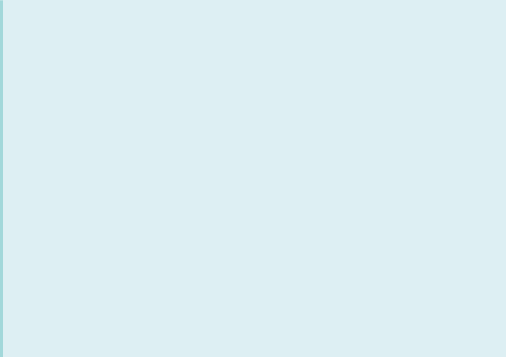
Internal value creation /  
External customer funnel

## Example components of a Marketing Tech Landscape by function

Ressource Management



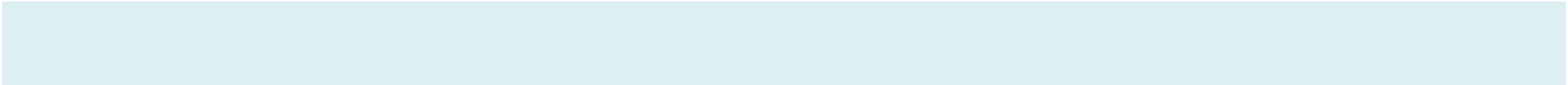
