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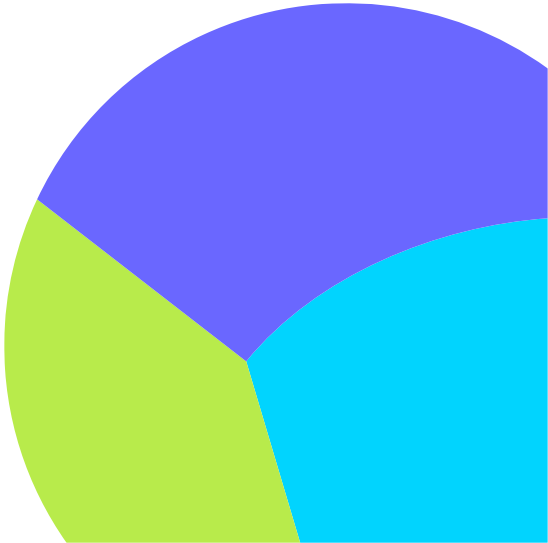
DG Tech and Tools

Our favourite DG tools and tech

In this lesson? (our favourite DG tools)

- Wynter
- Hockeystack
- Gong
- Mutiny
- Reachdesk
- Cognism



Wynter

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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.

HockeyStack

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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.

GONG

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What is it?

Sales intelligence.

What do we use it for?

Customer insights.

Why is it helpful?

All customer calls recorded and trnascripted 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.

Reachdesk

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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.

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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!