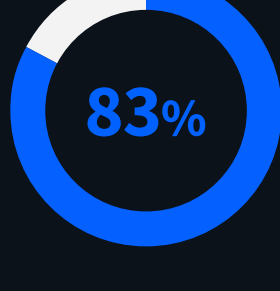


MadTech:

The Case for Unifying Martech and Adtech For Impact

Today's digital ecosystem is fragmented. Martech and adtech tools rarely connect. In fact, **83%** of businesses say their platforms don't work together seamlessly.

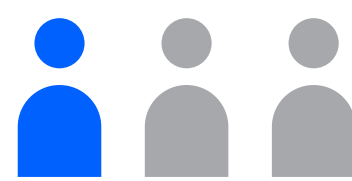
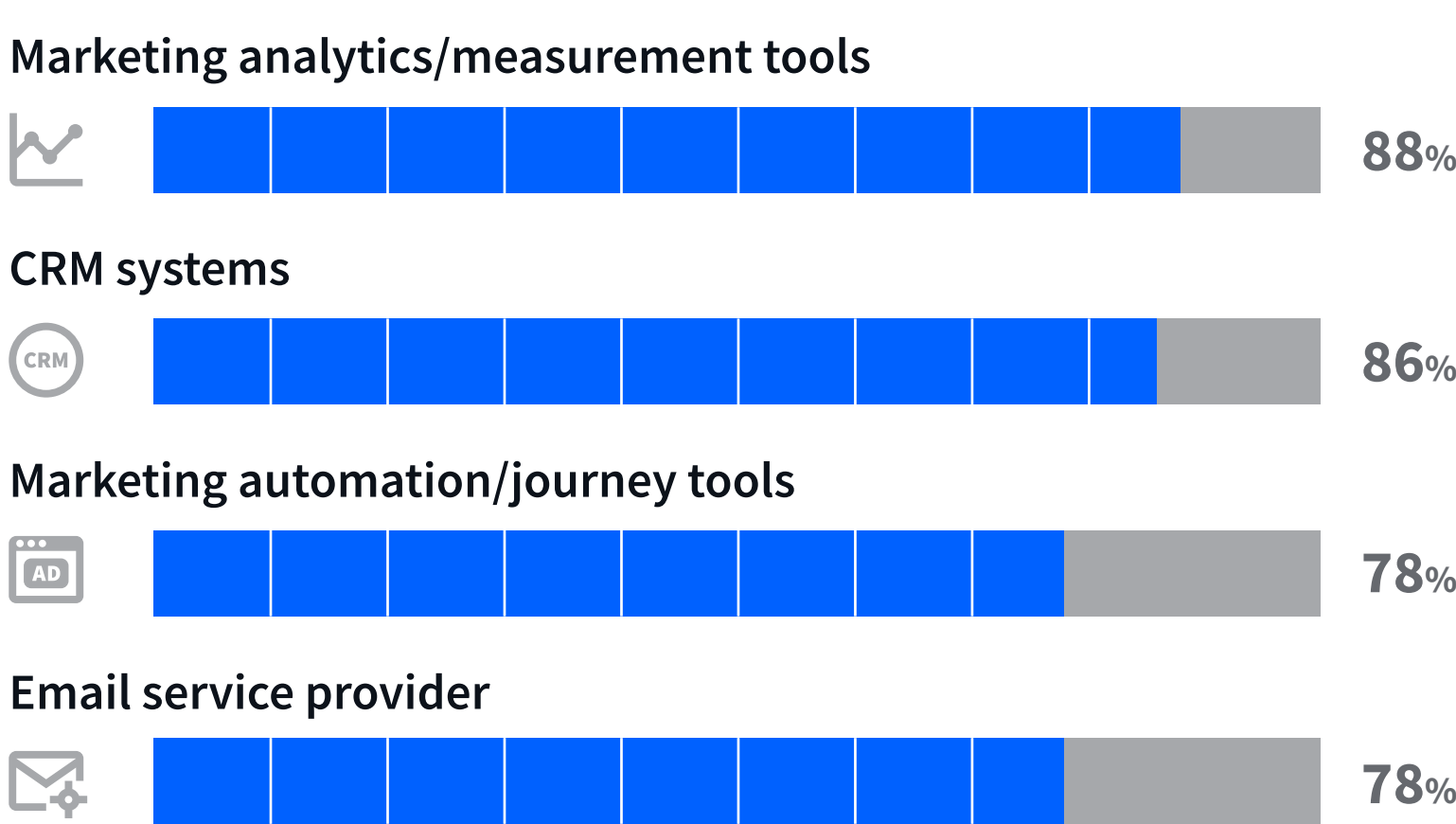


