



In welke tooling investeren?

En het marketing team van de toekomst

MartechTribe.com - Frans Riemersma



Customer Technology

Research & reports on stacks, solutions and requirements

1. Customer Technology Benchmark

Which applications are in use (Good-/Best Practices within an industry such as Retail)?



2. Customer Technology Map

Which provider offers solutions within a specific scenario (long-lists)?



3. Customer technology Requirements

Which IT applications best cover specific requirements (heatmaps)?

#	Solution name	Totals	Average closer to 0 is a closer match
1	HubSpot	16	27
2	Adobe Campaign Standard - AJO	15	26
3	SharpSpring	15	25
4	Marketo	12	29
5	Salesforce Marketing Cloud	16	27
6	Creatio	14	26
7	Freshworks	14	24
8	ActiveCampaign	13	24
9	Acoustic	13	26
10	Selligent	13	26
11	Act-On	12	24
12	Eloqua	12	23
13	Pega	11	18
14	MS Dynamics 365	10	18
15	Salesforce Pardot	10	26
16	ClickDimensions	10	20
17	Drip	8	20
18	Keap	6	19

- 900+ reports
- 6970+ providers
- 226 features
- Across 100+ industries
- 5 Capital



Technology Atomization



The technology landscape is
undergoing a disruptive change...



Digital Transformation

1.0

“Companies are using more software”

2.0

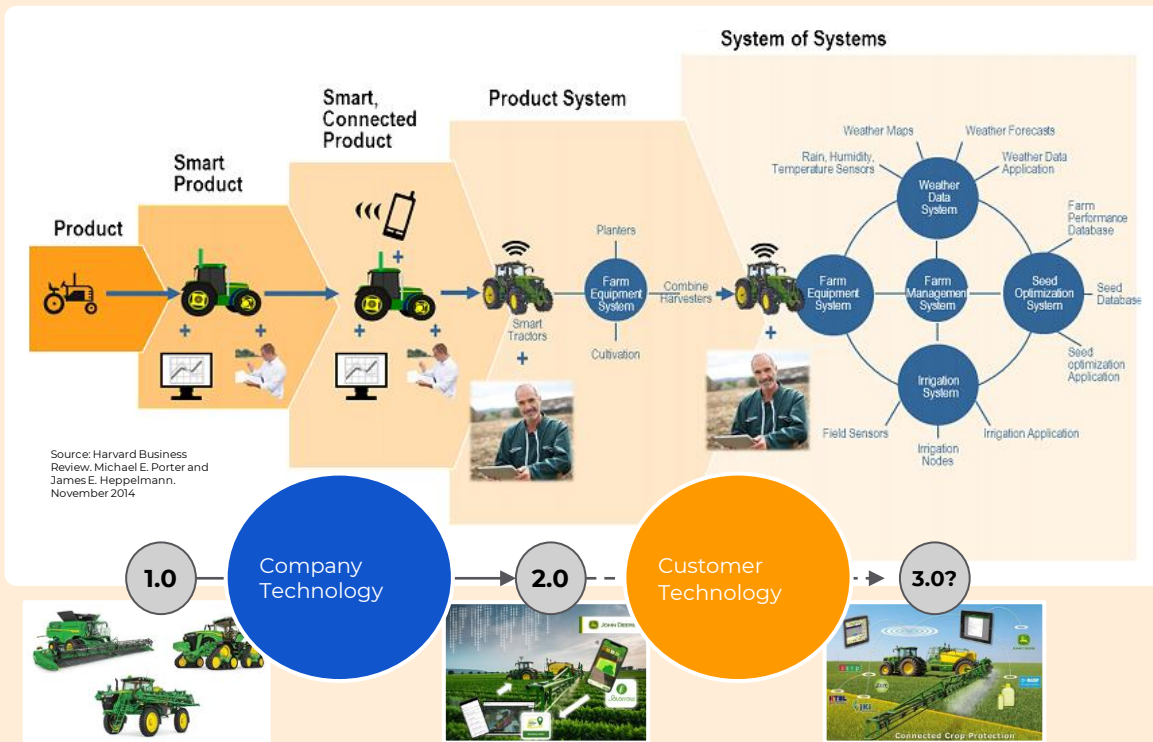
“Companies are becoming software”

