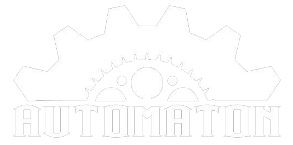


STACK M  XIE

Automated Monitoring For Revenue Operations

Building Trust & Transparency

What We Hear From Customers



"We found several thousand lost leads being assigned to an API User."

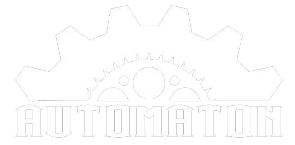
"We broke the logjam of leads not making it from our CDP into Marketo."

"An accidental website migration error took our tracking scripts offline, Stack Moxie alerted us."

"We can now calculate lead creation & syncs lags over time to see when and why slow downs occur."

"Our perfectly crafted GDPR-compliant privacy policy wasn't working as expected on website."

Agenda



Purpose: Understand how to reduce errors across your sales and marketing tech stack to maintain consistent quality operations.

1. How Stack Moxie Helps
2. Demo of the Platform
3. Questions, Pricing, More Info



Stack Moxie is the end-to-end platform for monitoring your entire sales and marketing stack

Explosive Tech Growth Led To A Convoluted Reality



April 2020

Marketing Technology Landscape The Martech 5000

Total Solutions 8,000

Advertising & Promotion 922

Content & Experience 1,936

Social & Relationships 1,969

Commerce & Sales 1,314

Data 1,258

Management 601

Access all the data of this landscape & more at martech5000.com

2019
7,040 solutions



2018
6,829 solutions



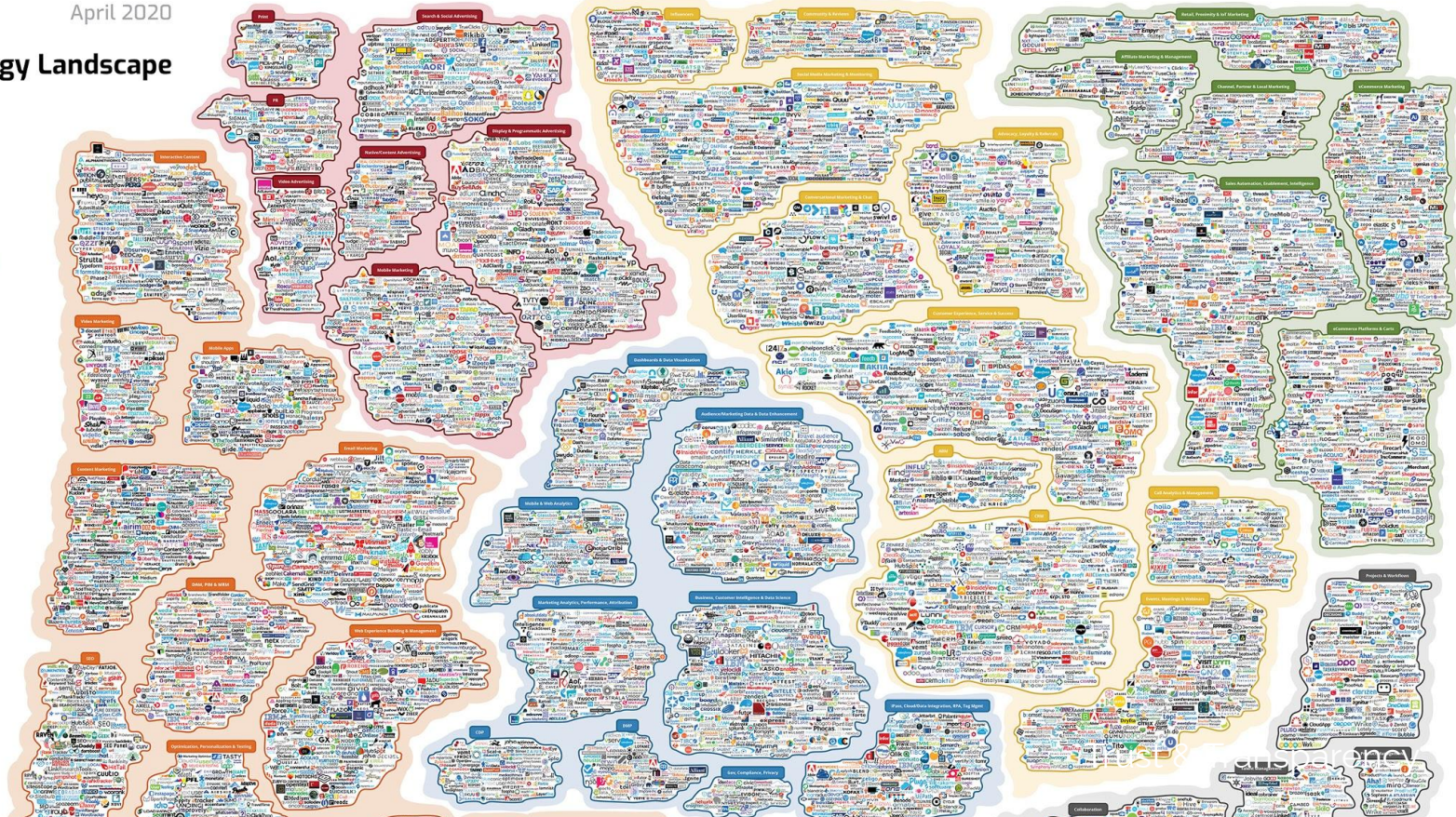
2017
5,381 solutions



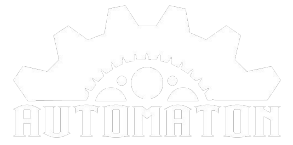
2016
3,874 solutions



2015
1,876 solutions



Complete Three Actions with our Platform



1

Testing

2

Monitoring

3

Log &
Share

Horizon Labs, Inc Status

Problems found today.

