# TAMING THE MARKETING STACK

## 'TOWER OF BABEL'

**4Segments™**
by 4Thought Marketing

# How Cross-Stack Segmentation™ Helps CMOs

**The good news** is that every year, marketers have access to more and more specialized technologies to solve for every pain point known to marketing – from streamlining processes to content distribution to predictive analytics – and every little thing in-between.

**The bad news** is that the marketing stack composed of all these technologies is a veritable 'Tower of Babel' that marketers can't leverage without costly, IT integrations.

It doesn't stop there. There is another challenge that isn't as obvious, in spite of its enormous impact: How is a marketer to manage all the data flowing through these platforms and become proficient enough to ensure that the contact data moves appropriately to deliver desired results?

### It happened while we weren't looking

Most marketers are familiar with the Marketing Technology Landscape Supergraphic put out almost every year by Chiefmartech's Scott Brinker. This is one of the best illustrations of how quickly this landscape is growing, and why it 's becoming a problem for marketers. The graph below illustrates the increase in marketing technology solutions added to Scott Brinker's supergraphic since 2011 (except for 2013 when he did not release one).
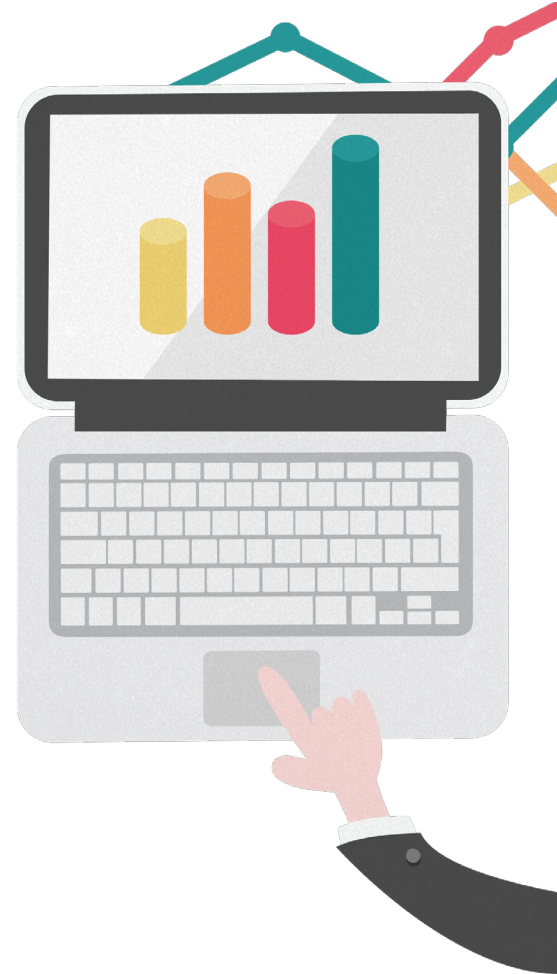
**Marketing Technology Landscape Year Over Year**
Marketing technology solutions

| 2011 | 2012 | 2014 | 2015 | 2016 |
|------|------|------|------|------|
| 150 | 350 | 957 | 1876 | ~3500 |
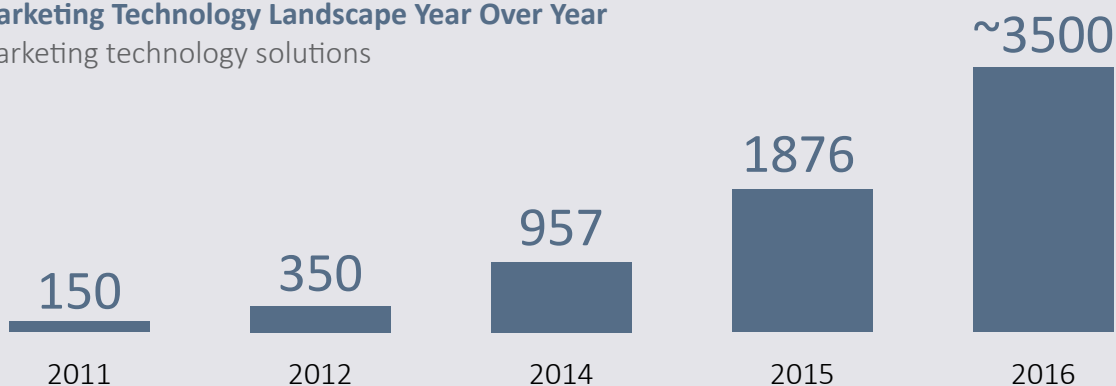
Source: Marketing Technology Landscape Supergraphic (2016).
http://chiefmartec.com/2016/03/marketing-technology-landscape-supergraphic-2016/

