



February 2018

A high-angle, rear-view photograph of a man and a woman driving in a dark red convertible car. The car is on a two-lane asphalt road that curves through a lush, green forest. The man is in the driver's seat, wearing a blue and white plaid shirt. The woman is in the passenger seat, wearing a red long-sleeved shirt, with her arms around the man. The background is a dense forest with sunlight filtering through the trees. The bottom portion of the image is overlaid with a semi-transparent orange gradient.

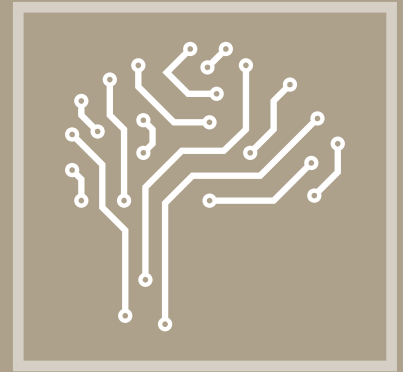
Your Customer Experience  
Needs a MarTech 2.0 Roadmap:  
**Here's Why**

# Relevant, personalized customer experience is in need of MarTech support

Attention marketers. The days of buying technology without a specific, integrated business and technology-aligned roadmap are numbered.

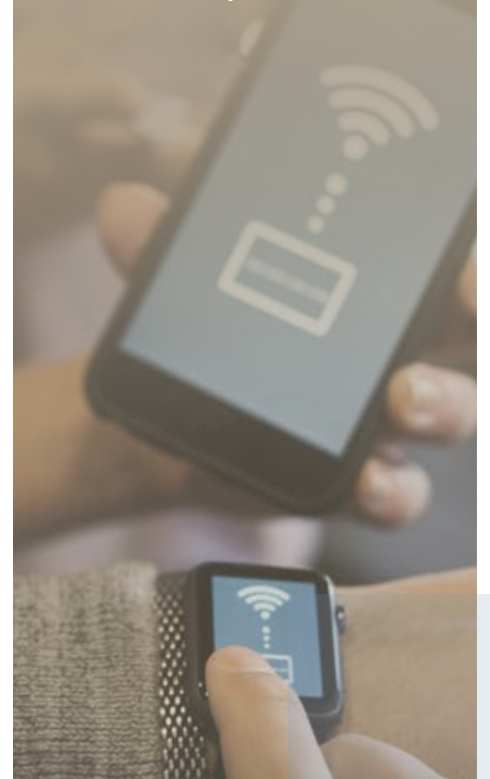
Over the years marketing has bought the tools to better find, engage and persuade customers to believe and buy their products and services. Along the way, technology has exponentially advanced its ability to create, gather and combine data in new and better ways.

Google Analytics, email, programmatic advertising, e-commerce, chatbots, and virtual and augmented reality are creating the need for marketers to gain control of their technology portfolio. And manage it with the intention of taking advantage of the cognitive computing power of artificial intelligence, machine learning and massive data sets to create relevant 1:1 experiences customers value so much they want to buy more and tell their friends.



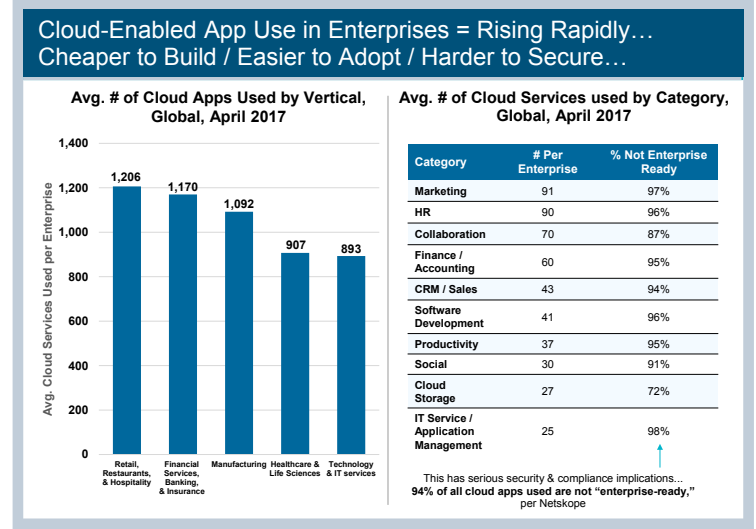
## What is MarTech 2.0?

MarTech 2.0 is the application of new cognitive and advanced computing power (like artificial intelligence and machine learning) to the massive data sets available to marketers. MarTech 2.0 can accelerate marketing's ability to provide relevant, highly personalized 1:1 customer experiences.

