

# OPTIMIZE YOUR MARTECH STACK

How a single, unified customer view makes martech stacks more powerful and efficient

## Martech apps are skyrocketing

Martech stack technologies help marketers execute, track and manage marketing activities across all channels. The rapid growth of data has spurred an equally astonishing increase in martech apps.

The number of available martech apps is up from 150 in 2011 to nearly 7,000 today, an increase of **OVER 4,500%!**<sup>1</sup>

**Martech apps  
+4,500%!**



However, there can be a downside to all of these new apps...

## Poor martech stack integrations drag down business results

The massive proliferation of available tools often operated with little or no integration can result in increasingly disparate, siloed and inaccurate customer data. That contributes to a range of problems, including:

Recent Gartner research has found that organizations believe poor data quality to be responsible for an average of \$15 million per year in losses<sup>2</sup>

**\$15M  
in losses**



**LOSS OF REVENUE OPPORTUNITIES**

**MISTARGETED MARKETING CAMPAIGNS**

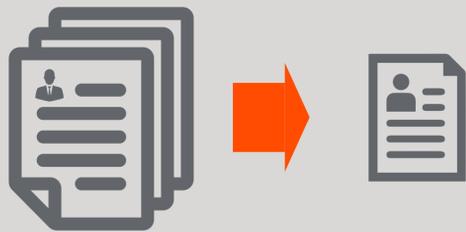
**POOR CUSTOMER EXPERIENCES**

**OPERATIONAL INEFFICIENCIES**

**COMPLIANCE ISSUES**

## Take control of disparate data with customer master data management

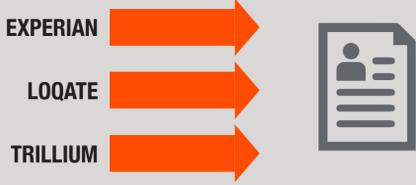
Stibo Systems' Customer Master Data Management (CMDM) puts marketers back in control of customer data across the martech stack. Serving as a central hub for all your customer data, regardless of location or application, it enables you to create single, unified customer and prospect views, also known as "golden records."



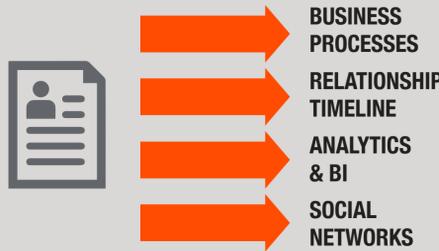
Consolidate fragmented and duplicate records into single customer views



Map relationships for added insights



Enrich records with 3<sup>rd</sup> party credit reports and address verification



Publish clean, accurate customer master data to front-line business systems and analytics applications

## What you can do with clean customer data



**CREATE**  
personalized experiences based on a deeper understanding of your customers

**DELIVER**  
highly targeted and relevant marketing offers and promotions

**IMPROVE**  
customer loyalty and long-term value through cross- and upselling initiatives

**BOOST**  
strategic decision-making capabilities

**REDUCE**  
internal data management inefficiencies

**ELIMINATE**  
data silos and barriers to organizational collaboration

For more on how to optimize customer data in your martech stack, and about CMDM solutions that put **Your business first**, visit [stibosystems.com](http://stibosystems.com)