

MarTech Platform Evaluation

Questions to answer before you start:

How will this tool impact my ability to bring in revenue?

Who is going to be the main owner of this tool?

Who else will need access to this tool?

What is my budget?

Which features or capabilities are non-negotiable?

Which features or capabilities are nice to have?

	Tool #1	Tool #2	Tool #3
Cost			
What kind of ongoing support is available?			
Available features			
Features not available			
Contract duration			