If the numbers on this graphic aren't registering, check out the Supergraphic itself- and prepare to be overwhelmed. The sheer number of available and necessary options is creating an ever-growing headache for the CMO. Yes, these tools are meant to help the marketer, but every new piece of tech added to the stack equals a new data source to be managed. Marketing data itself, so powerful in aggregate, is now essentially broken up among all the platforms in the stack.

# Data Challenges for the CMO

CMO's have many challenges and concerns to contend with when trying to stay on top of the marketing technology landscape. First and foremost, CMOs are in a never-ending battle to prove the value of marketing, and to do so they need data; the right data and lots of it. The marketing stack provides plenty of technology platforms out there to supply data. But, the CMO now must also be diligent about staying on top of the contact data implications that can be extracted from each one.

What can be an already daunting task grows more complex when a company spans their technology throughout different business groups, especially if they have a tight budget to work with.

Thankfully, there's a solution to the issues created by the marketing stack and siloed data- and it doesn't require costly integrations. **Cross-Stack Segmentation™** is a new way for marketers to take back control of their data, regardless of which platform it is coming from in the stack. Cross-Stack Segmentation acts as an abstraction layer- essentially providing as a universal bridge between the platforms that are connected. It allows the marketer to take any contact-related data point, segment on that data and move the segment seamlessly into another connected platform.

# What is Cross-Stack Segmentation™?

Cross-Stack Segmentation™ acts as a system-agnostic abstraction layer: you can identify the desired segments in one system and drag, drop and then use that segment in any other system. Marketers can now use contact data across all the systems in their marketing stack to personalize campaigns, gain insights, and most importantly, create widely usable segments.

Cross-Stack Segmentation empowers a marketer to use one simple, visual segmentation tool across any of the marketing systems they use.

- No centralized cube of data or MDM system is required

- No IT-heavy Integrations between systems is needed

- No complex BI or Analytics knowledge is necessary

- And it works, even if data resides in one system... but needs to be used in another!

Working across the stack may sound complicated, but it doesn't have to be. For starters, using a single user interface across multiple marketing systems makes life SO much easier.
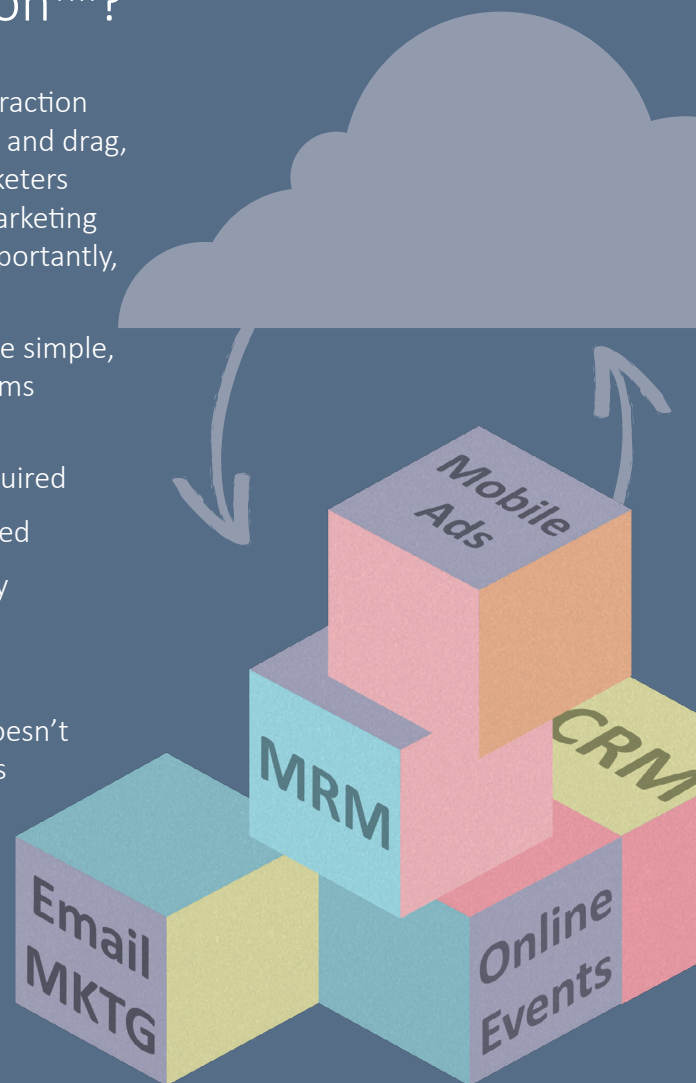
# How does it work?

