

How do you BUILD YOUR MARKETING STACK

Explore four major integrated marketing topologies by type, pros vs. cons, and key players.

A recent Chief Martech article reveals four distinct marketing technology stack strategies. Use the following infographic to understand these models and how they achieve key marketing goals.

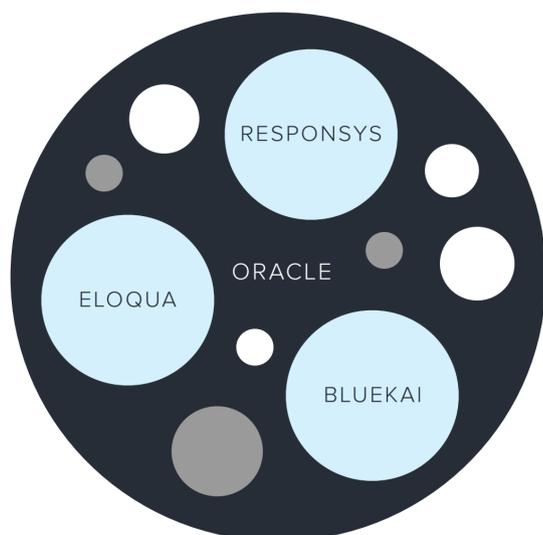
Learn why we believe the Customer Data Platform is a highest-value data strategy of the bunch.

Marketing Suite

“THE JACK OF ALL TRADES*”

Often pitched as the “one marketing tool to rule them all.” This single-solution approach offers many functions that a marketer would want, all from one tool/vendor.

+ PRO	Teams only need knowledge of one tool to create, deploy, and measure marketing campaigns.
CON —	Can't use best of breed tools, expensive consulting and support fees, difficult implementation, difficult data exporting, efficacy of execution relies on sole vendor's “secret sauce”. *master of none.



● OTHER EXAMPLES: ADOBE, SALESFORCE, IBM

Integrated Hub

“THE CONNECTOR”

The marketer's tactical hub, fueled by API connectivity to marketer third-party tools.

+ PRO	Connects multiple channels for tactical management of email, social, and conversion points.
CON —	Typically B2B-focused, with redundant basic marketing features. Data export is difficult, and the hub is usually expensive to maintain.



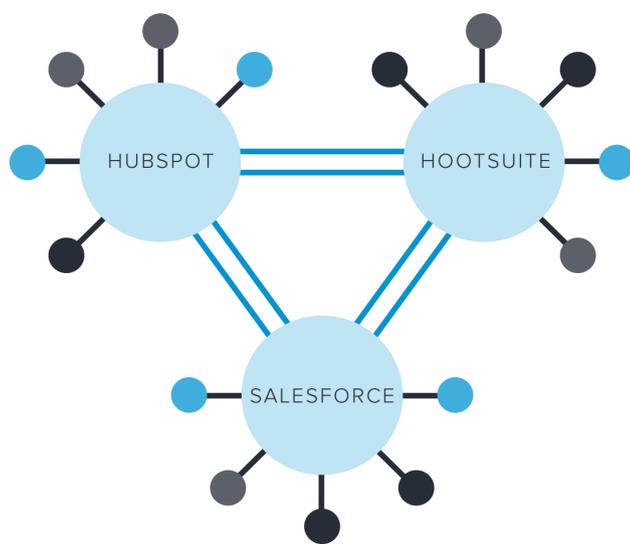
● OTHER EXAMPLES: EXACTTARGET, HUBSPOT, ACT-ON

Multi-Channel Hubs

“THE ORGANIZERS”

Combine multiple “platform” hubs per channel, each featuring its own set of APIs to add on third party tools.

+ PRO	Share data between multiple channels and their various plugins via API connections.
CON —	Expensive to maintain, limited data transfer or interaction between platforms, many redundant features across hubs, difficult data export, and difficult to implement and maintain without specialized help.



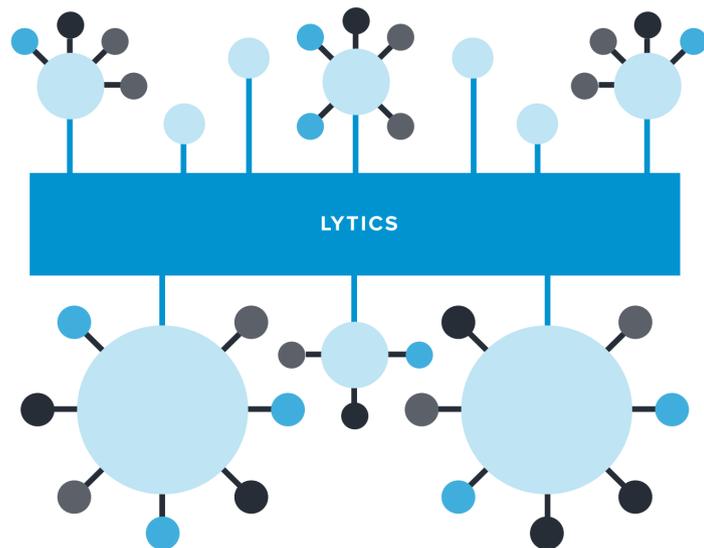
● OTHER EXAMPLES (BY PLATFORM): (CRM) INFER; (MARKETING AUTOMATION) MARKETO; (WEB UX AND E-COMMERCE) DRUPAL, WORDPRESS, MAGENTO, SHOPIFY; (SOCIAL RELATIONSHIP MANAGEMENT) SPROUT SOCIAL; (ADVERTISING DATA MANAGEMENT) BLUEKAI, KRUX

Customer Data Platform

“THE EMPATHIZER”

Manage the flow and unity of data across multiple platforms, hubs, and standalone products to reveal next-level customer understanding and insights.

+ PRO	Use more of your customer data in new ways, easily integrate Best-of-Breed tools, generate customer profiles with universal language between all data sources, create audience segments to drive personalization-rich campaigns ...
CON —	... however, these hubs cannot execute marketing tactics for you.



● OTHER EXAMPLES: AGILONE, UMBEL, CUSTORA

Customer Data Platforms Are Your Best Bet

CDP's offer data unification and customer identity to build next-level customer understanding and insights. Easily integrate a CDP, put your data to work, and use the services and tools you prefer.

In the competition for relevancy and context, CDP's give modern marketers a data-first edge to build better customer experiences that are likelier to yield engagement, conversion, and retention.

Learn more at getlytics.com

For a closer look, request a demo with our team today.

REQUEST A DEMO

Lytics

The Customer Data Platform built for marketers.