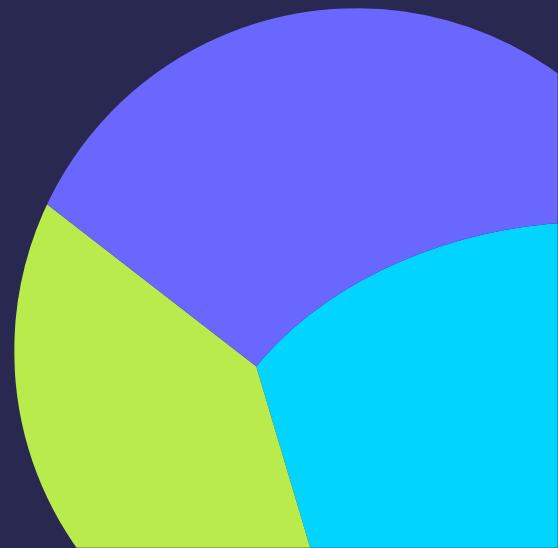




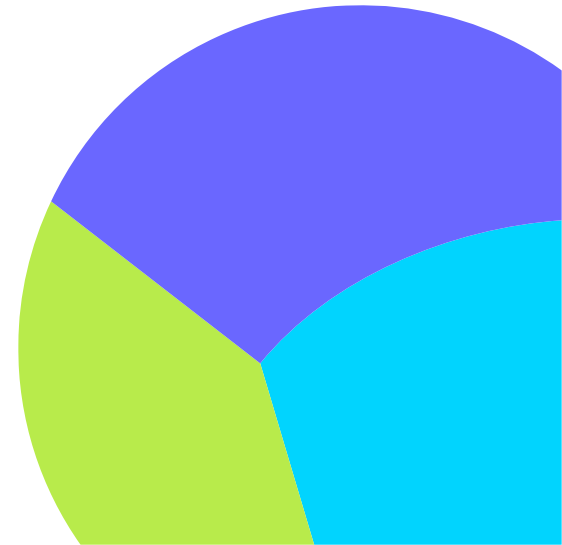
DG Tech and Tools

What a tech stack should
and shouldn't be



In this lesson?

- The problem with too much technology
- The proper role of technology in DG strategy
- Our favourite DG tools



The problem with too much tech?

In too many marketing departments, the technology becomes the strategy.

Resulting in bloated stacks that take so much optimising, tweaking and improving, marketers forget what they should be doing.

Understanding customers and executing activities that create and capture demand.

More than a quarter of marketers have too many tools in their martech stack

March 1, 2022

More than 60% of B2B marketers say martech stack is too complex

The preferred solution: Spend more money on it. 70% of U.S. marketers expect their tech budget to grow next year.

51% of SMB marketers say they're stuck with redundant martech

SMBs spend about \$43,500 on martech it doesn't need, according to the survey. This unwanted tech can also cost time and cause workflow confusion.

The proper role of technology under a DG approach?

As we discussed earlier in the course your primary goals and role as a marketer is understanding your customers, devising a strategy and executing activities that create and capture demand. Driving pipeline and revenue for the business.

Your marketing tech exists only to make it easier to plan, execute and measure those activities.

Rule of thumb: if you're spending more time tweaking your tools and tech, than you are running campaigns, you're stack is too bloated for the team you have.

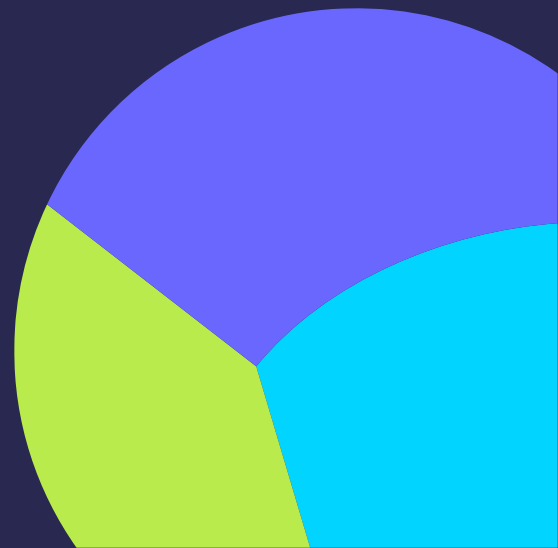
Marketing fundamentals first, technology second.





