



RESPONSIVE

Agillic Summit 2017

# Defining Your MarTech Stack

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# About Responsive

Founded in 2004

Boutique consulting agency within

- Strategy
- Data Science
- Omnichannel technology

Agilic partner currently working with:

- Rezidor
- Sydbank
- Interflora
- Colorline





The complexity of the CMO role has increased

**10x**  
in 10 years

*“Software is  
eating the world”*

**Marc Andreessen**  
Founding Partner, A16Z





***“By 2017 the CMO will spend  
more on IT than the CIO”***

Laura McLellan, Gartner  
2012

## IT spend per C-level member in 2016 (% of company revenue)

3.2%

CMO

3.4%

CIO

## You agree



81%

strongly agree that  
Martech is more  
important today

71%

say Martech spend  
will increase in the  
next 3 years



**MARTECH**  
2016 STACKIE AWARD



An aerial photograph of a winding asphalt road through a dense forest. A person is riding a bicycle on the road. The image is used as a background for an infographic with four circular callouts.

**90%**

of large technology projects are not successful

**74%**

of all projects have time overruns

**59%**

of all projects have cost overruns

**75%**

Of IT and business executives expect their projects to fail





**8** in **10**

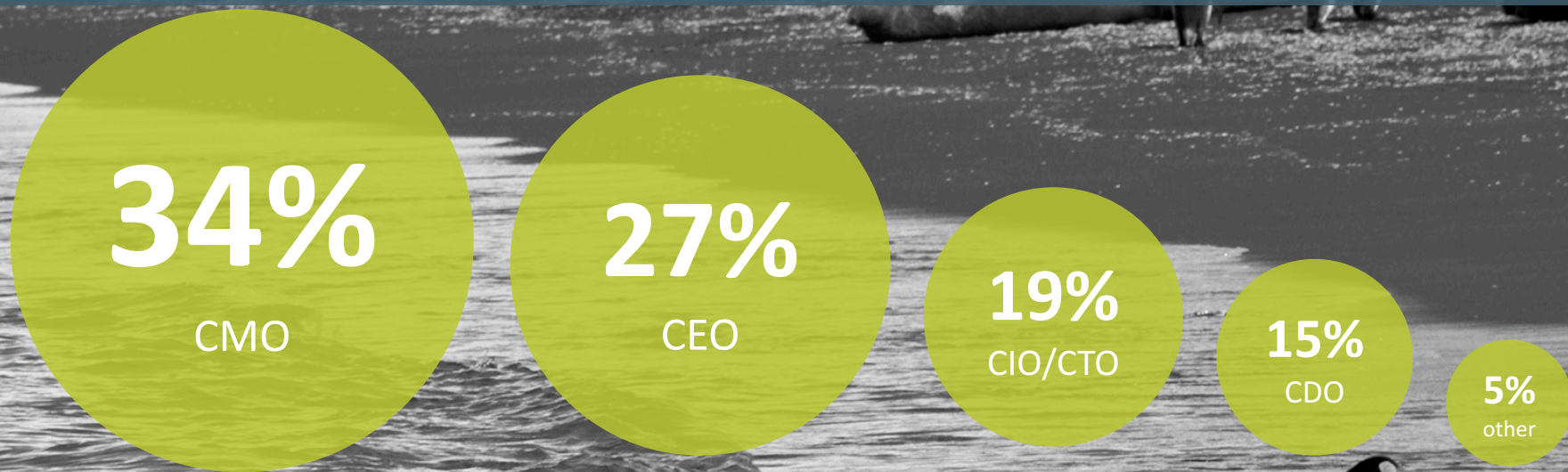
say that skills within  
data and technology  
are critical

**1** in **10**

say they have  
those skills

CEOs were asked:

