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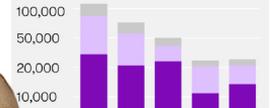
7 ways to reduce the costs of your MarTech.

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What Makes Real Martech ROI?

The number of martech solutions has nearly doubled in the past five years, with over 15,000 options available on the market today (Statista). But having more martech tools doesn't mean more efficiency, and a complex tech stack doesn't always translate to a higher ROI. In fact, 44% of organizations report that their martech stack is underutilized, draining budgets while adding no real value.

Unifying your martech stack with a modern digital experience platform (DXP) is a solution that helps reduce your total cost of ownership (TCO) through improved efficiency with built-in digital marketing, commerce, and AI-powered tools like AIRA that speed up both marketing and development.

Choosing to opt for a solution that can support multichannel marketing across web, email, headless, and microchannels from a centralized hub ensures you're getting the most out of every tool in your stack. Eliminating additional, external martech solutions and instead choosing a consolidated digital experience not only boosts ROI, it streamlines workflows with every tool organized in one place.

About this Ebook.

In collaboration with various digital agencies over many years, we've created seven ways to reduce the cost of martech based on the most reported factors that affect the expected ROI of a new digital experience platform DXP, CMS, and other tools; drawn from real, client experiences.

This ebook is especially useful for CMOs, tech leads, or anyone evaluating marketing team budgets and looking to decrease expendature while increasing results. Inside, we break down each factor and show how it directly impacts cost, performance, and long-term value.
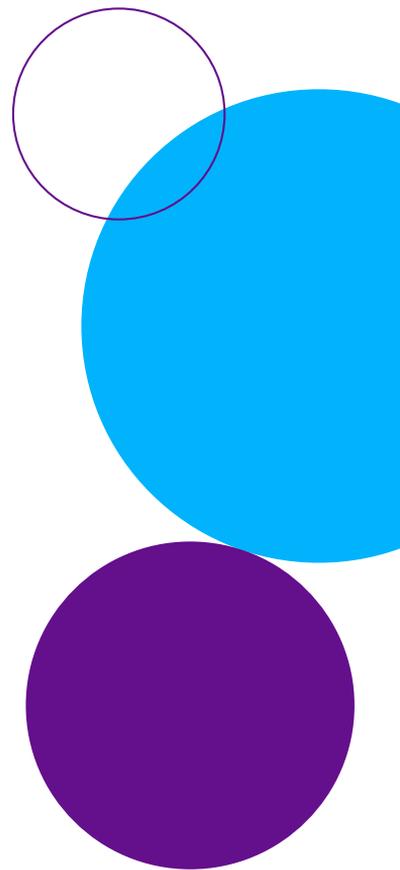
1.

Simplify your system

Save costs by combining marketing, AI, commerce, and more in one platform.

The type and complexity of your DXP, along with the availability of essential tools, can significantly influence implementation costs and ongoing expenses. Consider each type of digital experience platform and determine if the digital marketing, AI, and commerce tools you need are available to reduce martech sprawl.

What to look for:

Feature	Reason
AI	Enable your team to make quick decisions with AI-powered tools for marketers and developers. Generative AI speeds up content creation, while Agentic AI can take on marketing tasks to speed up results.
Built-in Digital Marketing	Pan and launch campaigns, personalize, and more within a single platform with a unified interface to reduce friction.
Customer Journeys	Get a full picture of the customer journey with built-in tools that map out behavior. Eliminate guessing to give your team a better chance at creating a successful campaign on the first try.
Content Management	Find a DXP or CMS that allows for multi-channel publishing from a single source to reach more customers without switching tools.
Commerce	Native commerce ensures seamless product updates and promotions.
Evergreen Updates	Avoid costly upgrades and security concerns with a versionless platform that provides periodic refreshes and hotfixes. Plus, this ensures your digital marketing is always up to date.

Even a platform that appears to be free can surprise you with costly complexity. Implementing external tools, synchronizing the system, and maintaining updates for each tool adds extra cost. Digital

agencies estimate around 10-20 hours per month for external tool maintenance; that can add up to thousands of dollars per month just to keep the system running. Not to mention, roughly 30% of breaches involve third party tools, meaning you're more at risk with a platform that requires extensive external, third-party tools for digital marketing.

With a unified system, it's easier it is to manage the costs. A multifunctional yet flexible and scalable DXP solution can provide you with content management and all digital marketing tools under one roof. This helps keep costs predictable, with transparent licensing, the flexibility to pay only for the channels you need, and continuous versionless updates.