 MartechTribe - Benchmark your Martech Stack -





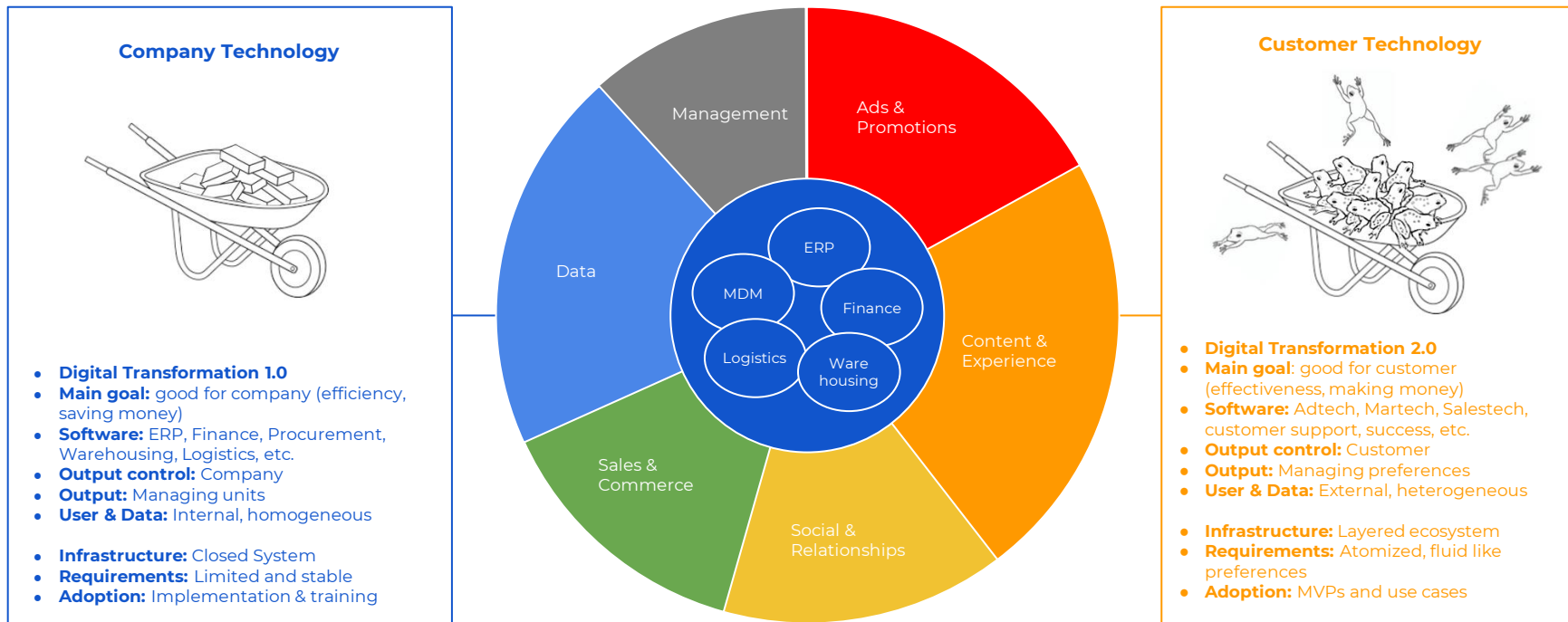
Digital Transformation roadmap

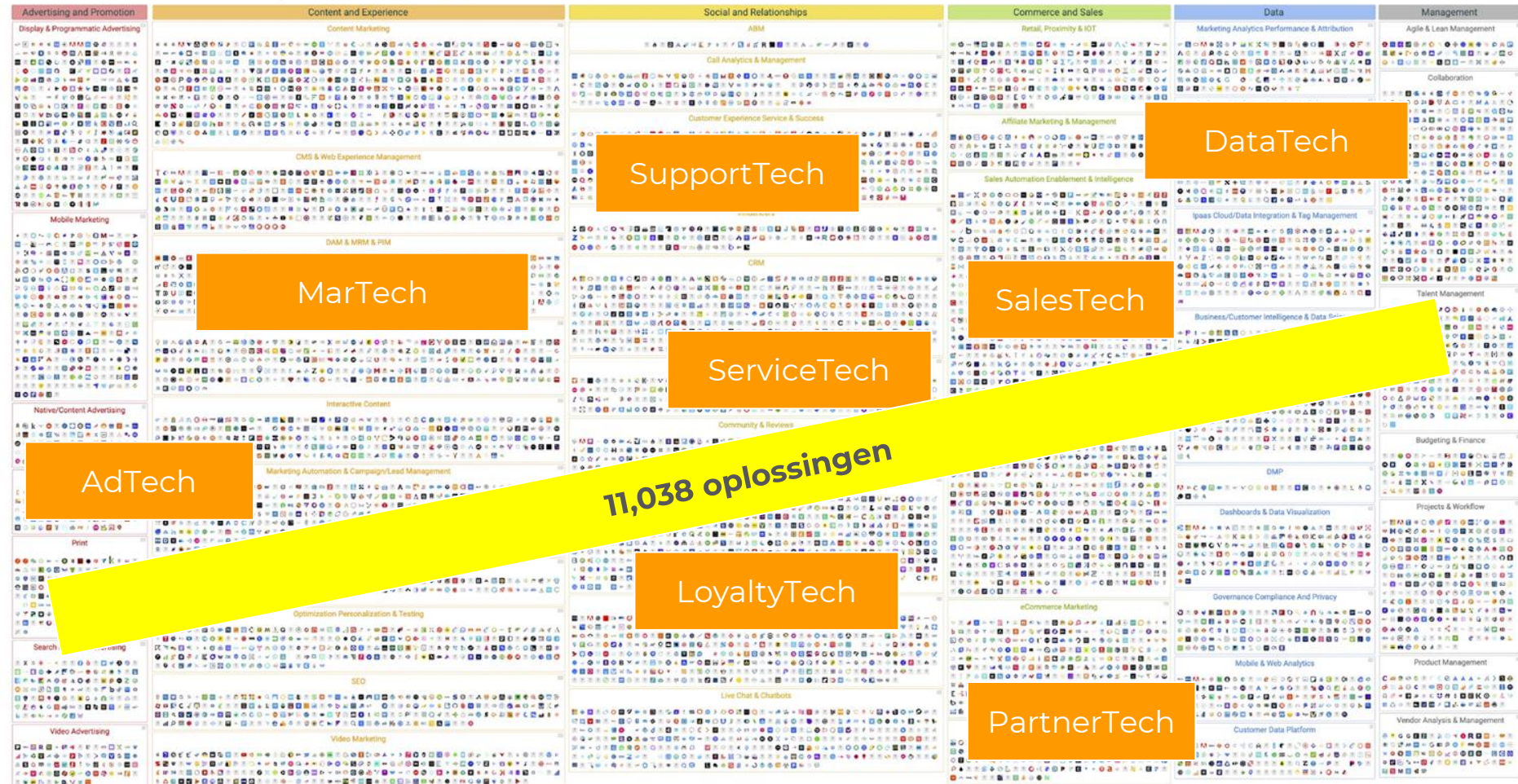




What is Customer Technology?

What is different about Customer Technology?





