Everest Group®

Market Report | Interactive Experience (IX) Services

Demystifying the Rapidly Evolving MarTech Landscape

March 2024: Complimentary Abstract / Table of Contents

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Background of the research

- The Marketing Technology (MarTech) ecosystem has rapidly evolved over the last few years with expansion in the number of categories of products and tools. Moreover, the number of players operating within each category of the ecosystem are also increasing
- There is a huge surge in the number of MarTech platforms and tools available to marketers today
- While big giants such as Adobe, Salesforce, and Sitecore are strengthening their presence across the widely adopted MarTech platforms such as CMS, CRM, and CDP, there has been an emergence of niche players across fast-growing categories such as loyalty and social media management
- Most enterprises still struggle to completely harness the capabilities of their MarTech stack leading to subdued business results
- In this research, Everest Group has taken the opportunity to unpack the perceived complex MarTech ecosystem, understand the key categories of MarTech, and the challenges and considerations for enterprises to unlock business value through MarTech

Scope of this report

Geography
Global

Technology
Marketing Technologies

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Overview and abbreviated summary of key messages

In this report, Everest Group has shared perspectives on the ever-evolving MarTech landscape with thousands of platforms and tools across different categories. This report also covers some of the key players in this ecosystem and how the future of MarTech platforms would look like.

Some of the findings in this report, among others, are:

Dynamism of the ecosystem

- The ever-evolving MarTech landscape has witnessed tremendous growth over last few years with more than 10,000 platforms and tools being available for marketers today
- There has been an emergence of niche players across newly emerging categories such as social, chatbots etc leading to the complexity of the ecosystem

Enterprise considerations

- The MarTech landscape is dominated by established players such as Adobe, Salesforce, Acquia who have consolidated their presence across key categories such as CMS, DXP, CRM, DAM etc
- Modern marketing technology stacks are aligned to customer lifecycle, thus making them a customer journey stack
- Majority of the enterprises still struggle to harness the potential of their MarTech platforms and tools

The way forward

Proliferation of composability narrative across each category, expansion of Artificial Intellignece (AI) use cases, and strengthened focus on first party data usage is expected to shape the future of MarTech platforms and tools

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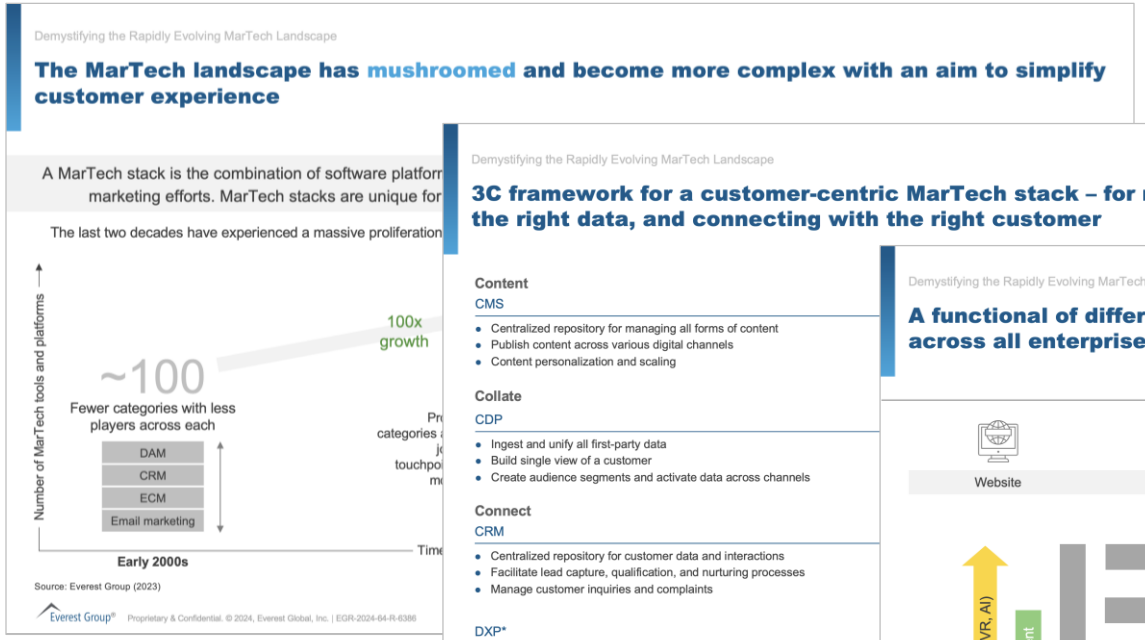
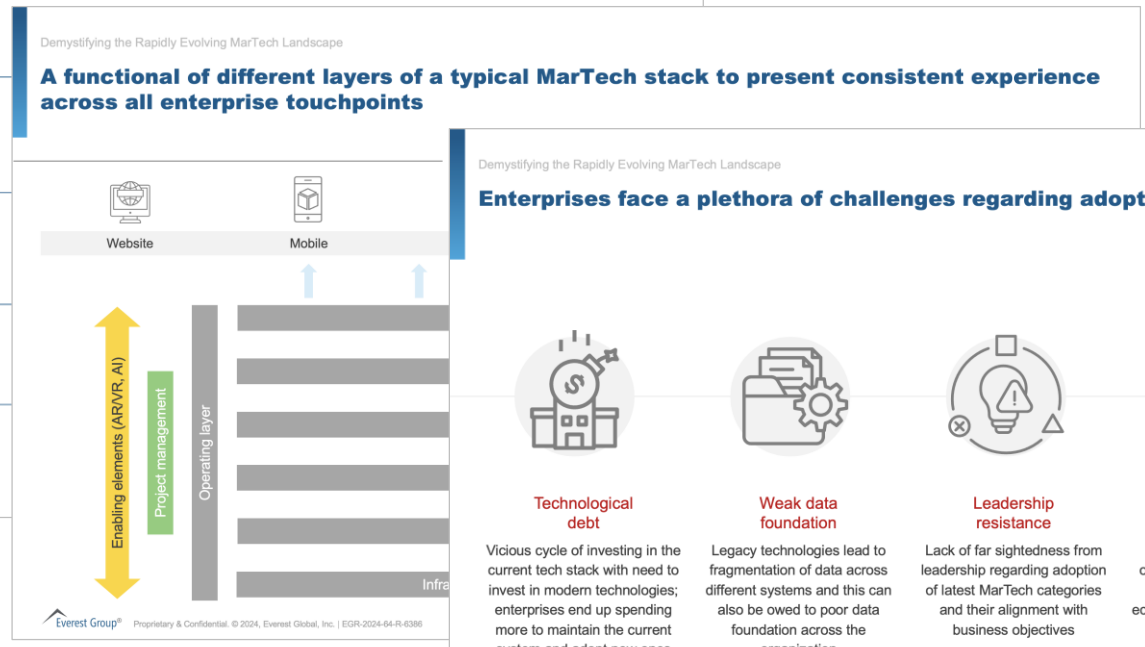
This research offers distinct chapters providing a deep dive into key aspects of MarTech landscape; below are four charts to illustrate the depth of the report





