



Kentico



Ebook

Consolidation unlocked.

How to simplify and strengthen your marketing technology ecosystem

kentico.com

Table of contents.

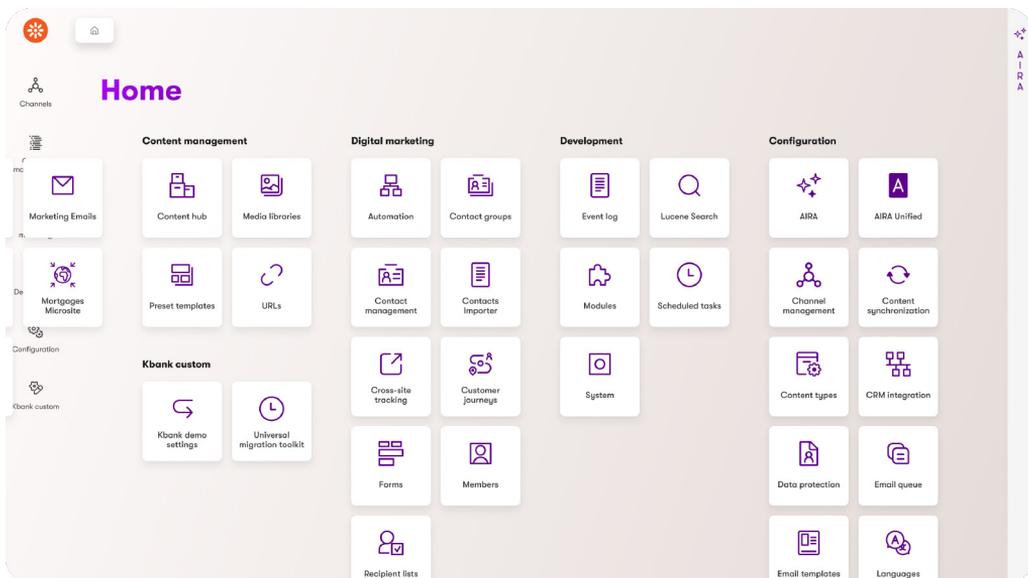
Navigating the expanding martech maze.	4
How did we get here?	6
The challenges of a complex tech stack.	8
The case for consolidation	11
The state of consolidation: What marketers are saying.	12
How to start: A new approach to content.	13
Benefits of a content-first approach.	15
Real consolidation success with Xperience by Kentico.	17
Consolidate with confidence.	18



Overwhelmed with a growing martech stack packed with endless capabilities, yet experiencing too much sprawl to truly reap the benefits? This ebook explores martech consolidation and how to tackle the common challenge of complexity with a content-first approach, supported by built-in AI.

Best suited for digital marketers and decision makers, this ebook features research from our State of Consolidation reports, along with in-depth insights into why consolidation and AI-driven content capabilities offer a strategic path forward for teams looking to do more with less.

Learn how to tackle consolidation, and discover how Xperience by Kentico's Content Hub, multichannel delivery across web, email, and headless, composable architecture, and centralized governance bring structure, flexibility, and control to your digital ecosystem; all supported by native artificial intelligence to streamline content creation and optimization.



Navigating the expanding martech maze.

There's a tool for everything. But having dozens of tools, with their own licensing, maintenance, and training requirements, often means that your marketing team is working around your stack instead of with it.

Over the past decade, the marketing technology (Martech) industry has witnessed explosive growth, evolving from a niche market of a few hundred tools to a sprawling ecosystem of thousands of solutions. The Martech Landscape Supergraphic created by Scott Brinker, VP Platform Ecosystem at HubSpot and Editor at chiefmartec.com, has become a benchmark for understanding the sheer scale of the industry.

MartechMap an initiative by  chiefmartec &  MartechTribe

2025 Marketing Technology Landscape May 2025



visit martechmap.com to search, sort & filter

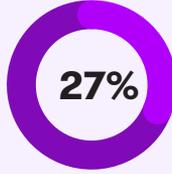
Debuted with around 150 solutions in 2011, the graphic has ballooned to feature over 15, 384 tools in 2025. And with the introduction of AI tools like agentic AI marketing, this growth is only expected to continue. 3,000 AI native martech tools were launched over the course of 2025 alone. This vast variety of options means that marketers are often spoiled for choice. but simultaneously overwhelmed by the challenge of selecting, integrating, and managing the right mix of tools to meet their specific needs.



