



Welcome to Martech for 2026

with Scott Brinker & Frans Riemersma



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Perspectives on Martech for 2026



GrowthLoop

Rebecca Corliss, VP Marketing



Progress

Sara Faatz, Senior Director



hightouch

Tejas Manohar, CEO



SAS

Jonathan Moran, Head of Martech Solutions



INTUIT
mailchimp

Alexis Karsant, Director, Product Marketing



TREASURE
DATA

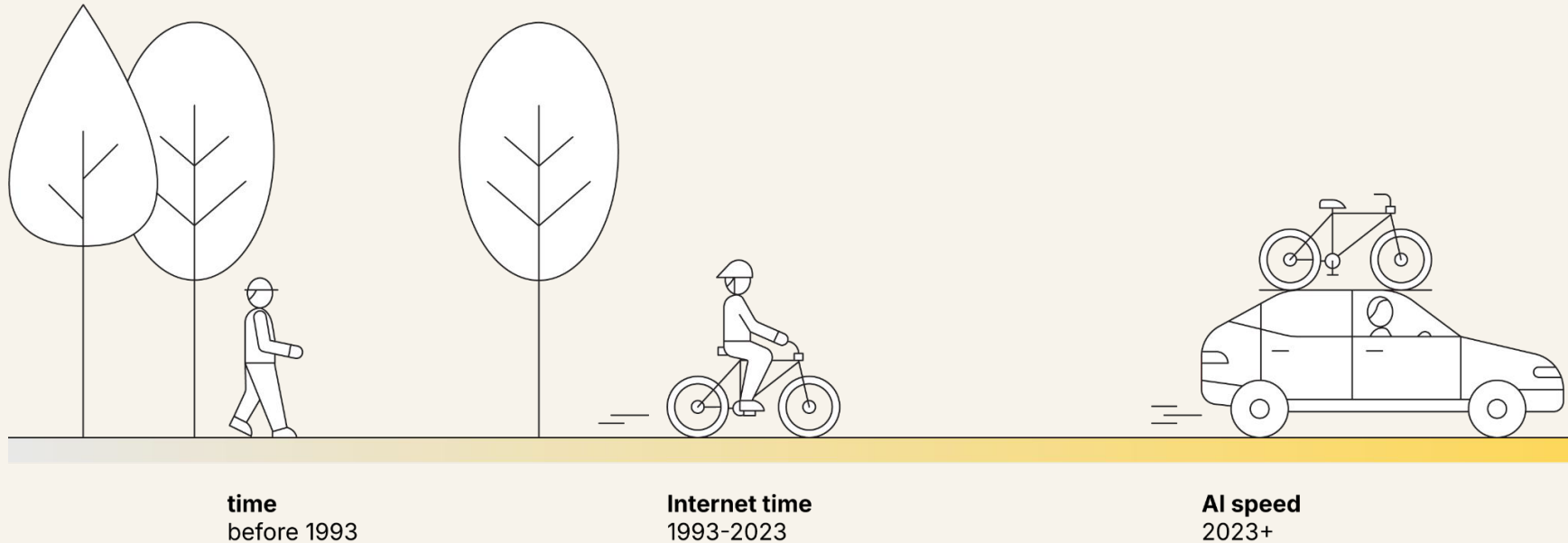
Rafael Flores, Chief Product Officer



metarouter

Patrick Harrington, Head of AI/ML

The Velocity of Change



Thanks for Joining This Thrilling Martech Journey!







2022

2023

2024

2025

Webinars

	#Martechday2022	#Martech-for-2023	#Martechday2023	#Martech-for-2024	#Martechday2024	#Martech-for-2025	#Martechday2025	#Martech-for-2026
								
								
								
	MartechMap.com launch + Aggregation + Maturity	GenAI, BigOps & Atomization						

Report Supergraphics

Themes Models, Concepts, Discoveries

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2022

2023

2024


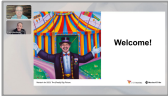








2025

Webinars

Report Supergraphics

Themes

Models, Concepts,
Discoveries

#Martechday2022	#Martech-for-2023	#Martechday2023	#Martech-for-2024	#Martechday2024	#Martech-for-2025	#Martechday2025	#Martech-for-2026
							
 		 					
MartechMap.com launch + Aggregation + Maturity	GenAI, BigOps & Atomization	Enter GenAI What is your prompt?	Martech Long Tail + Stack Rationalization				

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MartechMap.com launch + Aggregation + Maturity	GenAI, BigOps & Atomization	Enter GenAI What is your prompt?	Martech Long Tail + Stack Rationalization	Composability + Martech Architecture + Stack Value	GenAI Strategy, Use Cases, BrandLLM		

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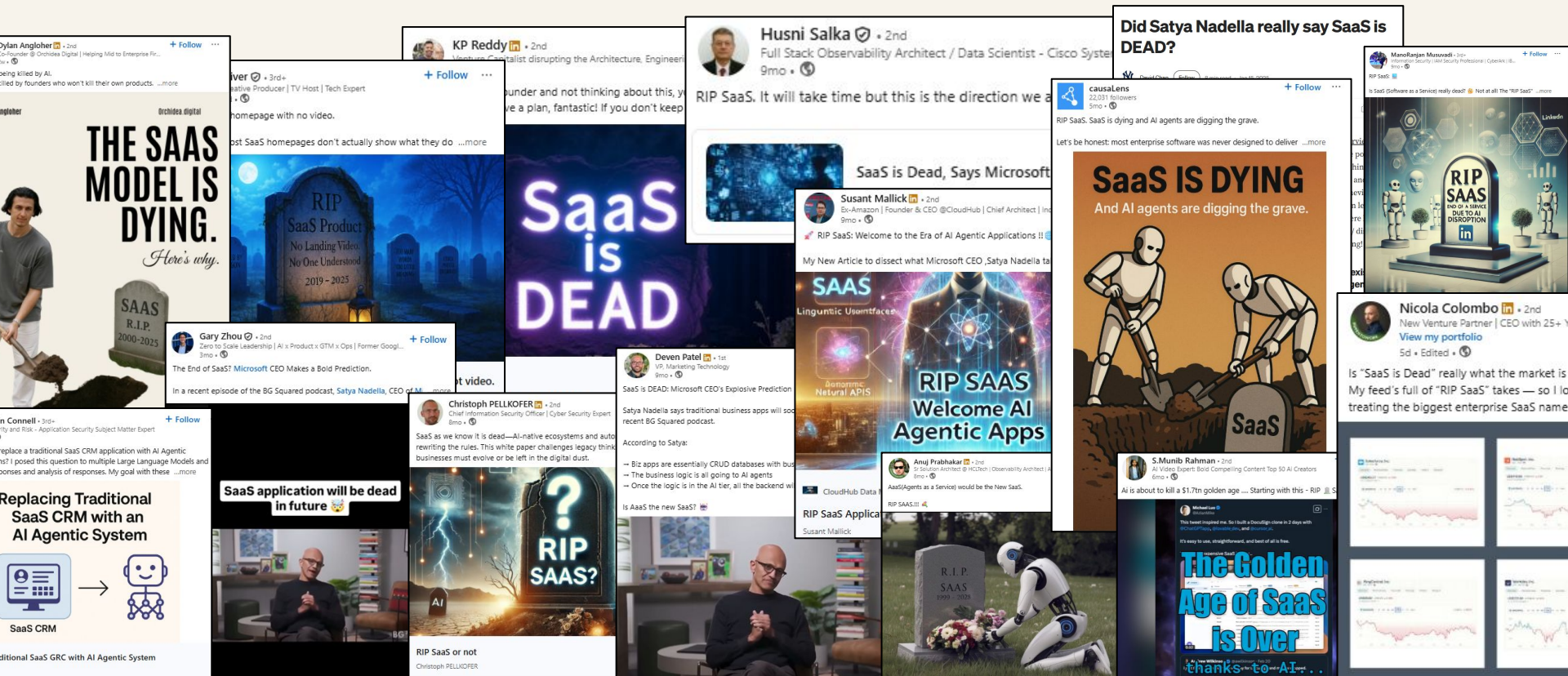
Report Supergraphics

Themes

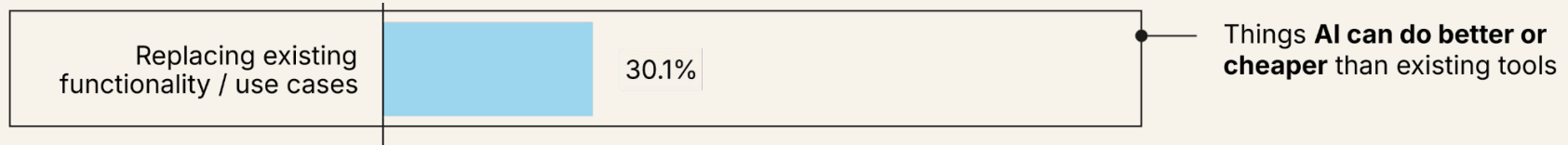
Models, Concepts, Discoveries

AI Agents Augment Martech

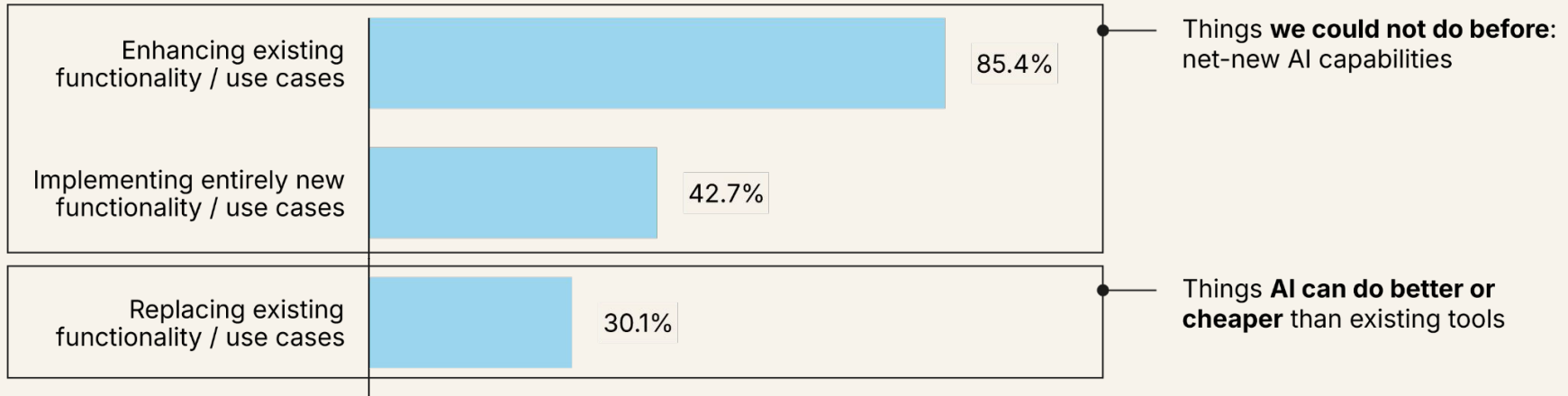
AI Won't Replace SaaS. "SaaS Using AI" Will.



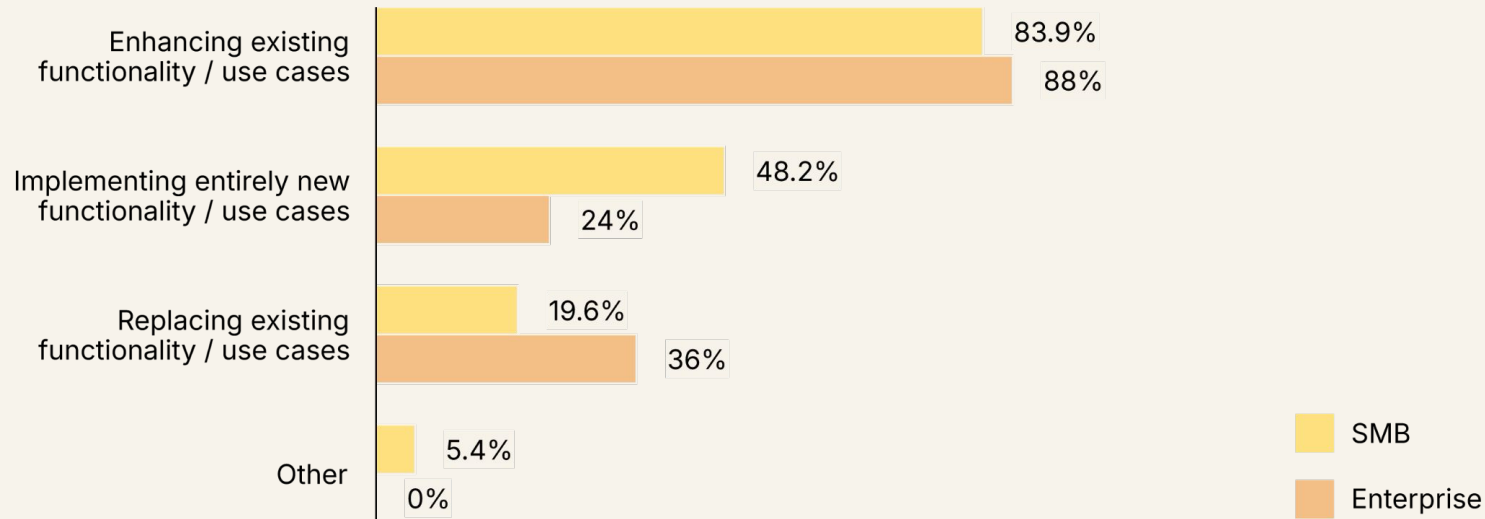
Are AI Agents Replacing or Augmenting Martech SaaS Apps?



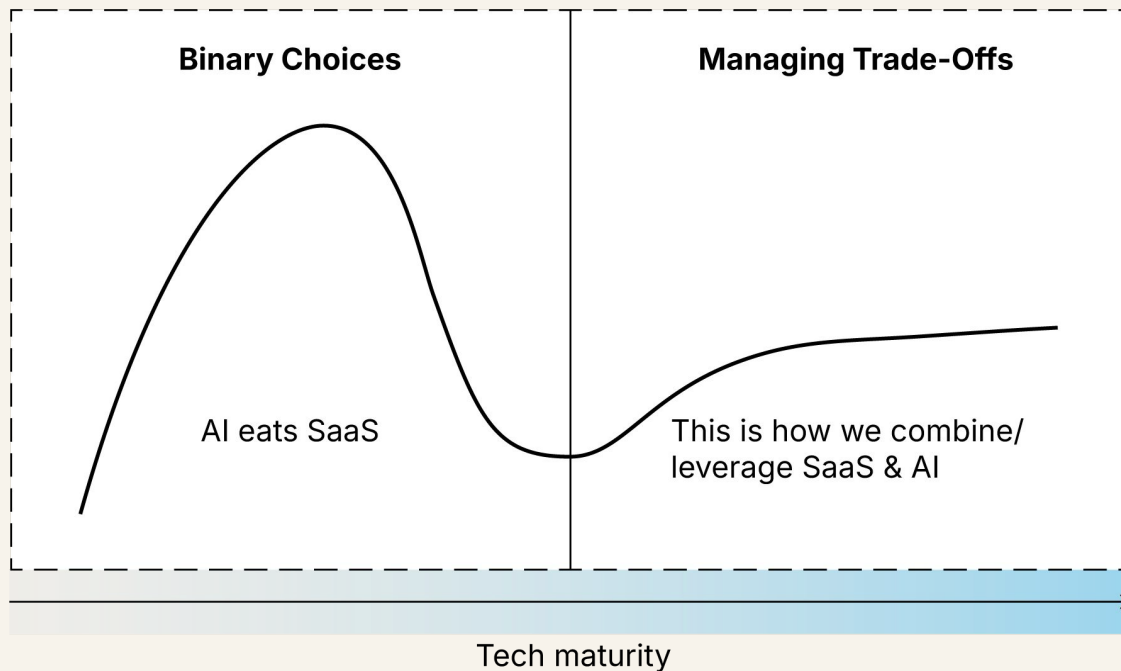
Are AI Agents Replacing or Augmenting Martech SaaS Apps?



