

● SOLUTIONS FOR THE CMO

Efficiency & *Cost Reduction.*

Do more with the budget you have by removing waste from the marketing engine.



INSIDE THIS BRIEF

The problem on your desk • *Our thesis* • *What we rebuild* • *Two ways in* • *What you walk away with*

Efficiency & *Cost Reduction.*

Do more with the budget you have by removing waste from the marketing engine. For CMOs asked to do more with less.

THE PROBLEM ON YOUR DESK

Your CFO is asking marketing to do more with less, and the stack is the obvious place to look. The problem is rarely too little capability. It is too many platforms, run at a fraction of their value, by a team with no hours left to operate them well.

OUR THESIS

You do not need more tools. *You need to operate fewer of them, better.*

What we *rebuild*

01 · THREE COORDINATED SYSTEMS

01

Stack rationalization

Map what you own, find where two licenses cover one job, and consolidate to a stack you can run well.

02

AI productivity

AI operationalized inside the routine workflows: reporting, list management, content, and campaign QA. Repeatable time saved.

03

Team time-back

A lean stack and automated routine work return capacity, so the same headcount produces more campaign output.

Two ways *in*

02 · START SMALL, OR START WHOLE

Tier 1 · START SMALL

Platform Optimization Audit

A focused diagnostic of where your stack is leaking spend and capability, with the consolidation moves that pay back fastest, ranked.

ENGAGEMENT

Weeks

Tier 2 · START WHOLE

Efficiency & Cost Reduction

The complete engagement: stack rationalization, AI productivity, and team time-back, delivered as one coordinated program.

ENGAGEMENT

A few months

What you *walk away with*

03 · FOUR DURABLE OUTCOMES

01

Lower licensing spend, *line by line.*

02

A stack the team *can actually run.*

03

Hours returned *to campaign work.*

04

More output from *the same headcount.*

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We are spending less and shipping more, because the team finally has time to use what we own.

VP MARKETING · B2B ENTERPRISE

Spend less. *Ship more.*

Book a MarTech stack audit to see where the budget is quietly leaking.

Book a session →

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