CapabilitySource

Information	**Information BASIC Level Description**

Information readiness is measured based on foundational data concerns related to accuracy, accessibility, timeliness, relevancy, usefulness, robustness, granularity, availability and the ability to act quickly on information. Your responses indicate that strategy, plan, brief and asset information is captured, shared and aligned with corporate strategy. Plan information is assembled, approved and shared periodically but may be isolated in planning systems and documents.

Based on your responses in the Marketing Operations Maturity Benchmark, your organization has a Basic level of readiness. This level may be described using the characteristics below.

Does this sound like you?

✓ Finance and marketing are aligned on budget and actuals but may differ on ROI, innovation and MarTech investment.

✓ Consumer data is managed centrally but lacks automated de-duplication, scrubbing and third party enrichment.

✓ A limited view of consolidated project and product information exists in analytic systems.

✓ Sponsors often struggle to understand the outputs of the work they have requested and question its accuracy.

✓ Work information, documents and measures are difficult to find or must be created when requested.

✓ Data is high-level, lacks detailed support and may be difficult to understand. Work data and documents are centralized but ownership is unclear.

✓ Fragmented, isolated technologies are the source of truth for work information, numeric data, measures and KPIs.

✓ Overall performance results from one initiative may be considered and occasionally impact communications in future initiatives.

Ad Hoc	Basic	**Managed**	Optimized

50% of surveyed marketing leaders indicated that their most urgent 2020-21 problem is an inability to measure and monitor marketing effectiveness.
– Gartner, January 2020

Consider the following activities to achieve a MANAGED maturity level:

BUSINESS RECOMMENDATIONS

- Package and publish strategy, plan, brief, project and performance information digitally, and provide secure access to the information both internally and externally.

- Actively engage workers in other business functions like Finance and Compliance, without switching systems, re-entering data or copying documents.

- Align performance goals within marketing and across stakeholders like Finance and Sales.

- Adopt highly integrated business and experience platforms that come with customer data profile, audience management, product information management and marketing work management capabilities.

- Track document versions, comments and approvals from all workers in an operational system of record.

- Automate information compliance activities like purging, archiving and expiring old content.

- Automatically adjust in-flight initiatives to optimize workflow and initiative performance using AI and ML capabilities.

TECHNOLOGY RECOMMENDATIONS

- Integrate and automate customer, selection and analysis data in cloud repository.

- Automate the capture of strategy, marketing and creative brief development.

- Provide digital, on-line project performance, response and conversion dashboards.

- Enable channel specific, performance monitoring.

Map your path to marketing operations excellence.
Meet with a CapabilitySource Marketing Operations Expert today.