

Marketing Operations Maturity Benchmark Results

Technology

Technology **OPTIMIZED** Level Description

A unique set of best-of-breed and cross-functionally integrated technology is used to enable the exchange of work and knowledge across digital planning, budgeting, content, production, analytics and task management. Technologies are agile, adaptable and integrated at the data and user experience layers.

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

Does this sound like you?

- ✓ Automated collaboration happens across the marketing organization and with other business functions like Sales, Finance, Compliance, IT and with external agencies.

✓ Data flows in near real-time between technologies and business systems.

✓ Automated business rules are quickly adaptable and enable agility in organizational structures and processes.

✓ Unique, standardized and integrated collaboration and video conferencing technologies are used across the entire organization.

✓ Automation and AI learning is used to streamline workflow and make common business decisions.
- ✓ A MarTech roadmap exists, is tightly tied to long-term business strategy and is under the authority of the CMO.

✓ There is a unified system of record across the entire organization for work activities, approvals and audits and analysis of how work moves through the entire organization.

✓ Most non-creative work is completed by automation agents and business rules that learn and many types of work can be performed virtually, with little consideration for location.

Ad Hoc

Basic

Managed

Optimized

Approximately 43% of marketers surveyed still do not use any kind of modern MarTech to manage key marketing activities, hindering the marketing team's ability to meet objectives.
– Gartner, August 2020

Congratulations, your responses indicate that you have achieved an **OPTIMIZED** level of maturity for technology.



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