LEARNINGS FROM HUNDREDS STACKS

CabinetM aggregates and anonymizes data from the hundreds of marketing technology stacks being managed on the CabinetM platform with the goal of providing useful insights to marketing operations professionals who have responsibility for building, managing, and evolving the technology stacks for their organizations.

What we've learned from our users

- Marketing technology stacks are like snowflakes, no two are the same and the long-tail of technology products in stacks is very long. The CabinetM database is now greater than 15,000 products and yet, every time a new customer subscribes, we are asked to add 10-30 more products to the database to reflect the entirety of their stack.
- Virtually all medium-sized companies and larger have some internally developed marketing technology, and many have as much internally developed technology as purchased technology.
- These companies use anywhere from 50 - 300+ pieces of marketing technology at any one time. The difference in the number of technologies is related to the size and type of company, the definition of marketing technology within each company, and the ability of each company to comprehensively track all of the technology being used in their organization.
2020: A YEAR LIKE NO OTHER

Covid-19 turned the world upside down in 2020. For some companies, it meant a slow down in business, for others rapid growth. For every company it has meant some change to the MarTech stack – scaling up, scaling down, or re-orienting to new business and program requirements.

As we move into 2021, Gartner has reported that nearly 60% of marketing technology leaders say they expect moderate to severe cuts to their MarTech budgets and that 35% of marketing technology leaders are initiating a process to overhaul their MarTech stack.

If you are facing budget cuts or need to overhaul your MarTech stack the best approach as evidenced by the work of hundreds of marketing operations professionals is to:

- Compile a complete list of all marketing technology being used across the organization and establish a technology source of truth. *(Note: we define MarTech as any technology that contributes to creating the customer experience or acquiring, engaging, and retaining customers.)*

- Rationalize your current marketing technology stack by eliminating redundant products, contracts, and functionality -- our users find this exercise generally eliminates 20% of their MarTech spend.

- Review the utilization and performance of the remaining items in the stack. Sunset poorly performing products, consider swapping in simpler products for those complex products you are not fully utilizing unless you have a plan to increase utilization.

- Add new products where there are gaps or new requirements imposed by a changing market environment.

There are thousands and thousands of marketing technology products to consider. We have a database of over 15,000 and we know it isn’t complete – there are many more still to uncover. Fortunately, we are not the only ones working to catalog all the available technology. You can find a complete list of MarTech product directories on LibraryM.

In this document, we’ve aggregated data from the many hundreds of MarTech stacks being managed on CabinetM to identify the most popular tools and categories in B2B and B2C stacks, and to see what tools surround the most common anchor platforms in stacks. We hope this information is useful in helping you start the process of determining what new products and categories should be added to your stack. Think of it as the first move on a game board.
Most Popular Tools in B2B Stacks

The most popular Marketing Automation tool in B2B Marketing Stacks is Marketo Engage

- Google Analytics
- Marketo Engage
- LinkedIn
- Twitter
- Wordpress
- Adobe Analytics
- Facebook
- Google Ads
- Microsoft Power BI
- SharePoint
- Salesforce Sales Cloud
- Jira Software
- YouTube
- Hubspot Marketing Hub
- ON24
- Wistia
- Azure
- Asana
- Zapier
- Cvent Event Management
- GoToWebinar
- Microsoft Teams
- Domo
- Seismic
- Hootsuite
- Litmus
- SmartSheet
- SurveyMonkey
- Tableau Online
- Bing Ads
- Google Tag Manager
- SEMrush
- Adobe Creative Cloud
- Confluence
- LinkedIn Sales Navigator
- Pardot
- SalesLoft
- SproutSocial
- Tableau Desktop
- Zoom
Most Popular Technology Categories in B2B Stacks

The three most widely reported CRM platforms in B2B Stacks are Salesforce Sales Cloud, Microsoft Dynamics, and Hubspot CRM

- Marketing Automation
- Productivity & Workflow
- Web Optimization
- Search Engine Marketing (SEM)
- CRM
- Web Development & Design
- Analytics & BI
- Social Media Networks
- Lead Generation
- Sales Operations
- Sales Enablement
- Events & Tradeshows

