



StackMates™

Marketing
Automation
Platforms



CabinetM, Inc.
July 2022

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.

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We've taken a look at the top 50 products that surround leading marketing automation platforms in stacks to provide some breadcrumbs in discovering new products that might be useful.

See the products that surround key platforms

The diagram illustrates a comprehensive ecosystem of marketing and technology tools, organized in concentric circles. At the center is Adobe Marketing Cloud, surrounded by Adobe Analytics, Adobe Target, Adobe Campaign, Adobe Creative Suite, Adobe Dynamic Tag Manager, Adobe Audience Manager, YouTube, Twitter, SproutSocial, Sprinkr Core, Pardot, Optimizely, DoubleVerify, DoubleDutch Event App, Domo, LinkedIn Text Ads, Epsilon PeopleCloud, CrownPeak, Conversational Cloud, Colibra Data Governance Center, Colibra, Captix, Campaign Manager 360, Google, Brandwatch Consumer Research, Allocated Marketing Performance Management (MPM), LiveRamp IdentityLink for Agencies, Lead Essentials, IRI Liquid Data, IRI, IAS Integral Ad Science, Google Tag Manager, Google Maps, Google Ads, and Evered Planners.

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Products surrounding Adobe Marketing Cloud in **B2B** Stacks

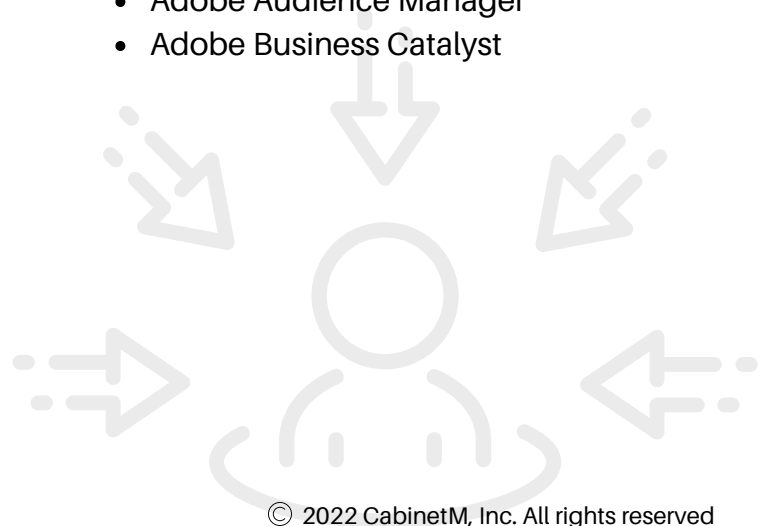


- Flashtalking by Mediaocean
- Adobe Marketing Cloud
- Google Analytics
- Oracle Eloqua
- Sales Cloud
- Adobe Analytics
- Adobe Target
- BrightTALK
- Mailchimp
- Adobe Creative Suite
- Allocadia Marketing Performance Management
- Brandwatch Consumer Research
- Brightcove Video Marketing Suite
- Campaign Manager 360
- Captix
- Collibra Data Governance Center
- Conversational Cloud
- Criteo
- Cvent Event Management Software
- DoubleDutch Event App
- Epsilon PeopleCloud
- Eved Planners
- EveryoneSocial
- IAS Integral Ad Science
- Lead Essentials
- LinkedIn Text Ads
- Microsoft Power BI
- Nielsen
- Pardot
- Salsify CommerceXM
- SproutSocial
- Tableau Desktop
- Tableau Server
- Twitter
- 1WorldSync Product Information Cloud
- 6sense
- Adacado
- AddThis Audience Intelligence Platform
- Adobe Acrobat DC
- Adobe Business Catalyst
- Adobe Campaign
- Adobe Dynamic Tag Manager
- Adobe Experience Manager
- AdRoll
- Aligntrac
- Amazon App and Game Store
- Amazon Services
- Aprimo Campaign
- Astute Knowledge
- Atlas