**Visual segmentation makes it easy**

Marketers no longer need to master the filtering/segmenting function specific to each tool in the stack. Marketers can now use one simple, drag-and-drop interface that includes Venn Diagrams, Maps, Funnels and other commonly visualized concepts instead of platform-specific text- or Boolean-based inputs. This focus on ease of use, applied to the data in multiple systems, empowers the marketer like never before. Life is SO much simpler when there is a Cross-Stack user interface.

# How Cross-Stack minimizes common 'Gotchas'

As we said, every Marketing Stack comes with some unavoidable issues- the marketing stack 'gotchas'

1. Systems-related headcount

2. The need for seemingly endless training

3. Expensive Software Licenses

## Gotcha #1: Headcount

As a CMO, you add technology to the stack to solve a problem. According to marketing tag management firm Ghostery, the average company has more than 35 apps in their stack. With each addition, you need more resources to run your stack effectively and manage the data flowing through it. Marketing automation processes? SEO? Market insights? Even a jack-of-all-trades, rockstar marketer cannot be expected to become proficient in everything.

That leaves the CMO with a few choices:

1. Hire more internal resources

2. Contract outside help, such as agencies or consultants

3. Find a *single* application that can leverage data between and across *multiple* tools

In an ideal world, option one or two would be completely viable. But for those with limited budgets, these are not always plausible. In addition, these application-specific experts are often hard to find and difficult to keep. In the case where a hiring spree with bonuses is not an option, a CMO must find another way to give their team access to the data they need – when they need it, without needing to hire specialists to grab the necessary data from all these different systems.

> *Cross-Stack Segmentation™ acts as a system-agnostic abstraction layer for your Marketing Stack: you can identify the desired segments in one system and drag, drop and then use that segment in any other system.*
>
> *Marketers can now use data across all the systems in their marketing stack to personalize campaigns, gain insights, and most importantly, create widely usable segments.*

Which brings us to option three. Wouldn't it be great if a marketer could easily create segments and analyze the data regardless of where it was stored and without integration? Without needing a specialist to manage the data in each of these systems? More importantly, what if they could also then use those segments in any system…when and wherever it is needed?

**How Cross-Stack Segmentation Helps**

With Cross-Stack Segmentation marketers can explore their data regardless of where it resides. They can ask questions even when answers require access across multiple systems. They can move segments of contacts directly to where they're needed. Marketers no longer need to be constrained by where data is in order to use it.

## Gotcha #2: The Need for Endless Training

No annual budget is limitless. Time is money-and training is time. Not only is it expensive to hire additional resources, but getting them up to speed- sometimes just to master a few key components in the marketing stack- can take months or even longer. The more extensive your stack, the longer it will take someone to become truly proficient.

