



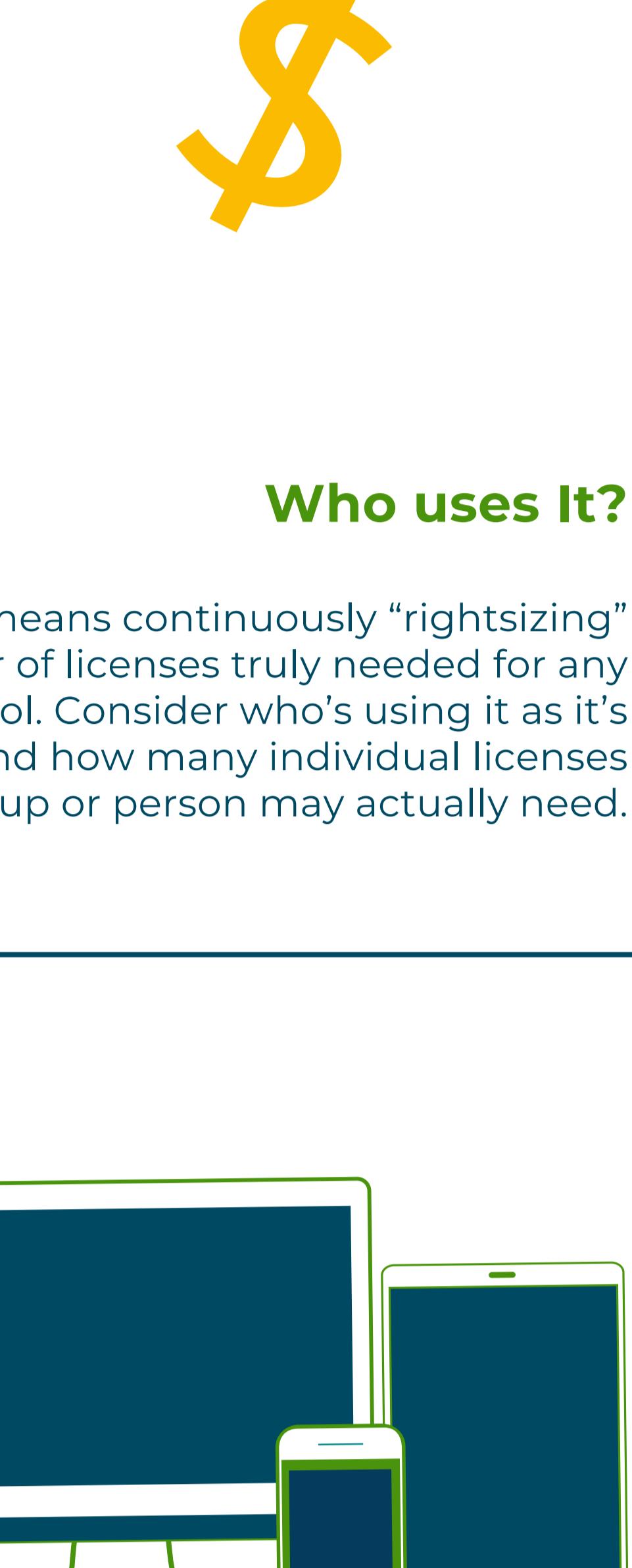
## How Does Your Tech Stack... Stack Up?

Your tech stack can make or break marketing revenue, but the only way to know which side of the fence you're on is to ask the right questions to give you actionable insights on when and where to tweak.

Here's our top seven questions to help you audit your tech stack.

### What value are we getting?

Another way to think of this is to consider how much your tech is doing the job you intended it for. For example, you might write off older platforms/tools as redundant, but there might be capabilities you've never engaged that offer hidden value – after all, it's already paid for!



### Who uses It?

This simply means continuously "rightsizing" the number of licenses truly needed for any given tool. Consider who's using it as it's intended and how many individual licenses that group or person may actually need.

### What's on the market now?

Revenue technology is an ever-evolving segment, and it pays to continually evaluate your current platforms on their ability to adapt to changing market conditions. Remember how quickly an out-of-nowhere event like the pandemic changed the way many companies do business? Well, how ready will your stack be for the next "great disruption"?



### What would happen to the customer experience if we got rid of this?

We don't need to remind you of the importance of customer centricity, do we?

It goes both ways: Sometimes, there's a negative impact to the customer by not renewing engagement with a tool. Sometimes, however, there's a negative impact by leaving an inefficient tool in place!

It all comes down to the vision you have for your total customer experience. The tech may change, but your vision should remain the same.

### How is it currently integrated with our stack?

Think of the impact to both data and process. Not all tech modifies data, but it can impact different processes. Poor integration, however, all but ensures that your revenue needle isn't moving the way you want it to move.

### What's the opportunity cost of keeping this technology?

Look to find the value (lack thereof) of sending a tool packing – even as a thought exercise. Could those resources pay better dividends elsewhere in the business? Perhaps you need to expand your headcount before expanding your current tech capabilities?

Don't be afraid to hold all of your tools to account this way! Sometimes, the true replacement for a platform is with people working with better processes.



Discover how qualified, trusted expertise can help you audit your tech to determine where your biggest sources of value and revenue are