

## ● SOLUTIONS FOR THE CMO

# MarTech Stack *Optimization.*

*Make the platforms you already own deliver the return they were bought for.*



## INSIDE THIS BRIEF

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

# MarTech Stack *Optimization.*

*Make the platforms you already own deliver the return they were bought for. For CMOs whose stack has quietly drifted off course.*

## THE PROBLEM ON YOUR DESK

The stack that worked beautifully at launch now does a fraction of what you pay for. Quick fixes stacked into technical debt, admins left and took the knowledge with them, and integrations quietly stopped working. The platform on the invoice and the platform in production are two different things.

## OUR THESIS

Most stacks are not broken. *They have drifted.*

## What we *rebuild*

### 01 · THREE COORDINATED SYSTEMS

01

### Audit

A senior practitioner gets inside the platform: data model, programs, integrations, governance, and the gap between bought and running.

02

### Re-architecture

A redesigned data model, program structure, and integration logic, so the platform supports how you go to market.

03

### Operationalization

Governance, naming, documentation, and enablement, so the team can change the stack without holding its breath.

## Two ways *in*

### 02 · START SMALL, OR START WHOLE

#### Tier 1 · START SMALL

### Platform Optimization Audit

A focused diagnostic of your marketing platform: where it has drifted, what it is costing you, and the highest-leverage fixes.

ENGAGEMENT

Weeks

#### Tier 2 · START WHOLE

### MarTech Stack Optimization

The complete engagement: audit, re-architecture, and operationalization, delivered as one coordinated rebuild of the platform.

ENGAGEMENT

Scoped to instance

## What you *walk away with*

### 03 · FOUR DURABLE OUTCOMES

01

A stack that matches *the invoice.*

02

Reporting *you can finally trust.*

03

A platform the team *can change safely.*

04

Capability you paid for, *switched on.*

“

*For the first time, we trust the platform our reporting is built on.*

VP MARKETING OPERATIONS · B2B ENTERPRISE

## Make the stack *earn its cost.*

Book a MarTech stack audit and see the gap between what you bought and what is running.

Book a session →

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