

Marketing Technologies Must Align with Company Business Outcomes

Your marketing digital transformation 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.

26%

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 your decisions by working with CapabilitySource thought leaders to apply our SPB assessment 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