



Building your Marketing Technology Stack

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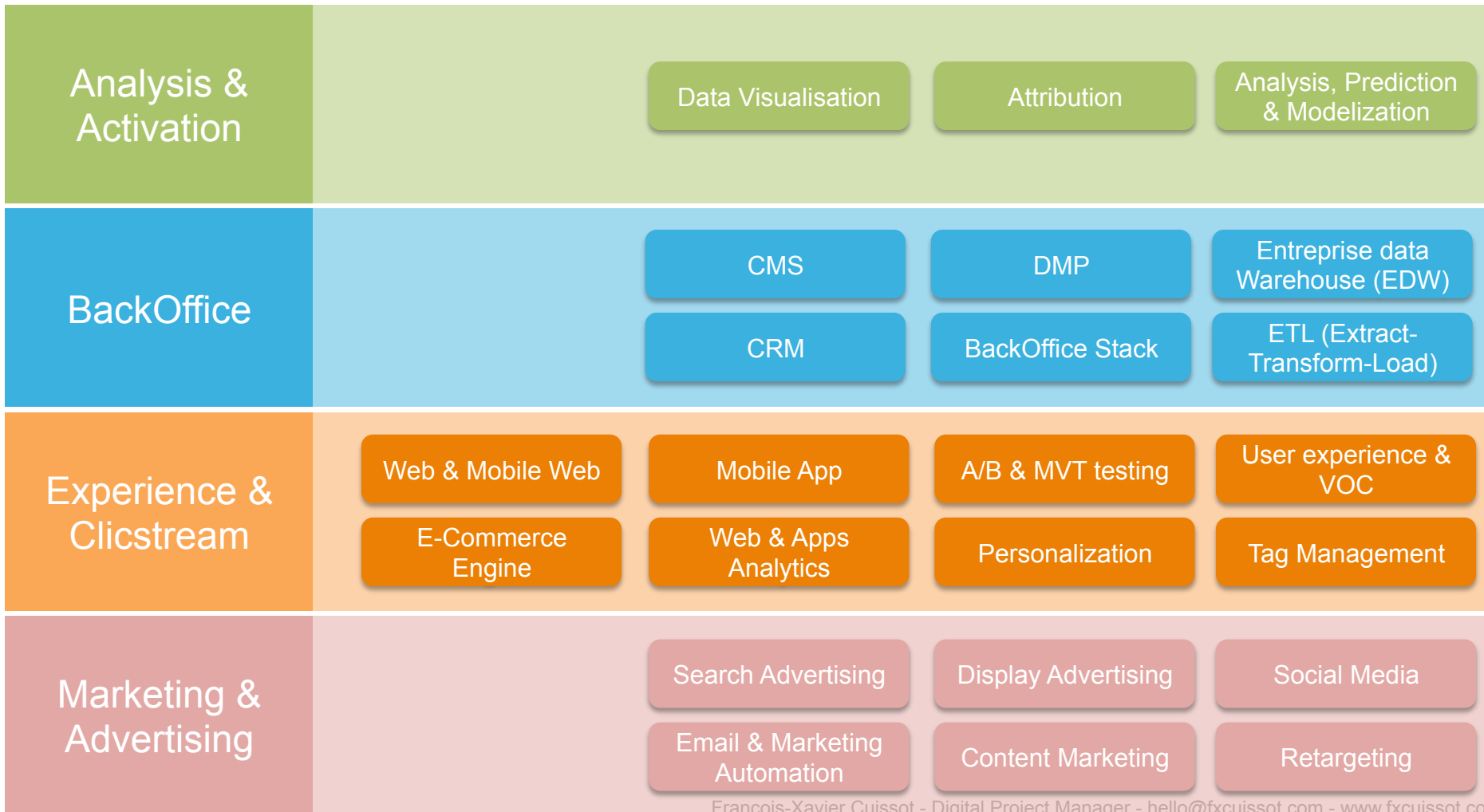
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| Receiver | | | |

MISSION & VISION



| | | | |
|----------------------|--|--|--|
| Business Name | | | |
| Mission Statement | | | |
| Business Goal | | | |
| Marketing Goal | | | |

MARKETING TECHNOLOGY STACK



MARKETING & ADVERTISING LAYER



Marketing &
Advertising

Search Advertising

Display Advertising

Social Media

Email & Marketing
Automation

Content Marketing

Retargeting

GOAL: REACHING CUSTOMERS

ACTUAL TECHNOLOGY:

- ✓ Search Advertising
- ✓ Email & Marketing Automation
- ✓ Display Advertising

SUITABLE TECHNOLOGY:

