

Marketing Operations Maturity Report

This report was dynamically generated from your responses to the CapabilitySource Marketing Operations Maturity Benchmark Assessment. 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.

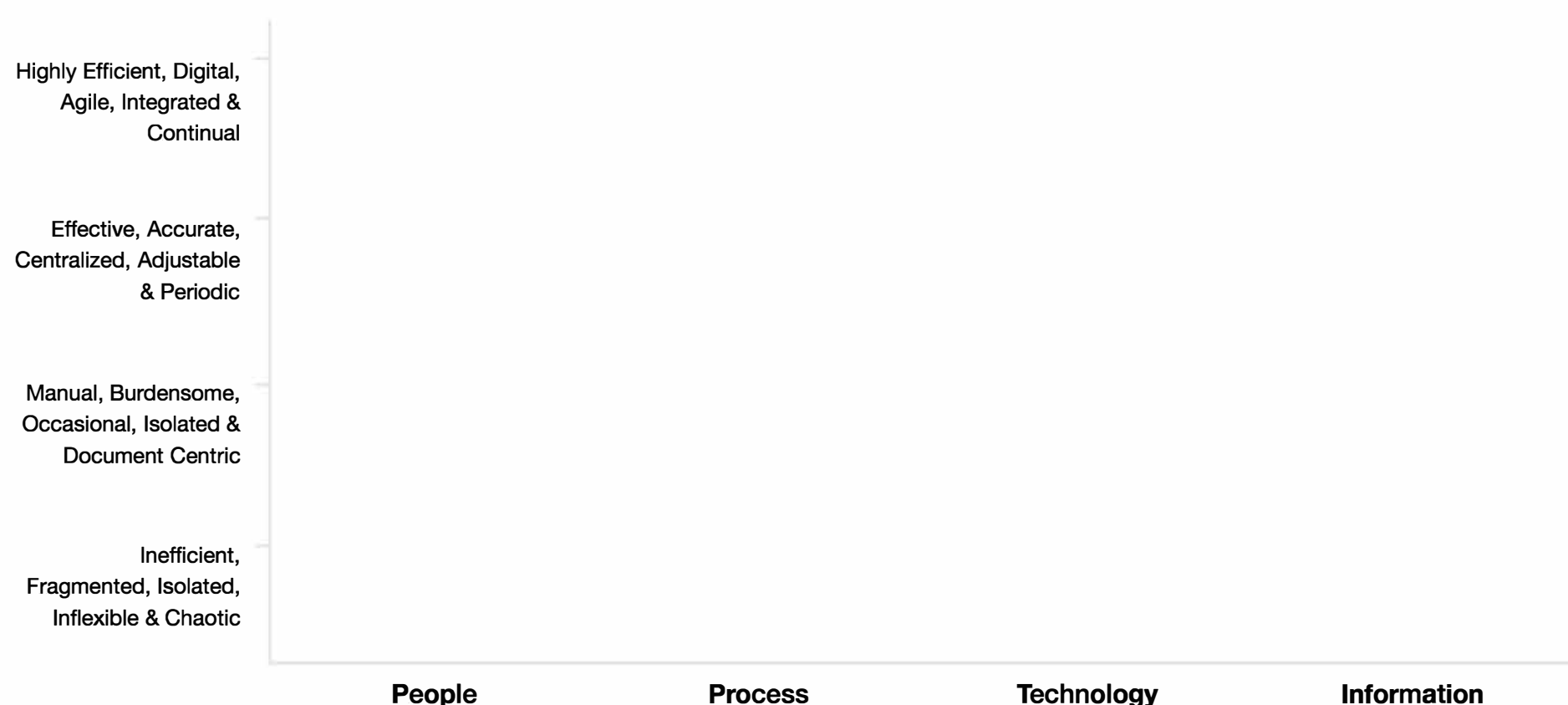
Marketing Operations Maturity Benchmark Assessment Foundations

The Marketing Operations Maturity Benchmark Assessment 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 Assessment 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 Assessment 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 Assessment Results



Marketing Operations Maturity Framework - Primary Business Concerns

The Marketing Operations Maturity Benchmark Assessment 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 	<ul style="list-style-type: none">Knowledge of what to do and when to do itAppropriate assignment of workClear learning objectivesAllocation of internal and external responsibilitiesRoles and responsibility clarityEfficient and effective collaborationAccurate and timely performance measurementOptimal team structure	Process Concerns 	<ul style="list-style-type: none">Planning completeness and accuracyActionable strategy alignmentHigh quality work outputPredictable effort and durationShared, actionable and meaningful goalsRelevant controls and checksLimited rework and throw away effortEffective and well executed strategies
Technology Concerns 	<ul style="list-style-type: none">Centralized access to technology systems and informationAutomated business rules and recurring tasksAffordable, cloud-based, device-independent experiencesHighly secure access controlSpecialized, role-based job functionalityHighly utilized and adopted technologyDeeply integrated technology systemsHelpful and enjoyable user experiences	Information Concerns 	<ul style="list-style-type: none">Marketing KPI's and measures that align with FinanceAccuracy of project, product and consumer dataRobustness of project, product, consumer and brief dataAccessibility of performance, customer and selection dataTimeliness of approval, testing and response feedbackUsefulness of analytic findings and actionable insightsGranularity of task, consumer interaction and behavioral historyAvailability of project, product, consumer, brief and asset data