



# 5 Steps To Eliminate MarTech Redundancy

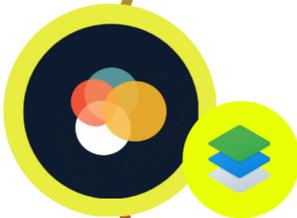


With 90+ tools, most marketing orgs face waste and disconnected data. This framework helps you streamline your stack, cut costs, and refocus on platforms that drive business outcomes.



## STEP 1 - Audit Your Current Stack

Export a list of every platform in use. Capture owners, costs, renewal dates, and use cases. Include 'shadow IT' or free-tier tools. Quick Win: Start with procurement systems, but supplement with team interviews.



## STEP 2 - Identify Overlaps & Orphans

Group tools by function to highlight where multiple tools perform the same job. Identify unused or outdated licenses. Quick Win: Tag every tool as 'Core,' 'Candidate,' or 'Retire.'



## STEP 3 - Evaluate Integration Value

Score each tool on how well it integrates with your data layer or CDP. Does it create convergence or isolation? Quick Win: Use a 'Convergence Scorecard' (1-5 scale for integration, adoption, ROI).



## STEP 4 - Rationalize & Reinvest

Eliminate overlapping tools and redirect savings into integrations or training. Partner with IT for license recovery. Quick Win: Start with 'low-controversy' cuts like unused reporting tools.



## STEP 5 - Govern the Stack Going Forward

Establish a MarTech Governance Committee. Implement intake and review processes for new tool requests. Quick Win: Use quarterly stack reviews to prevent 'tool creep.'



Next Step: Scan the code & take the Convergence Maturity Diagnostic to assess how integrated and aligned your current tools are.