Scenarios Run 1650 (last 60 days) Today's Status Problems Today

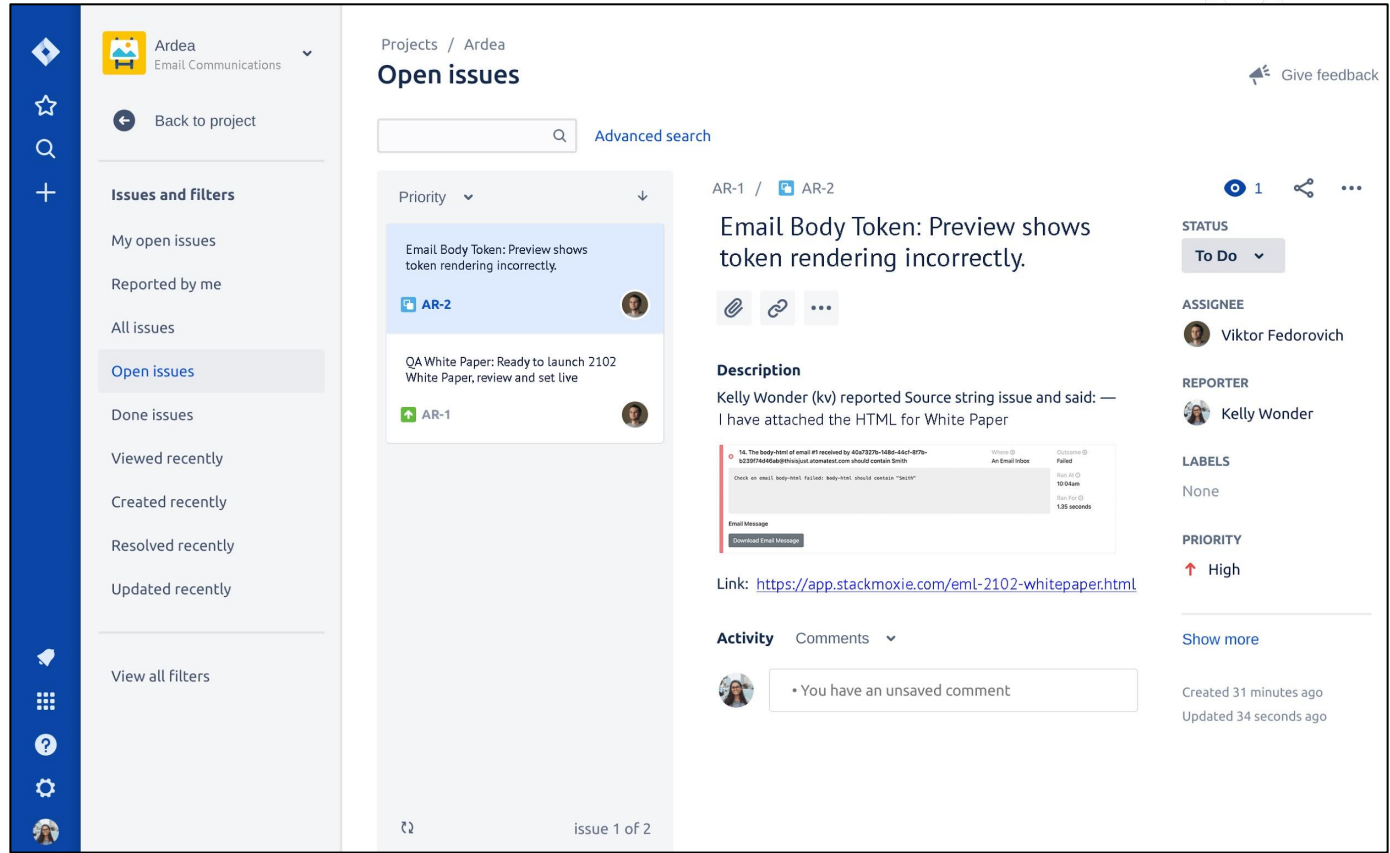
+ Add Folder



Test
Monitor
Log and Share

Systematically identify and eliminate errors

Pinpoint accuracy helps teammates resolve challenges quickly



The screenshot displays the Ardea Email Communications interface. On the left is a navigation sidebar with icons for home, favorites, search, and a plus sign. Below these are 'Issues and filters' options: 'My open issues', 'Reported by me', 'All issues', 'Open issues' (selected), 'Done issues', 'Viewed recently', 'Created recently', 'Resolved recently', 'Updated recently', and 'View all filters'. The main content area is titled 'Projects / Ardea' and 'Open issues'. It features a search bar and an 'Advanced search' link. A list of issues is shown, with the selected issue being 'Email Body Token: Preview shows token rendering incorrectly.' (AR-2). Below the issue list, the details for AR-2 are shown, including a description: 'Email Body Token: Preview shows token rendering incorrectly.' and a link to a StackMoxie article: 'https://app.stackmoxie.com/eml-2102-whitepaper.html'. The interface also shows the assignee (Viktor Fedorovich), reporter (Kelly Wonder), and priority (High). The bottom right corner indicates the issue was created 31 minutes ago and updated 34 seconds ago.



Every test creates a moat

Ongoing Monitoring & Living Documentation



Smoke Testing Are integrations up & running?



Standardization Testing Are all data requirements being met?



Campaign Testing Unit testing before each launch by users.



Real-time Monitoring Do live leads perform as expected?

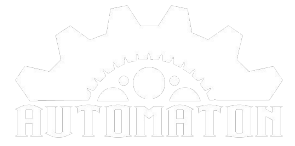


Black Box Testing Know what you don't know.



Regression Analysis New things don't break old ones.

