

Marketing Operations Maturity Benchmark Results

Information

Information **AD HOC** Level Description

Information readiness is measured based on foundational data concerns related to accuracy, accessibility, timeliness, relevancy, usefulness, robustness, granularity, availability and the ability to act quickly on information. Your responses indicate that strategy, plan, brief and asset information is high-level, confusing and difficult to find and there is a general lack of confidence in data. Project data is fragmented and de-centralized.

Based on your responses in the Marketing Operations Maturity Benchmark, your organization has an Ad Hoc level of readiness. This level may be described using the characteristics below.

Does this sound like you?

- ✓ Spreadsheets are the source of truth for work information, numeric data, measures and KPIs and performance results are delayed with limited impact on in-flight initiatives.
- ✓ Finance and marketing are not aligned on budgets, spend, ROI, innovation or MarTech investment data and calculations.
- ✓ Consumer data is fragmented, out-of-date and does not meet campaign selection and analysis needs.
- ✓ There is no source of truth for product data and sponsors are often frustrated with the outputs of the work they have requested.
- ✓ Requestors often change work request information after the work has started and work information, documents and measures are missing, wrong or require manual rework.
- ✓ Different people may provide different data in response to the same information request.
- ✓ Consumer journeys and behaviors are not tracked and are not used to personalize user experience or promotional messaging.

Ad Hoc

Basic

Managed

Optimized

50% of surveyed marketing leaders indicated that their most urgent 2020-21 problem is an inability to measure and monitor marketing effectiveness.
– Gartner, January 2020

Consider the following activities to achieve a **BASIC** maturity level:

BUSINESS RECOMMENDATIONS

- Clearly define strategy, planning and brief data in standard data structures.
- Assign ownership for various types of data.
- Conduct formal review and approval activities for planning information.
- Create budgets and track conversions in partnership with other organizations like Finance and Analytics.
- Centralize core customer data and establish a source of truth.
- Load core customer, product and project information into a data lake.
- Standardize the process of creating analysis and reports.
- Establish a front door for analysis and reporting requests.
- Start measuring initiative performance and consider it in planning.
- Map consumer journeys at the persona level.

TECHNOLOGY RECOMMENDATIONS

- Centralize customer, selection and analysis data in cloud repository
- Standardize and digitize strategy, marketing and creative brief information
- Eliminate the use of spreadsheets for tracking project and task activities and pilot digital work management technology
- Create digital performance, response and conversion dashboards



Map your path to marketing operations excellence.
Meet with a CapabilitySource Marketing Operations Expert today.