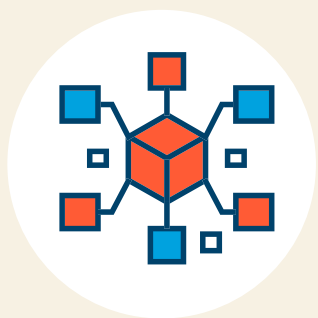


# 7 STEPS FOR A WILDLY SUCCESSFUL MARTECH IMPLEMENTATION

Implementing, optimizing, and managing martech is no easy feat. Service partners must combine an in-depth understanding of a brand's specific needs, use cases, and internal workflows, with comprehensive knowledge of the platforms (or platforms) to deliver the desired results.

**Acxiom has identified seven key pillars to help brands ensure the effective implementation and ongoing success of any martech investment.**



## #1

### TECHNOLOGY EVALUATION

Decide the most suitable martech solution for your ecosystem taking into account platform fit, scalability, and customization needs



## #2

### USE CASE REVIEW

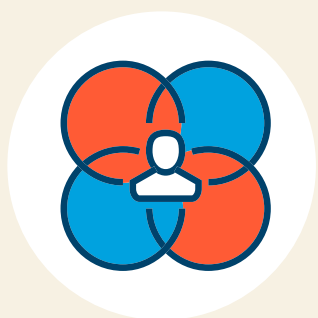
Determine how the solution will be used to meet your objectives



## #3

### DATA EVALUATION

Define what data is needed to underpin the solution and consider availability, permissions, and destinations



## #4

### OPERATIONAL READINESS ASSESSMENT

Prepare the business to onboard the martech tool factoring in skills, ownership, availability, and stakeholder buy-in



## #5

### INTERNAL OPERATIONAL PLANNING

Plan for the project and working with a partner, including assigning SMEs, completing impact assessments, and setting timelines



## #6

### PROJECT GOVERNANCE AGREEMENT

Create a model for execution that encompasses KPIs, forums, compliance, and project tracking



## #7

### DAILY MANAGEMENT PLAN

Define day-to-day operations and tools required to meet objectives

