



# How Disjointed Tech Stacks are Damaging Your Customer Experience

**Scott Brinker**

Vice President, Platform Ecosystem

HubSpot

@chiefmartec

@HubSpot | #GrowANZ19 | @chiefmartec

Hi.





**Scott Brinker**

@chiefmartec



*VP Platform Ecosystem*



*chiefmartec.com Editor*



**MARTECH™** *Program Chair*

# Marketing Technology Landscape

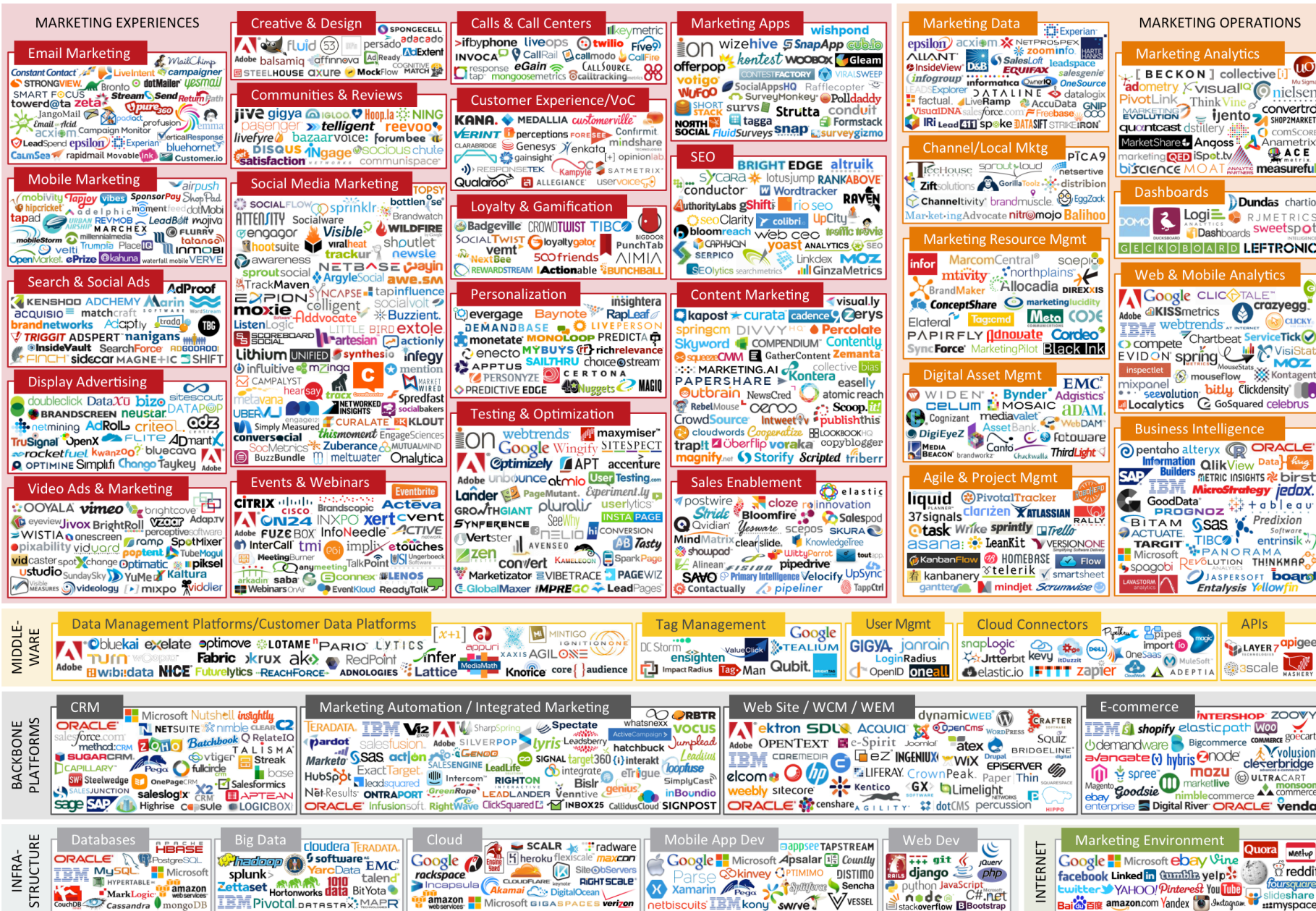
August 2011



External Promotion Customer Experience Marketing Management

by Scott Brinker @chiefmartec http://www.chiefmartec.com



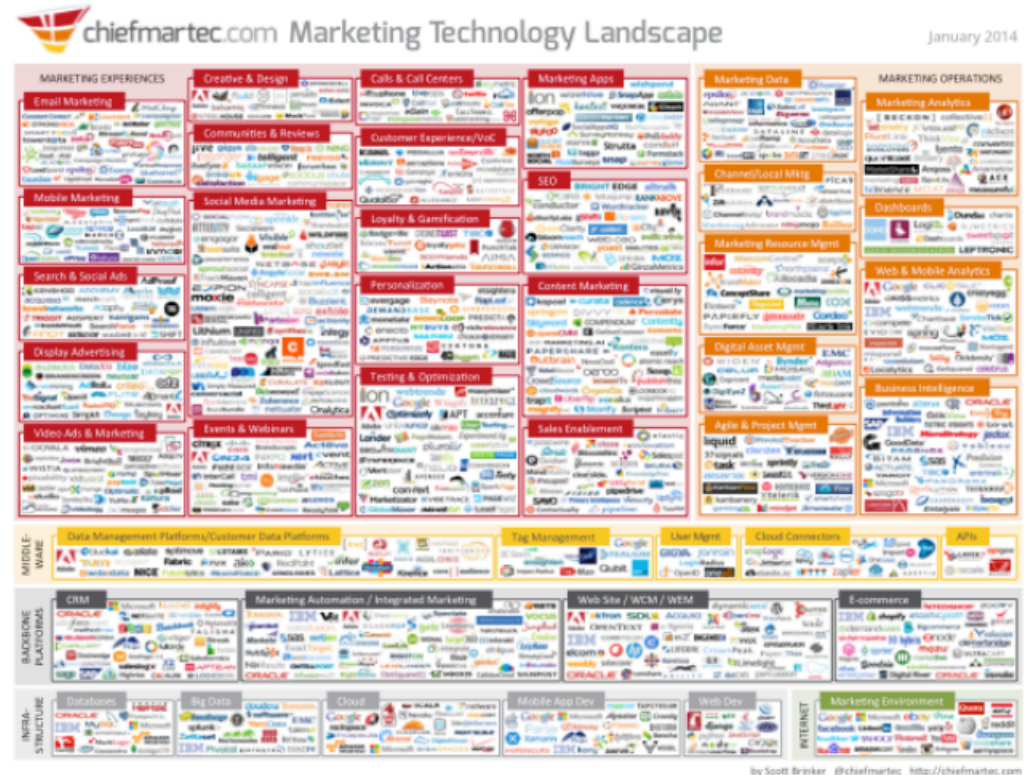


# What if 1,000+ marketing technology vendors were the new normal?

*Overcrowded.*

That was probably the most common remark to my latest **marketing technology landscape**. Well, aside from more colorful exclamations that decorum prevents me from repeating.

And the truth is that this graphic, even with nearly 1,000 companies represented, was far from complete.





<b>MARKETING EXPERIENCES</b> <b>Mobile Marketing</b> 		<b>Email Marketing</b> 		<b>SEO</b> 		<b>Interactive Content</b> 		<b>Audience &amp; Market Data</b> 		<b>MARKETING OPERATIONS</b> <b>Performance &amp; Attribution</b> 	
<b>Display &amp; Native Ads</b> 		<b>Influencer Marketing</b> 		<b>Customer Experience/VoC</b> 		<b>Content Marketing</b> 		<b>Channel/Local Mktg</b> 		<b>Dashboards/Visualization</b> 	
<b>Video Marketing &amp; Ads</b> 		<b>Social Media Marketing</b> 		<b>Loyalty/Referral/Gamification</b> 		<b>Personalization &amp; Chat</b> 		<b>Asset &amp; Resource Mgmt</b> 		<b>Web &amp; Mobile Analytics</b> 	
<b>Search &amp; Social Ads</b> 		<b>Events &amp; Webinars</b> 		<b>Testing &amp; Optimization</b> 		<b>Creative &amp; Design</b> 		<b>Call Analytics/Management</b> 		<b>Team &amp; Project Mgmt</b> 	
<b>Communities &amp; Reviews</b> 								<b>Vendor Data/Analysis</b> 		<b>BI, CI &amp; Data Science</b> 	
<b>MIDDLEWARE</b> <b>Data Management Platforms/Customer Data Platforms</b> 		<b>Tag Management</b> 		<b>Identity</b> 		<b>Cloud Integration/ESBs</b> 		<b>APIs</b> 			
<b>BACKBONE PLATFORMS</b> <b>Platform/Suite</b> 		<b>CRM</b> 		<b>Marketing Automation/Campaign &amp; Lead Mgmt</b> 		<b>Web Content/Experience Management</b> 		<b>E-commerce</b> 			
<b>INFRA-STRUCTURE</b> <b>Databases &amp; Big Data</b> 		<b>Cloud/IaaS/PaaS</b> 		<b>Mobile App Dev &amp; Marketing</b> 		<b>Web Dev</b> 		<b>INTERNET</b> <b>Marketing Environment</b> 			





**Mark A Patten** @MarkAPatten · Mar 4



@chiefmartec we're gonna need a bigger poster board. @DelphicDigital 2014,2015,...



@HubSpot | #GrowANZ19 | @chiefmartec





# chiefmartec.com Marketing Technology Landscape

March 2016





NEWS ▾

EVENTS ▾

RESEARCH ▾



Search



MARKETING

GUEST

# Shrinking financial markets will drive consolidation in martech

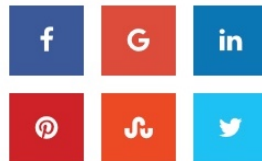
SHASHI UPADHYAY, LATTICE ENGINES @SHASHISF OCTOBER 10, 2016 1:44 AM

@HubSpot | #GrowANZ19 | @chiefmartec

# Consolidation is Rampant in 2016 Marketing Technology Industry

While the years 2014 and 2015 were each once heralded as “the year of ad tech consolidation,” 2016 may easily blow away anything previously witnessed in this sector. Those years, it appears, were just the warm-up. Merger and acquisition (M&A) moves in the marketing technology,...

SHARE



By [Michael Essany](#)

August 26, 2016







Kim Davis, Editor-in-Chief, DMN

[Follow @KimDavis\\_](#)

April 20, 2017

# Why Marketing Tech Consolidation is Closer Than You Think





April 2018

Management

Talent Mgmt



Advertising & Promotion

Advertising & Promotion sub-sections: Mobile Marketing, Display & Programmatic Advertising, Search & Social Advertising, Native/Content Advertising, Video Advertising, PR, Print.

Content & Experience

Content & Experience sub-sections: Mobile Apps, Interactive Content, Video Marketing, Email Marketing, Content Marketing, Optimization, Personalization & Testing, DAM & MRM, SEO, Marketing Automation & Campaign/Lead Management, CMS & Web Experience Management.

Social & Relationships

Social & Relationships sub-sections: Call Analytics & Management, Events, Meetings & Webinars, Social Media Marketing & Monitoring, Advocacy, Loyalty & Referrals, Influencers, Community & Reviews, Bots & Live Chat, Customer Experience, Service & Success, CRM.

Commerce & Sales

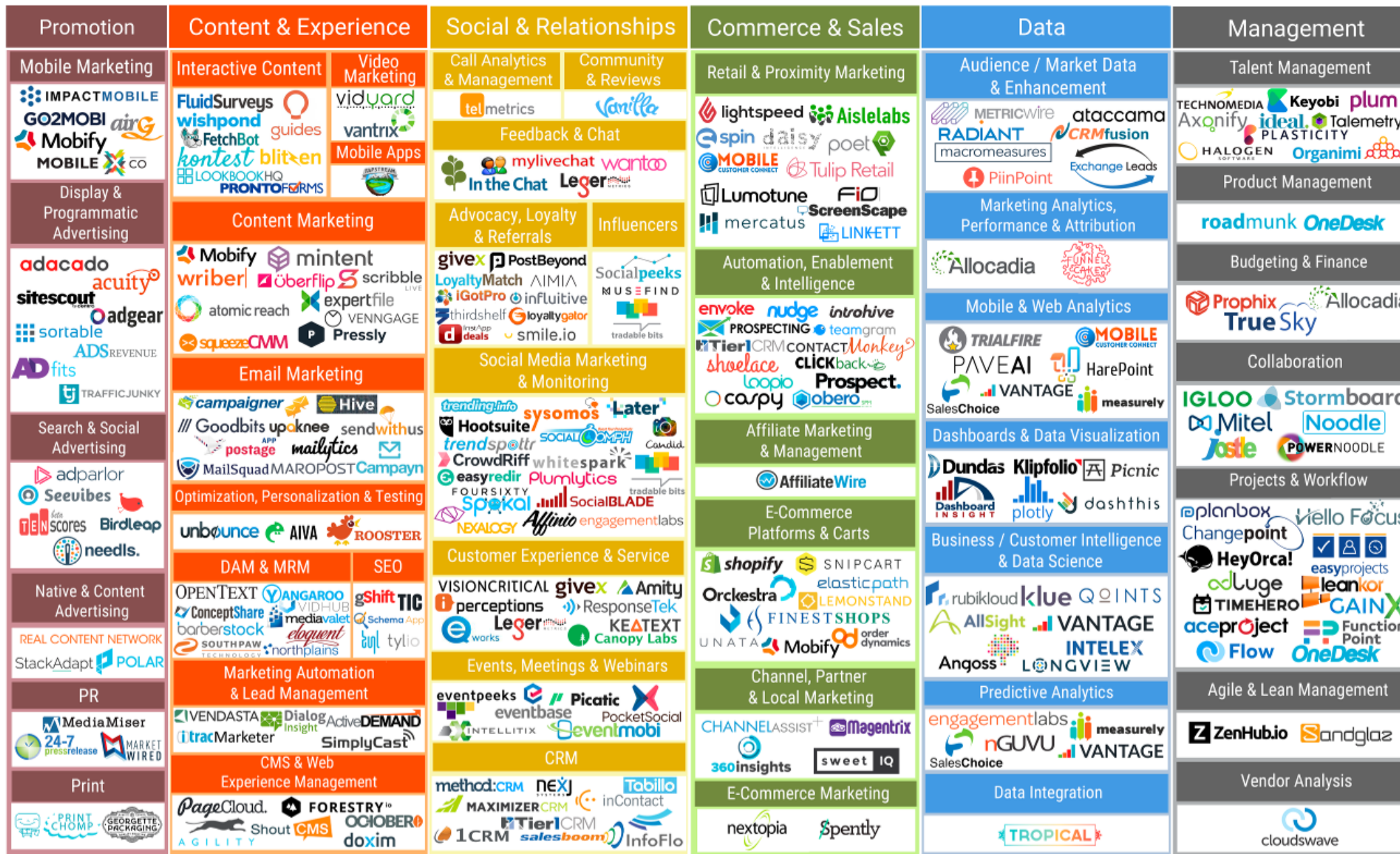
Commerce & Sales sub-sections: Retail, Proximity & IoT Marketing, Channel, Partner & Local Marketing, Sales Automation, Enablement & Intelligence, Affiliate Marketing & Management, Ecommerce Marketing, Ecommerce Platforms & Carts.

Management sub-sections: Marketing Automation, Mobile & Wearables, Analytics & Data Visualization, Business/Customer Intelligence & Data Science, IPaaS, Cloud/Data Integration & Tag Management, DMP, Compliance and Privacy, Customer Data Platform, Agile & Lean Mgmt, Vendor Analysis.