2.

Pay only for what you need

Determine which tools make a real impact for your team.

You know how it goes when you buy low-cost flights. At first, the base ticket price seems affordable, but then you need seat reservations, luggage, and insurance. You might as well have taken a private jet!

Complex digital solutions will likely cost you three to four times more than your quoted price. Sometimes, you get a discount at the start, and once on board, you will realize that features and functionality essential to your team will incur additional costs.

Here's how to ensure you're only paying for what you need:

1. Demand a transparent and detailed price list before committing.

2. Analyze your current tech stack and note what's working and what's not.

3. Have conversations with your team about what tools are needed to increase results.

By distinguishing between essential functionalities and optional extras, you only pay for the features and services you genuinely need.

3. Plan ahead

Save costs by thinking how tools will fit in your stack long term.

Assess what technology you need now and what you'll need in the future. Where's your business heading? Are you looking to start implementing agentic AI? Are you planning on international expansion? Do you need commerce functions to start selling online?

Answers to these questions will help you choose technology that is aligned with your current and future needs, so you won't pay for features you don't need

Check especially these:

- **Deployment model** – From SaaS to self-managed cloud option, each has different demands on your resources and skillset.

- **Technology framework** – Products built on non-standard or aging frameworks will prove challenging to maintain and scale into the future.

- **Multichannel capabilities** – Consider the channels you need to reach your audience, such as: web, email, mobile, microchannels, and more. Check to see if you will be able to easily publish and optimize content on each channel.

- **AI-powered assistance** – Make sure your platform includes AI capabilities that keep your digital experience both competitive and unified. Look for agentic AI solutions that don't just generate insights, but take action; helping you develop and refine customer journeys, optimize content, and shape a smarter strategy.

- **Security** – Look for SOC 2 and ISO 27001 certifications, along with compliance with global data privacy laws, to reduce security risks and avoid data breach penalties.

- **Roadmap** – Check out the vendor's longer-term product strategy and upgrade approach. If you know where they are going, you should have a better grasp on the proposed solution's longevity.

- **The number of integrations needed** – Less is more because if one of your software pieces takes a different direction or stops being supported, you'll have a hole in your marketing toolkit.

4.

Minimize your technology demands

Reduce the maintenance cost of your martech tools.

Every software system requires maintenance, adjustments, and updates. The more technically complex your martech is, the more expensive these tasks will be.

If you don't have an extensive team of developers on hand, these DXP choices will reduce your development costs:

- **MVC architecture and .NET** – modern technology that most developers use

- **AI development tools** – accelerate development with context-aware AI

- **Low-code/no-code platform** – enables marketers to work without coding skills

- **SaaS platform** – automatic updates; you just review it

- **Evergreen platform** – Continuous hotfixes and updates without version upgrades

Complex systems require more resources for troubleshooting, updating, and optimizing. Especially if you have a unique, tailor-made solution, synchronizing all its parts may be expensive. So, consider carefully whether there isn't another way.

5.

Prioritize usability and support

Empower your team with intuitive tools and dependable support.

A unified DXP with built-in digital marketing, content management, commerce, and artificial intelligence allows you to use your tools from the same user interface. This makes onboarding your team faster and cheaper.

If you have to spend a lot on customized training courses for all your staff, it may be a red flag that the system is not as intuitive and usable as you need.

Ideally, your tech providers should offer:

- Easy to use, unified interface

- Accessible support and documentation

- A secure and compliant foundation

- Personalized customer services

- Optional certified training and professional services.

Any platform that requires extensive training and limited support will interfere with your team's productivity and reduce ROI. documentation, personalized customer services, and optional certified training and professional services.

6.

Reuse your content

Structured content lowers martech migration costs and simplifies upgrades.

Storing your content as structured data in predefined fields can be surprisingly cost-effective. This approach is especially beneficial if you use multiple channels or plan to refresh your website.

By organizing your content this way, you can easily reuse it across various platforms and seamlessly migrate it to a new version or a different system.

