

# What if your MarTech is the real problem?

## How to identify the signs and find a platform that can keep up

If your current MarTech setup feels just okay, you're not alone. Many marketing teams outgrow the tools that once worked for them because of shifting goals, bigger audiences, or growing pressure to deliver more with fewer resources. But recognizing when it's time for a change isn't always straightforward.

Use this checklist to assess your current platform with a fresh perspective and clarify what your next solution needs to offer. It's not just about switching tools but about investing in a platform that gives your team the foundation to move faster, market smarter decisions, and grow with confidence.



Segmentation

Cross-channel marketing

AI predictions and recommendations

## Signs you're outgrowing your MarTech:



### You're not realizing ROI

- ☐ The platform requires costly add-ons for strategic features.
- ☐ You're paying for functionality you don't fully use.
- ☐ It's difficult to measure or prove business impact.



### Scaling efforts feels impossible

- ☐ Real-time personalization is limited or hard to execute.
- ☐ Campaign demand is growing, but the tech can't keep up.
- ☐ Expanding into new markets or channels feels like starting from scratch.



### Your workflows are painfully slow

- ☐ Marketing depends on IT or data teams for basic tasks.
- ☐ Multiple platforms must be juggled for every campaign.
- ☐ Launch cycles are delayed by complex or manual processes.



### Your data is fragmented

- ☐ There's no single view of the customer journey.
- ☐ Data ownership is spread across departments.
- ☐ Insights are incomplete, outdated, or hard to act on.



### Cross-channel orchestration is clunky

- ☐ Campaigns across channels are hard to coordinate.
- ☐ Limited team resources can't keep up with growing complexity.
- ☐ Customers receive disjointed experiences depending on where they engage.



### Integrations are inconsistent or nonexistent

- ☐ Core tools don't connect easily or require manual workarounds.
- ☐ AI and automation tools can't be added without friction.
- ☐ Marketing strategies are constrained by technical limitations.



### The platform lacks flexibility

- ☐ Customization is difficult or dependent on external support from the vendor.
- ☐ You're stuck with rigid workflows or outdated templates.
- ☐ The system can't adapt at the needed pace as your business grows or changes.

## What to look for in a new platform

- 01 Clear, predictable pricing, and measurable ROI
- 02 Tools that support personalization, segmentation, and automation at scale
- 03 Marketer-friendly interface with intuitive workflows
- 04 A unified customer view from all your data sources
- 05 Centralized cross-channel campaign management
- 06 Seamless integrations with your existing ecosystem
- 07 Adaptability to support evolving strategies and team needs

## Build a stronger foundation for what's next

Choosing the right MarTech platform starts with understanding where you are today and what's standing in your way. Our guide offers a clear framework to assess your tech stack, identify gaps, and take the next step with confidence.

[Get the guide](#)