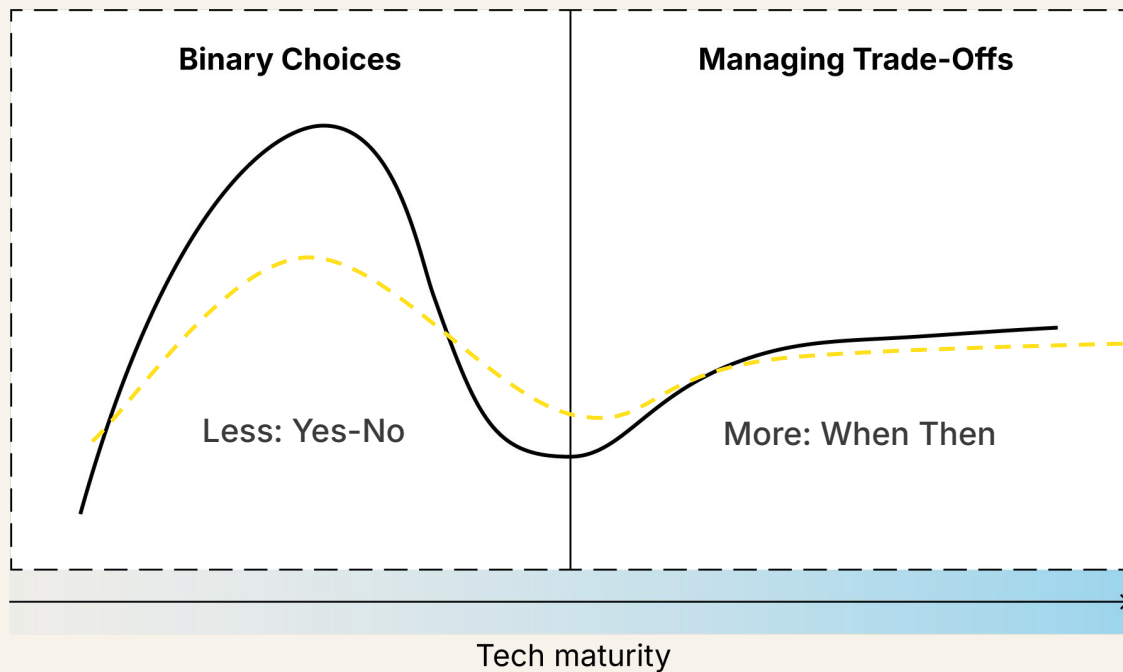
Enterprises Enhance Existing + Replace. SMBs Implement New.



Managing Your Hype Cycle



Managing Your *Learning Curve*



SaaS = Deterministic

AI = Probabilistic

AI Agents Augment Martech

Welcome to the Agentic Era of Marketing!

1. Embrace Three Agent Domains
2. Compose Hybrid Stacks
3. Be the Change Agent!

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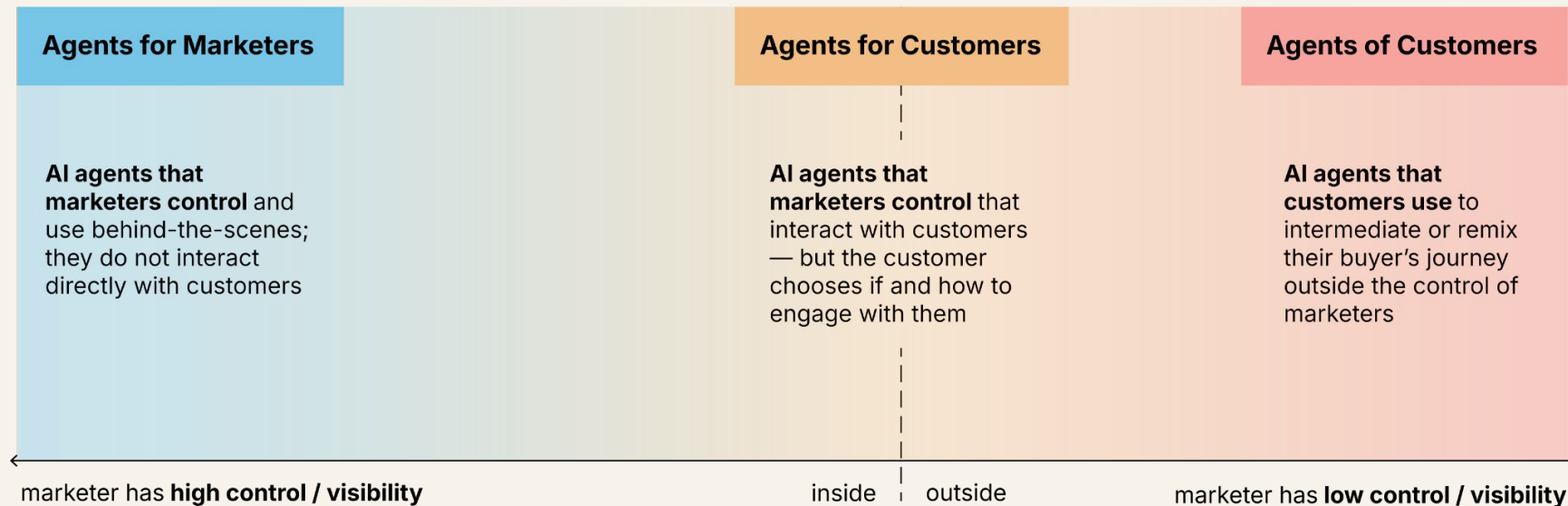
Embrace Three Agent Domains

Welcome Three Emerging AI Agents!

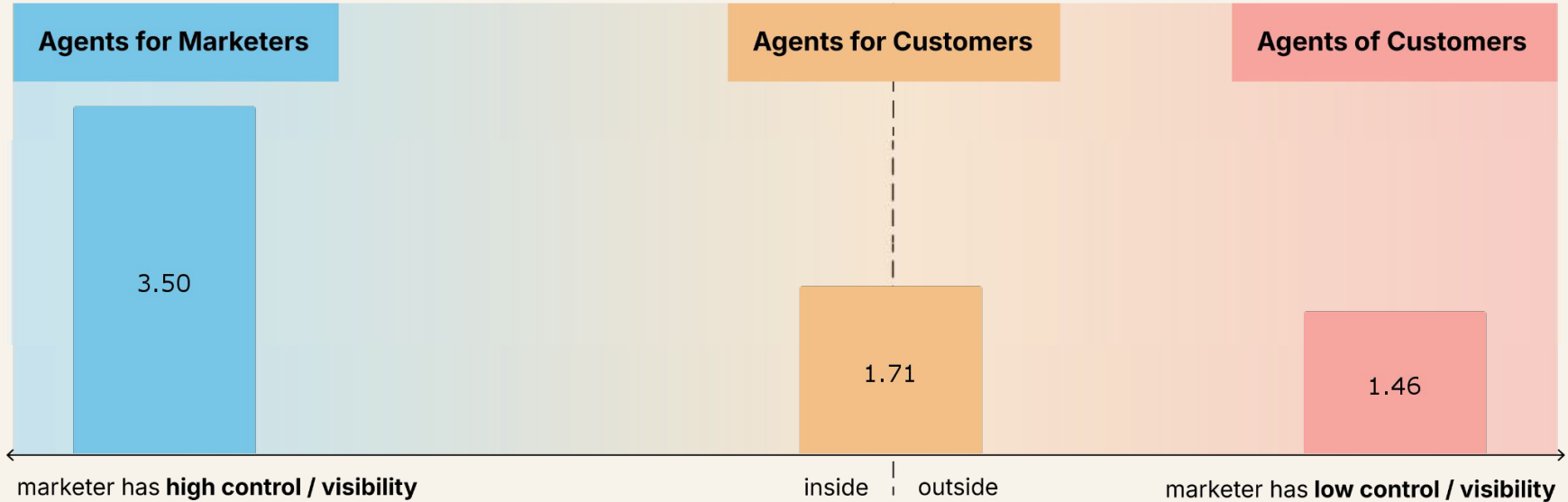
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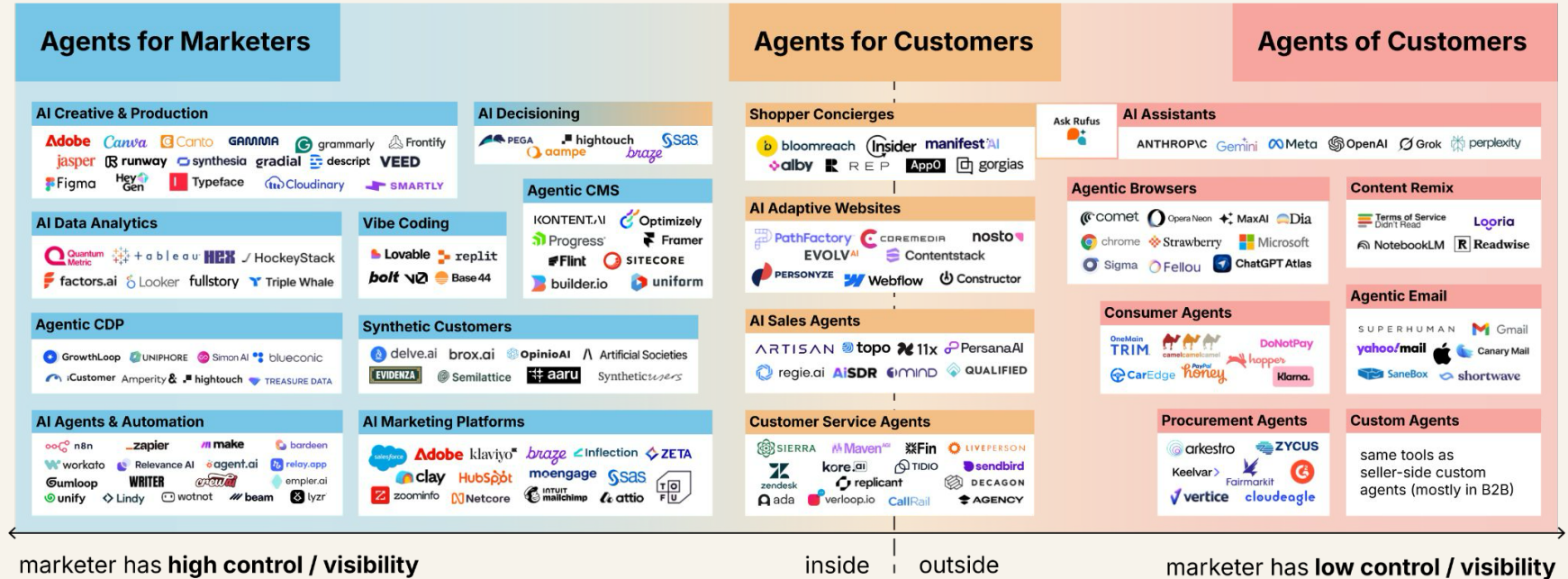
3 Domains of AI Agents in Marketing



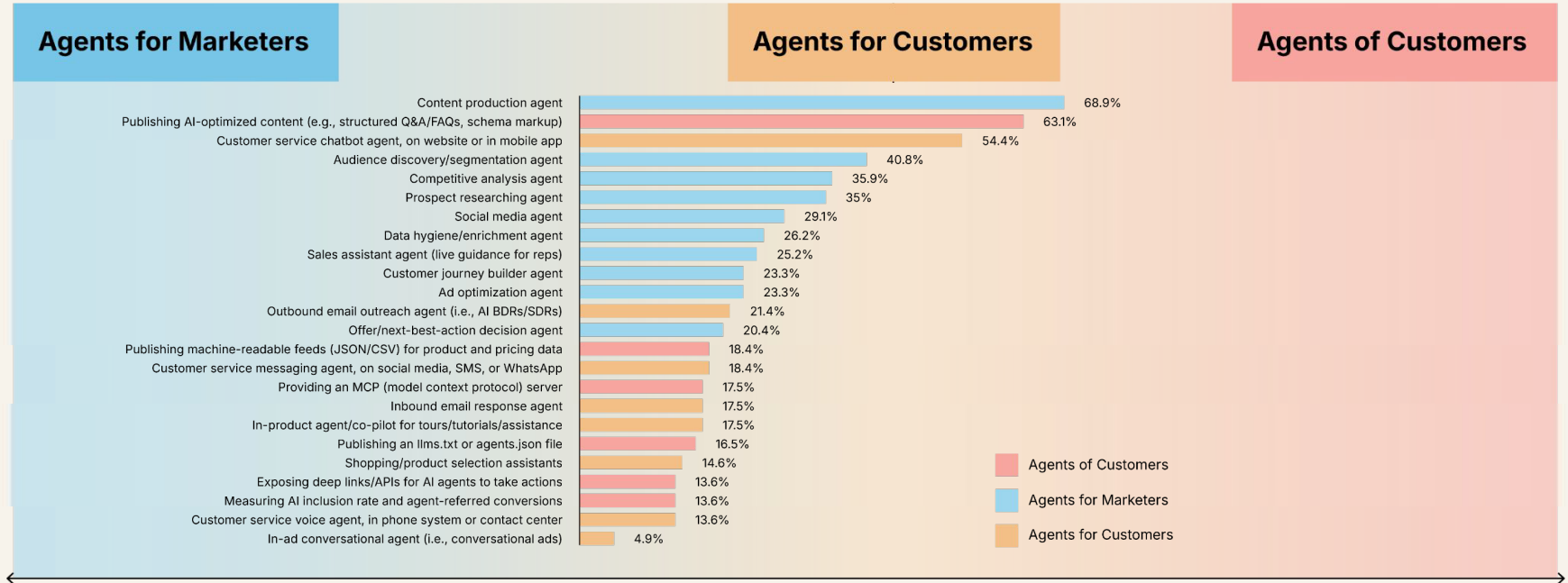
3 Domains of AI Agents in Marketing — Martech Deployments