Target / Orchestration



Multichannel Campaign Management



Customer Relationship Management



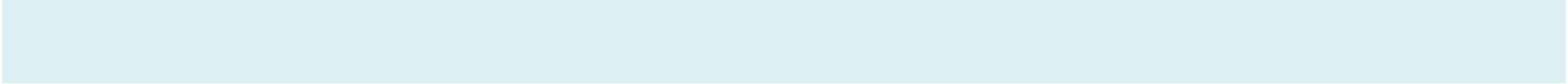
Analytics & Ecometrics



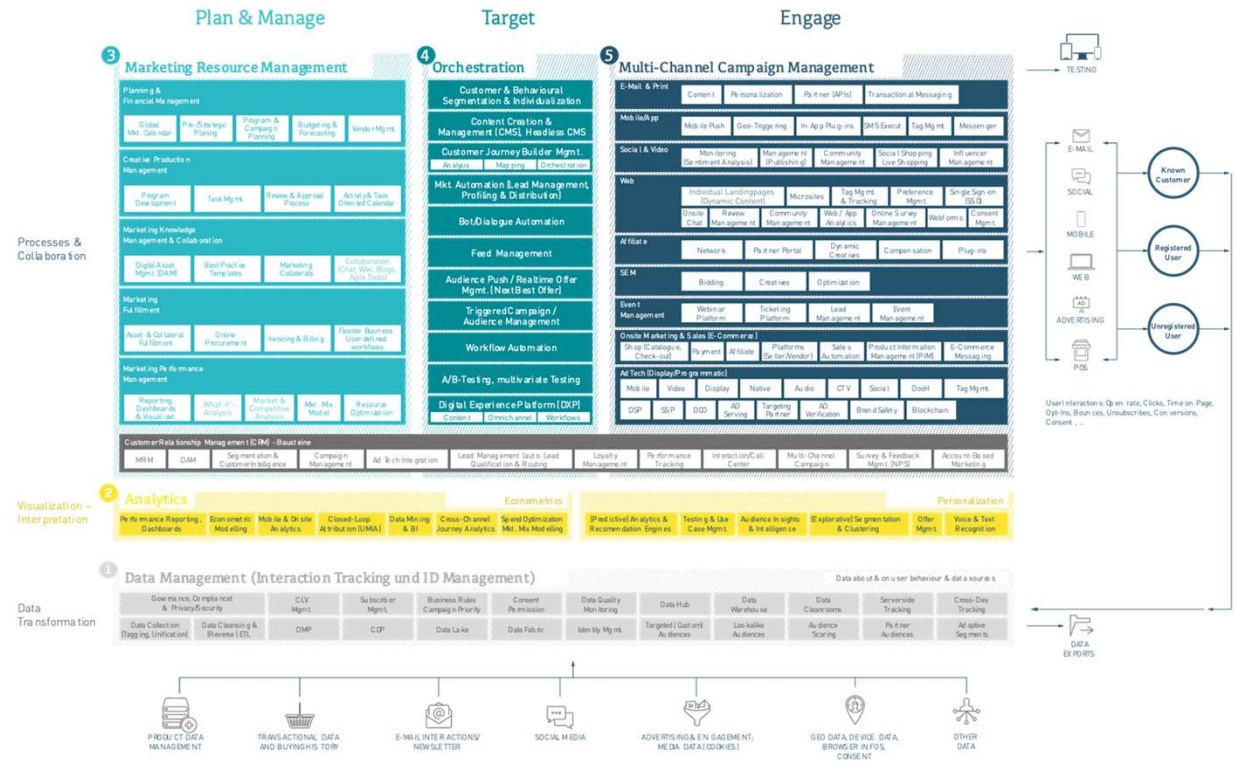