Products surrounding Adobe Marketing Cloud in **B2C** Stacks



- Adobe Marketing Cloud
- Flashtalking by Mediaocean
- Facebook
- Google Analytics
- Adobe Target
- Mailchimp
- Microsoft Power BI
- Oracle Eloqua
- Sales Cloud
- SproutSocial
- Adobe Analytics
- Adobe Creative Suite
- Adobe Dynamic Tag Manager
- Adobe Experience Manager
- Allocadia Marketing Performance Management
- Brandwatch Consumer Research
- Brightcove Video Marketing Suite
- BrightTALK
- Campaign Manager 360
- Captix
- Collibra Data Governance Center
- Conversational Cloud
- Criteo
- CrownPeak
- Cvent Event Management Software
- DoubleDutch Event App
- Dynamic Site Accelerator
- Epsilon PeopleCloud
- Eved Planners
- EveryoneSocial
- Google Maps
- Google Tag Manager
- IAS Integral Ad Science
- Lead Essentials
- LinkedIn Text Ads
- Nielsen
- Oracle Data Management Platform
- Pinterest
- Salsify CommerceXM
- Sprinklr Core
- Tableau Desktop
- Tableau Server
- Twitter
- YouTube
- 1WorldSync Product Information Cloud
- 6sense
- Adacado
- Adobe Acrobat DC
- Adobe Audience Manager
- Adobe Business Catalyst



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See the products that surround key platforms

StackMates: Hubspot

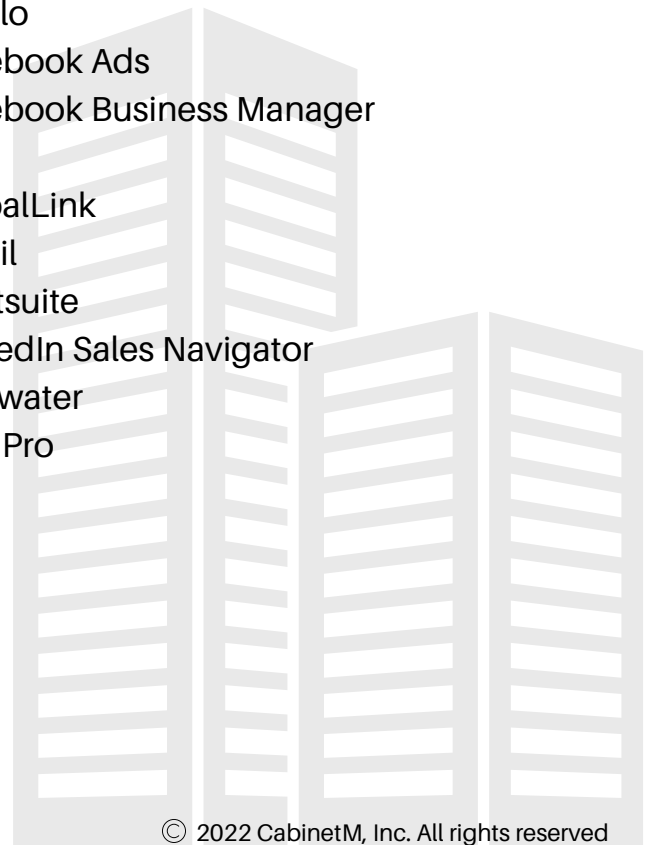


Products surrounding Hubspot in **B2B** Stacks

TOP 50



- HubSpot Marketing Hub
- Google Analytics
- Twitter
- LinkedIn
- Facebook
- Google Ads
- HubSpot Sales Hub CRM
- Sales Cloud
- WordPress
- Microsoft Teams
- Slack
- YouTube
- Canva
- Hotjar
- Google Data Studio
- Google Tag Manager
- JIRA Software
- Marketo Engage
- SalesLoft
- Zapier
- Zoom
- Instagram
- Mailchimp
- Microsoft 365
- ON24
- Tableau Cloud
- WeChat
- Wistia
- Adobe Workfront
- Asana
- Confluence
- LinkedIn Text Ads
- Salesforce CRM
- SEMrush
- SharePoint
- Smartsheet
- SproutSocial
- SurveyMonkey
- WPEngine
- Adobe Creative Suite
- Apollo
- Facebook Ads
- Facebook Business Manager
- G2
- GlobalLink
- Gmail
- Hootsuite
- LinkedIn Sales Navigator
- Meltwater
- Moz Pro



