Optimizing the MarTech stack

To unlock the full potential of email marketing

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"More isn't better"

We've surpassed 14,000 tools — 20% jump from just two years ago and marketers are drowning in tool overload, siloed data, and inefficient workflows.

Agenda

→ **Growing Challenge**
Why tech stack matters?

→ **Best Practices**
How to build a stack that works?

→ **KPIs and Metrics**
What analytics to track ROI?

→ **Use Case**
When it all makes sense?

Growing Challenge

➔ Email marketing remains the highest-ROI marketing channel, delivering an average of $36 for every $1 spent

➔ The effectiveness of email marketing heavily depends on how well MarTech stack is designed and integrated

Growing Challenge

A strong, optimized MarTech stack enables:

Deliverability

Ensures your emails reach the inbox, not the spam folder.

Tools like dedicated IPs, warm-up protocols, and reputation monitoring are crucial

Personalization

Enables dynamic content and behavioral targeting, making each email feel tailored to the user's interests and actions.

Efficiency

Reduces manual work, automates lifecycle journeys, and speeds up campaign creation using streamlined tools and integrations.

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Growing Challenge

Audience Vibe Check

➔   How many of your tools actually talk to each other?

➔   How much time do you waste manually syncing data or troubleshooting integrations?

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Best Practices

A high-performing marketing stack consists of multiple integrated layers. Each layer contributes to data integrity, message precision, and campaign execution:

Layer	Tool Type	Examples
Data	CRM/CDP	Hightouch, Segment
Activation	ESP / MAP	Braze, SFMC
Orchestration	Workflow Automation	Zapier, n8n
Analytics	BI Tools	Looker, Google Analytics
Governance	Consent Management	OneTrust, In House

Best Practices

➜ Each tool should serve a distinct role but also integrate well with others

➜ Siloed or redundant tools create gaps in performance

➜ Build a tech stack like layers of a pyramid: the base (data) supports all else

GOVERNANCE

ANALYTICS

ORCHESTRATION

ACTIVATION

DATA
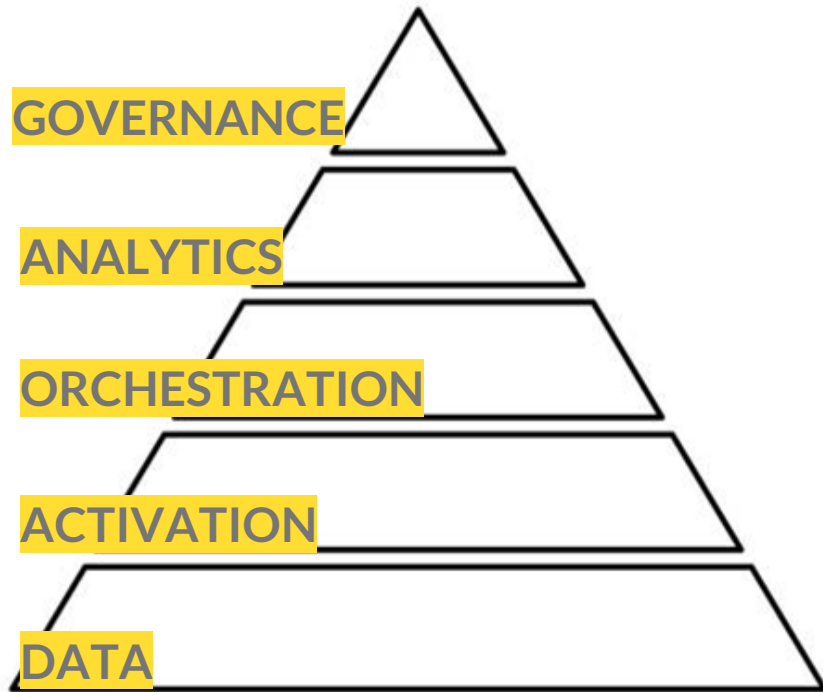
Best Practices

Which among these is the hardest to implement?

Audit

➜ Identify tool overlap, redundancy, or underuse

➜ Use frameworks and GAP analysis to monitor and map everything visually

Centralize

➜ CDP should be the single source of truth that syncs user data across systems

➜ Remove duplicates, standardize fields, enforce naming conventions

Integrate

➜ Avoid sync-only setups and align ESP triggers with user behavior

➜ Use bi-directional data flows with real-time triggers

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KPIs and Metrics

Audience Vibe Check

➔ Are Open Rate, CTR, Unsubscribe Rate the right metrics to track the efficiency of your stack?

