



DIGITAL MARKETING

# Martech Team Project: IRYSS Brief



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# What's a martech stack?

# Putting your plan into action

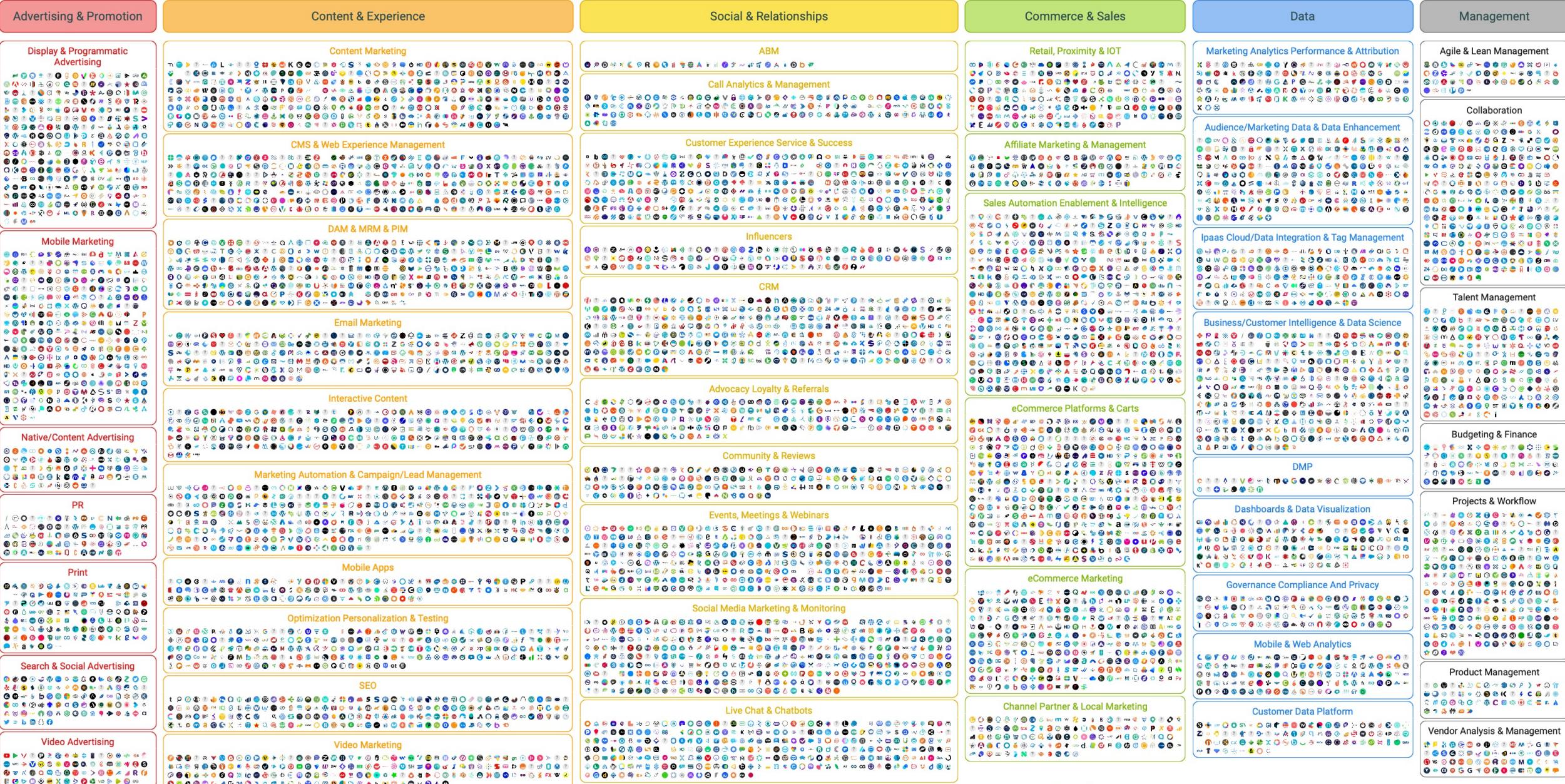


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# MarTechMap

an initiative by  chiefmartec &  MartechTribe

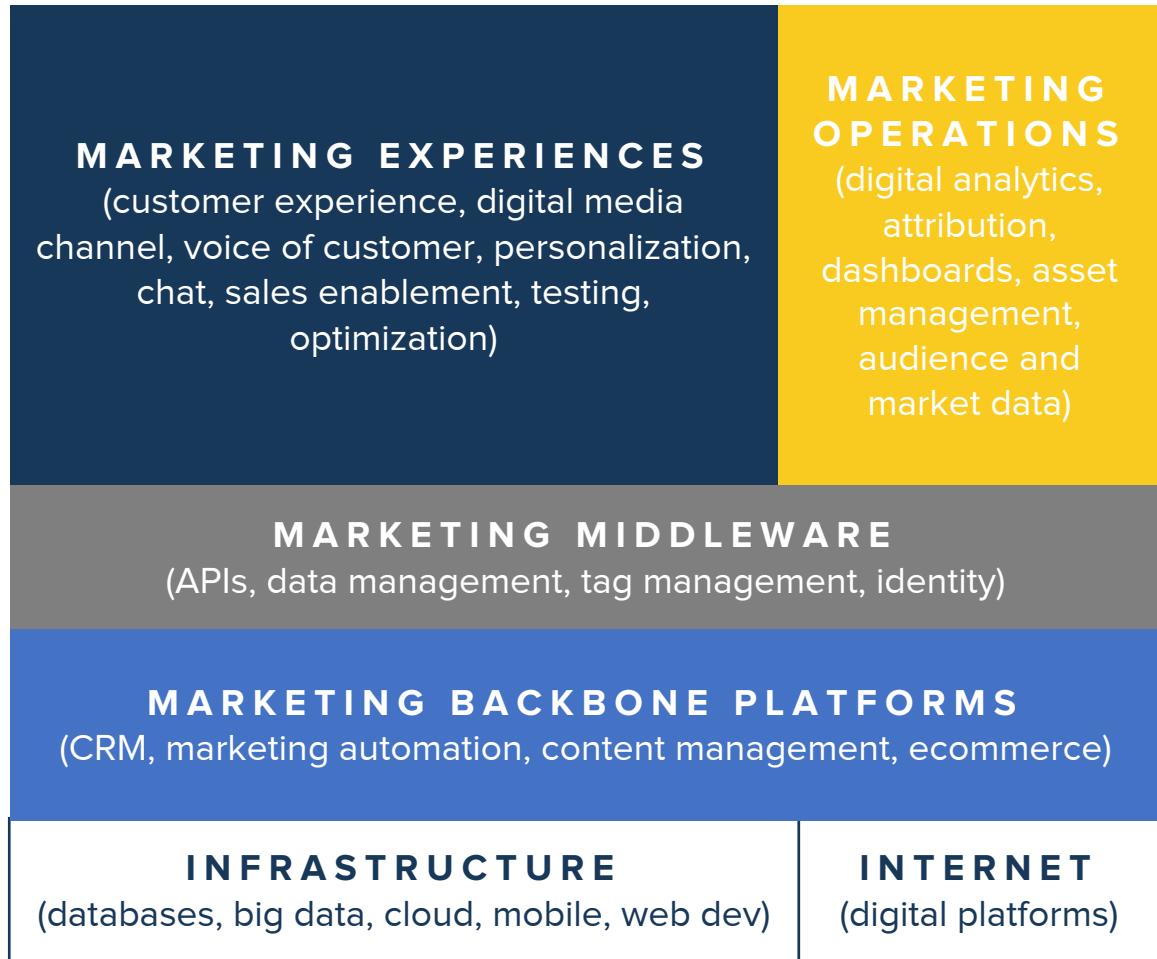
# 2022 Marketing Technology Landscape May 2022



visit [martechmap.com](https://martechmap.com) to search, sort & filter

# Shown another way

Martech aligns to  
business functions



# Martech examples





## DELIVERING A WINNING MARTECH HAND GREATER THAN THE SUM OF ITS PARTS

Our martech stack is a fully integrated and unified set of capabilities that work together to deliver a winning hand of cards, as you would have in a game of Poker.