## Which C-level executive do you expect to lead the digital transformation?





1

Map your CUSTOMER REQUIREMENTS

2

Define your situation AS-IS and TO-BE

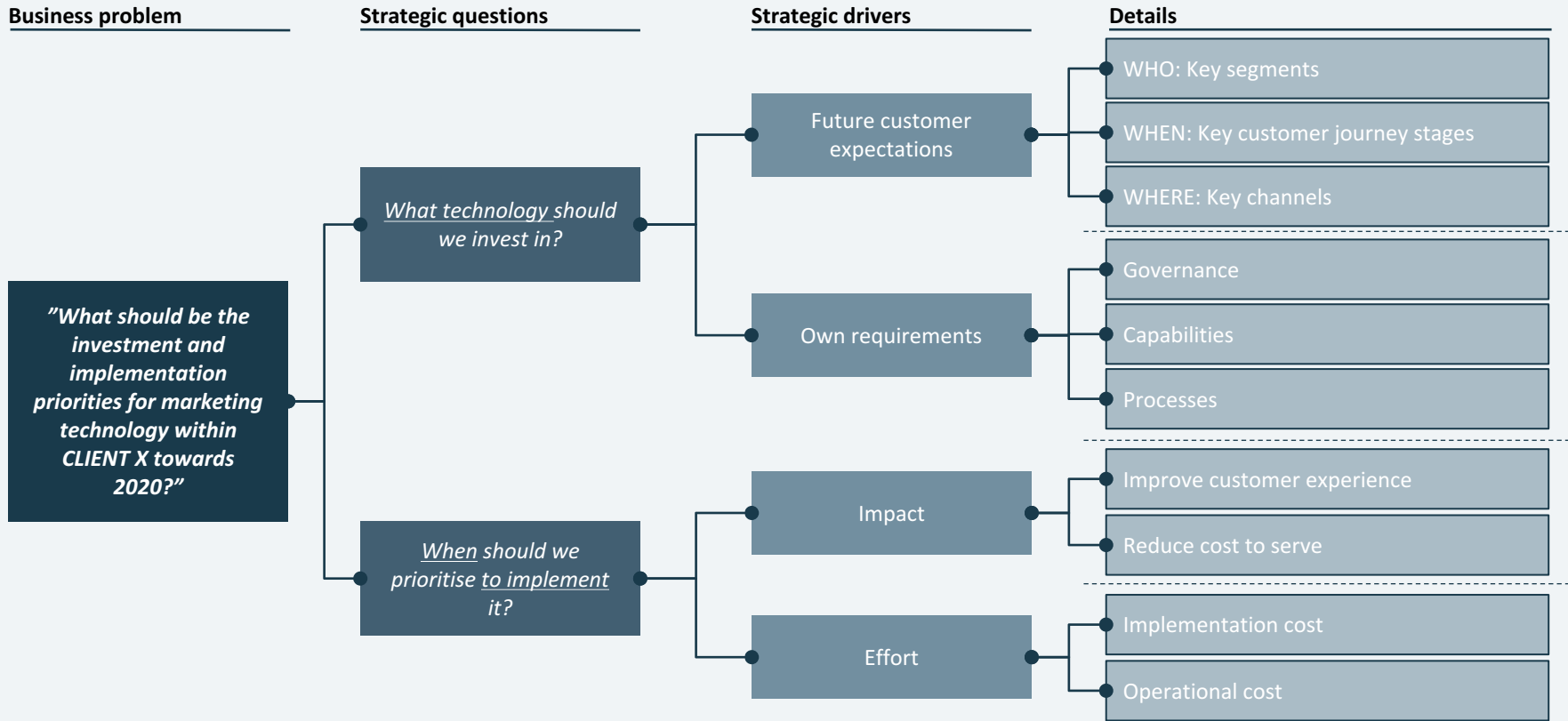
3

Develop a ROADMAP

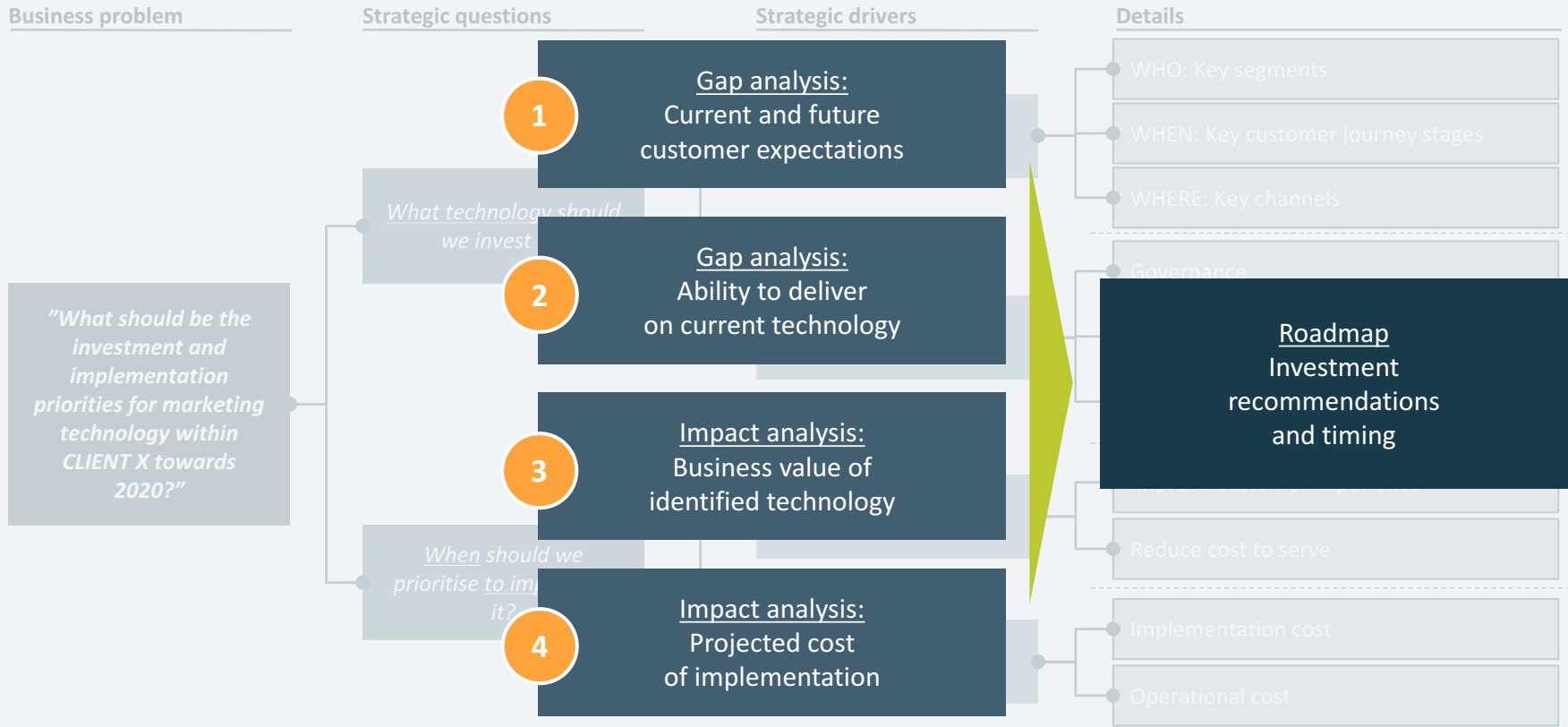
4

Align you PROCESSES

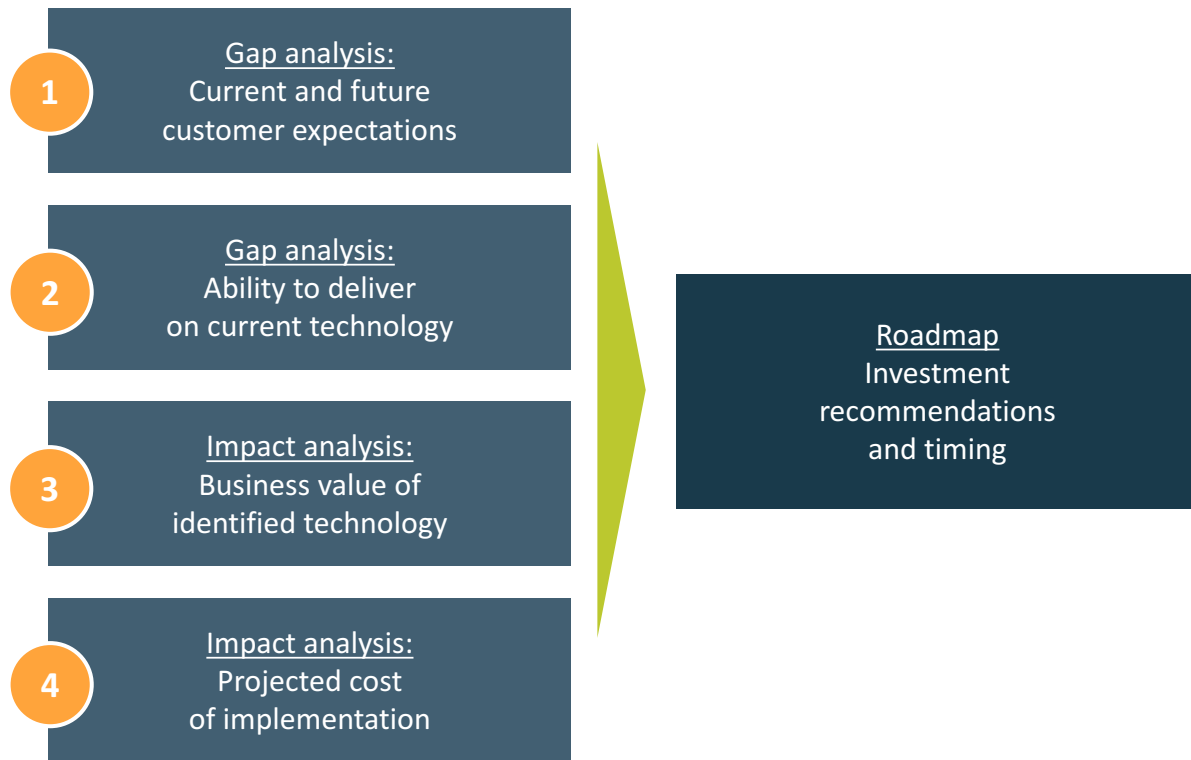
# Two strategic questions and four strategic drivers



