What Should a MarTech Stack for Sweepstakes Include?aa

Here is a list of our current affiliate partners and how we earn money

Martech, or marketing technology, in sweepstakes and contests has exploded in recent years as marketers have started toexplore the enhanced ROI that a martech stack can bring. While there are thousands of martech platforms and solutionsthat you might consider for managing your sweepstakes marketing, there are some key considerations with budget andfeatures being among them.

Marketing Automation Is Key

Sweepstakes marketing experts agree that the most effective martech stacks tend to becentered around a marketingautomation platform.

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