







# What Should a MarTech Stack for Sweepstakes Include?aa

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

## Marketing Automation Is Key

Sweepstakes marketing experts agree that the most effective martech stacks tend to be centered around a marketing automation platform.

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