StackAdapt

The Future of Martech

Predictions and Trends to Watch in 2025

Marketing technology, or martech, is evolving at an incredible pace. What worked yesterday might not be enough to stay competitive tomorrow.

AI, automation, and data privacy regulations are reshaping how brands connect with customers. Understanding these changes and anticipating what's next has never been more important as the landscape shifts.
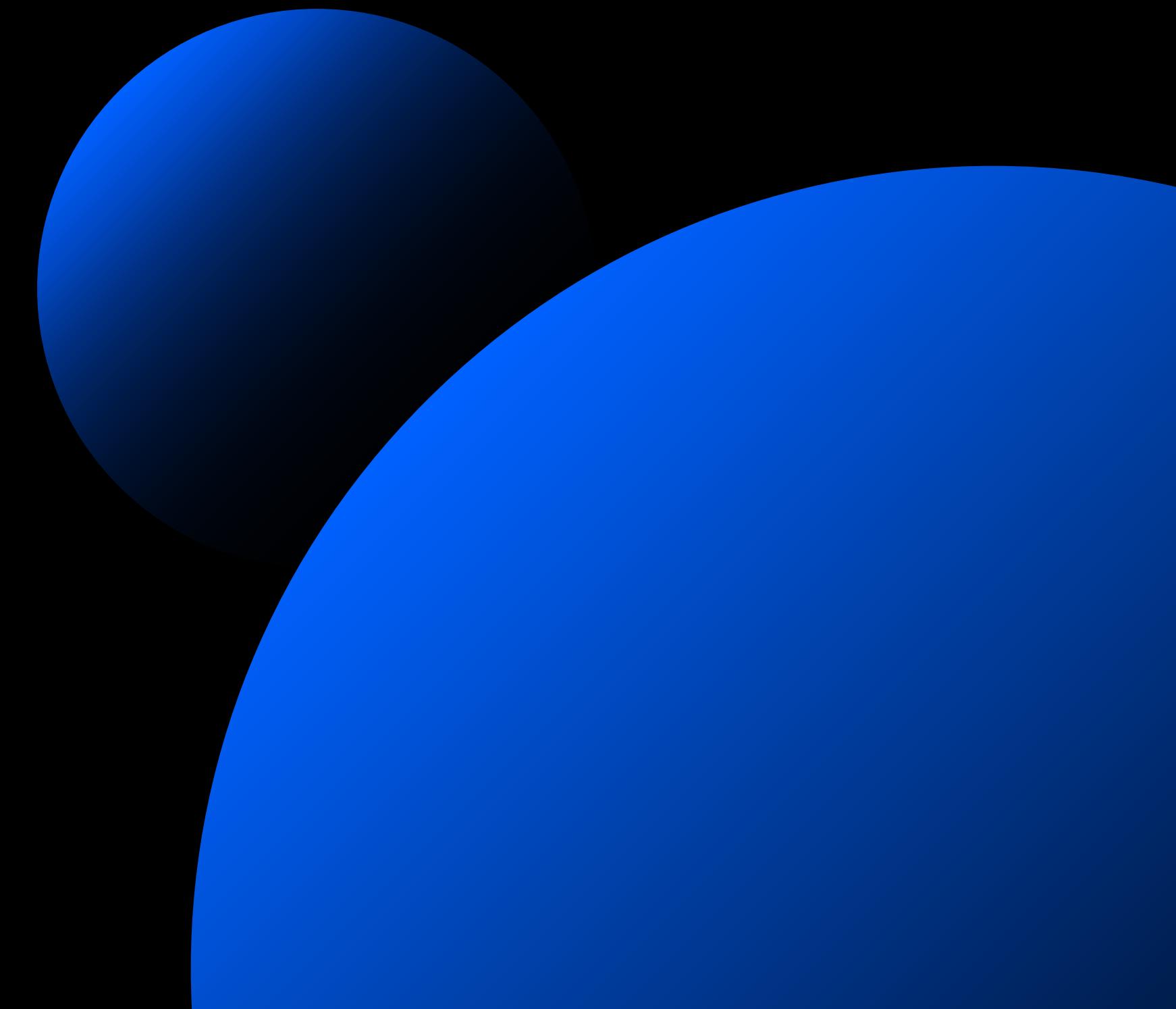
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This guide dives into the most significant martech trends and predictions shaping the future.

We've gathered insights from industry experts to help you navigate the challenges and opportunities ahead.

Whether you're a marketer or a business leader, staying on top of these developments will allow you to adapt and thrive in a constantly changing environment.