As content migration is the most expensive (and painful) part of any technical refresh, storing your data in an easy-to-migrate way will make a big difference. Migration tools can then automate the data transfer. Even if you have 3000 product specification sheets stored as structured data, the migration toolkit will seamlessly move them into their new place
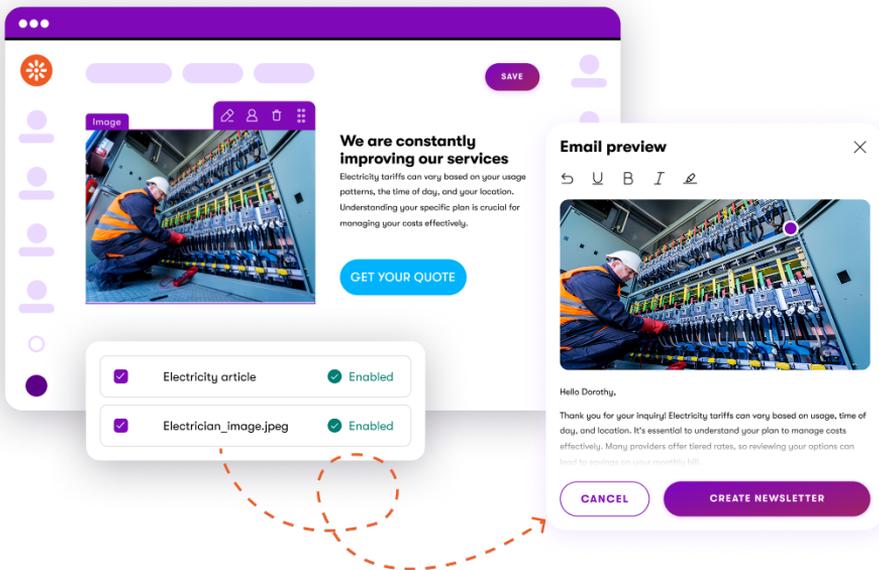
7.

Go evergreen

An evergreen approach keeps martech secure, current, and cost-efficient.

Avoid downtime and time-consuming upgrades that stall marketing and development efforts with an evergreen platform. SaaS options, like Xperience by Kentico, eliminate replatforming and disruptive, large-scale updates by incrementally updating every month with a refresh; so your martech stack keeps pace with changing customer expectations and campaign demands.

An evergreen SaaS platform should provide:

- A versionless approach with incremental monthly updates

- Continuous security patches and platform improvements

- Adherence to strict security protocols (SOC 2 and ISO 27001)

- Automatic access to new features that support evolving marketing strategies

- Reduced reliance on third-party tools and manual martech updates

Aside from eliminating large upgrades, an evergreen platform strengthens your martech foundation with regular security patches. When your DXP houses customer data, campaign insights, and personalization logic, protection is imperative. With global cyberattacks rising by 30% in 2025, your platform must be equipped to quickly resolve vulnerabilities and safeguard the marketing data that powers performance.

New features and continuous security patches give your martech two benefits in one. They reduce costs, simplify your stack, and free marketing and IT teams to focus on performance and growth.

How you can reduce your costs with Xperience by Kentico.

With Xperience by Kentico, embracing the seven ways to reduce costs is simple. Our digital experience platform helps you streamline your system, minimize technology demands, and enables marketers to work independently from a single interface. Your money goes further, maximizing your value.

A unified DXP

Ready to use features for content management (CMS), digital marketing, commerce, and AI for marketing and development. It's an unified platform for marketer independence.

Out-of-the-box integrations

Plug-and-play integrations for the most popular technologies (CRM, search, analytics, security, etc.), including API for custom integrations.

Cutting-edge technology

Hybrid headless solution for quick time to market with AI supported development. Choose SaaS or on-premises, MVC architecture, and the latest .NET technology are built with one code standard