This infographic explores how unifying your tech stack unlocks stronger performance, and how StackAdapt helps make it happen.

Fragmented Tools, Fragmented Data

Modern marketers rely on a growing mix of specialized tools for analytics, customer management, automation, email, and programmatic advertising.

Share of Marketers Using Marketing Tool/Platform



Despite the vast array of tools available, only **31%** of marketers feel confident in their ability to unify customer data.



This fragmentation creates blind spots that hurt performance, as marketers can't see the full customer journey or effectively optimize their channels.

The Hidden Costs of Siloed Systems

When advertising platforms and marketing tools operate in silos, the costs extend far beyond dollars.

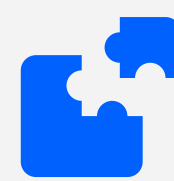


29%

of agencies rely on six or more disconnected platforms, leading to wasted time, missed opportunities, and diminished strategic impact.



Marketing teams **without a unified view** struggle to measure ROI, optimize budgets, and justify investments—and only **54%** feel confident tracking performance across the full funnel.



Poor integration between platforms can increase operational waste by up to **13%**, eating into **time, budget, and resources**.



The bottom line: fragmentation isn't just an inconvenience—it's a growth killer.

Unified Data, Unbeatable ROI: The Case for Convergence

The future belongs to marketers who unify martech and adtech to drive smarter, data-led performance and ROI.

When data flows between marketing and ad systems, personalized, cohesive campaigns take off—and the results speak for themselves:

88%

of customers who trust a brand are likely to buy again—proof that personalized, consistent experiences build loyalty, and drive repeat revenue.



Brands that activate 1st-party data through unified strategies are seeing **2.9×** higher revenue and **1.5×** greater cost efficiency.

Tapping 1st-party behavioural data drives results. Marketers report:



72% improved ROI



83% better acquisition costs



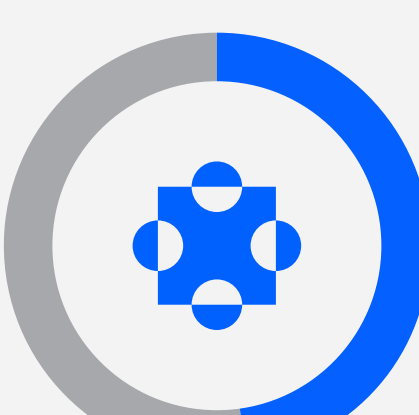
Integration isn't just smarter—it's essential for sustainable growth.

Alignment in Action: High-Performers Bridge the Gap

To stay ahead, leading brands and agencies are streamlining their tech stacks through integration and consolidation.

45%

of agencies are integrating data from martech and adtech to improve campaign targeting and drive greater performance efficiencies, according to a recent study from StackAdapt and Ascend2.



48%

of top-performing agencies run campaigns across **five or more channels**, proving that integrated data empowers marketers to activate more sophisticated, scalable cross-channel strategies.



73%

of European marketers improved performance and ROI in 2024 by **integrating martech and adtech systems**.

The Takeaway?

Marketing leaders who integrate martech and adtech gain a measurable advantage by turning insights into action. With connected systems, they're better equipped to:

Reach high-value audiences



Launch cross-channel campaigns



Optimize performance in real time



Partner with StackAdapt to unlock data-driven precision, channel scale, and real-time insights across the entire customer journey.

Discover how the world's top marketers stay ahead:

stackadapt.com/platform