Contents

Disruptive Trends in Martech

A wave of disruptive trends is transforming martech, changing how marketers operate and engage with customers.

From the rise of AI and machine learning to the growing demand for real-time personalization, these shifts are not just incremental—they're game-changing. Companies that recognize and embrace these trends are gaining a competitive edge, while those that don't risk falling behind.

In this section, industry experts share their views on the most disruptive forces at play and what they mean for the future of marketing.

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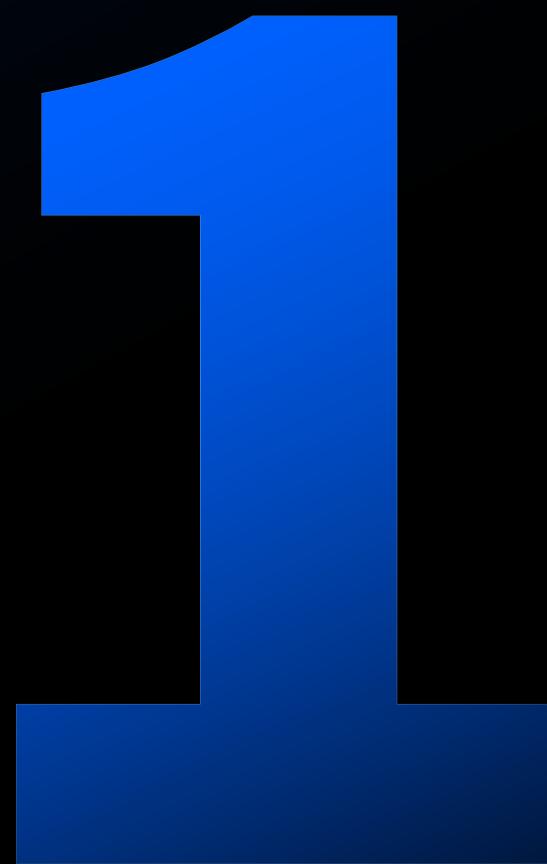
TREND 1

The Composability Revolution

Marketers Have Unprecedented Access to Data for Personalization

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We're in the middle of a 'composability' revolution, in which more and more martech tools are built natively for cloud data warehouses.

This isn't just a change in technology: it means that marketers have better access to their company's complete data than they've ever had before.

This data access is improving business outcomes and raising the bar for personalized marketing while also shifting the role of marketers to be more data-literate.

Tejas Manohar

Co-Founder and Co-CEO at Hightouch

TREND 2

Gen AI

Revolutionizing Business Operations With AI Solutions

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The emergence of generative AI has brought a wave of adoption for AI products that have made all types of businesses more receptive in integrating AI and automations into their day-to-day practices. We're seeing businesses of all sizes use it to shape their future interactions, retargeting strategies, and campaigns in ways that were time-consuming and manual before.

The ability to turn conversations into actionable automations to convert leads more efficiently has been a game-changer.

Meagan McLoughlin

Head of Strategic Partnerships at CallRail

TREND 3

Privacy-Focused Solutions

Marketers Prioritize 1st-Party Data and AI-Driven Accessibility

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The most notable trends include zero-copy data and solutions that leverage privacy-focused technologies, such as native applications, to deliver services.

Marketers are increasingly unwilling to send their data to partner destinations where media or advertising services are provided. Instead, they want a single instance of their 1st-party data—often in the cloud—and expect marketing technology partners to enable all media and advertising use cases where that 1st-party data resides.

Martech partners are naturally turning to AI to make their solutions more accessible to non-technical users and to enhance performance.

David Wells

Industry Principal, Martech & Adtech at Snowflake

The Future of AI and Machine Learning in Martech

AI and machine learning are no longer just buzzwords in martech—they're at the heart of the industry's future.

These technologies are revolutionizing how businesses analyze data, personalize experiences, and automate processes. From predictive analytics to AI-driven content creation, the potential applications seem limitless.

In this section, experts offer their predictions on how AI and machine learning will continue to evolve, and what this means for the way marketers operate in the coming years.

PREDICTION 1

AI Will Move Beyond Content Creation, Revolutionizing Marketing Workflows

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Many of the early, buzzy releases for marketers in AI were content generation. AI is going to be much more transformative for marketing workflows than this.

In five years, AI for martech will look much more like adtech in the major walled gardens and Google: marketers will set campaign parameters and provide creative variations, but AI will optimize delivery and one-to-one personalization.