➔ What do you like to track?

KPIs and Metrics

Metrics	What it reflects?
Campaign velocity	Operational agility, tool automation quality
Time to launch	Stack usability, cross-functional efficiency
Segmentation depth	CDP enrichment, behavioral data activation
Attribution clarity	Stack alignment between data, MAP, analytics
Composite metrics	How long it takes from campaign idea → brief → launch can reveal stack complexity
Cost efficiency	Cost per lead/email conversion can show whether tools are worth their spend

KPIs and Metrics

MarTech analytics is different from everyday email analytics and not always related.

Tip

Have dedicated dashboard to track these metrics over time, so as to not result in a last-ditch effort to audit.
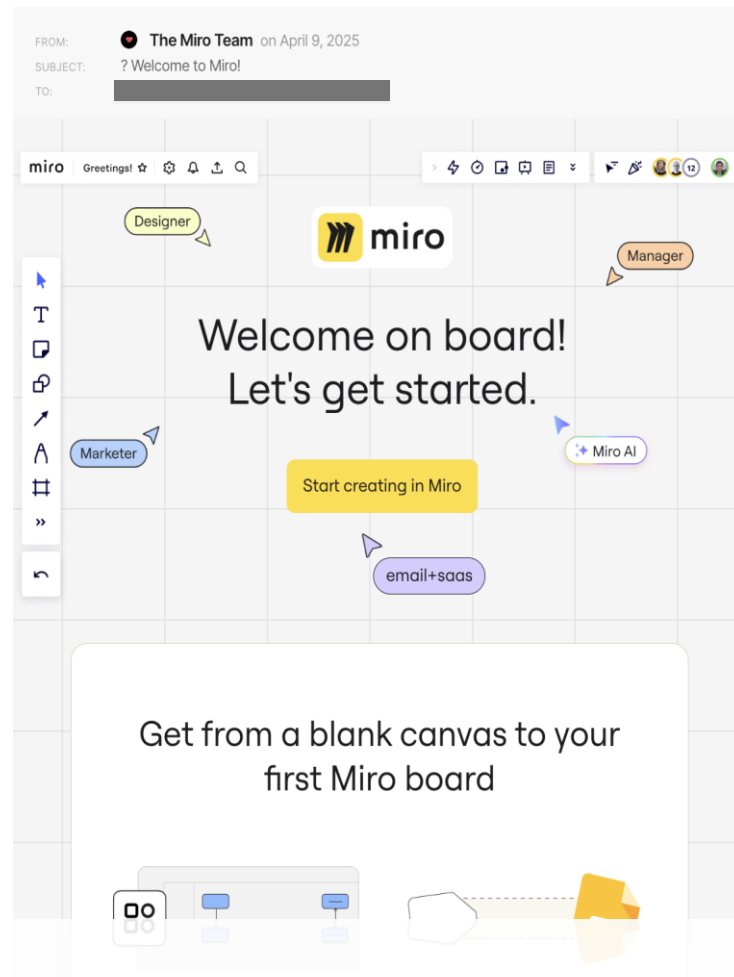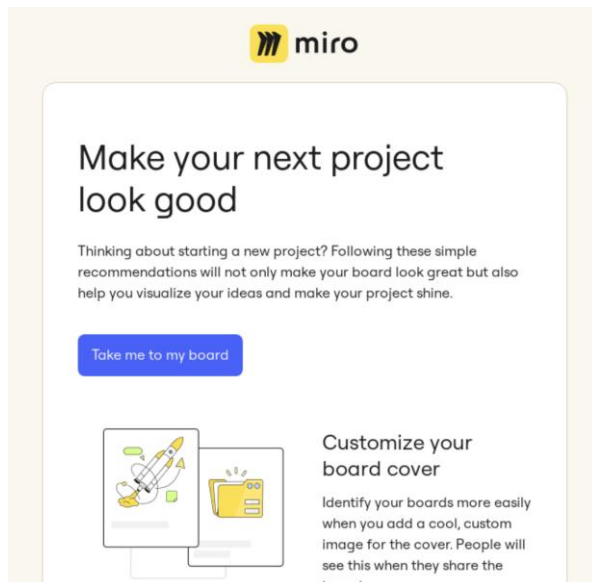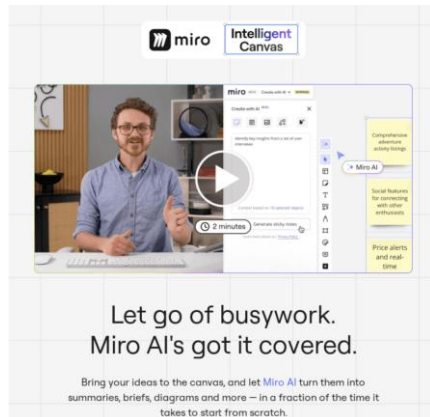
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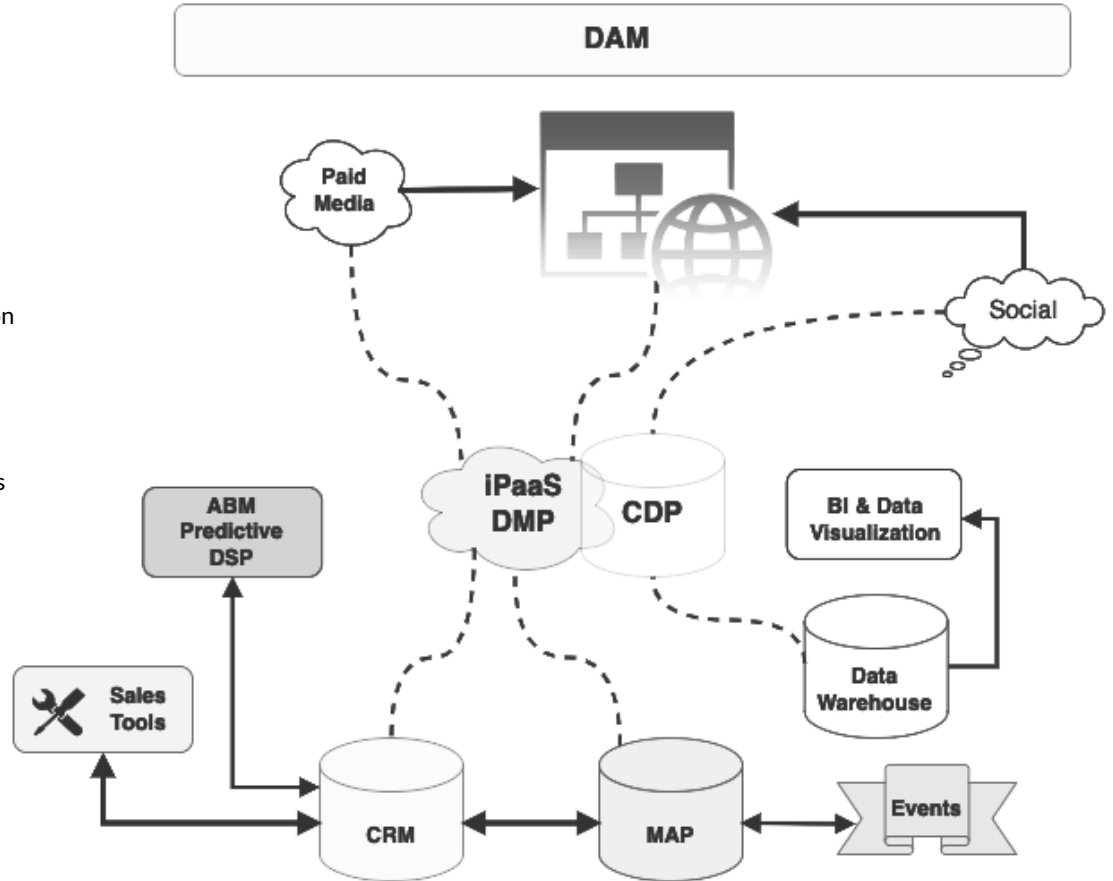➔ **Use Case**
When it all makes sense?

Use Case

Some simple emails, but really?

Use Case

➔ A good stack is built around a centralized integration layer, enabling seamless data flow between core systems (CDP, CRM, MAP, Data Warehouse).

➔ This ensures unified customer profiles and synchronized messaging across marketing and sales channels.