# Four analysis streams



# Do this and you'll be in the top 2% of marketing organisations

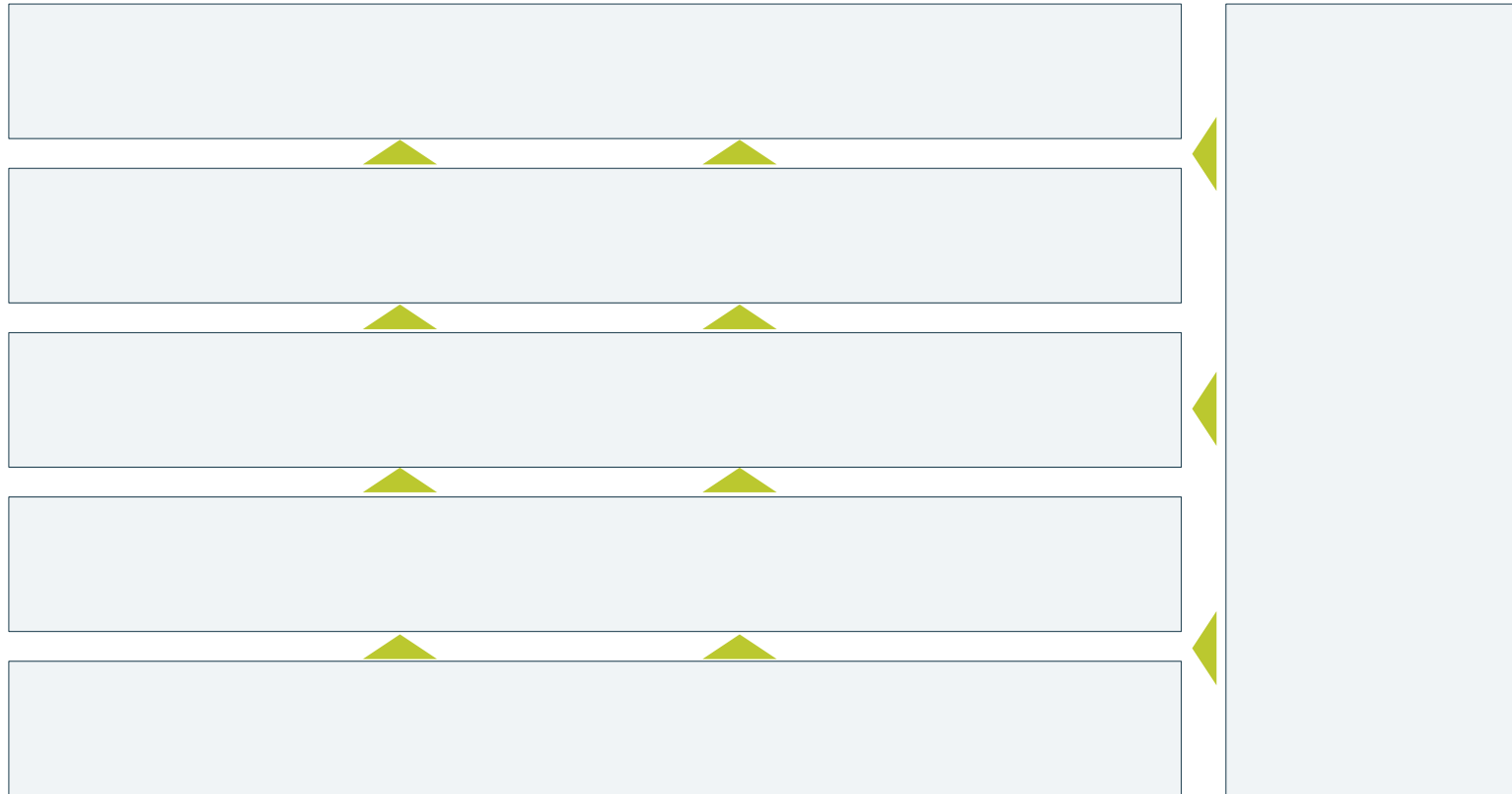




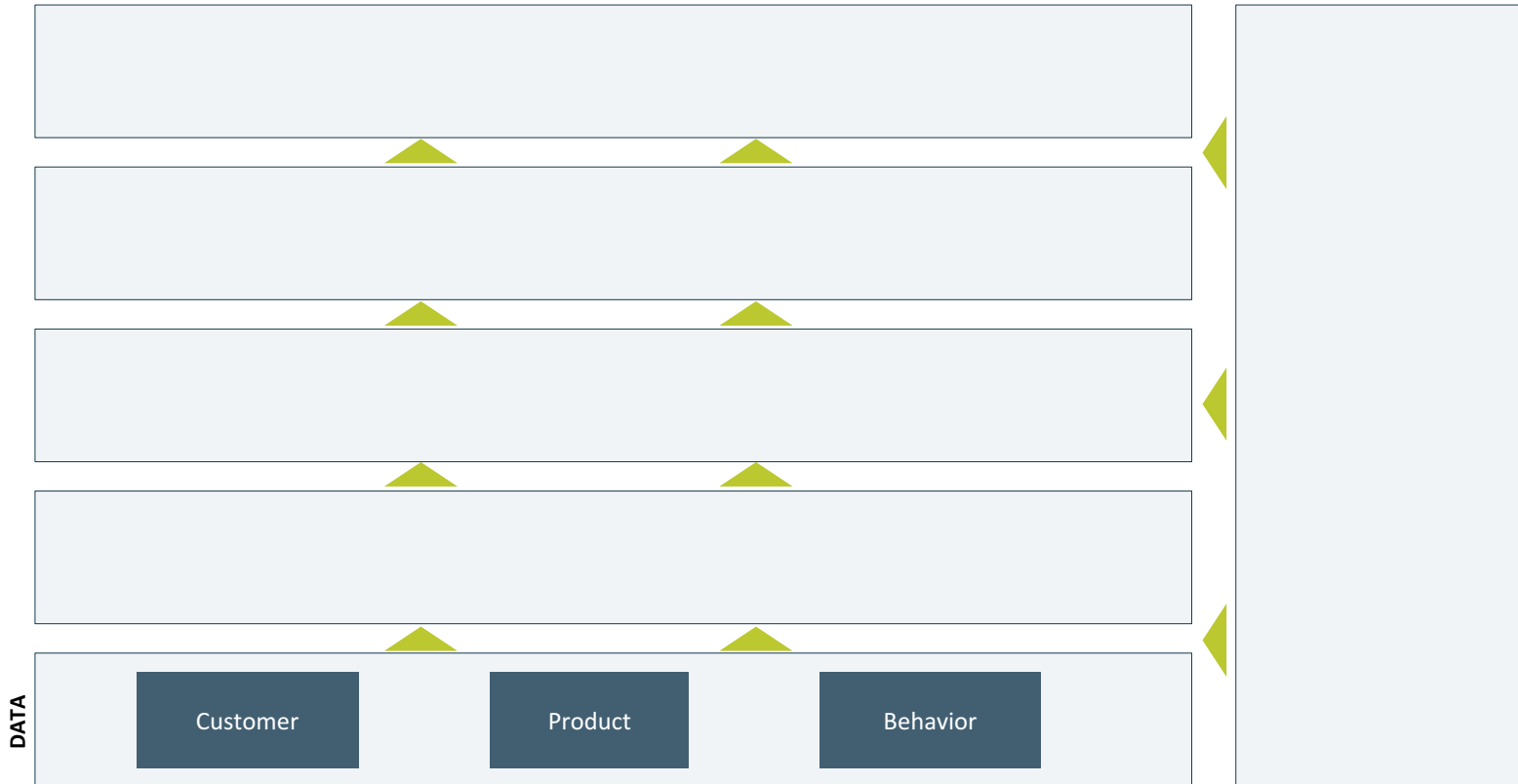


Nothing great was ever built without a plan

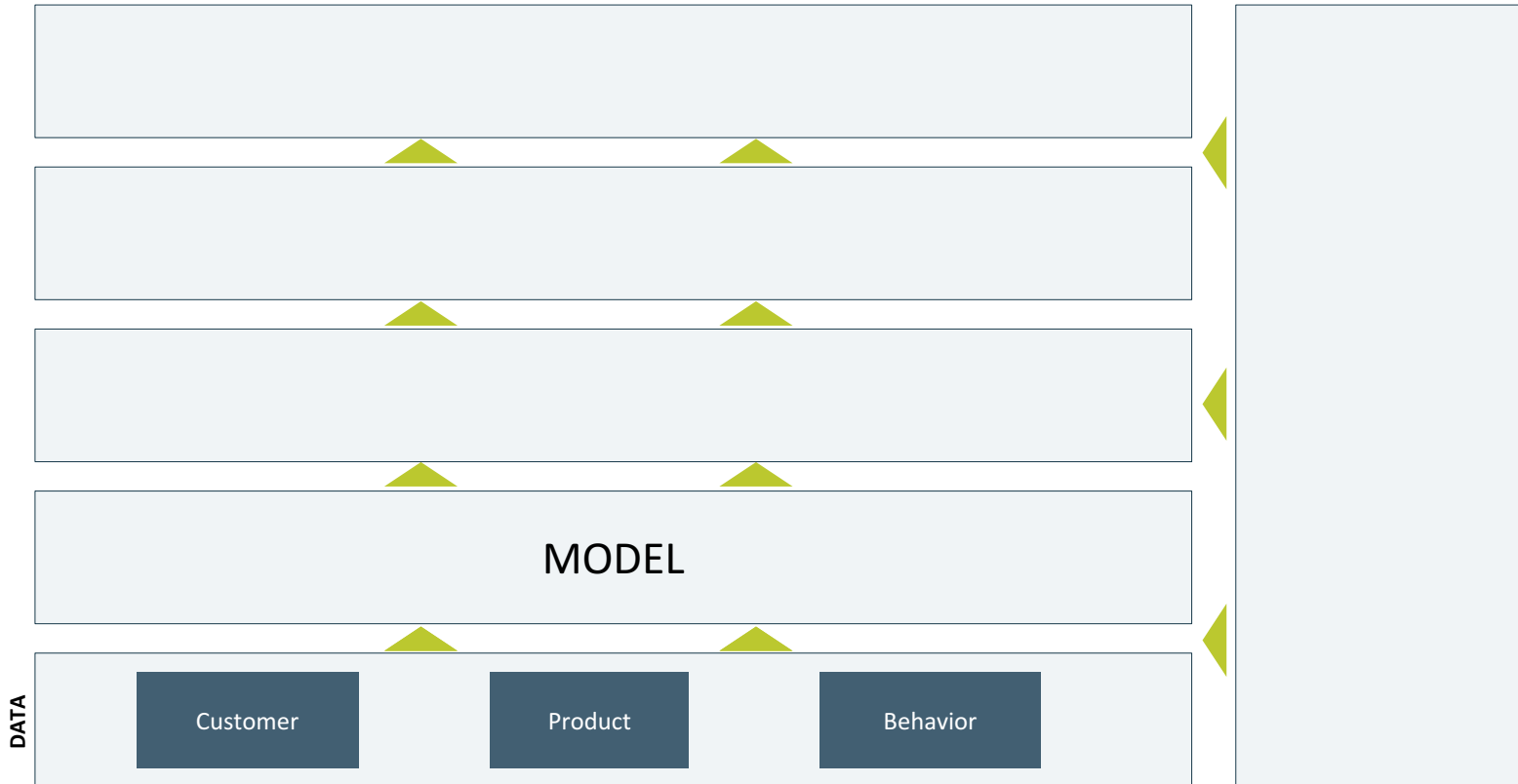
# Responsive's 5+1 MarTech Stack framework