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Interactive Experience (IX) Services

Published | Planned | Current release

Reports title	Release date
Emergence of CDPs: Charting the Path to Data-driven Personalization	July 2022
Adobe Services PEAK Matrix® Assessment 2022	September 2022
An Enterprise Guide to Building Scalable Digital Product Experiences	January 2023
Metaverse: the New Gateway to Enhance Stakeholder Experience	February 2023
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Digital Experience Platform PEAK Matrix® Assessment 2023	November 2023
Digital Interactive Experience Services PEAK Matrix® Assessment 2023	November 2023
Demystifying The Rapidly Evolving MarTech Landscape	**March 2024**
Artificial Intelligence for Customer Experience	Q2 2024
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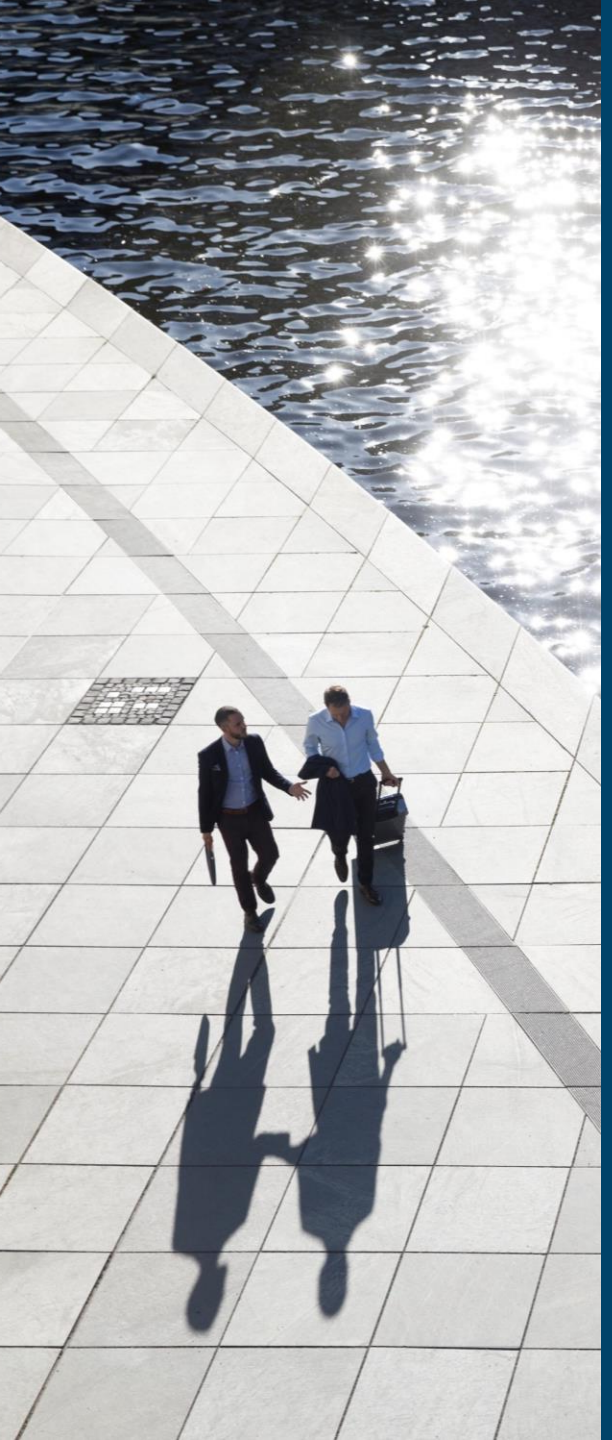

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