Your Path to an Outcome-Driven MarTech Stack in 2024

Enterprise MarTech stacks are failing..

After years of layering on new technology capabilities without a central vision or coordinated effort, enterprise tech and data stacks are bloated and inefficient:

- Lack of interoperability
- Multiple platforms with redundant capabilities
- Siloed teams using (and buying) different systems
- No clear single-customer view

Modernize now. Actable can guide you to an outcome-driven Martech stack that works.

75% of CMOs face pressure to cut and consolidate MarTech budgets.

33% of MarTech capabilities actually get utilized.
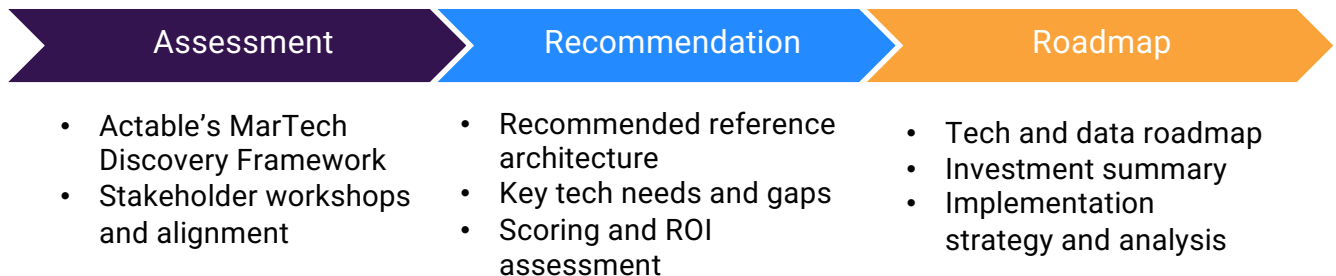
–Gartner, 2023

Actable's MarTech Stack Modernization Framework

Actable has worked with dozens of enterprise to modernize and streamline the data and technology stacks, improving efficiency, enhancing MarTech performance, and reducing wasted time and dollars.

In 6-10 weeks, we can build a MarTech stack modernization roadmap tied to meaningful business outcomes

- Use Case-Driven: rooted in enabling business outcomes through customer data
- Transformative and Comprehensive: diagnosing needs across tech, data and team
- Goal-Oriented: tied to meaningful business metrics and return on investment

Modernization Process and Key Deliverables

Assessment	Recommendation	Roadmap
• Actable's MarTech Discovery Framework • Stakeholder workshops and alignment	• Recommended reference architecture • Key tech needs and gaps • Scoring and ROI assessment	• Tech and data roadmap • Investment summary • Implementation strategy and analysis

Key Benefits

- Rapid time-to-recommendation
- Business-outcome driven
- Stakeholder alignment
- Prioritization and ROI evaluation

To Get Started, Contact Us:

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