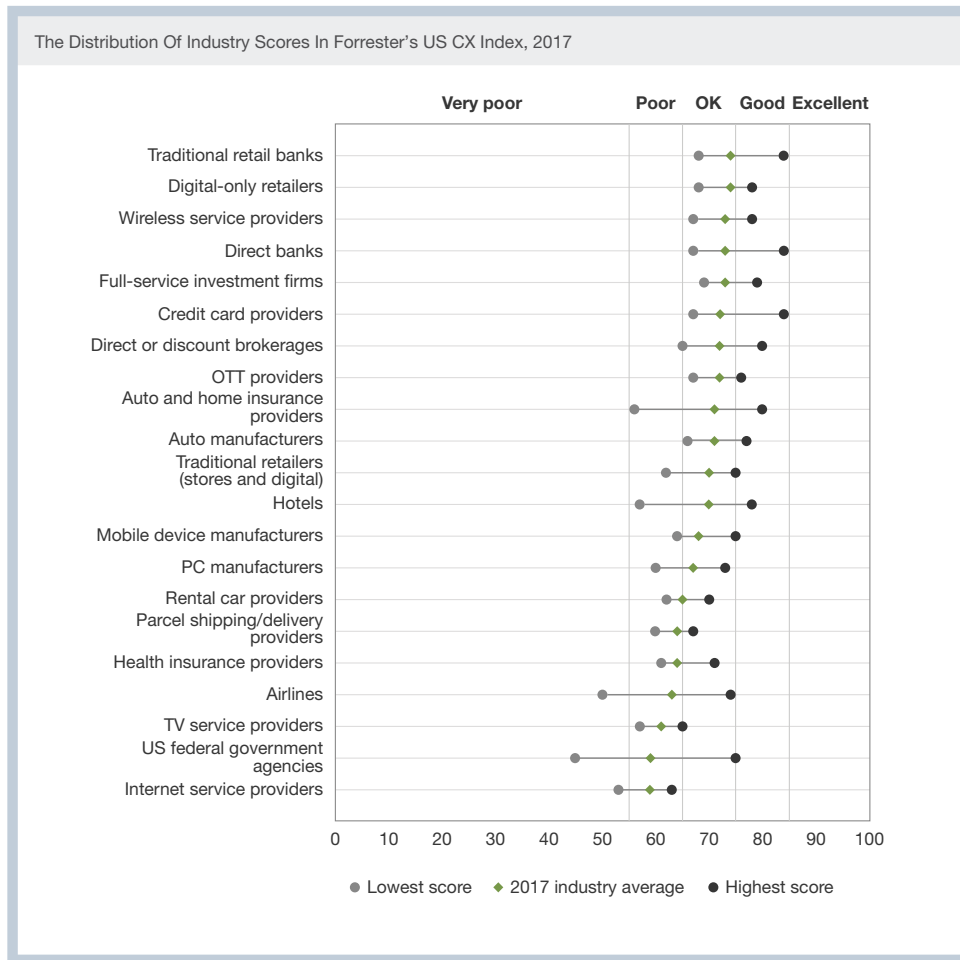


# Application sprawl is slowing down marketers

Kleiner Perkins recently conducted a study of applications by business unit and found that marketing topped the list in a race that no one wants to win with an average of 91 applications. If you think that applies only to start-ups and unicorns, think again. In Capto's experience, those application numbers can be even higher in Fortune 500 companies.



Source: Kleiner Perkins KP Internet Trends 2017



Base: 118,992 US online consumers (18+) who interacted with a specific brand within the past 12 months Source: Forrester Data Customer Experience Index Online Survey, US Consumers 2017

But application sprawl isn't the only issue. Marketing is under increasing pressure to compete on excellent customer experience and yet, in both the 2016 and 2017 Customer Experience Index reports compiled by Forrester, no company in any industry studied reached a level of excellence.

So why is that? Bad strategy? Maybe, but poor execution is the more likely candidate. Too many applications act like brakes on forward progress and make operating your marketing initiatives overly complex, too expensive and far too inefficient.

Application sprawl includes applications marketing runs directly and those that vendors and partners run on the cloud. It's the root of all friction for marketing teams in these ways:

### **Sluggish execution**

When systems don't talk to one another automated processes become manual, taking time, money and talent. Or they duplicate efforts, also making execution sluggish. Further, it decreases quality and frustrates the people on your marketing team, making them less effective.

### **It's a waste of marketing dollars**

Duplicated technology is an obvious money burner. More alarming is the practice of buying new technology without looking at the current capacity of existing technology.

### **Prevents right-sized investment in MarTech 2.0 capabilities**

Whether big data gets you excited or makes you roll your eyes, the fact remains that there are many important insights to be uncovered. Finding the actionable ones fast enough to create competitive advantage is the key.

When too much of your current MarTech takes all of your resources to execute, you lose the ability to invest both time and intellectual capital into the powerful new MarTech 2.0 capabilities — from artificial intelligence to machine learning — that are leveraging big data in new and powerful ways.

### **Vendor strengths drive strategy instead of your business goals**

When there is a knowledge gap, as is often the case for marketers, it is normal to rely on vendor and agency partners to implement technology as a stop gap. And while they have your best interests in mind to keep you as a happy customer, they are still limited by their own technology, capabilities and ability to integrate with your internal systems.

When marketing takes ownership of their technology strategy, your focus on outcomes is directly matched with the technology that best accomplishes the tasks. That may be with your existing vendors and agencies, or you may need to make a change. But without taking control, you continue to be subject to their best intentions versus implementing your strategic plan.



