The Ultimate Tech Stack

Our guide will explore the best solutions organizations can invest in to optimize workflows, manage internal processes, and maximize revenue.

FREE TRIAL

The Ultimate Tech Stack

CONTENTS

The Ultimate Tech Stack

OVERVIEW: THE IMPORTANCE OF DIGITAL TECHNOLOGY

In the current landscape, **digital technology** is the cornerstone of a well-functioning business and will continue to be in the years to come.

The pandemic has sparked a rapid digital transformation for many organizations, and this has accelerated the adoption of digital technologies by **several years** — a drastic amount of change for such a short period of time. Functionality from the tech that was previously considered 'nice to have' has since become a 'must have' for companies attempting to navigate evolving consumer behaviors and an influx of communication.

IN FACT, BY 2025, 80% OF B2B SALES INTERACTIONS BETWEEN SUPPLIERS AND BUYERS WILL OCCUR IN DIGITAL CHANNELS.

One prominent factor contributing to this is that 33% of all buyers desire a seller-free sales experience, and organizations will need to adapt to meet an ever-changing landscape.

As such, utilizing the best digital technology and being continually aware of the options available is pivotal in your company's success.

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WHAT IS A TECH STACK?

'Tech stack' is the term used to describe the list of software, apps, and hardware that an individual team or company uses to perform business functions. This includes everything from the email provider and messaging tools to financial, HR, sales, and customer relationship management systems used in daily operations.

AN EFFECTIVE TECH STACK WILL ALSO AIM TO FACILITATE LONG-TERM COMPANY GOALS,

and the most optimized stacks will encourage the growth of an entire company as opposed to just one branch of it. Similarly, a great stack will optimize all levels of operations within a company, leading to increased staff productivity and a higher quality of work.

The need to optimize tech stacks has increased as a result of **89% of companies adopting digital-first strategies**. The focus is also on getting more value for less investment. Yet, in an overwhelming marketplace with a wide array of tech solutions, it can be tricky to select the right technology best suited for your company to facilitate long-term goals.

Many organizations find it useful to carefully consider what they want their customers to experience before developing or adjusting their tech stack. This way, the user experience will be focused on them from the start, leading to greater **customer satisfaction** in the long run.

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CONSIDER WHAT YOUR COMPANY'S NEEDS ARE

Many factors might lead to the under-utilization of acquired technology, such as a lack of understanding or time constraints. However, in many scenarios, invested tech isn't fully utilized as it is not relevant to a company's needs. A tech stack is, and always should be, a refined answer to a well-defined problem.

All companies need to pay close attention to their stack size in correlation to the scale of their operations and organization. As your company grows, so too will your workflows and requirements. As such, scalability is a crucial aspect to consider in establishing, or refining, your tech stack.

For large organizations, extra care needs to be taken to ensure that new technology can realistically facilitate their processes. Where enterprises will undergo processes across varying locations and across many teams, enterprises will also find value in smaller tech that can be used for more localised efforts.

For example, martech will be used for specific campaigns but wouldn't typically be used across other areas of the organization. Remember, tech doesn't have to be used company-wide for it to be worth the investment.

LEAD FORENSICS

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HOW TO BUILD OR UPDATE YOUR TECH STACK

1. PINPOINT AREAS OF OPPORTUNITY

Look at your existing processes and identify where there are opportunities for automation.

- Where do processes slow down?
- Are there redundant steps in the process?
- Where does human error occur?
- Which localised or company-wide efforts could be enhanced?

2. AUDIT THE TECH THAT YOU ARE ALREADY LEVERAGING

Take a step back and reflect on the tech you already have in your stack. For each tech, consider why you invested in it and why you use it.

- Is it fulfilling your company's needs?
- Where does it fall short?
- How much are you spending on it?
- How much time could be saved from the more high-end solutions?
- Could these solutions prevent human error that might harm your company's processes?
- Are you getting a solid ROI?

If these questions raise concerns over a piece of tech you use, it's time to re-evaluate your use with them.

3. DEFINE YOUR CURRENT AND FUTURE NEEDS — LOOKING FOR SCALABLE FEATURES

All organizations need to be aware of their needs, budget, and timeline for implementation before investing in any software.

When building a tech stack, you also need to think about your current and future needs. When your business grows, is the tech you have scalable, and would it still be able to function when the size or volume changes according to a user's needs?

- What are your company's short and long-term goals?
- What is it exactly that your tech stack needs to achieve?
- How many users can the platform support?
- Will updating a platform incur costs?
- Is there a charge to integrate with other tech platforms?