- Content Marketing
- Social Media
- Retargeting

EXPERIENCE & CLICKSTREAM LAYER

REPLACE
WITH LOGO
300 x 116 px

Experience & Clickstream

Web & Mobile Web

Mobile App

A/B & MVT testing

User experience &
VOC

E-Commerce
Engine

Web & Apps
Analytics

Personalization

Tag Management

GOAL: PROVIDING DIGITAL EXPERIENCES

ACTUAL TECHNOLOGY:

- ✓ Web & Mobile Web
- ✓ E-Commerce Engine
- ✓ Mobile App

SUITABLE TECHNOLOGY:

- Tag Management
- A/B & MVT testing

BACKOFFICE LAYER



BackOffice

CMS

DMP

Enterprise data
Warehouse (EDW)

CRM

BackOffice Stack

ETL (Extract-
Transform-Load)

GOAL: MEASURING AND LEVERAGING CLICSTREAMS

ACTUAL TECHNOLOGY:

- ✓ CMS
- ✓ CRM

SUITABLE TECHNOLOGY:

- DMP

ANALYSIS & ACTIVATION LAYER



Analysis &
Activation

Data Visualisation

Attribution

Analysis, Prediction
& Modelization

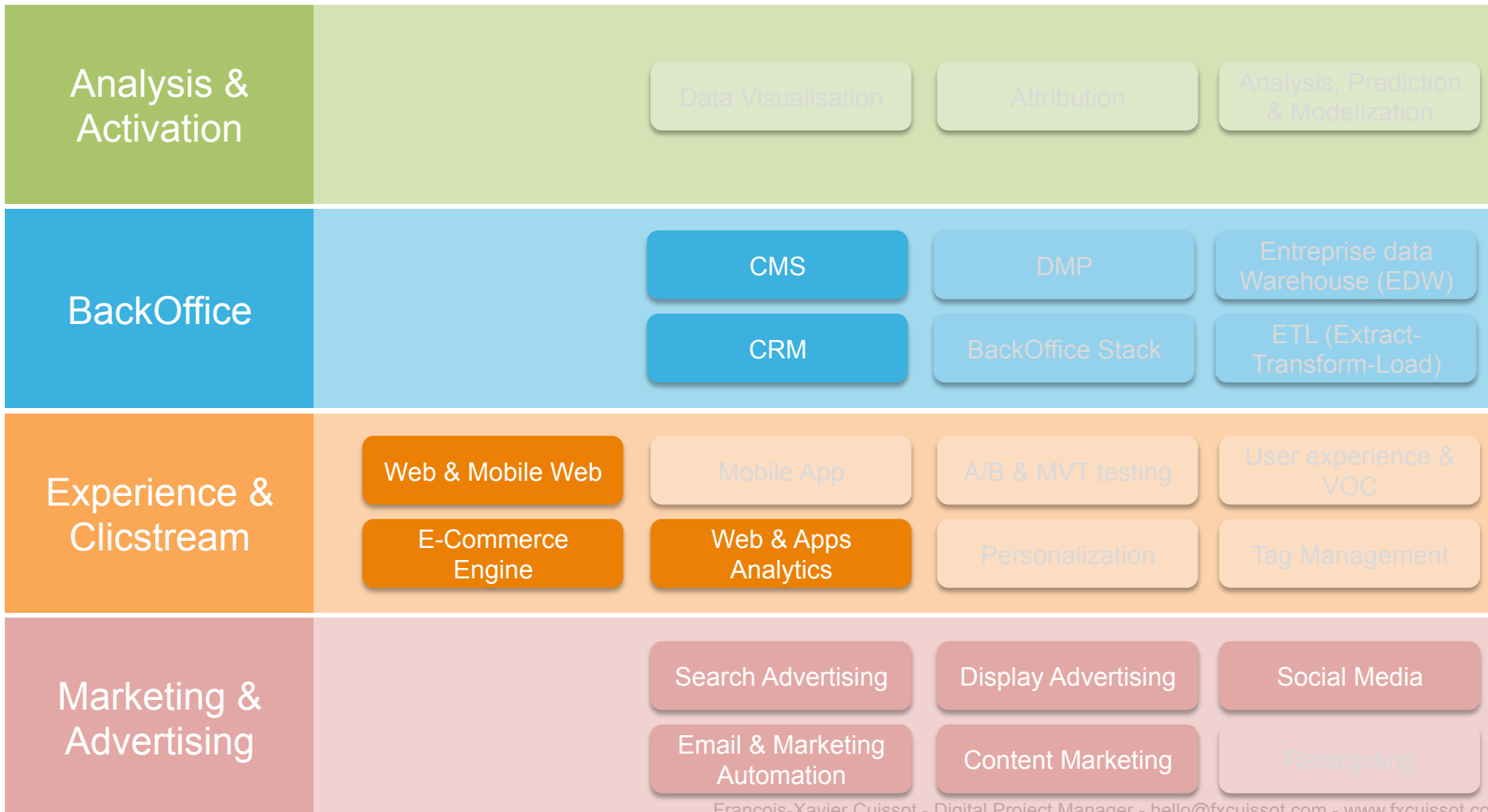
GOAL: COMMUNICATING & OPTIMIZING DATAS

ACTUAL TECHNOLOGY:

