Minimize Downtime. Maximize Marketing Opportunities.

Within every digital business, incidents happen and Marketing teams are called into action for broad customer communications. Though the day job of digital marketers focuses on customer acquisition, events can happen that also require immediate action. But with an increasingly complex technology stack to optimize ad spend, capture leads, and analyze campaign performance, it can be challenging to sort out signal from noise.

Downtime can result in lost leads or wasted ad spend, and a lack of visibility into failures and an inability to respond in real time only add to the chaos. But when available, the stream of digital signals from the Marketing tech stack can provide unique insights into prospect behavior, especially if they can be harnessed into immediate action.

With PagerDuty’s platform for Digital Operations Management, you can capitalize on time-sensitive opportunities, be responsive to customer needs, and become a truly agile Marketer.
Using PagerDuty for Marketing Ops, teams can leverage the power of 200+ integrations to raise visibility and respond faster to prospect and customer needs. Additionally, teams can apply IT Operations best practices to more effectively operate their marketing technology.

**Improve Prospect Experience**

By integrating your website and marketing technology stack with traditional IT monitoring tools, PagerDuty helps detect problems before they become widespread. With real-time visibility into issues, MarketingOps owners can raise awareness and drive rapid resolution to preserve the prospect experience.

**Optimize Marketing Team Productivity**

Through automation, PagerDuty provides a simple engine to improve marketing team processes. Team performance analytics and health scores are also tracked to ensure that issues are being resolved effectively across the MarketingOps team.

**Turn Signals Into Marketing Opportunity**

PagerDuty integrates into the rich set of digital signals in your marketing technology stack, providing the unique ability to initiate a real-time response so you can capitalize on time-sensitive marketing opportunities.