AdTech

MarTech

SupportTech

ServiceTech

SalesTech

DataTech

LoyaltyTech

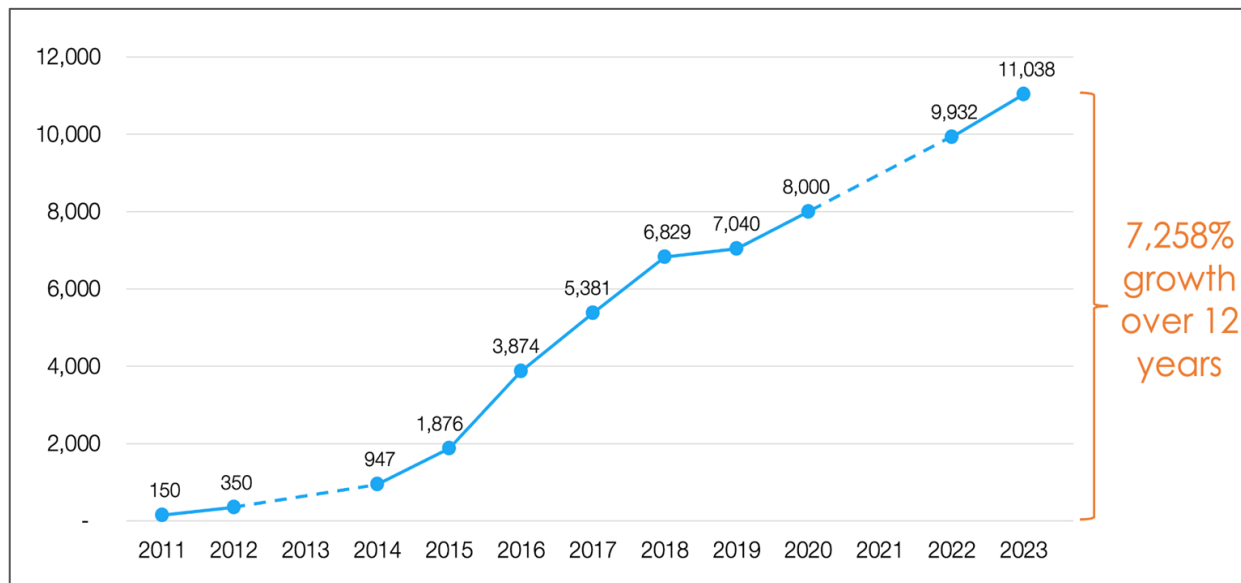
PartnerTech

11,038 oplossingen



Tech Atomization & Stack Aggregation

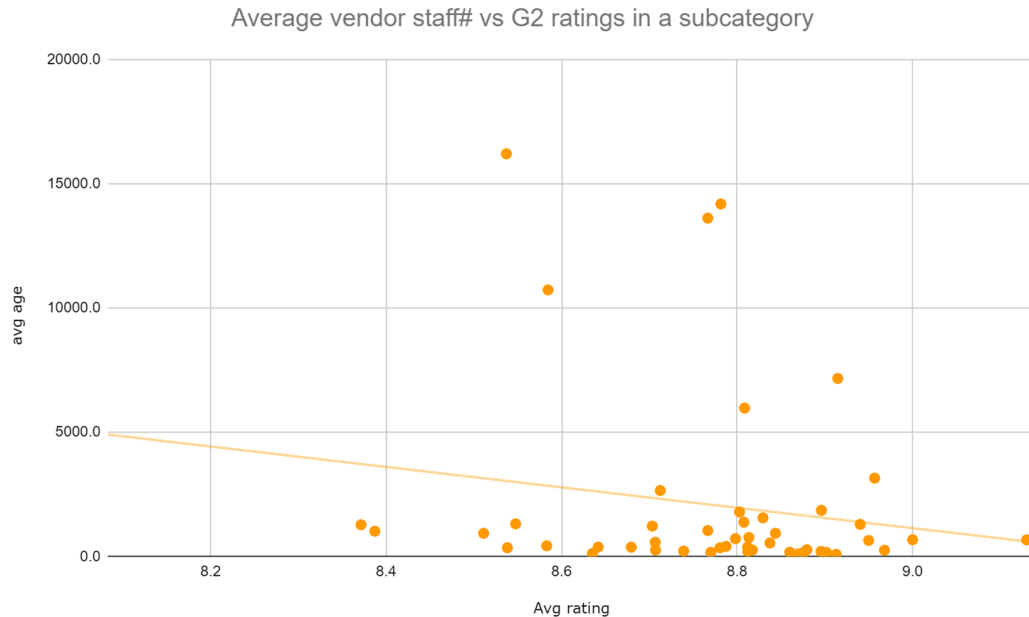
Ever smaller, more intuitive solutions emerging





Insight #1: Size matters

The smaller the vendor, the higher the rating (n=4,500)

