

Marketing Technology for Sweepstakes and Contests. Build a Martech Stack for Better ROI

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The martech stack approach to marketing technology for sweepstakes, contests, and giveaways starts with defining your business goals. The martech tools that you need to drive your giveaway marketing strategy will depend on who your customers are and how your giveaways work.

Building a martech stack to sweepstakes and giveaway marketing strategy is rapidly becoming the standard for brands. With hundreds of different software technologies available to help you track, analyze, legally comply, and administer sweepstakes and contests, the number of choices is increasing.

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A recent Gartner survey of CMOs found that a [majority of them \(61%\)](#) felt that they lacked the marketing technology in-house to effectively execute their strategies. In fact, a recent study conducted by the CMO-Council-KPMG found that CMOs who have the most effective relationships with [IT have the largest martech stacks](#) (42% reported having more than 100 solutions in a martech stack). They also spend the highest percentage of the budget on martech, with 53% spending over 30% of the budget on martech.

Read on to learn why martech is important for sweepstakes marketing, how to update your giveaway marketing strategy to include a modern martech stack, and the benefits of martech for attracting contest participants and retaining customers.

IN THIS ARTICLE:

- What is a martech stack?
- What are the tools for an ideal marketing tech stack for giveaways?
- How do I choose a martech stack for sweepstakes marketing?

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Why a Martech Stack Is Essential for Sweepstakes and Contests

The total number of martech solutions has [grown by more than 2700%](#) in the last decade. In fact, the global martech market was estimated at more than [\\$334 billion in 2021](#). As a result, it makes sense to establish best practices now for sweepstakes and [contest management](#) so that you can replace the tools in arsenal as you like.

For example, if you want to do marketing automation to follow up with leads, you can consider a [sweepstakes platform](#) to streamline your follow ups. However, if you also want to do email marketing, you may also need another platform for following up with customers who aren't yet participants in your sweepstakes.

The goal of having multiple martech tools working together is to streamline information. This allows you to deliver a better customer experience for your sweepstakes or contest.

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