

## Marketing Operations Maturity Benchmark Results

### Technology

### Technology BASIC Level Description

Specialized marketing tools are used to complete specialized work but they are not integrated. Multiple, duplicate digital task or work management technologies are in use to enable the exchange of work or knowledge across workers and teams. Fortunately, leading MarTech providers offer digital cloud-based collaboration and work management technologies that are built for integration. Adoption of these technologies significantly improves both efficiency and effectiveness.

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

#### Does this sound like you?

✓ Duplicate, comparable technologies exist across groups and teams.	✓ Task tracking and reporting is automated but business rule decisions must be made by workers.	✓ Ownership for MarTech spend and ROI is unclear. MarTech value is in question and adoption is variable.	✓ There is no unified source of record for work activities and approvals.	✓ It is difficult to determine how work has moved through the organization.
✓ Long-running streams of work can't be completed in the same systems without multiple screens and context switching.	✓ Tool and technology help is often delayed and uninformed.	✓ Worker, customer, prospect and partner identity and access are managed in different systems and occasionally result in duplication and inconsistency.	✓ Preferences are fragmented and managed in multiple systems.	

Ad Hoc

Basic

Managed

Optimized

*Approximately 43% of marketers surveyed still do not use any kind of modern MarTech to manage key marketing activities, hindering the marketing team's ability to meet objectives.*  
– Gartner, August 2020

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

#### BUSINESS RECOMMENDATIONS

- Adopt marketing tools from a single platform vendor to support the needs of marketers in the same group or team.
- Integrate tools at the data layer in ways that reduce the amount of re-entry needed as data flows through the marketing process.
- Automate common project management type activities related to project creation, setup, scheduling, assignment and document management.
- Integrate collaboration technologies across teams and regions.
- Establish a MarTech roadmap that is aligned with marketing strategy and IT.
- Consolidate and unify collaboration and work management technologies within groups and teams.
- Begin using AI and ML to optimize assignments and streamline workflow.
- Centralize authentication and identity management.
- Assign business side product owners to provide front line tool support for users.

#### TECHNOLOGY RECOMMENDATIONS

- Consolidate and integrate work management technologies used by the marketing team.
- Integrate work management technologies.
- Automate project setup, staff assignment, document generation and asset publishing.
- Adopt digital, cloud-based, integrated best-of-breed technologies.
- Enable two-factor, multi-channel single sign-on with full, field-level change tracking.
- Integrate planning, execution and performance measurement technologies.



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