- Content Management System
- Enterprise Data Management
- List Development & Management
- Content Creation: Design
- Customer Experience & Success
- Audience Segmentation, Intent & Targeting
- Social Media Management
- Email Platforms
- Integrations
- Video Creation, Management, Distribution, Marketing & Measurement
- Public Relations
- Advertising: Buy & Sell

- Market Research
- Advertising: Ad Serving & Management
- Marketing Operations
- CDP
- Customer Service & Support
- Web Performance & Security
- Attribution
- Blogging
- Social Media Monitoring
- Privacy & Compliance
- Social Media Marketing
- Content Marketing
- Conversational Marketing
- Podcasting
- Channel & Partner Marketing
- Account-Based Marketing
- Digital Asset Management
B2B StackStars™
Top products by category

Account Based Marketing
Advertising: Ad Serving & Management
Advertising: Buy & Sell
Analytics
Analytics & BI
Attribution
Audience Segmentation, Intent, Targeting
Blogging
CDP
Channel & Partner Marketing
Content Creation: Design
Content Management System
Content Marketing
Conversational Marketing
CRM
Customer Experience & Success
Customer Service & Support
Digital Asset Management
Email Marketing Platforms
Enterprise Data Management
Events & Tradeshows
Identity Resolution & Registration
Integrations
Lead Generation
List Development & Management
Market Research
Marketing Automation
Marketing Operations
Mobile Marketing
Podcasting
Privacy & Compliance
Productivity & Workflow
Public Relations
Retail: eCommerce
Sales Enablement
Sales Operations
Search Engine Marketing
Social Media Management
Social Media Marketing
Social Media Monitoring
Social Media Networks
Training
Video Creation
Video Management & Distribution
Video Marketing & Measurement
Demand Base ABM Platform
Amobee Brand Intelligence
Terminus Engagement Hub
Google Analytics
Microsoft Power BI
Adobe Analytics
Adobe Experience Manager
Wordpress
Blueconic
Impact Partnership Cloud
Adobe Creative Cloud
Sharepoint
Adobe Creative Cloud
Drift
Salesforce Sales Cloud
Salesforce Experience Cloud
Salesforce Service Cloud
Adobe Experience Manager Assets
Mailchimp
DOMO
ON24
LiveRamp IdentityLink
Zapier
LinkedIn Sales Navigator
Enrich
SurveyMonkey
Marketo Engage
CabinetM*
Crowd Compass
Simplecast
LiveRamp IdentityLink
JIRA
Meltwater
Elastic, Magento (tied)
Salesforce Sales Cloud
Salesforce Sales Cloud
Google Ads
Hootsuite
Hootsuite
Meltwater
LinkedIn
Allego
Camtasia
YouTube
Wistia

Note: CabinetM is listed as the #1 product in Marketing Operations which makes sense given the data comes from CabinetM users. If you take CabinetM out of the mix, the Allocadia Marketing Performance Management platform becomes the top marketing operations platform.
Most Popular Tools in B2C Stacks

- Google Analytics
- Facebook
- Adobe Analytics
- Google Tag Manager
- Twitter
- YouTube
- SharePoint
- LinkedIn
- Azure
- LiveRamp Identity Link
- Adobe Creative Cloud
- Google Ads

Adobe products feature heavily in B2C Stacks

- Microsoft Power BI
- Adobe Experience Manager
- Instagram
- Tableau Desktop
- WordPress
- Adobe Target
- Bing Ads
- Salesforce Sales Cloud
- Tableau Server
- Salesforce Marketing Cloud
- Hootsuite
- Jira Software
- Oracle Eloqua
- Workfront
- Adobe Audience Manager
- Cvent Event Management
- Domo
- Facebook Ads
- Pinterest
- Teradata Integrated Big Data Platform
- Zoom
- Brightcove Video Marketing Suite
- Doubleclick Ad Exchange
- Double Verify
- Epsilon Abacus
- Google Marketing Platform
- Litmus
- Mailchimp
Most Popular Technology Categories in B2C Stacks

