From Operations to Intelligence:
The Continued Evolution of Marketing, Sales, & Customer Tech

#MarTech @AnandThaker
Advancing Go-to-Market Leaders

Enabling Go-to-Market Leaders
Marketing Intelligence & Decision Support
Retained Advisor to Growth Firms & Investors

Billions of records - Hundreds of Millions of Investment & ROI
5,381 solutions
39% growth

4,891 unique
40% growth

Only 4.7% of solutions from the 2016 landscape were removed (another 3.5% changed name or category).
<table>
<thead>
<tr>
<th>Company Type</th>
<th>Percent</th>
<th>Average Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprise</td>
<td>6.9%</td>
<td>32 Years</td>
</tr>
<tr>
<td>SMB</td>
<td>44.2%</td>
<td>10 Years</td>
</tr>
<tr>
<td>Startup</td>
<td>48.8%</td>
<td>7 Years</td>
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</table>

- **Enterprise**: 1,000+ employees or public
- **SMB**: >1,000 employees private or unknown funding
- **Startup**: investor funded @ pre-exit stage
Global Effort, Local Needs
Challenges

- Adoption
- Silos
- Data
- Expectations
- Talent
KEEP CALM AND CUT THROUGH COMPLEXITY
YOU ARE A GENIUS

and the world needs your contribution.

-- Angela Maiers --
So What’s Hot for ‘18?

- **ABM**: Account-Based Strategies
- **CDP**: Customer Data Platform
- **CX**: Customer Experience & Expectations
- **AI**: Artificial Intelligence, Machine Learning
- **Talent**: Skills, Experience & Culture
Resilient Revenue

Iterative, Long-term

Adaptability

Persistence

Growth
Resilient Revenue

- Brand
- Customer Success
- Team
- Culture
- Innovation
- Investment
- Trust
How is this evolution directing investment?
Go-to-Market J-Curve™
Departments
Why ABM?

Up to 17 people influence the typical enterprise purchase (IDG).

50% of customers are more likely to purchase from a vendor when they personalize their sales and marketing materials to a customer’s specific business issues. (ITSMA)

Almost 85% of marketers who measure ROI describe ABM as delivering higher returns than any other marketing approach; half of those marketers cite significantly higher returns (ITSMA).

Generating high-quality leads is the #1 challenge for B2B marketers (IDG).
Account-Based** _______ is Multifaceted

**PSST, btw, we used to call this B2B Marketing
# ABM – Hustle Smarter

## GOOD
- Use social intel
- Discover target accounts
- Test direct mail w. decision makers
- Develop programs/offers to assist sales meetings
- Personalize the account’s web experience
- Use account based retargeting

## BAD
- Lack of Ownership
- Too Complicated Process
- Lack of Consistent, Sustained Effort
- Have No Measurement & Accountability
- Just Buy a Tool
- Limit Connections to only sales
Problems

- Data silos
- System integration issues
- Different sources of “truth”
- Customer Experiences
- Underutilized data
  - Outdated
  - $$$ manage
  - slow access
- Governance issues
  - CAN-SPAM
  - GDPR
  - Policy
What is a CDP?

A Customer Data Platform is has three critical elements:

- Marketer-managed system
- Creates a persistent, unified customer database
- Accessible to other systems

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<th>BY THE NUMBERS</th>
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<td>Industry $1 Billion by 2019</td>
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CDP – The Single Customer View

• C-Level Sponsorship

• Build a Data Driven Culture

• Thoroughly Understand Data Needs & Process

• Brain to the Tech Stack

• Foundation for - CX, AI, Privacy, Marketing Intelligence, etc..
YOU CAN ALWAYS TRUST A DISHONEST MAN TO BE DISHONEST

ITS THE HONEST ONES YOU NEED TO LOOK OUT FOR
THE CUSTOMER JOURNEY

LOOKS LIKE WE NEED A NEW DISHWASHER

OVERWHELMED BY CHOICE

SIFTING THROUGH FAKE REVIEWS

WE MAY HAVE TO GET USED TO WASHING THESE BY HAND.

SITES NOT OPTIMIZED FOR MOBILE

UNCLEAR TECH SPECS

LOOKING FOR NUMBER TO CALL

SEARCHING LEADS TO CLICKBAIT

WAITING ON HOLD

ENDLESS RETARGETING ADS

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CX - Core of Resilience

- Strong fundamentals still a value-add, small efforts yield huge ROI
- Experience the journey yourself!!!
- Your people are your brand -- Empower your people!
- **Listen** to WHAT, HOW and WHERE it is said
- Consider investing in voice, text analysis
- Innovation is “Surprise and Delight”
AI-ish?

My ads will be back!

Resistance to our email is futile

Michael... it’s the Tesla or me.
It’s never just ... AI
AI: Team Musk v. Team Zuckerberg?

**GOOD**

- Ask the right questions
- Hire Experience or Outsource to Enable
- Read, Play
- Match engagement quality with automation
- Nurture

**BAD**

- Ignore Ethics
- Use out-of-the-box AI solutions
- Rushing into AI
- Assume all algorithms are the same
- Ignoring your bias’
...and to make this all work requires...

TALENT
Tech Magnifies People

- More investments in people/support
- TempMarTech spending down
- VC investment going into enabling marketer’s journey
- Ethics & Governance
- Digital language, process and responses also reflects brand value/perception
Future of Marketers

1. They think like a CEO.
2. They have customer empathy.
3. They seek substance.
4. They democratize data.
5. They prioritize talent.
6. They build resilience.
7. They discover opportunity in chaos.
8. They act fearlessly.
9. They connect through EQ.
10. They simplify sophistication.
11. They collide worlds.

https://chiefmartec.com/2018/01/11-habits-highly-effective-marketing-technologists/
THE FIRST AND GREATEST VICTORY IS TO CONQUER YOURSELF.

PLATO
Be genuine, focus on people, and navigating technology will reveals itself.

- Anand Thaker
Stay Human!

Questions

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