# wriber | Marketing Technology Landscape

May 2017



Sources: chiefmartec.com Marketing Technology Landscape Supergraphic, Heinz Marketing Landscape Directory, BetaKit Canadian Startup Map, Mattermark, Capterra, Google

Produced by John Zupanic and Augustine Karczmarczyk

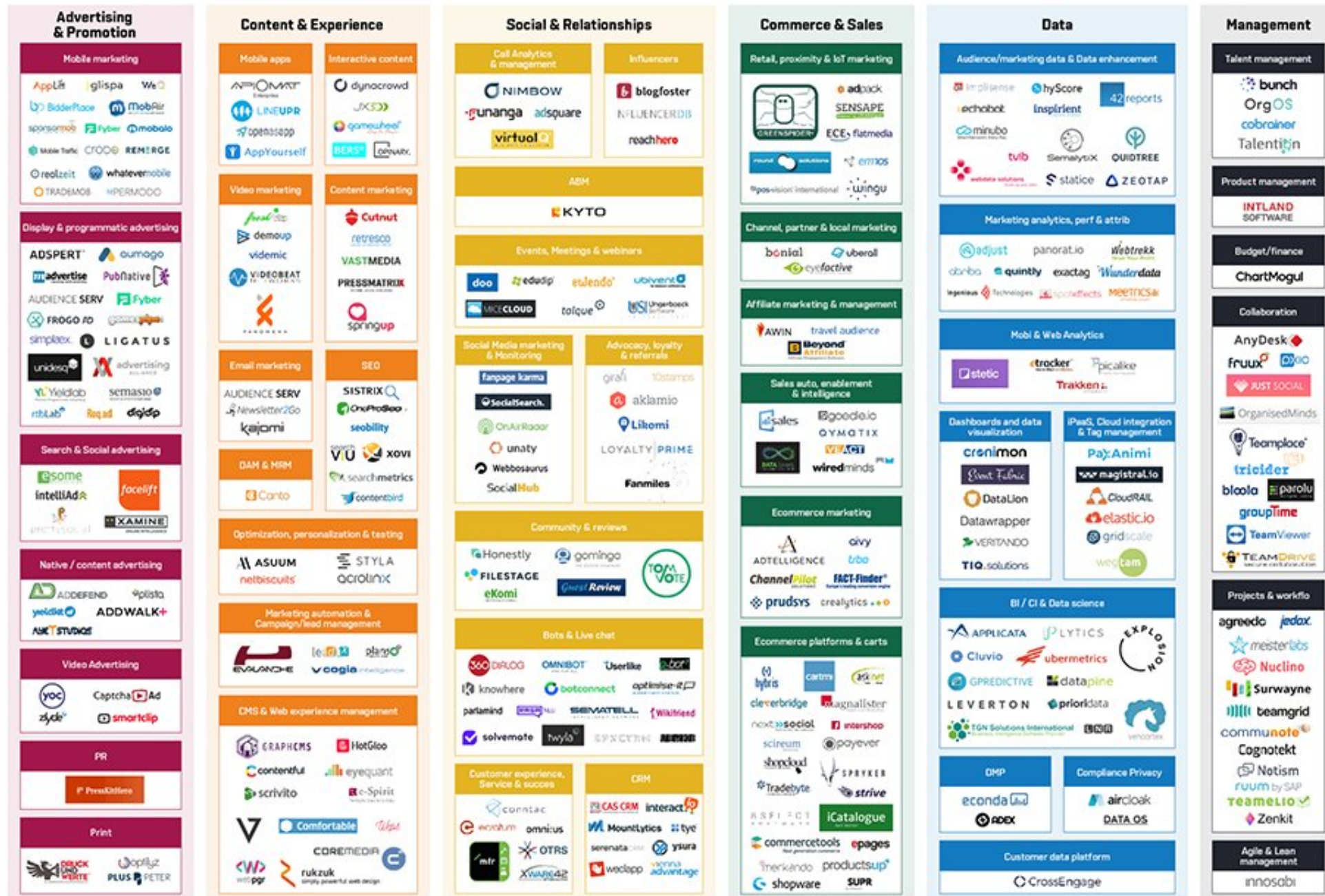


# German MarTech landscape



Copyright © 2018 Avaus Marketing Innovations. For details and sources see [avaus.de/blog](http://avaus.de/blog)

Produced by Erik Stenberg (@KnutteStenberg)





<h3>Advertising &amp; Promotion</h3> <h4>Mobile Marketing</h4> <p>LANDRAX Adludio inspired infobip upstream PIXONEYE TEXTBURST TextMagic</p>	<h3>Content &amp; Experience</h3> <h4>Mobile Apps</h4> <p>AppInstitute</p> <h4>Video Marketing</h4> <p>WIREWAX goopi.tv WIZOOP Graboy POWTOON</p> <h4>Email Marketing</h4> <p>ingitiller adestra ASTONISH KICKdynamic FRESHMAIL Mailody moosend TAXI dotmailer mailingmanager NEWZAPP CommuniGator COMMUNICATOR</p>	<h3>Social &amp; Relationships</h3> <h4>Call Analytics &amp; Management</h4> <p>calltracks Infinity mediahawk io RULER DueDil agent artesian momentum GROWTH INTELLIGENCE</p> <h4>Events, Meetings &amp; Webinars</h4> <p>bookingbug bookitbee Duuzra eventcube eventogy event eventsforce glisser LUMI Flourish AKKROO WorkCast nutickets shop mifingu CRONOFY drum.</p> <h4>Social Media Marketing &amp; Monitoring</h4> <p>audiense Brandwatch HASHTAGIFY locowise mentionlytics Quuu twilert rufus SocialSignin Sendible SENTIMENT sotrender driftrack</p>	<h3>Commerce &amp; Sales</h3> <h4>Retail, Proximity &amp; IoT Marketing</h4> <p>BrandView Airspace blis TAMOCO</p> <h4>Channel, Partner &amp; Local Marketing</h4> <p>partnermarketing.com</p>	<h3>Data</h3> <h4>Audience/Market Data &amp; Data Enhancement</h4> <p>pixoneye Streetbees codeac CABLATO chatterboxlabs Data Science &amp; Monetization 5Degrees AVORA locomizer ATTEST leadiro RealityMine captify SimilarWeb LEADExplorer power of you InboxInsight VisualDNA MARTECH eMailMovers.com</p>	<h3>Management</h3> <h4>Talent Management</h4> <p>CREATE LAB Team JjStir rise.global WorkShape Lumesse</p> <h4>Product Mgmt</h4> <p>ProdPad draw.io Marvel</p>
<h3>Display &amp; Programmatic Advertising</h3> <p>Teads 5Degrees admedo iotec IPONWEB myThings SCOOTA SKYLADS ENVISIONX STICKERIDE Tradedoubler Smarter Click INSKIN POWERLINKS smartyads FLUID ADS Ve</p>	<h3>Content Marketing</h3> <p>Amplience Buzzsumo STORYSTREAM editoreye Mioppi ODYSSEANT passle GatherContent trint target360</p> <h4>Optimization, Personalization &amp; Testing</h4> <p>Cloud.IQ newsroom whatusersdo MESSAGE CLOUD BY SMARTFOCUS constant commerce foundIt! ClickThru ido Qubit.</p>	<h4>Advocacy, Loyalty &amp; Referrals</h4> <p>buyapowa antavo feefo HTK taggstar Maître LOYALTYLION globalloyalty</p> <h4>Influencers</h4> <p>listed qubist analytica payflic RELEASE Tailify Buzzsumo STORYSTREAM</p>	<h3>Sales Automation, Enablement &amp; Intelligence</h3> <p>BuyerDeck agent DueDil akordis DATA DWELL cloudapps LEAD FORENSICS DIALER BlueprintCPQ sales-1 NNN NewVoiceMedia swipe rostrvm Buddy SoAmpli EasyPQQ COGNISM</p>	<h4>Marketing Analytics, Performance &amp; Attribution</h4> <p>splashBI brighttarget fospha GetSentiment PARTNERIZE VERTICLY DECIBEL WIZALY</p> <h4>Mobile &amp; Web Analytics</h4> <p>Calq II County FORMISIMO engageHUB SessionCam WebStats WebStats</p>	<h4>Collaboration</h4> <p>Marvel things coggle glasscubes huddle invotra Workshare</p>
<h3>Search &amp; Social Advertising</h3> <p>driftrack Adthena Opteo PPC Protect PROTOP AdSTOOL</p>	<h3>DAM &amp; MRM</h3> <p>northplains Alfresco AssetBank be bigsofa brandworkz Elatoral marketingonly SDL ThirdLight virtuallabs ResourceSpace DATA DWELL adgistics imagen</p> <h3>SEO</h3> <p>AUTHORITAS BrightLocal DEEPCRAWL Kerboo linkdex MAJESTIC Screamingfrog web ceo Pi uribrotiller Wordtracker</p>	<h3>Bots &amp; Live chat</h3> <p>PARKER Software tawk.to ubisend GoSquared TIDIO TextMagic Monterosa Click Assistance</p> <h3>Community &amp; Reviews</h3> <p>hashtag'd PushForums Feedbackify! UNI-DAYS Reevoo xenForo</p>	<h3>Affiliate Marketing &amp; Management</h3> <p>TradeTracker.com</p>	<h4>Dashboards &amp; Data Visualization</h4> <p>chorally charblocks FLUMES DataCopia SharpCloud VIRTUALIS splashBI FastStats GECCKBOARD Cambridge Intelligence zegami</p>	<h4>Projects &amp; Workflow</h4> <p>workflow ResourceGuru trans Kelloo klipboard KROSSWALL FLOVATE northplains synergist things prcursive Bubble INNOVATOR CODE</p>
<h3>Native/Content Advertising</h3> <p>dianomi Mirriad</p>	<h3>Marketing Automation &amp; Campaign/Lead Management</h3> <p>Cognism CommuniGator dotmailer kulea.ma ido buzzportal concep Convertr Jumplead RedEye CUSTOMSELL EXPONEA EXPERIENCE CLOUD COMMUNICATOR adestra</p>	<h3>Customer Experience, Service &amp; Success</h3> <p>customer sure DigitalGenius kayako logicalware NOM NOM rant&amp;rave SmartSurvey SERVICETICK THUNDER HEAD SnapSurveys Desker surveyme UsefulFeedback</p>	<h3>Ecommerce Marketing</h3> <p>BrandView bunting constant commerce payflic freshrelevance Agility OMETRIA omnisend Yieldify</p>	<h4>Business/Customer Intelligence &amp; Data Science</h4> <p>AVIMA glispa CONNECT Kognity Ptwenty ATTEST connexica Streetbees Schorally FastStats BlueVenn brighttarget CORTEXICA COMPETITOR MONITOR Knowsis Linguamatics Phocas proved. LivingLens LivingLens Quirkos deltaDNA SIGNAL GeoSpock huq AVORA maru.syntrgo OmniScope ZAP cyance</p>	<h4>Agile &amp; Lean Mgmt</h4> <p>kanban Kanban</p>
<h3>Video Advertising</h3> <p>LoopMe tvSquared gl Teads UNRULY VIDSY.CO SMARTZER</p>	<h3>CMS &amp; Web Experience Management</h3> <p>Alfresco ClickThru DECIBEL atex HighQ ingenta Drupal Raising IT Tockify wagtail webiny REENGAGE cohesion BuyerDeck Amplience bunting Realmac</p>	<h3>CRM</h3> <p>Buddy icomplete.com INTOUCH sage open crm SUITE CRM FIVE CRM Really Simple Systems teamgate Workbooks.com Capsule</p>	<h3>Ecommerce Platforms &amp; Carts</h3> <p>OXYGEN B bango Jigoshop Paysafe SendOwl shoprocket Skrill worldpay poq tola Global</p>	<h4>iPaaS, Cloud/Data Integration &amp; Tag Management</h4> <p>Qubit UnifiedVU UKFAST FlexiScale blaze CloudSense abiquo MPP</p>	<h4>Vendor Analysis</h4> <p>TECHNOLOGY FOR MARKETING MTX The Drum E2B Marketing MA MARKET RESEARCH DUKTN MarketingTech Smart Insights DIGITAL UGHOUT</p>

# 中国营销技术生态图

V01 - 2018 - 01



## 广告技术 | Ad Tech

### DSP & Ad Network

Avazu 有米 聚合科技  
 ADTIMING Yeahmobi 创想未来  
 Directs Vpon 威朋 Quados  
 RE 聚思传媒 Lomark 乐康 APPLOVIN  
 1P1WOLU 聚思传媒 Mobvista. socialmantic  
 聚思传媒 HdtDXP 聚思传媒  
 广告家 VOICEADS 车音  
 1P1WOLU 聚思传媒 DOMOB 多盟  
 PANCY 智众 KOL 品牌方舟  
 聚思传媒 聚思传媒 CHANGE WAVE  
 PageChoice 派思传媒 ADWORK  
 TrueLand eJOM 聚思传媒  
 bidding 聚思传媒 birdpush  
 聚思传媒 LION  
 聚思传媒 Appier  
 papaya limei YORI  
 MicroAd 美数科技

### SSP & AD Exchange

聚思传媒 hdtMEDIA Mobvista.  
 ADX.ING INMOBI smaato  
 X Trader 灵集科技 VOICEADS 语音广告平台  
 WAVE 聚思传媒 doubleclick  
 综合广告平台  
 Google facebook Bai 百度  
 聚思传媒 微博 头条  
 Trading Desk  
 amnet XAXIS teachMa  
 ADHUB AOD 聚思传媒  
 Fugatech MARKETIN  
 程序化电视广告  
 聚思传媒 优朋普乐  
 MAXBIT ADTIME YORI

## 数据&分析 | Data & Analytics

### 受众数据

聚思传媒 芝麻科技 acxiom  
 ADWAYS Analyze 易观 JIGUANG  
 ZMT 众盟 聚思传媒 友盟+  
 聚思传媒 MacPoint  
 COMSCORE TalkingData  
 DUOZHUN 个推

### 数据管理平台(含CDP)

chinpex 个人  
 Maachon System 达摩盘 [77] PLATFORM  
 BEHYOU 聚思传媒 GRIDSUM 聚思传媒 HYPERIS  
 聚思传媒 聚思传媒 YORI  
 mi 小米 Analyze 易观  
 聚思传媒 DMP Tencent DMP

### 网站和APP行为分析

Google Analytics 聚思传媒 Analyze 易观  
 GrowingIO 友盟+ TUNE  
 聚思传媒 聚思传媒 TalkingData

### 效果监测与分析

AdMaster GRIDSUM 聚思传媒 KANTAR MEDIA CIC  
 Maachon System nielsen TalkingData  
 COMSCORE

### 数据可视化

Guancata 一面数据 BDP  
 Tengsheng 聚思传媒 + tableau

### 预测性分析

EVERSTRING  
 MARKETIN  
 Dostatist

## 互动&关系 | Engagement & Relationship

### 社交媒体 | KOL管理与分析

AdMaster linkfluence 领库  
 Maachon System 聚思传媒  
 KAWO KANTAR MEDIA CIC 考拉KOL  
 沃米优选 挂策 考拉KOL  
 WEIQ ROBIN 聚思传媒

### CRM (SCRM)

CRM  
 聚思传媒 聚思传媒 聚思传媒  
 红商营销 销售易  
 ORACLE 聚思传媒 聚思传媒  
 聚思传媒 聚思传媒 IS 智+简  
 Raihui CRM arvato CRM 聚思传媒  
 MERKLE CRM 聚思传媒  
 WiseCRM 小满  
 SCRM  
 聚思传媒 聚思传媒 MAI 群脉  
 JIBUU 几步 腾讯企点 ec

### 会务管理

会议 多会 ehub  
 百悦活动 Canevent EventBank  
 会图网 小二 hubloer.com 活动行

### ABM (Account Based Marketing)

聚思传媒 EVERSTRING  
 DATADATA

## 内容&体验 | Content & Experience

### 内容管理与分发

YPHOTO 聚思传媒 PR Newswire  
 sitecore 聚思传媒  
 微吸 聚思传媒 TRS

### HTML5

互动未来 MAKA  
 聚思传媒 人人秀 易企秀  
 聚思传媒 NPLUS DIGITAL

### 小程序

有赞 NPLUS DIGITAL 即速应用  
 点点客 芝麻小程序

### AR-VR

HEIVR 聚思传媒 中服典  
 聚思传媒 聚思传媒 聚思传媒

### SEO | SEM

文军营销 netconcepts iProspect  
 adSage GRIDSUM 聚思传媒 Performics  
 HighIn 聚思传媒

### 邮件营销

SendCloud FocusSend  
 experian BENCHMARK

### 营销自动化

sitecore MERKLE  
 SAP Watson Campaign Hubspot SAS emarsys

## 交易 | Commerce

### 电商营销

金尊 电商 聚思传媒 MAXBIT  
 聚思传媒 友盟+ 聚思传媒

### 零售营销

聚思传媒 聚思传媒 云来+  
 聚思传媒 友盟+ 聚思传媒

### 商城管理

微店 shopeX 商派  
 有赞 H+hop 酒商

## 营销云 | Marketing Cloud

Oracle 聚思传媒 TrueLand Convertlab 聚思传媒 聚思传媒 聚思传媒  
 MeCloud 美信营销 TalkingData 聚思传媒  
 MARKETIN 聚思传媒 SMART



联系邮箱  
info@brandstar.com.cn

# Swedish Martech landscape



Copyright © 2019 Avaus Marketing Innovations. For details and sources see [avaus.se/blog](http://avaus.se/blog)

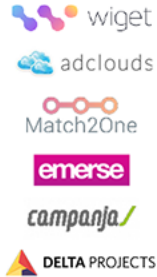
Produced by Avaus.

## Advertising & Promotion

Augmented reality



Display & Programmatic Advertising



Mobile marketing



Native / content advertising



PR



Search & Social Advertising



Video Advertising



## Content & Experience

Advocacy, loyalty & referrals



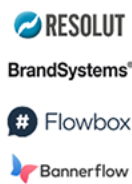
CMS & Web experience mgmt



Content marketing



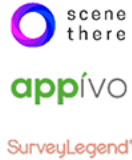
DAM & MRM



Email marketing



Interactive Content



Marketing automation & Campaign/lead mgmt



Mobile Apps



Optimization, personalization & testing



Social Media marketing & Monitoring



## Social & Relationships

ABM



Collaboration



Advocacy, loyalty & referrals



Community & reviews



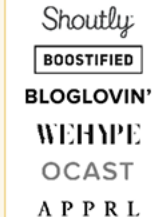
CRM



Customer experience, Service & succes



Influencers



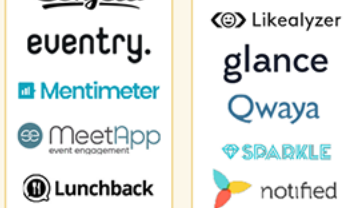
Events, meetings & webinars



Retail, proximity & IoT marketing



Social Media marketing & Monitoring

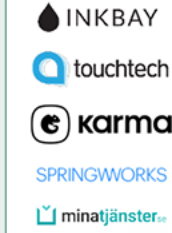


## Commerce & Sales

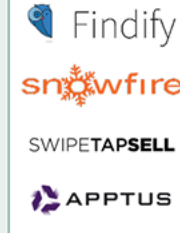
Affiliate marketing & management



Channel, partner & local marketing



Ecommerce Marketing



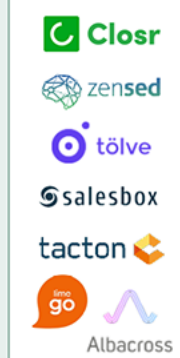
Ecommerce platforms & carts



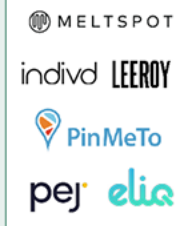
iPaaS, Cloud integration & Tag management