Training and documentation

Accessible training for marketers and developers, free online documentation, support, and consulting tailored to your project.
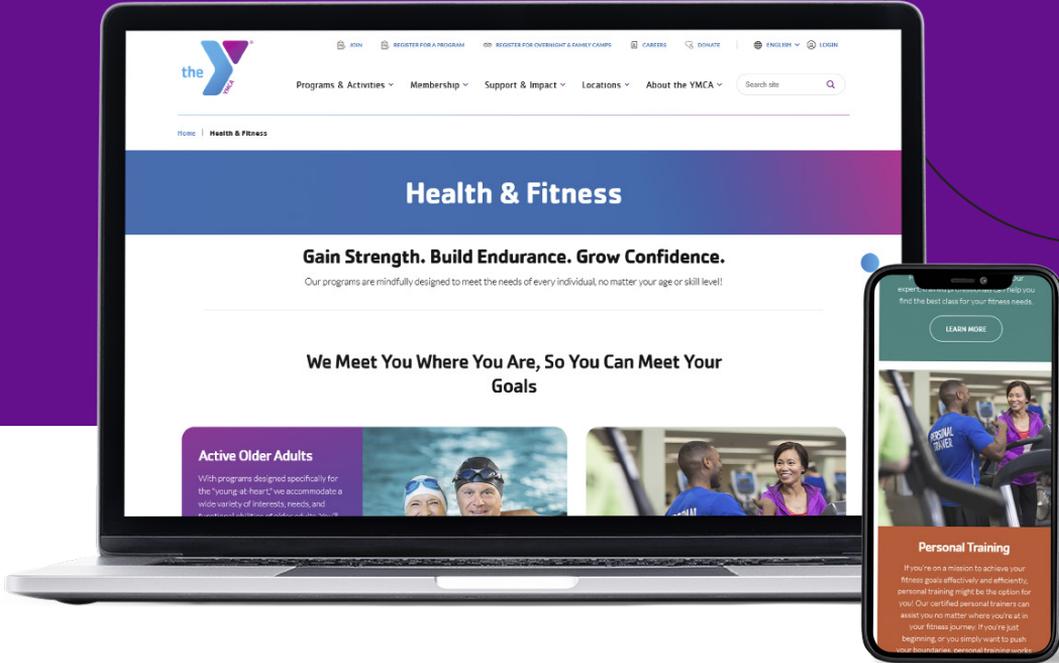
Clear roadmap

Small monthly updates, new versions, a public roadmap, super-simple updating of the DXP in SaaS, free migration tools

Transparent pricing

A flexible, channel-based licensing model gives you control so you can customize your setup to match exactly what you need as you grow.

$387k

from the new eShop

The YMCA of Metropolitan Chicago partnered with Americaneagle. com to modernize its decade-old website and migrate to Xperience by Kentico. Replacing fragmented brochure and registration sites, the Y implemented a unified, user-friendly platform with an intuitive CMS and integrated commerce. A centralized "My Account" area now streamlines memberships, registrations, donations, and payments, creating a seamless path to join and engage; and driving $387k in revenue from the new eShop.

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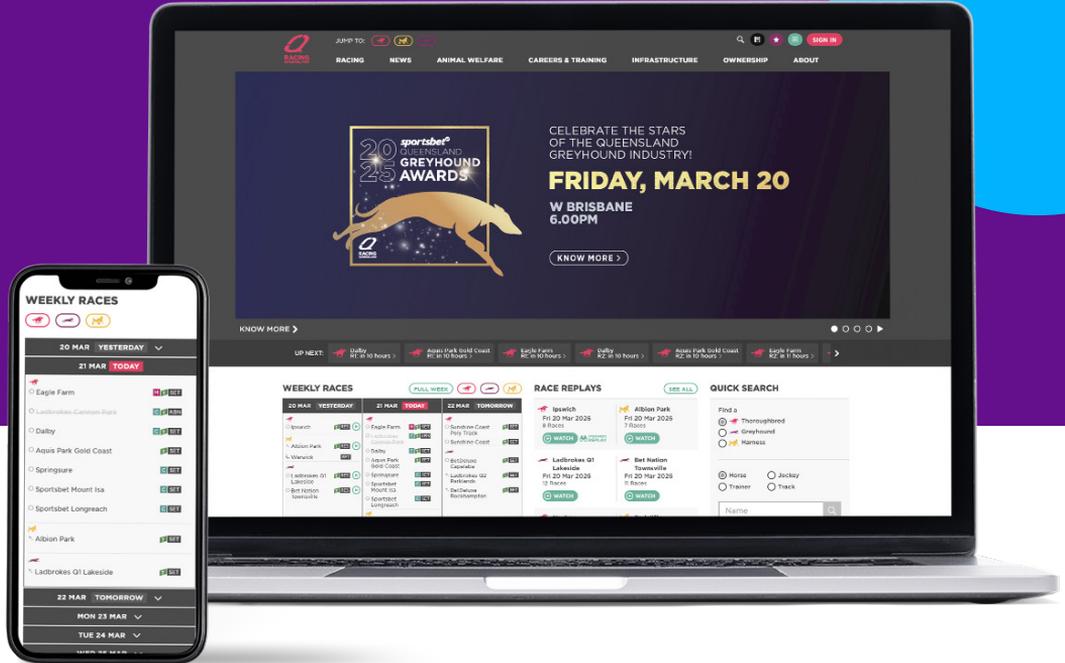
50%
reduction in development time

Racing Queensland modernized their digital platform by migrating from Kentico 12 Portal Engine to Xperience by Kentico with the help of Zeroseven, creating a future-proof, scalable foundation. The rebuild improved operational efficiency, enhanced risk assessment accuracy, and delivered a fully responsive, WCAG 2.2 AA–compliant experience. With greater CMS flexibility and automated delivery tools, the team cut development time in half, accelerated campaign deployment, and increased year-over-year users through organic and direct traffic; without additional paid spend.

