

ORACLE
Marketing Cloud



Marketing Maturity Assessment Report

for

Read Report





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RealObjects PDFReactor is a powerful formatting processor for converting HTML and XML documents into PDF. It uses Cascading Style Sheets (CSS) to define page layout and styles. The server-side tool enables a great variety of applications in the fields of ERP, eCommerce and Electronic Publishing.

PDFReactor supports HTML5, CSS3 and JavaScript.

It allows you to dynamically generate PDF documents such as invoices, delivery notes and shipping documents on-the-fly. PDFReactor allows you to easily add server-based PDF generation functionality to your application or service. Since PDFReactor runs on a server, the end-user in general does not need any software other than a PDF viewer.

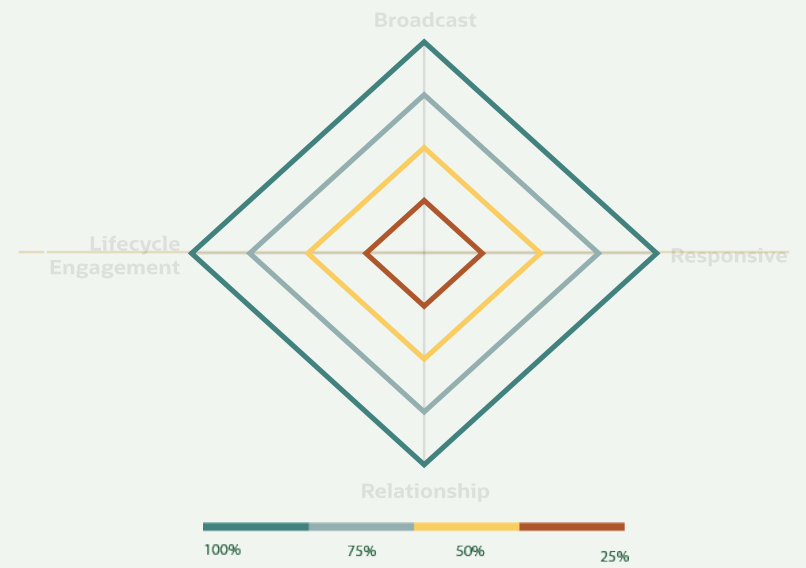
For more information visit www.pdfreactor.com

Executive Summary

**Maturity
Score
79/100**



Maturity Score



Component Maturity Score

Broadcast Marketing Score

Automate marketing, improve efficiencies and integrate with CRM.

**Maturity
Score**
79/100



Keep up the good work!

You are positively impacting the following Business Drivers and KPIs



Attract and Nurture Prospects

- ⬆ Addressable/realized reach ✓
- ⬆ Customer Database Growth ✓
- ⬇ Cost per acquisition ✓

Recommendations

Your curated list of recommendations based upon your answers to the Broadcast Marketing section of the Marketing Maturity Assessment Tool.



Marketing Excellence

Your curated list of what you are doing well based upon your answers to the Broadcast Marketing section of the Marketing Maturity Assessment Tool.



Responsive Marketing Score

React and respond to multiple channels while focusing on improving conversions and shortening buying cycles.

**Maturity
Score**
79/100



Keep up the good work!

You are positively impacting the following Business Drivers and KPIs

Attract and Nurture Prospects ✓

- ⬆ Addressable/realized reach ✓
- ⬆ Customer Database Growth ✓
- ⬇ Cost per acquisition ✓

Engage and acquire customers

- ⬆ Online traffic ✓
- ⬆ Customer reach ✓
- ⬆ Customer engagement ✓
- ⬆ Conversion rates ✓

Recommendations

Your curated list of recommendations based upon your answers to the Responsive Marketing section of the Marketing Maturity Assessment Tool.



Recommendations (cont.)



Marketing Excellence

Your curated list of what you are doing well based upon your answers to the Responsive Marketing section of the Marketing Maturity Assessment Tool.



Marketing Excellence (cont.)



Relationship Marketing Score

Achieve cross channel consistency with advanced account engagement and AI driven decision making.

**Maturity
Score**
79/100



Keep up the good work!

You are positively impacting the following Business Drivers and KPIs



Attract and Nurture Prospects

- ⬆ Addressable/realized reach ✓
- ⬆ Customer Database Growth ✓
- ⬇ Cost per acquisition ✓



Engage and acquire customers

- ⬆ Online traffic ✓
- ⬆ Customer reach ✓
- ⬆ Customer engagement ✓
- ⬆ Conversion rates ✓
- ⬆ Average order value ✓

Recommendations for Improvement

Your curated list of recommendations based upon your answers to the Relationship Marketing section of the Marketing Maturity Assessment Tool.



Recommendations (cont.)



Marketing Excellence

Your curated list of what you are doing well based upon your answers to the **Responsive Marketing** section of the Marketing Maturity Assessment Tool.



Marketing Excellence (cont.)



Lifecycle Engagement Score

Deliver a unified brand experience across the customer lifecycle.

**Maturity
Score**
79/100



Keep up the good work!

You are positively impacting the following Business Drivers and KPIs

Attract and Nurture Prospects

- ⬆ Addressable/realized reach
- ⬆ Customer Database Growth ✓
- ⬇ Cost per acquisition ✓

Engage and acquire customers

- ⬆ Online traffic ✓
- ⬆ Customer reach ✓
- ⬇ Customer engagement ✓
- ⬇ Conversion rates ✓
- ⬇ Average order value ✓
- ⬇ CSAT/NPS ✓
- ⬇ Speed to market ✓
- ⬇ Inventory holding costs ✓
- ⬇ Customer lifetime value ✓

Single view of customer

- ⬆ Increase actionable consumer data ✓

Recommendations for Improvement

Your curated list of recommendations based upon your answers to the Lifecycle Engagement Marketing section of the Marketing Maturity Assessment Tool.

Recommendations (cont.)

Marketing Excellence

Your curated list of what you are doing well based upon your answers to the Lifecycle Engagement Marketing section of the Marketing Maturity Assessment Tool.

Marketing Excellence (cont.)

Summary and Next Steps

Your action list for marketing maturity improvement

Broadcast Marketing



Responsive Marketing



Relationship Marketing

Lifecycle Engagement Marketing