Sales Automation, Enablement & Intelligence



Retail, proximity & IoT marketing



## Data

Audience/marketing data & Data enhancement



Business/Customer Intelligence & Data Science



Customer experience, Service & succes



Dashboards & Data visualization



iPaaS, Cloud integration & Tag management



Marketing Analytics, Performance & Attribution



Product management



## Management

Budgeting & Finance



Collaboration

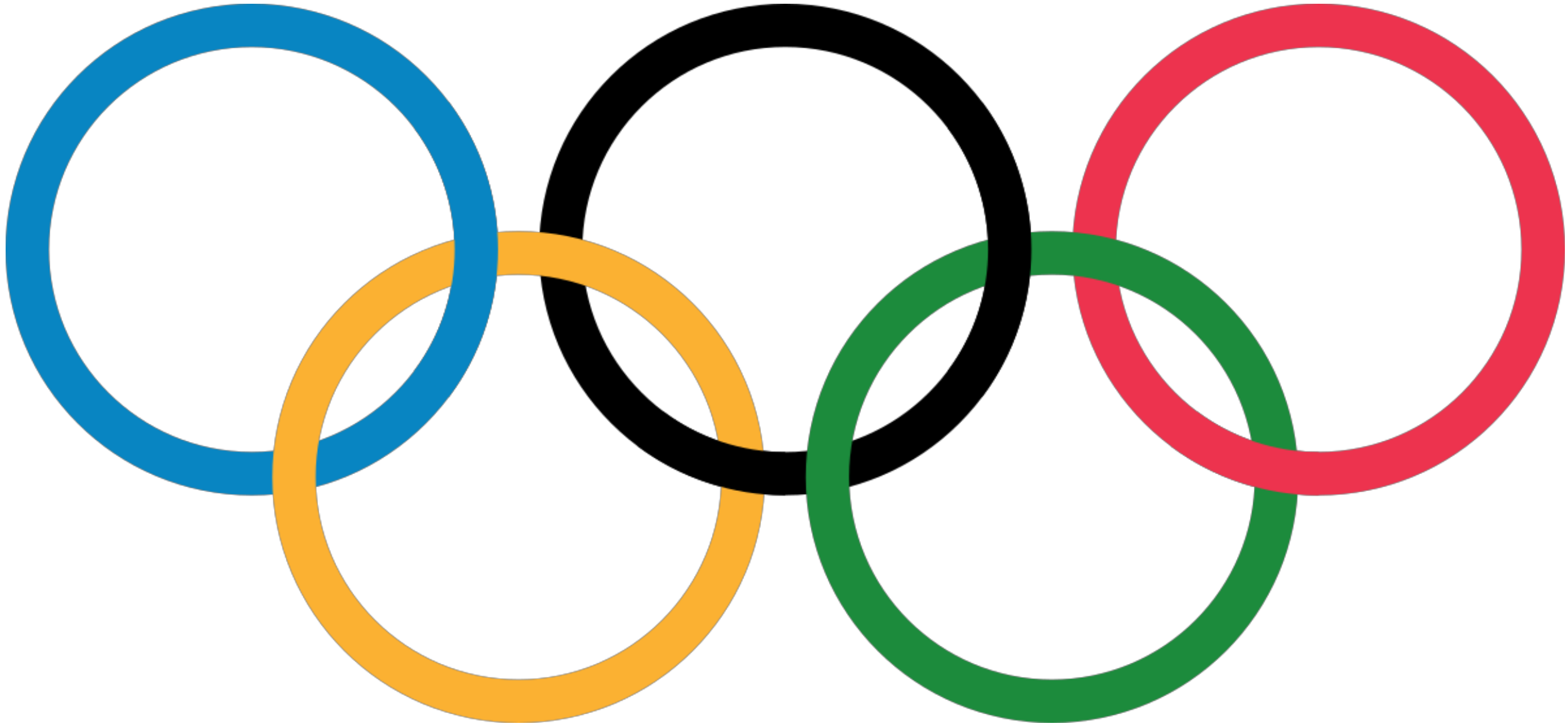


Projects & workflow

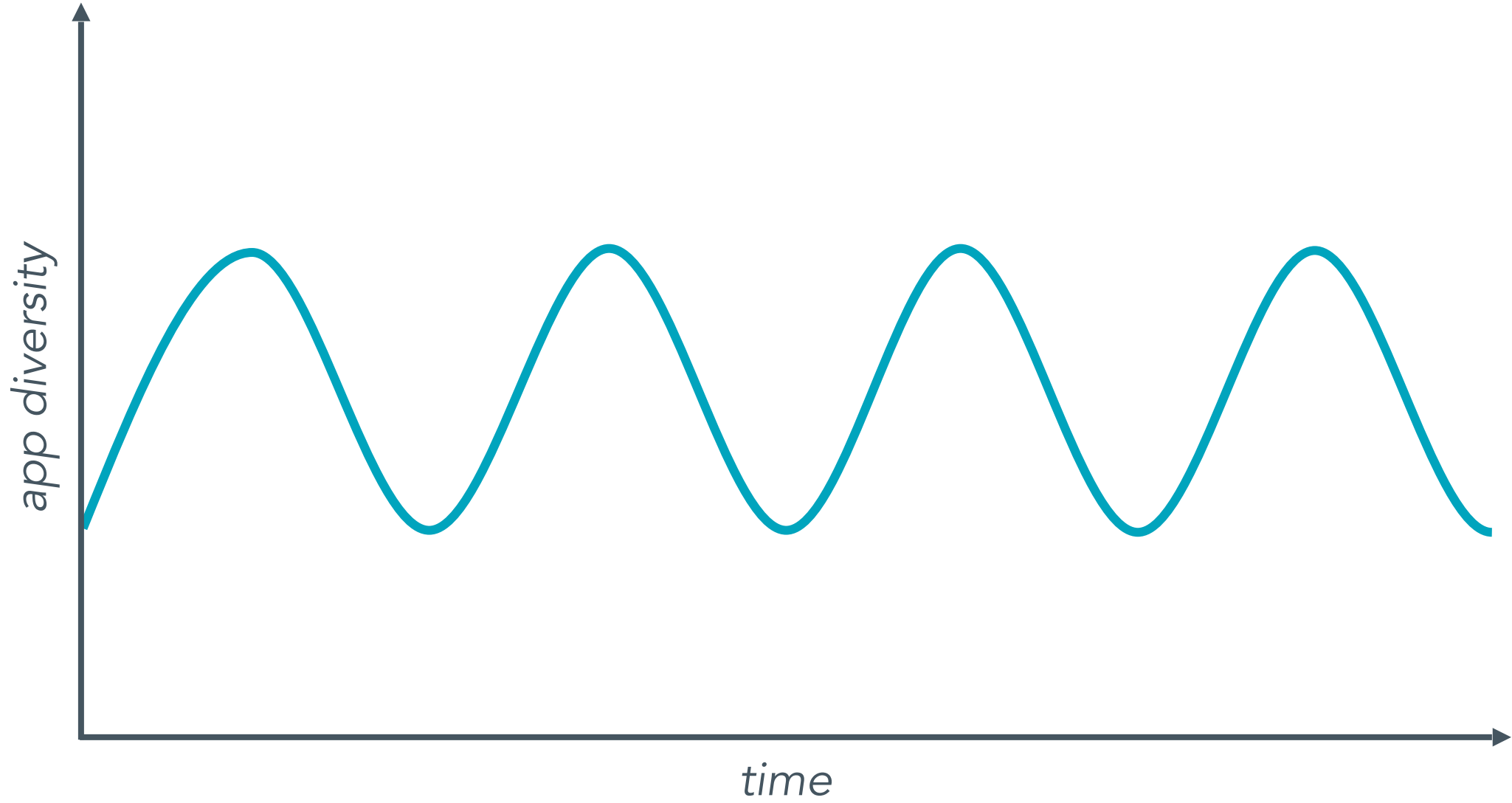


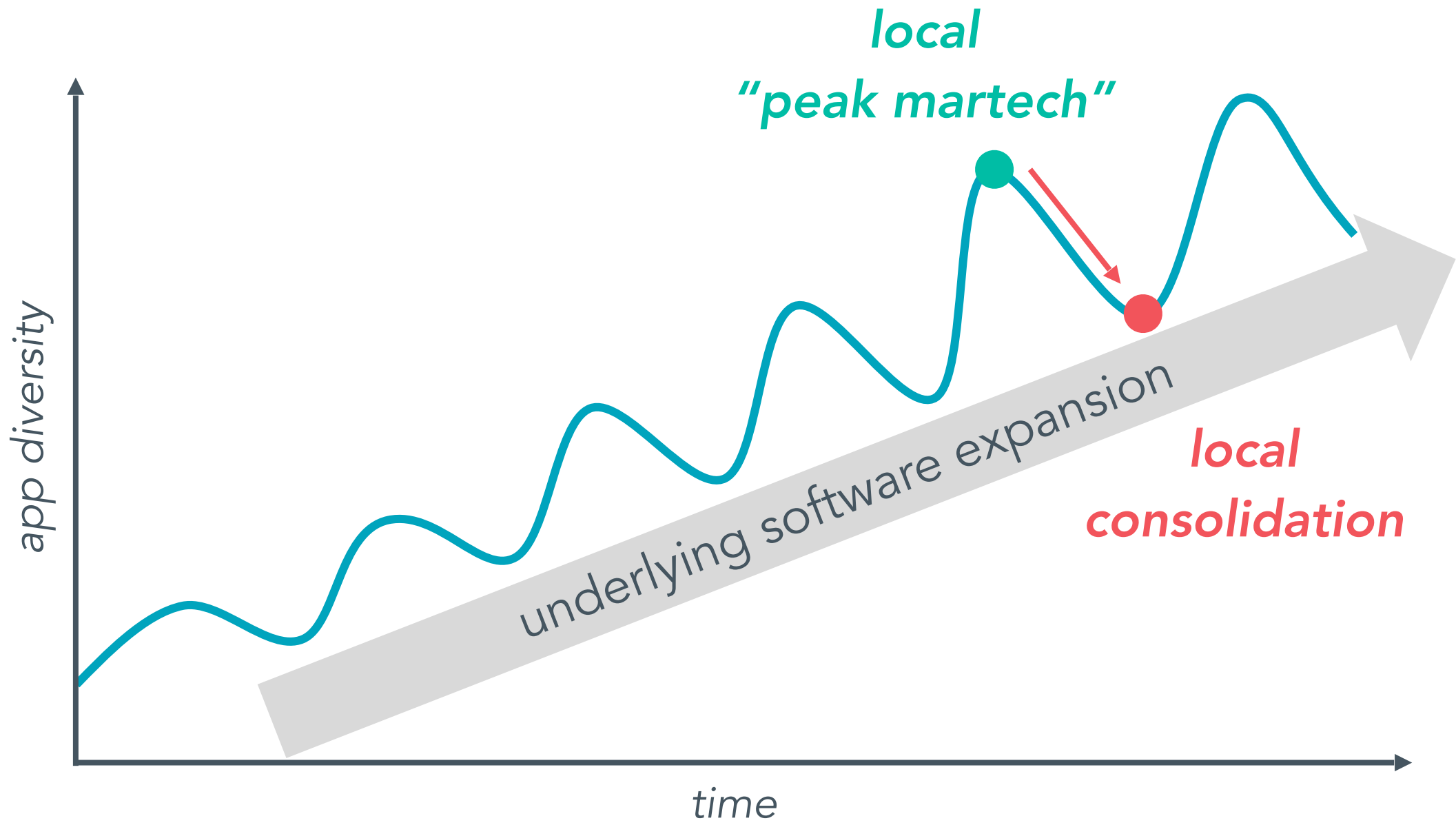
Talent management











## Advertising & Promotion

A dense grid of logos for companies in the Advertising & Promotion space. Major categories include:

- Mobile Marketing:** REEMERGE, Pushover, AdMob, etc.
- Display & Programmatic Advertising:** RollWorks, DoubleClick, etc.
- Search & Social Advertising:** AdWords, AdSense, etc.
- Native/Content Advertising:** Outbrain, Taboola, etc.
- Video Advertising:** Brightline, etc.
- Print:** Various print advertising solutions.

## Content & Experience

A dense grid of logos for companies in the Content & Experience space. Major categories include:

- Mobile Apps:** Various mobile application development and distribution platforms.
- Interactive Content:** Tools for creating interactive user experiences.
- Video Marketing:** Platforms for video content creation and distribution.
- Email Marketing:** Solutions for email campaign management.
- Content Marketing:** Tools for content creation, management, and distribution.
- Optimization, Personalization & Testing:** A/B testing and personalization tools.
- DAM & MRM:** Digital Asset Management and Marketing Resource Management.
- SEO:** Search engine optimization tools.
- Marketing Automation & Campaign/Lead Management:** Tools for automating marketing processes.
- CMS & Web Experience Management:** Content Management Systems and WEM solutions.

## Social & Relationships

A dense grid of logos for companies in the Social & Relationships space. Major categories include:

- Call Analytics & Management:** Tools for analyzing and managing customer calls.
- Events, Meetings & Webinars:** Platforms for organizing and hosting virtual events.
- Social Media Marketing & Monitoring:** Tools for social media engagement and monitoring.
- Advocacy, Loyalty & Referrals:** Programs for customer advocacy and referrals.
- Influencers:** Tools for identifying and managing influencers.
- Community & Reviews:** Platforms for building online communities and managing reviews.
- Conversational Marketing & Chat:** Tools for chat-based marketing and customer support.
- Customer Experience, Service & Success:** Tools for improving customer experience and service.
- CRM:** Customer Relationship Management systems.

## Commerce & Sales

A dense grid of logos for companies in the Commerce & Sales space. Major categories include:

- Retail, Proximity & IoT Marketing:** Tools for retail and proximity marketing.
- Channel, Partner & Local Marketing:** Tools for channel and partner marketing.
- Sales Automation, Enablement & Intelligence:** Tools for sales automation and intelligence.
- Affiliate Marketing & Management:** Tools for managing affiliate marketing programs.
- Ecommerce Marketing:** Tools for marketing on ecommerce platforms.
- Ecommerce Platforms & Carts:** Ecommerce platforms and cart solutions.

## Data

A dense grid of logos for companies in the Data space. Major categories include:

- Audience/Marketing Data & Data Enhancement:** Tools for audience targeting and data enhancement.
- Marketing Analytics, Performance & Attribution:** Tools for marketing analytics and attribution.
- Mobile & Web Analytics:** Tools for mobile and web analytics.
- Dashboards & Data Visualization:** Tools for data visualization and dashboards.
- Business/Customer Intelligence & Data Science:** Tools for business intelligence and data science.
- iPaaS, Cloud/Data Integration, RPA & Test Mgmt:** Tools for integration, RPA, and testing.
- Gov. Compliance & Privacy:** Tools for government compliance and privacy.
- Customer Data Platform:** Customer Data Platform solutions.

## Management

A dense grid of logos for companies in the Management space. Major categories include:

- Talent Mgmt:** Tools for talent management.
- Product Mgmt:** Tools for product management.
- Budgeting & Finance:** Tools for budgeting and financial management.
- Collaboration:** Tools for team collaboration.
- Projects & Workflow:** Tools for project and workflow management.
- Agile & Lean Mgmt:** Tools for agile and lean management.
- Vendor Analysis:** Tools for vendor analysis.

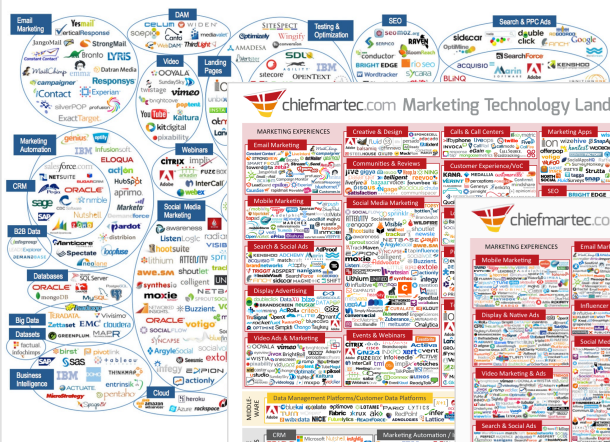
2011

Marketing Technology Landscape



2012

Marketing Technology Landscape



2014



2015



2016



2017



2018



2019



7,040

~150

~350

~1,000

~2,000

~3,500

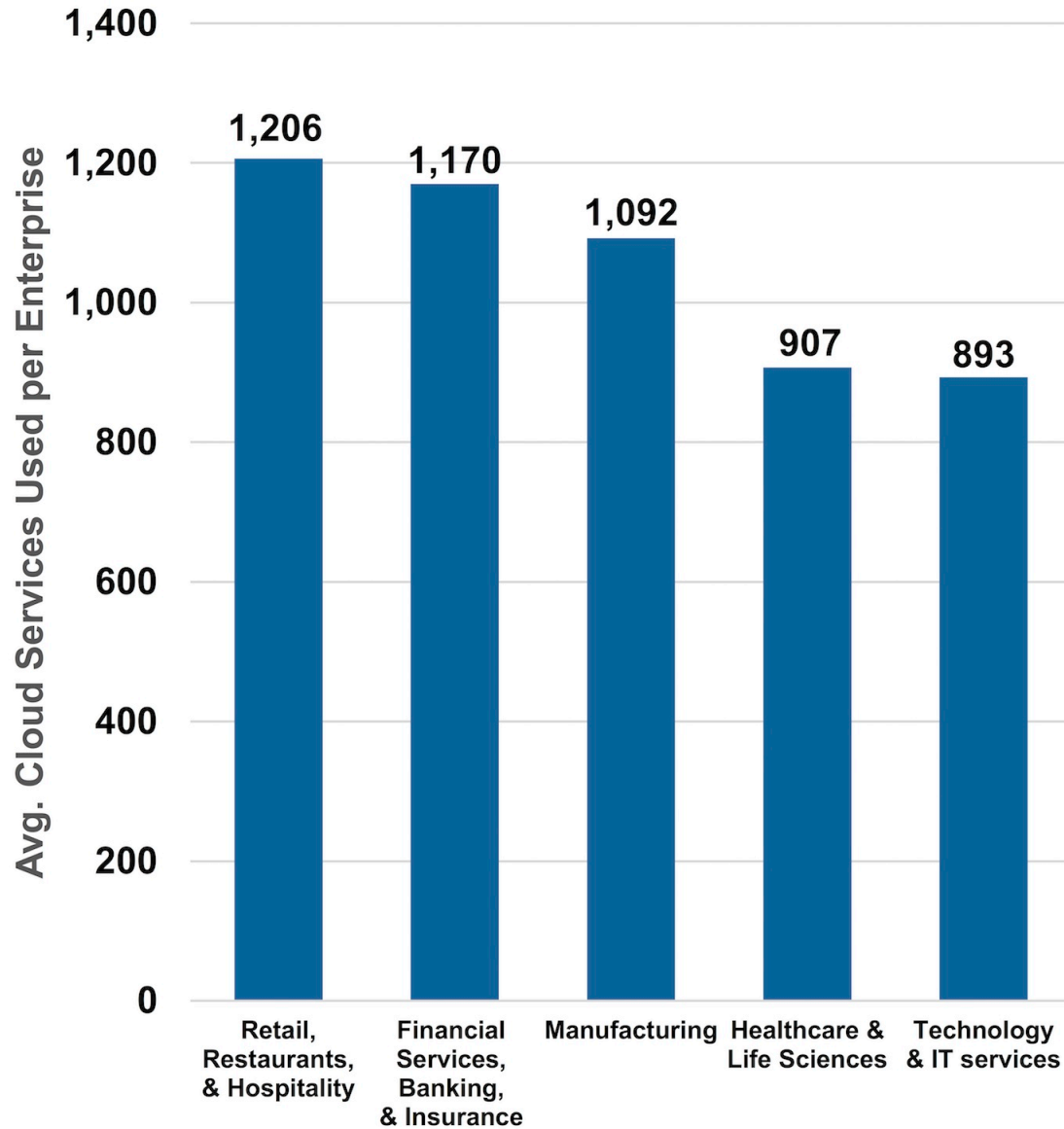
~5,000

~6,800





## Avg. # of Cloud Apps Used by Vertical, Global, April 2017



Source: Netskope April 2017

Note: 461 cloud apps in April 2017, one year ago = average of 917 from Feb-16 report & 935 from Jun-16 report; "Not enterprise ready" = received a rating of "medium" or below in the Netskope Cloud Confidence Index.