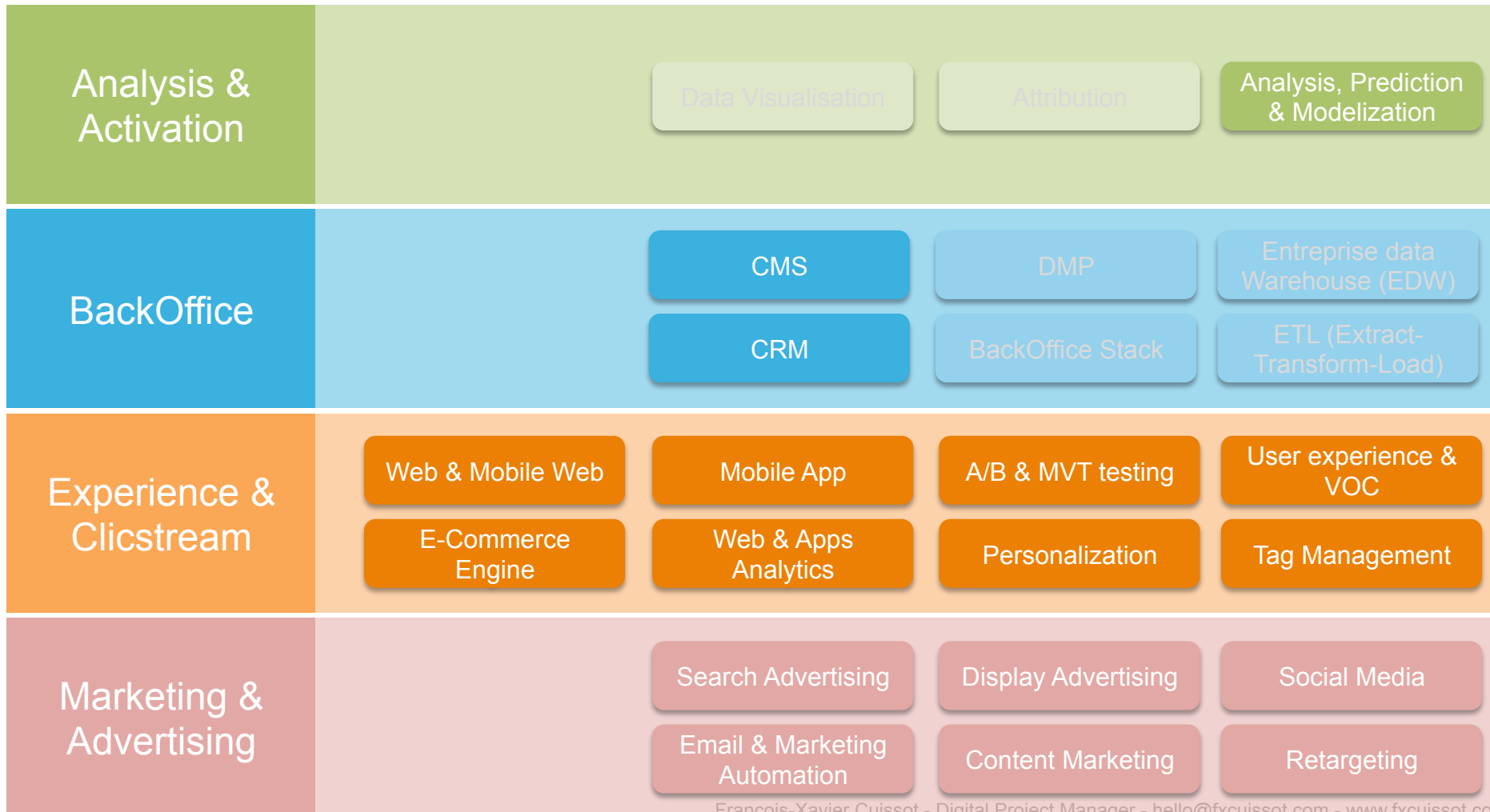
SUITABLE TECHNOLOGY:

- Analysis, Prediction & Modelization

ACTUAL MARKETING TECHNOLOGY STACK



SUITABLE MARKETING TECHNOLOGY STACK



THANK YOU !



Let's keep in touch



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