

NEARLY HALF (42%)* OF MARTECH CAPABILITIES ARE NOT USED



Martech investment is becoming an increasingly significant operational cost, so optimising your spending is **crucial**.

This means your business could be spending money on tools that aren't contributing to your marketing objectives.



INTEGRATION

Integrating software into wider enterprise tech infrastructure could be **8-10x higher** than the cost of the software itself.

And having all your tools in a one-size-fits-all platform can be equally expensive.



OUR TOP TIPS

- + Start small and scale up
- + Test and monitor your integrations regularly
- + Prioritise training your team
- + Seek independent, professional help from specialists

Distinguishing between **advertised capabilities** and **real-world performance** can simplify your decision-making process.



The best way to get it right first time is to bring independent consultants onboard.

TRAINING

Martech tools usually come with a **learning curve**. Each tool is different, making it necessary to invest in training and education for your staff on how to use the tools effectively.



YOU CAN DO THIS BY:

- + Provide online courses, tutorials and webinars
- + Create internal documentation and guidance
- + Bring in external experts to run a workshop
- + Extend your team by working with a specialist partner

GET EXPERT HELP

Whether your marketing technology is underperforming, or you're looking to build an effective stack of tools, **R-cubed's Martech Review** is designed to guide you towards the tools you need – and those you don't.



WHAT'S IN A MARTECH REVIEW?

UNDERSTAND YOUR NEEDS	We'll spend time with your martech users and key stakeholders to fully understand your needs and your objectives.
A FULL DATA AUDIT	We'll look at how your data is structured and identify any major problems that are stopping you making the best use of it.
ASSESSMENT OF EACH TOOL	We'll tell you whether your tools are right for you and, if not, what your options are.
PERSONALISED REPORT	We'll provide you with a detailed report outlining the current situation, all your pain points and our recommendations.

With over 15,000 different options to choose from, discover your best fit with a Martech Review