By looking at our martech through an external and internal lens (build vs buy), we have crystal-clear visibility across all marketing channels to react in real-time to customer interactions and deliver a bespoke, consistent, engaging experience anywhere in the customer's journey.

Through unifying external and internal capabilities and focusing on removing technology solos, we have built a martech ecosystem that delivers us a winning hand, everytime.

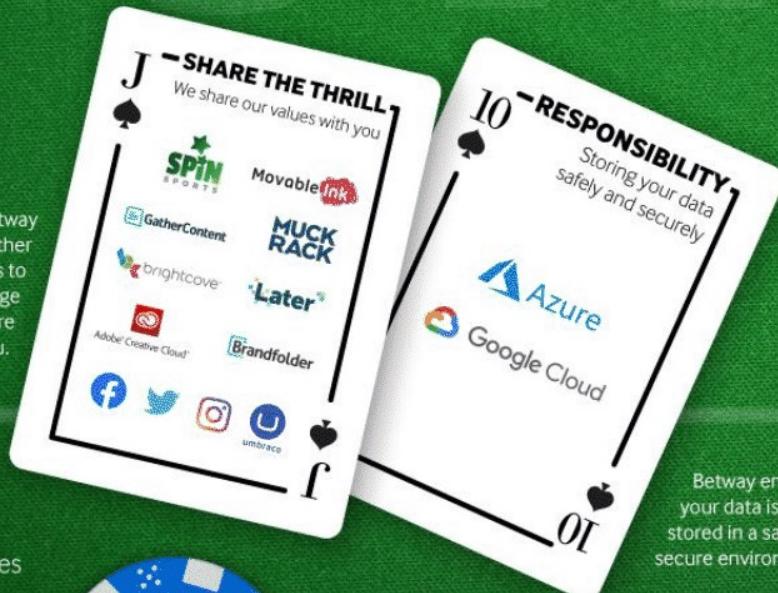
Betway uses Betway client or other display platforms to ensure its message and values are heard by you.

Potential customers become aware of Betway via digital marketing and may be thinking of registering.

You register with Betway to begin your experience that is as seamless, entertaining and safe as possible.

Betway uses its analytical software to understand you and tailor your experience to your requirements.

We listen to your opinions on your experience, and make sure to improve the Betway experience for both you and future customers.



Betway ensures your data is stored in a safe and secure environment.

Logos marked with \* are internally built technologies



# MARKETING TECH STACK

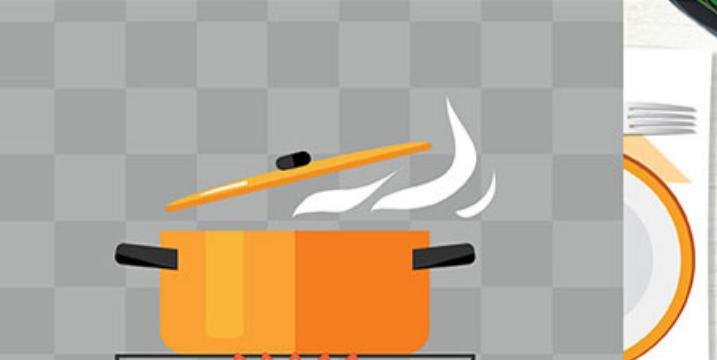
**PLAN**  
your meal



DIGITAL MEDIA & AUDIENCE STRATEGY

flashtalking<sup>“”</sup>, SAP  
 GfK nielsen  
 White Ops  
 comscore   
 NETBASE

**CREATE**  
your dish



DEVELOP THE CONTENT

SALSIFY  
 WIDEN  
 flashtalking<sup>“”</sup>,  
 smartsheet

Drupal  
 POND5  
 iStock

**ACTIVATE**  
your tastebuds



EXECUTING THE PLAN

SALSIFY ALIGNTRAC   
 theTradeDesk IRI   
 PRICESPIDER   
 Walmart   
 Instacart   
 sproutsocial 34.51   
 criteoL WORLD SYNC  
 flashtalking<sup>“”</sup>

