

## Marketing Operations Maturity Benchmark Results

### Information

### Information **MANAGED** 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 digitized, accessible and mapped into initiatives. Workers understand how contributions align with corporate, unit and team objectives.

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

### Does this sound like you?

- ✓ Consumer, Product and Project information is managed centrally and accessible for campaign selection and analytic activities.
- ✓ Sponsors generally understand the outputs of the work they have requested and trust its accuracy and Finance is aligned on budgets, actuals and ROI data.
- ✓ Consumer, Product and Project information is managed centrally and accessible for campaign selection and analytic activities.
- ✓ Work information, documents and measures are accessible and easy to analyze. Work data is accurate and can be drilled into.
- ✓ Data and documents are centralized and ownership is clear. A source of truth exists for work information, numeric data, measures and KPIs.
- ✓ Channel-level performance results are tracked within initiatives and seamlessly influence optimization and personalization.

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 an **OPTIMIZED** 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

- Implement integrated PIM, Audience and CDP systems for selection and analysis.
- Digitize and automate strategy, marketing and creative brief development, approval and versioning.
- Provide personalized project performance, response and conversion dashboards.
- Enable near real-time, channel specific, performance monitoring.
- Integrate AI learning, personalization and behavioral targeting.
- Automate asset tagging, asset publishing and asset archiving.



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