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Marketing Cloud



Marketing Maturity Assessment Report

for B2B 'R Us

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Executive Summary

Your score indicates your marketing organization is critical to delivering on your corporate strategy and goals. Key characteristics of companies like yours include a hyper focus on key business drivers including attracting and nurturing prospects and activities around engaging and acquiring new customers. Companies that have achieved this level of marketing excellence have shifted their focus to be completely data-driven, leveraging a full arsenal of tools to achieve marketing excellence across all relevant channels.

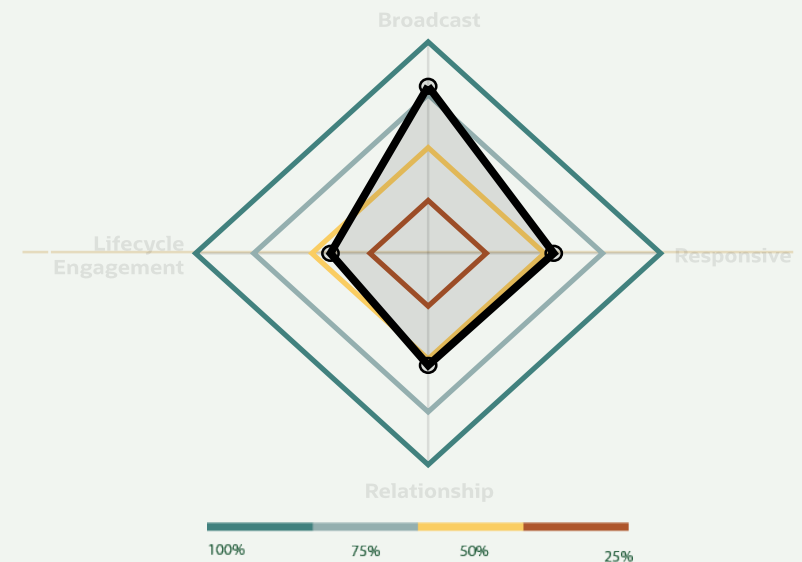
Account signals and personalization, account based marketing, predictive lead scoring, artificial intelligence, real-time data, and testing and optimization - these enhanced approaches to marketing execution represent just a subset of what companies that score at this level are leveraging to manage not only the sales pipeline, but the entire customer experience.

See the following pages for our recommendations to advance your marketing to the next stage.



**Maturity
Score**
57/100

Maturity Score



Component Maturity Score



Broadcast Marketing Score

Automate marketing, improve efficiencies and integrate with CRM.

Congratulations! Your company joins top performers in "Broadcast Marketing." It's clear from what you have accomplished that you have made marketing automation a priority. You have already started experiencing many of its benefits including automating marketing processes, reducing the cost of lead and customer acquisition, and improving marketing efficiencies.

One Oracle CX Marketing customer, BMW Group New Zealand, indicated they were able to deliver more than **65,000 emails** to their customers and prospects in the first six months and the cost savings from this alone covered the cost of the new marketing automation platform. And according to Litmus, return on investment for email marketing programs is **38:1**. Hopefully you're seeing similar ROI on your programs. Keep up the good work!

**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 automation

Adding automation is vital to transform and streamline your sales and marketing processes. To maximize your business benefit from marketing automation, it's important to make sure you take a holistic view and transform all of your old processes, including manual processes around email and campaign management to automating lead flow.



Blueprints, Templates, and More

We encourage you to take advantage of your entire Marketing Automation platform. This helps save time and money and will be key to your success. Templates, campaign blueprints, webforms, and landing pages deliver results immediately in the form of improved marketing scale, efficiency, and brand experience.



Basic Channels (Email and Web)

Email is still ranked as the single most effective tactic for engagement and retention (Gigaom Research). When it comes to web, 90% of searchers are undecided before starting their search (Omnicores Agency). That's why you need to understand how to continue to maximize value from these two core channels.



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.



Batch-and-Blast

You've implemented "batch-and-blast" to handle customer and company wide announcements. Now it's time to consider personalization.



CRM Integration

Based on your response on CRM integration, you should be seeing real change in the form of better sales and marketing alignment and visibility.