When a staff member with specialized knowledge leaves, even the best managers can be left with critical skills gaps that requires a scramble. Keep in mind that up-and coming millennial workers- always eager to find a better opportunity- know that jumping can be the quickest way to progress, both from a skills and salary standpoint and are therefore harder to retain.

> *According to Harvard Business Review, it typically takes eight months for a newly hired employee to reach full productivity.*

**How Cross-Stack Segmentation Helps**

Even while a new employee is coming up to speed on the ins-and-outs of your systems, Cross-Stack Segmentation gives them full access to all the data they need with a minimal learning curve. It makes it easy for them to dig right in and gather and move the data they need where they need it. Cross-Stack Segmentation keeps the data flowing and your operations running with little downtime while the marketer is coming up the learning curve.

## Gotcha #3: Volume-based Software Licenses are Expensive

Many marketing software systems calculate license fees based on the number of contacts or records retained in your system. When data is housed in multiple systems, it's more likely to cross individual volume breakpoints and your costs can become exponentially expensive.

Data doesn't have to be the thing that breaks the budget or gobble money a CMO would rather spend elsewhere.

But, if the data isn't housed everywhere a marketer needs it, what if they need it in that particular system?

### How Cross-Stack Segmentation Helps

Instead of having to pay for licensing to keep ALL contacts across ALL systems, now you can keep your data in just the CRM or MA system...and then move the segments you need to the application where you want to use them.

The purpose of Cross-Stack Segmentation is to make segments available on an as-needed where-needed basis, so it is not necessary to house everything across multiple platforms. If a marketer wants to run an email campaign out of their marketing automation platform, but the data is housed in the CRM, they can easily use their Cross-Stack Segmentation platform to pull just the data they need for the campaign from the CRM, and move it into their marketing automation platform.

After the campaign is run, and the campaign data is captured and synced to the CRM, they can remove those records from the marketing automation platform until they are needed again. Since a vendor won't see the record count until the next billing cycle, you won't get stuck with the extra cost of housing those records.

# Making It Easier to Prove Marketing's Value

Among other issues, CMOs are faced with data overload cost and complexity associated with a marketing stack that never seems to stop growing. With Cross-Stack Segmentation, the solution and possibilities are visual, easy, and can simplify the marketer's life.

The bottom line is that having a Cross-Stack Segmentation solution within a marketing department remedies many of the multi-platform data issues that haunt CMOs in a complex environment. This makes it easier to continue proving the value of their department and should help CMOs rest well at night.

4Segments™ is the Cross-Stack Segmentation solution that is revolutionizing the way marketers look at data. It overlays any marketing automation and CRM system in the stack, as well as many more systems, and allows the marketer to take control of and easily visualize their data. This gives marketers more insight into their database by using visual models to display the segments they choose. 4Segments™ enables the marketer to see as few or as many segmentation breakdowns as they want, and then choose which segments they want to move, and then move them where they want them – all with a click of the mouse.

To learn more about the benefits of Cross-Stack Segmentation and how 4Thought Marketing's solution "4Segments" is helping marketers maintain control of their contact-related data, **click here.**

**Taming the Marketing Stack
'Tower of Babel'**

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# About 4Segments™

4Segments enables Cross-Stack Segmentation™ using an innovative and simple-to use Visual Segmentation™ interface. A product by 4Thought Marketing, 4Segments is cloud-native, browser based, and works with every system in your Marketing Stack.

## About 4Thought Marketing

We are a service and product innovator for Marketing Automation, having developed early cross-stack implementations and our breakthrough 4Segments™ for Visual Cross-Stack Segmentation™.

We go beyond tactical marketing automation implementations, making it a point to understand our customers' bigger objectives in order to deliver outstanding solutions that are not only technically excellent, but help them prove ROI.

Our services include: Cross-Stack Visual Segmentation™ | Marketing Automation Consulting & Best Practices | Marketing Automation Customization (Cloud Apps & add-ons) | Native & Custom CRM Integrations | Campaign Implementation Services | Data Management

For more information visit **www.4segments.com**, call 1-888-356-7824, or email **info@4Segments.com**