



# StackMates™

CRM  
Products



CabinetM, Inc.  
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# Introduction



## LEARNINGS FROM HUNDREDS OF STACKS

CabinetM aggregates and anonymizes data from the hundreds of marketing technology stacks being managed on the CabinetM platform with the goal of providing insights to marketing operations professionals who have responsibility for building, managing, and evolving the technology stacks for their organizations.

### What we've learned from our users:

- Marketing technology stacks are like snowflakes, no two are the same and the long-tail of technology products in stacks is very long. The CabinetM database is now greater than 15,000 products and yet, every time a new customer subscribes, we are asked to add 10-30 more products to the database to reflect the entirety of their stack.
- Virtually all medium-sized companies and larger have some internally developed marketing technology, and many have as much internally developed technology as purchased technology.
- Companies use anywhere from 50 - 300+ pieces of marketing technology at any one time. The difference in the number of technologies is related to the size and type of company, the definition of marketing technology within each company, and the ability of each company to comprehensively track all of the technology being used in their organization.

### Stackmates™

We've taken a look at the top 50 products that surround leading CRM platforms in order to discover the industry's most popular and time-tested tools.

# StackMates

See the products that surround key platforms

## Stackmates: Microsoft Dynamics CRM



# Products surrounding Microsoft Dynamics CRM in **B2B** Stacks



- Marketo Engage
- Seismic
- Google Analytics
- LinkedIn
- SharePoint
- Instagram
- CoSchedule
- Crazy Egg
- Facebook
- GotoWebinar
- Microsoft Power BI
- Twitter
- Coveo Intelligent Search Platform
- DoubleDutch Event App
- iCapture
- Wistia
- YouTube
- Azure
- CabinetM Enterprise Cabinet
- Google Ads
- Google Optimize
- KingswaySoft SSIS Integration Toolkit
- Microsoft Teams
- SurveyMonkey
- Veritas Document Solutions
- Confluence: 5
- Cvent Event Management Software
- Drift Email for Marketing
- Google Tag Manager
- Kickbox
- Moz Analytics
- RainFocus
- Roambi Analytics 8 Featuring Blink
- Simplecast
- Sitecore Experience Manager (XM)
- Verndale
- Aventri
- Bananatag
- Domo
- Engageware
- Evoq Content
- ExactTarget Salesforce Marketing Cloud
- Hearsay Social
- Khoros Social Media Marketing
- MongoDB Atlas
- RoboHead
- SEMrush
- Signal Datafeed
- Smartling Global Fluency Platform

# Products surrounding Microsoft Dynamics CRM in **B2C** Stacks



- Marketo Engage
- Microsoft Dynamics CRM
- Seismic
- Adobe Analytics
- Adobe Audience Manager
- Adobe Creative Cloud
- Adobe Experience Manager
- Adobe Target
- Amazon Chime
- Asana
- AvaTax
- Bazaarvoice Ratings & Reviews
- Bitly Enterprise
- Bizible
- Braintree Marketplace
- Cornerstone Group
- Coveo Intelligent Search Platform
- CrowdCompass by Cvent
- Cvent Event Management Software
- Digital Asset Management
- eventuality
- Evoq Content
- Facebook
- Google Analytics
- Google Tag Manager
- GoToMeeting
- GotoWebinar
- Hootsuite
- Instagram
- Lanyon Event Management Software
- LinkedIn
- Lucidchart
- Magento Enterprise Edition
- Malibu Connect
- Microsoft 365
- Modern Advertising
- Modern Care
- Modern Engagement
- Modern Marketing
- Narvar Ship
- People.ai
- Powerpoint
- Qualtrics CoreXM
- RoboHead
- SEMrush
- SharePoint
- Slack
- Telligent Community
- Twilio Voice
- Twitter



## See the products that surround key platforms

The diagram illustrates a spiral of digital marketing tools, starting from the center and moving outwards. The tools are organized into concentric rings, with the spiral line passing through the center of each tool's icon. The tools included are:

- Center:** Google Analytics, Google Ads
- Inner Ring:** Sales Cloud, Google Tag Manager, YouTube, WordPress, Facebook, LinkedIn, Twitter, Instagram, Salesforce CRM, Slack, Adobe Target, Marketing Cloud, Cvent Event Management Software, Asana, SmartSheet, SharePoint, OH24, GN24, Microsoft Teams, LinkedIn Sales Navigator, Microsoft Power BI, Oracle Eloqua, JIRA Software, Zoom, ZoomInfo, GotoWebinar, Hootsuite, BrightTALK, Hotjar, LinkedIn Ads
- Outer Ring:** Google Looker Studio, Adobe Creative Cloud, Adobe Analytics, SurveyMonkey, Litmus, HubSpot Marketing Hub, SalesLoft, HubSpot, Adobe Workfront, Adobe Experience Manager, LinkedIn, Zoom, Zapier, Wista, Siteimprove, Looker Studio

# Products surrounding Salesforce CRM in **B2B** Stacks

TOP 50



- Salesforce CRM
- Google Analytics
- Facebook
- HubSpot Marketing Hub
- Google Looker Studio
- LinkedIn
- GotoWebinar
- Twitter
- YouTube
- Google Ads
- Marketo Engage
- Microsoft Power BI
- Wistia
- Azure
- Google Tag Manager
- Asana
- BrightTALK
- Hopin
- Pardot
- SEMrush
- Social Studio
- Acquia Cohesion
- Acquia Personalization
- Brandwatch Consumer Research
- Ceros
- Drupal Platform
- Google Optimize
- Imperva Cloud Data Security
- JIRA Software
- SessionCam
- Smartsheet
- Turtl
- Acquia Digital Asset Manager
- Adobe Workfront
- Cognism Prospector
- Confluence
- GatherContent Content Development Platform
- Google AdSense
- InVision
- WeChat
- Acquia Cloud Platform
- Acquia Cloud Site Factory
- Alchemer
- DemandFarm Key Account Management
- Dragonfly AI
- Experience Cloud
- GlobalLink
- Instagram
- LinkedIn Ads
- Oracle ATG Web Commerce



# Products surrounding Salesforce CRM in **B2C** Stacks



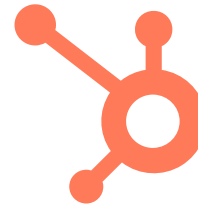
- Salesforce CRM
- Google Analytics
- Facebook
- LinkedIn
- Oracle Eloqua
- SharePoint
- Adobe Creative Suite
- Adobe Experience Manager
- Asana
- Canva
- Conversational Customer Engagement
- Google Ads
- Instagram
- LinkedIn Marketing Solutions
- LiveRamp IdentityLink
- Oracle Responsys Campaign Management
- Slack
- Twitter
- YouTube
- Ab Initio
- AbiliTec for Platforms
- Abstract
- Actito
- AddSearch
- Adobe Analytics
- Adobe Campaign
- Adobe Dynamic Tag Manager (DTM)
- Adobe Workfront
- agileEMAIL
- Airship Push Notifications
- Alchemer
- Alteryx Designer
- Amobee Brand Intelligence Platform
- Bizzabo
- Blend
- Brand Portal
- BrightEdge SEO Platform
- CalcXML Financial Calculators
- Calendly
- Celebrus
- Cision Impact
- Cloudera Enterprise Data Hub
- CMS Hub
- Confluence
- Connector Framework
- CoSchedule
- DashMetrics
- Dataiku
- Denim Social
- Domo