Plan for successful enterprise roll-out

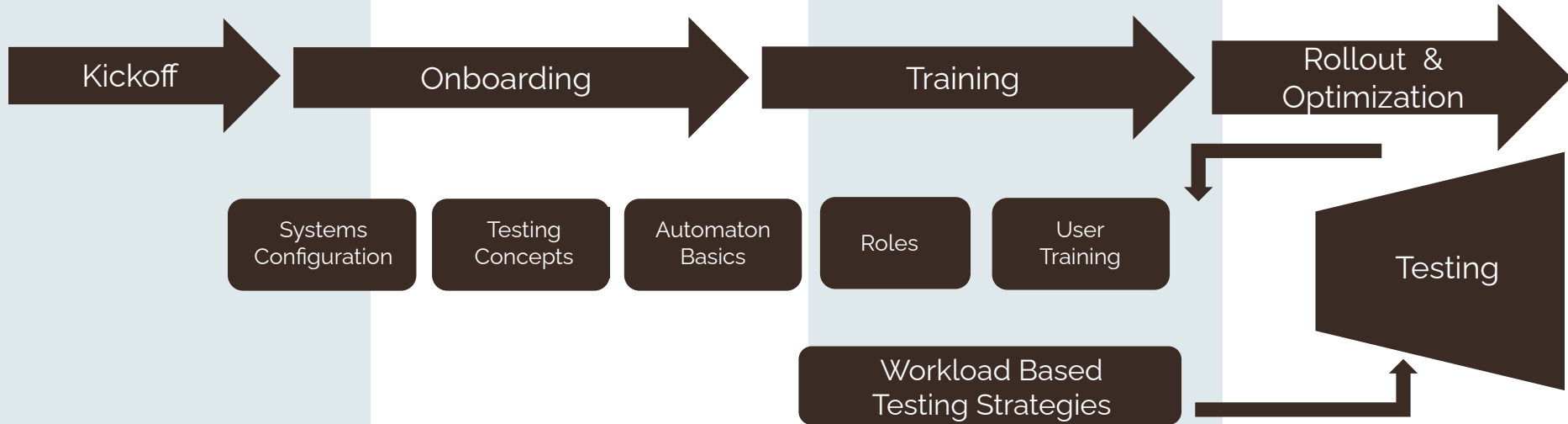


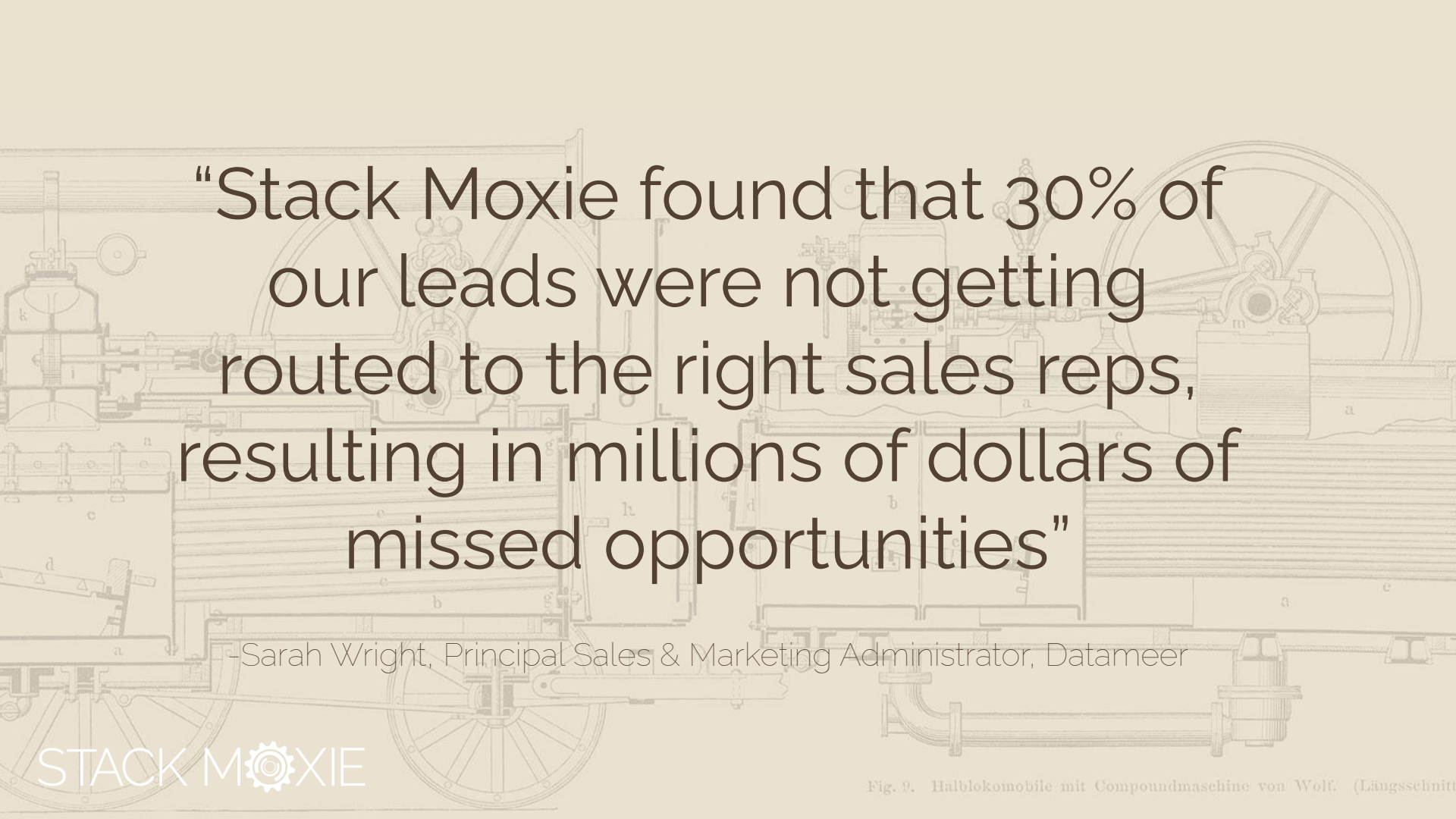
DEFINE GOALS & MILESTONES

CORE CONCEPTS

BUILD FOR SCALE

CONTINUOUS MONITORING





“Stack Moxie found that 30% of our leads were not getting routed to the right sales reps, resulting in millions of dollars of missed opportunities”

-Sarah Wright, Principal Sales & Marketing Administrator, Datameer



APPENDIX