DG Tech and Tools

Our favourite DG tools and tech





What is it?

Message testing platform.

What do we use it for?

Message testing and customer insights.

Why is it helpful?

Fast insights that would take weeks if done manually.





What is it?

Attribution platform.

What do we use it for?

Tracking and attributing marketing efforts in usually untrackable places.

Why is it helpful?

We can see the impact of our our ads and activities at the impression level, not just first and last touch.



How we use
Hockeystack
at Cognism

A video thumbnail with a dark blue background and a white play button icon. The text 'How we use Hockeystack at Cognism' is displayed in white. The background features abstract shapes in purple, light blue, and green.



What is it?

Sales intelligence.

What do we use it for?

Customer insights.

Why is it helpful?

All customer calls recorded and transcribed and easily searchable





What is it?

Website personalization and optimisation tool.

What do we use it for?

CRO, website experiments, website journeys.

Why is it helpful?

No-code, easy-to-use tool that allows us to personalise the experience of our visitors and covert more traffic.





What is it?

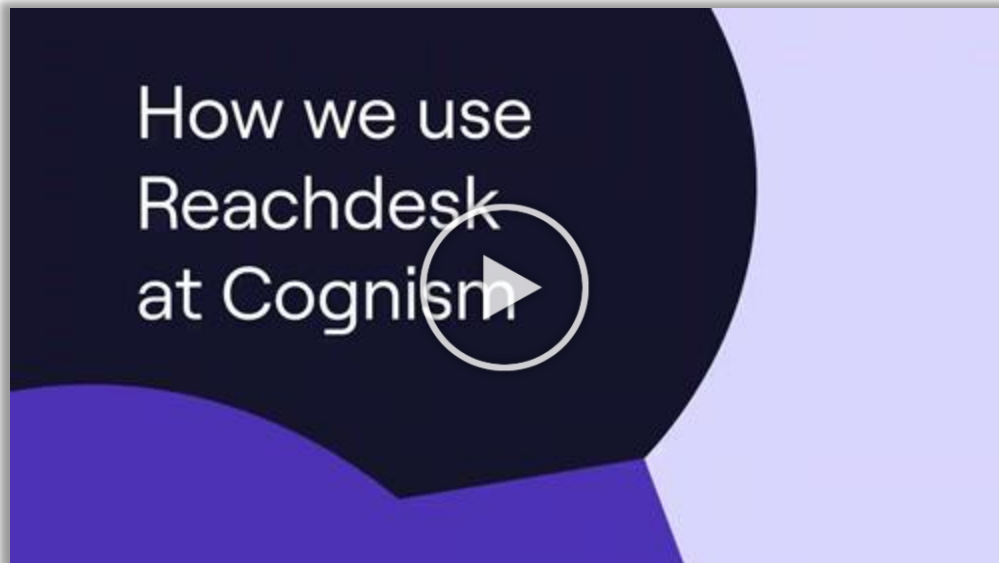
Gifting and direct mail platform.

What do we use it for?

In-person activation campaigns, ABM.

Why is it helpful?

Helps us activate campaigns outside of digital with meaningful experiences and gifts, with all of the logistics easily taken care of.

A video thumbnail with a dark blue background and a white play button icon. The text "How we use Reachdesk at Cognism" is displayed in white. The thumbnail is set against a background of abstract shapes in purple, blue, and green.

How we use
Reachdesk
at Cognism

What is it?

Sales intelligence.

What do we use it for?

Contact data and targeting.

Why is it helpful?

With Cognism, we can focus purely on demand generation as our sales team are fueled for outbound and there's no need for the marketing team to be responsible for collecting data.





Thanks for watching!

