

Optimizing Your Martech Stack for the Age of AI

01

Assign roles for roadmap development

Establish a cross-functional team and clarify responsibilities to ensure a unified and efficient roadmap process.

• **Gartner support**

Templates for project planning, team setup and communication.

• **Gartner advantage**

Expert advice on resource allocation and stakeholder engagement



Don't do it alone!

Lack of clear roles can stall progress.

02

Align business and martech goals and conduct a martech audit

Connect martech investments directly to business objectives and assess your current technology landscape for gaps and opportunities.

• **Gartner support**

Stakeholder interview guides, capability mapping tools and audit frameworks.

• **Gartner advantage**

Strategic alignment workshops to ensure tech investments support real business outcomes



Watch for misalignment!

Technology-first decisions often miss business goals.

03

Prioritize high-impact martech initiatives and investments

Focus resources on the projects and technologies that deliver the greatest value and accelerate business outcomes.

• **Gartner support**

Prioritization matrices and investment impact analysis.

• **Gartner advantage**

Data-driven prioritization to maximize business impact and efficiency



Avoid shiny object syndrome!

Hype-driven choices can waste resources.

04

Build and communicate the martech roadmap

Create a clear, actionable timeline and keep all stakeholders informed and accountable throughout the journey.

• **Gartner support**

Implementation timelines, accountability frameworks and communication templates.

• **Gartner advantage**

Ongoing advisory on roadmap adjustments, including GenAI readiness and capability-driven milestones



Stay flexible!

Market conditions and tech disruptions require adaptable plans.

05

Monitor and update the martech roadmap

Regularly review progress and adapt your roadmap to evolving business needs and technology advancements.

• **Gartner support**

Monitor tools, update checklists and progress review sessions.

• **Gartner advantage**

Regular check-ins, benchmarking and best-practice updates



Don't set and forget!

Failing to update leads to obsolescence.



Why Gartner?

- ✓ Expert guidance at every step
- ✓ Tools and frameworks for every phase
- ✓ Ongoing support to ensure martech maturity before jumping to AI immediacy
- ✓ Proven success in aligning martech with business capabilities

Gartner helps CMOs diagnose underperformance, build scalable enablement strategies and adopt high-performing practices proven by top martech teams.

Contact us today to start your journey.

[Get Started](#) ↗