



Email Tech Stack Transformation Guide

A comprehensive guide to evaluating, planning, and executing tech stack changes.

Your email tech stack is the engine of your customer messaging strategy. When it's optimized, campaigns run smoothly, data flows seamlessly, and results improve. When it's not, teams spend more time fighting the platform than driving growth. This guide walks you through Kempler's proven approach to evaluating, transforming, and optimizing your messaging infrastructure.

Phase 1: Assessment & Discovery

Before making changes, you need a clear picture of where you are today. Kempler's assessment process evaluates six critical dimensions of your messaging ecosystem:

- **Lifecycle & Automation:** Evaluate your workflows end-to-end—from welcome series to win-back campaigns—and find where automation can drive more revenue.
- **Platform & Architecture:** Deep-dive into your ESP configuration, data model, and integrations to ensure your tech stack is set up for scale.
- **Segmentation & Personalization:** Assess how well you're targeting audiences and personalizing content, with actionable recommendations to boost engagement.
- **Performance Analysis:** Benchmark your metrics against industry standards and get strategic recommendations to move the needle on KPIs.
- **Deliverability & Compliance:** Audit your sender reputation, authentication setup, and compliance posture to ensure your messages land in the inbox.
- **Custom Assessments:** Specialized analysis for unique challenges—migration readiness, vendor evaluation, and more.

Phase 2: Strategic Planning

With assessment insights in hand, we build a transformation roadmap tailored to your organization's priorities, timeline, and budget.

- Define transformation goals aligned to business KPIs
- Prioritize initiatives by impact and effort
- Map dependencies across platforms, teams, and data sources
- Establish success metrics and benchmarks
- Create phased implementation timeline
- Identify resource requirements and team roles

Phase 3: Core Services & Execution

We restructure your messaging services around transformation outcomes, not tool names. Six core capabilities drive execution:

Service	What We Do
ESP Optimization	Messaging roadmaps aligned to KPIs, industry benchmarks, and customer expectations. We unlock the full potential of your email platform.
CRM Unification	Connect your ESP, CRM, and SMS platforms so messaging programs run on clean data and scalable architecture.
SMS Integration	Build scalable lifecycle workflows that trigger at the right moments. Extend your reach beyond email.
Deliverability Transformation	Diagnose issues, optimize lifecycle programs, and ensure your channels operate at full potential.
Data & Reporting	Connect messaging performance to revenue. Understand what's working, what's not, and where the biggest opportunities live.
Personalization & Segmentation	Smarter audience segments, relevant content, personalized experiences that increase engagement and reduce churn.

Phase 4: Platform Transitions

Planning a migration? We guide teams through transitions seamlessly. Whether you're moving from one ESP to another, consolidating multiple platforms, or implementing a new MarTech stack, we ensure data, automations, and campaigns move without interruption.

Our migration process covers:

- Data validation and mapping
- Workflow and automation rebuild
- Template conversion and testing
- Launch coordination and cutover planning
- Post-migration optimization and monitoring
- Deliverability warming and reputation management

You maintain full control. We own the technical complexity.

Phase 5: Training & Knowledge Transfer

Knowledge transfer isn't an afterthought—it's a core part of our engagement. We document processes, train your team, and provide ongoing support so your staff can run programs independently. When we step back, your team is empowered to move forward.

Platforms We Work With

Deep expertise across 20+ ESPs, CRMs, and messaging platforms including: Acoustic, Adobe Campaign, Adobe Marketo, ActiveCampaign, Attentive, Braze, Constant Contact, HubSpot, Iterable, Klaviyo, Mailchimp, MessageGears, MovableInk, Salesforce Marketing Cloud, Salesforce Pardot, SendGrid, Validity, and Zeta Global.

Ready to Transform Your Email Stack?

Let's talk about which services align with your biggest priorities and how we can help you achieve your messaging goals.

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