Illustrative Only

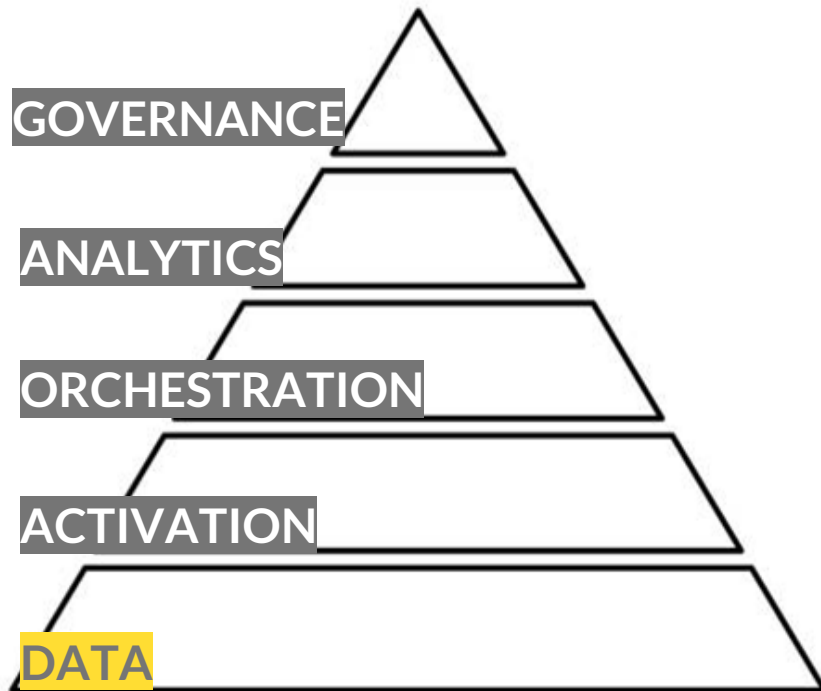# Use Case

How to make these emails a reality?

CDP/API is the backbone

All product, marketing, and CRM events flow into the CDP where it creates a unified profile for every user/workspace, including:

First-party data: signup source, device, plan type
Behavioral data: product, feature interactions
Third-party enrichments: Clearbit, internal scoring

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Use Case

How to make these emails a reality?

MAP for omnichannel

Tools like Braze act as the ESP for both transactional and lifecycle campaigns.

Capabilities leveraged:

- Liquid logic for hyper-personalized email copy
- Canvas journeys for onboarding, activation, retention
- Integrated with CDP via reverse ETL → user traits + events trigger real-time sends

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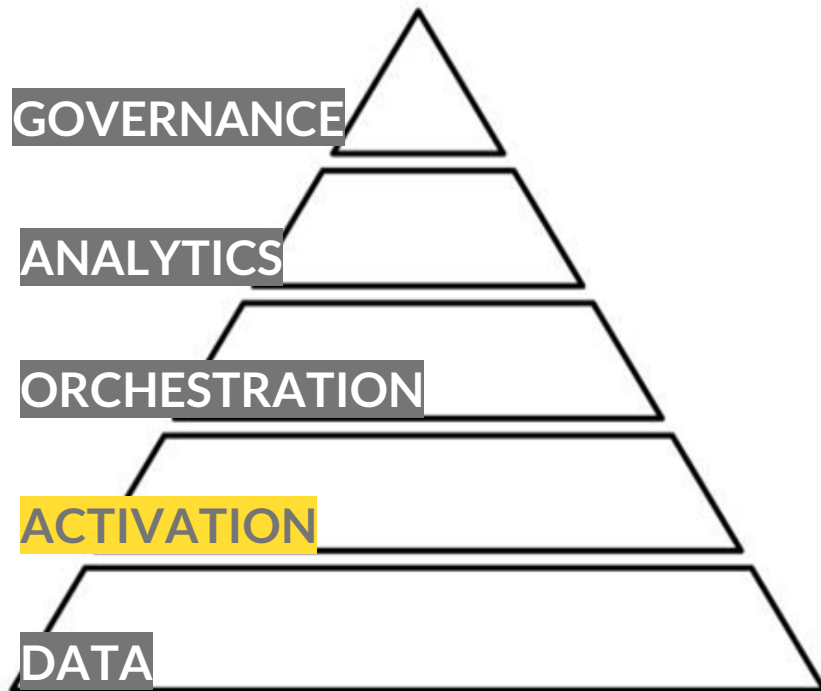
Use Case

How to make these emails a reality?