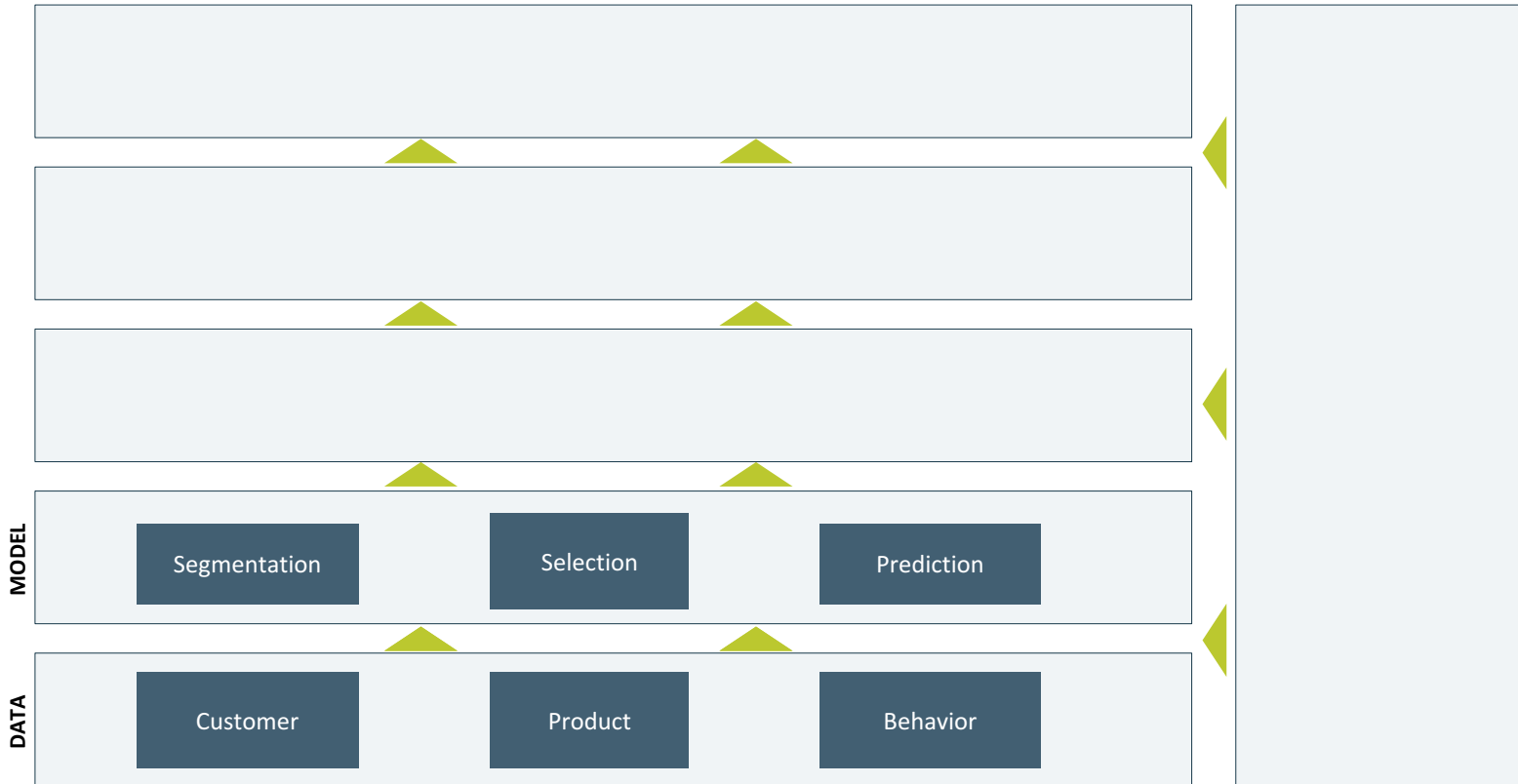


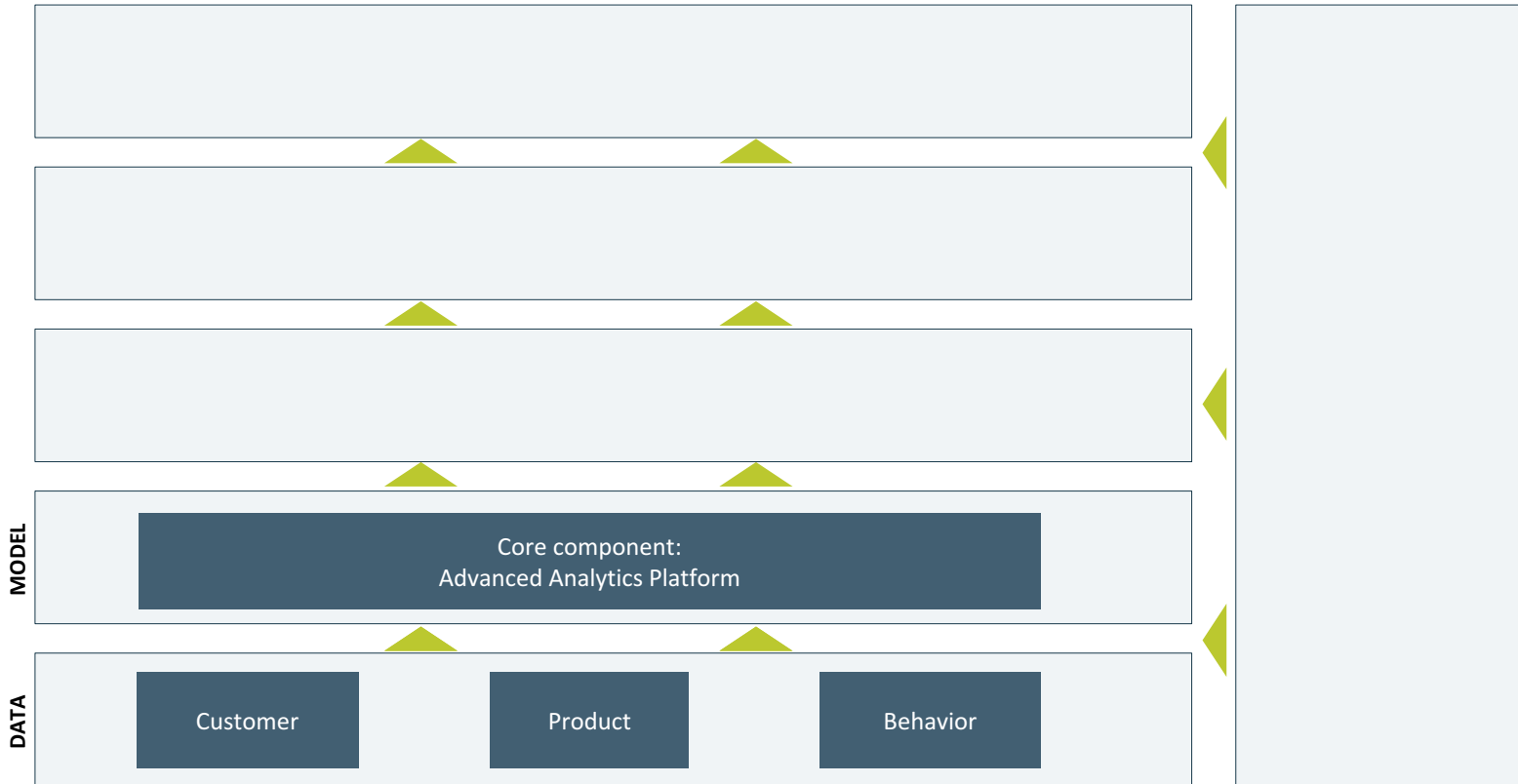




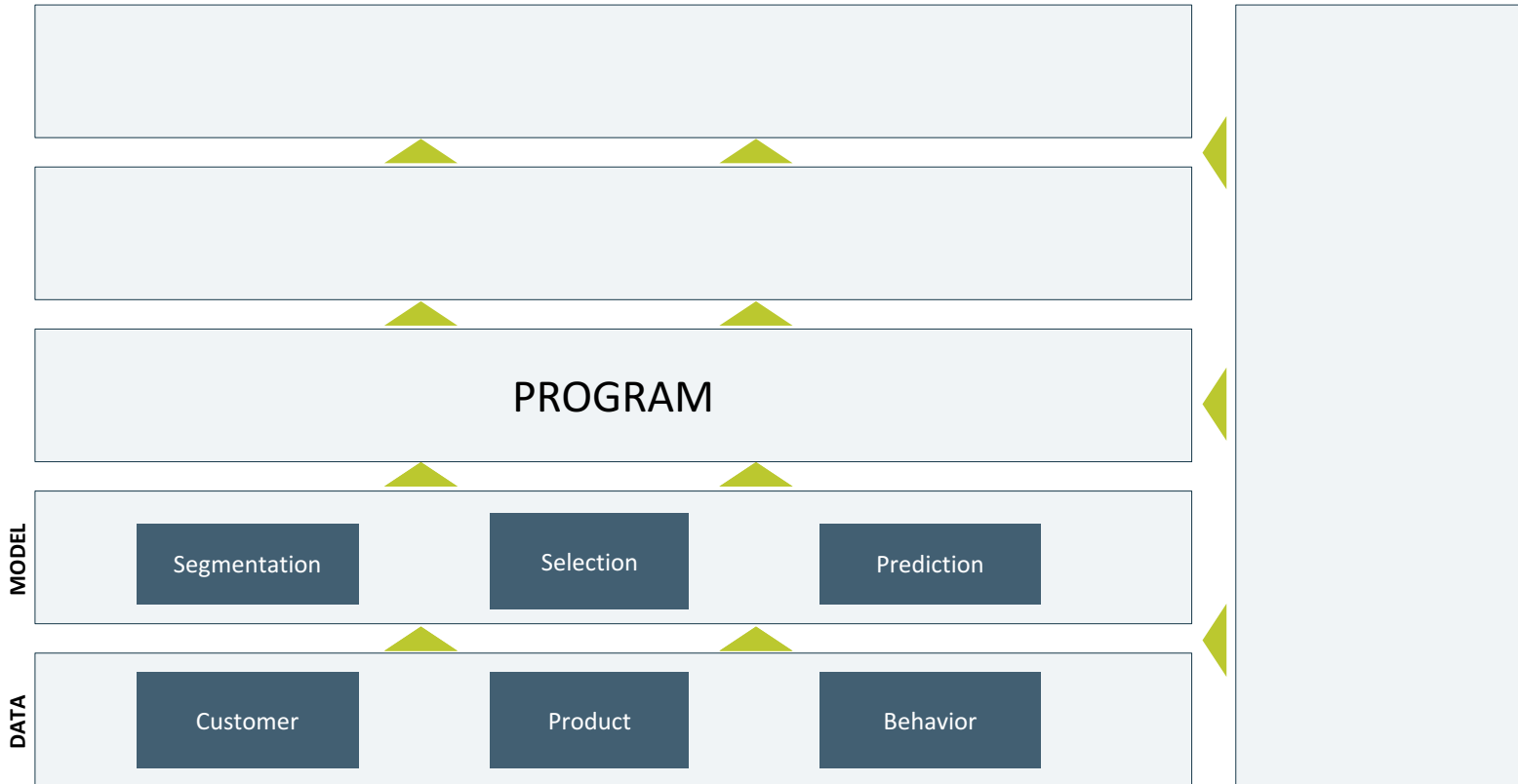


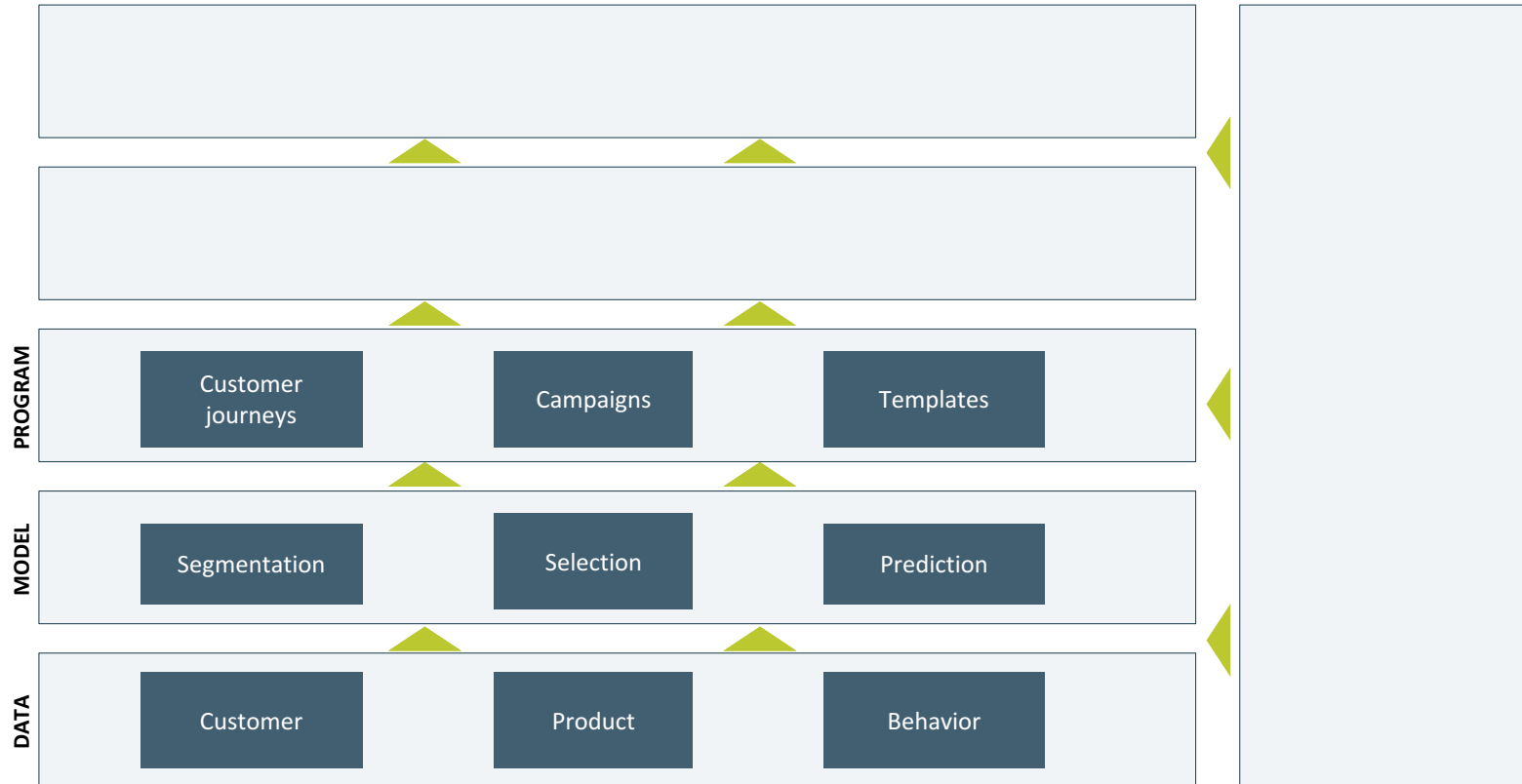


