

## With a virtual workforce, changing ecosystem, increased complexity and continued budget pressure, marketing operations maturity is essential.

Gain control of your marketing work streams. Have confidence in your ability to be nimble, fast and efficient. Ensure that your team is prepared to shift and pivot to deal with factors outside their control. Become nimble and agile, making the most of every budget dollar. At CapabilitySource, we understand the need for effective marketing operations and we can help you achieve it quickly and affordably. Use this Marketing Operations Maturity Benchmark Report to get started.

**We design solutions** that allow marketers to confidently convey how marketing operates and 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 provide innovative processes and technologies** that simplify marketing strategy, planning and budgeting to ensure that strategy is agile and goals are aligned from top to bottom. We improve business capabilities, integrate systems and get results.

# 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 marketing operations experts to continue on your marketing operations improvement journey. We look forward to helping you.

## Speak with a CapabilitySource Marketing Ops Expert

Get the facts and gain a deeper understanding of your Marketing Operations Maturity Benchmark results, findings and recommendations by meeting with a CapabilitySource Marketing Operations Expert.



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