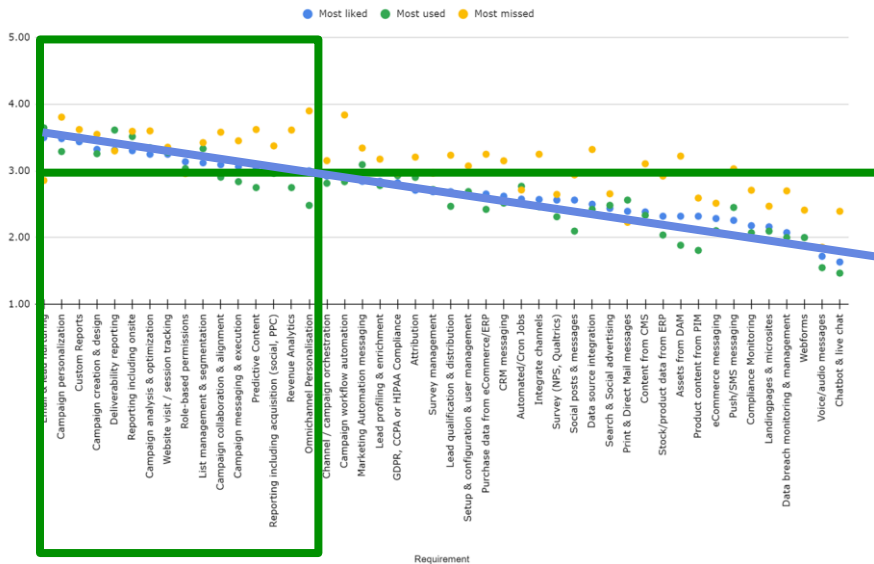




Insight #2: Less is more

Example: Marketing Automation features Used (n=147)

Most liked, Most used and Most missed capabilities



Find your gold nuggets. What elephant paths work well today?

+10,000 AI tools

THERE'S AN AI FOR THAT

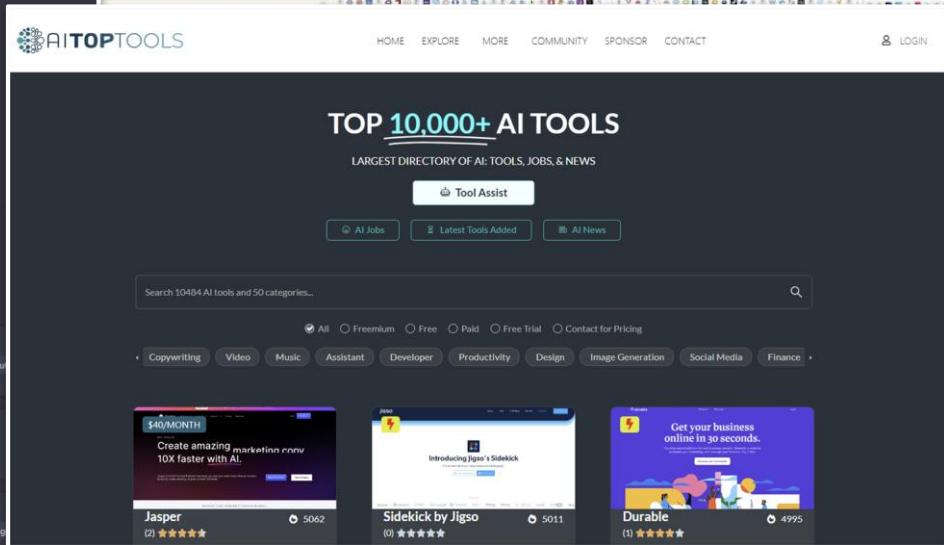
2,200 AIs for 629 tasks. Updated daily. Sponsored by 1-Click SEO Article Generation.