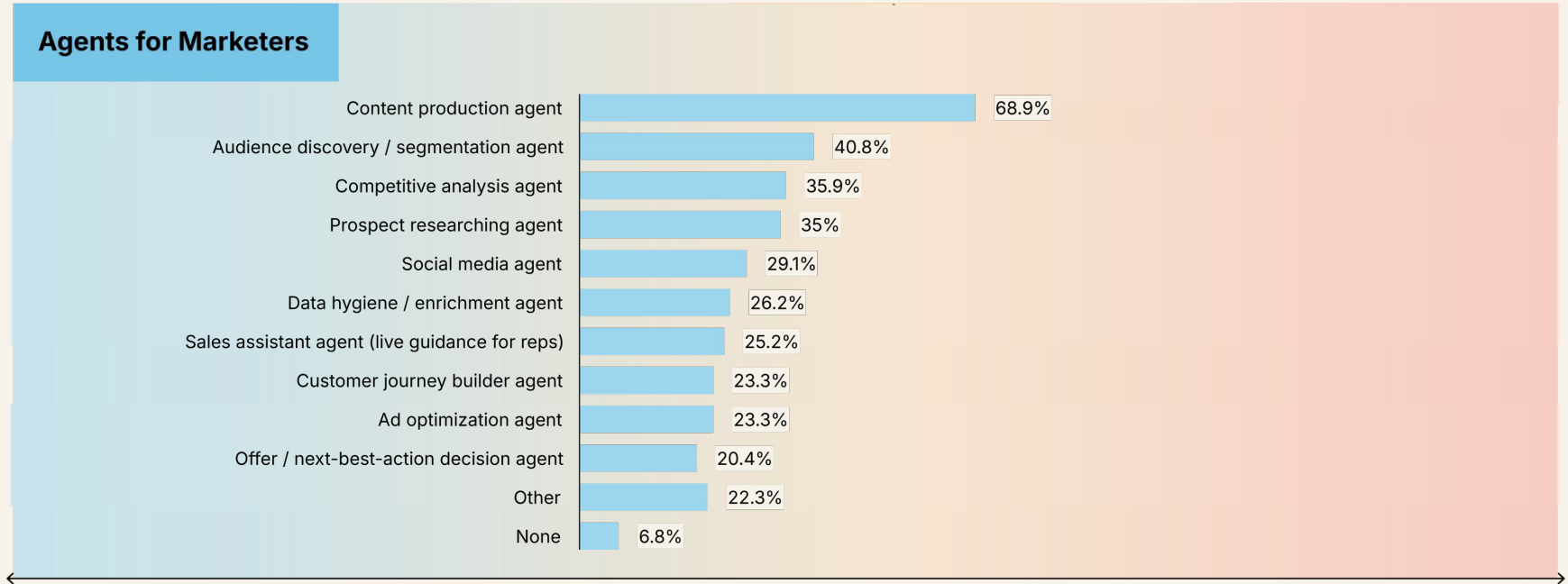
3 Domains of AI Agents in Marketing



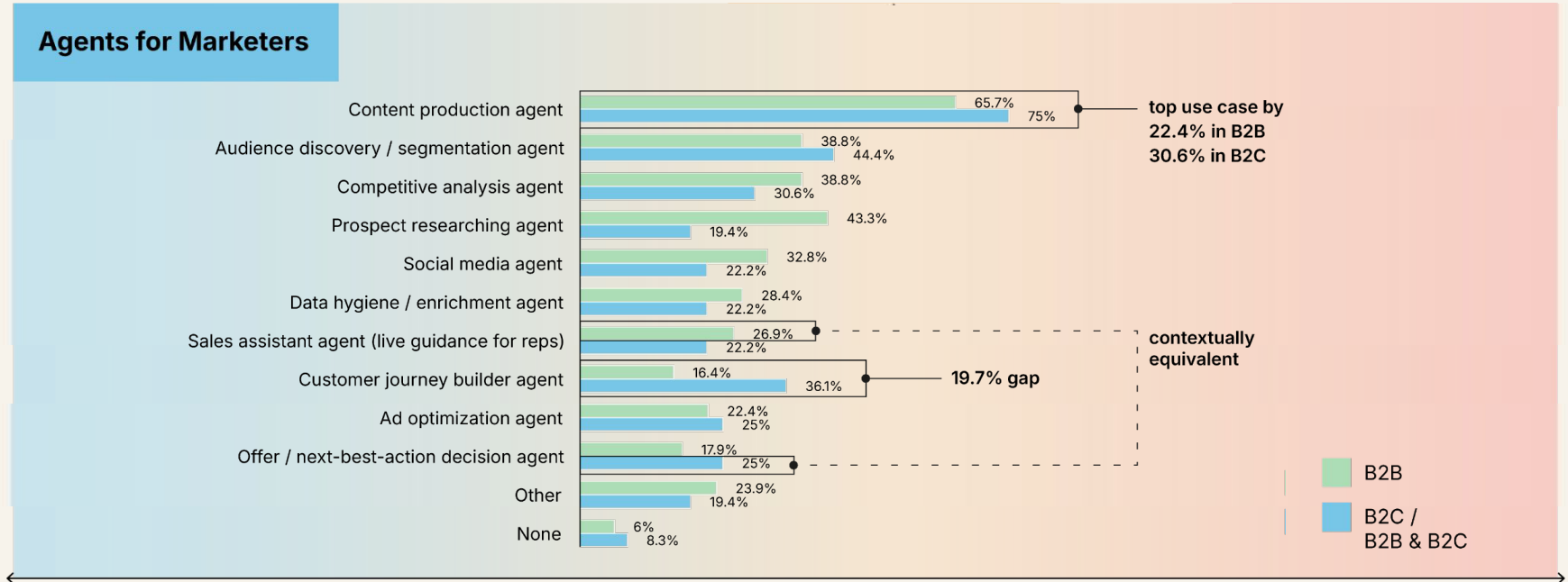
Most Popular Agents



What Internal-Facing AI Agents Have You Used?

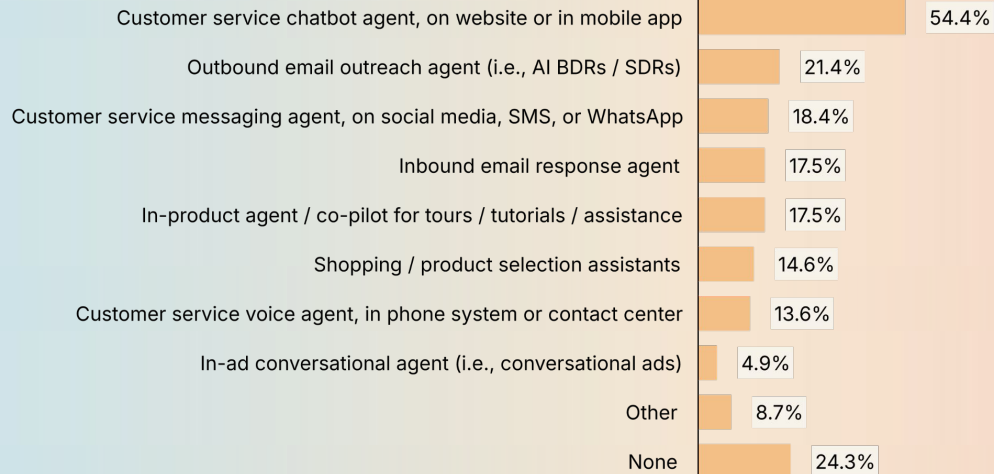


Internal AI Agents Deployed: B2B vs. B2C / B2B & B2C



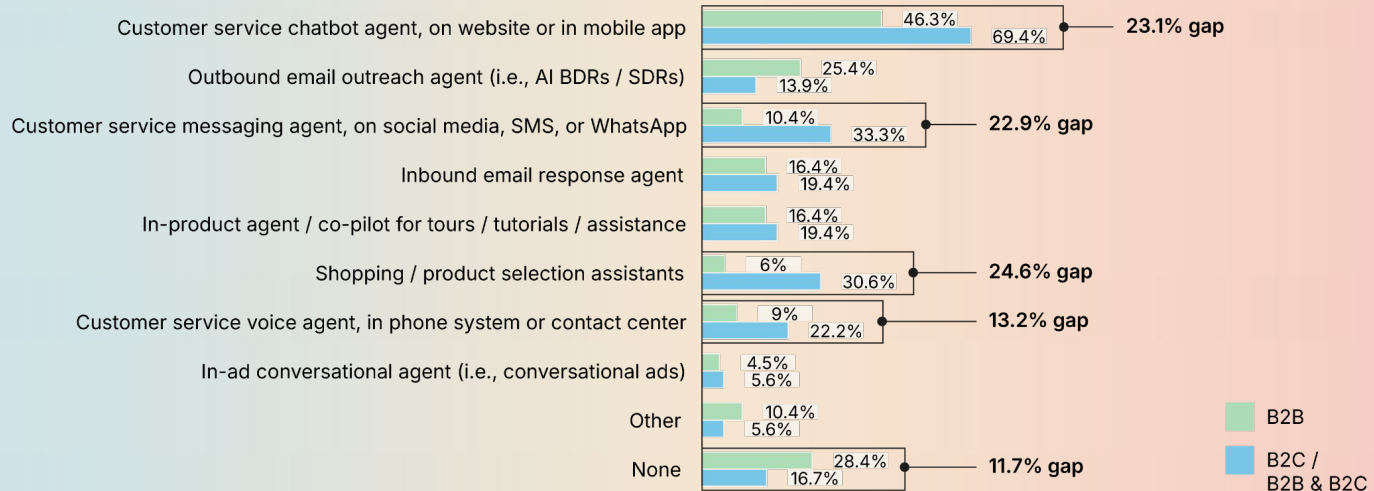
What Customer-Facing AI Agents Have You Used?

Agents for Customers

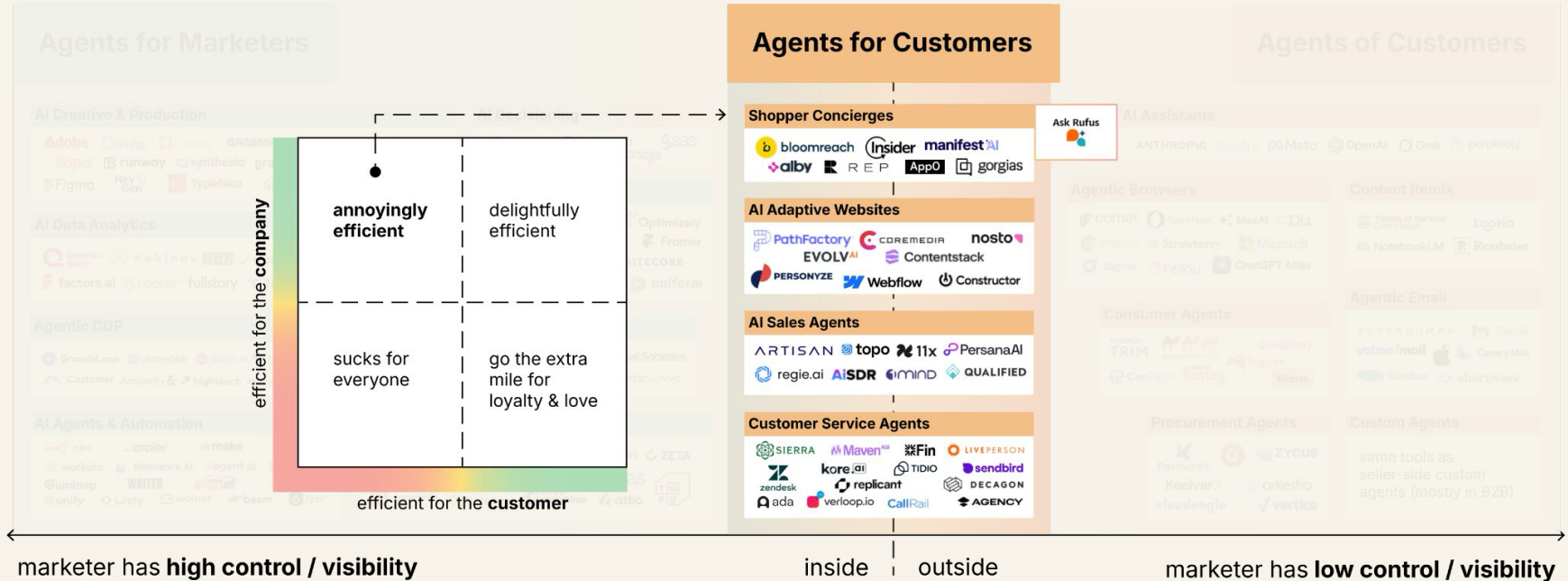


Customer-Facing AI Agents Deployed: B2B vs. B2C / B2B & B2C

Agents for Customers



Agents: Efficient for the Company or for the Customer?



Agents of Customers: The Real AI Disruption

50%
of consumers

already use AI-powered
search today

Source: McKinsey AI Discovery
Survey, n=1,927

20-50%
of traffic at risk

from traditional search as it
captures decisions earlier in
the journey

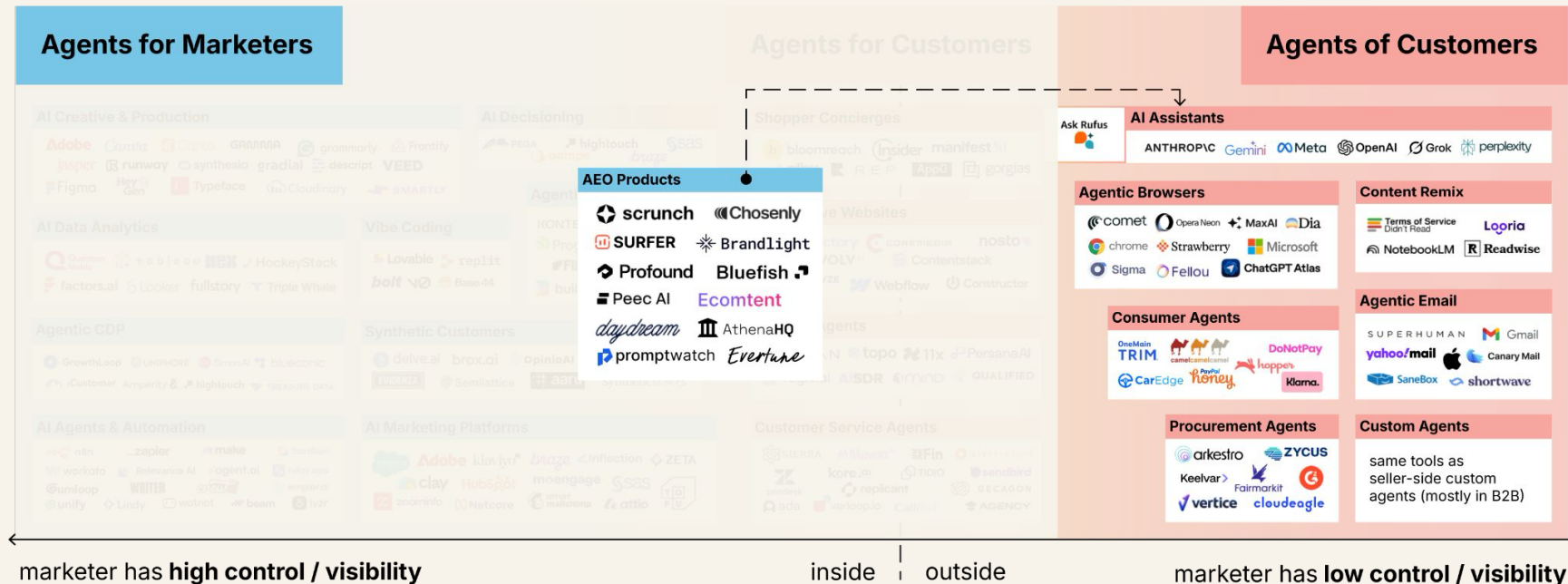
Source: McKinsey projection

\$750B
of consumer spend

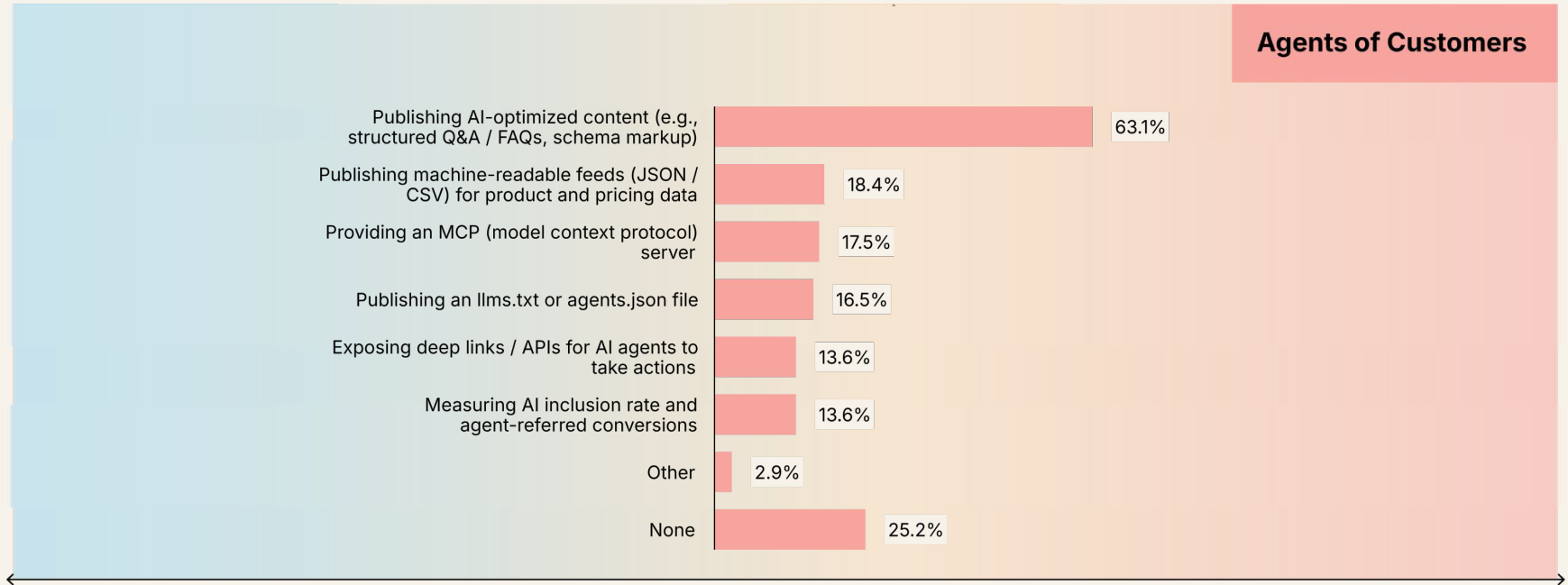
will flow through
AI-powered search by 2028