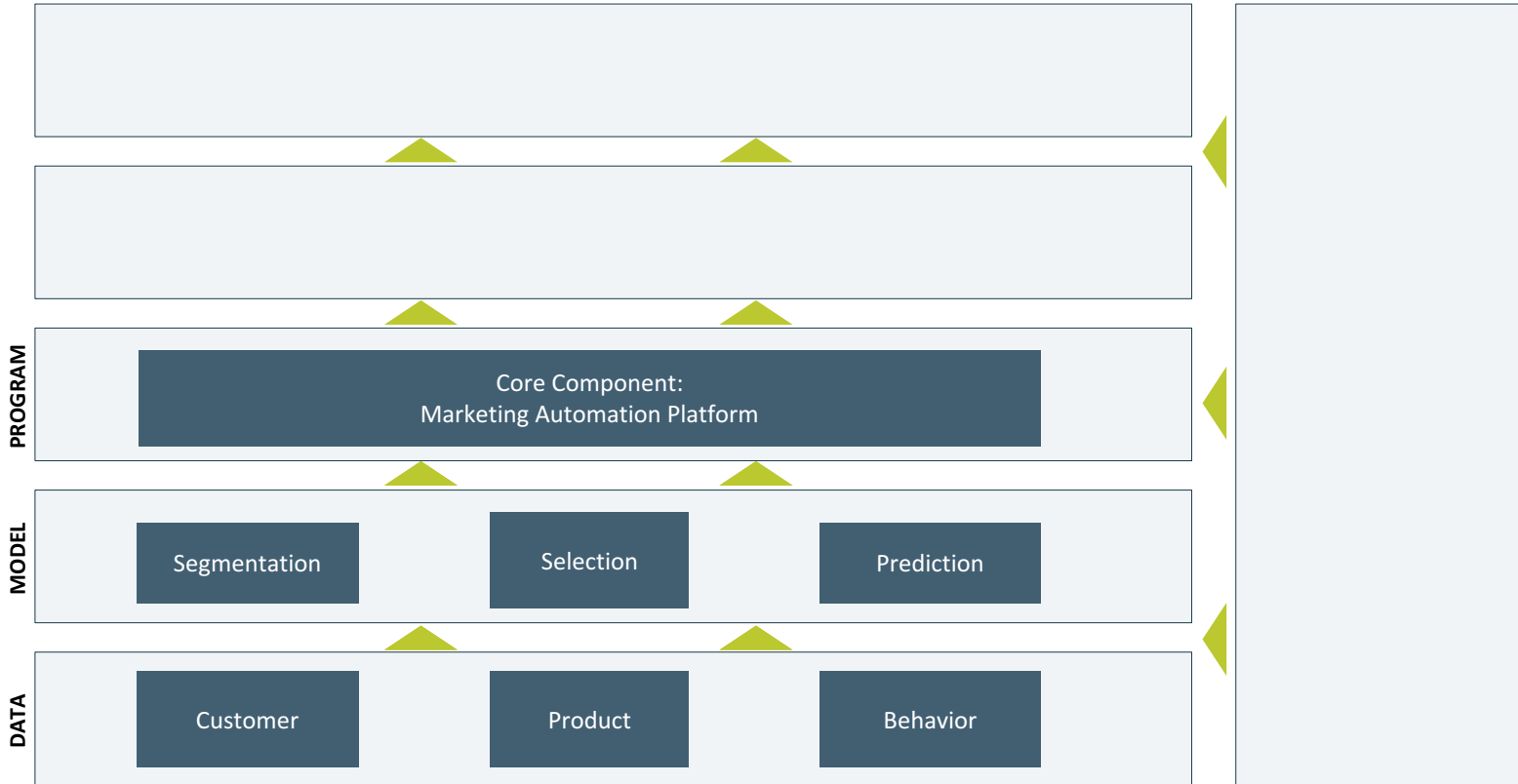


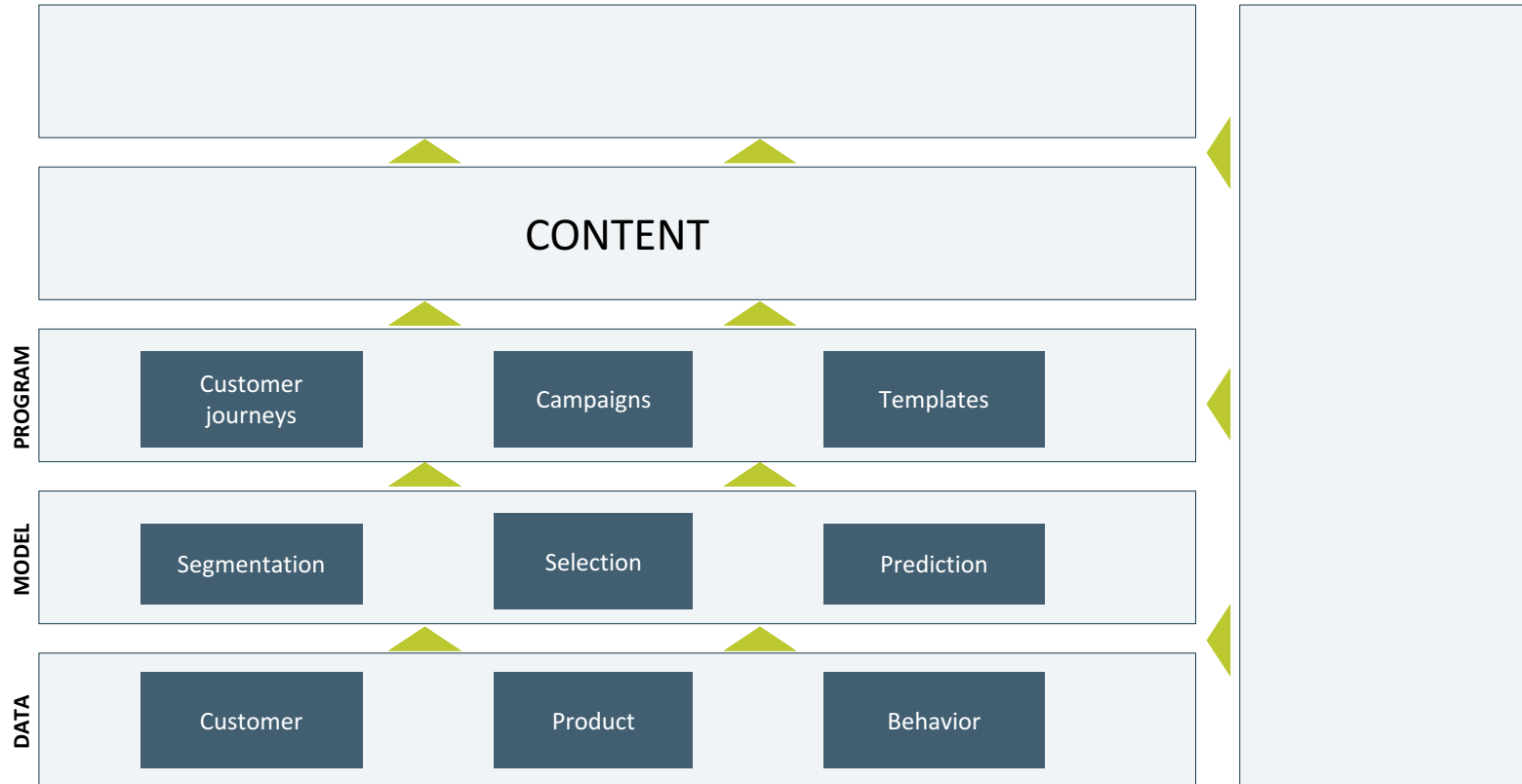


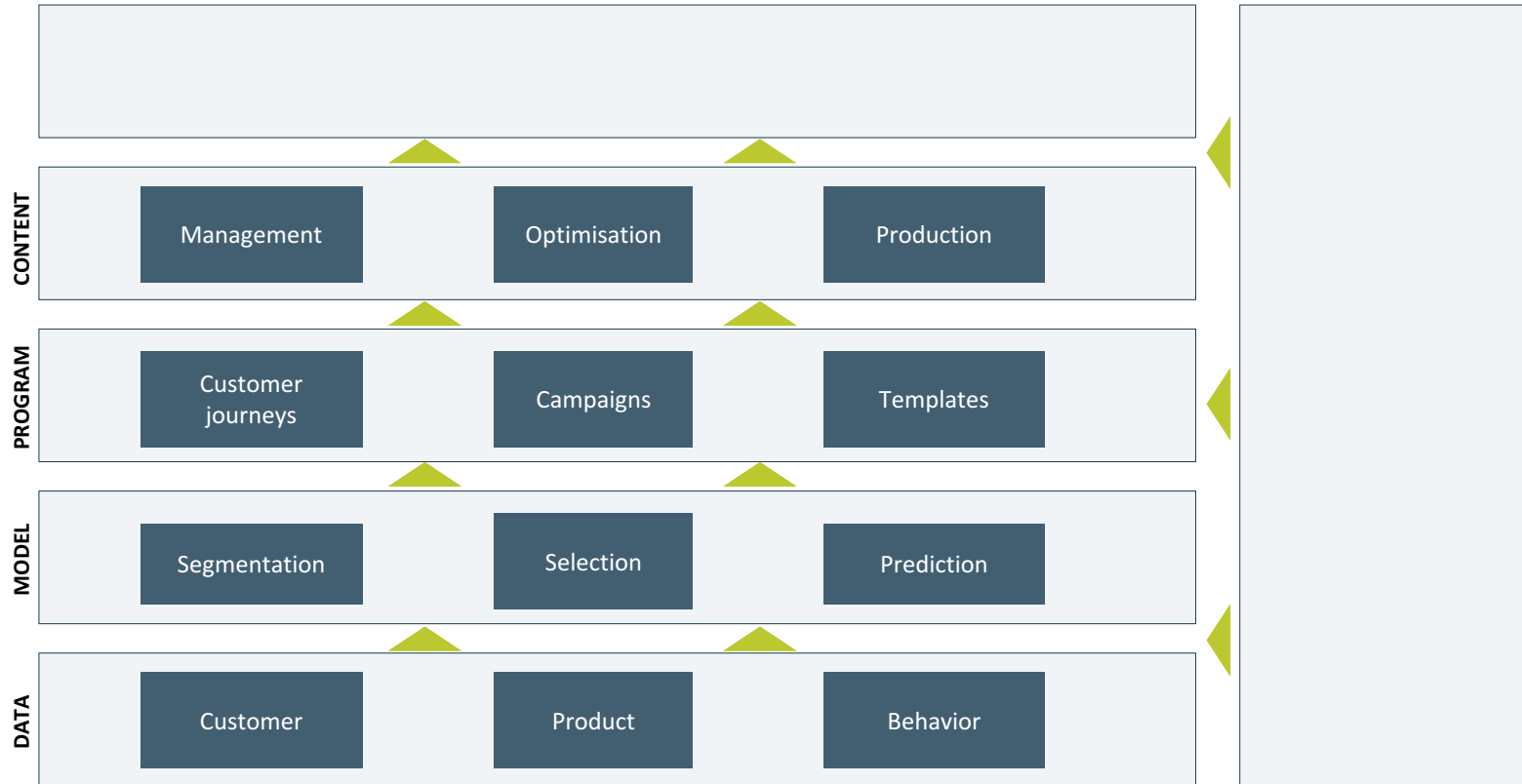


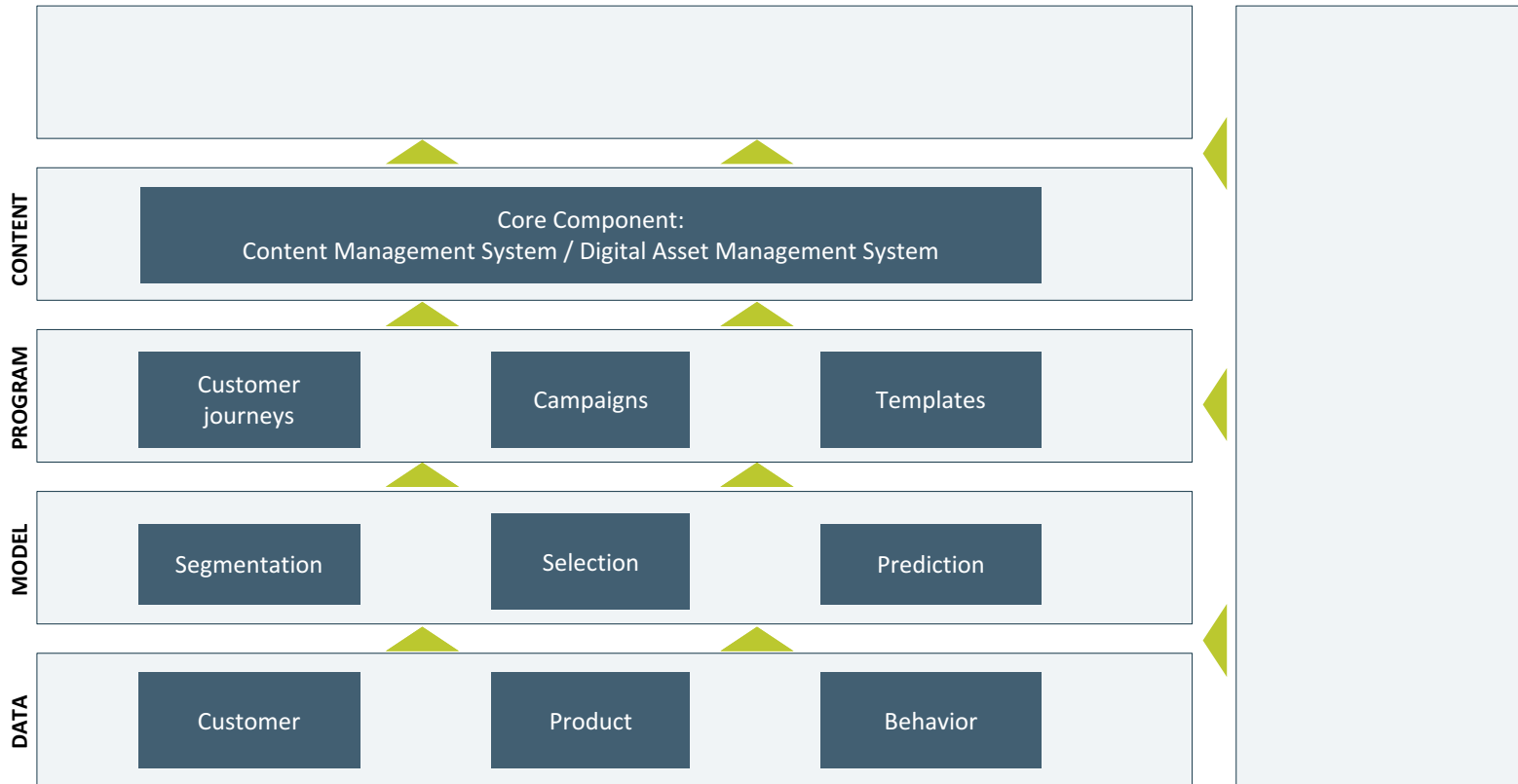


