

Marketing Operations Maturity Benchmark Assessment Results

Technology

Technology **MANAGED** Level Description

An integrated, unique set of best-of-breed technologies specializing in planning, content, production, analytic and task management is in use. Fully integrated collaboration technology is used to enable the exchange of work and knowledge across workers for the same group or team and it is possible to analyze how work has moved through the team. Fortunately, leading MarTech providers offer digital cloud-based collaboration and work management technologies that are built for integration. Adoption of these technologies significantly improves both efficiency and effectiveness.

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

Does this sound like you?

✓ Marketing, Sales, Finance and Compliance technologies are partially integrated at the data level.	✓ Basic and common business rule decisions related to project setup, staff assignment, data defaults, publishing and purging are automated.	✓ Unique and standardized collaboration and video conferencing technologies exist across groups and teams.	✓ Many common manual tasks that are not creative in nature are automated in business rule and workflow technologies.	✓ Central ownership of MarTech spend and roadmap exists and is partially under the authority of the CMO.
✓ There is a unified operational system of record for team work activities and approvals.	✓ Some types of work can be completed by automation agents and business rules.	✓ There is central management for identity and access between worker, customer, prospect and partner preferences and this is used across interaction systems.	✓ Knowledgeable and timely support is provided to technology users and administrators.	

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

Consider the following activities to achieve an **OPTIMIZED** maturity level:

BUSINESS RECOMMENDATIONS

- Fully integrate marketing tools using a digital platform vendor to support the needs of marketers across the entire organization.
- Integrate and automate work exchange with strategic external agencies.
- Integrate marketing technologies with non-marketing teams like Finance, Compliance and IT at the API level.
- Unify and consolidate user experiences so workers can complete their work in one place.
- Prioritize investments in AI, ML and RPA to streamline workflow and eliminate common manual tasks.
- Formally assign MarTech roadmap responsibility to a Marketing Operations leader that reports to the CMO.
- Enhance and extend work management systems to track, archive and automate compliance activities and prepare for audit.
- Enable all types of work, remotely and securely.

TECHNOLOGY RECOMMENDATIONS

- Unify all collaboration and work management technologies into a single operational system of record.
- Integrate collaborative work management and Marketing Digital Experience Platform (DXP) technologies.
- Consolidate and personalize user experiences to re-enforce brand and meet the needs and preferences of specific roles.
- Integrate planning, messaging, personalization, budgeting, production, fulfillment and sales technologies in a near real-time manner.



*Map your path to marketing operations excellence.
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