CabinetM Launches "Stack UPdates" To Help Marketers Stay Abreast Of The Latest In Marketing Technology

The first element of STACK UPdates™ will be vendor-specific reports covering new products/updates provided at no charge to CabinetM registered users.

BOSTON, MA, UNITED STATES, October 2, 2017 /EINPresswire.com/ -- October 2, 2017 —

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Anita Brearton, CabinetM CEO

BOSTON, MA — CabinetM today launched STACK UPdates™ a new program to help the CabinetM user community stay abreast of the latest in marketing technology. The first element of this new program will be a series of vendor-specific reports that cover new products or significant product updates, produced by CabinetM and provided at no charge to CabinetM registered users.

In support of creating STACK UPdate Reports, CabinetM, has started accepting briefings from MarTech vendors and marketing service providers with news to share about new products, product features and services. Vendors and service providers must have a claimed and completed profile on CabinetM prior to making the request for a briefing.

"Marketing teams are using CabinetM to manage the technology they have, discover new products and map their technology roadmaps. While they are always looking ahead to see what might add value in their marketing technology stacks, the explosion of new technology makes it difficult to stay on top of the latest advances," said Anita Brearton, CEO of CabinetM. "STACK UPdate Reports provide marketers with a meaningful snapshot of new products and product updates, in an easily digestible format to support stack strategy and digital evolution."

STACK UPdate Reports are designed to provide enough information for a marketing technology user to quickly assess whether a product might be a fit for his or her requirements and to inspire a connection between a potential user and vendor. Key elements of STACK UPdate Reports include:
• Product overview
• Identification of the pain point the product addresses
• Value proposition
• Competitive differentiation
• The ideal technology environment in which to integrate the product
• Pricing
• Skills required to install the product

The first report in the STACK UPdate series is an overview of the CaliberMind CDP platform for B2B environments. "Working with CabinetM was easy," said Raviv Turner, CEO of CaliberMind. "We are very much aligned in our desire to expose the right product information in as simple a way as

possible, to enable prospective customers to self-identify themselves."

CabinetM is technology neutral, and does not endorse specific vendors nor provides a qualitative assessment of products and services. As experienced marketing practitioners, the CabinetM team believes that the way a product performs is often environment specific, which makes it difficult to anoint winners and losers.

Marketers registered on CabinetM will automatically receive STACK UPdate Reports as they are published. Vendors wishing to schedule a briefing should claim their profiles, and reach out to Erica Ross (eross@cabinetm.com).

About CabinetM
Founded in 2014, CabinetM helps modern marketing teams manage the technology they have and find the tools they need. The CabinetM platform enables full lifecycle support around digital tool discovery, qualification, implementation and management, providing critical visibility and leverage to save time, money and drive revenue. The company has built the industry's most comprehensive directory of over 7500 marketing tools, and currently has the largest set of marketing stack data as a result of hundreds of marketing stacks built on the platform. For additional information visit www.cabinetm.com, @cabinetm1.

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