Tejas Manohar

Co-Founder and Co-CEO at Hightouch

PREDICTION 2

AI Will Evolve From Automation to Predictive Models, Enabling Hyper-Personalized Marketing at Scale

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AI and machine learning will become even more integrated into martech, moving beyond simple automation to more predictive and adaptive models. Imagine a world where your AI is not just responding to customer queries, but is actively learning from each interaction, getting smarter over time, and predicting what your customers need or when to serve an ad before they even know to reach out themselves.

It's going to be about delivering hyper-personalized experiences at scale, without needing a human to manage every detail.

Meagan McLoughlin

Head of Strategic Partnerships at CallRail

PREDICTION 3

AI Will Transform Media and Advertising, Making Advanced Tools Accessible to Non-Technical Marketers

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AI is impacting media and advertising in two ways: 1) automating tasks, especially those involving large volumes of data, and 2) making advanced technologies more accessible to non-technical users.

As marketers establish a single instance of their 1st-party data on technical platforms that enable collaboration with governance, they will use generative AI to access and analyze much larger datasets, informing every aspect of their media investments—from planning and activation to measurement—without technical expertise.

David Wells

Industry Principal, Martech & Adtech at Snowflake

PREDICTION 4

AI Will Dominate the Marketing Funnel, Continuously Optimizing Personalized Messaging Through Advanced Data Insights

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The importance and reliance on AI will continue to grow across the entire marketing funnel. AI will understand signals from 1st-party and 3rd-party data, identify the ideal user profile to send perfectly timed personalized messages, and repeatedly learn and optimize off the results.

Yang Han

Co-Founder and CTO at StackAdapt

The Impact of Data Privacy Regulations

Data privacy regulations are reshaping the martech landscape, forcing businesses to rethink how they collect, store, and use customer data.

With stricter laws like the General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA), and the reduction of 3rd-party cookies, marketers face growing pressure to prioritize privacy while still delivering personalized experiences. Navigating these changes is crucial for maintaining customer trust and avoiding legal pitfalls.

In this section, industry experts discuss the evolving impact of data privacy regulations and offer strategies for adapting to a privacy-first world without sacrificing marketing effectiveness.

THE FUTURE OF MARTECH: PREDICTIONS AND TRENDS TO WATCH IN 2025

STRATEGY 1

Adopt Composable Martech

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Increasing data regulation makes data governance all the more critical, especially as regulations diverge in different countries and regions, and international companies must manage data differently across their footprint. This is one of the major factors driving composable martech in the data warehouse.

Composability allows data teams to govern their data centrally from the data warehouse.

Tejas Manohar

Co-Founder and Co-CEO at Hightouch

STRATEGY 2

Leverage 1st-Party and Zero-Party Data

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Data privacy is becoming a critical part of martech, and it feels like regulations are bound to continuously tighten.

But, here's the thing—there is plenty of 1st-party and zero-party data available that give consumers the control they want over their data, and also provides accurate insights on the consumer for the business.

Meagan McLoughlin

Head of Strategic Partnerships at CallRail

STRATEGY 3

Adopt AI and Alternative Data Inputs

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Data privacy regulations will drive the martech industry to adopt new technologies, particularly AI, to deliver personalized, privacy-conscious interactions that respect individual consumer privacy.

These regulations will also encourage greater use of alternative data inputs, enabling more relevant and respectful customer experiences without compromising privacy.

David Wells

Industry Principal, Martech & Adtech at Snowflake

Personalization vs. Privacy

Finding the Balance

As consumers become more protective of their data, the challenge of delivering personalized experiences while respecting privacy has taken center stage.

Striking the right balance between these two priorities is no easy task, especially with increasing regulations and the reduction of 3rd-party cookies. Yet, personalized marketing remains key to building lasting customer relationships.

In this section, experts explore how businesses can navigate this delicate balance, offering strategies to maintain personalization without compromising privacy or trust.

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SOLUTION 1

Strengthen Your 1st-Party Data Strategy

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Right now, the most important thing for brands is to shore up their 1st-party data strategy.

Collecting properly consented user data is the foundation for compliant, future-proofed personalization. That data is the baseline for audience segmentation and AI-powered personalization for each individual.

Tejas Manohar

Co-Founder and Co-CEO at Hightouch

SOLUTION 2

Leverage 1st-Party Data and Conversation Intelligence

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The solution lies in 1st-party data. Instead of relying on cookies, brands should focus on the data that comes from their direct interactions with customers, like conversations, keyword searches, web journeys, or inquiries.