Source: McKinsey projection

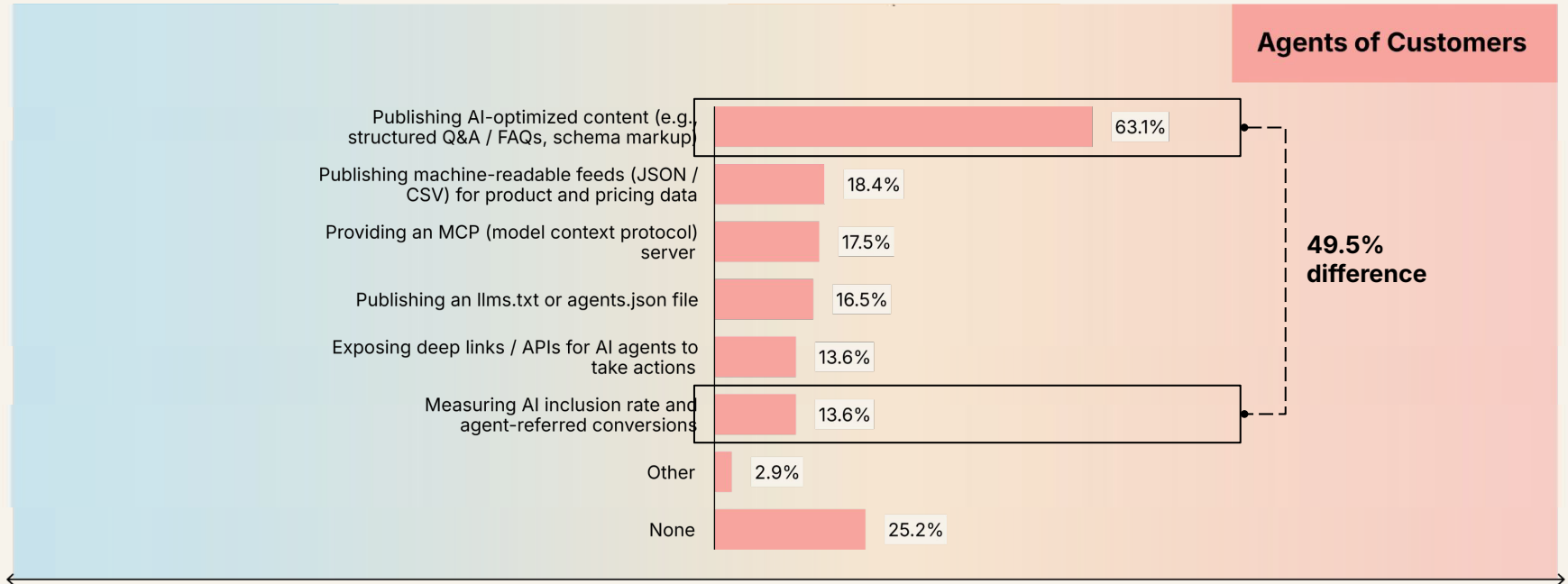
From Marketing Technology to Marketing TO Technology



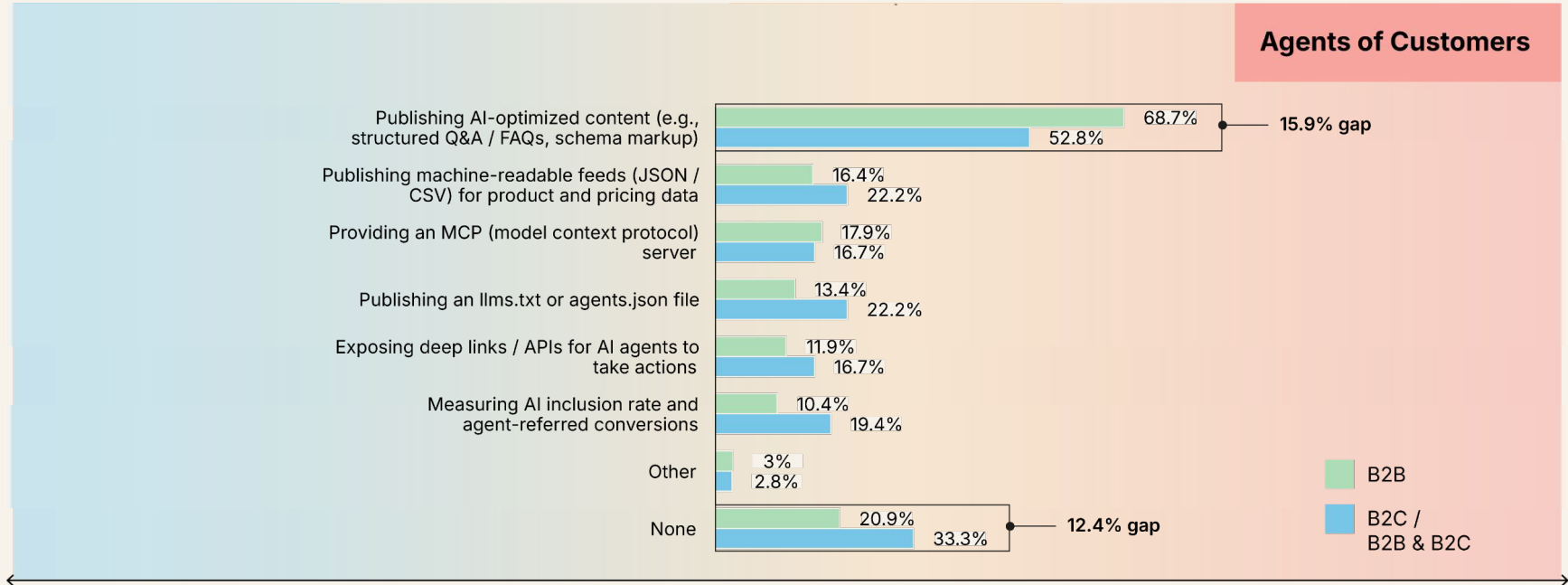
Supporting External AI Agents that Operate on Behalf of Buyers?



Supporting External AI Agents that Operate on Behalf of Buyers?



Supporting External AI Agents that Operate on Behalf of Buyers?





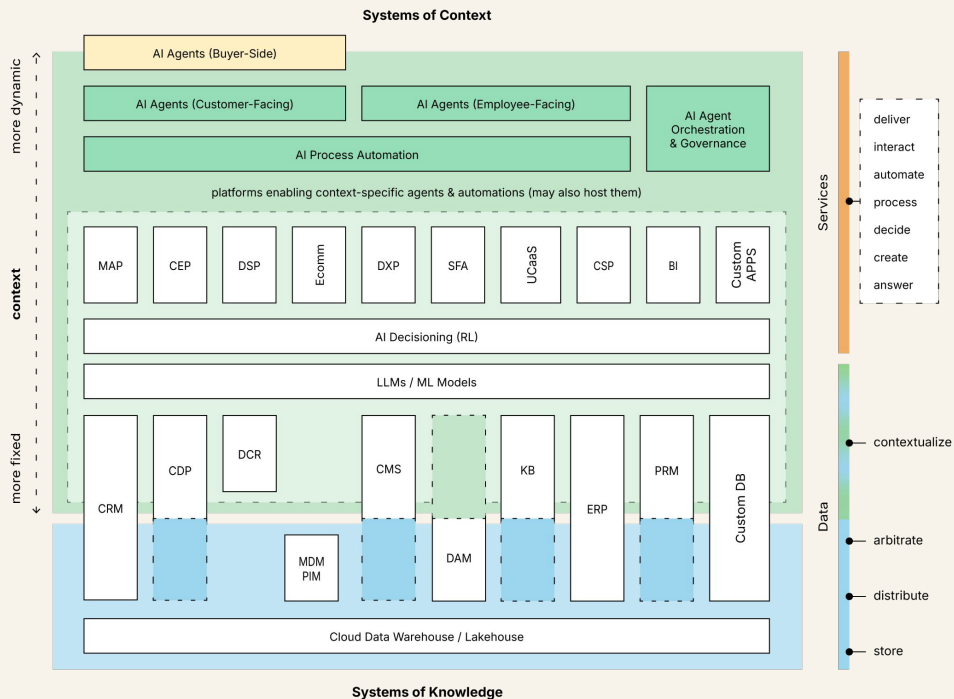
Compose Hybrid Stacks

Go Beyond Prompt Engineering - Master Context Engineering.

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Old Meets New: Martech Stack Integration

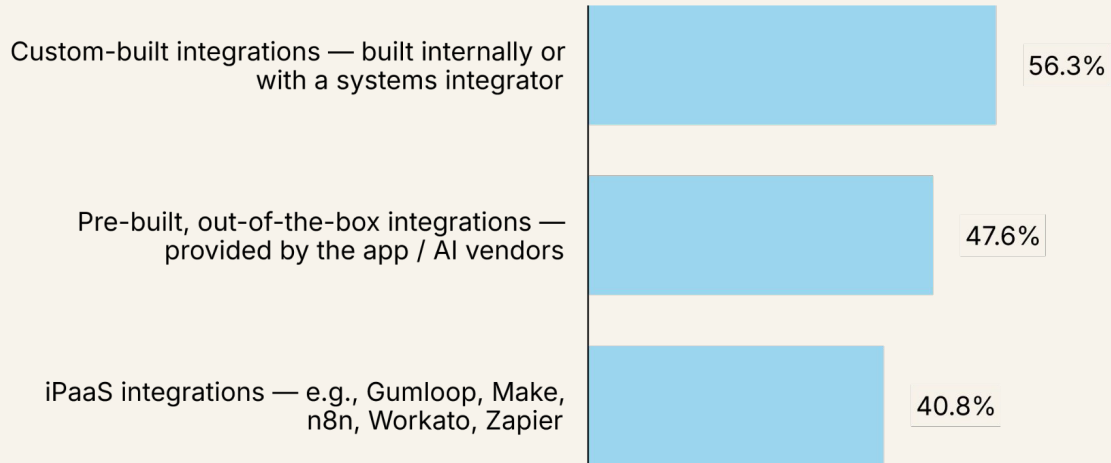


Acronym Decoder Ring:

AI-Artificial Intelligence; **BI**-Business Intelligence; **CDP**-Customer Data Platform; **CEP**-Customer Engagement Platform; **CMS**-Content Management System; **CRM**-Customer Relationship Management; **CSP**-Customer Success Platform; **DAM**-Digital Asset Management; **DB**-Database; **DCR**-Data Clean Room; **ERP**-Enterprise Resource Planning; **KB**-Knowledge Base; **LLM**-Large Language Model (e.g. GPT-4); **MAP**-Marketing Automation Platform; **ML**-Machine Learning; **MDM**-Master Data Management; **PIM**-Product Information Management; **PRM**-Partner Relationship Management; **RL**-Reinforcement Learning; **SFA**-Sales Force Automation; **DSP**-Demand-Side Platform (advertising); **UCaaS**-Unified Communications as a Service; **DXP**-Digital Experience Platform; **XTC**-New Wave Band

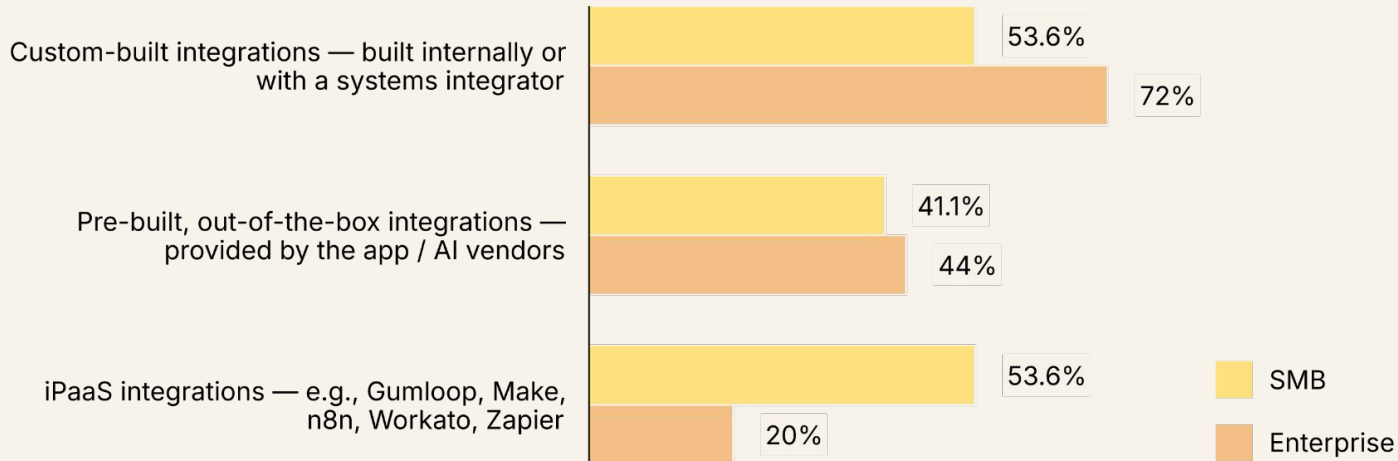
Companies Use All Possible Ways to Integrate AI

How are AI agents, tools, or agentic workflows integrated with your tech stack today?



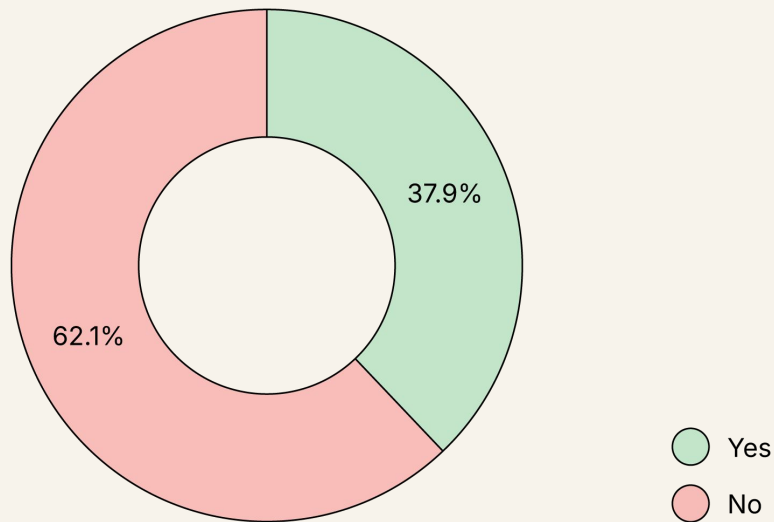
Enterprises Prefer Custom-Built. SMBs Prefer iPaaS.