448,243 searches today

Find AIs using AI

Marketing

AdCreative Content generation 12 Nov 2021 0.54	Subject Line Generator Email subject lines 28 May 2023 0.52 0.50	Outboundly Email & LinkedIn outreach 24 Jan 2023
IMAI Influencer marketing 05 Apr 2023 0.39	MakerBox Marketing prompts 05 May 2023 0.23 0.1 0.47	Headline Copywriting 03 Sep 2022
Pencil Ads 01 Mar 2022 0.5	Molin Writing 12 May 2023 0.12 0.1 0.50	Followr Social media management 11 Mar 2023



AI TOPTOOLS

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TOP 10,000+ AI TOOLS

LARGEST DIRECTORY OF AI: TOOLS, JOBS, & NEWS

Tool Assist

AI Jobs Latest Tools Added AI News

Search 10484 AI tools and 50 categories...

All Freemium Free Paid Free Trial Contact for Pricing

Copywriting Video Music Assistant Developer Productivity Design Image Generation Social Media Finance

- Jasper** (2) ★★★★★ 5062
Create amazing marketing copy 10x faster with AI. \$40/MONTH
- Sidekick by Jigso** (0) ★★★★★ 5011
Introducing Jigso's Sidekick
- Durable** (1) ★★★★★ 4995
Get your business online in 30 seconds.

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Marketing Atomization

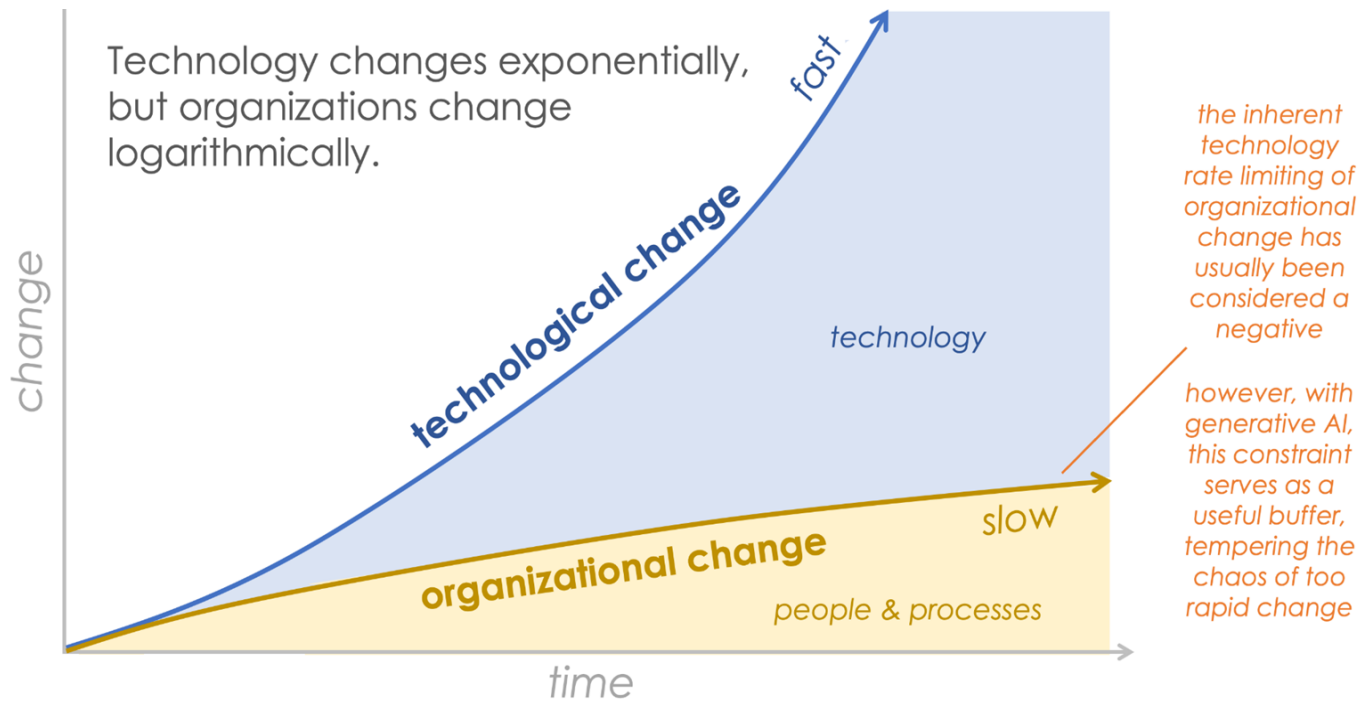
How to deal with the atomized
technology landscape?