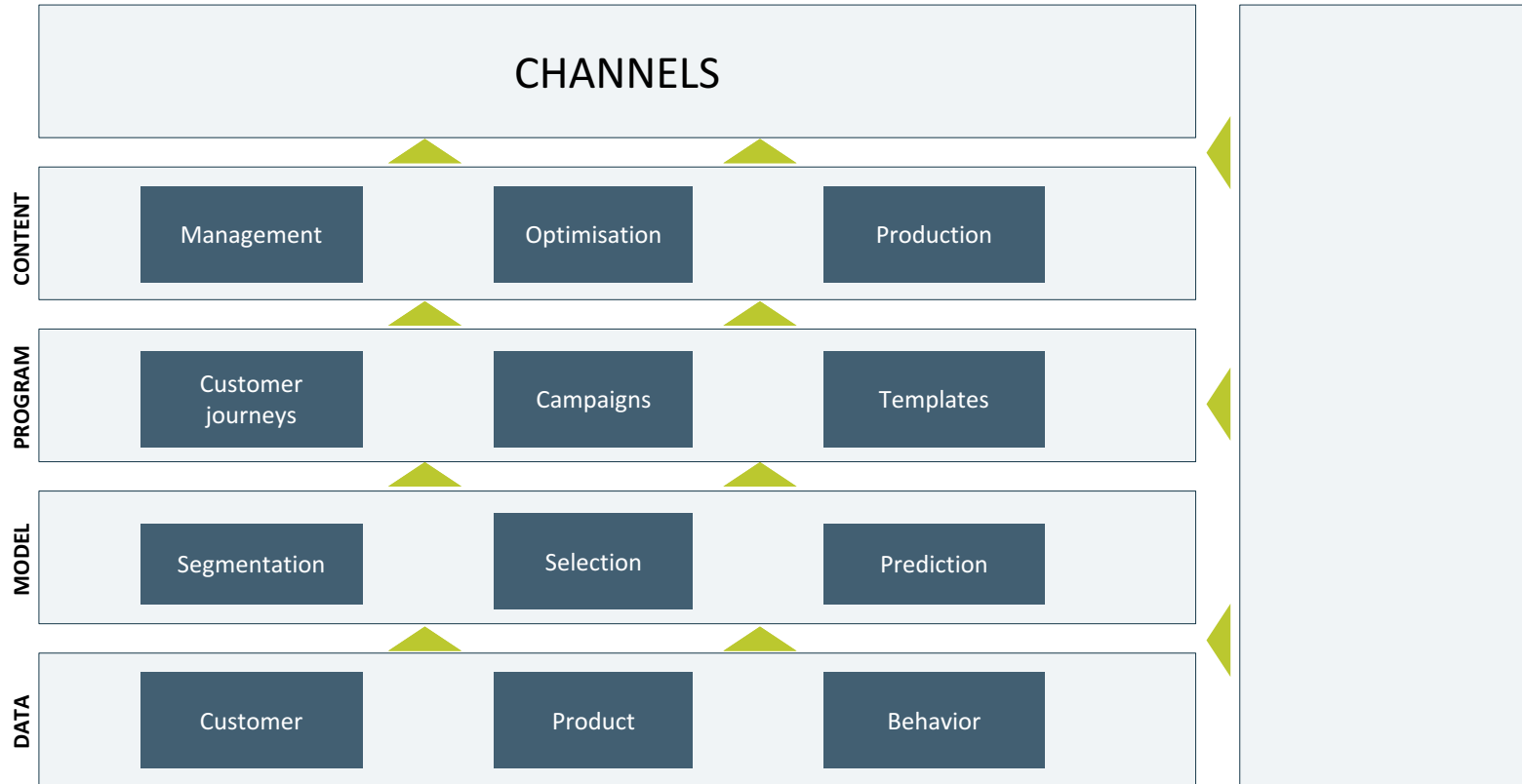


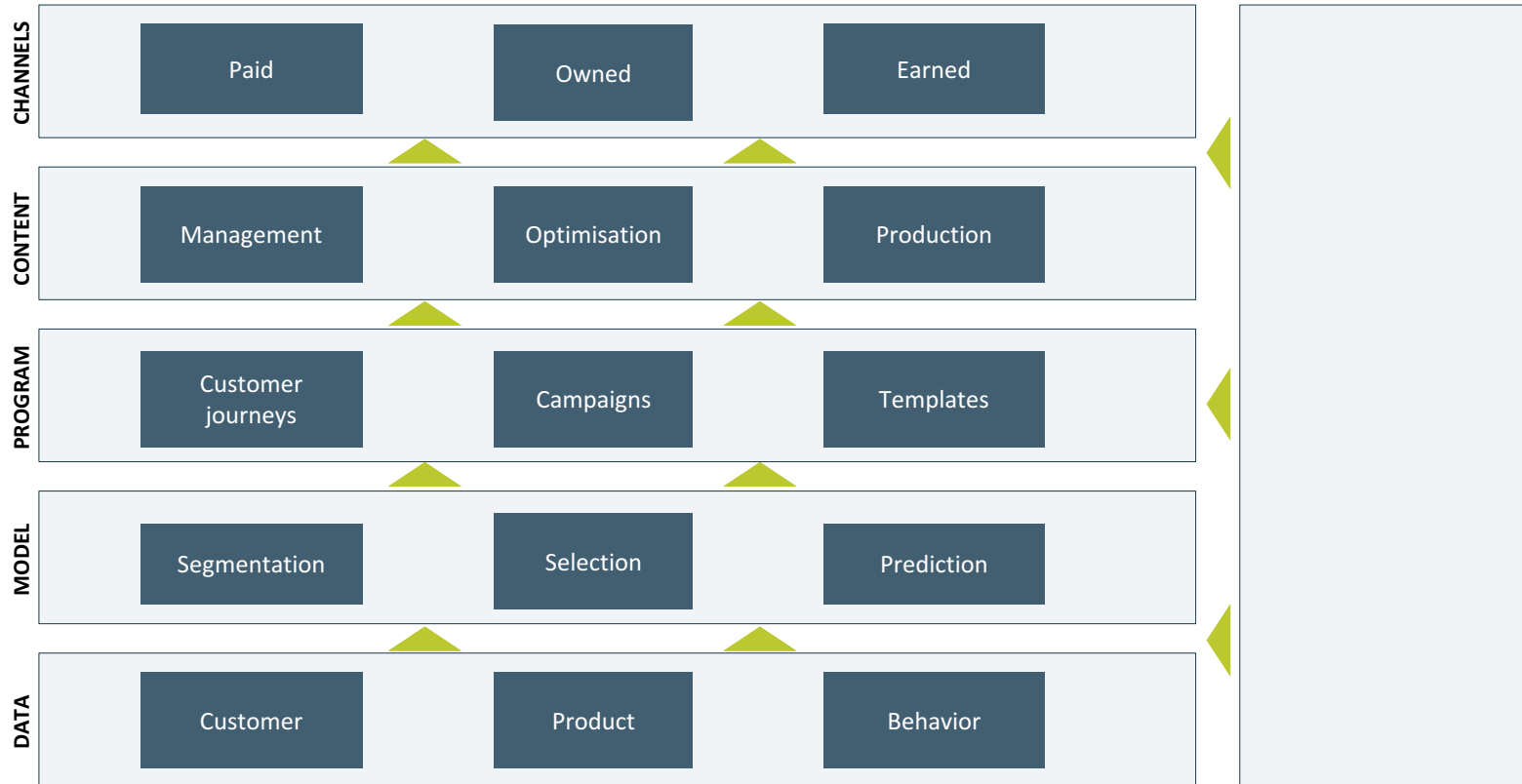




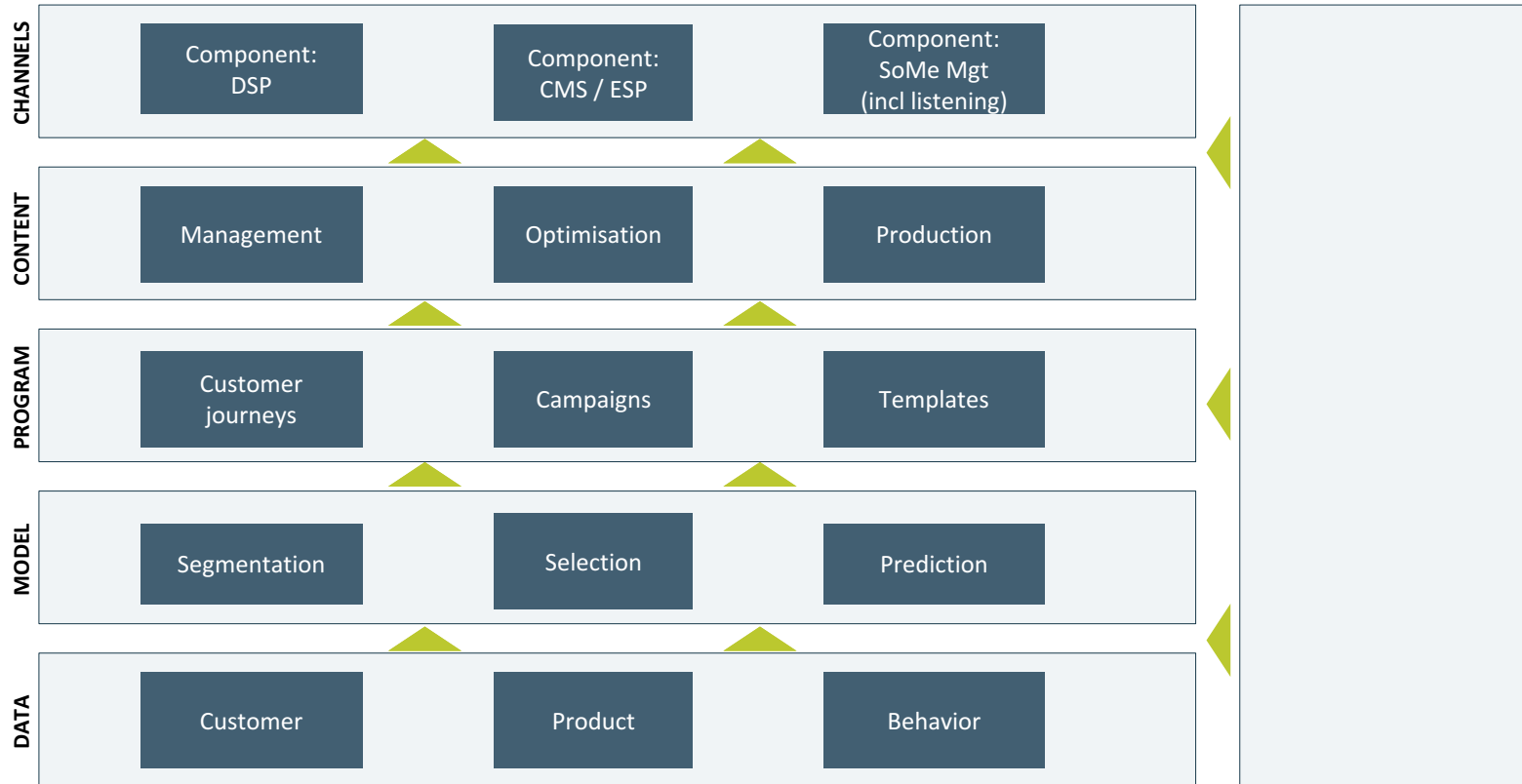


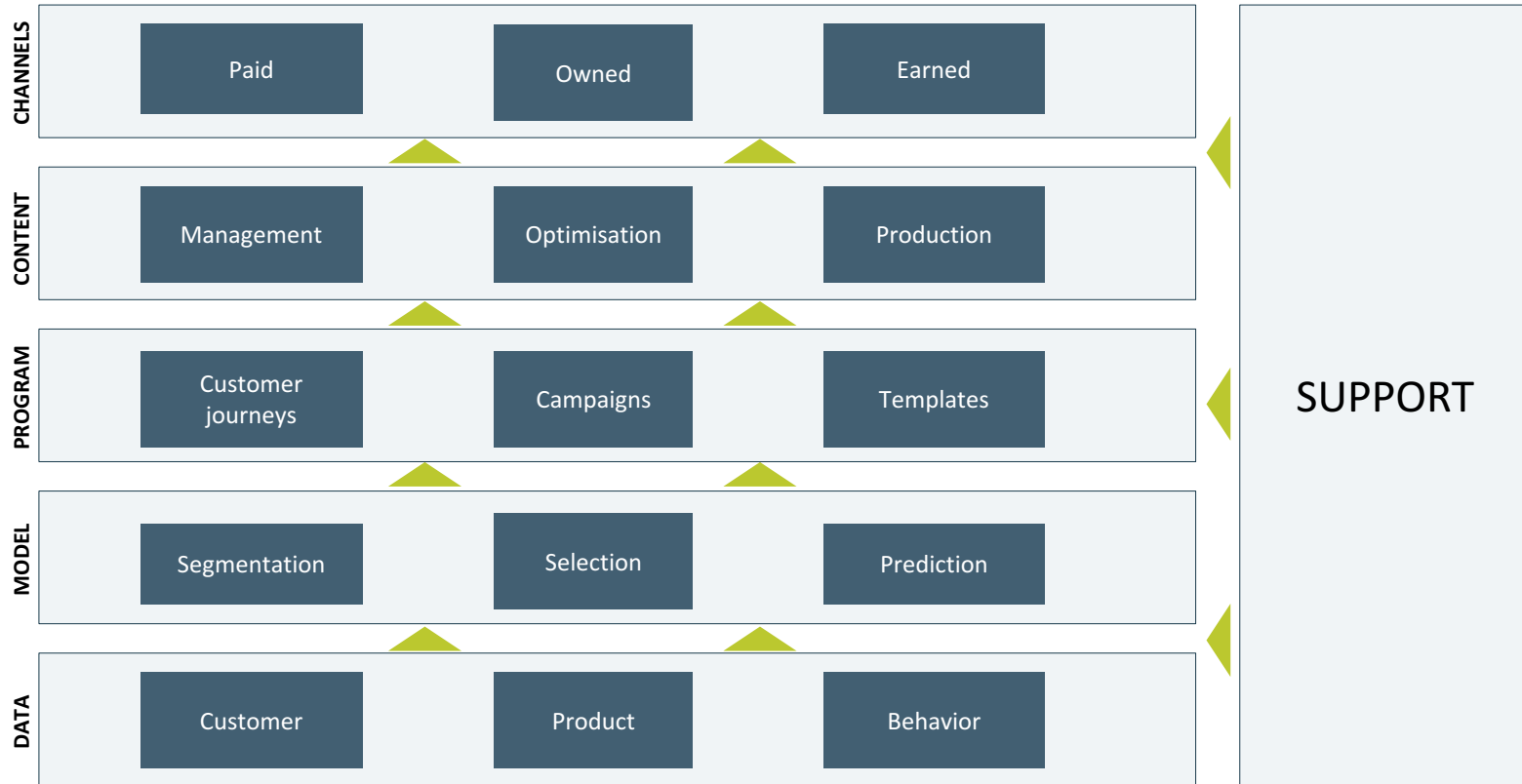