**MEASURE**  
your skills



## TEAM ENGAGEMENT

68% INSIGHTS  
18% MARKETING



5% ECOMMERCE  
5% CREATIVE  
5% SALES

0% INSIGHTS  
6% MARKETING



13% ECOMMERCE  
81% CREATIVE  
0% SALES



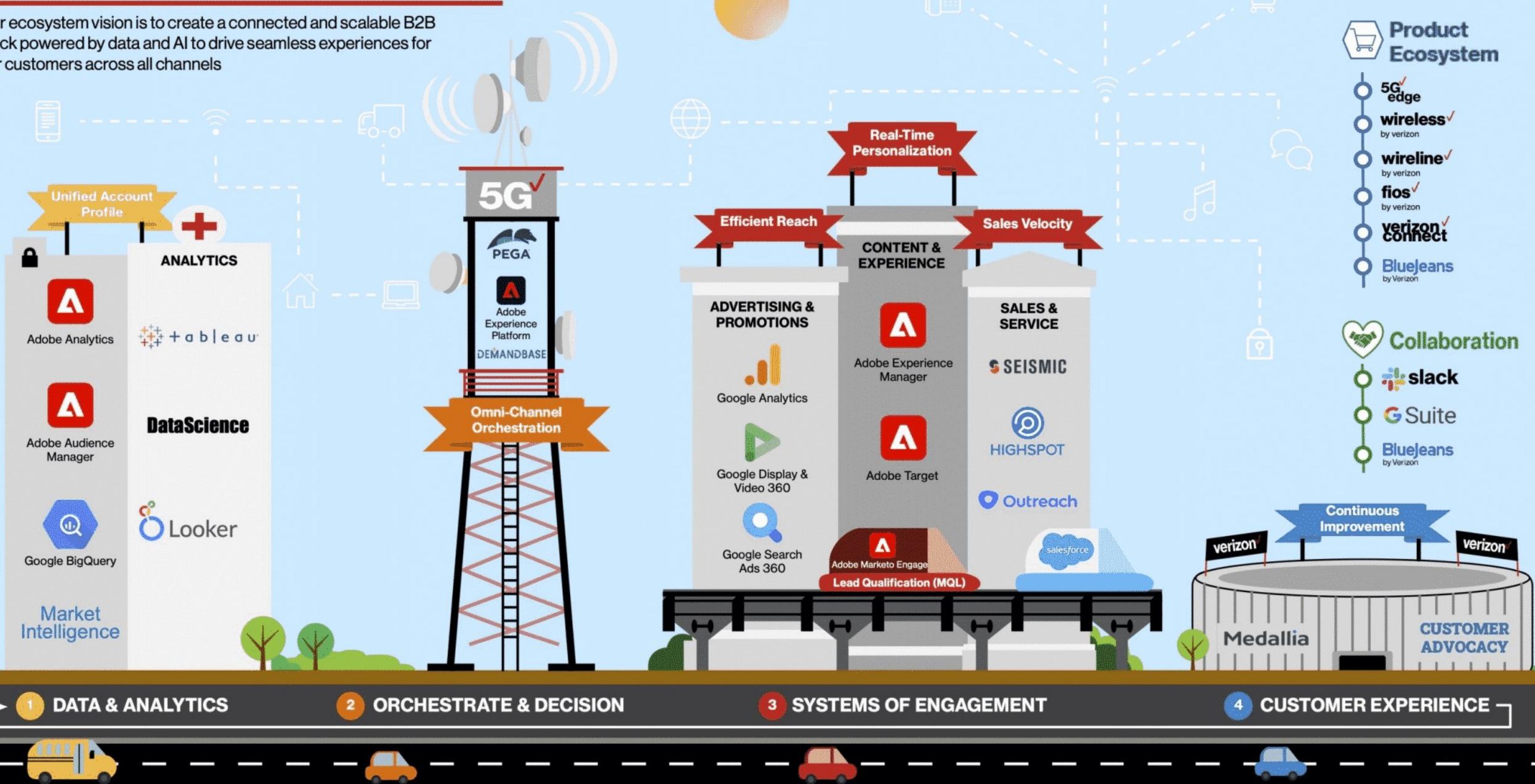
36% ECOMMERCE  
10% CREATIVE  
0% SALES



14% ECOMMERCE  
7% CREATIVE  
7% SALES

## Smarter, Faster, Reliable B2B MarTech Stack – Built Right

Our ecosystem vision is to create a connected and scalable B2B stack powered by data and AI to drive seamless experiences for our customers across all channels