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HOW TO BUILD OR UPDATE YOUR TECH STACK

4. RESEARCH AND TEST TECH - DON'T RUSH INTO IT

Request **demos**. Try the free **trials**. Read up on peer reviews. Do as much research as possible before investing in any additional tech.

Once you have identified the tech that's right for you, add to your stack slowly — obtain one tool, learn how to use it first, and only then add another tool.

5. FOCUS ON SEAMLESSNESS INTEGRATION

Seamless integration is when a new module or feature of an application or hardware is added or integrated without any discernible errors or complications.

Simply put, there is no negative impact caused by any change to the system.

Ideally, technology solutions should interface and speak to each other without issue. So a key consideration of any tech stack is how seamless and integrated the technologies can be.

- Does your existing tech speak to other platforms?
- Will you need any plug-ins?
- Is this process simple?
- Will the integration avoid any errors or complications?

6. CONSIDER THE UPKEEP

You will need to carefully consider the pricing arrangements for the tech you decide to invest in and the long-term costs of keeping your system up to date.

- What will the cost look like if your requirements change?
- Will you need to eventually expand your resources in a tech platform?
- What will any additional resources cost?
- What does the onboarding process look like?
- What changes will you have to make to use it?

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TECHNOLOGY FOR SMALL-TO-MEDIUM ENTERPRISES (SMES)

When we refer to small-to-medium enterprises, we're referring to organizations with a **staff headcount of under 250 and annual revenue of under £40m**. This is a broad criteria and will inevitably encompass a very large number of global organizations. However, we are confident that our suggested stack will have value for all organizations in this bracket.

There are many excellent options to choose from for each area of your tech stack. In this guide, we'll only be including our suggestions for tech in each area. However, this isn't to say that our recommendations are the 'be all and end all', what works for one company in a given sector might not be the best fit for another.

Additionally, our suggested stacks are not exhaustive. There are other areas of tech that need to be considered in building a stack that will encompass your entire organization. However, in this guide, we have chosen to address the areas we consider to be the most critical in your marketing, customer success, and sales efforts.

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SME: TECHNOLOGY FOR SOCIAL MEDIA

Hootsuite

As part of your **martech strategy**, you'll need to curate, schedule, and distribute **content** across multiple platforms to engage your audience and build your brand.

Social media is a powerful tool to leverage in syndicating your content, unifying your brand image, and engaging your audience. Getting the most out of your social media presence can be difficult, and without quality automation and social media analytics tools, you're at a disadvantage.

Our pick for a great social media management tool is **Hootsuite** — a widely adopted SaaS product by small organizations.

MAIN FEATURES

- Solid automation capabilities allow scheduling social media posts across multiple social media platforms — all in one dashboard.

- Provides insights into the latest social conversations, trends, and brand mentions.

- Provides an inbox that combines all conversions from supported networks in a single thread, allowing you to quickly respond to comments and other interactions.

- Outlines your top-performing content on a social analytics dashboard with personalized insights to assess why it's working.

CRITICAL SUCCESS CONSIDERATIONS

- The cheapest option (£39/mo) provides just one login. This might not be an issue depending on your company's needs, but it could present some issues with scalability without upgrading the plan.

- If you need to manage 20+ social accounts, you will need to upgrade to the business version costing £520/mo.

- It no longer offers a freemium version.

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SME: TECHNOLOGY FOR WEBSITES

SQUARESPACE

As your company develops, you will need a clear, professional, and informative website for your customers. A website is a cornerstone to any digitally aware organization, and it plays an incredibly prominent role in building your brand presence that cannot be overlooked.

Your website serves as a centralized hub of information for your brand and the services you provide — acting as a major contributor to your revenue. Having a site that is compatible with your company's needs, and building one with a reliable, scalable provider is essential.

As an entry point — and, as a platform to grow with you — we recommend using **Squarespace**.

MAIN FEATURES

- Build your website from a vast range of customizable templates without requiring coding knowledge.

- Built-in SEO tools to maximize page prominence among search results.

- Cross-platform functionality allows for website editing across devices.

- Custom domain creation and logo creation to support branding efforts.

- Support for various content integration, such as newsletter sign-ups, appointments, calendars, and maps, to name a few.

- Custom CCS, multiple contributors & access levels, and custom redirects allow for more in-depth back-end customization.

CRITICAL SUCCESS CONSIDERATIONS

- Limited support for backups.

- With six interface languages, multilingual support is lacking.