## Avg. # of Cloud Services used by Category, Global, April 2017

Category	# Per Enterprise	% Not Enterprise Ready
Marketing	91	97%
HR	90	96%
Collaboration	70	87%
Finance / Accounting	60	95%
CRM / Sales	43	94%
Software Development	41	96%
Productivity	37	95%
Social	30	91%
Cloud Storage	27	72%
IT Service / Application Management	25	98%

This has serious security & compliance implications...  
**94% of all cloud apps used are not "enterprise-ready,"**  
 per Netskope

Source: Netskope April 2017

Note: 461 cloud apps in April 2017, one year ago = average of 917 from Feb-16 report & 935 from Jun-16 report; "Not enterprise ready" = received a rating of "medium" or below in the Netskope Cloud Confidence Index.

# Today's HR Tech Landscape

As of 24 March 2017 | Click logos to visit a company's website | Something missing? Or want to learn more? Reach me at [wsaborio@gmail.com](mailto:wsaborio@gmail.com) :)

### Recruiting

**Talent Discovery** JOPWELL KORU ATIPICA PIVOT boon DQUALIFY WeFind Stella phenom people. twine entelo textio workable PRO SKY SpringRole Resource RolePoint

**Job Markets** workpop Tackl handshake WayUp JOBBIO PowerFly Talent Sky alongside Hireology jobillco burningglass WorkAmerica PURPLE SQUIRREL

**Technical Sourcing** VETTERY TRIPLEBYTE source(d) H IRED NAVALENT @AngelList underdog.io Nomad HackerRank LYT MUS interviewing.io

**Interview Tools** plum LearnUp CRITERIA interviewed pymetrics HireVue

**Workflow Management** LEVER JazzHR Unitive TextRecruit SmartRecruiters greenhouse breezy recruitee

### Flexible Hiring

OnShift jobbatical OneSpace jobandtalent SWIFT SHIFT workgeni.us CATALANT toptal skedulo JOB TODAY Andela PERCOLATA ASSURED LABOR Wonolo cornerJob FIELD NATION shiftgig Crew upwork Lystable ximble

### Onboarding

Checkr rippling onfido envoy OnboardIQ yoi Click Boarding

### Quantified Workforce

humanize Theatro hiQ HEADS UP

### Recognition & Rewards

O.C.TANNER Achievers perkbox globoforce Bonusly BlueBoard

### Performance Management

logi serve Reflektive Lattice BetterWorks Gameffective SIX Q impraise engagedly WIDEANGLE workboard AMBITION ZUGATA Si Small Improvements LIGHTHOUSE

### Learning & Development

paysa Pathgather Jhana Axonify Landit udemy LearningSpaces go the muse degreed. Glassbreakers BetterUp WORKRAMP Joanko TASYTT CommercialTribe CAPABILITI edcast NovoED

### Employee Engagement

Culture Amp CULTUREIQ Talmatrix BetterCompany TemboSocial Hyphen qualtrics questback SalaryFinance RoundPegg Rallyware HighGround KOAN workjam simplr. wisetail officevibe GLINT TINYpulse COMPARABLY

### Integrated Management Suites

PLANSOURCE GUSTO InvestiPro payfit Planday homebase EVERWISE air charlie starling GuideSpark Sympa people doc GREYTIP VISIER shiftmessenger Humi HR Namely collage When I Work HeavenHR Think HR bob sapho

### Compensation & Benefits

forusall SimplyInsured Compia Lumity PEOPLEJOY JUSTWORKS. BeneStream UB URBANBOUND Maxwell | Health Espresa benevity EMPYREAN MOVE GUIDES ANY PERK allay Wellbit Lifeworks



### ACCOUNTING SOFTWARE

### BUSINESS INTELLIGENCE

### CRM

### PAYROLL

### HR

### HOSTING

### ERP

### WORKFLOW

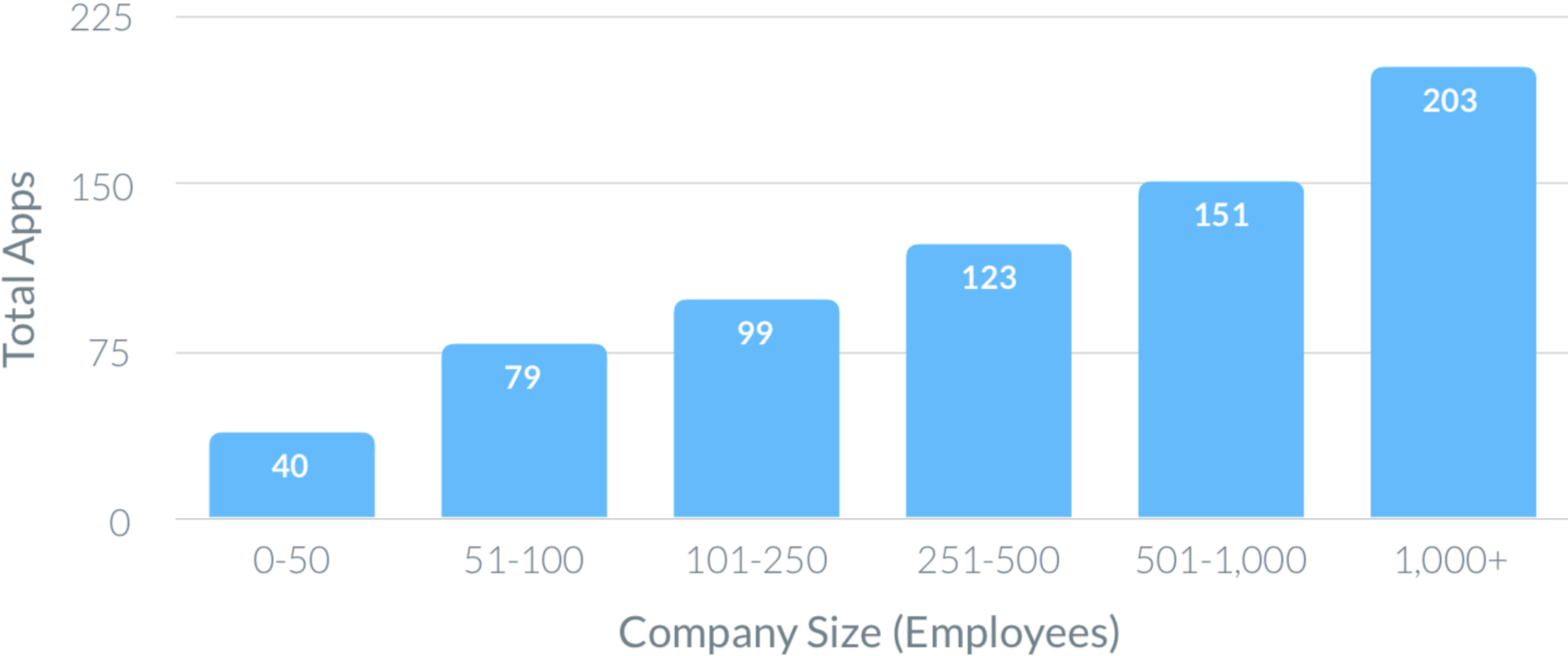
### BILL PAY

### TIME TRACKING

### PROJECT MANAGEMENT

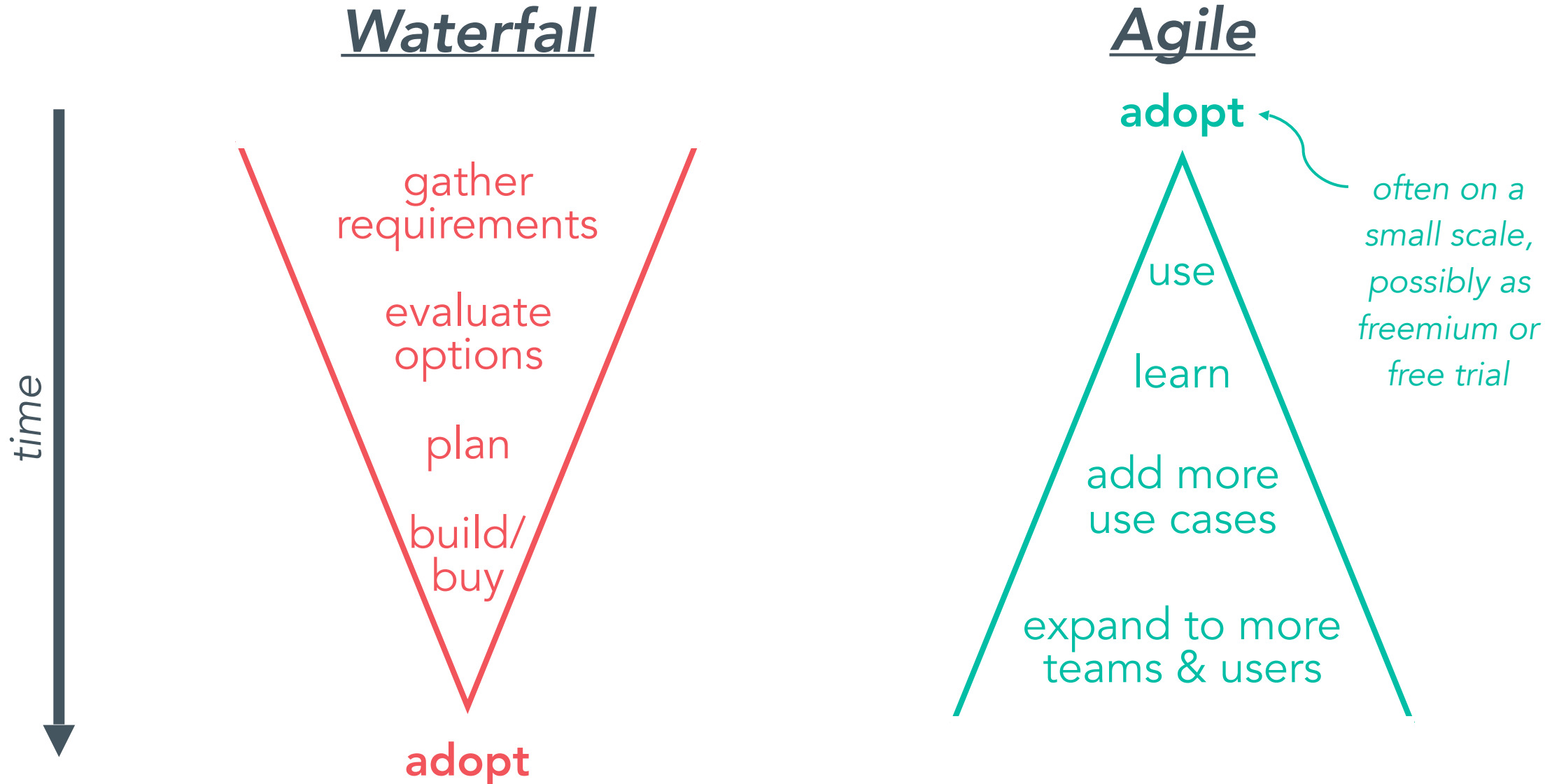
### DMS

# Number of Apps per Company



*Blissfully 2019 SaaS Trends Report*

# Two Different Models of Technology Adoption





**Doug Davidoff**

@dougdavidoff

Following



I was asked yesterday making a presentation to a prospect's board of directors, "Based on your experience what's the real difference between those who succeed at high-velocity [#CustomerAcquisition](#) and those that don't?"

I said, "that's easy - [#focus](#) & [#plumbing](#) "

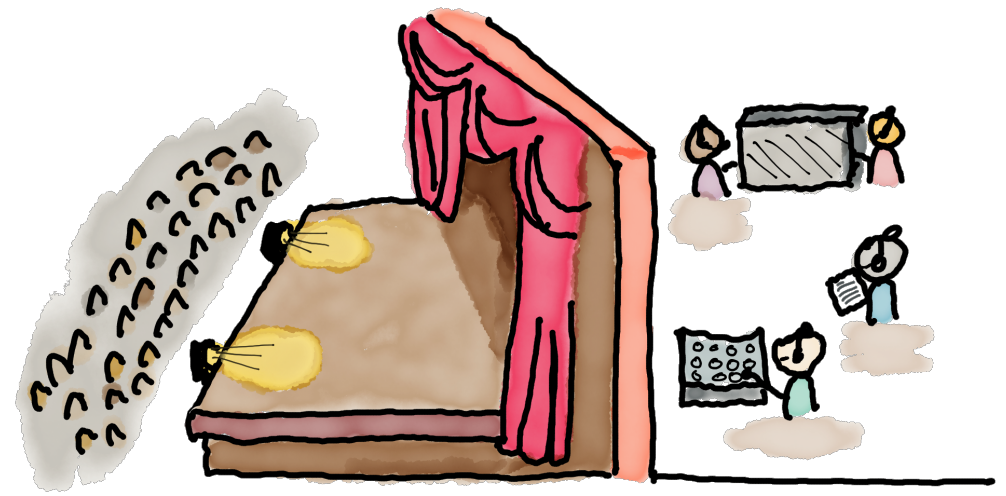
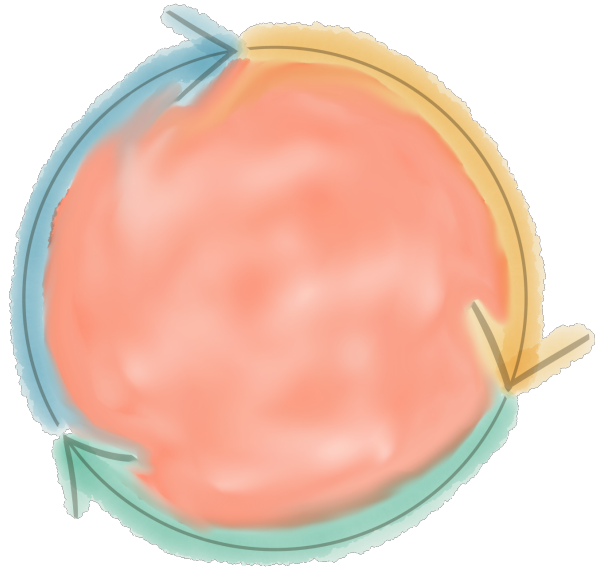
6:19 PM - 1 Aug 2018

Toilets





1. Design your tech stack through the lens of customer experience.

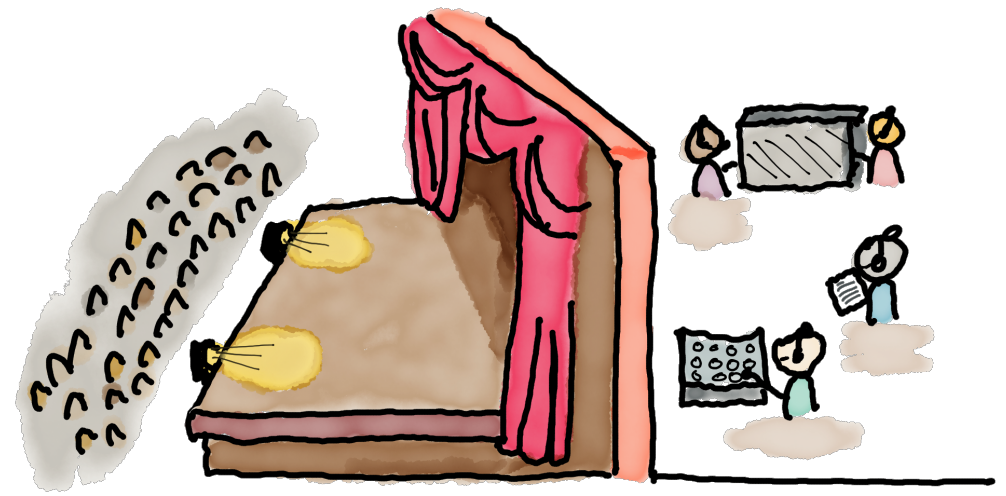
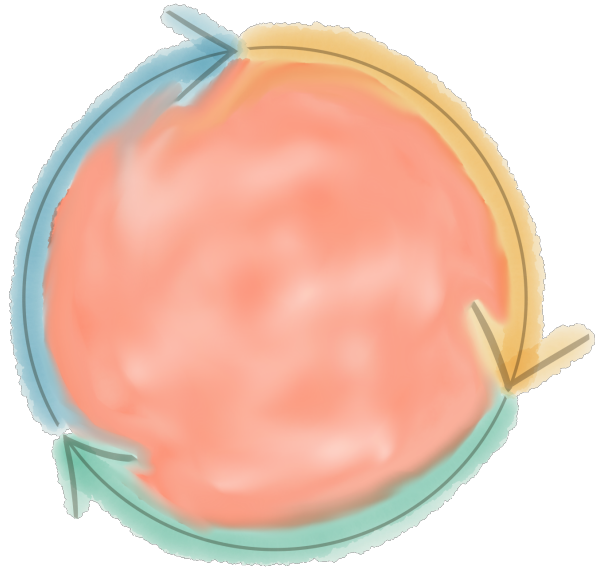


2. Orchestrate your tech stack around centralized platforms.

3. Absorb skills to use your tech stack across your organization.



1. Design your tech stack through the lens of customer experience.



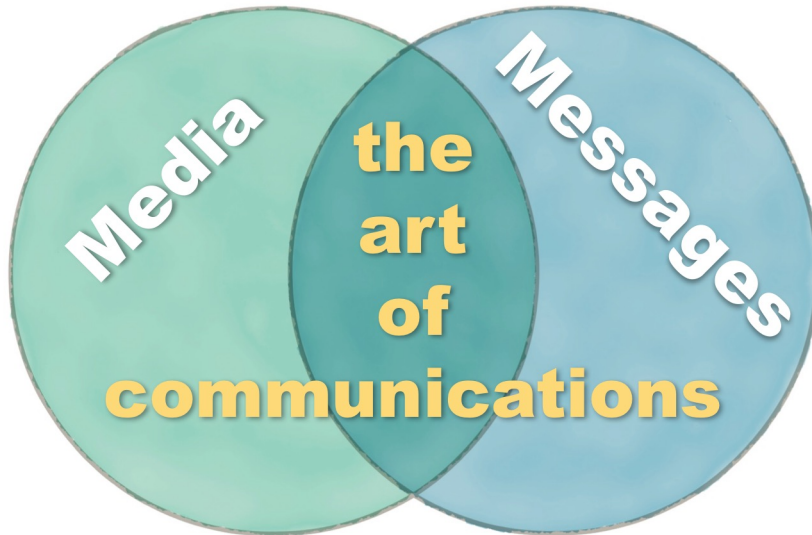
2. Orchestrate your tech stack around centralized platforms.