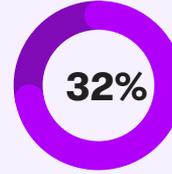
A state of consolidation survey conducted in 2025 by Kentico uncovered interesting findings about the current state of consolidation for organizations:



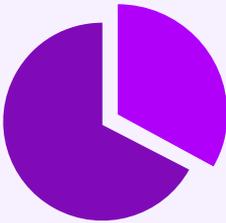
2-5 marketing channels are most commonly used



27% are using 4 or more CMS or DXPs



32% are considering channel consolidation to reduce complexity



Close to half (46-47%) reported using three or more primary websites and microsites.

This tangled web of tools not only adds to the workload but also complicates day-to-day operations. Managing multiple platforms often leads to overlapping functionalities, disconnected data, and a lack of clear insights into customer behavior. As a result, teams spend more time troubleshooting and less time on strategic activities that drive growth and engagement.

i AI + Consolidation = Real value

Agentic AI works best in a consolidated DXP, where unified data allows it to surface trends and insights in one place, reduce manual analysis, and drive faster, smarter action.



How did we get here?

The main reason companies end up with so many tools is the desire to meet specific needs or solve problems as they arise, often without a cohesive long term strategy, something Debbie Tuček, Director of Product at Kentico, refers to as the “Oh, there’s an app for that” syndrome.

Considering the current market and overwhelming number of options for marketing technology tools, it’s no wonder that 32% of marketers reported management simplification as a reason they wished to consolidate their channels. (Kentico)

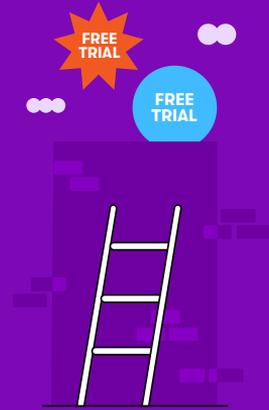
Here are some of the reasons for tool complexity:

- Lack of a clear strategy, with ad-hoc additions
- Overlapping tool functions
- Outdated legacy systems
- Specialized tools for customization complicate integration
- Pressure to use “best-of-breed” tools for each function



“

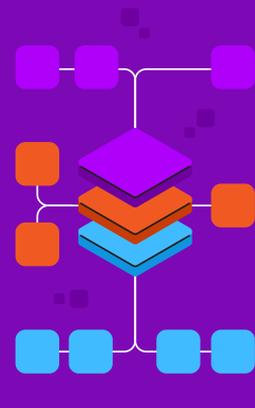
Opportunity also plays a key role for teams constrained by the limitations of their current solution. Team members might try a free product in order to spin up a new microsite because it's easier than working in their slow, legacy solution.”



Sean Wright.
Lead Product Evangelist at Kentico

“

Over time, many organizations have grown a complex network of IT systems that are not capable of talking to each other eloquently. This can result in data silos, inefficiencies, security risks, lack of agility and increased costs.”



Debbie Tucek.
Director of Product at Kentico



The challenges of a complex tech stack.

The complexity of integrating various systems not only leads to higher costs (for licensing and maintenance) but also creates fragmented content strategies and inefficient workflows, making it challenging to maintain cohesion and consistency across a wide array of digital platforms:

What Complexity Looks Like			
Customer relationship management (CRM)	Marketing automation platforms	Analytics and reporting tools	Social media management tools
Email marketing platforms	AI and content optimization tools	Ad tech and digital advertising tools	Project management and collaboration tools
Ecommerce platforms and tools	Data management platforms (DMPs)	SEO and digital optimization tools	Surveys and feedback tools
Event management and webinar platforms	Customer support and help desk tools	Personalization and recommendation engines	Digital asset management (DAM) systems

Individual tools often create data silos that make it hard to get a full view of the customer journey, leading to inconsistent customer experiences and poorly aligned marketing efforts. Without a consolidated system, fast content optimization and insights from AI become more challenging due to siloed performance data and the absence of a single, reliable source of truth.

