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THE TECH CONUNDRUM:
CRM, CDP, CX & CONTENT

5 POINTS TO REMEMBER AND 5 ACTIONS TO TAKE

1

THE CHOICES FOR CRM, CDP AND CMS ARE NUMEROUS AND ARE OFTEN CONFUSING.

Improve the utility of each tool through integration, such as by using your CRM as both an input and output channel.

2

POOR INTEGRATIONS CAN BECOME THE SOURCE OF THE PROBLEM THEY'RE SUPPOSED TO BE SOLVING.

Don't try to boil the ocean with new functionalities. Start solves for a few core problems and expand from there.

3

63% OF CUSTOMERS WILL LEAVE A BRAND OVER ONE OR TWO POOR USER EXPERIENCE INTERACTIONS.

Address user experiences from the ground levels, right down to marketing/IT alignment, internal politics and budgets.

4

NEARLY EVERY MAJOR MARTECH TOOL CLAIMS TO HAVE THE INTEGRATION ADVANTAGE.

Don't focus solely on the tool selection—which could take months or years for your brand. Get the right talent in place to maximize your use of the tool as well.

5

DIGITAL ACCELERATION IS NEVER COMPLETE BECAUSE NEW TECHNOLOGIES WILL ALWAYS EMERGE.

Don't wait to start. The solution can begin at any point in the customer decision-making journey.