

# Marketing Technology Landscape Supergraphic (2018): Martech 5000 (actually 6,829)

Posted by [Derek A. Lackey, Editor](#) / May 03, 2018

As a marketer sometimes it feels like technology is getting a little overwhelming. Well, it actually is! Check out Chiefmartec.com's infographics from this year and a few years past. Good to know it's not just you, right?

Like the running of the bulls in Pamplona an apt simile? its become a yearly tradition for me to release the marketing technology landscape at the MarTech conference in the spring. So here at our event in San Jose today, Im pleased to unveil the 2018 edition of one of the most loved-and-hated slides in marketing:



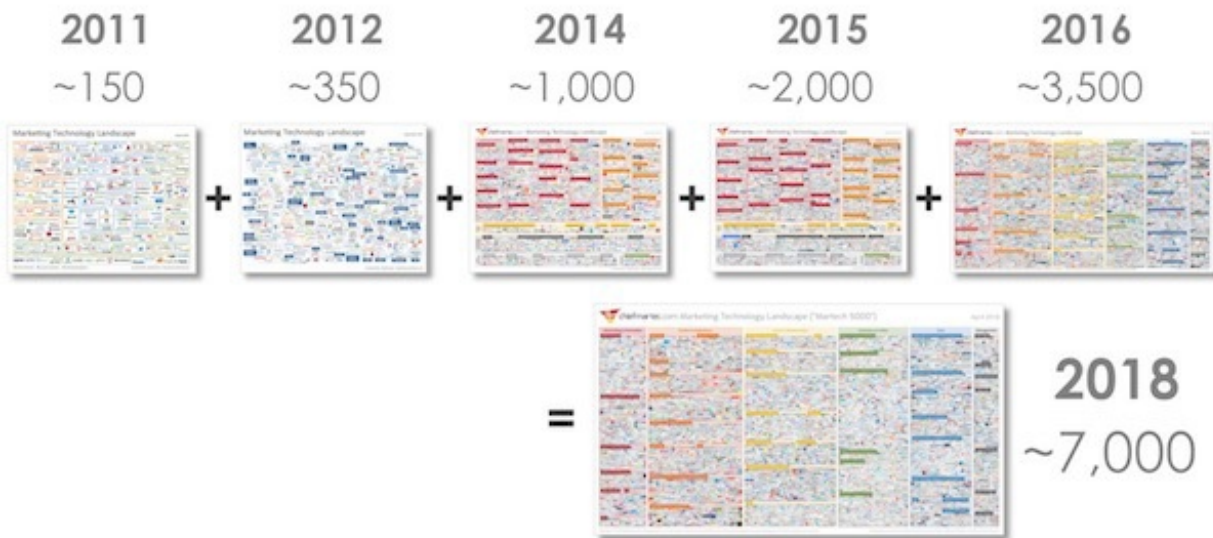
I've kept the nickname of the Martech 5000 it has a certain ring to it but this year's graphic actually charts 6,829 marketing technology solutions from 6,242 unique marketing technology vendors.

While that represents only 27% growth over last year's landscape, which mapped a grand total of 5,381 solutions, the percentage of growth belies the absolute scale of this space.

To appreciate the magnitude of martech's diversity (and the effort behind this

project), the size of the 2018 landscape is equivalent to all of the marketing tech landscapes we assembled from 2011 through 2016 added together:

For reference, here are the 2011, 2012, 2014, 2015, 2016, and 2017 versions of the landscape.



Some important notes...

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