



Marketing Maturity: Recommendation Report

for

Read Report

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 ✓

Marketing Excellence

Congratulations, based on your responses to the Broadcast Marketing Maturity section, your company gets top marks for marketing excellence in the areas that follow.



Recommendations for Improvement

Listed below are your personalized action items outlining the foundational and tactical areas needed to master Broadcast Marketing Maturity.



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 ✓

Marketing Excellence

Congratulations, based on your responses to the Responsive Marketing Maturity section, your company gets top marks for marketing excellence in the areas that follow.



Marketing Excellence (cont.)



Recommendations for Improvement

Listed below are your personalized action items outlining the remaining strategies and advanced tactics needed to master Responsive Marketing Maturity.



Recommendations (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 ✓

Marketing Excellence

Congratulations, based on your responses to the Relationship Marketing Maturity section, your company gets top marks for marketing excellence in the areas that follow.



Marketing Excellence (cont.)



Recommendations for Improvement

Listed below are your personalized action items outlining the advanced engagement, data/AI and channel strategies needed to master Relationship Marketing Maturity.



Recommendations (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 ✓



Marketing Excellence

Congratulations, based on your responses to the Lifecycle Engagement Maturity section, your company gets top marks for marketing excellence in the areas that follow.



Marketing Excellence (cont.)



Recommendations for Improvement

The personalized list of action items outlines which of today's hottest strategies for delivering unified brand experiences your company can employ to master Lifecycle Engagement Maturity.

Recommendations (cont.)

Summary and Next Steps

Your action list for marketing maturity improvement

Broadcast Marketing

Responsive Marketing

Relationship Marketing

Lifecycle Engagement Marketing

Oracle sees a world where marketers use data to create irresistible connected experiences. Capturing new buyers is important. But keeping them—that's what really counts. With the omnichannel fluidity of Oracle CX Marketing, you can fan the flames of loyalty across touchpoints—from a buyer's first interaction with your brand to their ascension into post-purchase.

Our customers use Oracle CX Marketing to continually drive success through integrated cross-channel marketing, higher engagement across content marketing campaigns, personalized B2B strategies, optimized B2C mobile marketing channels, and real-time insights. To learn more visit: <https://www.oracle.com/marketingcloud>