Personalization



Data Management

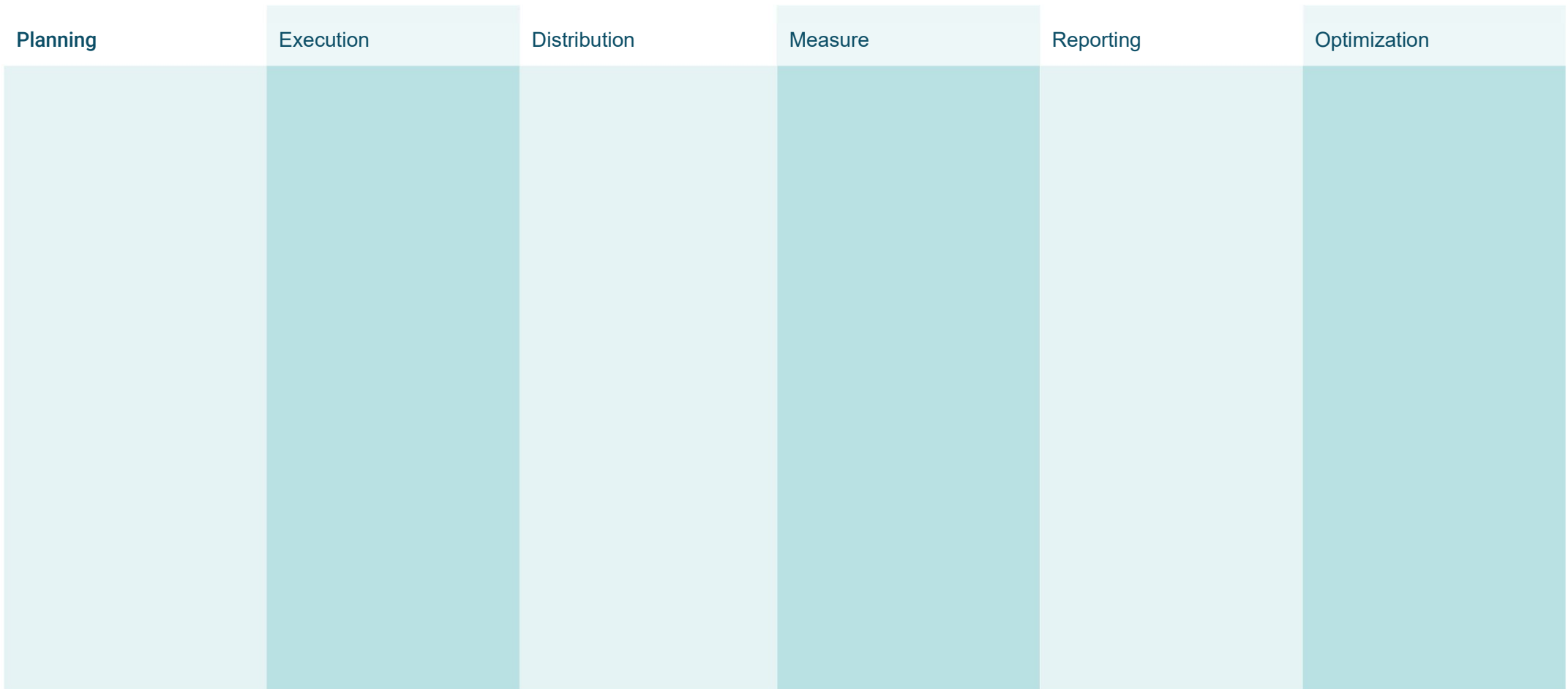


# Example Marketing Tech Landscape by functions

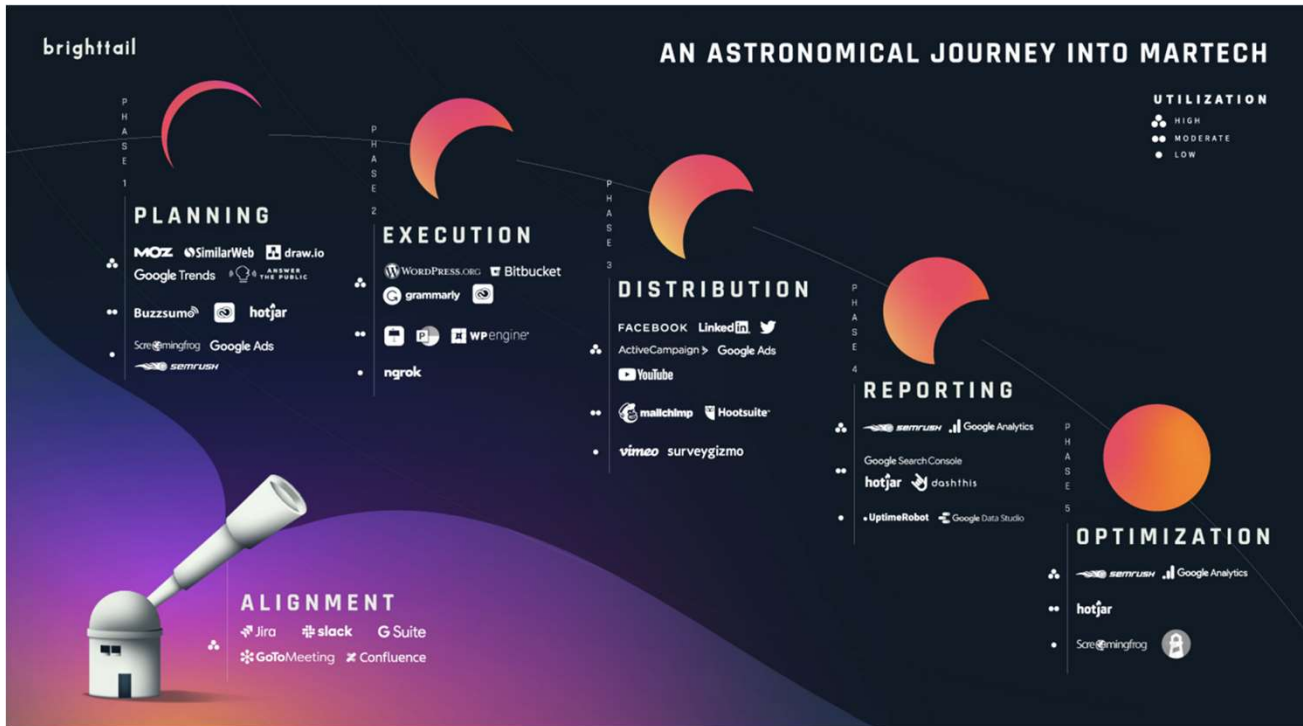


Source: Marketing Tech Monitor 2022

