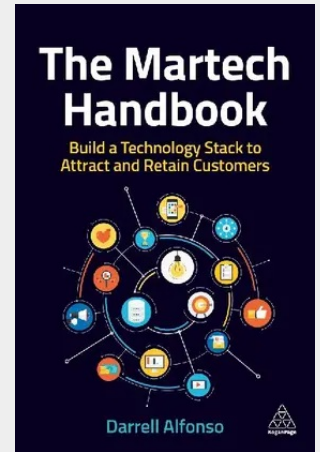


Martech Handbook

Build a Technology Stack to Attract and Retain Customers

Increase customer attraction, acquisition and retention by using technology to create seamless, effective and joined-up marketing. It can be hard to know where to begin with the sheer number of platforms and solutions available to marketers today, as well as to use martech to its full potential. **The Martech Handbook** provides a clear and step-by-step framework for understanding and selecting various forms of marketing technology to drive business value in all areas of marketing, from CX, automation and lead management, to reporting and analysis as well as designing and orchestrating a tech stack that brings them all together. This book also explores getting buy-in, scaling martech within organizations depending on their needs, size and budget as well as measurement, monitoring and governance. Written by an award-winning martech leader, it features case studies and examples from companies including Spotify and Amazon alongside frameworks, question checklists, and interviews with leading industry practitioners. This is an essential resource for augmenting your marketing and achieving key objectives through leveraging technology.

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