AI Agent Integration Method by Company Size



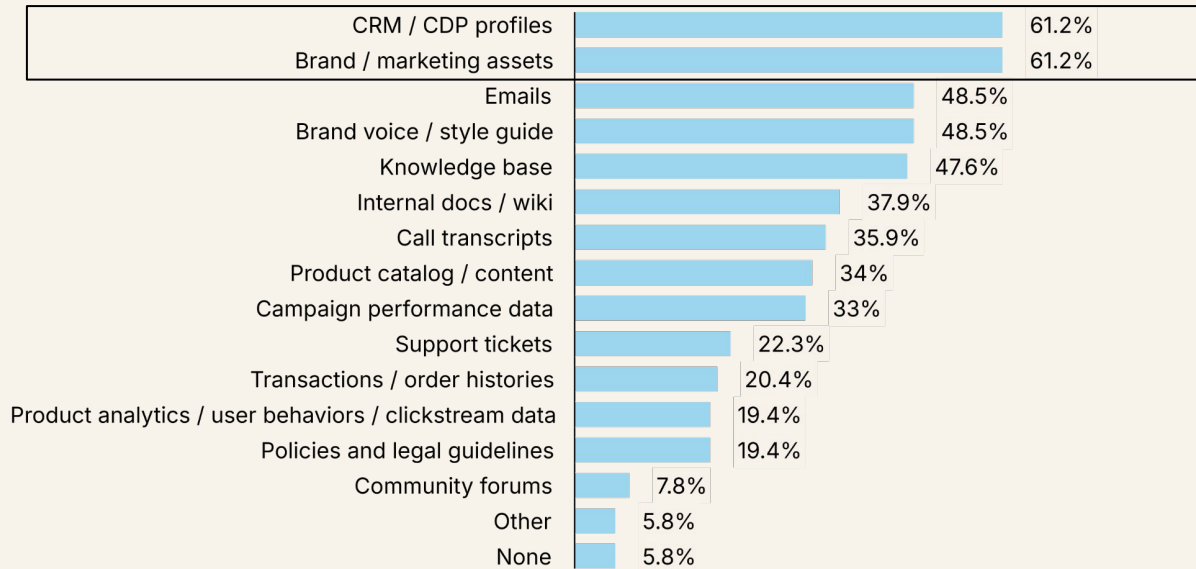
Almost 40% Integrate AI Agents Directly into Data Clouds

Are you integrating data directly from a cloud data warehouse / lakehouse to AI agents?



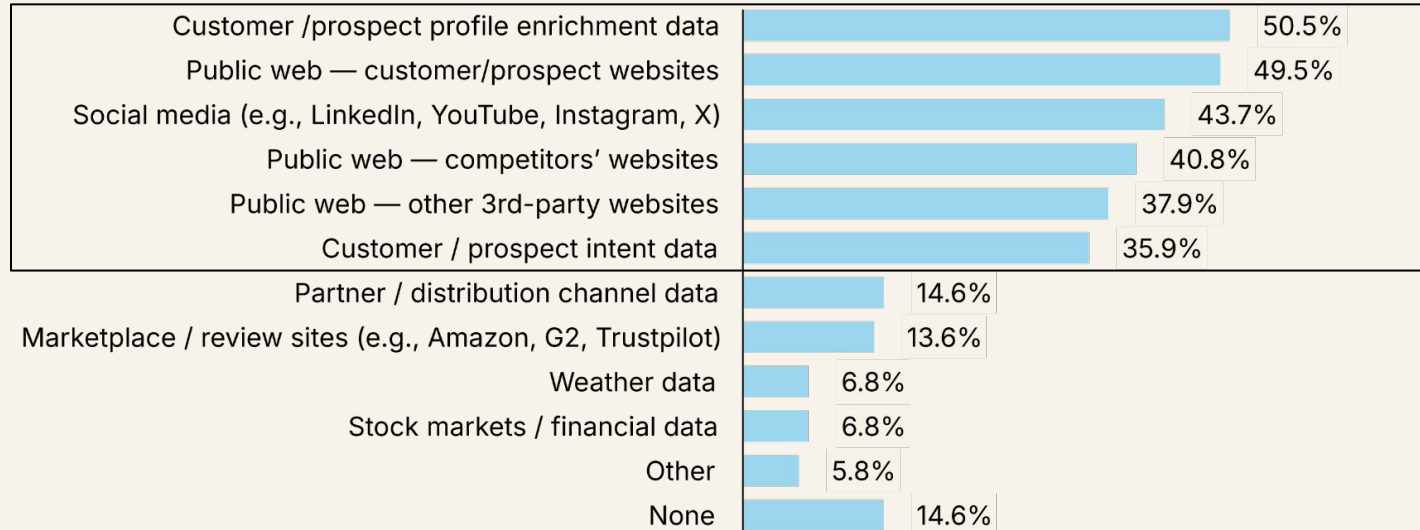
AI Agents Integrate with Internal Data & Content First

What internal data sources are you integrating into AI agents or agentic workflows?



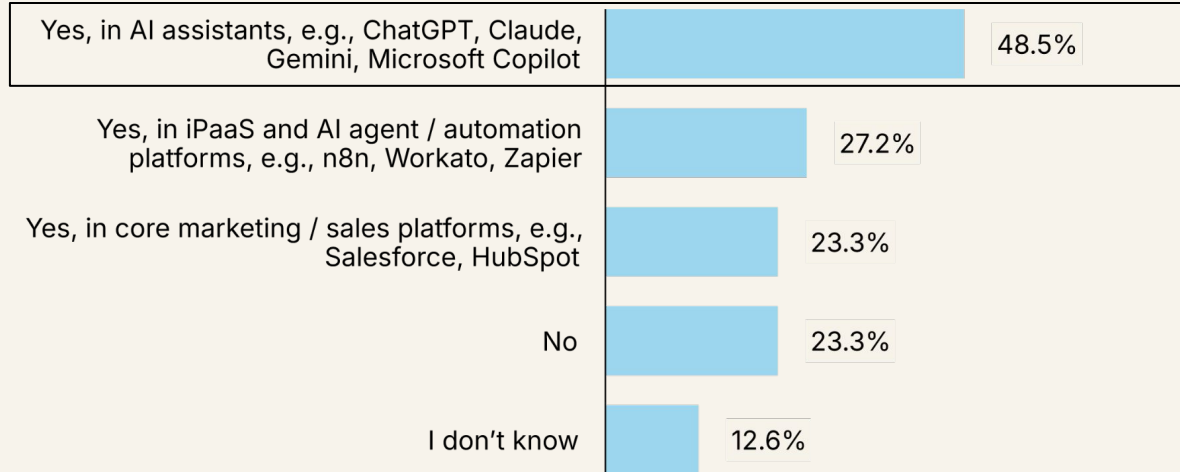
AI Agents Integrate with a Wide Variety of External Sources

Which external data sources are you integrating into AI agents or agentic workflows?



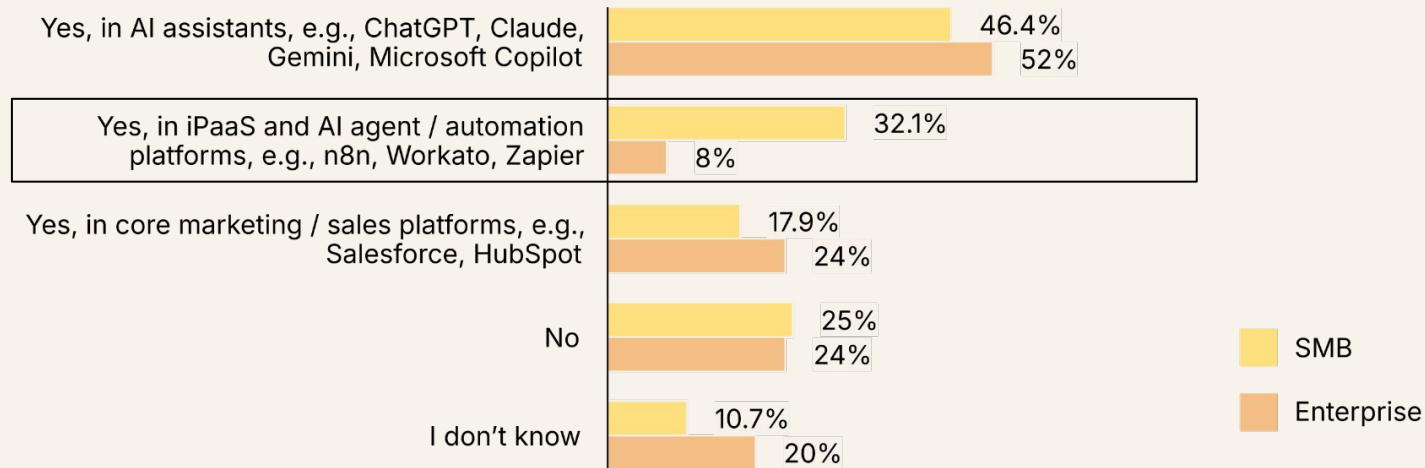
MCP is Popular in Combination with AI Assistants.

Are you using any MCP (Model Context Protocol) connectors?

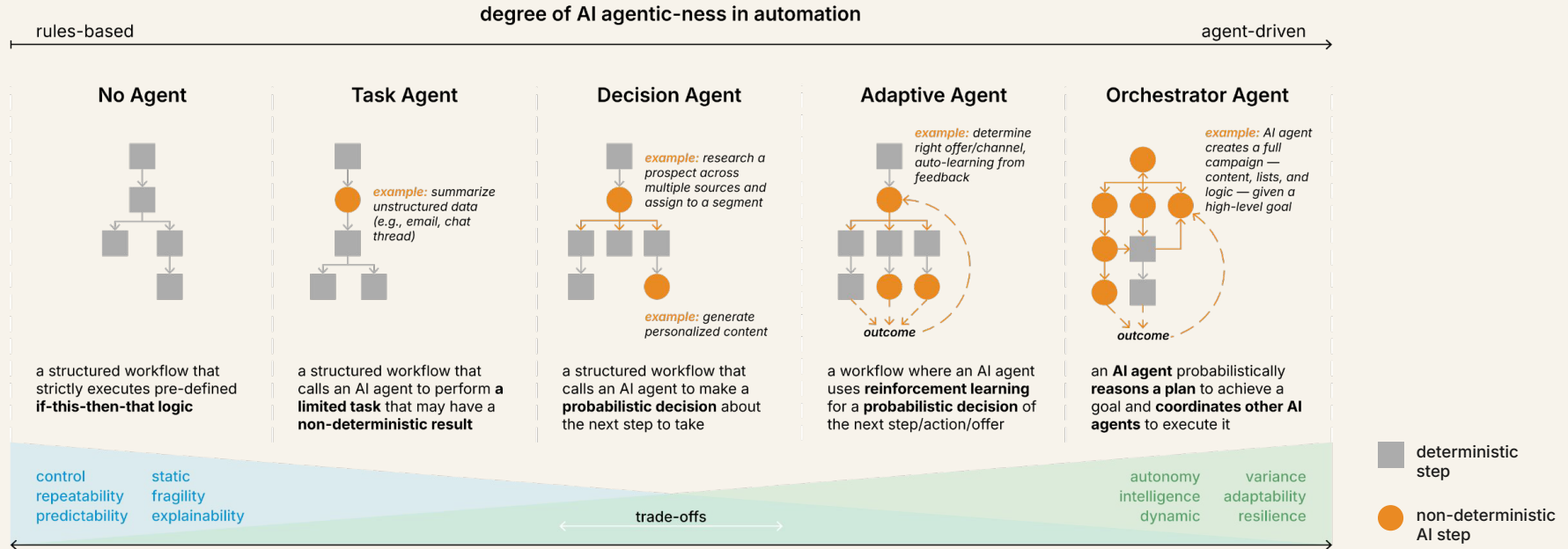


SMBs Prefer iPaaS. Enterprises Prefer AI Assistants & Embedded

MCP (Model Context Protocol) Connector Adoption by Company Size

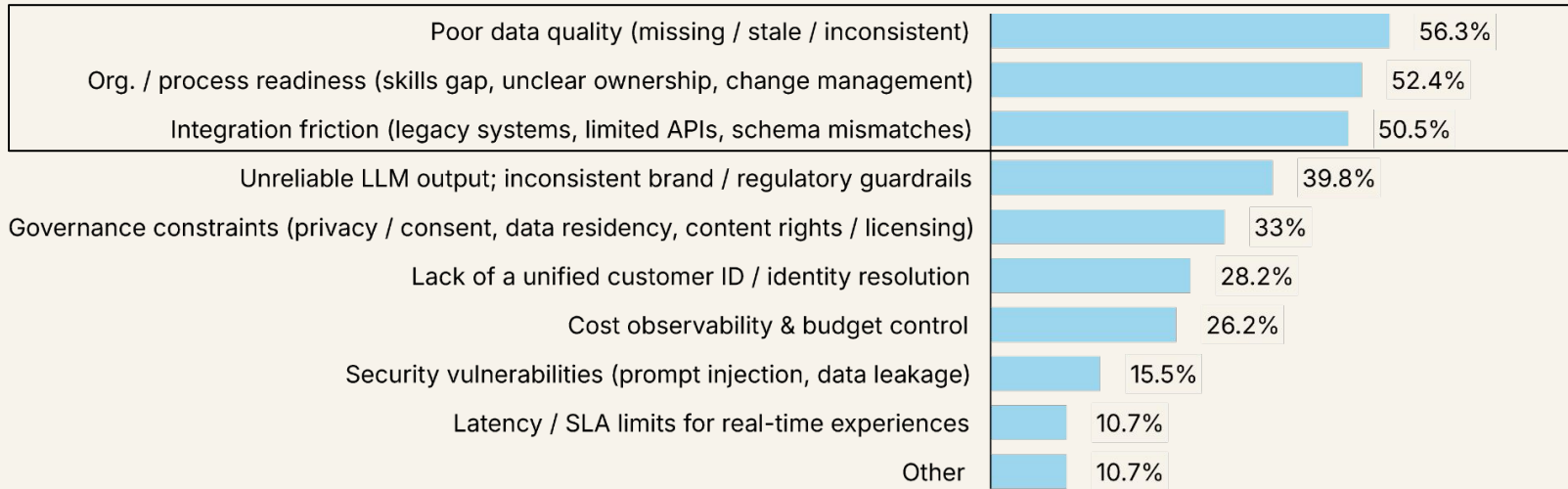


Degrees of AI Autonomy in Workflow Automation



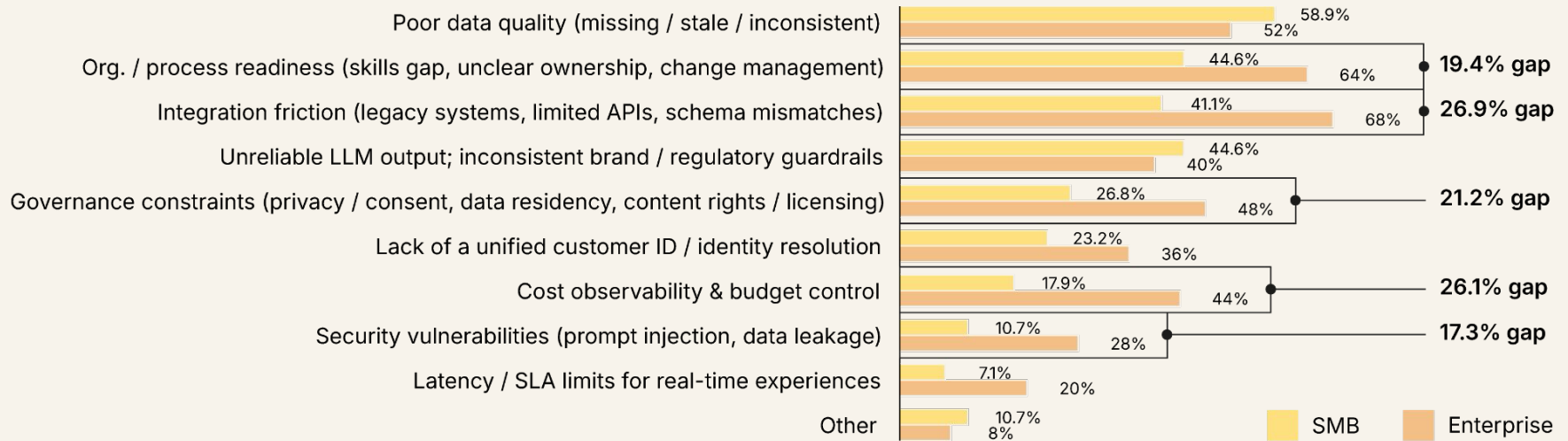
Main Challenges: Data + Organization + Integration

What Challenges or Difficulties Are You Having with These Integrated AI Systems?