Products surrounding Hubspot in **B2C** Stacks



- HubSpot Marketing Hub
- Google Analytics
- Facebook
- Twitter
- LinkedIn
- Adobe Creative Suite
- Facebook Ads
- Gmail
- HubSpot Sales Hub CRM
- Instagram
- Klaviyo
- Mailchimp
- WordPress
- YouTube
- Asana
- Brandfolder
- Canva
- Conversational Customer Engagement
- Front
- Google Ads
- Google Docs
- Hootsuite
- Messaging
- ON24
- SalesLoft
- Slack
- Trello
- WPEngine
- Zapier
- 8x8 Business VoIP
- About.me
- ActiveCampaign
- Adobe Creative Cloud
- Adobe Illustrator
- Aircall
- Amasty
- Amazon Redshift
- Amplitude
- Animoto Video
- Anypoint Platform
- Apollo
- AppsFlyer
- Azure
- Behance
- Bing Ads
- Box
- Braze
- BuzzSumo
- Calendly
- Camtasia



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See the products that surround key platforms

StackMates: Eloqua



Products surrounding Eloqua in **B2B Stacks**

TOP 50



- Oracle Eloqua
- Google Analytics
- SurveyMonkey
- Sales Cloud
- Adobe Analytics
- Twitter
- Google Tag Manager
- Sprinklr Core
- WordPress
- YouTube
- Adobe Workfront
- Brightcove Video Marketing Suite
- Hootsuite
- LinkedIn
- Marketing Cloud
- Microsoft Power BI
- Adobe Creative Cloud
- Cvent Event Management Software
- Facebook
- Google Ads
- SharePoint
- Tableau Server
- Vidyad
- Adobe Experience Manager
- Adobe Target
- Aventri
- Cisco WebEx Meeting Center
- GotoWebinar
- LinkedIn Sales Navigator
- Litmus
- ON24
- Pardot
- Smartsheet
- Tableau Desktop
- Adobe Creative Suite
- Allocadia Marketing Performance Management
- Brandwatch Consumer Research
- BrightEdge SEO Platform
- BrightTALK
- Captix
- Epsilon PeopleCloud
- EveryoneSocial
- Hotjar
- JIRA Software
- LinkedIn Marketing Solutions
- Mailchimp
- Microsoft Dynamics 365
- Oracle Business Intelligence
- Outreach
- Service Cloud

Products surrounding Eloqua in **B2C Stacks**

TOP 50



- Oracle Eloqua
- Adobe Analytics
- Google Analytics
- Marketing Cloud
- Cvent Event Management Software
- Sales Cloud
- SurveyMonkey
- Adobe Creative Cloud
- Brightcove Video Marketing Suite
- Google Tag Manager
- Microsoft Power BI
- Tableau Desktop
- Tableau Server
- Twitter
- WordPress
- Adobe Target
- Adobe Workfront
- Allocadia Marketing Performance Management
- Aventri
- BrightEdge SEO Platform
- Captix
- Cisco WebEx Meeting Center
- Epsilon PeopleCloud
- Hootsuite
- Litmus
- SharePoint
- Sprinklr Core
- Adobe Campaign
- Adobe Creative Suite
- Adobe Experience Manager
- Brandwatch Consumer Research
- CabinetM Enterprise Cabinet
- CrowdCompass by Cvent
- Dropbox Business
- Email on Acid
- EveryoneSocial
- Facebook
- Google Maps
- Google+
- GotoWebinar
- Hightail
- JIRA Software
- LinkedIn
- LinkedIn Marketing Solutions
- Mailchimp
- Oracle Responsys Campaign Management
- Pardot
- Pivotal Cloud Foundry
- RStudio
- SAS Marketing Operations Management



