

Marketing Operations Maturity Benchmark Assessment Results

Information

Information **OPTIMIZED** 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, budget, brief and asset information is accessible to both internal and external workers and actionable through clearly defined and maintained OKR style goals.

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

Does this sound like you?

- ✓ Finance and Marketing are aligned at every level. Finance workers actively contribute at the initiative level with budget, spend, estimates, benefit and tech investment decisions.
- ✓ Consumer information is managed in an integrated customer data profile (CDP) and segments are dynamically managed within an audience management technology.
- ✓ Product information is managed in a product information management (PIM) system and project information is managed in a specialized work management system.
- ✓ Integrated and enriched data is generated and easily accessible to workers. Robust, channel specific performance results are tracked and automatically influence in-flight initiatives.
- ✓ Consumer behaviors are tracked and actively used in near real-time journey reinforcement and experience personalization.
- ✓ Work information, documents and measures are tracked, versioned and available on demand. Data is detailed, easy to find and well understood.

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

Congratulations, your responses indicate that you have achieved an **OPTIMIZED** level of maturity for information.



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