- Page speed is on the lower end which could lead to a less effective user experience on smartphones and potentially harm search engine rankings.

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SME: TECHNOLOGY FOR WEBCHATS

zendesk

When updating your website, it is crucial to consider all of the elements that can elevate its use. For SMEs, a very powerful yet mostly overlooked tool is a live webchat for your website visitors to engage with.

Having web chat support on your website also acts as an excellent source of lead generation. Prospects will often use chatbots to build an understanding of your product as they explore the market in the consideration phase. This serves as a highly effective way of converting prospective customers and paired with high-end website visitor identification software, such as Lead Forensics, you can create even more opportunities for your sales team.

For a highly integrable, easy-to-use, and cost-effective webchat, we suggest **Zendesk**.

MAIN FEATURES

- Ticketing system across communication methods, such as email, live chat, phone, and many other web-based channels.

- Intelligent self-service answer bots allow you to automate your customer service by providing solutions without human input.

- Integrates seamlessly with many CMSs providers, such as WordPress.

- With a dedicated analytics platform for the data it collects from prospective customers, users can use first-party data for retargeting campaigns.

- Gain visibility on which content best serves your customers and what can be removed from your knowledge base with automated suggestions.

- Can be used across computers, mobiles, and apps.

- High scalability with many package tiers.

CRITICAL SUCCESS CONSIDERATIONS

- Automated responses can lack human empathy.

- Some quality-of-life (QoL) issues with the ticketing system, such as active status and prioritization of requests.

- Not many opportunities to follow up after a conversation has ended.
- No free or freemium version is available.

- Lack of customization for product packages could mean that you pay for solutions that aren't necessary for your company.

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SME: TECHNOLOGY FOR DIGITAL ADVERTISING

Google Ads

Having an effective platform to increase your online presence and direct traffic to your website is essential in growing your organization. When it comes to **digital advertising**, having flexibility in the adverts you deliver and the budget you allocate is crucial in ensuring you have a customizable and scalable solution.

For excellent reach, customization of pricing, and consistency, **Google Ads** is always an excellent tool to utilize for digital ads.

MAIN FEATURES

- Total control of budget allocation — you can set a monthly spend cap and pause or adjust spend at any time.

- The versatility of ad reach, allowing you to decide where adverts are shown.

- Keyword planning and analysis

- Conversion tracking

- Keyword bidding management.

CRITICAL SUCCESS CONSIDERATIONS

- The cost-per-click (CPC) for ads can vary dramatically depending on the industry. As such, small organizations may struggle to compete with larger organizations that can allocate more to their ad budget.

- Google assesses the quality of landing pages concerning the relevancy of search queries. Poorly optimized landing pages can negatively affect your quality score, meaning your CPC will increase.

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SME: TECHNOLOGY FOR PROJECT MANAGEMENT

Google Drive

Ensuring that your teams are aligned in their processes is important for ensuring that your processes are done effectively to grow your business. You'll need to invest in a platform to optimize your team's efficiency with scheduling, project oversight, and project collaboration. The good news is that many excellent options are completely free.

Our pick for excellent project management and collaboration software is **Google Drive**.

MAIN FEATURES

- Seamlessly integrates with Google Docs, Sheets, and Slides (cloud-based apps) to enable your team to collaborate in real-time — all without needing to migrate from existing tools.

- Cross-functionality with any mobile device, tablet, or computer.

- Capability to integrate with existing technology. Collaborate in Microsoft Office files without having to convert file formats, and edit and store over 100 additional file types including PDFs, CAD files, images, and more.

- Calendar, notes, and task sharing to manage team projects.

- Well-supported plugin hub for additional tools such as Adobe Creative Cloud, email marketing, form fills, charts, and diagrams.

- 15 GB of free storage for any account. If you need to upgrade this, the resource expansion is reasonable at £1.59/mo for 100 GB, £2.49/no for 200 GB, and £7.99/mo for 2 TB.

CRITICAL SUCCESS CONSIDERATIONS

- Internet connection is always required.

- Task allocations systems are outclassed by more expensive but competitive solutions.

- Data uploads for larger files can be slow.

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SME: TECHNOLOGY FOR CUSTOMER MANAGEMENT

ZOHO

A customer relationship management (CRM) platform is a highly beneficial tool to utilize in managing interactions with customers and prospects. An effective CRM will allow organizations to build relationships with customers and streamline their processes to ultimately improve customer service and increase revenue.

We suggest leveraging **Zoho** — an intuitive CRM platform with excellent functionality and scalability for small companies.

