

# INTEGRATE MARKETING APPLICATIONS FOR GREATER UTILIZATION, EFFICIENCY



## CHALLENGE

### **Lack of Communication Between Marketing-Tech Applications Limits Utility, Output**

Non-standardized terms and incompatible formatting limit the free flow of information from one marketing application or business unit to another. Reliance on disparate technology stacks hampers enterprise-wide endeavors by limiting awareness and usage of existing resources. Lacking visibility into digital assets, teams waste time and expense crafting new solutions to solved problems.

## CHALLENGES

- Non-standardized information impedes flow across marketing applications, groups
- Siloed tech stacks hamper enterprise-wide marketing programs
- Lack of visibility into digital assets leads to redundant efforts, inefficiency and higher cost



## SOLUTION

### **Integrate Marketing Tech Stacks with Reuse Studio**

Reuse Studio creates a searchable catalog of the programs, projects and assets created within an organization. Using this visibility to establish standard formatting, terminology and processes throughout the marketing technology stack increases reusability of assets across applications, expanding the utility of existing digital assets. This enables marketing teams to quickly identify and reuse existing solutions to achieve their goals and quantify the results, greatly reducing the time required to plan, evaluate and execute new marketing programs or campaigns.

Common opportunities to reuse martech assets run the gamut of marketing activities, from email automation to managing direct mail, marketing content, web content, ecommerce platforms, social media engagement, self-service portals, video assets, analytics and more.

Reuse Studio makes it easy to search and reuse assets while generating significant ROI metrics. This significantly reduces the investment required to integrate marketing applications into a cohesive, efficient and adaptable technology stack. Transparency helps marketing teams identify and utilize best practices, bringing uniformity and consistency to their efforts across the enterprise. Visibility across applications and teams enables centralized changes to automatically replicate everywhere.



## OUTCOME

### Shave 75% of Cost in Marketing Technology Integration

Organizations that use Reuse Studio to standardize terminology and processes in marketing applications substantially reduce the cost to integrate those systems. Reuse Studio's modular structure makes using marketing applications more consistent by enabling reuse of digital assets, such as customer data and web pages, throughout the stack.

#### REUSED CODING

A communications provider sought better integration with three acquired business units, each with its own customer relationship management. Using Reuse Studio, Stratosphere built a solution to pass information from each application to the client's central marketing automation platform. After integrating the first platform, the team completed the remaining work at 75% less cost by reusing coding from the first integration.



## Find Out What Reuse Studio Can Do For Your Organization

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