The Marketing & Sales Capability Stack

Six layers, bottom to top. Write your own tools in the right-hand column, then mark the layer you would fix first. Every capability has exactly one home, chosen by the job it does.

ENGAGEMENT

Customer Engagement Channels

Email · Web · Commerce · App · Advertising
Service · Sales and CRM · Partner portals · Testing · AI assistants

Does what happens in each channel, the sales call included, get written back?

YOUR TOOLS

DECISIONING

Decisioning & Orchestration

Next-best-action · Offer arbitration · Journey orchestration
Contact policy and suppression · Triggers by latency class · AI agents and oversight

When two campaigns want the same customer, what decides?

YOUR TOOLS

CONTENT

Content & Offer Supply

Content planning · Digital assets (DAM) · Web and app authoring (CMS)
Product content (PIM) · Offer and promotion library · AI content generation

When you launch something new, how much is built from scratch?

YOUR TOOLS

INSIGHTS

Ready-to-Use Insight & Measurement

Segmentation · Predictive scores and models · Intent · Attribution and incrementality
Reporting and BI · Digital analytics · Model governance

Can a marketer build an audience and see what last quarter's spend produced?

YOUR TOOLS

CONTEXT

Shared Meaning & Identity

Identity resolution · Customer 360 · Account hierarchy and buying groups
Shared definitions · Consent and permitted use · Policy authoring

If three teams counted your customers, would they get the same number?

YOUR TOOLS

DATA

Unified Data Foundation

Data platform · Customer records · Commercial data and ERP
Third-party data · AI knowledge base · Access control and data protection

Where does your customer and commercial data live, and who owns each source?

YOUR TOOLS

Governance Policy is set once, in Context, and enforced by a different control in every layer