Automation layer

External tools like Zapier can be used for edge-case automations between support systems and CRM (e.g. external forms)

We also use internal event routers (built by Engineering) for high-throughput real-time jobs

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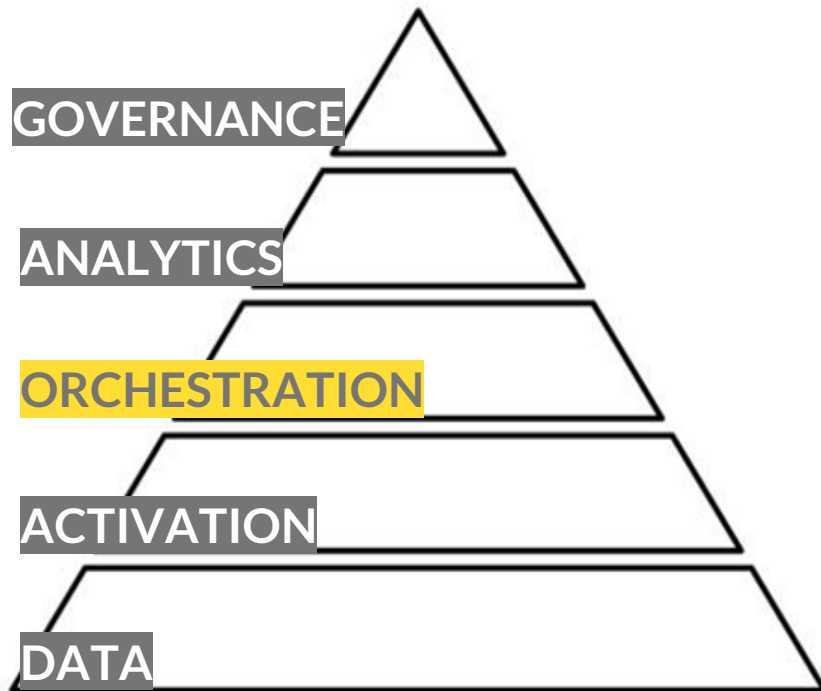
Use Case

How to make these emails a reality?

Analytics & Governance

Dashboards created for: Campaign engagement by lifecycle stage, Message fatigue trends across segments, and MarTech efficiency.

Consent collection (transactional and marketing) during signup and stored in Product. Braze segmentation respects these consent flags.

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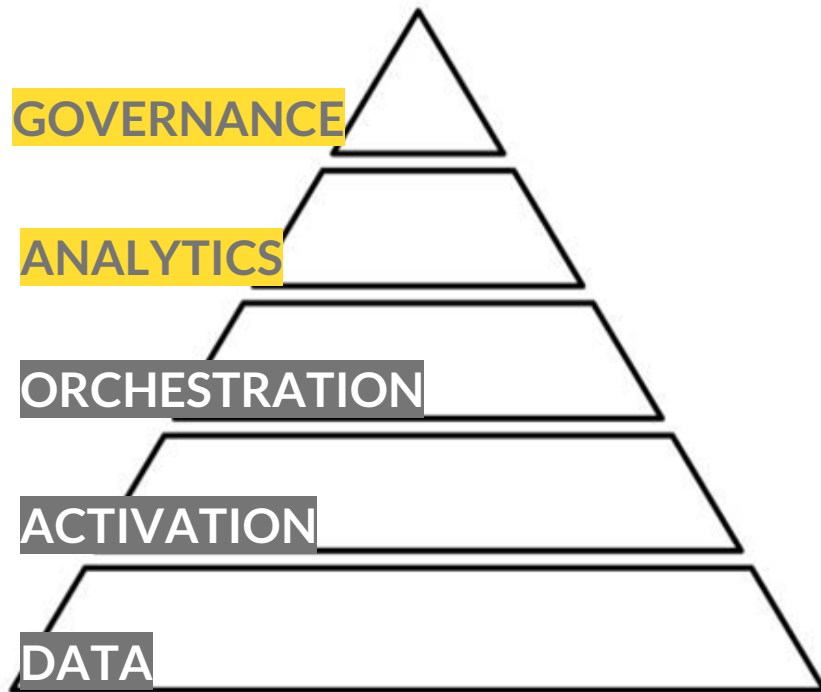
DATA

Use Case

Audience Vibe Check

➔ How often should the Marketing Stack be evaluated?

➔ How can we ensure data efficiency across tools?

Some Results

➔ Faster campaign execution enabled by automation

➔ Tailored onboarding improves user engagement significantly

➔ Collaborative workflows reduce inefficiencies in campaign delivery

Questions?

A great presentation ends with questions that result in some insightful showers thoughts.