## 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

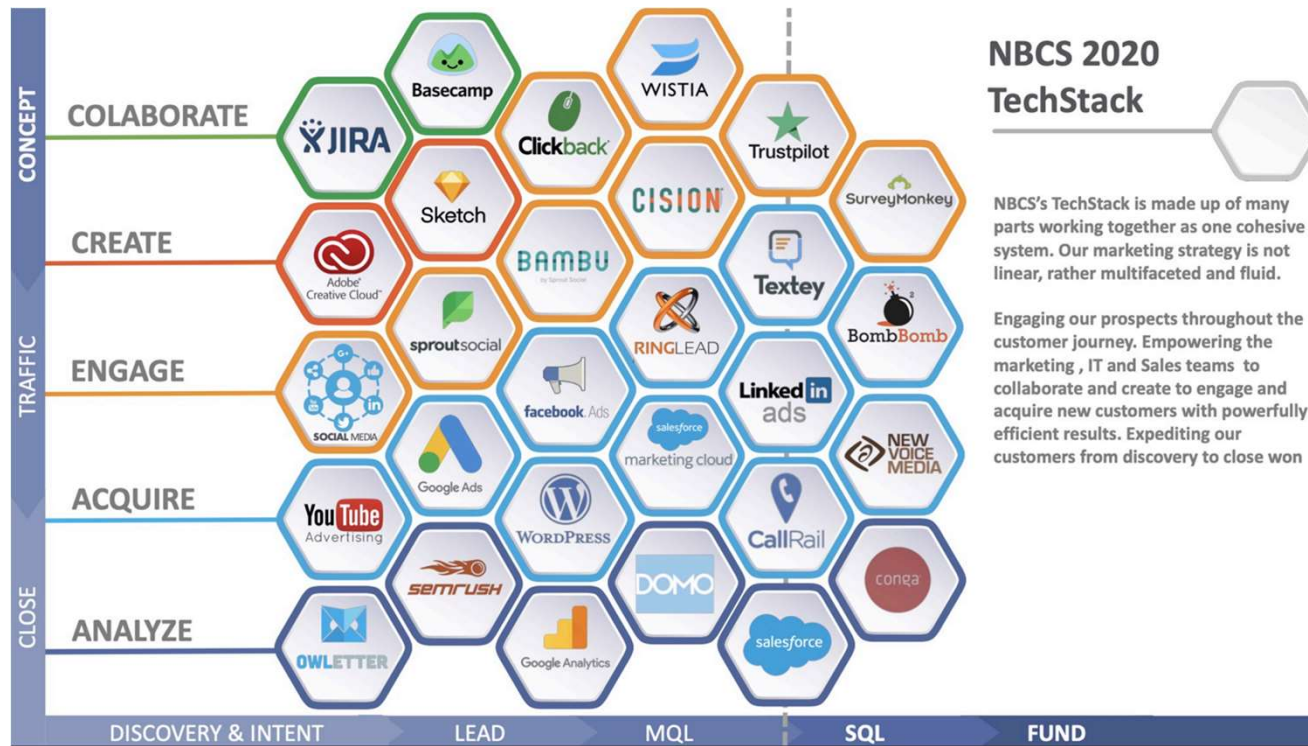
Acquire

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

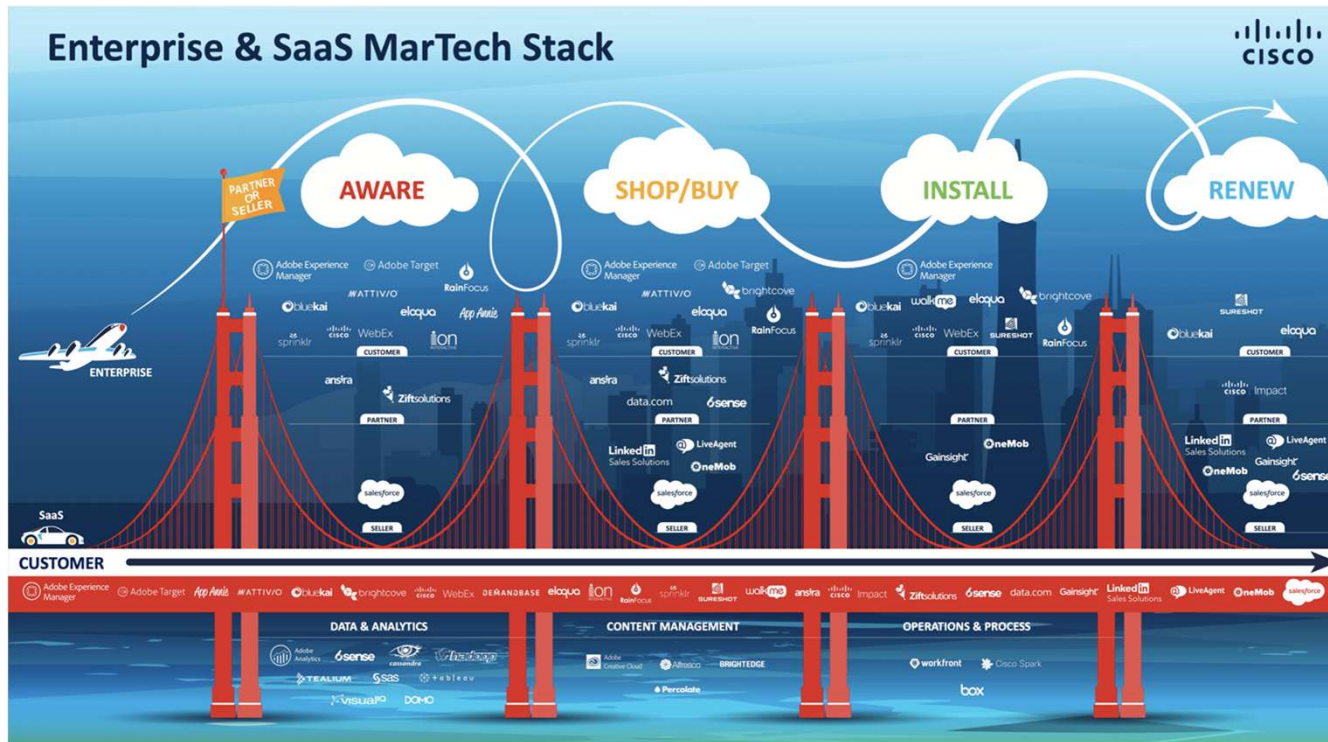
Renew

Collaborate