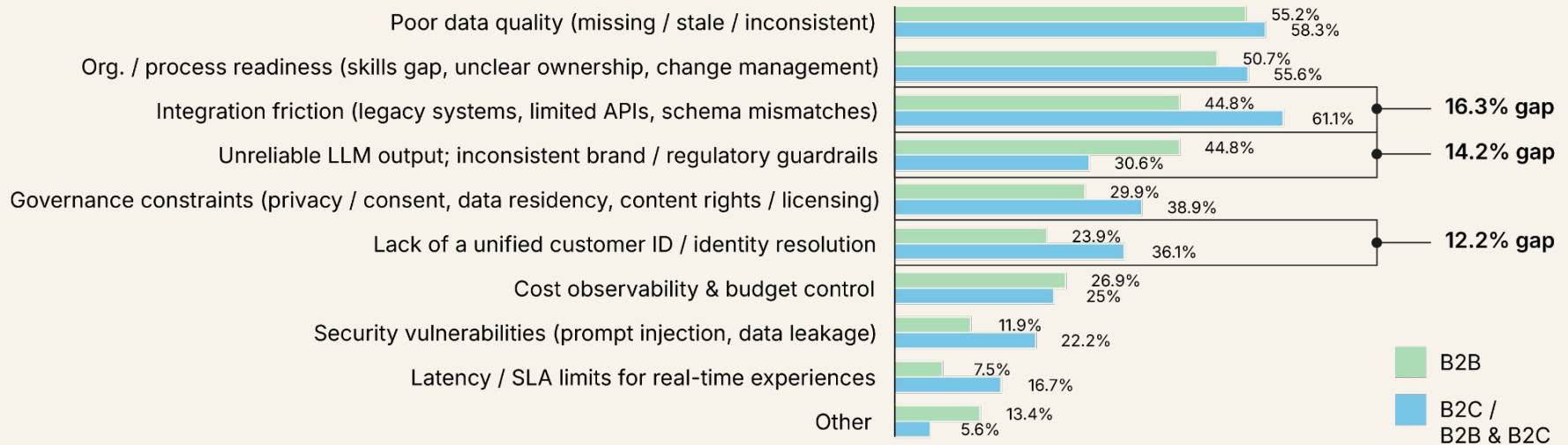
Enterprise Struggle with a Wider Variety of Challenges than SMB

AI Implementation Challenges by Company Size



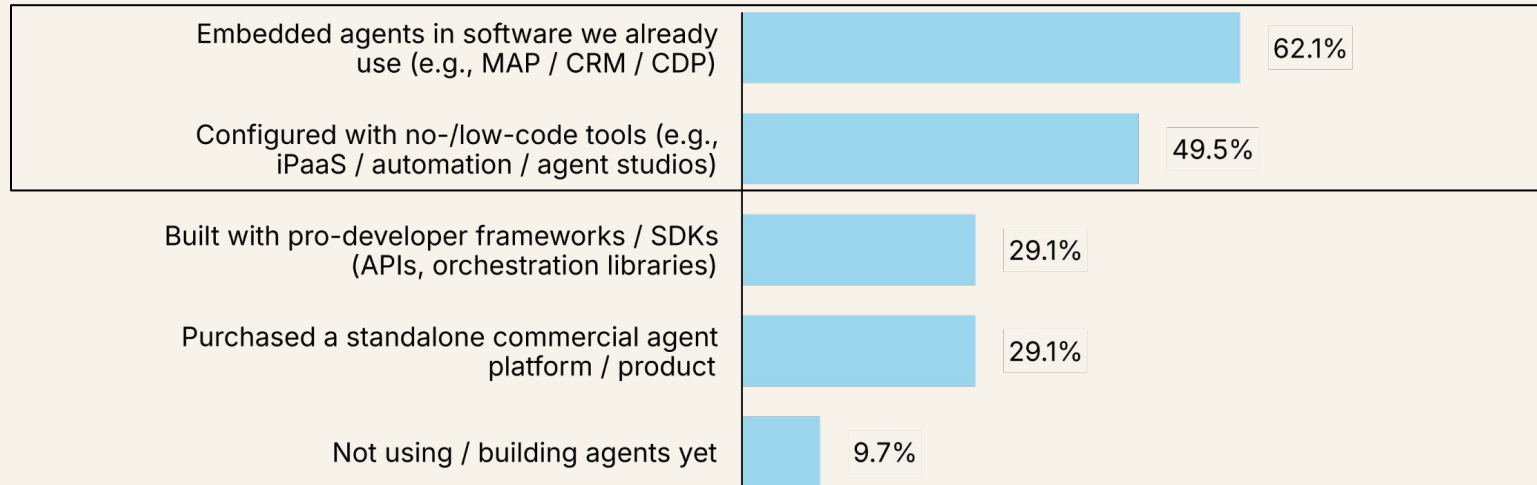
B2C Struggle with a Wider Variety of Challenges than B2B

AI Implementation Challenges: B2B vs. B2C / B2B & B2C

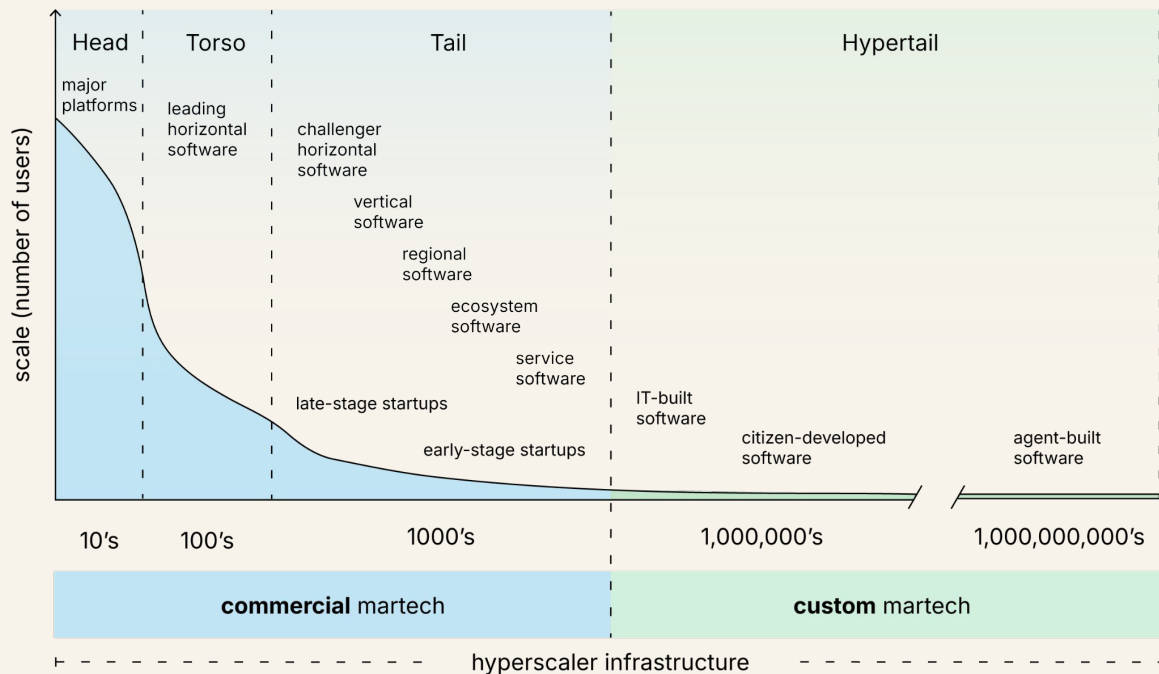


Most Companies Using Agents Embedded in Existing Martech

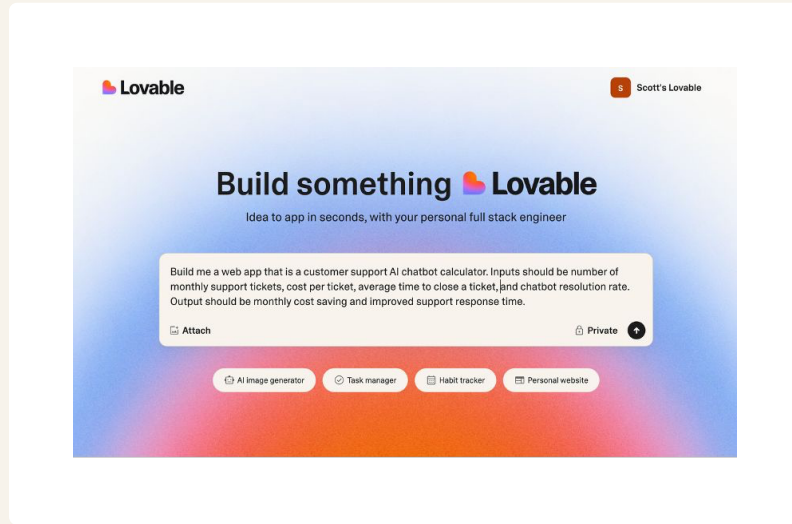
How are you acquiring or developing AI agents for marketing use cases?



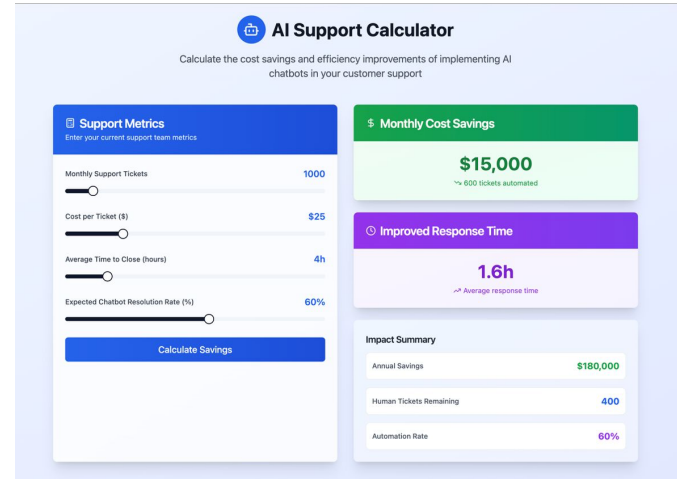
The Martech Long Tail and Hypertail



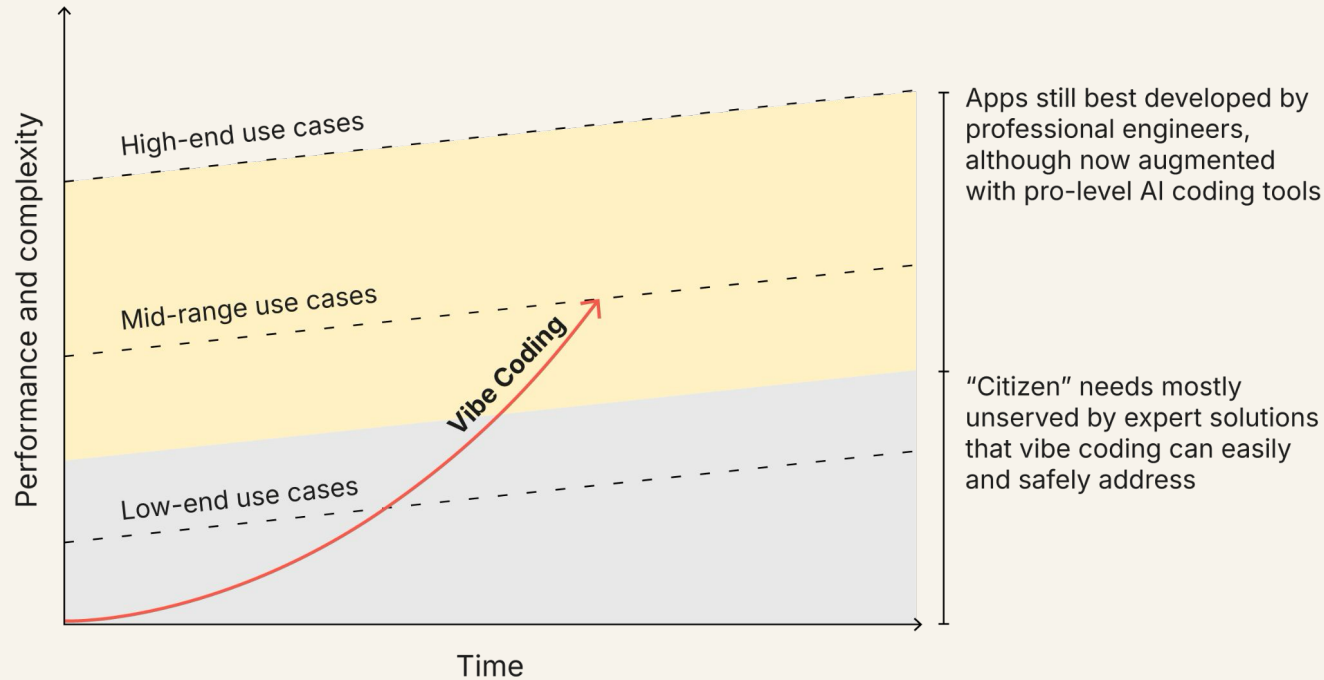
A Lovable Example



English
to App



Vibe Coding — Classic Disruptive Innovation



Lemkin Scale of Vibe Coding



green light

- Basic info web apps (no customer data) — like Squarespace on steroids
- Prototypes for validation (demos, concept proofs)
- Internal apps (properly secured): dashboards, tracking tools, workflow automation, etc.

yellow light

- Landing pages — great for marketing agility, but most collect PII. Vibe coding apps often store this data even if you don't realize it. Manageable risk with proper review.