3. Absorb skills to use your tech stack across your organization.



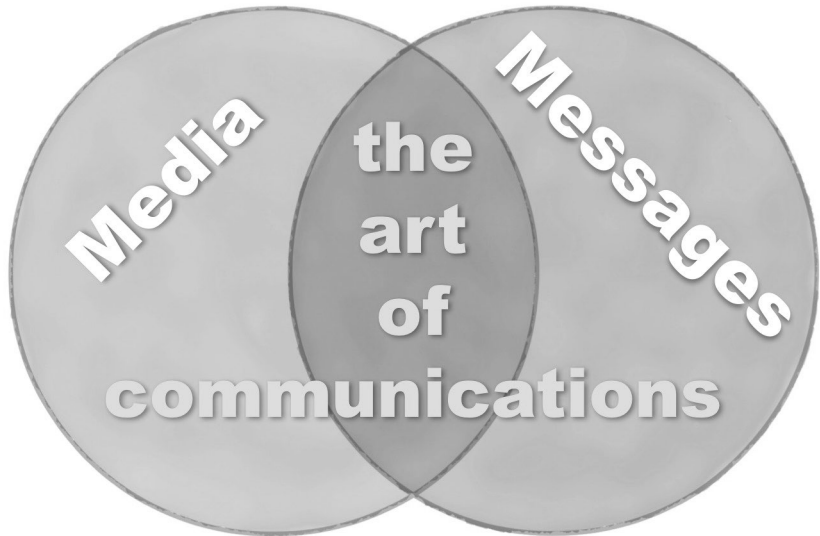


how and  
where it  
**appears**



what it  
**says**

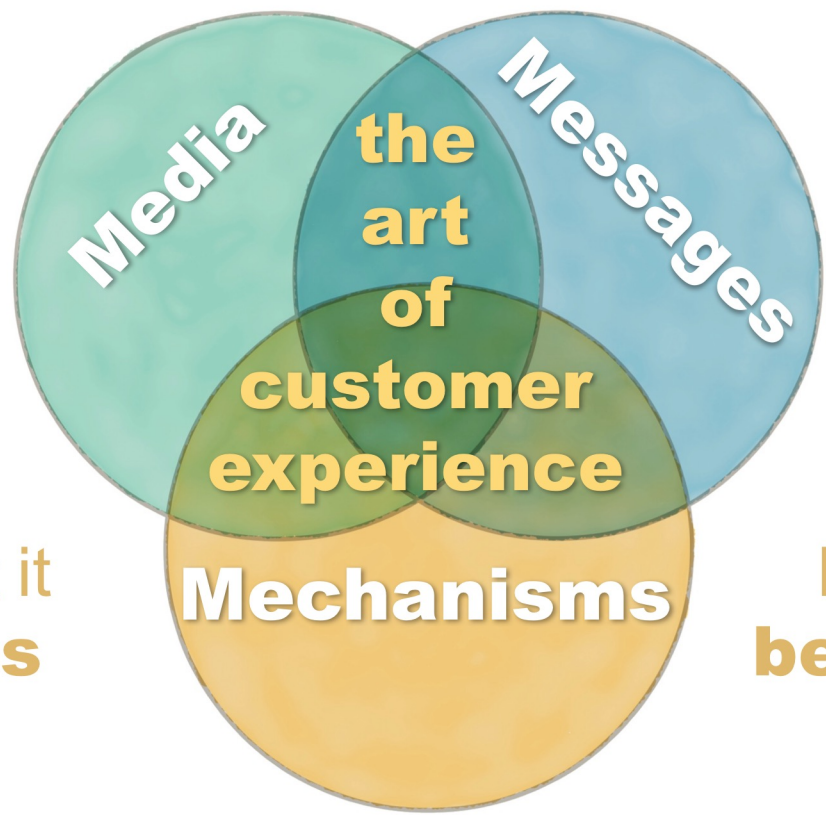
how and where it **appears**



how and where it **appears**



what it **does**



what it **says**

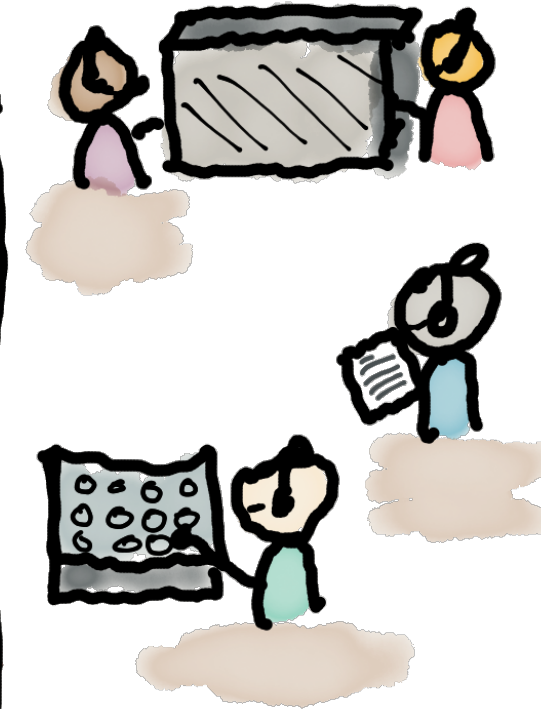
how it **behaves**

what it **says**

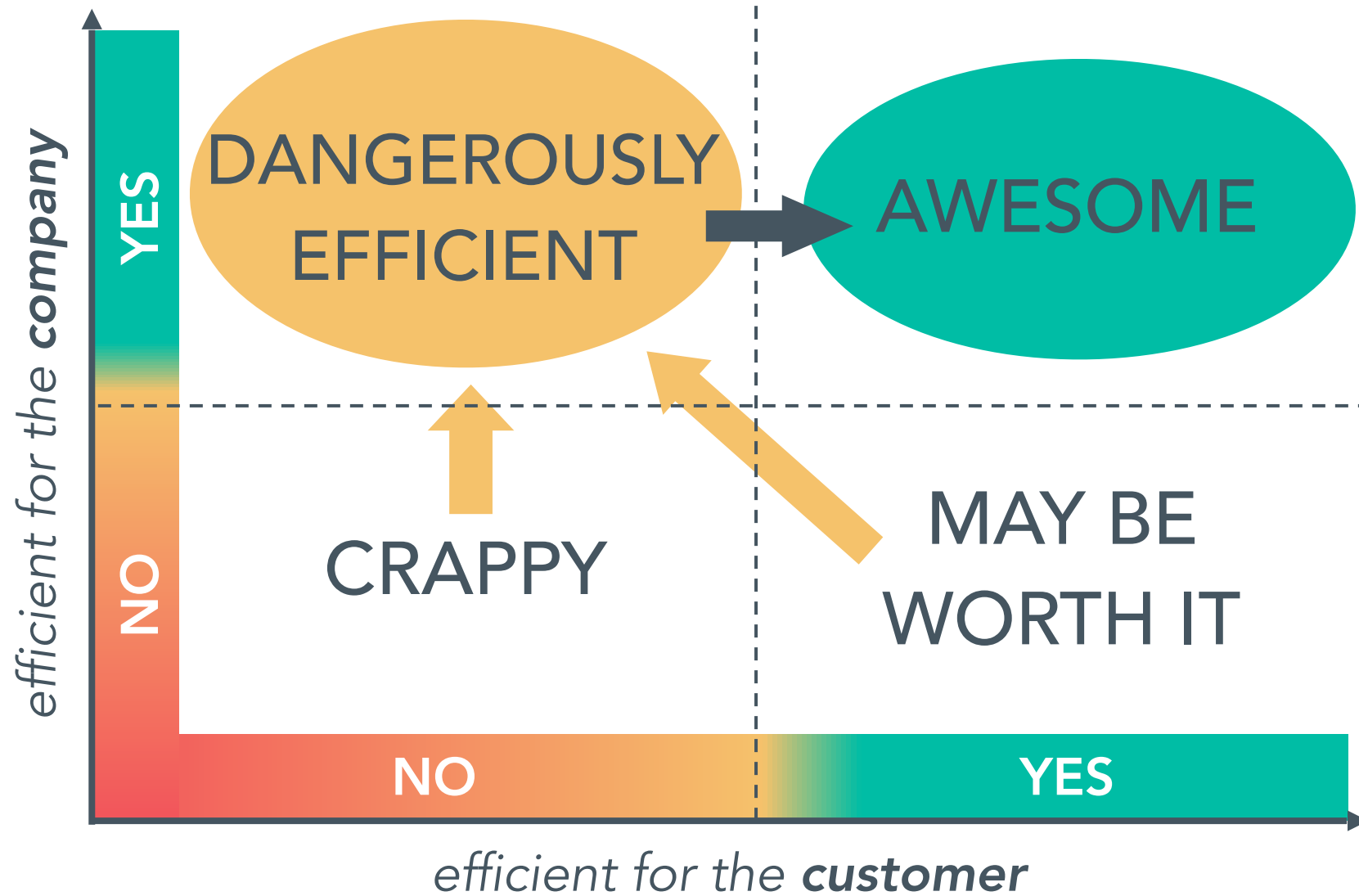
Front Stage  
*customer-facing*  
*activities*



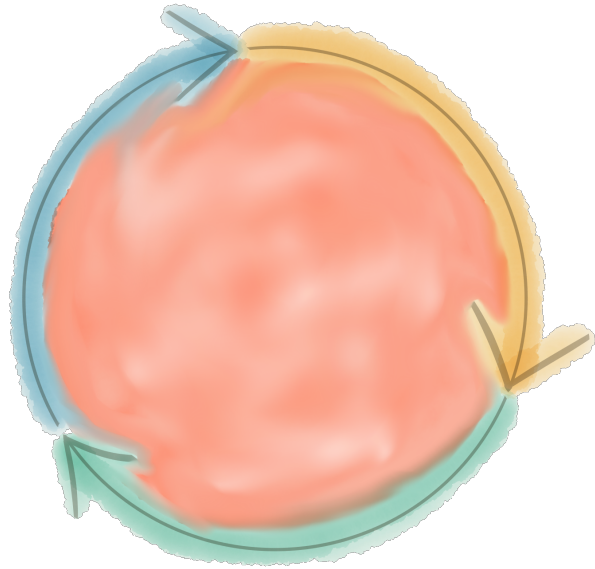
Back Stage  
*behind-the-scenes*  
*activities*







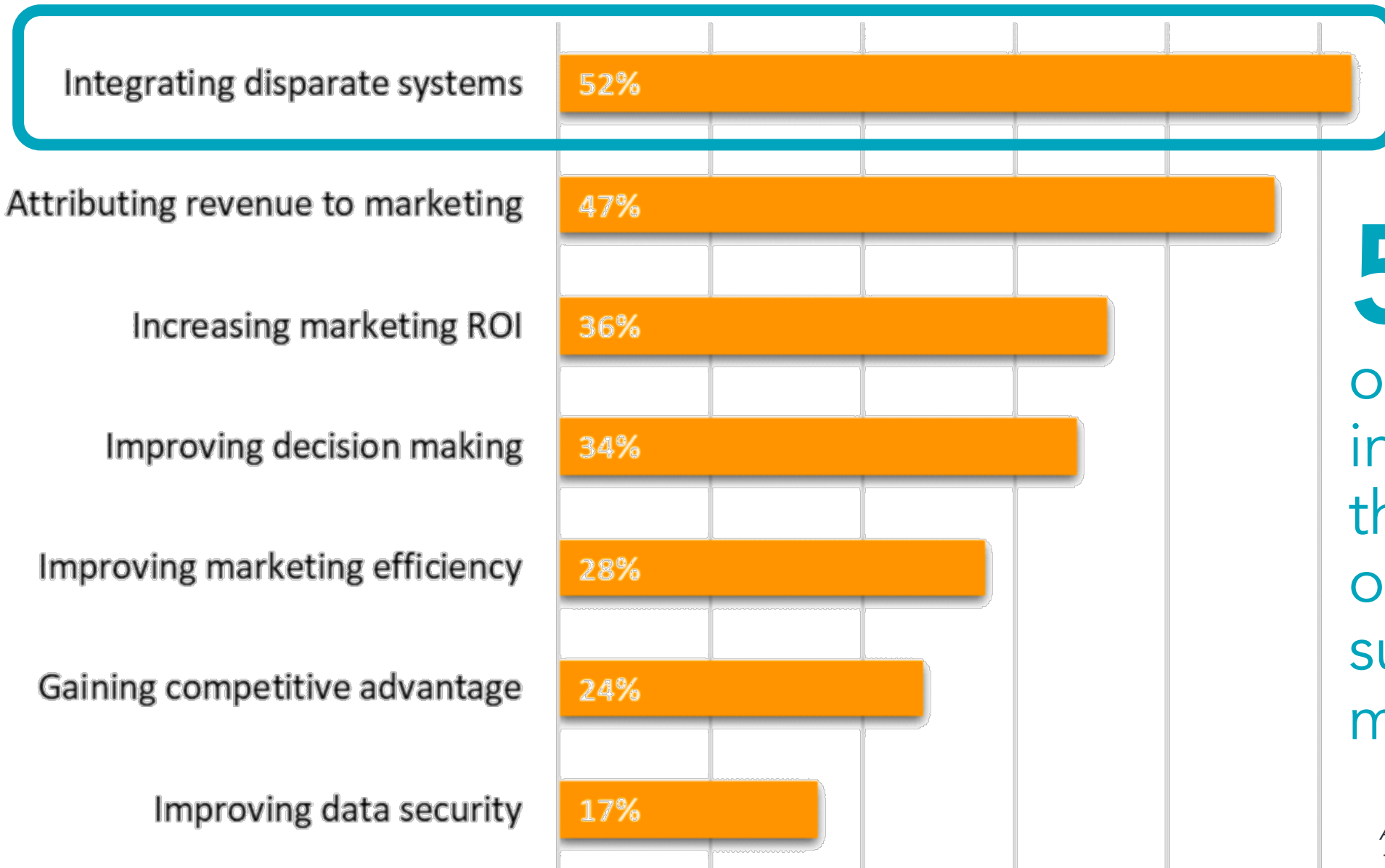
1. Design your tech stack through the lens of customer experience.