# Get Started: Assess Capability and Map Your Technology

MarTech assessments and roadmaps are often best completed by a neutral internal person or a third-party who understands the technology, processes and capabilities needed to optimize the technology.

Once you understand the technology and capabilities at your disposal and have identified the strategy-to-execution gaps, it's time to map out your technology plan. Your MarTech 2.0 roadmap should seek to:

## 1. Organize people, processes and technology

- Uncover where you need more or less talent capacity and capability
- Provide a communication point for collaboration between your team, IT and other strategic partners
- Align technology and identify risks to your business strategy, customer journey and desired customer experience

## 2. Sequence the steps

- Set realistic timelines, targets and metrics for the technology to be leveraged within the marketing strategy
- Prioritize and determine investment velocity in new technologies while retiring redundant systems

## 3. Build a business case

- Show correlation between marketing's technology roadmap and potential impact on customer experience and revenue growth
- Create a staffing, financial, technical and business plan

A MarTech assessment and roadmap serves as a guide for all future technology decisions and investments. The roadmap should align with desired business outcomes and allow flexibility for new technologies to be piloted and adopted where they make the most sense. Marketing teams are better equipped to have this flexibility when current systems are streamlined and operating from a thoughtfully conceived marketing strategy supported by a MarTech 2.0 roadmap.



## Three MarTech Habits To Avoid

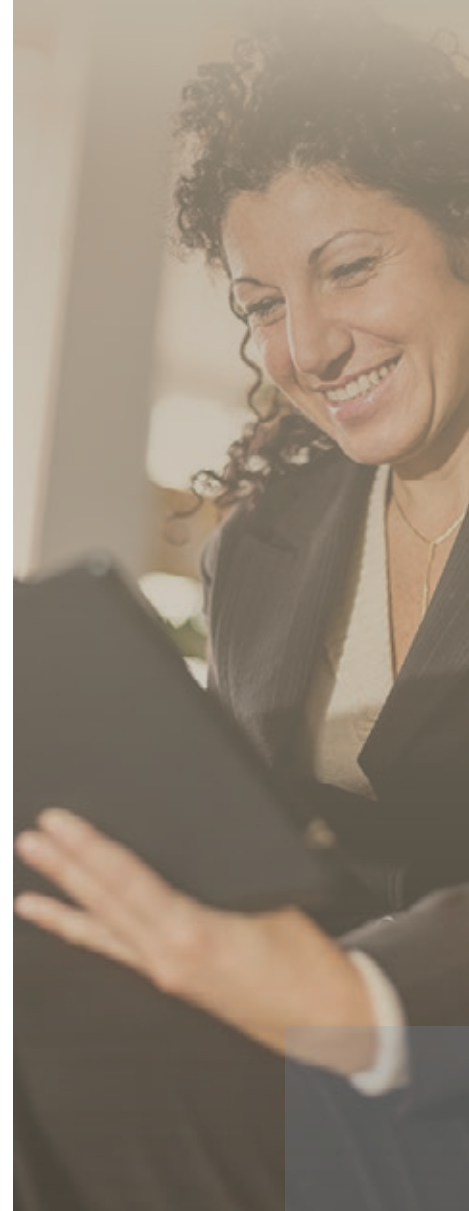
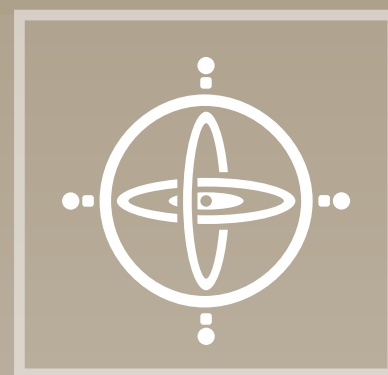
MarTech can be an effective catalyst for the marketing team to create relevant, personalized customer experiences, but only if these three bad habits are eliminated:

- 1 Trying to implement a superior customer experience without a clear and holistic marketing technology plan that aligns with the entire enterprise to make that experience come to life.
- 2 Buying new technology without assessing the capability (tech and people) you already have.
- 3 Letting vendors and agencies dictate your technology purchases.

# Take control of your technology to accelerate momentum

Too frequently, marketers fit their strategy into their current technology or team capability instead of the other way around. This is a limited and dated way of thinking that will leave you looking at the backs of your competitors or for a new job. If you want to improve customer experience and help drive revenue growth marketers must move technology from being the hat rack supporting a myriad of marketing hats to promoting technology to a hat of its own.

Not all marketing activities are accomplished digitally. After all, human-to-human points of contact matter as much today as they did 50 years ago. But when your humans are supported with great technology they are better enabled to create those meaningful, 1:1 personalized connections and valuable experiences that customers have come to highly value.



# Need Help Getting Started?

Developing a MarTech 2.0 strategy is not for the weak hearted. It takes objective scrutiny, technical knowledge and experience to assess your team's true capability and capacity to execute your marketing strategy using technology. Road mapping often requires cross-function collaboration and negotiation with vendor and agency partners to get organizations better aligned. When you're ready to get started Capto has the business and technical expertise and experience to help you succeed.

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