

# Martech Manifesto

4 Guiding Principles to Design Martech Fast



**Stack  
Design Principles  
for  
Martech Managers**  
when selecting &  
configuring software

## 1. People

Customer Experience **over** Front End Users  
Front End Users **over** Back End Users  
Back End Users **over** Admin Users

## 2. Platforms

Best-of-Feature **over** Best-of-Breed  
Best-of-Breed **over** Best-Of-Suite  
Best-Of-Suite **over** All-in-One Suites

## 3. Features

Out-of-the-Box **over** No Code  
No Code **over** Low Code  
Low Code **over** Custom Code

## 4. Integrations

Native **over** iPaaS  
iPaaS **over** API

**Software  
Design Principles  
for  
SaaS Vendors**  
when designing user  
stories & software  
features