## DATA & ANALYTICS

 einstein analytics

 TEALIUM

 datorama

 Stitch

 MORNINGSTAR®

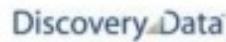
 INSIGHTSQUARED

 DMP

 Discovery Data

 Google Analytics

## MARKETING OPERATIONS

 Discovery Data

 pardot

 asana

 bynder

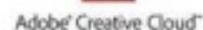
 infogram

 marketing cloud

 workfront

 skype

 Canva

 Adobe Creative Cloud™



# Building a martech stack for IRYSS



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# IRYSS

## A ROC-based fintech start-up

IRYSS is a newly launched wealth tech app working to bring financial literacy, wellness, and resiliency to everyday investors. IRYSS delivers actionable AI-driven data analytics through a delightful user experience

IRYSS has secured a significant injection of capital and identified several martech needs in order to achieve its 2023 business goals

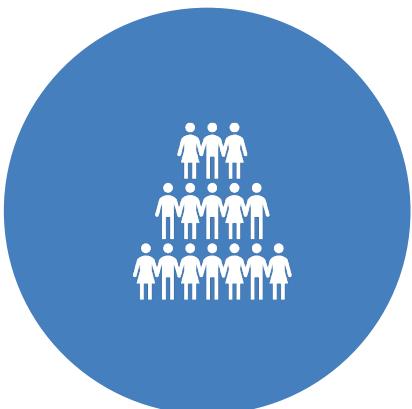
**While IRYSS is a real company, the project scenario is entirely fictional and was developed for this course**

# IRYSS FY23 business goals, supported by marketing technology investments



## FUNDING

Secure additional \$2.0MM in funding by EOY



## USERS

Grow install base to 22,000 downloads with 5,000 MAU by EOY



## ADVISORS

Attract 200 net new financial advisors by end of 1H



# Target: Fast track couples

Active, young, upper established suburban families living upwardly-mobile lifestyles

## DEMOGRAPHIC

Married A30-45, HHI \$150k+, children age <10 in household

## GEOGRAPHIC

Lives within a 10-mile radius of mid-size and metro area

## PSYCHOGRAPHIC

Music and entertainment lovers, tech-savvy, active lifestyles, comfortable spender, credit-aware, sports fans