Meagan McLoughlin

Head of Strategic Partnerships at CallRail

SOLUTION 3

Balance Privacy in a Cookieless World

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In a cookieless world, brands can effectively balance personalization with consumer privacy by being transparent and proactive in their communication. It's going to be about delivering hyper-personalized experiences at scale, without needing a human to manage every detail.

Many advertisers are encouraging consumers to authenticate in exchange for tailored experiences or value-added offerings like coupons or exclusive content. By doing so, consumers understand the value trade and feel more in control of their data.

David Wells

Industry Principal, Martech & Adtech at Snowflake

SOLUTION 4

Use Contextual Signals

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Data privacy has a big impact on martech, especially concerning personalization. It is the individual user data that leads to the greatest impact on personalization.

Absent those signals, marketers have to depend on more contextual signals for personalization, where the message is personalized according to its surrounding content instead of to the user. Contextual signals are still available for personalization, even when user-based signals are not.

Ned Dimitrov

VP of Data Science at StackAdapt

Emerging Martech Tools for Customer Engagement

New martech tools are reshaping how businesses engage with their customers, offering innovative ways to connect, communicate, and build loyalty.

From chatbots and voice assistants to advanced customer data platforms (CDPs), these tools are helping brands create more seamless and meaningful interactions. But with so many options, knowing which tools will have the most impact can be a challenge.

In this section, experts highlight the emerging technologies that are set to revolutionize customer engagement and offer insights on how businesses can successfully integrate them into their strategies.

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INSIGHT 1

AI Will Revolutionize Customer Engagement by Delivering Hyper-Personalized Messages

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AI will be used for content creation and to decide the best ways to reach each customer.

AI decisions can radically improve customer engagement by ensuring [that] each customer receives messages tailored to them, not to an audience of vaguely similar users.

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AI enables marketers to process large volumes of data to deliver highly personalized and relevant interactions.

Co-pilots or digital assistants, enhanced by AI, are also transforming how consumers engage with brands, offering more advanced, intuitive ways to interact than ever before. While not new, co-pilots or assistants incorporate AI to help consumers interact with marketers in various ways above and beyond their previous iterations.

Tejas Manohar
Co-Founder and Co-CEO at Hightouch

David Wells
Industry Principal, Martech & Adtech at Snowflake

INSIGHT 2

AI Voice and Real-Time Analytics Will Streamline Lead Conversion

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We will see AI voice capabilities and AI-driven analytics becoming front and center in customer engagement. These tools will be able to respond to customers in a way that is indistinguishable from that of a human; they can understand customer intent in real-time or based on previous interactions and respond naturally.

AI will allow us to use that data to inform future interactions and marketing touchpoints, making for an extremely cohesive lead conversion journey.

Meagan McLoughlin
Head of Strategic Partnerships at CallRail

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Generative AI and Content Creation

Generative AI is transforming content creation, making it possible to produce high-quality copy, visuals, and even video with unprecedented speed and efficiency.

As AI tools become more sophisticated, they enable marketers to scale their content efforts, experiment with new formats, and personalize messaging like never before. However, these opportunities also raise questions about creativity, quality control, and the role of human input.

In this section, experts discuss how generative AI reshapes content creation and offer tactics for harnessing its power while maintaining authenticity and value.

TACTIC 1

Use AI Decisioning to Continuously Test and Optimize Campaigns

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Generative AI will allow marketers to accelerate and scale content creation, particularly in re-purposing high-quality pieces across formats and lengths. Then, AI decisioning can experiment with this content across different customer segments.

This will enable a faster approach to campaign management, where content can be tested and optimized continuously to drive better outcomes.

Tejas Manohar
Co-Founder and Co-CEO at Hightouch

TACTIC 2

Use AI to Create Follow-Up Content for Direct Conversations

"

Where we see the next generation of generative AI content creation is using it to create personalized content for follow-up—whether that is in a direct conversation with the customer or in their nurture campaigns that will get them over the finish line.

We have already begun to see generative AI change the landscape of content creation, allowing marketers to create content at scale.

Meagan McLoughlin
Head of Strategic Partnerships at CallRail

TACTIC 3

Produce Creative Variations and Optimize Campaigns

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Generative AI will revolutionize content creation by enabling agencies and advertisers to produce more creative variations, enhancing relevance and campaign performance.

While AI will automate many tasks, human creativity will remain essential for generating original ideas.

In campaign management, AI will optimize performance by offering suggestions across channels, creative content, and budget allocation.