Responsive Marketing Score

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

You're on the way to being a **Responsive Marketer** and having more of a conversation than a one way push.

Now consider adding capabilities that help you focus on improving conversion rates and optimizing sales funnels and paths. Some capabilities to consider if you aren't already engaging in them are: behavioral re-targeting, A/B email testing, and testing and optimization for landing pages and websites.



**Maturity
Score**
54/100

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.



Multichannel Marketing

According to McKinsey, when using multiple channels to engage buyers, open rates increase by 84%. Gartner research indicates integrating four or more channels can improve campaign performance by 300%. And remember it's still all about the right content at the right time on the right channel.



Campaign automation

Automating campaigns can greatly increase efficiency. An "always on" nurture campaign allows you to engage prospects who have signaled their interest. It allows you to intelligently add them into an adaptive nurture campaign and keep them engaged at just the right level.



Adaptive Campaign Nurture Programs

Adaptive nurture campaigns leverage the predictive capabilities of machine learning to deliver different paths for different buyers, personalizing experiences with dynamic content. And when research indicates that 55% of the total emails sent across the globe are marked as SPAM (Inboxarmy), this is critical to ensuring your message gets received.



Personalization

When you build segments based on customer intent you deliver more personalized experiences to customers and prospects. As a result, according to McKinsey, marketers who personalize their customers' experiences can see a lift in revenue of ~15%, improve their efficiencies by 10-30%, and decrease acquisition costs by 50%.



Adaptive Lead Scoring

According to a lead scoring survey by Demand Gen Report, 41% of respondents saw improved conversion rates, 43% saw an increase in the number of marketing qualified leads, and 32% saw a rise in sales-ready leads. And organizationally, 53% of those surveyed experienced improved marketing and sales alignment with lead scoring.



Basic Lead Scoring

Integrating more of a data-driven, algorithmic lead scoring methodology takes out human bias and its resulting subjectivity. An adaptive lead scoring model combines huge amounts of historical and behavioral data with predictive modeling to instantly identify the sales leads that are most likely to convert, resulting in greater precision and outcomes.

Relationship Marketing Score

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

You're on the way to being a **Relationship Marketer** and successfully messaging across channels to create a seamless customer experience to increase engagement. Consider adding or improving on capabilities that let you embrace more AI-driven decision-making to increase repeat purchases. Further leveraging AI-driven offers and intelligent orchestration should help develop your relationship marketing capabilities to increase repeat purchasing and deepen account engagement.






**Maturity
Score**
53/100






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.



Account signals and scoring

An account scoring model simplifies target prioritization in your market and identifies an account's changing propensity to buy. Tracking important account signals provides an opportunity to engage at the right time with the right people in that account instead of relying on outdated information.



Cross-channel orchestration

To create seamless experiences, marketers have to meet customers with consistent messaging, intent, and imagery on their preferred channels (social, web, email, events, or online advertising). B2B buyers who consume highly consistent information across multiple supplier channels are over 4x likelier to complete a high-value, low-regret purchase (Gartner).



Account personalization

A successful ABM approach requires a shift from topical content designed to get the highest number of clicks, to hyper-targeted account-based content that appeals to the buying committees. With this, you can shift from developing content around the individual's interests to those of a range of stakeholders.



Predictive lead scoring

ABM drives more revenue than any other marketing approach. According to ITSMA, up to 45% of those who incorporate ABM see at least 2x ROI. ABM is now table stakes as it shifts the success metric towards Account Lifetime Value with its increased cross-sell and up-sell opportunities.



Account based marketing

Powered by AI, marketers and sales benefit from a data-driven approach to identify the ripest opportunities to grow and nurture. Predictive lead scoring not only alleviates a traditionally time- and resource-intensive process, but it also takes the subjectivity out and helps build trust between marketing and sales.



Intelligent recommendations

AI-driven decision-making increases the relevancy of your marketing programs and offers. Smart personalization engines used to recognize customer intent will enable digital businesses to increase profits by up to 15% (Gartner). AI that analyzes data about users, items, and interactions enables you to make real-time, data-driven suggestions.

