

Marketing Technology Stack Component Template

Optimization	
Status	ACTIVE
Purpose	
Strategic Plan Support	
Goal	
Goal Performance	
Needs (more training, user licenses, etc.)	
Next Recommended Action	
Team(s)	
Scope (Marketing only/main user)	
Integration(s)	
Overlap(s)	
Contract	
Contract Dates	
Price	
Payment Method	
User Licenses	
Services Offered	
Features Contracted	
Privacy Policies Affected	
Security Risk (High/Medium/Low)	
Security (anonymous, PII, PCI, etc.?)	
Performance	
Features Used	
Frequency of Use	
Data Governance (Cookies, Tags, etc.?)	
Responsibilities	
Executive Sponsor	
Sponsor	
Technical Lead	
Power Users	

Status Key: **ACTIVE**, **INACTIVE**, **RETIRED**, **ON BOARDING**, & **ATTENTION NEEDED**

Notes