

Podcast: How Marketing Stacks Up at Getty Images

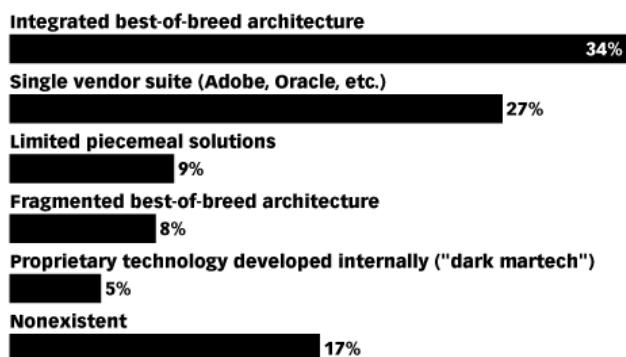
AUDIO |

eMarketer Editors

Getty Images CMO Gene Foca joins eMarketer executive editor Rimma Kats to discuss why companies shouldn't chase after the latest "must have" tools and why you shouldn't overspend on a marketing stack.

How Would US Marketing and Sales Professionals Describe Their Marketing Technology Stack?

% of respondents, Jan 2019



Source: Walker Sands, "State of Marketing Technology 2019," April 9, 2019
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