Martech's law

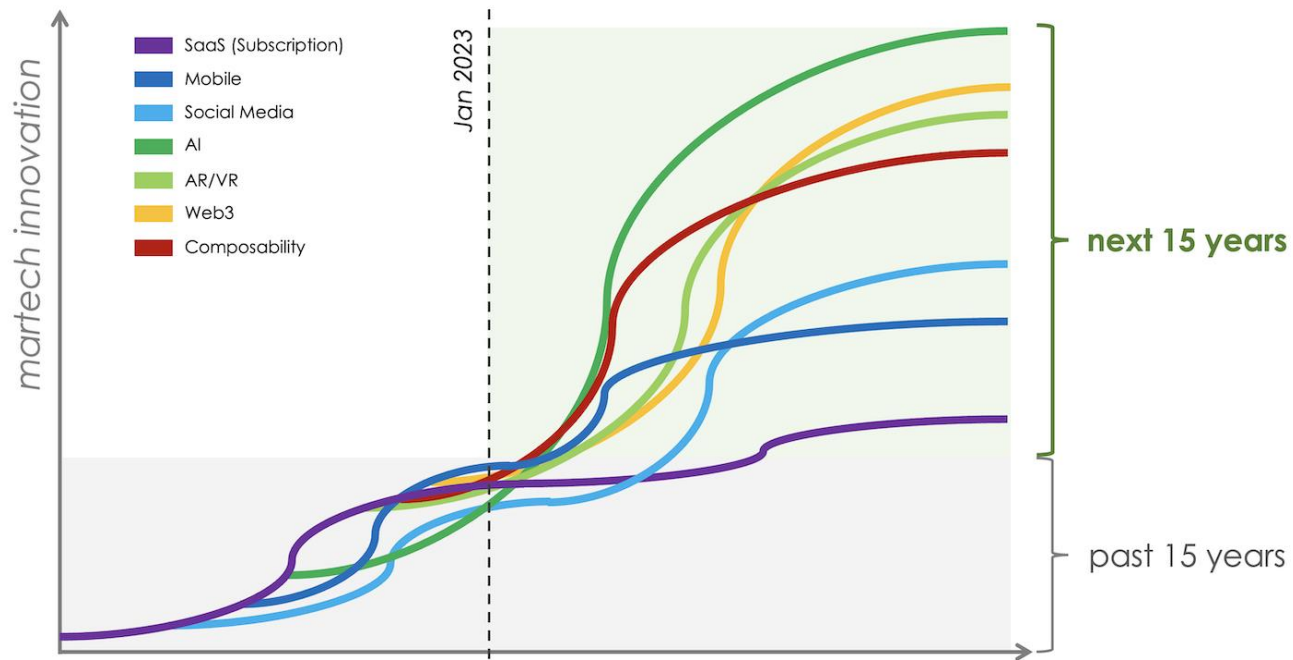
Based on Moore's law...





