

wriber | Marketing Technology Landscape

June 2017

Promotion	Content & Experience		Social & Relationships		Commerce & Sales	Data	Management
Mobile Marketing 	Interactive Content 	Video Marketing 	Call Analytics & Management 	Community & Reviews 	Retail & Proximity Marketing 	Audience / Market Data & Enhancement 	Talent Management
Display & Programmatic Advertising 	Content Marketing 		Feedback & Chat 	Advocacy, Loyalty & Referrals 	Influencers 	Marketing Analytics, Performance & Attribution 	Product Management
Search & Social Advertising 	Email Marketing 		Social Media Marketing & Monitoring 		Automation, Enablement & Intelligence 	Mobile & Web Analytics 	Budgeting & Finance
Native & Content Advertising 	Optimization, Personalization & Testing 		Customer Experience & Service 		Affiliate Marketing & Management 	Dashboards & Data Visualization 	Collaboration
PR 	DAM & MRM 	SEO 	Events, Meetings & Webinars 		E-Commerce Platforms & Carts 	Business / Customer Intelligence & Data Science 	Projects & Workflow
Print 	Marketing Automation & Lead Management 		CRM 		Channel, Partner & Local Marketing 	Predictive Analytics 	Agile & Lean Management
	Experience Management 				E-Commerce Marketing 	Data Integration 	Vendor Analysis