

TRADITIONAL vs. BLOCKCHAIN STACKS

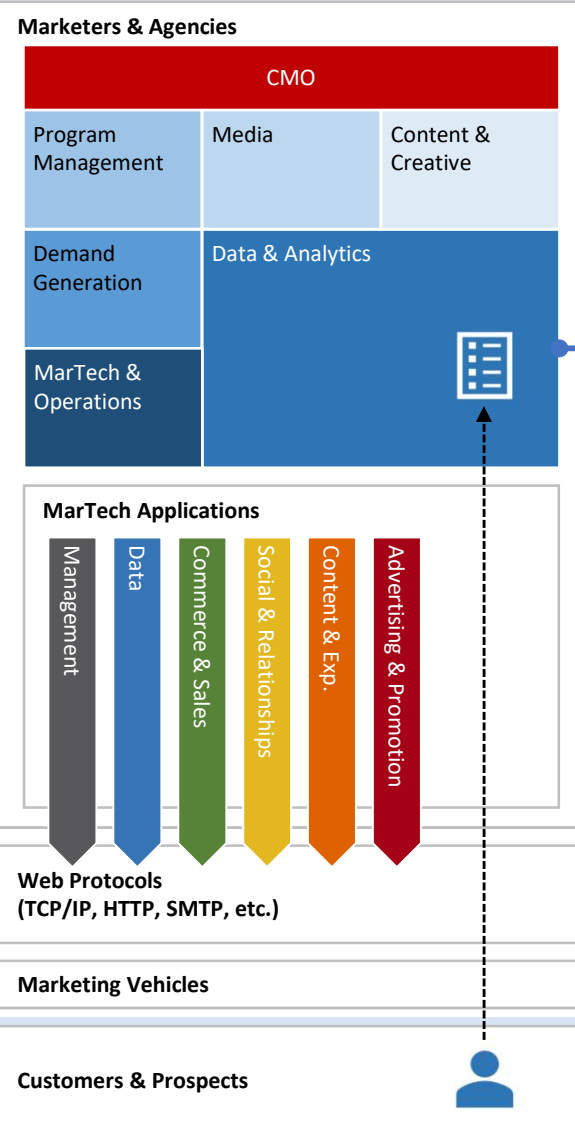


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Traditional Tech Stack



The following is an assessment of the possible impact of Blockchain technology on MarTech and Marketing. Blockchain will fundamentally alter the balance of control between marketer and consumer.

Marketers and Agencies

In traditional marketing, **marketers and agencies** allocate focus and skillsets across the spectrum of program management, media, content & creative, data & analytics, operations, and demand generation. The Blockchain will require a dramatic **polarization** toward **content & creative** on one side and **operations** focused on optimal leverage of protocols on the other. Hyper-attention will be required on the creative and personalization of every interaction across prospects and customers due to the customers' ownership and control of their own data, and their ability to rescind access to it. Marketers risk losing access to this data if they do not demonstrate an adequate value proposition.

MarTech Applications & Protocols

MarTech capabilities will experience a fundamental paradigm shift from traditional functional categories of siloed, vertically-optimized (closed) systems (UX + IP + Data) to **thin, scenario-optimized UI/UX solutions** built on commoditized, open systems (logic + data) leveraging the core app and bridge protocols based on Blockchain technology. While current MarTech solutions compete based on how well the entirety of their stack (UX + IP + Data) delivers value on its own and/or via interoperability with other siloed, vertical solutions (e.g. Eloqua + Salesforce), Blockchain MarTech solutions will compete based on their **interoperability** across a variety of open algorithms (app protocols).

CMO and Customer/Prospect Data and Analytics

The **CMO** will evolve from **customer/prospect data** owner to **"relationship trustee"**. Current marketers focus on data capture, verification, and enrichment. Blockchain technology will store and intermediate access to customer/prospect data, and app protocols will standardize and commoditize the "logic" layers of how to optimize execution. **Analytic models** focused on targeting, segmentation, etc and calculation methodologies for ROI will exist in protocols off-the-shelf. Marketers will have much higher confidence in the veracity and comprehensiveness of customer/prospect data through the Blockchain – and skillsets will shift to interpreting data and creating direct trust relationships with customers via creative and personalized messaging.

Customers and Prospects

The **customer** will be empowered to dictate the how, what and when of personalized communications with a corollary increase in trust in the **tracking** and **accountability** of the use of their personal data, especially given increasing customer desire for and regulations concerning **Privacy** such as the General Data Protection Regulation (GDPR).

Blockchain Tech Stack