David Wells

Industry Principal, Martech & Adtech at Snowflake

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Campaign management is the area where generative AI has the highest potential to disrupt the status quo. Today, even if we get recommendations on what to optimize for our campaigns, it's still very generic and might not always be to your particular use case, and it's still very manual.

"In the future, by leveraging generative AI, you'll be able to get personalized recommendations for your own use cases and industry. Even better, through generative AI, we might even be able to make changes directly to the campaigns.

Amélie Moritz

Technical Product Manager at StackAdapt

Overlooked Areas in Martech Today

While much of the focus in martech is on popular trends like AI and automation, several areas are flying under the radar. Still, they can potentially play a significant role in the future. From sustainability in digital marketing to deeper cross-channel integration, these overlooked aspects of martech can offer significant advantages for businesses willing to explore them.

Tools such as chatbots, voice assistants, and advanced customer data platforms (CDPs) are helping brands create more seamless and meaningful interactions.

In this section, experts share insights into these underappreciated trends and discuss why they will likely become essential elements of a successful martech strategy in the coming years.

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AREA 1

Media Networks

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The role of martech in media networks could be an emerging area that gains more attention. As brands increasingly seek to engage customers through owned media channels, integrating media networks with their existing martech will become essential for delivering cohesive and personalized customer experiences across onsite and offsite channels, digital ads, and lifecycle ad (e.g., email) placements.

Tejas Manohar
Co-Founder and Co-CEO at Hightouch

AREA 2

Conversational Intelligence

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Conversational intelligence is still flying under the radar for many businesses, but it's going to be huge. The ability to not just track calls, but to analyze conversations, pull out insights, and improve future interactions will be crucial for understanding customer needs. It's not enough to just have the data— you need the ability to make sense of it and act on it.

Using conversational intelligence not only helps you convert the lead in front of you, but helps you optimize your marketing to attract similar high-intent audiences.

Meagan McLoughlin
Head of Strategic Partnerships at CallRail

AREA 3

Active Consent

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An often overlooked, but critical aspect of martech is active consent, which is tied to data privacy. As privacy regulations continue to tighten, the ability to obtain, manage, and honour consumer consent will become essential for building trust and ensuring compliance.

This shift will make consumer-controlled preferences and transparent data practices central to future martech strategies, shaping how brands engage and retain their customers.

David Wells
Industry Principal, Martech & Adtech at Snowflake

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Convergence of Martech and Adtech

The lines between martech and adtech are becoming increasingly blurred as businesses seek to create seamless, data-driven marketing experiences.

Martech focuses on managing customer relationships and personalizing engagement, while adtech drives the automation and optimization of advertising. As these two areas converge, the ability to deliver highly targeted and personalized ads across channels becomes more powerful.

In this section, industry experts explore how the integration of martech and adtech is transforming digital marketing, creating new opportunities for brands to optimize their campaigns and drive customer loyalty through unified data and technology solutions.

OPPORTUNITY 1

Unify 1st-Party Data in a Central Warehouse to Scale Personalized Marketing

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Getting 1st-party data unified in a central data warehouse is key to allowing leading enterprises to scale their personalized marketing across adtech and martech.

Having data teams, marketers, and advertisers all working from a central source of truth means that everyone benefits from the same data enhancements and that customer experiences are consistent across channels and divisions.

Tejas Manohar
Co-Founder and Co-CEO at Hightouch

OPPORTUNITY 2

Break Down Data Silos

"

As businesses become savvier, so do the platforms that serve them. Integrations between martech and adtech providers will help break down data silos and make martech data insights from sources usable for targeting in adtech platforms.

Customers don't differentiate between a phone conversation and a display campaign; it's all part of their experience, so businesses should use that to their advantage.

Meagan McLoughlin
Head of Strategic Partnerships at CallRail

OPPORTUNITY 3

Explore Data and Identity Convergence

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Marketers should engage with their martech and adtech partners to understand their perspectives on convergence.

Specifically, they should explore how data and identity can provide a unified view of owned and paid media.

Learning from other marketers who have already integrated their adtech and martech stacks in the cloud will also be key to preparing for this shift.

David Wells

Industry Principal, Martech & Adtech at Snowflake

OPPORTUNITY 4

Get a 360° View of the Customer Journey

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The future of martech and adtech lies in more synergistic, automated and intelligent workflows where we can do sequential messaging across all channels and get a 360° view of the user journey.