2. Orchestrate your tech stack around centralized platforms.

3. Absorb skills to use your tech stack across your organization.





**52%**  
of marketers:  
integration is  
their biggest  
obstacle to  
success with  
martech

*Ascend2 Marketing Technology  
Trends Survey, November 2018*

# Suite vs. Best-of-Breed

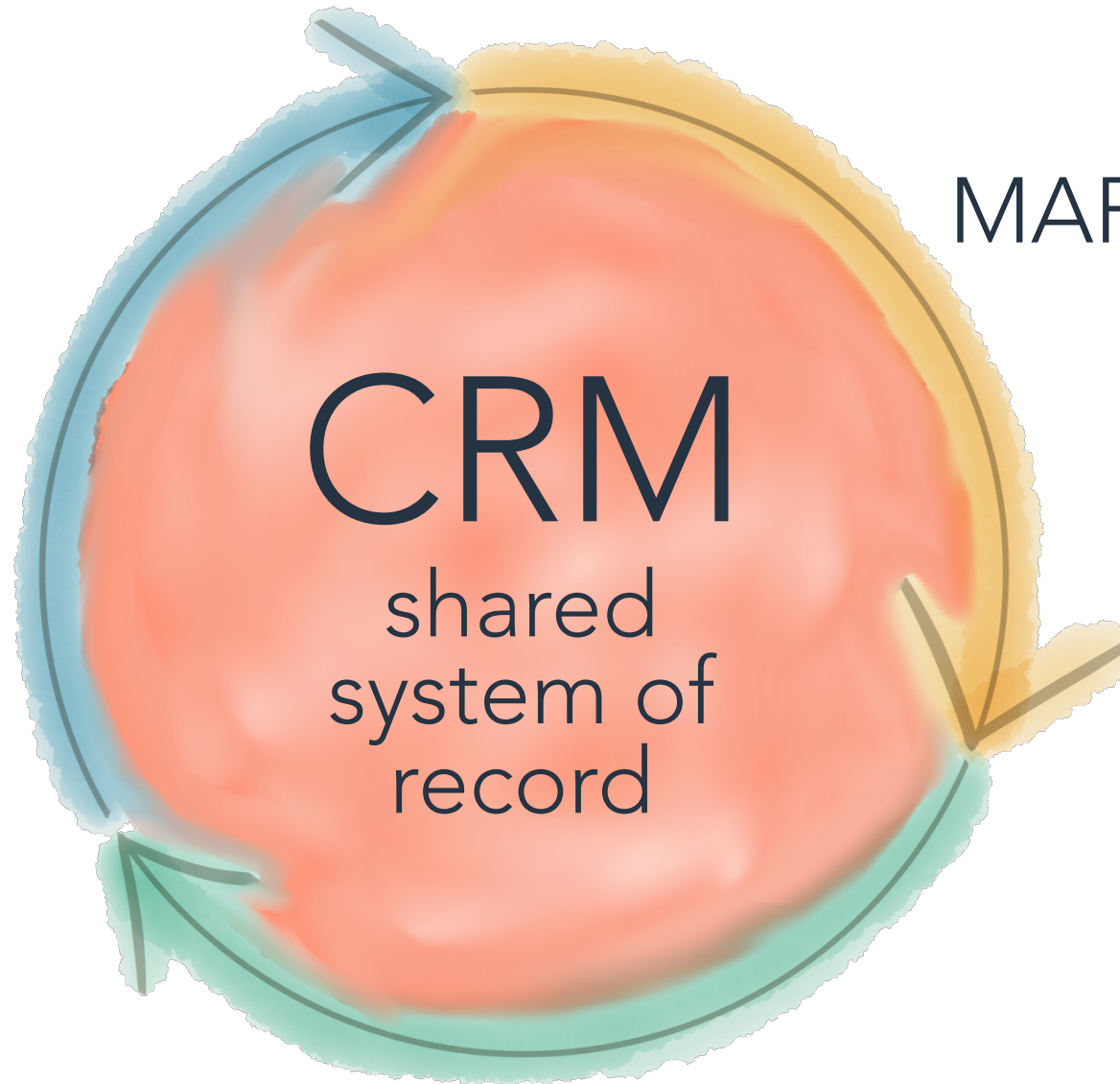




# Platform Ecosystems



SERVICE



MARKETING

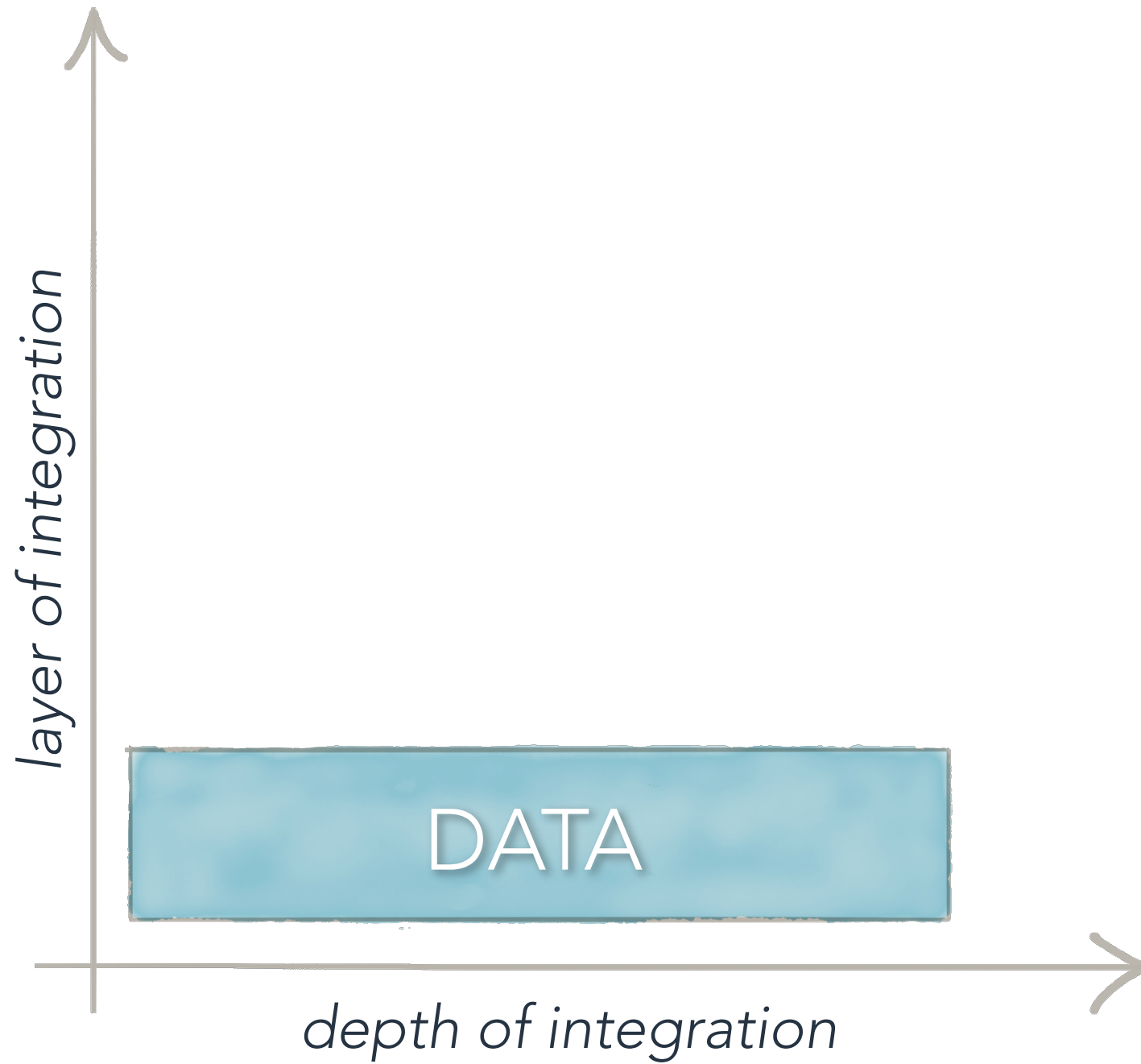
SALES

A large white egg and a small brown egg are positioned on a white surface. The white egg is significantly larger than the brown egg. The text is overlaid on the white egg.

# Not All Integrations Are Created Equal

*some aren't  
all they're  
cracked up  
to be*

*some are truly  
eggs-cellent*



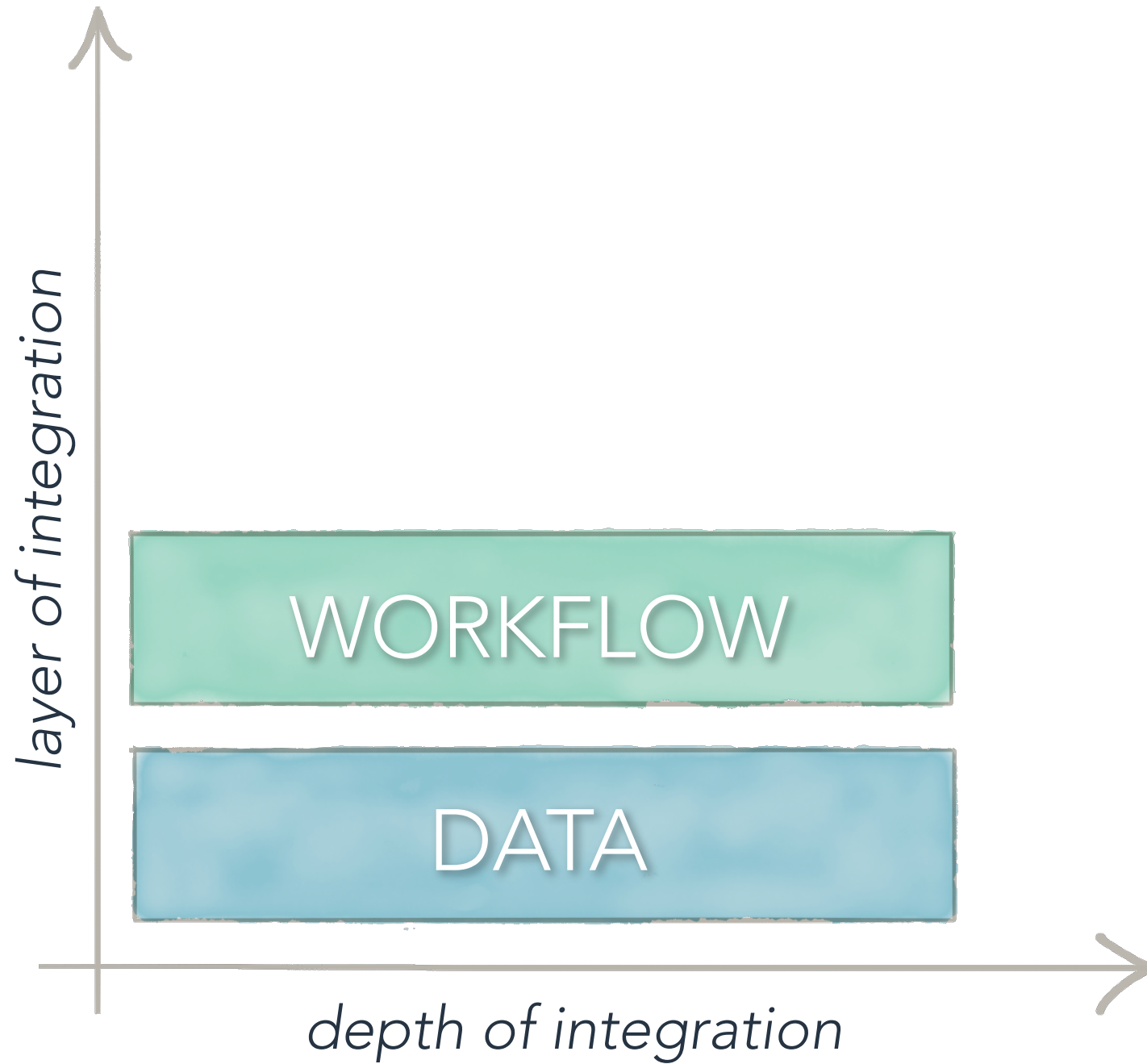
▼ Default field mapping (3 fields)


You can't remove any of the default field mappings.

 First Name	↔	First Name 
 Last Name	↔	Last Name 
 Email	↔	Email 

 Mobile Phone ▾	↔	Mobile Phone ▾ 
 Phone ▾	↔	Office Phone ▾ 
 Click Rate ▾	↔	Average Click Rate ▾ 

⊕ Add field mapping



 Deals enrollment trigger


Deal stage is any of **Closed Won**  
(Sales Pipeline)



New action



Workspace \*


hubspot.com 

This is a required property.



Assignee

Select a value 

Assignee Status

Enter the new value to set to this property 

Due On

 MM/DD/YYYY 

Name

 Deal token 

Enter the new value to set to this property

Notes

 Deal token 

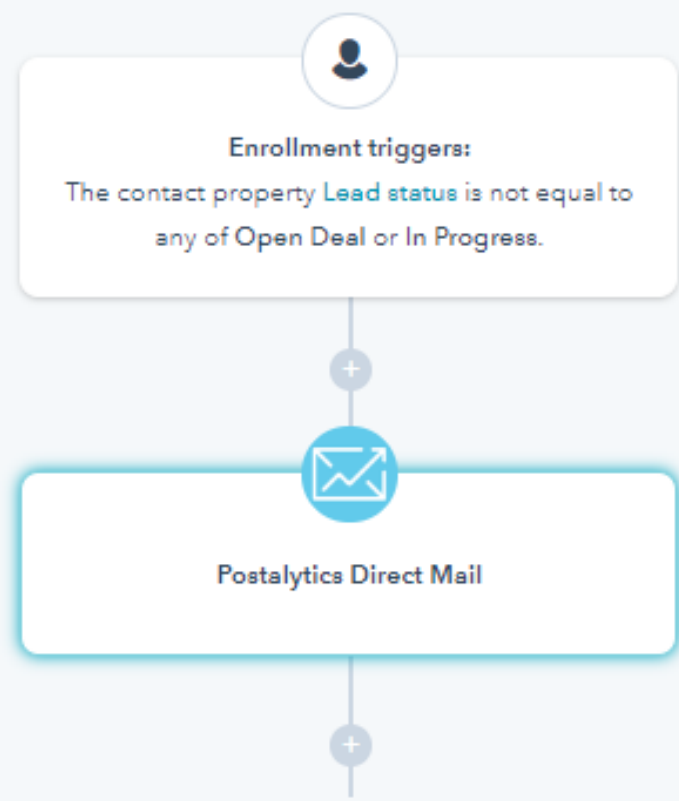
Enter the new value to set to this property

Save

Cancel

# HS WF Extension Test

- Actions**
- Settings
- Performance
- History



## < Postalytics Direct Mail

Direct Mail Campaign

Retargeting Drip 

Company

 Contact token 

Contact Company name

First Name

 Contact token 


Contact First name

Last Name

 Contact token 


Contact Last name

Address

 Contact token 

Contact Street address

Address 2

 Contact token 

Phone

 Contact token 

Contact Phone number

Variable Field 1

 Contact token 

Contact Email





Menu ▾

← Back to workflows

## Send a Salesmsg

Alerts

Set goal

Actions

Settings

Perform

+

-

100%



Enrollment triggers: Manual

+



Send a Salesmsg SMS Text Message

## ← Send a Salesmsg SMS Text Message

Phone Number Property \*

Phone number

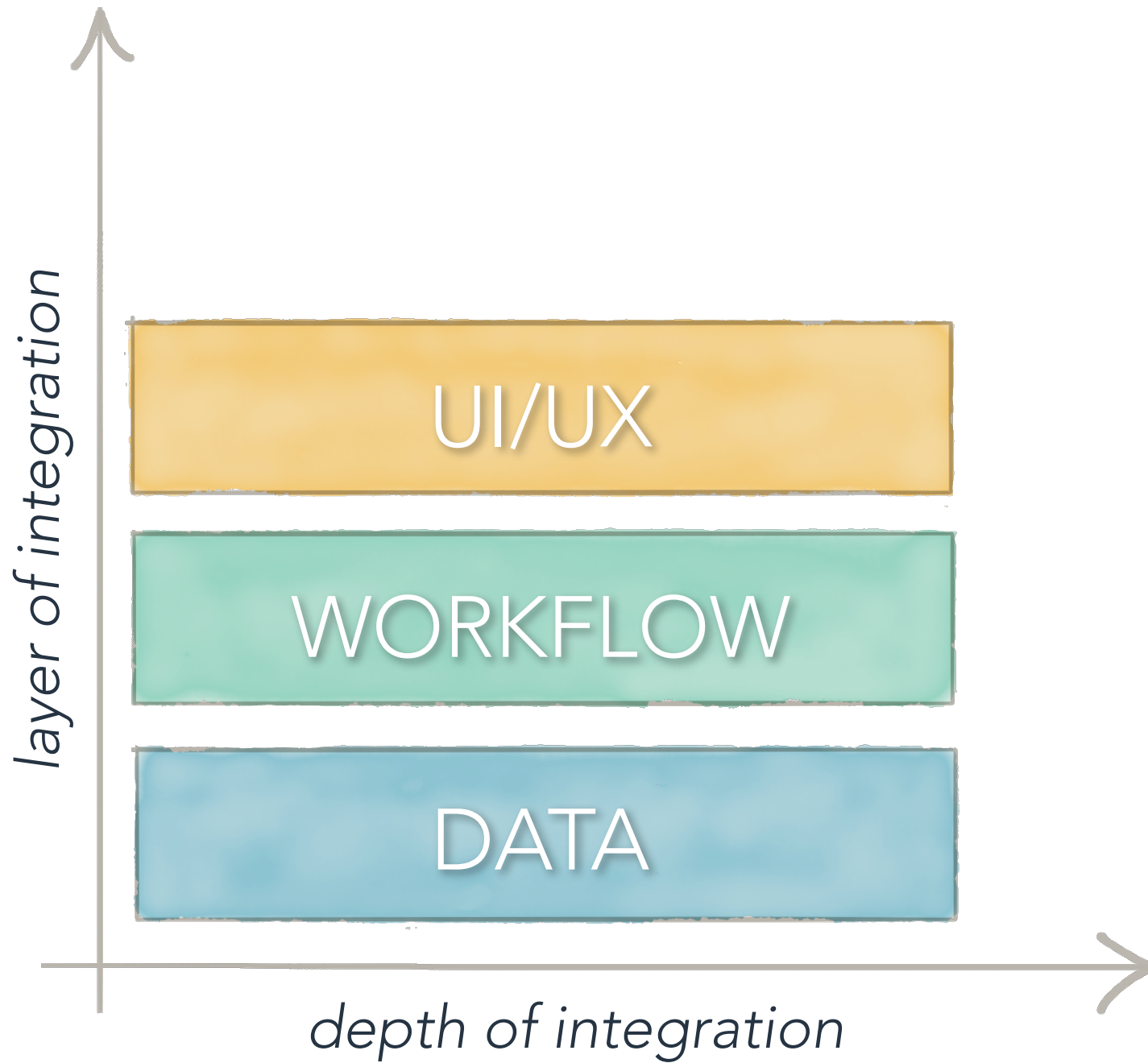
Send as \*

(561) 771-5917: Chris Brisson (Member)


Send a message \*

Contact token ▾

Whoa there **Contact: First name** ! You mean I can create and send texts right from my HubSpot workflows?



< Companies



**Beyond Visual**  
visual.com

Actions

New note Email Call + Log activity Create task Schedule

Start typing to leave a note...

A [link] [list] [edit]

**OrgChart**

**Beyond Visual - Org Chart**

Description: Bring your account to life. Build and store Org charts on each of your accounts.