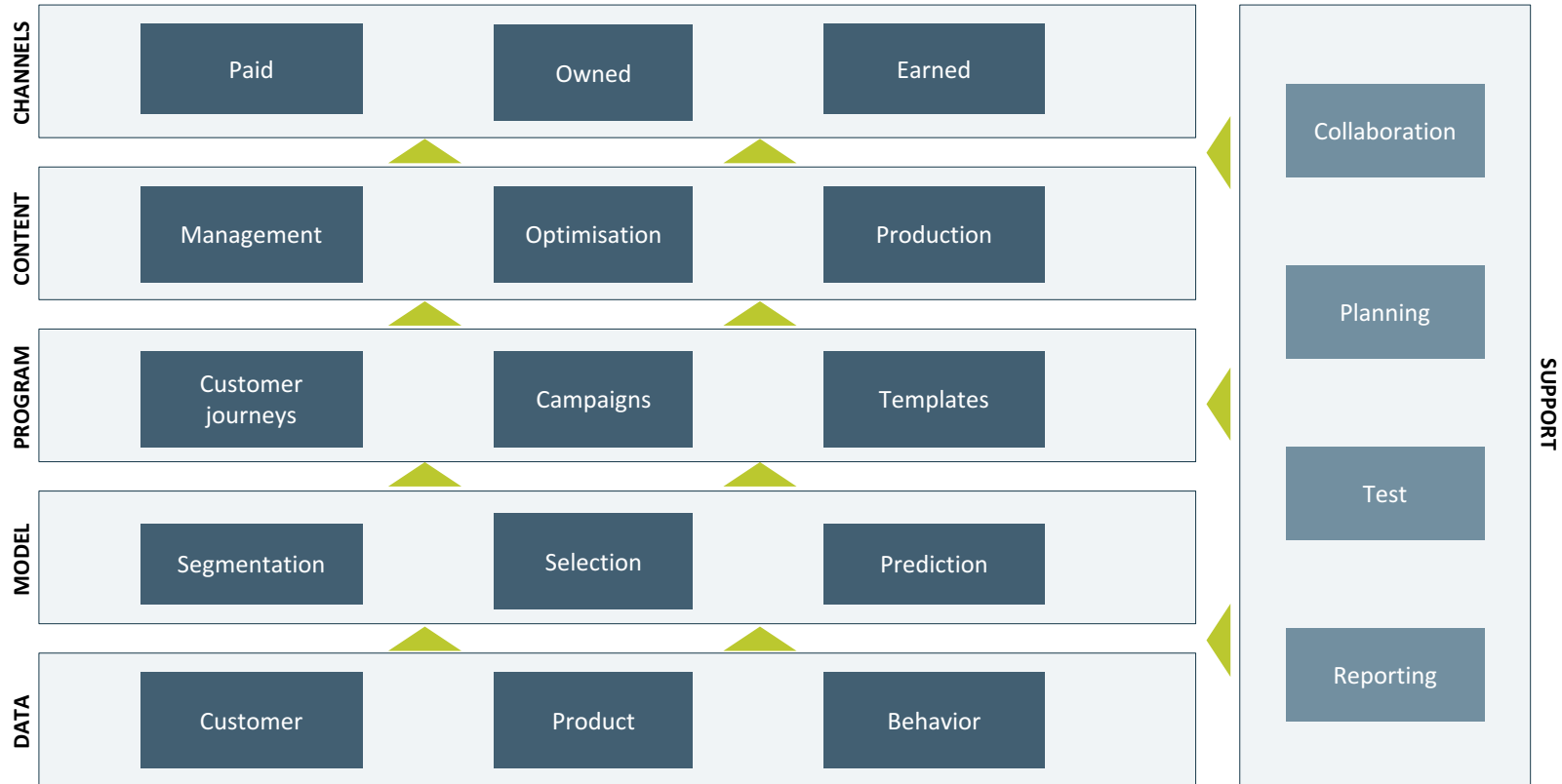














1

Define the place(s) in your MarTech with the biggest strategic impact and invest accordingly

2

Decide where to place your high-risk-high-reward bets

3

Know if you're a suite or best-of-breed company

4

Know your partner landscape and dependency



Any questions?

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