



The Tech Stack Checklist

Close the gap between your MarTech (Marketing Technology) and OpsTech (Operational Technology) stacks. Maybe this is cheesy, but we believe teamwork makes the dreamwork. Learn how to choose the right partners for your properties or communities to create integrated solutions.

MarTech Check

Choosing a best-in-class MarTech partner is not easy. From email marketing to customer analytics dashboards, there are now over 8,000 options to choose from. This isn't a coincidence, it's an industry indicator of something we already know: marketing matters. Here are a few key aspects to verify before you choose a MarTech partner.

- Dynamic spend allocation for your digital marketing campaigns.
- Marketing efforts are grounded in predictive multi-touch attribution modeling to prioritize ad spend to high-conversion touchpoints throughout the buyer's journey.
- Does this technology solution integrate with your Customer Relationship Management platform (CRM), Property Management System (PMS), Storage Management Software, or other best-in-class providers in your tech stack?
- Expertise with marketing in your industry, so that you aren't funding their learning curve.
- A robust approach to digital advertising with a strong foundation in hyper-local search engine optimization.

Integrate With Intention

Find tech partners who reduce complexity and eliminate silos. Of course, integration varies by complexity. When choosing a best-in-class partner to add to your stack it's important to make sure they understand your needs and your teams are ready to work with one another. Below are a few things to consider when adding a tech partner to your stack.

- The partner has a development team that understands your needs.
- The partner fits your company culture. As the saying goes, iron sharpens iron, so choose collaborators in the spirit of advancement.
- They make it a priority to update and innovate technology regularly.
- Up-to-date with the latest data security regulations and compliance best practices.
- When things aren't working, they solve problems for your team (without putting you in the middle).
- They're well versed in your industry and will join your team ready-to-go.

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