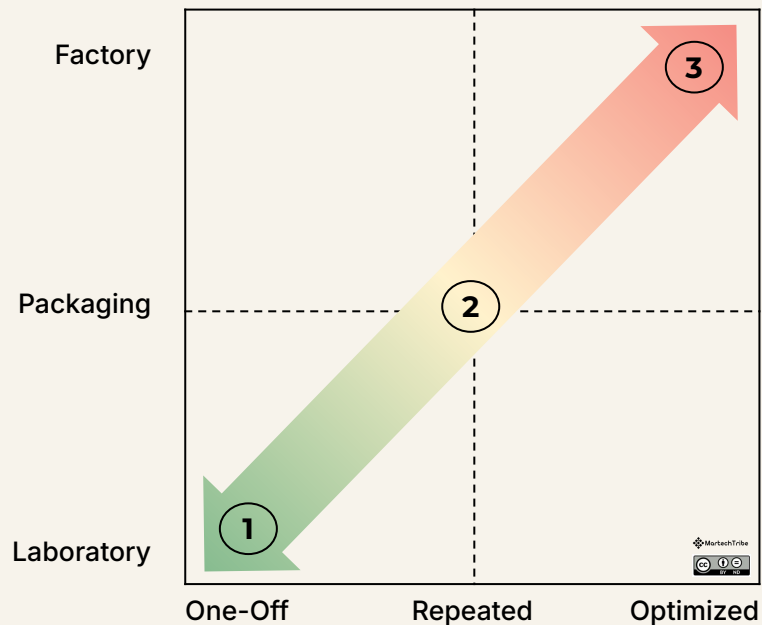
orange light

- Complex apps: possible but time consuming. Each feature creates exponential complexity in testing / maintenance.
- Apps with confidential data / PII. Need expert security review.

red light

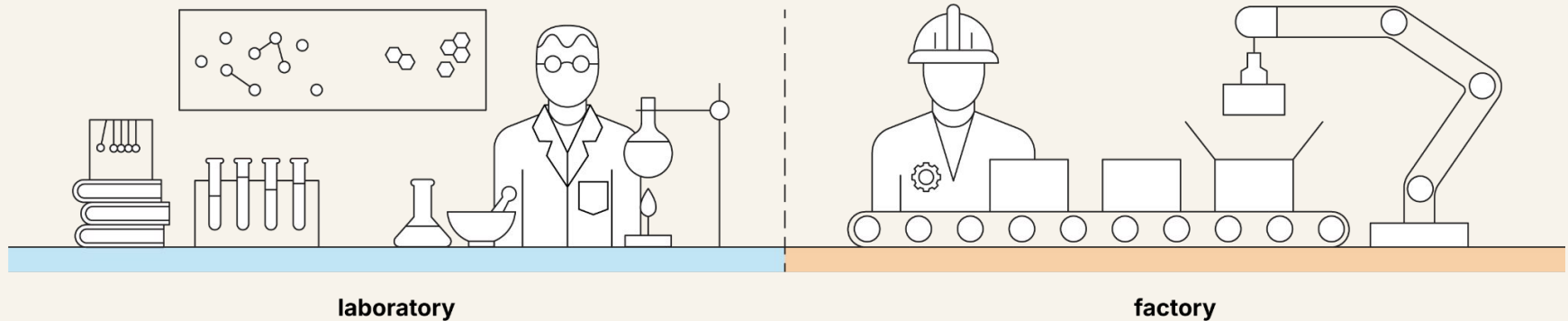
- Rolling your own Salesforce. Yes, you can build a basic CRM. No, you cannot build enterprise software. Don't even try.

Productizing Customer Experiences



<div> <div>non-engineers</div> <div>can vibe here</div> <div>non-engineers</div> <div>should not vibe here</div> </div>		
1 Hack	2 Pack	3 Stack
Problem-Market Fit	Product-Market Fit	Platform-Market Fit
Find traction	Proven traction	Scale traction
Experimentation	Cleaning up	Exploitation
Prototype	MVP	Production
Stand alone version	Refactored version	Zero-maintenance version
Non-engineers	Technical operators / ops	Architects / Engineers
Days / weeks	Months	Years
Ad hoc debugging	Functional tests	Automated tests

The Laboratory vs. The Factory



Two Martech Stack Roles

Stop forcing both roles into one, or lose revenue, now and later.

	Laboratory	Factory
<i>Purpose</i>	Experimentation	Exploitation
<i>Competence</i>	Agility, Flexibility, & Serendipity	Scalability, Predictability, and High-Performance
<i>Customer journeys</i>	New (unproven) journeys	Existing (proven) journeys
<i>Market-fit</i>	Problem-market fit	Product-market fit
<i>Good for revenue type</i>	Future revenue	Current revenue
<i>Financial focus</i>	Revenue-driven	Cost-driven
<i>Balance sheet</i>	No line item for "Missed opportunity"	A line item as License fee, TCO, etc.



Be the Change Agent!

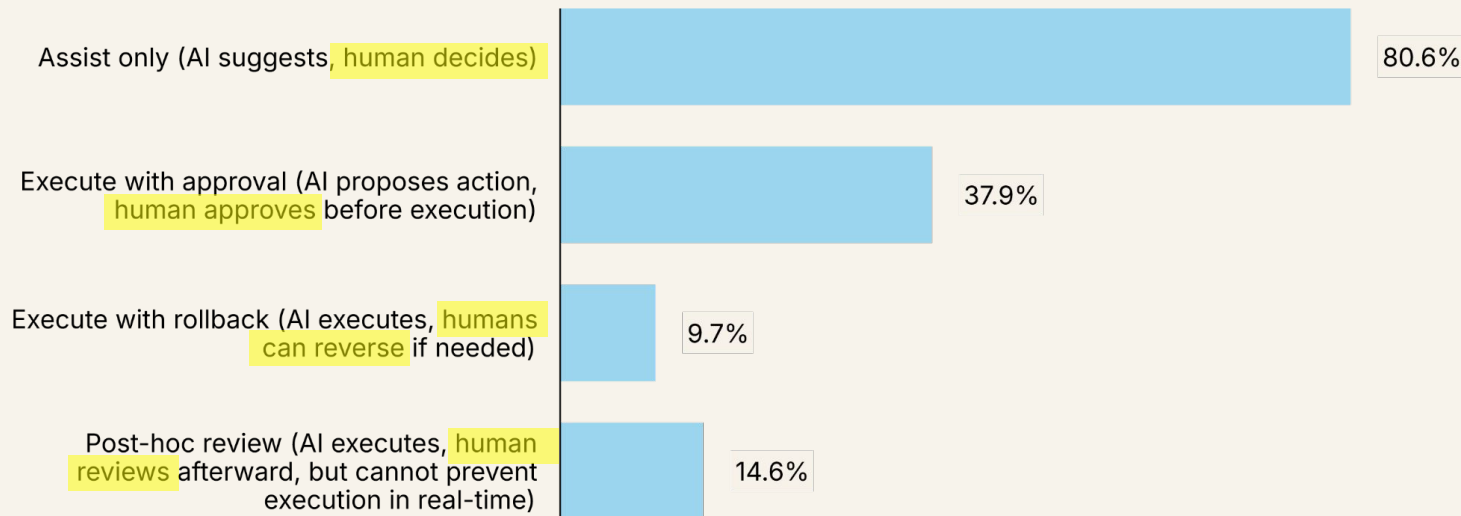
Become a Value Engineer

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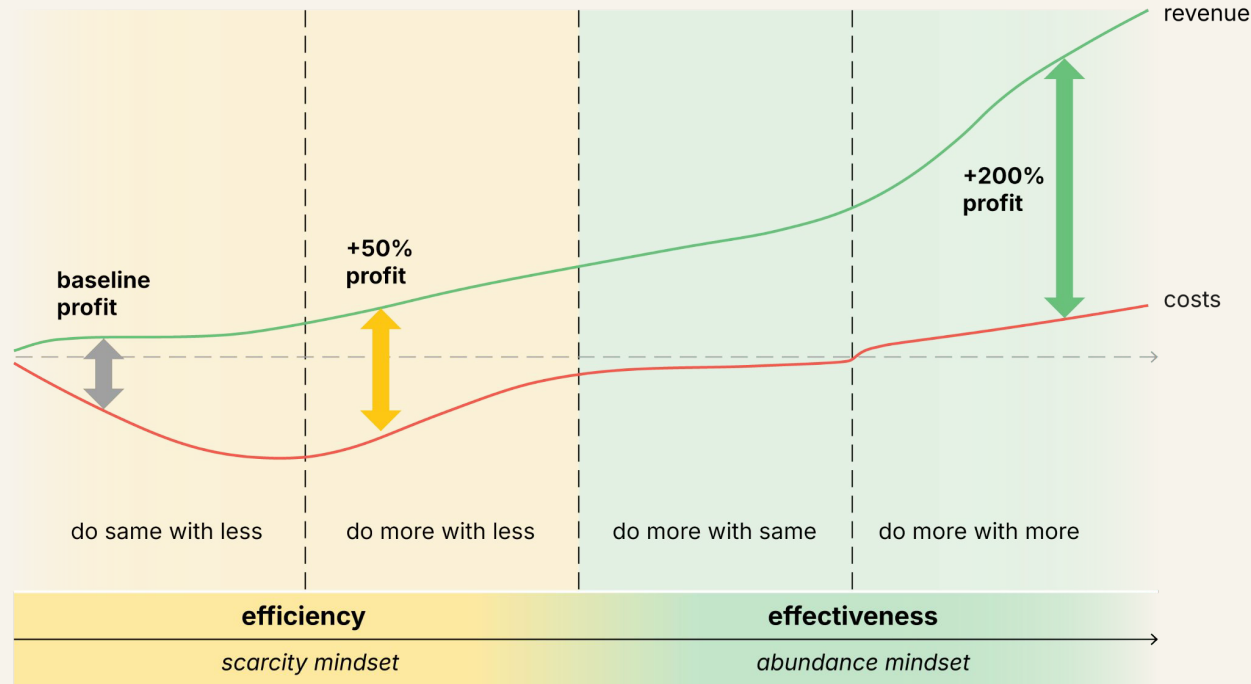


Agent Autonomy? Humans Are Always in the AI Loop!

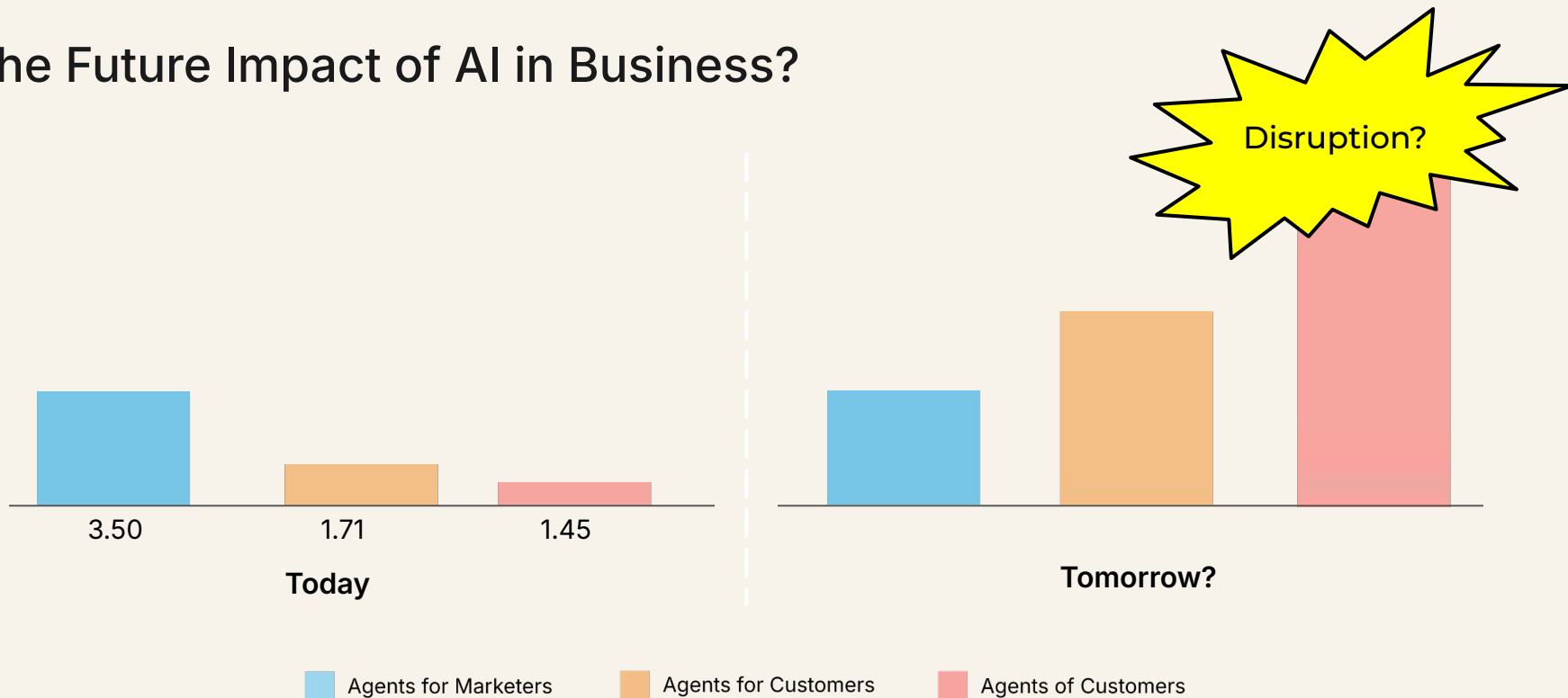
What is the level of autonomy your AI agents currently operate at?



The Efficiency-Effectiveness Spectrum

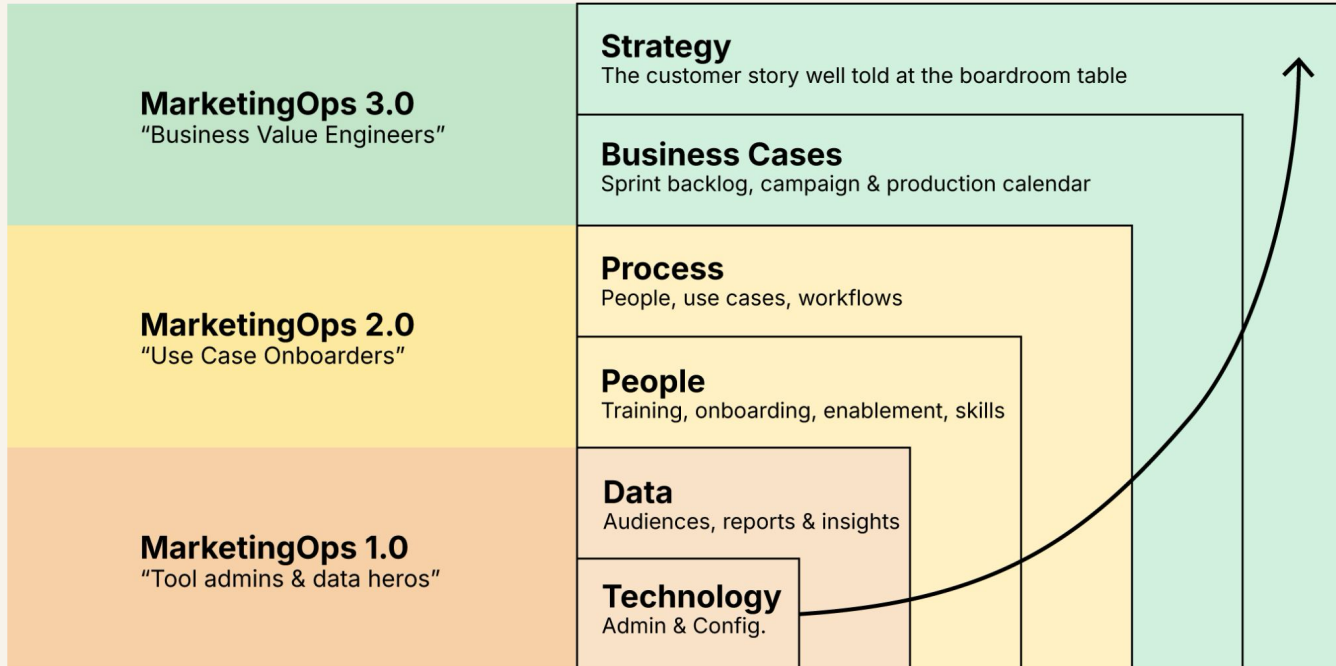


The Future Impact of AI in Business?