## BEHAVIORAL

Do not currently use IRYSS, have some experience with other fintech services



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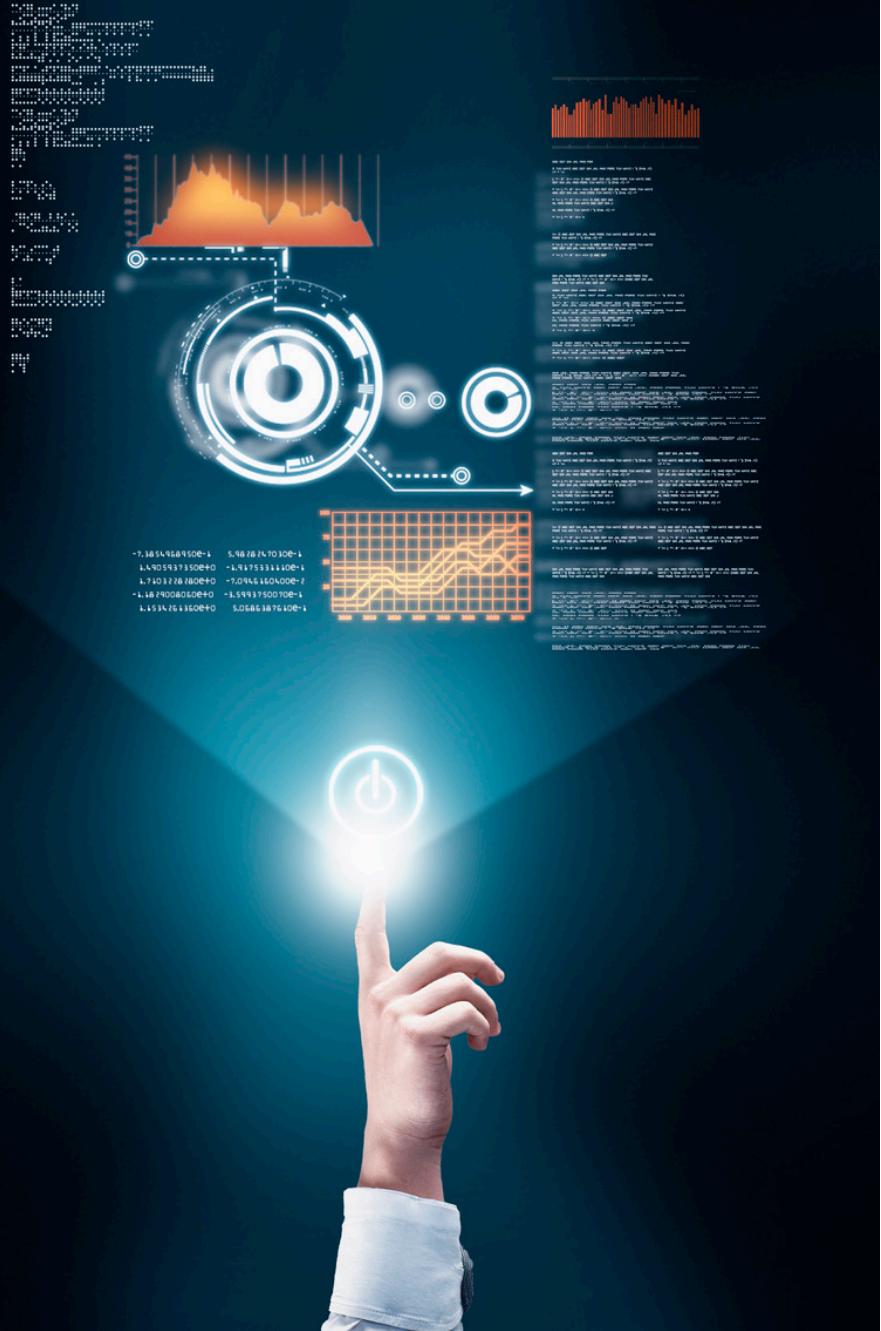


# You've been hired as a consultant

You will need to provide a recommendation for vendors against specific business needs. Your team will share these recommendations with leadership in a short presentation.

# IRYSS is a medium-sized business and needs a limited number of licenses:

IRYSS DEPARTMENT	TECH CATEGORY	SEATS NEEDED
Analytics	Cloud platforms; Tag management; Data management; Analytics; Data visualization; Customer data platform	6 licenses
Community	Social media management; Social media scheduling; DAM	6 licenses
Content	Website dev; Email marketing platform; SEO tool; CMS; DAM	4 licenses
Media Investment	SEM tool; Programmatic	4 licenses
Marketing	CRM; Customer service; Marketing automation; CMS; DAM	4 licenses
Sales	SFA	11 licenses



# High-level outline

Your presentation must address:

What problem does this service solve for IRYSS?

Who are the key vendors in this category? (3 min, 5 max)

What are important features for this service?

How is pricing structured and / or what is the annual cost?

Are there certifications or special skills needed or offered?

What is your recommendation and **why**?

# Grade breakdown



The presentation is worth 20% of your grade

80 points is based on your overall presentation and will be a group grade. 20 points will be peer evaluation of your contribution.

# Presentation mechanics

## LENGTH

Total length is 10 minutes (more is NOT better and will result in points lost)

## IMAGES

Presentations benefit from less text and more images!

## CITATIONS

You don't need to include any in-text citations, but include references at the bottom of the slide

## FORMATTING

You can use any preferred means for presenting (Slides, PPT, PDF, Keynote, Canva)

## GRAMMAR

As always, your work should be free of spelling and grammatical errors

## PRESENTERS

All team members DO NOT need to present – you can elect for fewer to deliver





# Submission instructions

Please be mindful of permissions!

Submit your final presentation via the Blackboard assignment link; only one student needs to submit on behalf of the entire group

If you are using Google Slides or Canva, make sure permissions are updated so I can view the file

**Your final presentation is due by 1159p ET the day before your presentation date**

Feedback forms are available on Blackboard as well