To be able to offer consistent messaging, we need to solve for the data fragmentation challenges and the proliferation of specialized point solutions in the industry, which can make it very difficult for users to stitch the data and tactics from different systems and connect them. Marketers need fewer vendors to manage their tech stack and not more.

Vijay Sridharan

Senior Director of Product at StackAdapt

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Challenges in Martech Integrations

Integrating new martech tools into an existing business ecosystem often comes with significant challenges.

From compatibility issues to overwhelming technology choices, many companies struggle to find the right balance in building a cohesive martech stack. Without a clear strategy, even the most promising tools can fall short of delivering real value.

In this section, industry experts discuss the biggest obstacles businesses face in martech integrations and provide practical advice on how to overcome them. Their insights will help you navigate the complexities of integration, ensuring your tech investments drive meaningful results.

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CHALLENGE 1

Data Integration

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The biggest challenge is often the data itself. Every martech tool relies on data to function effectively, and without a strong data foundation, these tools can't deliver their full potential. Companies must adopt a Composable CDP or ensure that their martech tools have native integrations with their data warehouse, allowing seamless data flow and accessibility.

Tejas Manohar
Co-Founder and Co-CEO at Hightouch

CHALLENGE 2

Getting Company-Wide Buy-In

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The biggest challenge tends to be getting buy-in across the company's organization. At the end of the day, [companies should] invest in integrations as we see huge [opportunities in] customer efficiencies and marketing optimizations for businesses.

Jim Young
Senior Marketing Manager at Twilio Segment

CHALLENGE 3

Long Implementation Process

"

Martech and Adtech have always had very similar goals, but as the number of tools increased across the industry, the ecosystems have diverged.

This has caused fragmentation and inefficiencies, making it difficult to put together a cohesive solution. Focus on software products that have integrated solutions so that each part of the martech process can seamlessly speak to each other without signal and context loss.

David Wells
Industry Principal, Martech & Adtech at Snowflake

Defining Martech Success in 2025 and Beyond

As martech continues to evolve, measuring its success must also adapt. Traditional metrics like click-through rates and impressions may no longer tell the full story.

Instead, businesses need to focus on more comprehensive indicators, such as customer lifetime value, engagement, and the effectiveness of personalized experiences.

In this section, experts share their predictions on the key performance metrics that will define martech success in the future. They explore how advanced analytics, AI, and automation will shape the way businesses track and measure their marketing efforts, helping you understand what to prioritize for long-term growth.

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PREDICTION 1

Future Metrics Will Prioritize Customer Sentiment and Lead Quality as Key Drivers of ROI and Marketing Success

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While attribution, engagement, and ROI metrics reign supreme, we believe that new access to information will prompt sales and marketing teams to focus more on underlying indicators, such as customer sentiment, lead quality, and qualitative conversation attributes. These factors play a critical role in attracting the right type of customer, directly influencing higher-level ROI metrics.

Meagan McLoughlin

Head of Strategic Partnerships at CallRail

PREDICTION 2

Martech Success Will Shift to Long-Term Metrics Like CLV and ROI, Prioritizing Business Growth and Customer Retention Over Surface-Level KPIs

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In the future, martech success will be defined by metrics that emphasize long-term business impact rather than short-term, surface-level KPIs.

Key metrics will focus on the correlation between cost and value, prioritizing efficiency, customer lifetime value (CLV), and return on investment (ROI). This shift will move beyond metrics like impressions or clicks, placing greater importance on measuring the overall contribution to business growth and customer retention

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David Wells

Industry Principal, Martech & Adtech at Snowflake

Conclusion

The future of martech is filled with both exciting opportunities and complex challenges. From the rapid evolution of AI and machine learning to the balancing act between personalization and privacy, staying ahead in this landscape requires adaptability and foresight.

As technology continues to disrupt the industry, businesses that embrace emerging tools and trends will be better positioned to engage customers in meaningful ways, build loyalty, and drive growth. The insights from industry experts in this guide provide a roadmap for navigating these changes and preparing for what's next.

As you look to the future, the key to success will be building a flexible martech strategy that can evolve alongside the technology. Prioritizing customer trust, leveraging data responsibly, and integrating innovative tools thoughtfully will set you apart from competitors.

StackAdapt

StackAdapt is a multi-channel programmatic advertising platform used by the most exceptional digital marketers. This state-of-the-art platform is where some of the most progressive work in machine learning meets cutting-edge user experience. Ad buyers plan, execute, and manage data-driven digital advertising campaigns across all devices, inventory, and publisher partners.

For more information, visit stackadapt.com.

www.stackadapt.com