



chiefmartec.com Marketing Technology Landscape

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Advertising & Promotion

Mobile Marketing



Display & Programmatic Advertising



Search & Social Advertising



Native/Content Advertising



Video Advertising



Print



Content & Experience

Mobile Apps



Interactive Content



Content Marketing



Optimization, Personalization & Testing



DAM & MRM



SEO



Marketing Automation & Campaign/Lead Management



Customer Experience, Service & Success



CMS & Web Experience Management



Social & Relationships

Call Analytics & Management



Email Marketing



Social Media Marketing & Monitoring



Feedback & Chat



Commerce & Sales

Retail & Proximate Marketing



Channel, Partner & Local Marketing



Sales Automation, Enablement & Intelligence



Affiliate Marketing & Management



Data

Audience/Market Data & Data Enhancement



Marketing Analytics, Performance & Attribution



Mobile & Web Analytics



Management

Talent Management



Product Mgmt



Budgeting & Finance



Collaboration



Dashboards & Data Visualization



Business/Customer Intelligence & Data Science



Projects & Workflow



Agile & Lean Mgmt