See the products that surround key platforms

Products surrounding Salesforce Marketing Cloud in **B2B** Stacks

TOP 50



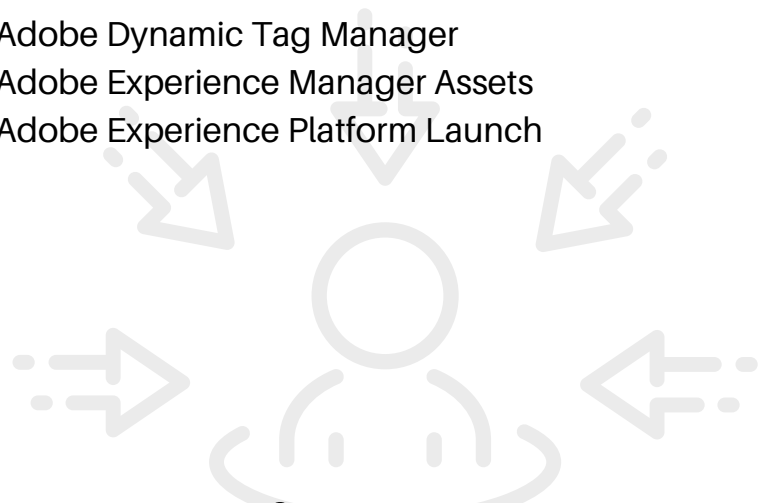
- Marketing Cloud
- Google Analytics
- Adobe Analytics
- Sales Cloud
- Adobe Target
- Twitter
- Facebook
- Google Ads
- Litmus
- Marketo Engage
- Adobe Experience Manager
- Adobe Workfront
- BrightEdge SEO Platform
- Google Tag Manager
- Adobe Creative Cloud
- Epsilon PeopleCloud
- LinkedIn
- Microsoft Power BI
- Oracle Eloqua
- SAS Marketing Automation
- Sprinklr Core
- Adobe Campaign
- Brightcove Video Marketing Suite
- Cvent Event Management Software
- JIRA Software
- LinkedIn Sales Navigator
- ON24
- Service Cloud
- Allocadia Marketing Performance Management
- Aventri
- CabinetM Enterprise Cabinet
- Conversational Cloud
- GotoWebinar
- Instagram
- Pardot
- Salesforce Audience Builder
- SAS Marketing Operations Management
- SAS Visual Statistics
- SharePoint
- Social Studio
- Tableau Desktop
- YouTube
- Adobe Dynamic Tag Manager
- Adobe Experience Manager Assets
- Adobe Experience Platform Launch
- ALEX
- Aprimo Campaign
- Azure
- Bazaarvoice Questions & Answers
- Brandwatch Consumer Research

Products surrounding Salesforce Marketing Cloud in **B2C** Stacks

TOP 50



- Marketing Cloud
- Sales Cloud
- Adobe Analytics
- Litmus
- Google Analytics
- Adobe Creative Cloud
- Adobe Target
- Facebook
- Adobe Experience Manager
- Adobe Workfront
- Microsoft Power BI
- Twitter
- Google Ads
- Service Cloud
- BrightEdge SEO Platform
- Epsilon PeopleCloud
- Google Tag Manager
- Instagram
- JIRA Software
- Oracle Eloqua
- SAS Marketing Automation
- SharePoint
- XING
- Adobe Campaign
- Brightcove Video Marketing Suite
- CabinetM Enterprise Cabinet
- LinkedIn
- Marketo Engage
- Sprinklr Core
- WordPress
- Allocadia Marketing Performance Management
- Balsamiq Wireframes
- Conversational Cloud
- Cvent Event Management Software
- Dropbox Business
- EyeQuant
- Hotjar
- LinkedIn Sales Navigator
- MaTelSo
- NetBase
- Salesforce Audience Builder
- SAS Marketing Operations Management
- SAS Visual Statistics
- Search Console
- SEO Spider
- Social Studio
- TikTok
- Adobe Dynamic Tag Manager
- Adobe Experience Manager Assets
- Adobe Experience Platform Launch



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See the products that surround key platforms