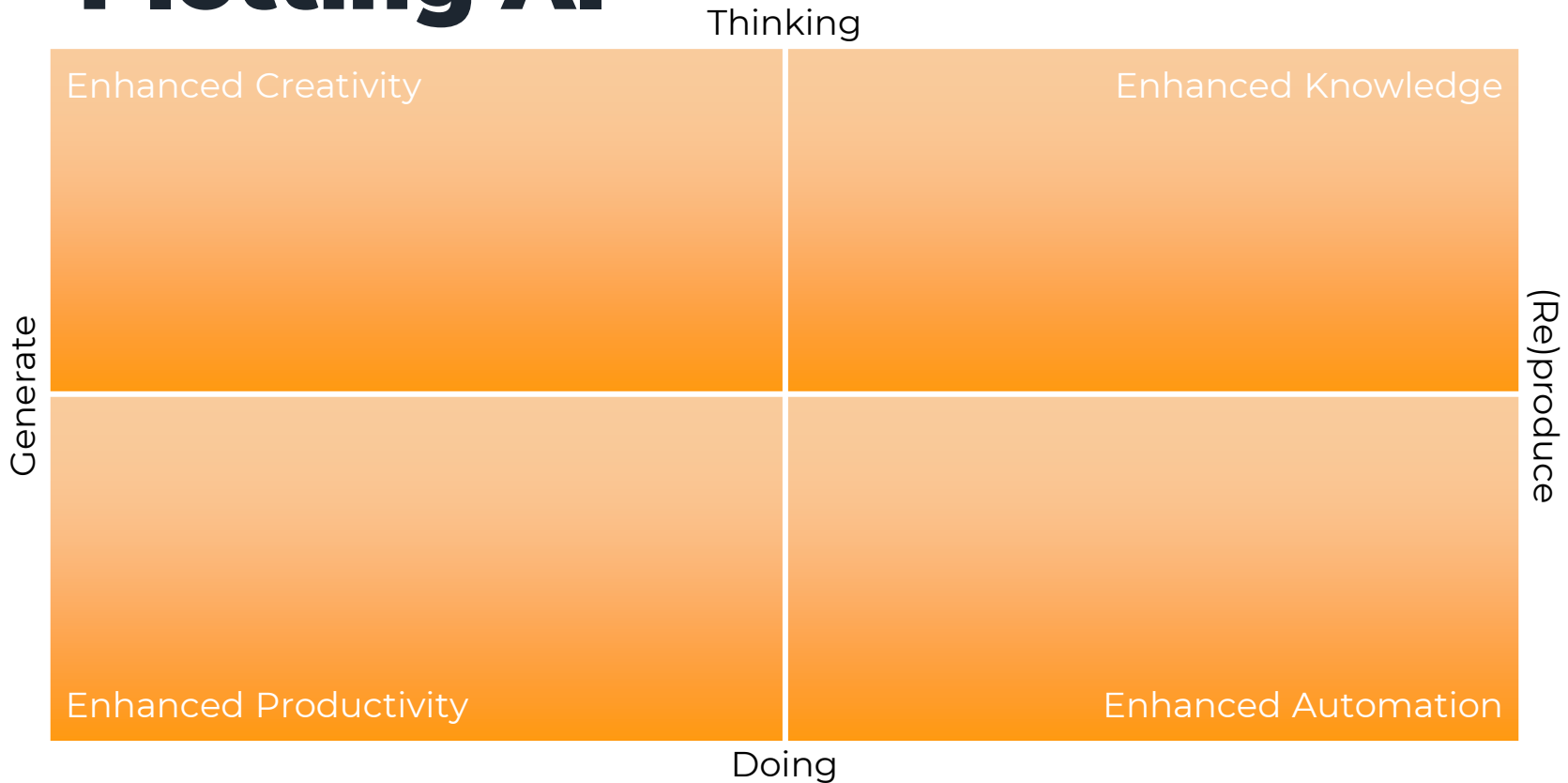
Martech's law

on steroids





Plotting AI





Plotting AI

Thinking

Enhanced Creativity

Enhanced Knowledge

Generate

(Re)produce

Enhanced Productivity

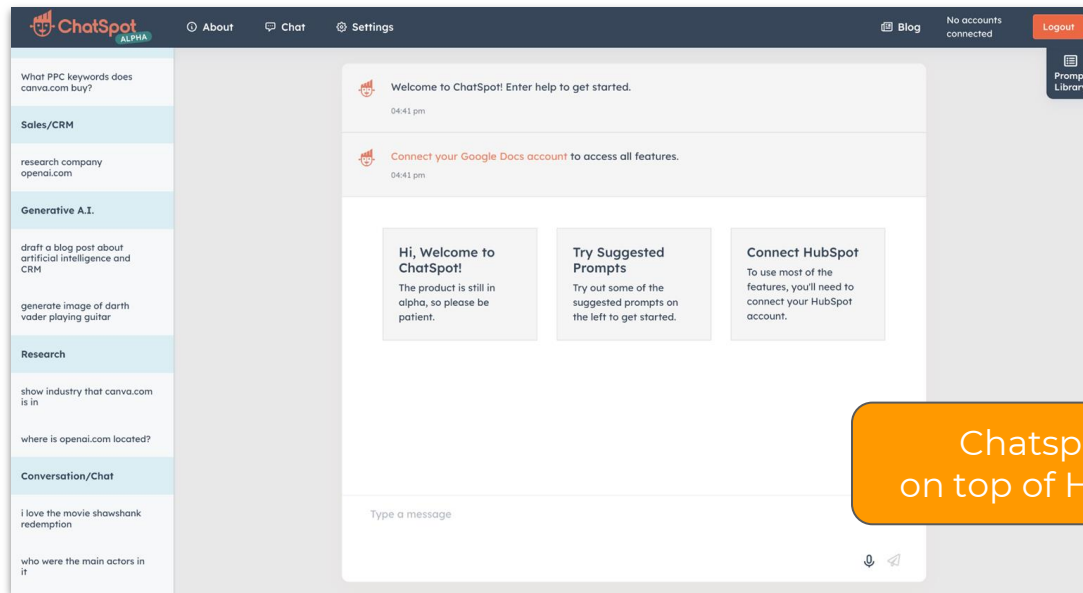
Enhanced Automation

Doing



AI changes the UI

The dialog interface will be prevalent...



Chatspot.ai
on top of Hubspot



Atomization in action

Simplify customer journeys, value propositions, etc.

Per Value Proposition	Best-of Feature	Best-of-Data	Best-of-Content
Unit	Feature set <ul style="list-style-type: none">Automation flowIntegration pointMicroserviceetc.	Data point <ul style="list-style-type: none">KPIConversion pointMoments of truth data pointsetc.	Digital asset <ul style="list-style-type: none">Mail pieceLanding pageLinkedIn Adevergreens, headless content, snackable contentetc.
Skills	<ul style="list-style-type: none">Marketing Ops	<ul style="list-style-type: none">Data Ops	<ul style="list-style-type: none">Content Ops
Best-of-count	<ul style="list-style-type: none">~3 Features	<ul style="list-style-type: none">~4 Data Points	<ul style="list-style-type: none">~5 Content Items



