

MarTech Conference 2022

5 Key Takeaways

MARTECH
Martech is marketing.

As always, the MarTech Conference delivered an incredible number sessions from the most innovative problem-solvers in marketing. We encourage you to register for your free access to all sessions, now on demand. Here are our key takeaways.

[All Access Registration Here](#)

01 **Now is the time to develop your strategy for measuring marketing value after the loss of third-party cookies.**

The imperative to determine how your brand/business will measure marketing value in a cookie-less world grows increasingly urgent as 2023 approaches. Start by understanding how the marketing world will operate in a cookie-less environment and redefining the business value marketing needs to deliver.



02 **Customer Data Platforms (CDPs) are *not* one size fits all!**

It is important to evaluate your options to make sure the product you hope to implement is aligned with your use cases and business goals. We recommend partnering with an agency for guidance in the process.



03 **Personalized experiences matter.**

Personalized marketing is a major piece of improving customer experience. The ability to leverage technology, data, and importantly – creativity, are key to creating holistic experiences that engage and convert customers.



04 **For B2B marketing solutions, Account-Based Marketing (ABM) is the way of the future.**

What is it? A traditional sales approach is typically based on individual contacts. ABM, on the other hand, considers the multiple buyer personas and committees that make purchasing decisions in today's business environment. The goal is to identify and target the ideal customer more efficiently by integrating sales and marketing teams and focusing their efforts.



05 **The Agile Methodology can be successfully applied to marketing teams.**

Agile Marketing could be the management framework your marketing team needs to flourish. This strategic approach can help your team deliver more value and collaboratively (and more independently) solve problems. It provides a structure that drives ownership, accountability, and learning.