StackMates: Marketo Engage



Products surrounding Marketo Engage in **B2B** Stacks



- Marketo Engage
- Google Analytics
- LinkedIn
- Facebook
- Twitter
- Google Ads
- Google Tag Manager
- Sales Cloud
- YouTube
- Wistia
- GotoWebinar
- Microsoft Power BI
- WordPress
- Instagram
- LinkedIn Sales Navigator
- Cvent Event Management Software
- Hootsuite
- Adobe Creative Cloud
- Crazy Egg
- Seismic
- SEMrush
- Asana
- Litmus
- Azure
- CabinetM Enterprise Cabinet
- Google Optimize
- Microsoft Dynamics CRM
- SurveyMonkey
- SharePoint
- Zapier
- Adobe Target
- Microsoft Teams
- ON24
- Adobe Analytics
- BrightTALK
- Domo
- ZoomInfo
- AdvocateHub
- BrightEdge SEO Platform
- Drupal Platform
- JIRA Software
- Adobe Workfront
- Canva
- Ceros
- Hotjar
- LinkedIn Ads
- Outreach
- Pardot
- Zoom
- Bizible

Products surrounding Marketo Engage in **B2C** Stacks

TOP 50



- Marketo Engage
- Google Analytics
- Facebook
- Hootsuite
- Adobe Creative Cloud
- Instagram
- Twitter
- YouTube
- Adobe Analytics
- Google Tag Manager
- Sales Cloud
- WordPress
- BrightEdge SEO Platform
- LinkedIn
- LinkedIn Sales Navigator
- Adobe Experience Manager
- Adobe Target
- Adobe Workfront
- Google Ads
- Litmus
- Search Console
- Service Cloud
- Marketing Cloud
- Microsoft Power BI
- Qualtrics Customer Experience
- Adobe Campaign
- Decibel Insight
- Domo
- Dropbox Business
- Pinterest
- RoboHead
- SharePoint
- Skype
- Sprinklr Core
- SurveyMonkey
- WhatsApp
- Wistia
- Adobe Experience Manager Assets
- Adobe Experience Platform Launch
- AdvocateHub
- ALEX
- Amazon CloudFront
- Azure
- Bazaarvoice Questions & Answers
- Brandfolder
- Brightcove Video Cloud
- CabinetM Enterprise Cabinet
- Canva
- Cision Connect
- Conversational Cloud

See the products that surround key platforms

The diagram illustrates the evolution of digital marketing tools from 2000 to 2020, organized into concentric circles representing decades. The tools are arranged in a spiral pattern, with the innermost circle representing the year 2000 and the outermost circle representing 2020. The tools shown include:

- 2000:** Pardot, Google Analytics, Google Ads, Google Tag Manager, Wistia, GotoWebinar, Microsoft Power BI, SEMrush, WordPress, Facebook, Zapier, LinkedIn, SurveyMonkey, Acquia Cloud Site Factory, Adobe Workfront, Brandwatch Consumer Research, FeedOtter, Hotjar, JIRA Software, LinkedIn Ads, LinkedIn Sales Navigator, SharePoint, Sprinkr Core, SproutSocial, Tableau, Turtl, Vimeo Pro, Acquia Cloud Platform, Microsoft Teams, Zoom, Adobe Creative Suite, Bing Ads, BrightTALK, Ceros, Cvent Event Management Software, Hopin, InVision, Salesforce CRM, Social Studio, and Acquia Cloud Platform.
- 2010:** Pardot, Google Analytics, Google Ads, Google Tag Manager, Wistia, GotoWebinar, Microsoft Power BI, SEMrush, WordPress, Facebook, Zapier, LinkedIn, SurveyMonkey, Acquia Cloud Site Factory, Adobe Workfront, Brandwatch Consumer Research, FeedOtter, Hotjar, JIRA Software, LinkedIn Ads, LinkedIn Sales Navigator, SharePoint, Sprinkr Core, SproutSocial, Tableau, Turtl, Vimeo Pro, Acquia Cloud Platform, Microsoft Teams, Zoom, Adobe Creative Suite, Bing Ads, BrightTALK, Ceros, Cvent Event Management Software, Hopin, InVision, Salesforce CRM, Social Studio, and Acquia Cloud Platform.
- 2020:** Pardot, Google Analytics, Google Ads, Google Tag Manager, Wistia, GotoWebinar, Microsoft Power BI, SEMrush, WordPress, Facebook, Zapier, LinkedIn, SurveyMonkey, Acquia Cloud Site Factory, Adobe Workfront, Brandwatch Consumer Research, FeedOtter, Hotjar, JIRA Software, LinkedIn Ads, LinkedIn Sales Navigator, SharePoint, Sprinkr Core, SproutSocial, Tableau, Turtl, Vimeo Pro, Acquia Cloud Platform, Microsoft Teams, Zoom, Adobe Creative Suite, Bing Ads, BrightTALK, Ceros, Cvent Event Management Software, Hopin, InVision, Salesforce CRM, Social Studio, and Acquia Cloud Platform.