MAIN FEATURES

- Automated lead management scoring, deal management capabilities and tracking, and performance management insights

- Workflow automation to reduce the administration time spent updating the status of leads.

- Sales process management tools that allow you to bring your offline sales processes into the software. This enables more consistency in sales efforts.

- Sales enablement functions, such as quote generation, sales scripts, documents library, and customer, vendor, and partner portals.

- Performance management insights, such as forecasting and territory management.

- Extensive plugin hub to further customize and expand your experience.

- Integration support with other key tech in your stack, such as Google Workspace, Microsoft Office 365, and WordPress.

- Offers a freemium version as well as 'Bigin' — a pipeline-centric version built and priced for small companies.

CRITICAL SUCCESS CONSIDERATIONS

- Integration support could be expanded.

- The set-up process can be time-consuming and unintuitive.

- Customer support is known to be slow and sometimes unresponsive.

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SME: TECHNOLOGY FOR ANALYTICS

LEAD FORENSICS

The correct **analytics tools** can provide a wealth of information about your company's processes. Significantly, analytics can improve your marketing efforts and your sales efforts, leading to increased ROI if used correctly.

Consider leveraging high-level website visitor identification software as part of your analytics strategy. For this, we believe **Lead Forensics** is the best solution.

MAIN FEATURES

- Identifies the companies visiting your website, as well as the names, positions, phone numbers, and email addresses of their key decision-makers.

- Provides in-depth metrics on their behavior, such as what they have searched for, how many times they have visited, which pages they have viewed and the time spent on each.

- Automated prompts on the activity of high-value leads that can be defined by customizable criteria, allowing your sales team to focus their efforts on ideal customer profiles (ICPs).

- Actionable insight into page abandonment and engagement, providing visibility on how your on-site communications are performing.

CRITICAL SUCCESS CONSIDERATIONS

- Requires a proficient sales team to follow up and convert leads. Similarly, the automated prompts on your ICPs' activity require careful configuration and depend on reactive efforts from sales to maximize their effectiveness.

- Those with higher website traffic will see better ROI with the software.

- To get the most out of specific features, the software will need historical data to draw upon.

- Contact details from certain organizations will require additional purchases.

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TECHNOLOGY FOR LARGE ENTERPRISES (ENT)

When discussing large enterprises, it's important to establish how we are defining them. Similar to our classification for SME, we will be defining ENT as organizations with over 250 staff headcount and over £40m annual revenue.

There are many excellent options to choose from for each area of your tech stack. In this guide, we'll only be including our suggestions for tech in each area. However, this isn't to say that our recommendations are the 'be all and end all', what works for one company in a given sector might not be the best fit for another.

Additionally, our suggested stacks are not exhaustive. There are other areas of tech that need to be considered in building a stack that will encompass your entire organization. However, in this guide, we have chosen to address the areas we consider to be the most critical in your marketing, customer success, and sales efforts.

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ENT: TECHNOLOGY FOR SOCIAL MEDIA

sproutsocial

Having a centralized and efficient platform to manage your accounts is highly valuable for any large enterprise with a large social media presence. And, as with all solutions, you'll be looking to find the best platform to improve the performance of your social media posts with actionable insight.

Our pick for a large enterprise solution is **Sprout Social**. With dedicated enterprise packages, Sprout Social features a fantastic range of tools for enterprises to utilize in not only managing their social media platforms but allowing them to thrive.

MAIN FEATURES

- Social Management - content development, campaign management, and distribution optimization.

- Customer Care - response management, issue resolution, and social CRM.

- Data & Intelligence - social listening, sentiment analysis, and measurement & reporting.

- Advocacy & Influencers - awareness, brand perception & content curation

- AI-driven post scheduling to suggest optimal send times.

- Extensive digital asset and content library.

- Automated chatbots for your accounts with Sprout's Bot Builder.

- Exclusive implementation and onboarding to get organizations up and running optimally.

- Custom link tracking to identify social traffic into Google Analytics.

CRITICAL SUCCESS CONSIDERATIONS

- Some limitations of APIs result in clunkiness. For example, scheduling posts on Facebook doesn't allow for pre-populated text in the scheduler.

- While very insightful, the customization of the reports offered could be more robust. This could be especially beneficial for enterprise users where tailored insight is highly valuable.

- It is priced per user so the seat expansion is expensive should you require additional logins.