GET THE STORY

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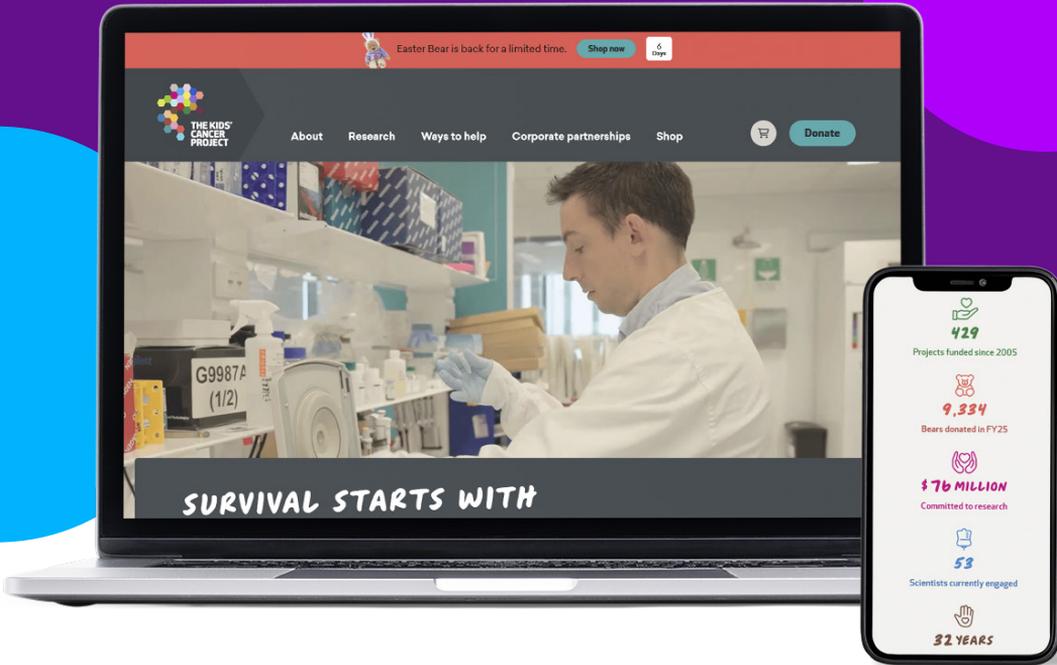
286%
increase in conversions

The Kids' Cancer Project partnered with DDSN Interactive to elevate their online presence and migrate to Xperience by Kentico. Seeking a flexible, future-ready platform to better communicate their mission and inspire action, they implemented a brand refresh and delivered a more intuitive donation experience with improved performance and streamlined payments. The result was stronger engagement, higher-value contributions, and a 286% increase in conversions across key donation journeys.

GET THE STORY

Meet Xperience by Kentico.

Xperience by Kentico is a content management system with built-in digital marketing, native commerce, and AI agentic capabilities that help deliver personalized customer experiences across websites, emails, and other digital channels. It consolidates marketing tools to improve efficiency, drive stronger customer engagement, and reach business goals faster.
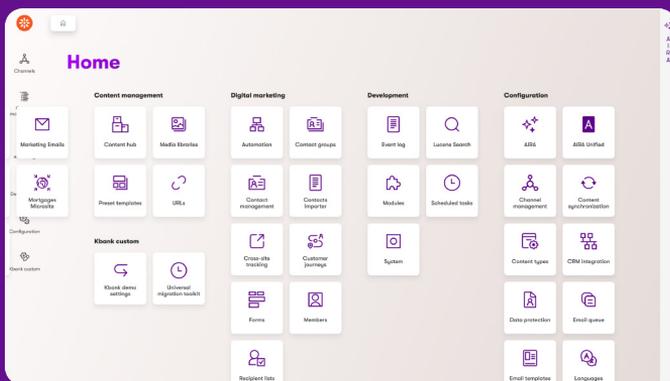
If you're evaluating your martech stack, consider how much complexity and hidden cost comes from managing disconnected tools. Integration work, upgrades, and third-party fees can quickly increase your total cost of ownership. See how Xperience by Kentico compares to your current stack, or talk to an expert about reducing your TCO.

BOOK A CALL WITH OUR EXPERTS

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