Products surrounding Pardot in **B2B Stacks**

TOP 50



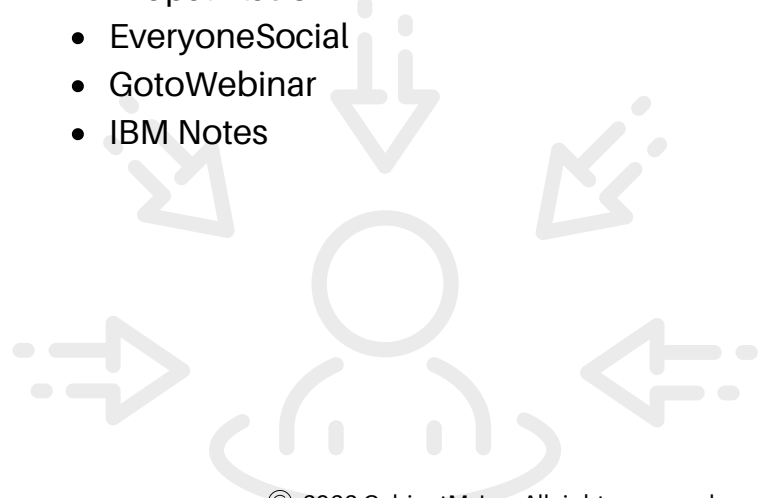
- Pardot
- Google Analytics
- Google Tag Manager
- Google Ads
- Sales Cloud
- YouTube
- GotoWebinar
- Wistia
- WordPress
- Microsoft Power BI
- SurveyMonkey
- Azure
- Facebook
- Zapier
- Drupal Platform
- LinkedIn
- Marketo Engage
- SEMrush
- Twitter
- Asana
- Acquia Personalization
- Seismic
- BrightTALK
- Hopin
- InVision
- Acquia Cloud Site Factory
- Bing Ads
- Brandwatch Consumer Research
- Ceros
- Cvent Event Management Software
- Hotjar
- Instagram
- JIRA Software
- LinkedIn Sales Navigator
- Microsoft Teams
- Salesforce CRM
- Social Studio
- Turtl
- Vimeo Pro
- Acquia Cloud Platform
- Acquia Cohesion
- Adobe Creative Suite
- Adobe Workfront
- BrightEdge SEO Platform
- CabinetM Enterprise Cabinet
- Cisco WebEx Meeting Center
- FeedOtter
- Google AdSense
- Google Data Studio
- Google Optimize

Products surrounding Pardot in **B2C** Stacks

TOP 50



- Pardot
- Google Analytics
- Sales Cloud
- Seismic
- WordPress
- Adobe Creative Suite
- Adobe Workfront
- Cvent Event Management Software
- SharePoint
- YouTube
- Allego
- Asset Management
- Chime App
- Crazy Egg
- Enterprise Data Services
- Everest
- FactSet Client and Portfolio Reporting
- FeedOtter
- Frame.io
- GlobalMeet
- Google Ads
- Google Tag Manager
- Grapevine6 Publish
- Instagram
- Interprefy
- LearnDash
- LinkedIn Ads
- Qvidian RFP & Proposal Automation
- Riva CRM Integration
- Salesforce Engage
- SAP Customer Data Platform
- Smartling Global Fluency Platform
- Tableau
- Zoom
- Adobe Experience Manager
- Alteryx Designer
- Bing Ads
- Microsoft Teams
- Oracle Eloqua
- SurveyMonkey
- Tableau CRM
- Aventri
- Brandfolder
- CabinetM Enterprise Cabinet
- Cisco WebEx Meeting Center
- CrownPeak
- Drupal Platform
- EveryoneSocial
- GotoWebinar
- IBM Notes



Stack SuperStars™



Note: Stack SuperStars™ are the products that appear in all the stacks surrounding these six popular marketing automation 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.