MarTech — Marketing Technology a rozwój platform SaaS do automatyzacji marketingu

MarTech — Marketing Technology in the light of development of marketing automation SaaS platforms

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Celem opracowania jest zaprezentowanie przykładów współczesnych rozwiązań z zakresu automatyzacji marketingu, kierunków rozwoju technologii w tym zakresie, możliwości, jakie dają przedsiębiorcom, oraz wyzwań, przed jakimi stawiają marketerów. Inwestycja w nowe technologie oraz ich adaptacja stają się koniecznością, a im szybciej przedsiębiorstwa z nich skorzystają, tym większą przewagę konkurencyjną zdobędą. Powszechny dostęp do ogromnych zasobów danych da przewagę tym działom marketingu, które je odpowiednio przetworzą przy użyciu technologii i będą stale aktualizować swoją wiedzę w zakresie dostępności nowych rozwiązań MarTech. Wyzwaniem okaże się umiejętność połączenia różnych technologii pod postacią jednego zintegrowanego systemu, który dostarczy holistyczny obraz danych, m.in. na temat konsumenta na jego coraz bardziej skomplikowanej ścieżce zakupowej. To z kolei spowodowane jest otwarciem nowych kanałów komunikacji, jakimi są rozwój Internetu rzeczy (IoT, *Internet of Things*) oraz komunikacji wzajemnej urządzeń bez udziału człowieka (*machine to machine*).

Keywords

SaaS, digital marketing, MarTech, ad tech, platform marketingowe, analityka marketingowa, automatyzacja marketingu

The aim of this article is to present examples of modern solutions in the field of marketing automation, directions of technology development in this area, opportunities that it gives to entrepreneurs and the challenges that marketers will have to face. Investment in new technologies and their adaptation is becoming a necessity, and the faster enterprises acknowledge this fact, the more competitive advantage they will gain. Access to huge data resources will give an advantage to those marketing departments that will be able to process it thanks to technology and will constantly update their knowledge regarding the availability of new MarTech solutions. The challenge will be the ability to combine different technologies in the form of a single integrated system that will provide a holistic data image including for instance data about consumers on their even more complex customer journey caused by development of the new communication channels such as IoT (Internet of Things) and communication of devices without human participation M2M (Machine to Machine).

Słowa kluczowe

SaaS, digital marketing, MarTech, ad tech, marketing platforms, marketing analytics, marketing automation

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