Analyze

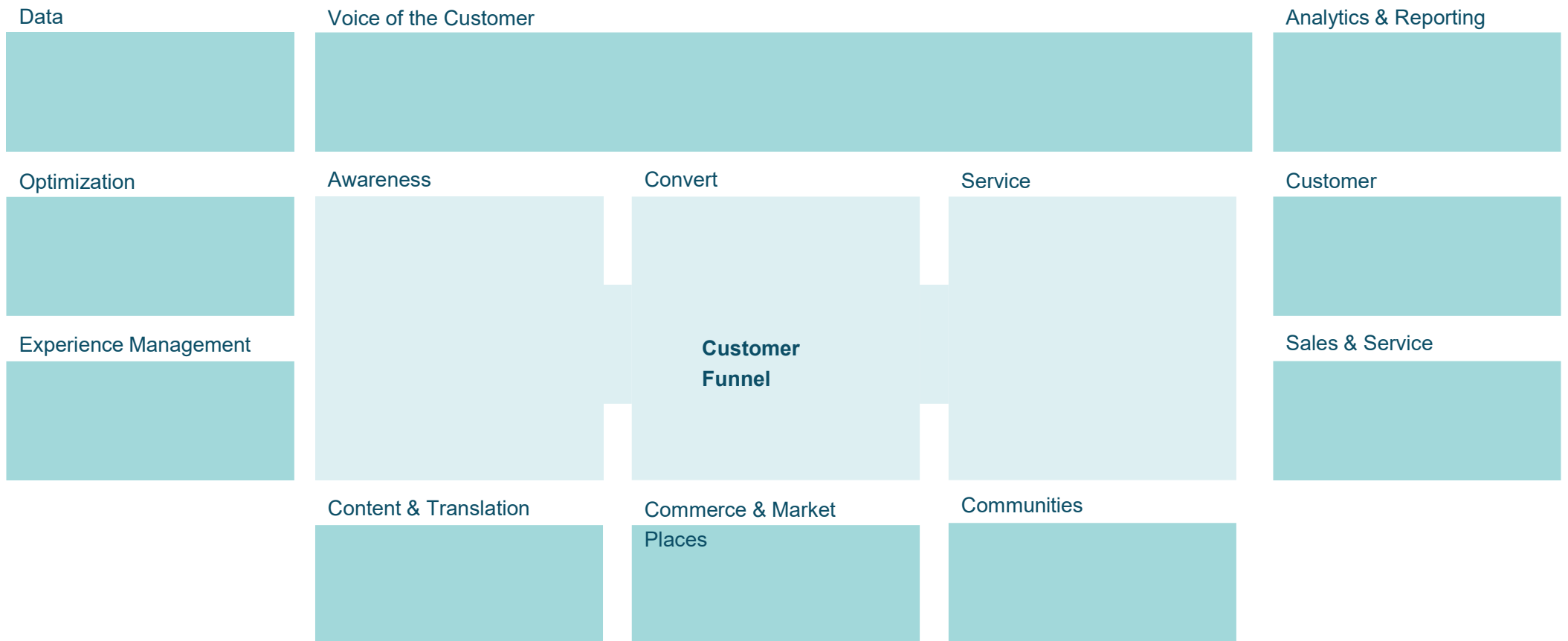
Data

## Example Marketing Tech Landscape by Customer Journey Phases

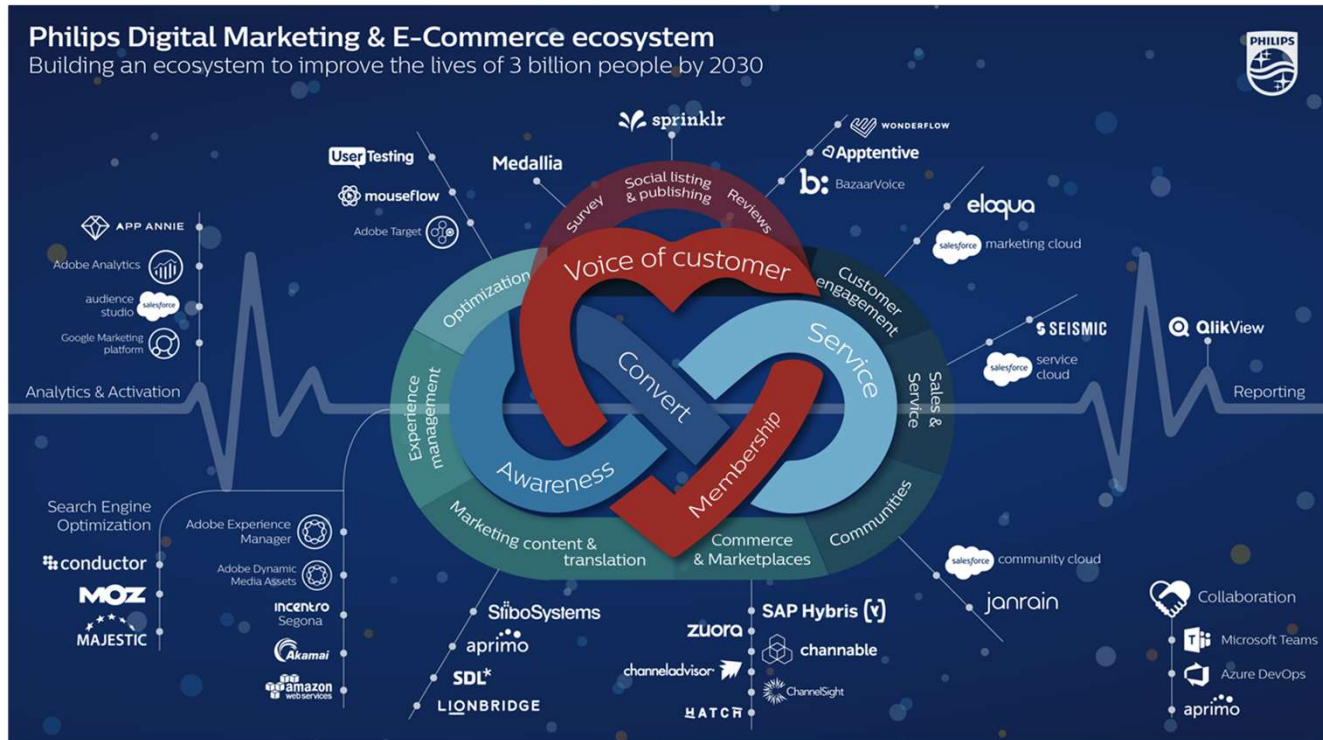


Source: Cisco Systems, Stackie Award 2020

## 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 2025

We will be happy to answer any questions and suggestions you may have about the Marketing Tech Award 2025.

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