

6 Steps to Design the Ideal Martech Stack



Marketing technology was created to simplify work, but is it working?

70% of marketing ops professionals say using so many tools actually makes their jobs more complicated.

You need a solid strategy for crafting and connecting the ideal martech stack, so you can ditch the manual, disconnected tools that are making work too difficult and switch to a single view of the truth.

See how six simple steps can help you develop a marketing technology strategy that considers the needs of the entire marketing department, connects teams, and automates workflows—all without sacrificing the functionality and flexibility your team members need.