

What every marketer should ask before signing a MarTech contract



Choosing a new MarTech platform is about finding the right foundation for your team's day-to-day execution and long-term growth. The right platform should give you more control, better visibility, and the flexibility to adapt as your needs evolve.

This list is designed to help you ask potential vendors meaningful, practical questions across key areas, from data access and segmentation to cross-channel delivery and scalability. Use it to confidently evaluate which platform is the best fit for how your team works, so you can streamline operations and set the stage for sustainable growth.

01

The data backbone:

Is it possible to see and use all customer data?

- How does the platform bring together behavioral, demographic, engagement, and catalog data?
- Is a customer data platform (CDP) built-in or will I need to integrate one separately?
- Can marketers activate real-time data without relying on IT or data analysts?
- How does the platform handle identity resolution and deduplication?

02

Personalization:

How granular are segmentation and targeting?

- Is it possible to segment based on customer behavior, like page views, purchases, or search terms?
- Can marketers analyze real-time behavior with other attributes, like lifetime value or product category interest, to predict customer intent?
- Are there limits to the number of segments, audiences, or filters?
- Is dynamic content supported across multiple channels?

03

Cross-channel execution:

Can campaigns and journeys launch from a single workflow?

- Is it possible to build, automate, and launch campaigns for email, SMS, mobile push, and WhatsApp from one interface?
- Does the platform support consent-aware delivery and channel prioritization?
- Are journey automations based on real-time behavior or time-based logic only?
- Is there a unified message composer, or are channels created in silos?
- Where is AI embedded in the platform (segmentation, content, recommendations)?

04 Scalability without surprise costs:

Will the platform grow with your brand?

- How does the platform perform during high-volume sends or complex journeys?
- Is pricing based on active usage (like messages sent) or database size?
- Are features modular or locked into bundled pricing?
- What is the long-term total cost of ownership versus the upfront cost?

05 Open ecosystem compatibility:

Does the platform integrate with other marketing tools?

- What integrations are available for customer relationship management platforms (CRMs), ecommerce, analytics, and data warehouses?
- How flexible is the API, and how long does setup usually take?
- Is it possible to import data from offline or third-party sources like call centers or POS systems?
- How does the platform handle data sync and flow between systems?

06 Reporting and analytics:
How actionable is the data?

- Are dashboards customizable and built for marketers, not analysts?
- Is performance data updated in real time or only available in batches?
- What trends or predictions does the platform automatically surface for marketers?
- Does reporting connect to downstream actions like retargeting or personalization?

07 The people behind the platform:

How accessible is support?

- What does the migration process look like and what is the projected time-to-value?
- What type of support is included (e.g. onboarding, live chat, CSM, or self-serve only)?
- Do marketers get strategic guidance after implementation?
- What's the response time for support issues or product questions?
- How often is the platform updated and are customer requests part of the roadmap?

Turn your evaluation into a recommendation

You've asked the tough questions, and now it's time to see how Acoustic Connect stacks up. Our guide breaks down how it compares to entry-level MarTech platforms, what kind of results marketers are seeing, and how to make a compelling case to your leadership team.

[Learn more](#)

