Rethinking Your Tech Stack:

A Marketer's Assessment

It's no secret that marketers live in a data-driven world. Over time, we've found ourselves turning to technology to help us navigate the mass amounts of customer data we have available.

But relying on too much technology can be both expensive and inefficient. We find ourselves with overlapping tools that separately house data and require more work to maintain than they provide relief.

How do you know if the marketing technology stack you have is helping (or hurting) your business? Take this quick assessment to check where your tech stack falls in the mix.

Step 1

Is Technology Making You More (or Less) Efficient?

For many marketers, when they stop and assess the technology they have, they wind up discovering that their tech is actually making them less efficient.

Efficiency Check

Are you using more than five tools to manage marketing campaigns?

Do you use more than one central location to store your customer data?
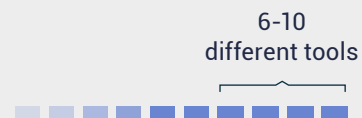
Do you use more than one dashboard to view your customer data and campaign results?

Do you have to manually aggregate data from several locations into one?
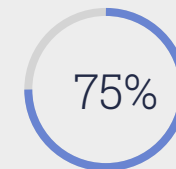
Is more than one person responsible for analyzing data from marketing tools?

Are you spending an hour or more a day switching between marketing tools?

Answer mostly yes? You're not alone.

**6-10
different tools**

Many marketers use 6-10 different tools to manage campaigns and data.

75%

75% of mid-level marketers spend an hour a day analyzing data from different technologies.

If you're jumping between several tools every day to launch one campaign and then manually aggregating data to show results — you have less time to focus on the actual strategy behind your campaigns.

Step 2

How Much Are You Spending?

When you're strategizing about how marketing technology can help you reach your business objectives, you want solutions that help you be more efficient and serve your customers best — not eat up your marketing budget. The reality of martech, though, is it's probably costing you more than it's helping you.

Cost Check

Are there redundancies in your tools?

Are you spending money on separate technologies to run omnichannel campaigns?

Do you need an agency to set up campaigns in your marketing tools?

Are you paying for a separate technology (outside of your main marketing tech) for customer data management?

Answer mostly yes?

Inefficient technology stacks are creating some of the biggest costs for marketing departments.

Nearly 60% of marketing budgets go to integrating, maintaining, and managing various technology tools.
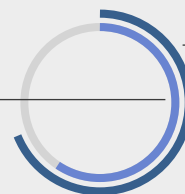
60%   **70%**

70% of marketers believe the marketing tools they use include some redundancies, which is another needless cost.

We've already discussed how too much (of the wrong) technology can create inefficiencies, but it can also create the need for more spend. More money to manage the technology, aggregate data, and manage risk.

Step 3

Are You Creating Risk with Technology?

The reality (that many business leaders aren't addressing) of marketing technology is that without vetting it through IT, it can open your company up to a lot of risk. Shadow IT is a term used to describe technology systems and solutions built and used inside organizations without explicit organizational approval. And Shadow IT can cause more headaches than solutions for marketers.

Shadow IT Check

Have you ever downloaded or added technology to your computer outside of IT?

Are you using more than one cloud service for file sharing on your team?

Do you currently use technology that hasn't been vetted by IT?

Does your team use more than one messaging app for communication?

Answer mostly yes?

Outside of the monetary costs of bad technology choices, technology can also create inefficiencies and risk to the organization. Unvetted technology can create blind spots (and introduce risk) for companies.
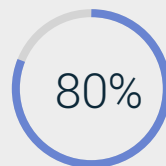
80% — 80% of employees admit to using unvetted software at work.
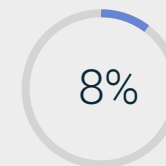
8% — Only 8% of enterprises say they understand just how much Shadow IT is being used within their company.

If you're constantly adding technology into your marketing strategy without including IT in your process, you're creating huge vulnerabilities for your company.

What to Do Next:
Rethink Your Tech Stack

Maybe you feel pretty confident about your tech stack and how you're managing it, or maybe this assessment raised a lot of issues for you.

Either way, it's important to step back and take a good long look at your marketing technology. Is your technology actually helping you accomplish your goals? For many companies, marketing technology focuses more on solving a single issue rather than helping you achieve big-picture goals.

If your technology doesn't align with your goals, it's time to dig a little bit deeper into your technology. Consider starting with our whitepaper, *What Dangers Are Lurking in Your Tech Stack?* to learn more about what you can do to make your tech stack work best for your company.