Additionally, the lack of integrated analytics prevents effective decisions and optimized marketing strategies. What's more, marketing teams struggle with managing different interfaces, often requiring additional resources. They face redundant processes and incompatible workflows, reducing agility.

Moreover, security and compliance becomes difficult to maintain across systems, increasing vulnerability. The result is a complex and costly setup that impedes innovation, adaptation, and customer engagement.

By consolidating your martech stack, you can address these challenges effectively and unlock a range of significant benefits. Platforms like Xperience by Kentico bring content management, digital marketing tools, AI for marketing and development, analytics, and governance into a single environment; helping to improve oversight and productivity without adding more systems to manage.



47%

of marketing decision-makers cite complexity as the reason they're not seeing value in their tech stack. [McKinsey](#)



“

Marketing teams need to be agile, fast, and super efficient to handle all the tasks and deliverables that come their way. Too often, large CMS/DXP project implementations are botched by inexperienced vendors or teams, and result in a solution that is too slow, too hard to update, and too hard to adapt to changes. When done correctly, consolidating into one CMS/DXP should enable marketers to move faster, be more flexible, and deliver more things.”



[Brian McKeiver](#),

Co-owner of [BizStream](#)



The case for consolidation

Martech consolidation can help companies streamline their toolsets, reduce complexity, and drive better marketing outcomes.

Simplified management	Consolidating your tech stack reduces the number of systems and vendors, streamlining content management and workflows, and making platform oversight less complex.
Cost efficiency	Fewer vendors and systems can lead to better pricing and reduced costs. Consolidation makes expenses for integration, maintenance, and support more predictable, simplifying Total Cost of Ownership (TCO).
Seamless integration	A consolidated stack improves integration, offering a unified view of the customer journey. This enhances user experiences, data cohesion, and aligns marketing efforts, while also future-proofing your investment.
Enhanced data insights	Centralizing data across fewer systems improves analytics, improving decision-making and optimizing strategies.
Efficient workflows	Fewer tools simplify workflows, letting teams focus on content creation without managing multiple interfaces.
Improved security and compliance	Consolidation simplifies security and compliance management. With fewer systems, monitoring, updates, and patches are easier, reducing risks and ensuring consistent security standards.
Consistency and accuracy	A unified system ensures content consistency, reducing duplicate or outdated information and providing a more reliable customer experience that boosts brand reputation.
Facilitated innovation	Get easier innovation and adaptation, allowing quicker implementation of new strategies and technology updates, driving brand and product evolution.
Improved ROI	Consolidation drives greater overall ROI by aligning your tech investments with your business objectives long term; future-proofing your stack against changes and advancements.
Easier governance	Centralized content in a single, structured system with defined roles, workflows, and approval processes. This increases visibility, strengthens compliance, and reduces the risk of inconsistent or outdated content going live.



The state of consolidation: What marketers are saying.

In a 2025 study conducted by Kentico, organizations across North America and Europe were asked to provide details about their current tech stack, goals, and how they approach consolidation.

- Single-platform users cited **better UX, faster training, and centralized governance**, whereas multi-platform users valued flexibility but suffered from silos and higher costs.
- Approximately **half** of the respondents **plan to look for unified tools** to help them manage marketing channels.
- **Faster performance and reliable tool functionality** is cited as a benefit of consolidation.

“Consolidating CMS/DXPs improves content governance, allowing content to be managed centrally and reused across sites, emails and other digital channels It also enables unified customer analytics, simplifies system maintenance, and reduces security risks through centralized updates and single sign-in.”



Miroslav Jirků
Director of Product Marketing at Kentico.

So, where do we start with consolidation?



How to start: A new approach to content.

So, how do you begin reducing complexity and consolidate your martech ecosystem?

The solution actually starts with content.

