

Chapter 2: The Seven Layers

Table Reference

Every table from this chapter, with what it's for and how to actually use it.

The Seven Core Layers

Layer	Purpose	Common Tools
1. Data Foundation	Create a trusted source of truth	CRM (Salesforce, Dynamics), data warehouse/lake (Snowflake, Databricks, BigQuery), Customer Data Platform, identity resolution, enrichment and hygiene
2. Audience & Segmentation	Define who should receive what	Segmentation tools, ABM platforms, predictive modeling, lead and account scoring, intent data
3. Content & Assets	Create and manage marketing experiences	CMS, Digital Asset Management, content creation tools, brand management tools, AI-assisted content generation
4. Campaign & Journey Orchestration	Execute and automate engagement	Marketo, HubSpot, Eloqua, customer journey platforms, email marketing systems, workflow automation
5. Channel Execution	Deliver messages through customer touchpoints	Email, paid media, social, events and webinars, websites, SMS, sales outreach
6. Measurement & Intelligence	Understand performance and optimize	Analytics platforms, attribution tools, BI/reporting, revenue dashboards, experimentation platforms
7. AI & Decisioning	Make the stack smarter	Predictive scoring, AI content generation, conversational AI, next-best-action recommendations, agentic workflows, forecasting

Description: The master seven-layer marketing technology stack framework – Data Foundation through AI & Decisioning – showing each layer’s job and the tools that typically live there.

How to use it: Use as the reference when auditing your own stack: map your actual tools against each layer to spot gaps (a layer with nothing in it) or redundancy (multiple tools competing for the same layer).

Key Fields Across the Record Lifecycle

Object	Field	What It Captures
Lead and Contact	Original Lead Source	First-touch channel and sub-channel, frozen at creation – populated from the UTM taxonomy in Chapter 13
Lead and Contact	First Campaign Name	Relates to Original Lead Source – the specific marketing campaign that drove the first activity, locked alongside it
Lead and Contact	First Campaign Date	Stamped upon first marketing activity, never updated
Lead and Contact	Most Recent Lead Source	Last-touch channel, updated on ongoing engagement
Lead and Contact	Last Campaign Name	Relates to Most Recent Lead Source – the specific marketing campaign that drove the most recent activity
Lead and Contact	Last Campaign Date	Updated every time new marketing activity happens
Lead and Contact	Status	Working position before conversion (New, Working, Qualified, Disqualified – see Chapter 5)
Lead and Contact	MQL Date	Locked at first MQL crossing; never overwritten – permanent first-touch anchor
Lead and Contact	MQL Campaign	Locked alongside MQL Date; the campaign that drove the first MQL crossing
Lead and Contact	Last MQL Date	Overwritten on every subsequent MQL crossing – current-state anchor
Lead and Contact	Last MQL Campaign	Overwritten alongside Last MQL Date
Campaign Member	MQL Campaign Member History	Every MQL-crossing Campaign Member record, full history, not just first/last – see Chapter 4’s MQL Date architecture
Account	Account Tier	ICP scoring tier driving prioritization (Chapter 10)
Account	Account Score	Aggregate engagement and fit score for the whole account, built from buying-group behavior across every known contact, not any single person’s MQL score (Chapter 10)
Account	Buying Stage	Where the account sits in its own buying journey (Awareness, Consideration, Decision), typically derived from intent data and engagement trend (Chapter 10)
Account	Buying Group Size	Count of known contacts at the account showing real engagement – the concrete number behind the “multiple

Object	Field	What It Captures
		stakeholders” signal Chapters 10 and 12 both discuss
Opportunity	Opportunity Contact Role	Which buying-committee member is attached to this specific deal
Opportunity	Primary Campaign Source	Which campaign gets ROI credit for originating this Opportunity
Campaign Member	Status	Engagement level with a specific campaign (Responded, Attended, Registered, etc.)
Campaign Member	Member First Associated Date	When this specific touch occurred – the timestamp powering activity-based alerting
Campaign Member	Channel	The web-related category that pushed this touch into the system – CPC, Organic, Referral, Social Link, Email Link – populated from the UTM taxonomy in Chapter 13

Description: A field-by-field reference covering every Lead, Contact, Account, Opportunity, and Campaign Member field that matters for source tracking and lifecycle stage – including the locked/updated field pairs and the ABM-specific Account fields.

