

Information

Information **OPTIMIZED** Level Description

Using searchable digital portal technologies, the ability to gather and share external market factors, macro influences and competitor insights that impact strategy are critical keys to success which enable teams to quickly compare goal results against the larger plan.

Based on your answers, your company falls into the Optimized category. See if the characteristics below sound like your company and contact us to see how you can supercharge your digital strategy.

Does this sound like you?

- ✓

External market factors, macro influences and competitor insights are continuously evaluated and reconciled to strategies using searchable digital portal technologies.
- ✓

Findings are pro-actively shared with SPB participants and evaluated against pre-defined and automatically monitored SPB change signals.
- ✓

Goal results are automatically and continually calculated and compared to plan.
- ✓

Unique and complex SPB data is captured, enriched, managed and versioned.
- ✓

Comprehensive, conformed, high-quality SPB information is centrally accessible based on a tightly controlled access policy.
- ✓

SPB information includes direct inputs from Sales, Product, Marketing, other business units and third-party agencies.

AdHoc

Basic

Managed

Optimized

40% of CMOs expect budget cuts greater than 15% in 2020
– Gartner April 2020

Congratulations, your responses indicate that you have achieved an **OPTIMIZED** level of maturity for strategy, planning and budgeting.



Supercharge your marketing digital transformation. Schedule time with a CapabilitySource SPB Specialist to improve your readiness.