LEAD FORENSICS

ENT: TECHNOLOGY FOR WEBSITE

WORDPRESS

At an enterprise level, your **website** is the most integral component of your digital presence. It is the defining point of your brand image and plays a hugely important role in communicating your services. This will likely be the first place your audience comes to when they need more information about your services, so having a website that perfectly facilitates your company's ambitions is essential.

To host your website, we suggest leveraging **WordPress** — a website building giant that **42% of the web is built on**.

MAIN FEATURES

- Provides a highly customizable platform with thousands of themes and presets to build your website.

- Easy add-ons and integrations to facilitate the functionality of your website, including first-party data acquisition, lead generation, e-commerce, and SEO tools.

- Ad revenue earnings.

- Hourly site backups and one-click restore.

- SFTP and database access.

- DDoS protection.

- Automated code scanning

- Multisite availability.

- Content delivery network (CDN)

CRITICAL SUCCESS CONSIDERATIONS

- The plugin ecosystem is incredibly large so it's not uncommon to encounter plugin conflicts. While these typically occur from those less widely used, conflicts can lead to website crashes if not properly resolved.

- Faces many cyber-attack attempts since it is the most widely used content management system (CMS).

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ENT: TECHNOLOGY FOR WEBCHAT

LiveChat

User experience (UX) needs to be fine-tuned to continue scaling your organization at an enterprise level. An effective web chat service is a hugely influential, yet sometimes overlooked, aspect of that. As you know, web chat services play an important role in providing support for customers and information for prospects, acting as another tool to increase conversions.

It's likely that your current solution already does this, but it can always be done better. Our suggestion for web chat technology is **LiveChat**.

MAIN FEATURES

- Deliver human or automated web chat across multiple supported platforms, such as website, mobile, direct chat link, Facebook Messenger, email, Apple Business Chat, and SMS — all in one interface for easy ticket tracking.

- Qualify leads with custom forms and AI chatbot automation, streamlining the process in tandem with your website analytics tools.

- Automatic segmentation of website visitors; assigning them to specified representatives based on keyword matching.

- Highly integrable with over 200+ supported tools, such as Google Ads, HubSpot, and WordPress.

- Instant transferral from AI to a human representative to provide highly personalized services.

CRITICAL SUCCESS CONSIDERATIONS

- Some key features are missing from the mobile version, such as responding to customer tickets or customizing agent profiles.

- Heavy website traffic can cause delays in response times and program interface.

- The notification systems on the desktop version are met with occasional bugs, i.e. delay in notification timings.

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ENT: TECHNOLOGY FOR DIGITAL ADVERTISING

Google Ads

As you will know, Google Ads is the bread and butter for digital advertising. As a large organization, it's likely you are already utilizing it in your digital efforts — either through an in-house team or an agency. However, it cannot be understated how impactful Google Ads is in the **digital advertising** landscape. It's an incredibly scalable tool that is highly relevant for any digitally aware company regardless of size.

There is a real art to optimizing **Google Ads**, but it is crucial to do so.

MAIN FEATURES

- Total control of budget allocation. Monthly caps can be set for how much is spent and adverts can be paused and resumed at any time.

- The versatility of ad reach, allowing you to decide where adverts are shown.

- Keyword planning and analysis

- Conversion tracking

- Keyword bidding management.

- 'Advanced campaign' options allow for more bespoke campaign customization to closely align campaigns with company goals.

CRITICAL SUCCESS CONSIDERATIONS

- The cost-per-click (CPC) for ads can vary dramatically depending on the industry. As such, keyword bidding can be very costly to outrank competitors.

- Google assesses the quality of landing pages concerning the relevancy of search queries. Poorly optimized landing pages can negatively affect your quality score, meaning your CPC will increase.

- Google's automated suggestions are not always relevant and your optimization score can be penalized if they are ignored. For example, suggestions for text might involve regional spelling errors or improper grammar.

The Ultimate Tech Stack

ENT: TECHNOLOGY FOR PROJECT MANAGEMENT

✕ Confluence

When it comes to managing the processes of a large organization, we understand that it can be very difficult to align departments and teams. You will need a solution that encourages easy collaboration for all employees across all areas of your organization, and importantly, one that is highly integrable and works seamlessly with your other tech.

For this, we recommend incorporating **Confluence** in your tech stack to better manage your organization's day-to-day tasks and larger projects.

MAIN FEATURES

- Integration support with over 3000 marketplace apps, such as Microsoft Office, Google Drive, Slack, Dropbox, and many other widely used project systems to ease onboarding and enhance the solutions your enterprise leverages.

