# Is a Martech Stack the Answer to Your Marketing Challenges?

No matter if you're trying to better understand your customers, attract new ones, or respond with the perfect offer at the right time, marketers face some tough obstacles.

**Martech stacks are designed to make marketing a little easier.**
But do they live up to their promise?

## WHAT IS A MARTECH STACK?

It's a grouping of technologies used to improve marketing and CX activities. It is designed to optimize marketing efforts – from planning to execution – and improve the customer experience across all touchpoints.

## NOT ALL MARTECH STACKS ARE CREATED EQUAL

Some Martech stacks don't do the best job aligning sales, marketing and other organizational teams.

**36%**

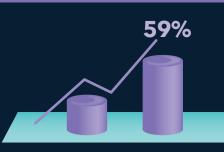think most Martech suites need improvement

**47%**

think better integration among the stack and into the broader ecosystem is key

Outfunnel research study
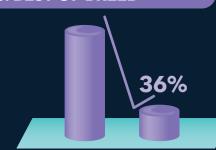**outfunnel.com/revenue-marketing-report**

## INTEGRATED APPROACH VS. BEST OF BREED

**59%**

As a result of the need for better integration, **59%** prefer to rely on an integrated approach using a single vendor. That's a year over year increase from **29%** just a year ago.

**36%**

Only **36%** prefer a best-of-breed approach, piecing together software from multiple vendors, down from **57%** just a year ago.

Gartner 2020 Marketing Technology Survey
**gartner.com/en/marketing/research/2020-marketing-technology-survey**

## MAKE THE MOST OF YOUR MARTECH INVESTMENTS

The SAS® Customer Intelligence suite of solutions has been natively integrated and unified by design for over 20 years.

We think you'll like what you see at **sas.com/ci**.

## LEARN MORE ABOUT HOW SAS CAN HELP

Measure your marketing confidence at **confidencequotient.com**.
Find the future of customer experience at **sas.com/experience2030**.
Learn more about why SAS solutions stand the test of time–read third-party analyst evaluations **here**.

§sas