In her article, *If complexity is such a problem, why hasn't it been solved?* Debbie explores why tech stack complexity has been such a long-standing issue.

For years, she says, the industry has predominantly followed a design-first approach, focusing on how content looks rather than its purpose, value, or relevance. But to deliver the most relevant and engaging experiences for our customers, we need to move away from a technology-first approach, where the focus is on showing off new designs or tech and then fitting content into it.

Instead, a content-first approach puts the substance of the content first. Content then informs design and tech decisions to create user-focused digital solutions. This has the added benefit of improving content governance by centralizing assets, structuring content for reuse across channels, and managing it from a single, secure platform.

Xperience by Kentico supports this approach by structuring content at the core of the platform. Content is modeled into reusable types with fields, taxonomies, and relationships, and managed centrally so it isn't tied to a single page or layout. This allows teams to reuse the same content across multiple channels, update it in one place, and ensure consistency everywhere it appears. As a result, teams can evolve designs, launch new channels, and personalize experiences while maintaining clear workflows, permissions, and version control. Together with AIRA, Xperience by Kentico's built-in AI assistant, marketers can more efficiently create, refine, and optimize content while gaining actionable insights. Technology and design remain flexible layers built on top of well-structured, centrally managed content.

With a content-first approach, marketing leaders can gain stronger oversight, clearer compliance controls, and better operational efficiency across their entire digital ecosystem.



“

technology. Which is why it's crucial to think about it from the start of any project. Instead of diving into design details right away, focusing on your content strategy and structure can help you reach more people across different platforms and technologies. While we can't control how technology evolves, we can make the most of our content's power.”

Debbie Tucek



Director of Product at Kentico.



Benefits of a content-first approach.

Content drives customer engagement, brand messaging, and marketing performance. Placing content at the center of your consolidation strategy means standardizing it within a structured content hub (where content is modeled, stored, and governed centrally) so every connected channel pulls from the same source of truth.

In practice, this means defining content as structured content types with specific fields (such as headlines, product specifications, calls to action, images, and metadata), taxonomies, and relationships. That structured content is managed in a centralized repository, exposed via APIs, and reused across websites, email campaigns, mobile apps, portals, and other digital touchpoints. Teams update content once, trigger workflows and approvals within the platform, and publish changes everywhere without duplicating assets or manually recreating pages. The result is consistent messaging, faster updates, and full visibility and control over content across the entire digital ecosystem.

This centralized management, like Xperience by Kentico's Content Hub, strengthens governance and operational control. Role-based permissions, approval workflows, version history, and audit trails help maintain compliance and brand consistency, while reducing the risk of outdated or unauthorized content going live. AIRA supports this by adding an intelligent layer that analyzes content performance, surfaces optimization opportunities, and provides context-aware recommendations, helping teams make informed decisions while staying aligned with governance standards and brand guidelines.

By consolidating around a content-first architecture, organizations simplify system oversight, improve security posture, and create a scalable foundation that supports both marketing agility and long-term growth.



Here are the benefits:

Unified content management	All content and media are stored in a centralized Content Hub from where it can be published on all channels, with updates reflected on each one. This not only improves efficiency, but also increases the ROI of each piece of content.
Integration capabilities	Comprehensive integration enables you to connect various tools and platforms while maintaining a unified content strategy. This reduces the risk of data silos and fragmented user experiences.
Flexibility and future-proofing:	Starting with content makes your consolidation strategy adaptable to future needs and technologies. A content-first platform, like Xperience by Kentico, is designed to be flexible and scalable, allowing you to easily integrate new tools, channels, and technologies as they emerge. This adaptability is crucial for staying competitive in a rapidly evolving landscape.
Enhanced analytics and insights:	Gather and analyze data across platforms more easily with a content-first approach. With a unified view of performance and AI surfacing key trends and opportunities, you can make smarter decisions and continuously optimize your content strategy.
Memorable customer experiences	By integrating tools into a cohesive platform, you're able to leverage cross-channel customer insights to design a seamless, tailored journey, leading to deeper connections and increased loyalty.
Enhanced content strategy	With content at the core of your consolidation efforts, you can develop a more strategic approach to content creation, distribution, and optimization to achieve business goals.
Improved ROI	By consolidating around a content-first approach, you streamline, reduce redundancies, and focus on delivering high-quality, relevant content. This leads to better ROI by optimizing resources, improving content performance, and enhancing overall operational effectiveness.
Stronger security	Strengthen security by centralizing content in one controlled environment instead of multiple disconnected systems. This reduces vulnerabilities, enforces consistent permissions, and improves oversight for better compliance.
Centralized management	Publish and manage content across every channel (web, email, and headless) from a single source of truth like Xperience by Kentico's Content Hub. This strengthens governance, simplifies updates, reduces duplication, and gives teams clearer oversight and control across the digital ecosystem.

