

Strategy, Planning and Budgeting (SPB) Readiness Calculator Results

## Marketing Technologies Must Align with Company Business Outcomes

Your marketing digital tranformation doesn't need to be overwhelming. Our proven process will successfully walk you and your organization through marketing digital transformation to allow you to more quickly adjust to changing customer demands and increase ROI.

We design solutions that allow marketers to confidently convey how marketing contributes to corporate revenue, supports sales conversions, improves compliance without limiting creativity and easily develops a shared MarTech roadmap and technology spend agenda with IT.

We design alignment between Marketing and Finance to gain greater transparency. Companies that have a high degree of alignment between Marketing and Finance have marketing budgets that are up to 4 percent of gross annual revenue higher than their counterparts.

According to a recent study, 26 percent of the average marketing budget is now allocated to technology. Yet, CMOs do not feel that their organizations have a MarTech roadmap that properly supports and enables marketing strategy. CapabilitySource can change that.

Now that you understand your organization's maturity level and the recommended next steps, reach out to talk to one of our SPB analysts to continue on your marketing digital transformation journey. We look forward to helping you.

## Speak with a CapabilitySource SPB Specialist

Gain confidence in you decisions by working with CapabilitySource thought leaders to apply our SPB assessement results to your specific marketing and technology initiatives.



Will Foreman SPB Specialist





8000 Fair Oaks Parkway Bldg. 3, Suite 3209, Fair Oaks Ranch, TX 78015 +1 866-406-2790 | Email: solutions@capabilitysource.com | capabilitysource.com

© 2020 CapabilitySource - This educational tool draws on years of experience, insights, best practices and technology input to drive optimal business outcomes. Use of the Readiness Calculator and submission of your data is voluntary. By using the Readiness Calculator, you agree to share your data and responses with CapabilitySource. CapabilitySource utilizes the data you provide to generate automated information output. Upon submission of your data, CapabilitySource will generate online content, and a report will be distributed to you by email. In providing your email address you attest to be the owner of that address and agree to receive communications from CapabilitySource or its partners. The content on this website is for convenience and information purposes only. CapabilitySource offers consultation meetings to further qualify Readiness Calculator results and evaluate solution alternatives. Consult your company policies and procedures before making decisions. Terms of Submission: You agree that:

- Your submission does not create any contract, whether implied or expressed, between you and CapabilitySource or its partners.
- Your response to the questions in the Readiness Calculator will automatically become the property of CapabilitySource, without compensation to you,
- CapabilitySource can use your data, in any way, and without attribution or compensation to you,
- Any information you provide will be considered non-confidential.
- You attest that you are the owner of the email address you provide and to be contacted by CapabilitySource or its partners.