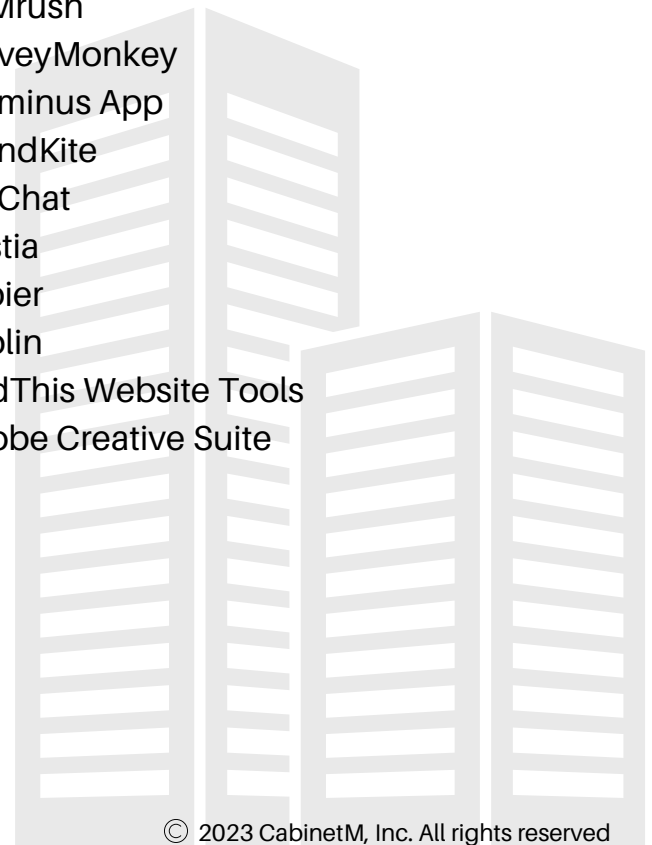


## See the products that surround key platforms

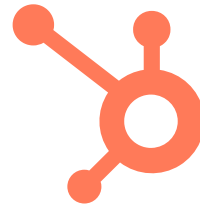
# Products surrounding Hubspot Sales Hub CRM in **B2B** Stacks



- HubSpot Sales Hub CRM
- Google Analytics
- HubSpot Marketing Hub
- Twitter
- LinkedIn
- Canva
- Facebook
- Adobe Workfront
- Bazaarvoice Ratings & Reviews
- Confluence
- GlobalLink
- Gmail
- Google Ads
- Google Looker Studio
- Hootsuite
- JIRA Software
- Mailchimp
- Oracle ATG Web Commerce
- Oracle E-Business Suite
- Rival IQ
- Sales Cloud
- Service Cloud
- Slack
- Smartsheet
- Tableau Cloud
- Translations.com
- WordPress
- YouTube
- Zoho ServiceDesk Plus (Cloud)
- Alchemer
- BlueConic
- Chatter
- ClickTime
- Crazy Egg
- Experience Cloud
- inMotionNow Ignite Platform
- Instagram
- Marketo Engage
- Muck Rack
- Salesforce CRM
- SEMrush
- SurveyMonkey
- Terminus App
- TrendKite
- WeChat
- Wistia
- Zapier
- Zeplin
- AddThis Website Tools
- Adobe Creative Suite



# Products surrounding Hubspot Sales Hub CRM in **B2C** Stacks



- HubSpot Sales Hub CRM
- Front
- Gmail
- Google Analytics
- Mailchimp
- 8x8 Business VoIP
- About.me
- Adobe Creative Cloud
- Adobe Illustrator
- Aircall
- Behance
- Box
- Camtasia
- Constant Contact Social Share
- Contently
- CX Index
- Dreamweaver
- Dropbox Business
- Email Studio
- Evernote
- Facebook
- Facebook Ads
- Fidelity Media
- Flickr
- Flipboard

- FreightPOP
- Google Docs
- Google+
- GoToMeeting
- Hootsuite
- iCloud Drive
- iMovie
- Instagram
- LexisNexis Newsdesk
- Marketo Engage
- Messaging
- Odoo
- P3Software
- Photoshop
- PicMonkey
- Pinterest
- Pipedrive
- ResourceSpace
- SharePoint
- Skype
- SlideShare
- Snapchat
- Sprinklr Core
- SurveyMonkey
- tawk.to



# Stack SuperStars™



**Note: Stack SuperStars™** are the products that appear in all the main stacks surrounding these three popular CRM platforms, according to stack data from CabinetM users.



CabinetM helps modern marketing and sales teams manage the technology they have and find the tools they need. The CabinetM marketing technology management platform enables full lifecycle support around technology discovery, qualification, implementation, and management.

Marketing teams using CabinetM gain critical visibility and leverage to save time, money, drive revenue, and manage digital transformation.

The company has built the industry's most comprehensive database of over 15,000 marketing tools across 500+ categories, and currently has the largest set of marketing technology adoption data as a result of hundreds of marketing stacks that have been built, and are being managed, on the platform. CabinetM subscribers have full access to the aggregated, anonymized data through StackInsights.