Open Org Chart

Powered by OrgChartHub

Activity Notes Emails Calls Tasks

Filter activity (5/7)

April 2018

No events matching current filters for April 2018

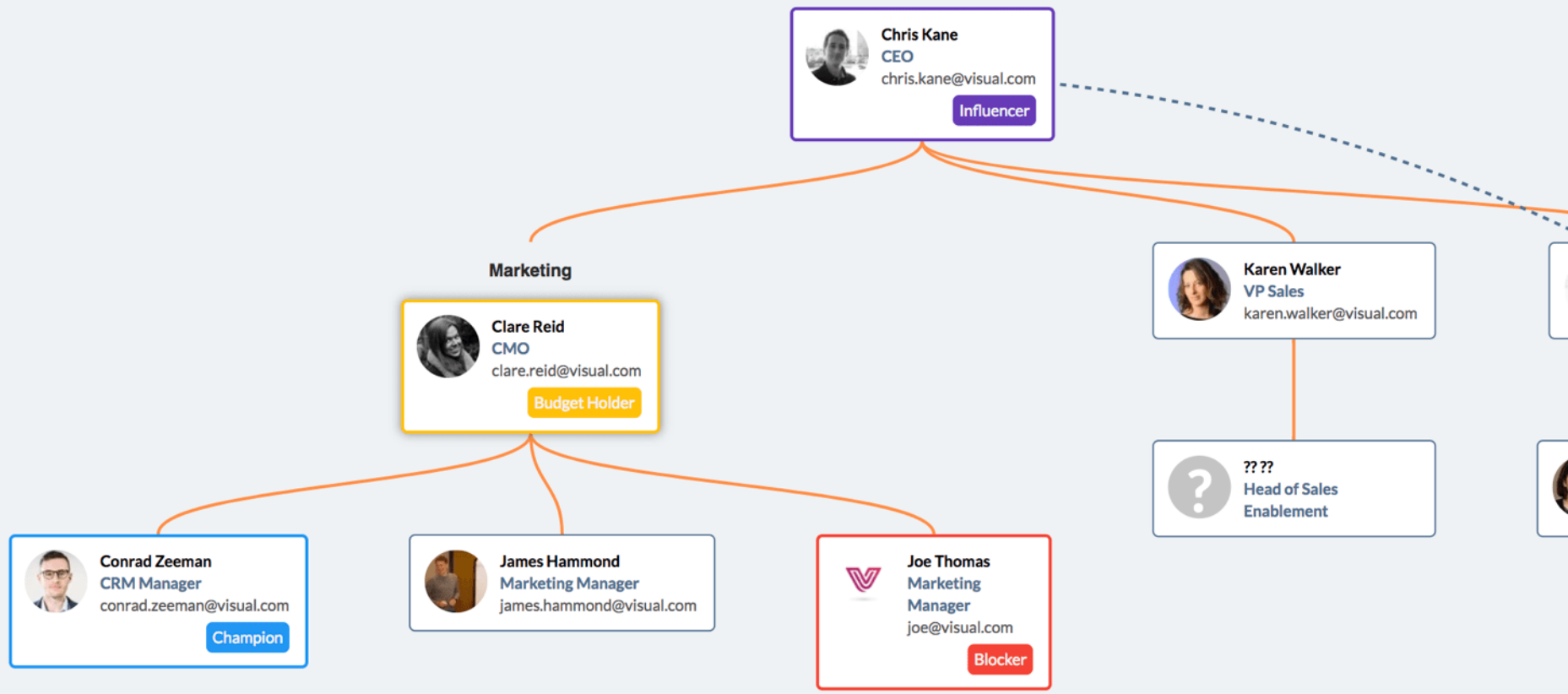
+ Beyond Visual was created  
Mar 13 at 08:59 GMT

**About Beyond Visual**

Name  
Beyond Visual

Company domain name  
visual.com





Search HubSpot Contacts


Contacts not yet on the chart

 **Barry Smith**  
Marketing Manager  
barry@visual.com

Already on the chart

 **Andy Wexler**  
CTO  
andy.wexler@visual.com


 **Chris Kane**  
CEO  
chris.kane@visual.com


 **Clare Reid**  
CMO  
clare.reid@visual.com

 **Conrad Zeeman**  
CRM Manager  
conrad.zeeman@visual.com

 **Gary Lee**  
SDR  
gary@visual.com

 **James Hammond**  
Marketing Manager  
james.hammond@visual.com

 **Joe Thomas**

 **Placeholder Contact**  
Add a placeholder contact when you do

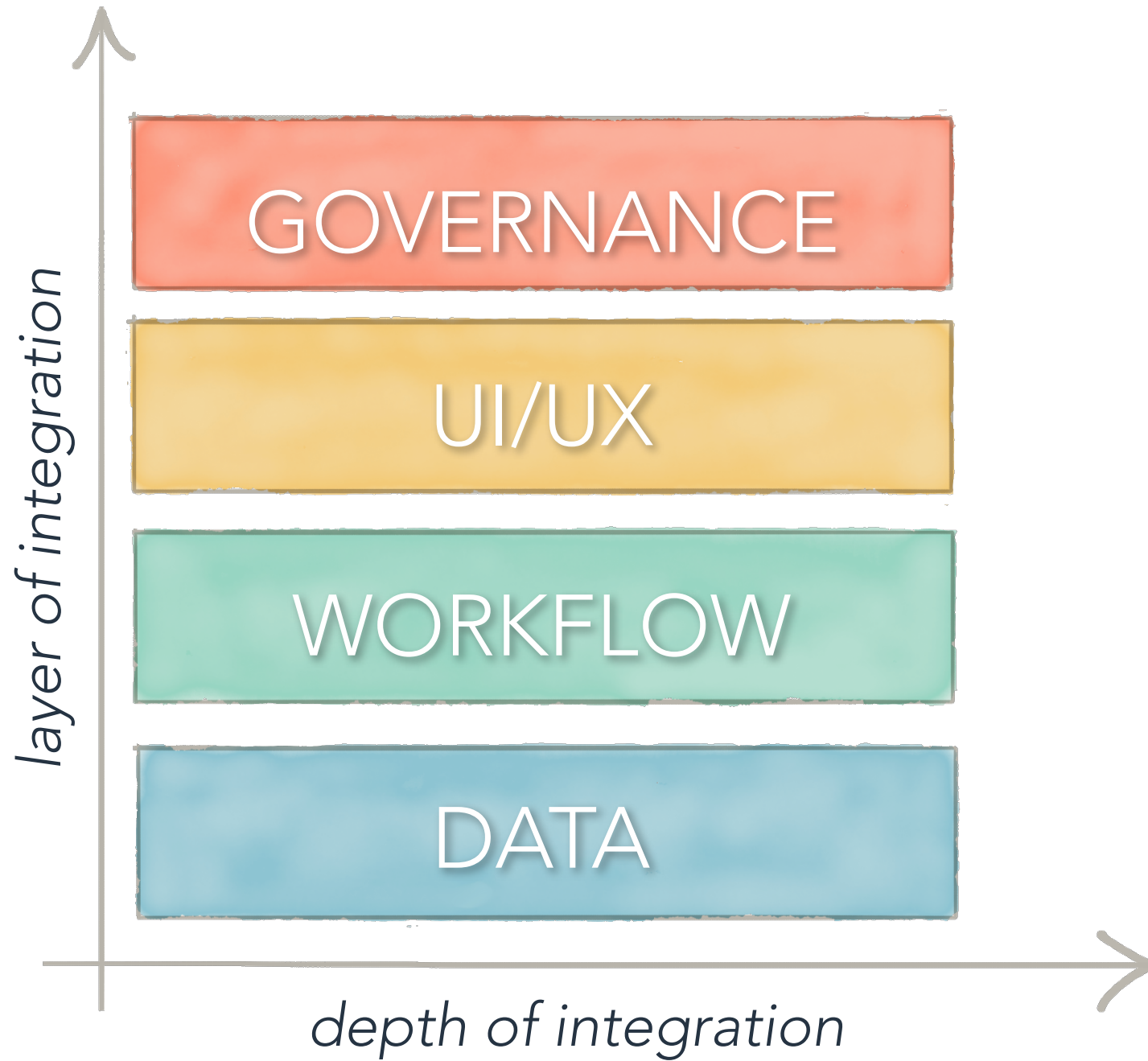


HubSpot  
CANVAS  
Design System

## Welcome to HubSpot Canvas

HubSpot Canvas is the design system that we at HubSpot use to build our products. This library showcases the building blocks that make up our design system, from colors and typography to React-based components and data visualization tools. What you see here is a subset of our components and styles, pulled straight from our production code.

This library is a window into how we build our products here at HubSpot and what it's like to build the HubSpot product. We're sharing it



## Calling

[Home](#)

Calling

Most Popular ▾

Showing 1 - 15 of 29 ([Show 45](#))

### Filter integrations

Search



Categories

[Advertising](#)

[ABM](#)

[Analytics and Data](#)

[Calling](#)

[Connector](#)

[Content](#)

CERTIFIED



### UberConference

Schedule online or phone meetings in seconds, hassle free, right within HubSpot CRM.

CERTIFIED



### Aircall

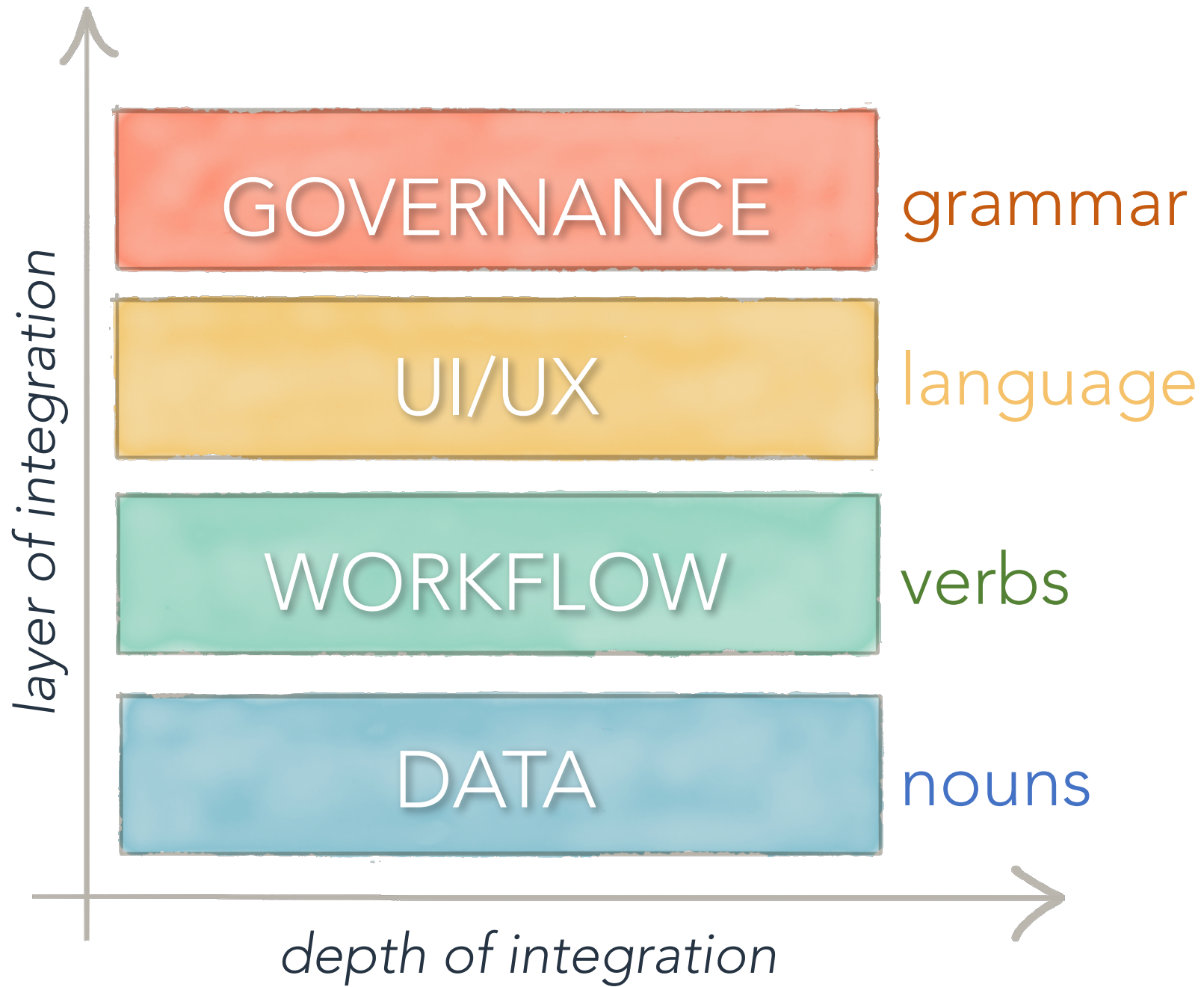
Consolidate all your phone interactions in one place. Call your contacts, automatically log their calls, and get the data you need right before taking the call with Aircall for HubSpot.

CERTIFIED



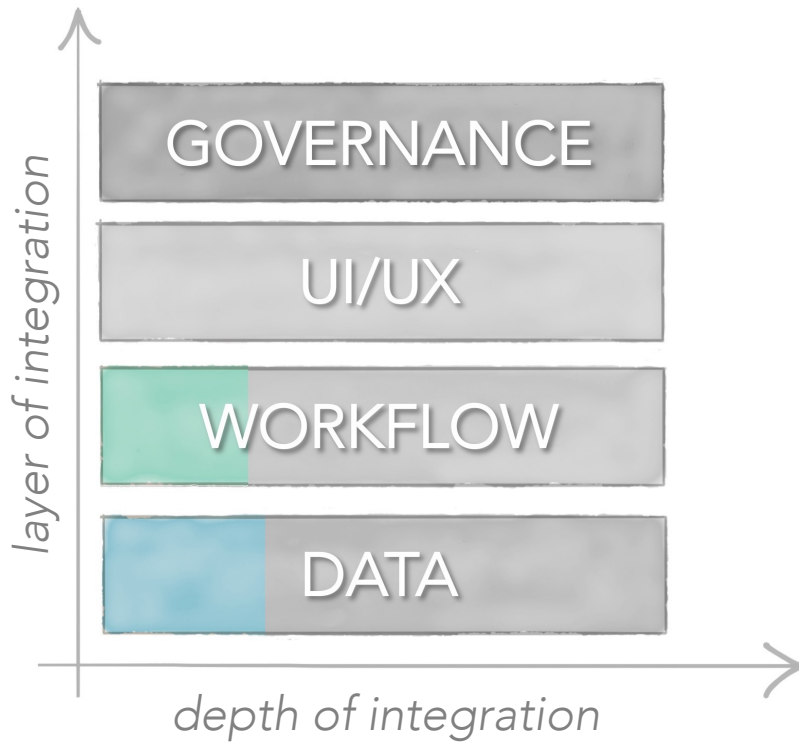
### CallRail

Send inbound phone call data into HubSpot, create new leads or add phone calls to the contact activity timeline, segment and score leads based on calls and texts and more.