Adopting a content-first approach for consolidation allows you to build a strong, integrated foundation that supports your content strategy, improves governance, and aligns with your business goals. Prioritizing content management sets the foundation for a more efficient, adaptable, and future-proof martech stack.



Real consolidation success with Xperience by Kentico.



3,5x faster search

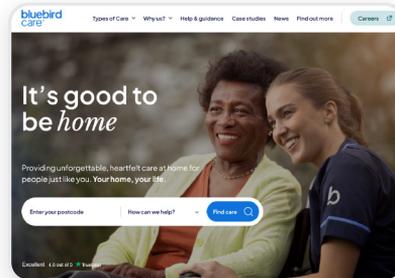


NorQuest College partnered with Inorbital to migrate from a portal-based setup to modern MVC sites on Xperience by Kentico. The project involved redeveloping custom modules, updating integrations, migrating and consolidating 2,000 pages and seven sites on a strict timeline. With a fully supported CMS and streamlined content structures, NorQuest now benefits from improved editor efficiency and search that's 3.5x faster.

[GET THE STORY](#)



250+ consolidated websites



Bluebird Care partnered with Ridgeway to transform their fragmented digital infrastructure and migrate to Xperience by Kentico. Seeking a scalable, mobile-first architecture to support franchise growth, they needed to enhance user journeys, streamline content delivery, and improve lead generation and SEO performance. With Xperience by Kentico's native toolset, composability, and API support, Bluebird Care now manages centralized and localized content across more than 250 consolidated websites; creating a scalable foundation built for long-term growth.

[GET THE STORY](#)



Consolidate with confidence.

The rapid expansion of the martech landscape has created a complex mix of tools and platforms, making it harder for businesses to manage, connect, and optimize their digital strategies.

Fragmented tech stacks, inefficiencies, and rising costs are real challenges. The way forward isn't adding more tools; it's rethinking the foundation. A future-ready, AI enabled, content-first approach to consolidation helps organizations streamline systems, improve integration, and build digital experiences that are scalable and adaptable by design. Structuring and centralizing content gives teams the flexibility to add channels, adopt new technologies, and respond to changing customer expectations without constant rework.

Rather than simply simplifying operations, this approach creates a more innovative and secure digital ecosystem; one that supports long-term growth, stronger governance, and continuous optimization made easy by AI.

With a composable architecture that lets you adapt as your needs change without rebuilding your content or starting from scratch, a content-first, unified platform like Xperience by Kentico can help you grow and stay ready for what's next.

[SCHEDULE YOUR DEMO](#)

H.Q

Kentico software s.r.o.
Nové sady 996/25
602 00 Brno
Czech Republic

CZ

Kentico software s.r.o.
FLEKSI BETA
Beta Building
Vyskocilova 1481/4
140 00 Praha 4-Michle

US

Kentico Software, LLC
15 Constitution Drive,
Suite 2C
Bedford, NH 03110
United States

UK

Kentico Software Ltd
One London Square
Cross Lanes
Guildford, Surrey,
GU1 1UN
United Kingdom

APAC

Kentico Software Pty Ltd.
83 Mount St, Level 4
North Sydney, NSW 2060
Australia

Germany

Kentico Software GmbH
c/o Schnorbus Helmhold
Wardemann PartGmbH
Kanalstraße 2
41460 Neuss



kenticos.com