Mystified by martech? Introducing the ClickZ Buyers Guide series

Search Engine Watch sister site ClickZ has just launched the first report in its new series of buyers guides, which aims to to disentangle and demystify the martech landscape for marketers.

The guide, which focuses on bid management tools, covers a range of market leading vendors and draws on months of research and more than 1,600 customer reviews.

This will be the first in a series of guides created using the collective knowledge of the ClickZ and Search Engine Watch communities to help our readers arrive at more informed technology decisions.

The modern martech landscape is complex and competitive, making it difficult for marketers to cut through the noise and select the right technology partners.

Our buyers guides are created with the objective of providing a clear view on the areas in which vendors excel, in order to allow our readers to establish successful relationships with the most suitable platforms.

What sets our guides apart is the use of a customer survey to

hear directly from current clients of each software package. For the bid management tools guide, we received more than 1,600 survey responses, which has provided a wealth of valuable data across our six assessment categories.

Share this article

Related articles

Graphs in the report are interactive to allow comparison.

The series of guides begins with bid management tools because of the importance these technologies hold in the modern

martech stack. Along with deriving maximum value from the $92 billion spent annually on paid search worldwide, these platforms also help marketers manage their display advertising and social budgets, with some even providing support for programmatic TV buying.

This creates a varied landscape of vendors, with some focusing on the core channels of Google and Facebook, and others placing bets on the potential of the likes of Amazon to provide a real, third option for digital ad dollars.

Though the vendors we analyzed share much in common, there are subtle distinctions within each that make them suitable for different needs. A combination of customer surveys, vendor interviews, and expert opinion from industry veterans has helped us to draw out these nuances to create a transparent view of the current market.

Within the guide, you will gain access to:

- Tips on building a business case for investing in a bid management platform
- Questions to ask of potential bid management tool partners
- Profiles of the six vendors we analyzed
- The ClickZ and Search Engine Watch customer survey results

Follow this link to download the Bid Management Tools Buyers Guide on Search Engine Watch.

Want to stay on top of the latest search trends?

Get top insights and news from our search experts.

Related reading

In an increasingly digital world, wherever everybody's eyes are glued to a scre

en
,
mo
st
ad
ve
rt
is
in
g
ca
n
se
em
li
ke
wh
it
e
no
is
e.
So
yo
u
wa
nt
to
ma
ke
su
re
yo
u’
re
de
si

gning and promoting worthwhile ads in a proper venue. Here we'll go over some simp

le
be
st
pr
ac
ti
ce
s
fo
r
cr
ea
ti
ng
a
di
sp
la
y
ad
.

Wh
er
e
is
th
e
bi
gg
es
t
op
po
rt
un
it

y
in
ma
rk
et
in
g
at
th
e
mo
me
nt
?
Wi
th
3.
5
bi
ll
io
n
se
ar
ch
es
pe
r
da
y
be
in
g
ca
rr
ie
d

out by Google, not to mention non vertical-specific websites like Amazon, YouTub

e
an
d
Pi
nt
er
es
t,
th
er
e
is
a
hu
ge
se
a
of
da
ta
av
ai
la
bl
e
on
cu
st
om
er
in
te
nt
wh
ic
h
ma

rk
et
er
s
sh
ou
ld
be
ta
ki
ng
ad
va
nt
ag
e
of
.

Ov
er
th
e
pa
st
de
ca
de
,
SE
O
ha
s
be
en
gr
ow

ing into its position as a critical marketing channel for businesses. If you're

new to this environment, or have new team members that need to be trained up, we've

outlined some of the best (and importantly, free) SEO training courses and websit

es to take your knowledge to the next level.

In Part 1 of this series, we broke down

how to effectively use different channels for B2B sales. In this post, we'll co

ver creating smart segmentation, and making use of the right content for mid-

funnel remarketing and your overall nurture.

https://searchenginewatch.com/2018/02/28/mystified-by-martech-introducing-the-clickz-buyers-guide-series/