- Customizable templates for common project documents to allow for easy management and collaboration.

- Workflow automation, file tracking, and task management.

- A broad range of communication features includes status updates, activity feed, notifications, comments, discussions, user directory & status.

- File management features, such as versioning, simultaneous editing, file change notifications, and access control.

- Enterprise package supports up to 20,000 users, unlimited storage, and a 99.95% guaranteed uptime SLA.

CRITICAL SUCCESS CONSIDERATIONS

- User onboarding training could do with some improvement.

- Support for data center solutions will end in 2024.

- User interface (UI) would benefit from an update as the customizations options are not as in-depth as they could be.

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ENT: TECHNOLOGY FOR CUSTOMER MANAGEMENT

salesforce

As you will know, your **customer relationship management (CRM)** platform is an integral component in managing and uplifting the strategies used by your company to interact with current and prospective customers. As your organization has grown, ask yourself these questions: What customer information is needed for your sales processes? How important is customer retention to your business? How exactly does your current CRM fall short?

Our pick for an excellent CRM for all enterprises is **Salesforce** — a market giant holding nearly 20% of the market share for CRM applications.

MAIN FEATURES

- Integrates with a wide array of third-party software, including Lead Forensics, to streamline and centralize the usage of your tech stack.

- Contract management, opportunity management, and sales forecasting.

- Quote & order, workflow, and territory management.

- Channel & partner relationship management

- Cross-platform functionality, allowing mobile usage

- A high number of customization options

CRITICAL SUCCESS CONSIDERATIONS

- No billing or invoice management support.

- Many of the most widely used add-ons or plugins cost extra.

- Enterprise solution is priced at £140/user/month billed annually. Therefore, seat expansion can become expensive depending on the number of users you need.

- Requires a lot of manual customization to be the most effective for a company's individual needs. This could create some onboarding issues for large companies with many processes to maintain and optimize.

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ENT: TECHNOLOGY FOR ANALYTICS

LEAD FORENSICS

As a large enterprise, it is likely that you already use various analytics tools within your tech stack to assess the effectiveness of your operations. With this in mind, we can confidently recommend our solution as — not only industry-leading website visitor identification software — but a tool to enhance other areas of your tech stack as well.

MAIN FEATURES

- Identifies the companies visiting your website, near-instantly providing you the name of the company, the names of positions, and email addresses of key decision-makers, the company location, their website, and their telephone number.

- Provides in-depth metrics on their behavior, such as what they have searched for, how many times they have visited, which pages they have viewed and the time spent on each.

- Automated prompts on the activity of high-value leads that can be defined by customizable criteria, allowing your sales team to focus their efforts on ideal customer profiles (ICPs).

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SUMMARY

To summarize, the adoption of digital technologies has accelerated by several years as a result of the pandemic. As a result of this, an increasing number of organizations are adopting a digital-first approach, and as digital technology continues to be the cornerstone of modern business,

EVERY COMPANY MUST UTILIZE THE BEST DIGITAL TECHNOLOGY TO BE SUCCESSFUL.

Organizations are always trying to get more value from their tech stacks for less investment. But, in a competitive marketplace with many tech solutions, it can be tricky to select the right technology best suited for a company's needs and long-term ambitions.

SMEs need to seek affordable but scalable solutions that remain highly relevant to their company's needs as their organizations grow and evolve. ENTs likely already have solutions in place for each area of their tech stack. At this level, it is critical to ensure that any new tech is highly integrable and will complement your existing tech solutions. ENTs will need to seek bespoke solutions from vendors to ensure they receive an optimal solution that is highly relevant to their company's processes.

FOR ALL ORGANIZATIONS, WE HAVE RECOMMENDED LEVERAGING LEAD FORENSICS AS A SCALABLE, INTEGRABLE SOLUTION.

LEAD FORENSICS

BOOST REVENUE AND ROI

Lead Forensics is an innovative, reverse IP tracking technology that unlocks hidden data and potential revenue from your B2B website. With just a small piece of code working seamlessly in the background of your site, you're able to track your website visitor behavior, reveal their previously anonymous identities, and discover a bounty of business opportunities in real-time – even if they don't inquire.

Lead Forensics owns the global-leading database of business IP addresses – which means it can present you with the exact name of the business visiting your website. And, you'll be provided with the contact details of key decision-makers within that organization – giving you and your team everything you need to reach out to the right person at the right time.

START GENERATING REVENUE DIRECTLY FROM YOUR BUSINESS PAGE

FREE DEMO