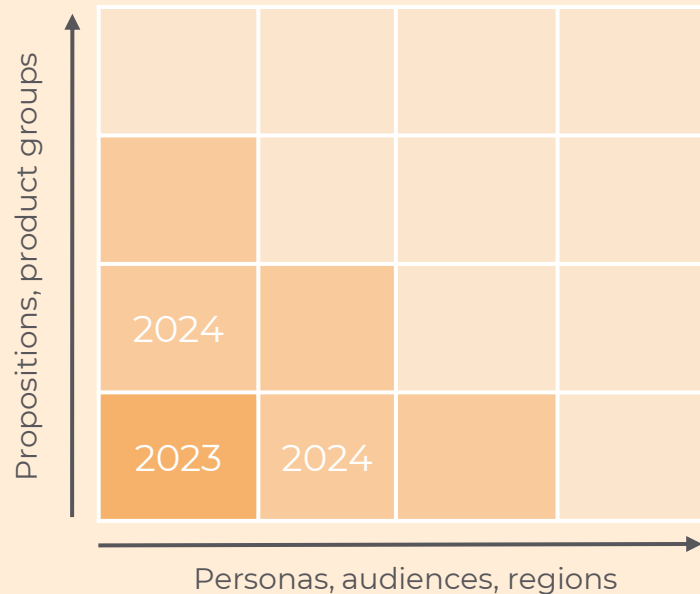
Business cases: Follow the money

Example: every euro invested returned 16,30 euros (total €47,443,208)



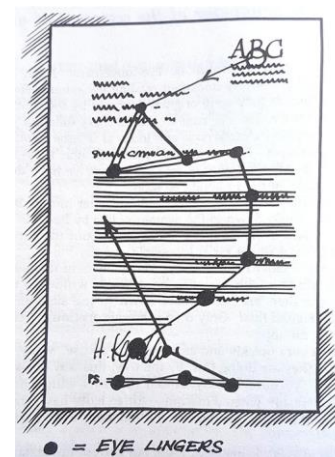


RevOps owns business cases



“This brand understands me”

“This brands knows what I need”



How can you do that?



I know what you are thinking...

Brain hacking with the dialog method

How do you know?

Because I plant a question inside your head.

How do you do that?

I use the Dialog method.

What is the Dialog method?

The Dialog method research reveals that humans constantly ask questions to their environment.

What can I use it for?

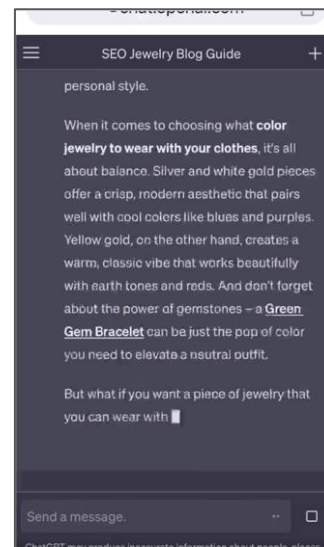
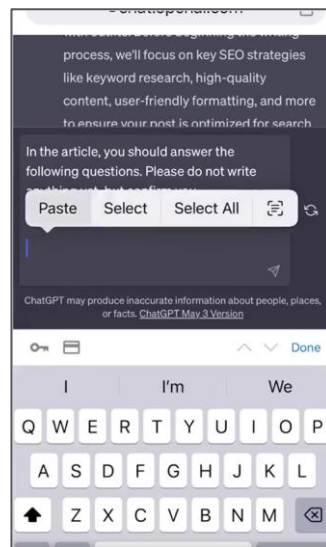
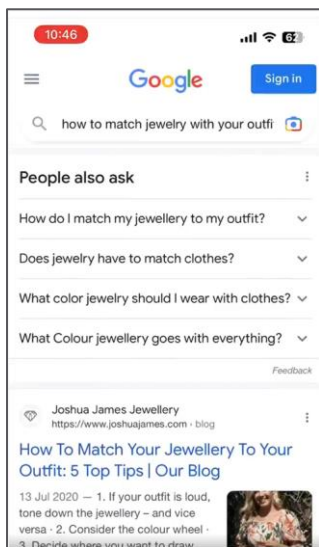
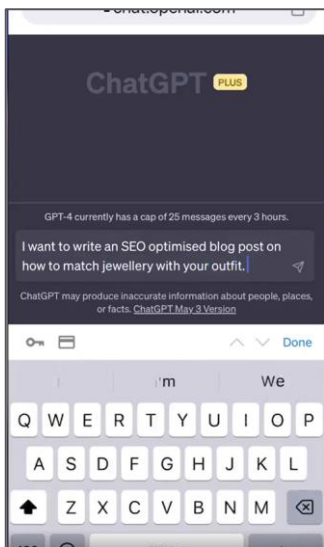
Anyone can use it to write design customer journeys or write copy.

Can you give an example?



Applying the dialog method

Hack: Find five unspoken questions



Thank you!

Let's stay in touch!

FransRiemersma@MartechTribe.com

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