

Marketing Operations Maturity Report

This report was dynamically generated from your responses to the CapabilitySource Marketing Operations Maturity Benchmark. This report includes personalized findings and recommendations about your organization's level of efficiency and effectiveness with marketing operations. Use the information in this report to understand the strengths and weaknesses in your current strategy development, planning, execution and performance measurement processes and create a plan to improve them using modern business capabilities and technology.

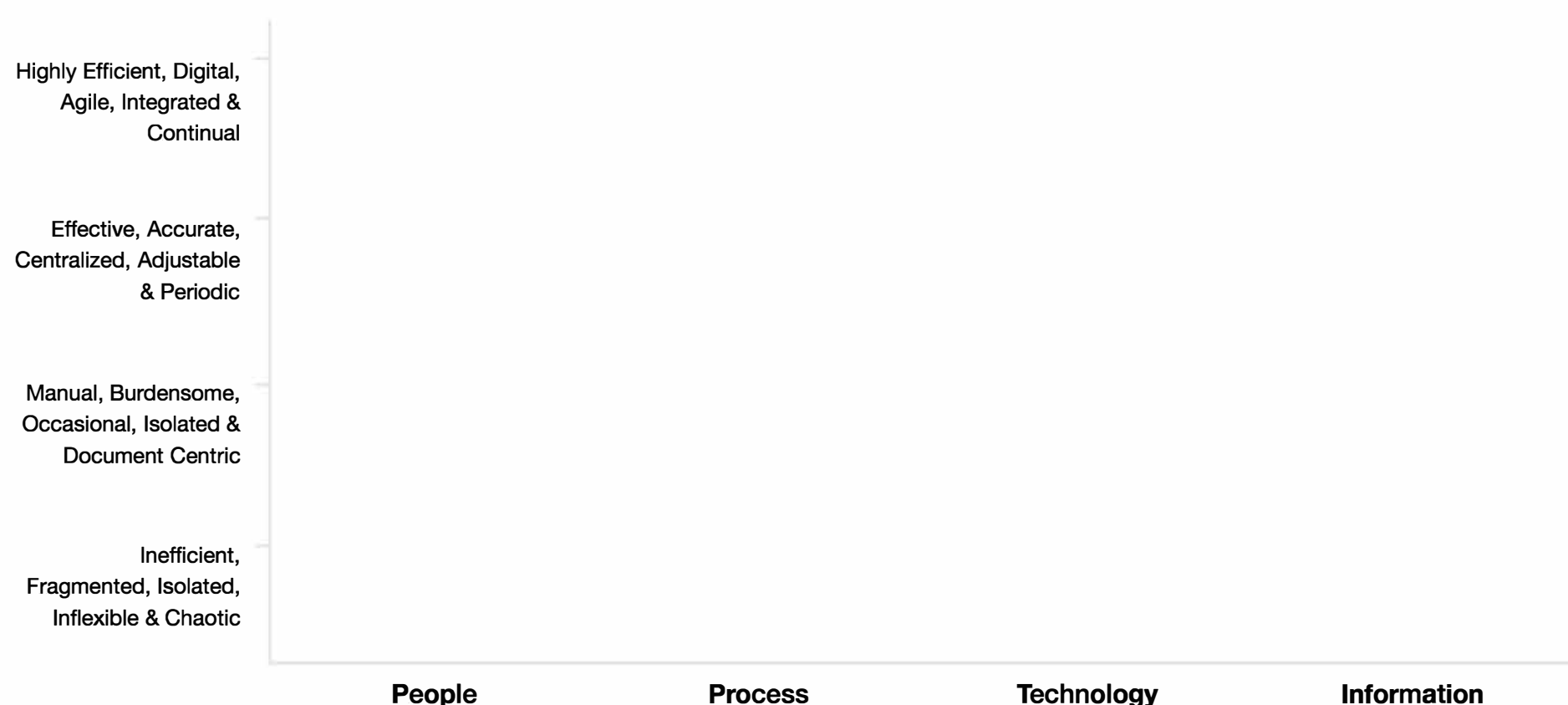
Marketing Operations Maturity Benchmark Foundations

The Marketing Operations Maturity Benchmark uses 24 questions related to People, Process, technology and Information. Responses are rated as Ad Hoc, Basic, Managed and Optimized. The Marketing Operations Maturity Benchmark ratings have been established using real customer experiences, research and analyst consultation. The ratings in this report provide a health rating perspective. Use the Marketing Operations Maturity Benchmark and this report to determine understanding and alignment across your organization, develop a marketing operations improvement journey and rate your progress along the way.

Next Steps





- Analyze results that surprise you and determine the root causes of poor performance.
- Share this report with colleagues, and ask them to take the assessment and evaluate rating discrepancies across teams and organizations.
- Determine your desired level of readiness and consider both the costs and benefits of achieving it.
- Get started by picking one of the four dimensions (People, Process, technology and Information) and contact CapabilitySource to create a tactical plan to improve it.

Your Marketing Operations Maturity Benchmark Results



Marketing Operations Maturity Framework - Primary Business Concerns

The Marketing Operations Maturity Benchmark questions and ratings are based on a rich set of People, Process, technology and Information concerns. These concerns are common across organizations of all types and sizes. They are foundational and may be used to determine the level of effectiveness, efficiency and agility in your marketing operations capabilities. Consider how the concerns below map to your organization.

People Concerns 	Knowledge of what to do and when to do it Appropriate assignment of work Clear learning objectives Allocation of internal and external responsibilities Roles and responsibility clarity Efficient and effective collaboration Accurate and timely performance measurement Optimal team structure	Process Concerns 	Planning completeness and accuracy Actionable strategy alignment High quality work output Predictable effort and duration Shared, actionable and meaningful goals Relevant controls and checks Limited rework and throw away effort Effective and well executed strategies
Technology Concerns 	Centralized access to technology systems and information Automated business rules and recurring tasks Affordable, cloud-based, device-independent experiences Highly secure access control Specialized, role-based job functionality Highly utilized and adopted technology Deeply integrated technology systems Helpful and enjoyable user experiences	Information Concerns 	Marketing KPI's and measures that align with Finance Accuracy of project, product and consumer data Robustness of project, product, consumer and brief data Accessibility of performance, customer and selection data Timeliness of approval, testing and response feedback Usefulness of analytic findings and actionable insights Granularity of task, consumer interaction and behavioral history Availability of project, product, consumer, brief and asset data