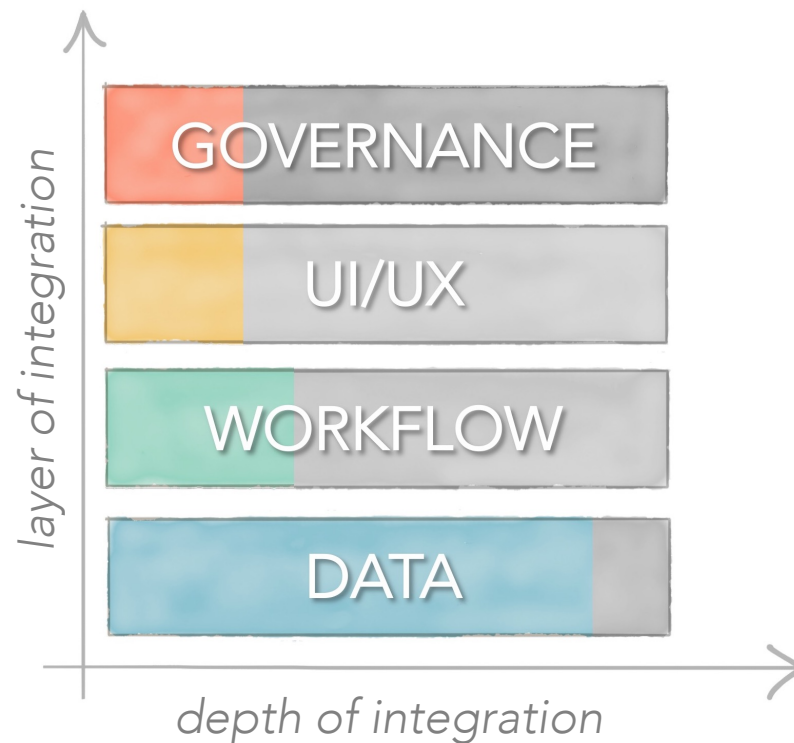




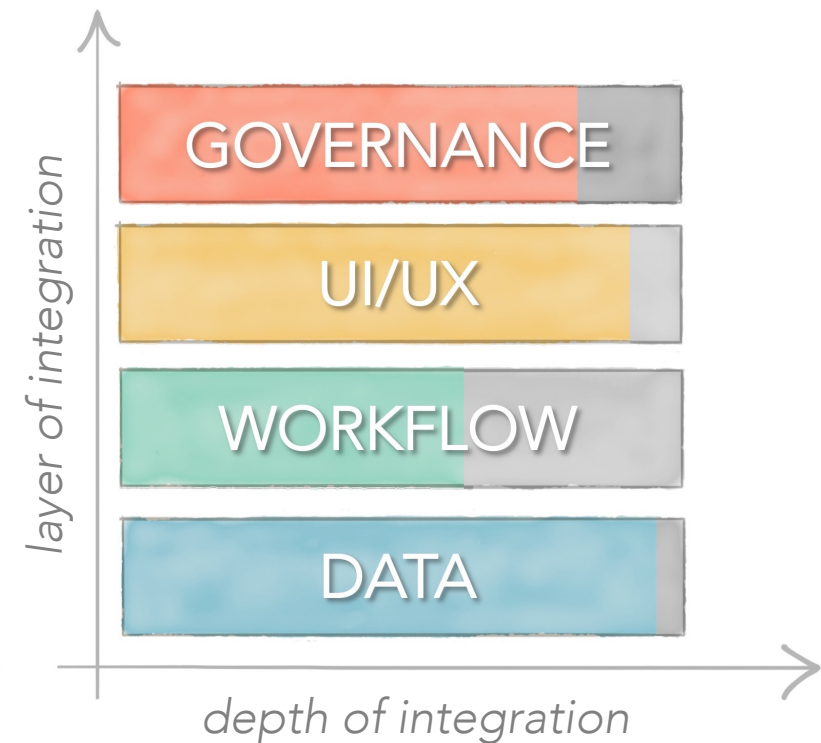
# Comparing 3 Different Integrations



A

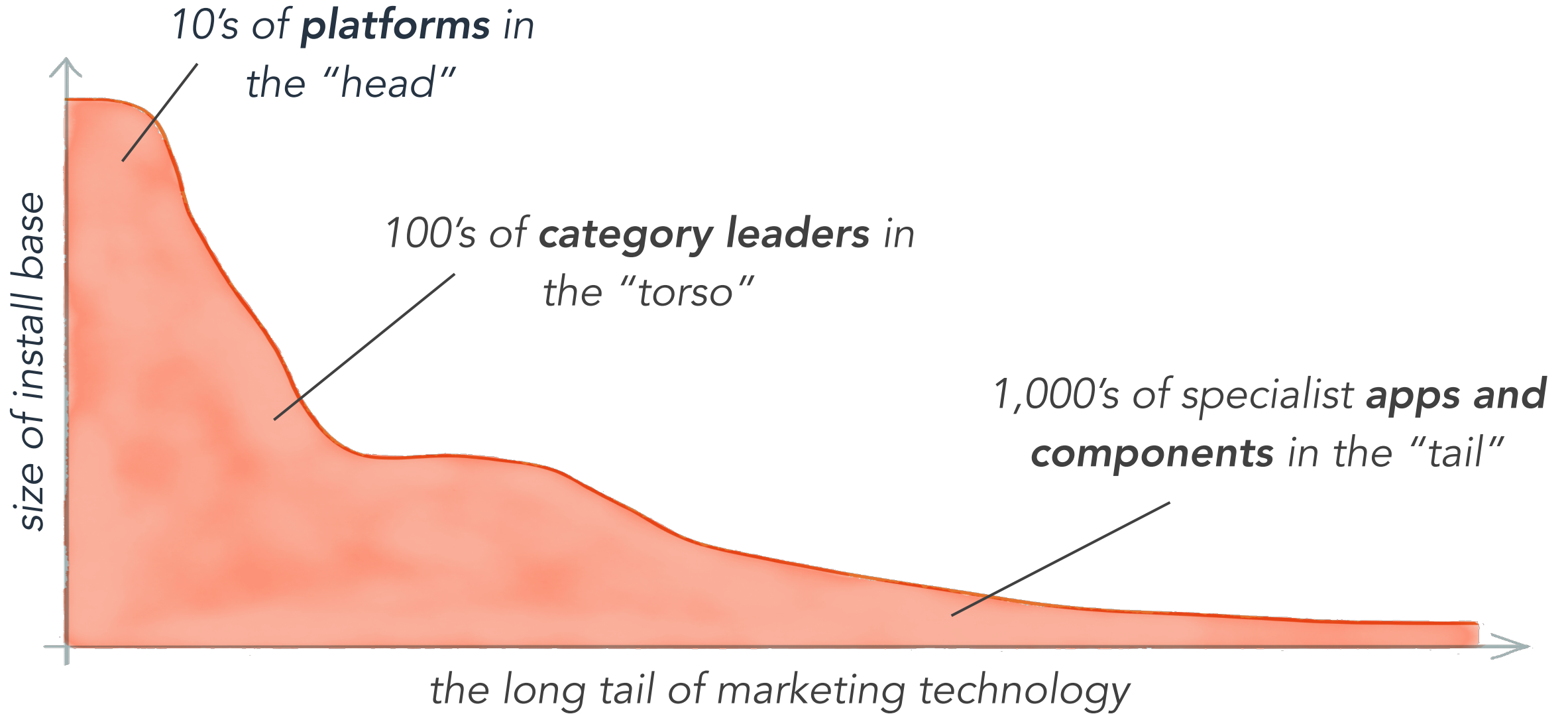


B

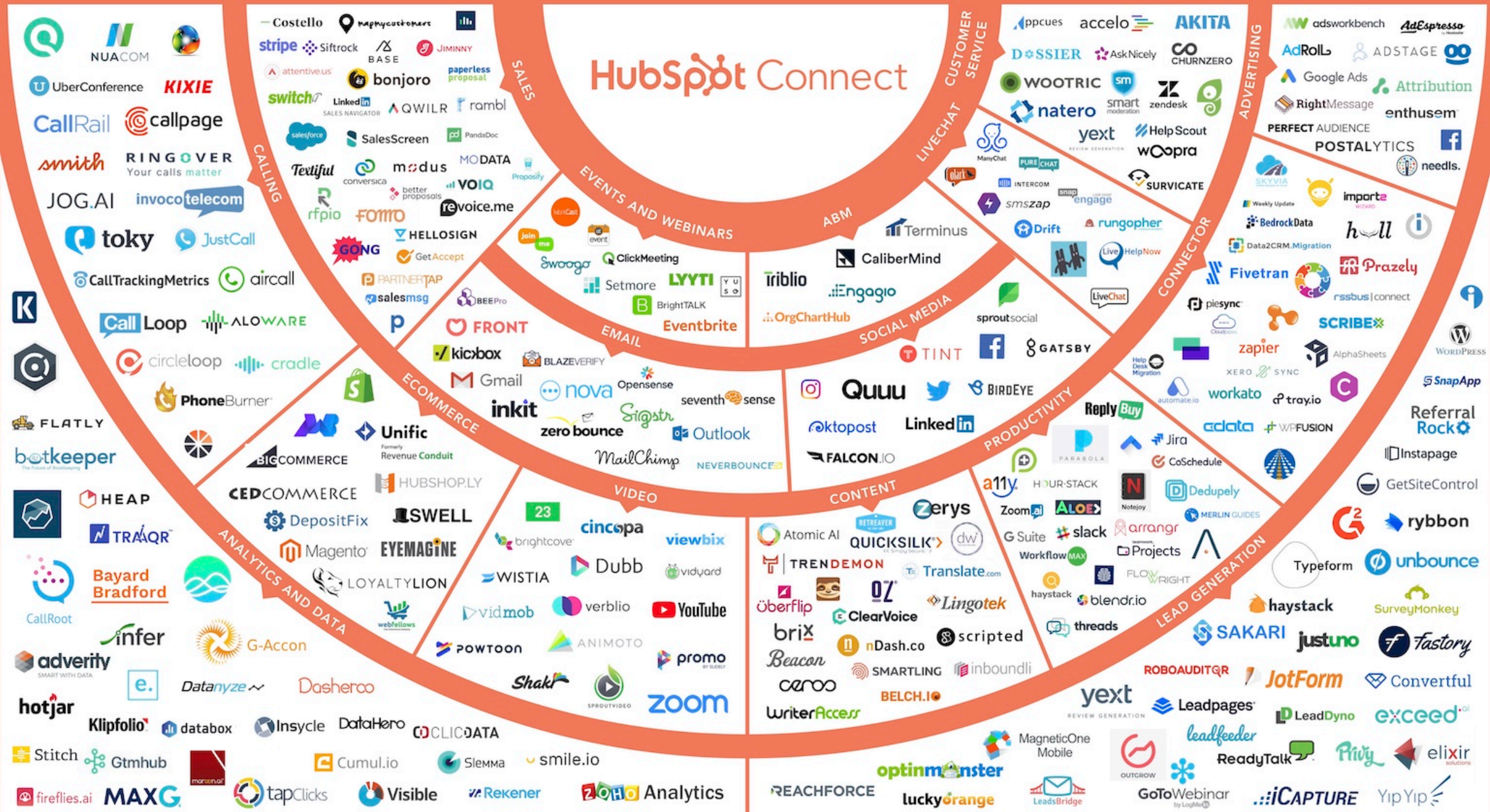


C





# HubSpot Connect



# Run your business with award winning apps

Find award-winning global apps which can help you run your business smoother

See our award winners

Apps

## Featured apps

See all >

### Functions ^

- Accountant tools
- Bills and expenses
- CRM
- Conversions
- Custom made integration
- Debtor tracking
- Documents



Inventory, Point of sale

**Vend**

★★★★★ / 99

Run the world's best retail with



Reporting, Xero HQ apps

**FUTRLI**

★★★★★ / 105

FUTRLI is an all-in-one forecast-



Inventory, Invoicing and jobs

**simPRO**

★★★★★ / 41

The leading end-to-end busi-



Reporting

**Float**

★★★★★ / 206

Cash flow forecasting software

1. Design your tech stack through the lens of customer experience.

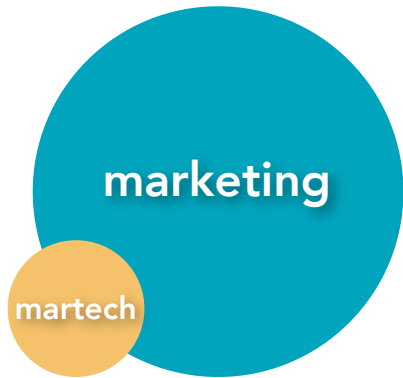


2. Orchestrate your tech stack around centralized platforms.

3. Absorb skills to use your tech stack across your organization.



Marketing is **assisted** by martech.



Martech is **embedded** in marketing.



Martech is **absorbed** by marketing.

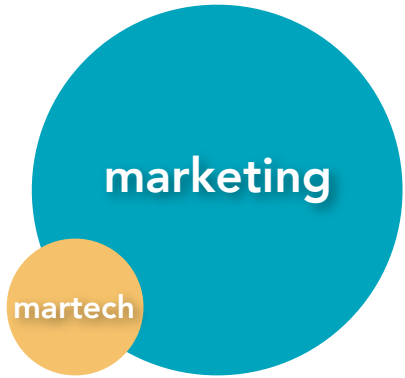


Marketing is **dominated** by martech.



*martech maturity*

*spectrum of relationships between marketing & martech*



**assisted**



**embedded**



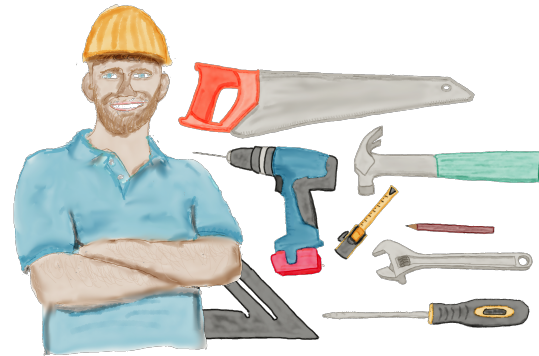
**absorbed**



**dominated**



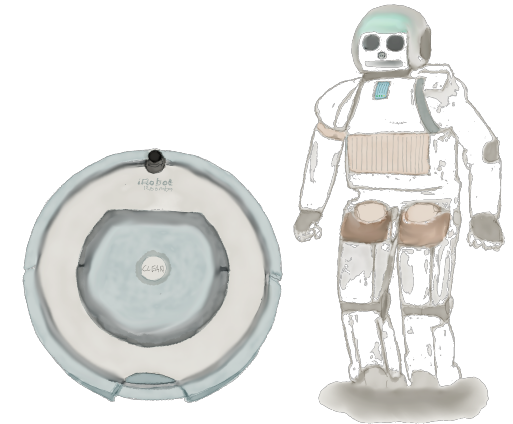
*if it can be fixed by  
banging it with a  
hammer, I've got this*



*my father-in-law knows  
all the tools and how to  
use them masterfully*

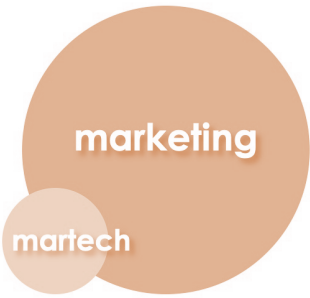


*yet imagine if my whole  
family were skilled with  
tools, even me*



*someday, a robot may  
do it all for us... but for  
now, there's Roomba*





**assisted**



*if it can be fixed by  
banging it with a  
hammer, I've got this*

*martech as a  
sporadic **assist**  
lags behind*



**embedded**



*my father-in-law knows  
all the tools and how to  
use them masterfully*

*many marketing  
teams **embed**  
martech now...*



**absorbed**

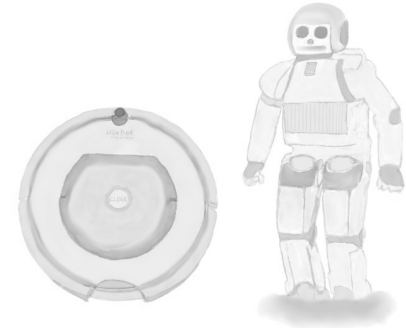


*yet imagine if my whole  
family were skilled with  
tools, even me*

*...but they  
should aspire to  
**absorb** it*



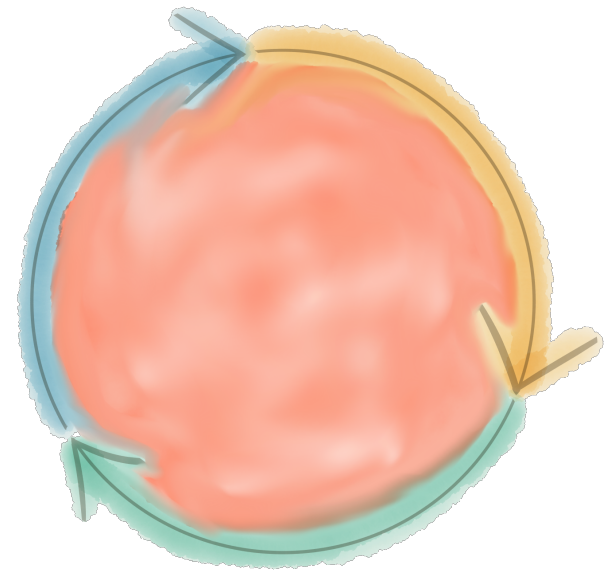
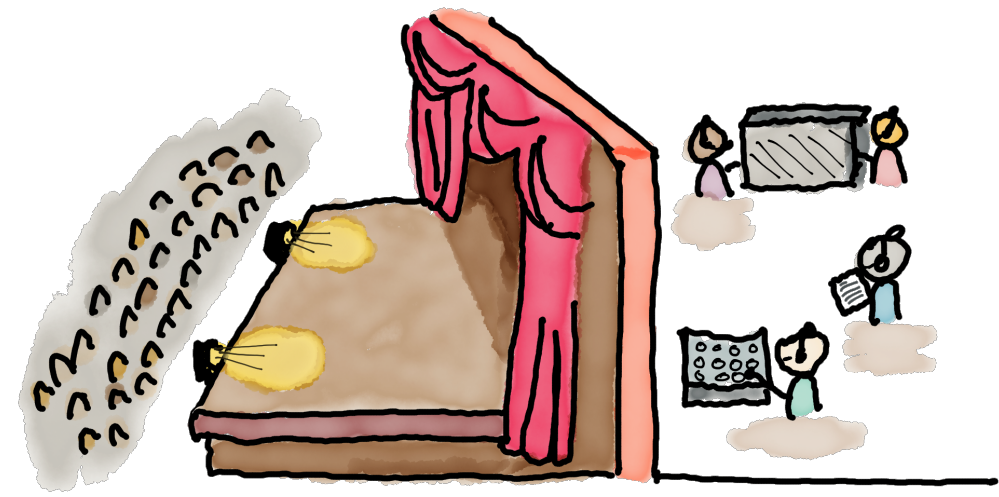
**dominated**



*someday, a robot may  
do it all for us... but for  
now, there's Roomba*

*martech won't  
**dominate** in the  
near future*


1. Design your tech stack through the lens of customer experience.



2. Orchestrate your tech stack around centralized platforms.



3. Absorb skills to use your tech stack across your organization.



To integrate or not to integrate,  
That is the question.  
Whether 'tis nobler in marketing  
To suffer the lost customers and  
poor insights of siloed data  
Or to buy a platform with a sea  
of certified apps  
And by clicking connect them.

*– Hamlet, CMO of Denmark*

### ACCOUNTING SOFTWARE

### BUSINESS INTELLIGENCE

### CRM

### PAYROLL

### HR

### HOSTING

### ERP

### WORKFLOW

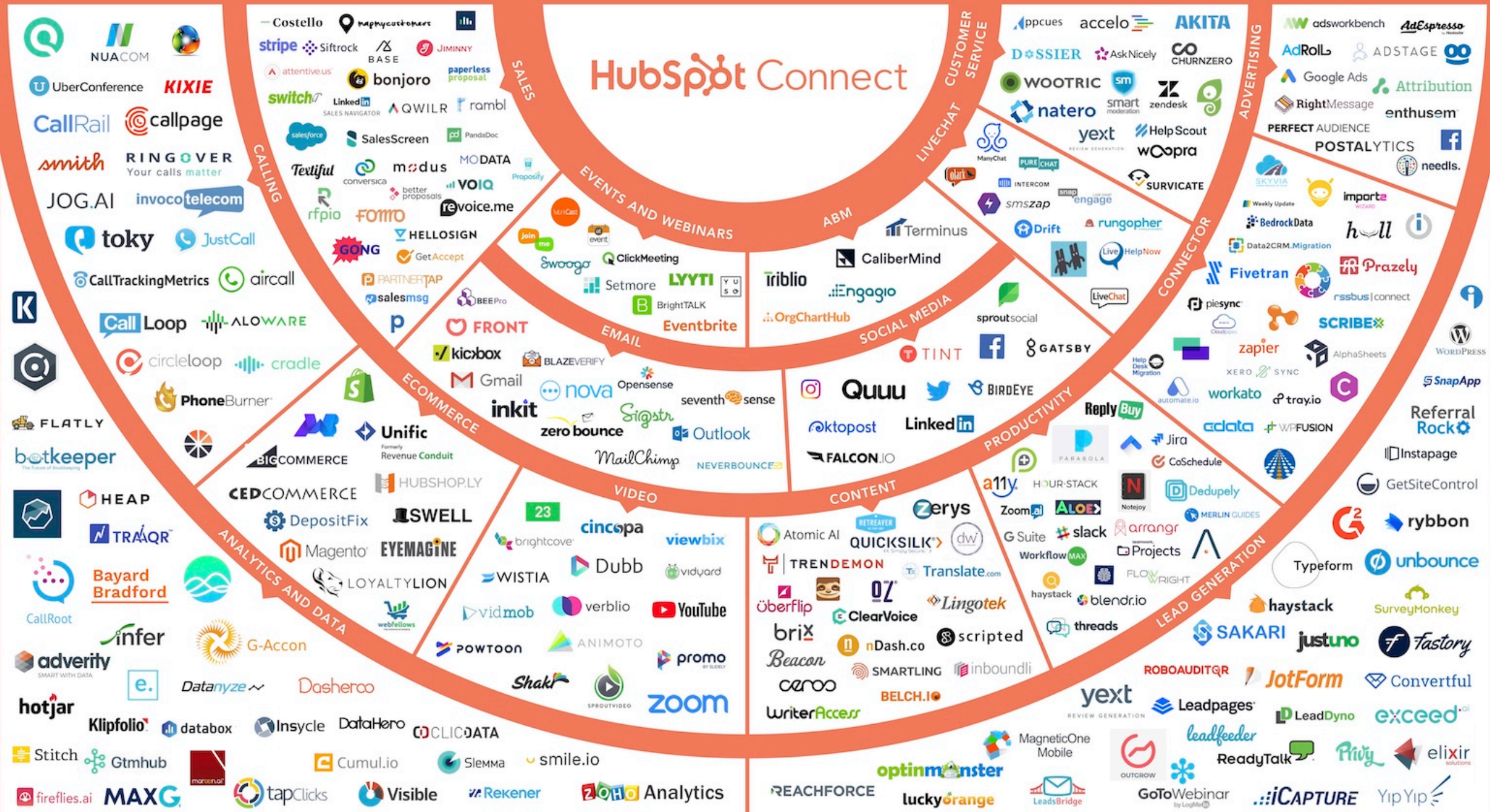
### BILL PAY

### TIME TRACKING

### PROJECT MANAGEMENT

### DMS

# HubSpot Connect



The left half of the image has an orange background with several abstract circular shapes in various shades of orange and brown. The text 'CRM' is centered in white.

**CRM**

The right half of the image has a blue background with several abstract circular shapes in various shades of blue and teal. The text 'Accounting' is centered in white.

**Accounting**

HubSpot

