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Panel Discussion [Best-of-breed MarTech] Selecting the Right Tools for Maximum Impact



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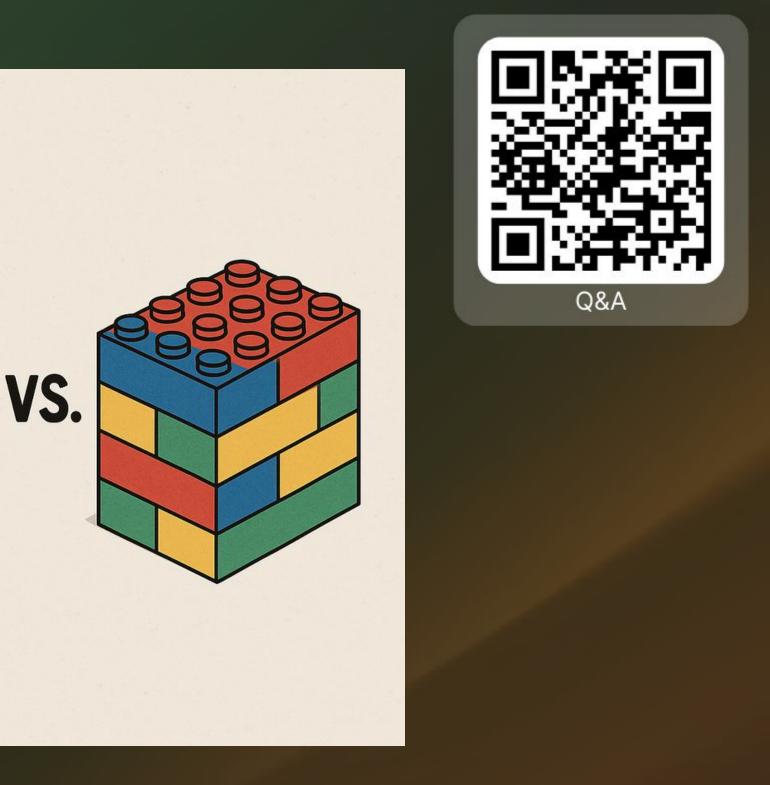




What does best-of-breed mean to you?











When evaluating a new MarTech tool, what concerns you more? Fear of Missing Out (FOMO)

- The anxiety of not adopting the latest technology before your competitors do.
- "Everyone else is using it. Are we falling behind?"

Fear of Messing Up (FOMU)

- The worry that a new tech investment might backfire—wasting budget, time, or internal trust.
- "What if we mess this up and it hurts our results—or our reputation?"









Budget pressures & tech stack complexity









Budget pressures & tech stack sprawl









Future Outlook of Best-of-breed approach