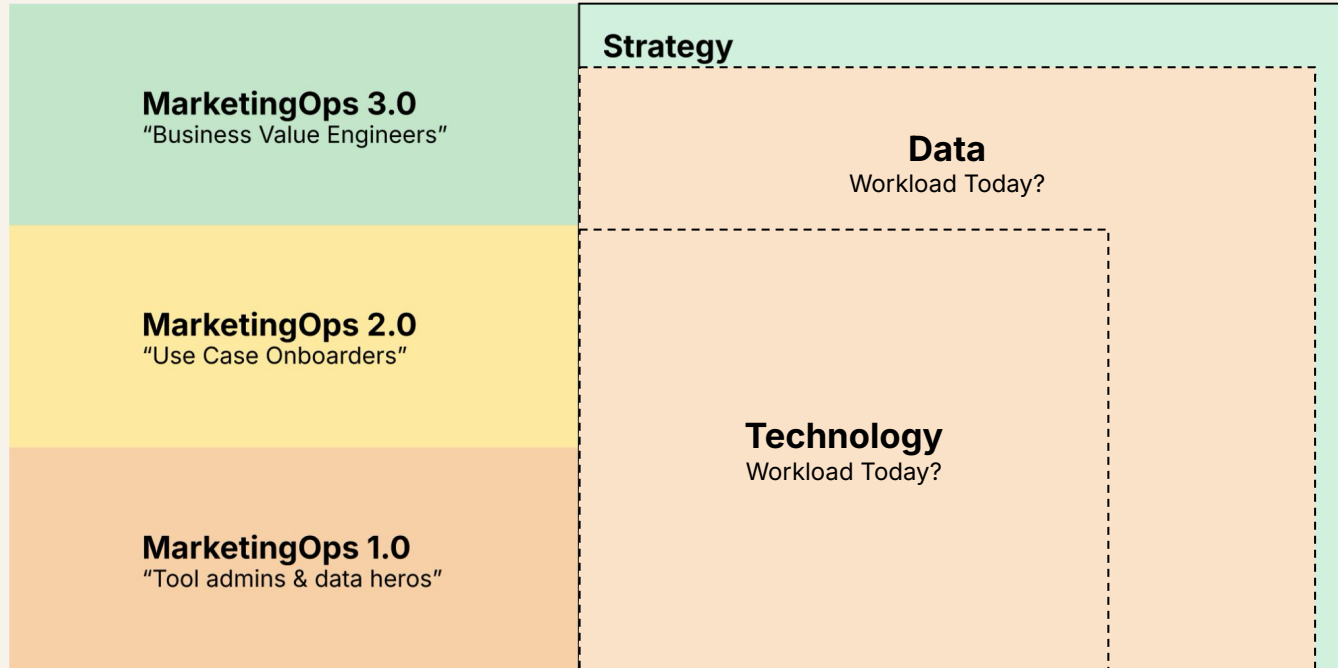


Source: AI & Data in Marketing Survey 2025, chiefmartec & MartechTribe | Respondents could select multiple options

Dear Marketing Ops: The Future Is Value Engineering



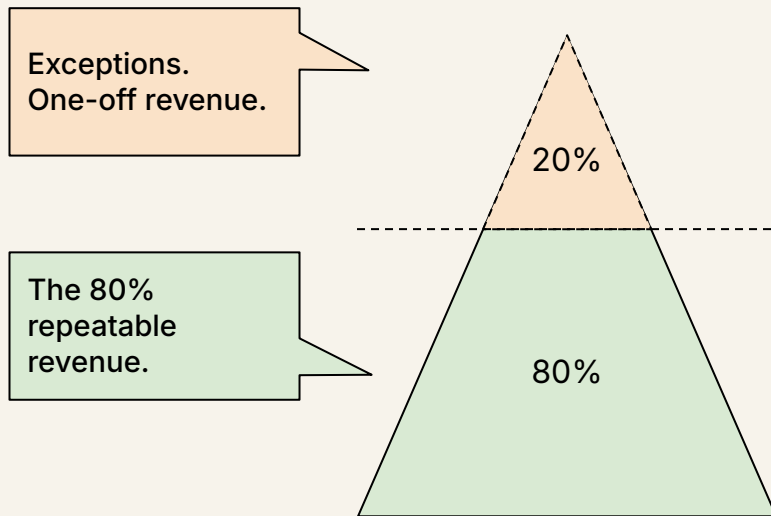
The Future Is Not: More System Engineering



Value Engineering = Managing your Pareto Balance

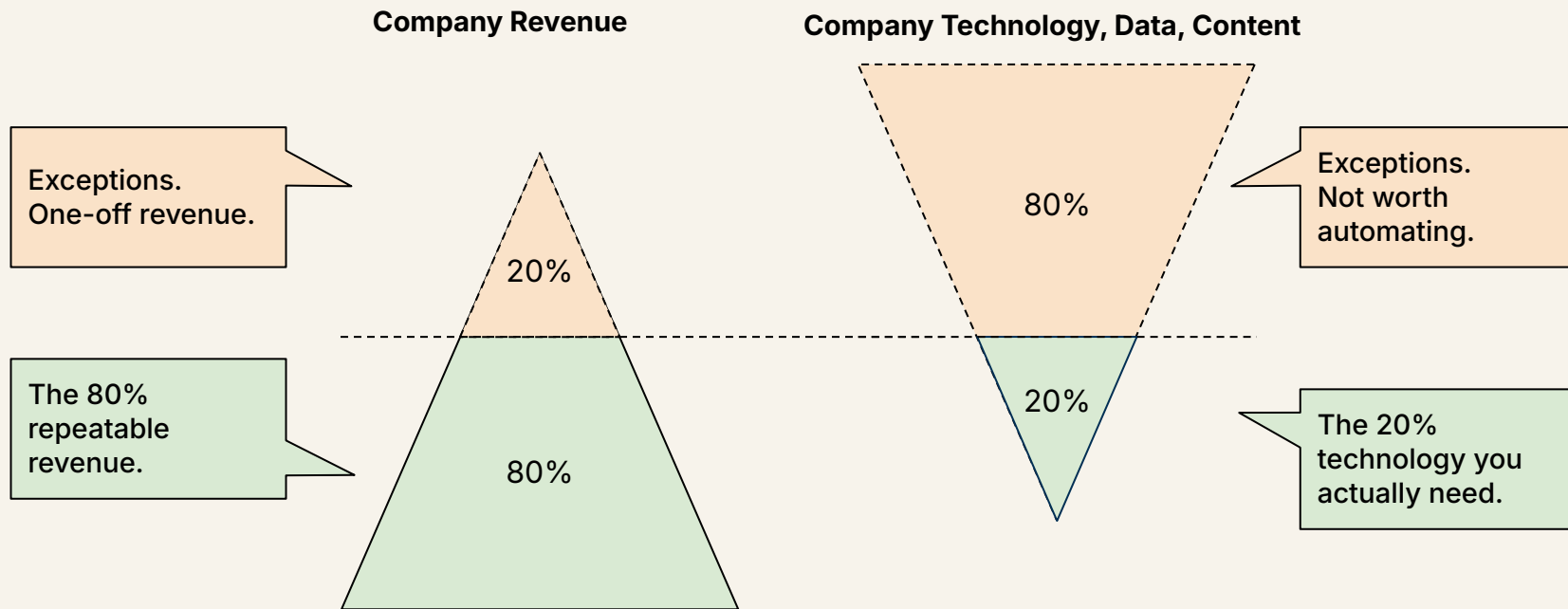
~20% of technology, content, data, and use cases serve 80% revenue.

Company Revenue



Value Engineering = Managing your Pareto Balance

~20% of technology, content, data, and use cases serve 80% revenue.

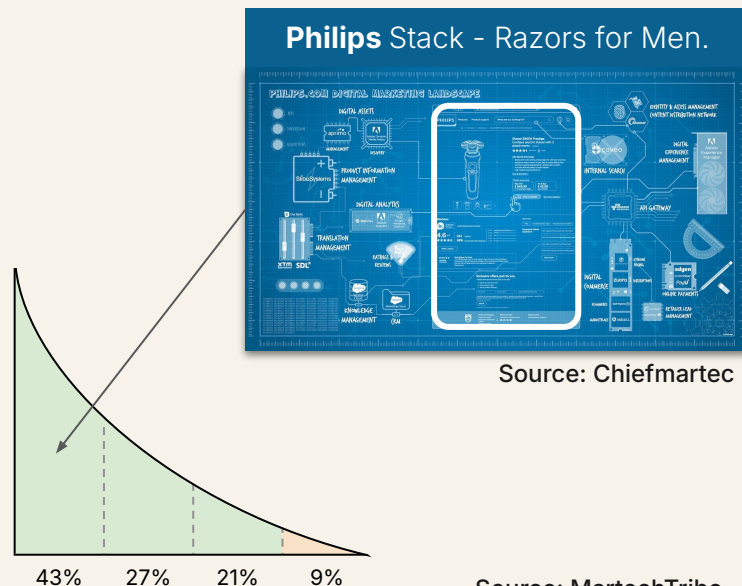
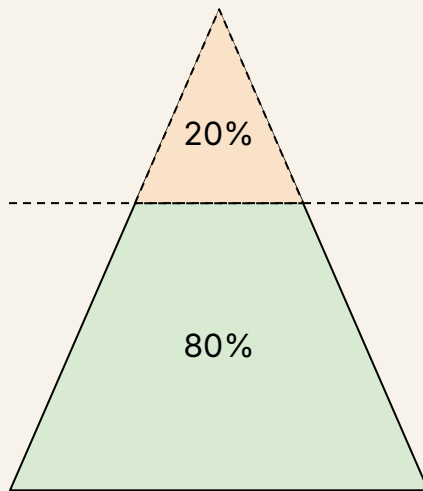


Managing Your Pareto Balance Feels Counterintuitive

~20% of technology, content, data, and use cases serve 80% revenue.

80% Company Revenue

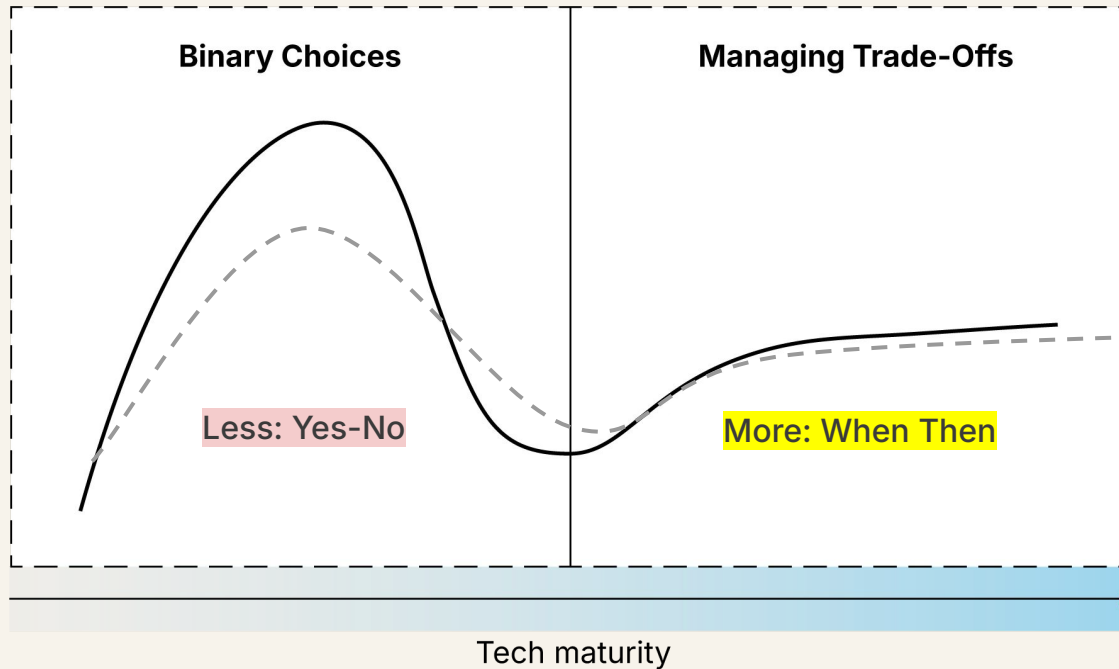
Productize 3-5 Customer Business Cases



Source: Chieftmartec

Source: MartechTribe

Managing Your *Learning Curve*





7 Perspectives on Martech 2026

GrowthLoop, Hightouch, Intuit Mailchimp, MetaRouter, Progress, SAS & Treasure Data

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Mind the Gap: Why AI Success Starts with Data

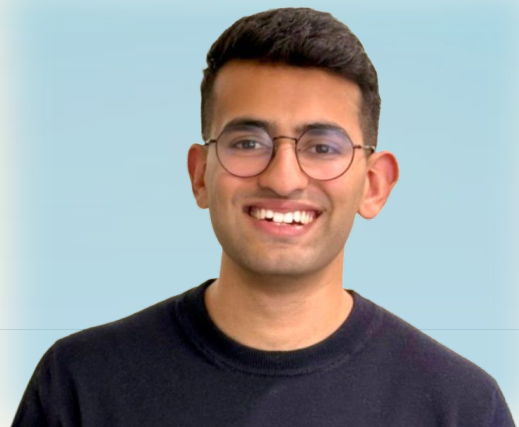


GrowthLoop



*A Conversation with **Rebecca Corliss**,
VP Marketing, GrowthLoop*

AI Agents and the Future of Marketing Workflows



*A Conversation with **Tejas Manohar**,
Co-CEO, Hightouch*



AI and the Mid-Market Marketing Revolution



*A Conversation with **Alexis Karsant**,
Director, Product Marketing, Intuit Mailchimp*

AI and the First-Mile in Digital Experiences



*A Conversation with **Patrick Harrington**,
Head of AI/ML, MetaRouter*

The Human Dimensions of AI in Martech



*A Conversation with **Sara Faatz**,
Senior Director, Progress*



With AI, More Is Not Better — Better Is Better



*A Conversation with **Jonathan Moran**,
Head of Martech Solutions, SAS*



The Future of AI and CDPs in Marketing



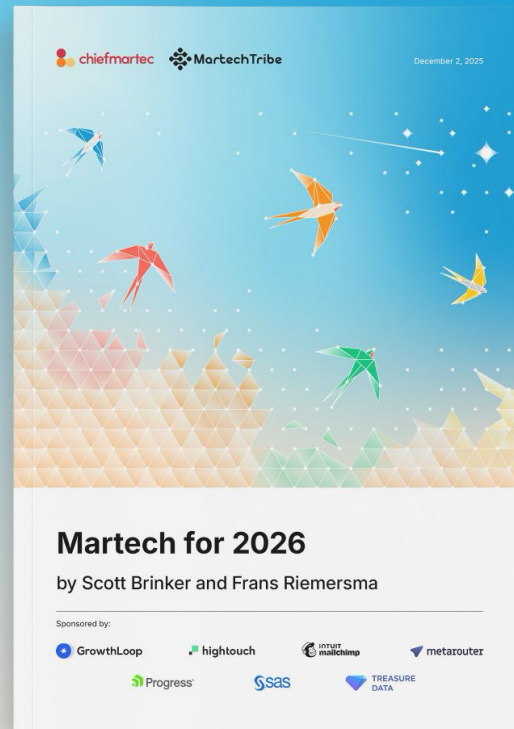
TREASURE
DATA



*A Conversation with **Rafa Flores**,
Chief Product Officer, Treasure Data*



Thank you!



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