How to use it: Use as a build spec when configuring CRM fields, or as an audit checklist to confirm your existing system has each field correctly defined and populated.

The Extended Stack

Tool Category	What It Does
Data Enrichment & Standardization	RingLead (now part of ZoomInfo Operations) or similar – runs on a schedule against the CRM/MAP database, not just at point of capture
Marketing Work Management	Asana, monday.com, or similar – runs the team’s own campaign calendar, content briefs, and approval workflows; the tool that actually executes Chapter 22’s Content Lifecycle stage by stage
Technical Issue Tracking	Jira or similar – tracks bugs and enhancement requests against the stack itself, kept deliberately separate from marketing work management
Blog / Content Email Automation	A dedicated send tool for the content newsletter, so routine distribution doesn’t eat into MAP send capacity or campaign-builder time meant for revenue programs
Webinar / Virtual Event Platform	Zoom Webinar, ON24, GoTo Webinar, or similar – registration and engagement data that needs to sync cleanly as its own lead source, not get manually re-keyed
Website Forms (Joint	Field mapping, routing logic, and MAP/CRM sync live on the MarkOps

Tool Category	What It Does
Ownership with Web Team)	side; the pages themselves live with the Web team
Lead Routing & Meeting Scheduling	LeanData, Chili Piper, or similar – handles account-to-lead matching and instant meeting booking with more sophistication than native CRM/MAP routing logic supports on its own
Sales Engagement	Outreach, Salesloft, or similar – SDR-owned outbound sequencing and cadence automation, distinct from MarkOps-owned nurture in the MAP, but a real integration point wherever activity data needs to sync back to the CRM

Description: The tool categories outside the seven core layers that are still essential – data enrichment, marketing work management, technical issue tracking, lead routing/scheduling.

How to use it: Check this when your core stack feels complete but something’s still falling through the cracks – it’s often one of these categories missing entirely.

The Tool Inventory & Evaluation Tracker

Tool / Platform	Owner	Contract Renewal	Integration Status	Keep / Evaluate / Sunset
Salesforce			Live	Keep
ZoomInfo / Clearbit				
6sense / Demandbase				
[CMS / DAM Platform]				
Marketo / HubSpot			Live	Keep
[Ad Platforms, Social Tools]				
Tableau / Looker				
Bizible / Attribution				
[AI / Predictive Tools]				
RingLead / ZoomInfo Operations				
Asana / monday.com				
Jira				
[Blog / Content Email Tool]				
Zoom Webinar / ON24 / GoTo Webinar				

Tool / Platform	Owner	Contract Renewal	Integration Status	Keep / Evaluate / Sunset
Website Forms (CMS)	MarkOps (joint w/ Web)			Owned by MarkOps; pages owned by Web
LeanData / Chili Piper				
Outreach / Salesloft				

Description: A blank, fill-in tracker for auditing every tool in your stack against the seven layers and extended categories.

How to use it: Run as a real annual audit – populate with your actual tools and be honest about which are earning their renewal versus quietly redundant.

Critical Integration Health Checks

Integration	Direction	Sync Frequenc y	Key Fields	Last Audited	Health Status
Orchestration → CRM	Lead/ Contact sync	Real- time	Lead Source, Score, MQL Date, Campaign		
CRM → Orchestration	Account/ Opp data	Hourly	Account Tier, Opp Stage, Close Date		
Intent Platform → CRM	Account signals	Daily	Intent Score, Surge Topic, Buying Stage		
Enrichment → CRM	Firmograph ic data	On creation + quarterly refresh	Industry, Revenue, Employee Count, Title		
Attribution → CRM	Touch data	Real- time	Campaign Touch, Channel, Attribution Credit		
Web Analytics → Orchestration	Behavioral data	Real- time	Page views, Form fills, UTM params		

Description: Tracks the health of the specific system-to-system integrations that keep your “golden record” intact.

How to use it: Review monthly as a zero-result-style check – anything not marked “Healthy” is the alert to investigate before it corrupts downstream data.

Health Status Legend

Status	Meaning
Healthy	Syncing on schedule; field mapping verified within the last audit cycle
Degraded	Syncing but with delays, partial field mismatches, or an overdue audit
Broken	Sync failing or field mapping confirmed incorrect – fix immediately

Description: Short legend defining what each status label (Healthy, Degraded, Broken, Unknown) actually means for the table above it.

How to use it: Keep next to the health checks table so everyone interprets “Degraded” the same way instead of guessing.