Mailchimp is the most popular Email Marketing platform in both B2B and B2C stacks

- Web Optimization
- Productivity and Workflow
- Marketing Automation
- Analytics
- Web Development & Design
- Search Engine Marketing
- Social Media Networks
- Audience Segmentation, Intent, Targeting
- Enterprise Data Management
- CRM
- Content: Design, Production, Distribution
- Events & Tradeshows

- Advertising: Ad Serving & Management
- Advertising: Buy & Sell
- Content Management System
- Video Creation, Management
- Sales Operations
- Attribution
- Sales Enablement
- Social Media Management
- Privacy & Compliance
- Email Platforms
- Content Marketing
- Digital Asset Management
- Integrations
- Mobile Marketing

- Retail: eCommerce
- Channel & Partner Marketing
- Customer Experience & Success
- Identity Resolution & Registration
- Lead Generation
- List Development & Management
- Web Performance & Security
- Customer Service & Support
- Market Research
- Public Relations
- Marketing Operations
- Content Marketing Planning & Management
- Social Media Marketing & Monitoring
- Training
B2C StackStars™

Top products by category

Advertising: Ad Serving & Management
Advertising: Buy & Sell
Analytics
Analytics & BI
Attribution
Audience Segmentation, Intent, Targeting
Blogging
CDP
Channel & Partner Marketing
Content Creation: Design
Content Management System
Content Marketing
Conversational Marketing
CRM
Customer Experience & Success
Customer Service & Support
Digital Asset Management
Email Marketing Platforms
Enterprise Data Management
Events & Tradeshows
Identity Resolution & Registration
Integrations
Lead Generation
List Development & Management
Market Research
Marketing Automation
Marketing Operations
Mobile Marketing
Podcasting
Privacy & Compliance
Productivity & Workflow
Public Relations
Retail: eCommerce
Sales Enablement
Sales Operations
Search Engine Marketing
Social Media Management
Social Media Marketing
Social Media Monitoring
Social Media Networks
Training
Video Creation
Video Management & Distribution
Video Marketing & Measurement

DoubleVerify
Google Ad Exchange
Adobe Analytics
Microsoft Power BI
Adobe Analytics
Adobe Experience Manager
Wordpress
Intelligent Customer Data Platform
Impact Partnership Cloud
Adobe Creative Cloud
Sharepoint
Adobe Creative Cloud
Automat.ai
Salesforce Sales Cloud
Qualtrics Customer Experience
Salesforce Service Cloud
Adobe Experience Manager Assets
Mailchimp
DOMO
Cvent Event Management
LiveRamp IdentityLink
Data Bricks Unified Analytics
Zeta
Experian Address Correction
SurveyMonkey
Salesforce Marketing Cloud
CabinetM*
Crowd Compass
SoundCloud
LiveRamp IdentityLink
Workfront
Meltwater
Kentico
Salesforce Sales Cloud
Salesforce Sales Cloud
Google Ads
Hootsuite
Hootsuite
Brandwatch
Facebook
Allego
Snapchat
YouTube
Brightcove Video Marketing Suite

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StackMates
See the products that surround key platforms

StackMates: Marketo Engage
StackMates
See the products that surround key platforms

StackMates: Adobe Marketing Cloud 2020
StackMates
See the products that surround key platforms

StackMates: HubSpot
IS YOUR STACK READY FOR 2021?

If you don't have a single source of truth for all the marketing technology being used across your organization now's the time to put it in place. Without a common technology framework, it will be nearly impossible to rationalize your technology to meet budget goals, establish a technology framework for growth, and build the foundation for digital transformation. We're here to help!

The CabinetM technology management platform makes it easy to document, manage, and evolve your technology strategy. Use our free subscription to get started building your stack. As your needs evolve we'll be happy to provide you with a free trial (no credit card required) of all our great enterprise features.

CabinetM's companion site, LibraryM, is a compilation of MarTech resources. Find the information, data, and resources you need to be successful in your job and career.