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.



Advanced segmentation

It's great to see you're leveraging advanced segmentation! Hopefully you're recognizing an increase in your MQLs as a result. Keep up the good work!



Intelligence

According to eMarketer, marketers who successfully deploy AI into their digital marketing strategy will most certainly rise above the rest. You're a rising star!



Marketing measurement

Congratulations! With marketing measurement in place, you've got your finger on your marketing spend, the impact of social media, and the number of qualified leads coming in and their source.



Lifecycle Engagement Score

Deliver a unified brand experience across the customer lifecycle.

You're on your way to delivering a unified brand experience across all customer touchpoints! Breaking down the silos is the only way to gain business insights and drive economic value from CX investments. The first step to breaking down the silos is to create a comprehensive, connected customer profile.

To drive revenue growth in the experience economy, activating that customer intelligence in each of the micro-moments your customers engage is critical. These micro-moments occur on your customers' terms and your CX strategy must enable whoever touches your customer first. This could be on your website today, but it could be a chatbot or a hand gesture tomorrow, and you need to be ready when you customers force you to be. The point is, with this connected approach, you are better armed to deliver the kind of experiences your customers have come to expect. In the experience






**Maturity
Score**
42/100










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.



Unified customer profile

Connecting all your data sources allows you to build a single customer profile for each customer with the highest accuracy. A single view of your customer enables timely, relevant, and consistent experiences across every customer interaction and simplifies the integration of online, offline, and third-party data sources.



Advanced personalization

Customers expect real-time, personalized and contextual experiences when they want them and how they want them, and for marketers to know them better than they do. But to really know them, marketers must access all customer journey data like marketing, sales, and service, to drive true personalization.



B2B commerce

B2B buyers prefer an easier buying experience similar to their consumer experience. For repeat purchases and low consideration ancillary products/services, buyers don't want to speak with a rep – they prefer to shop online when possible. Your competitors are already moving this direction and taking market share daily.



Customer loyalty

According to Gartner, 80% of all future profits will come from 20% of existing customers. You have a greater chance of selling to an existing customer than a new one. It can cost up to 7x more to acquire a new account than to keep one.



Service aware marketing

To the customer, the “service experience” isn't limited to their contact center interaction. It extends across every touchpoint of your brand. Ensuring your marketing teams are automatically informed of ongoing customer concerns can help avoid unwanted “unsubscribes” to new offers due to their frustration in-the-moment.



Empowered service

89% of brands expect to be competing mostly or completely on the basis of customer experience (Gartner). The asset of customer data is unique to your company. Giving your service reps in-the-moment insights may provide the perfect opportunity to upsell something that would suit them perfectly.

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.



Measure customer lifetime value

Understanding your customer across their many touchpoints with your brand creates better experiences than your competition. You're also building higher customer lifetime value, and more defensible, long-term customer relationships.

Summary and Next Steps

Your marketing organization has become central to your organization's overall strategy. You are leveraging a data-driven approach to marketing and employing more advanced tactics and strategies to gain real-time, actionable insights and drive marketing excellence across the entire customer experience.

See below for a checklist and some curated assets to help advance your marketing to the next stage.

Your action list for marketing maturity improvement

Broadcast Marketing

- ✓ Marketing automation
- ✓ Blueprints, Templates, and More
- ✓ Basic Channels (Email and Web)

Responsive Marketing

- ✓ Multichannel Marketing
- ✓ Campaign automation
- ✓ Adaptive Campaign Nurture Programs
- ✓ Personalization
- ✓ Adaptive Lead Scoring
- ✓ Basic Lead Scoring
- ✓ Segmentation
- ✓ Behavioral re-targeting
- ✓ A/B email testing
- ✓ Testing and optimization for landing pages and websites

Relationship Marketing

- ✓ Account signals and scoring
- ✓ Cross-channel orchestration
- ✓ Account personalization
- ✓ Predictive lead scoring
- ✓ Account based marketing
- ✓ Intelligent recommendations
- ✓ Send time optimization
- ✓ Real-time personalization
- ✓ Real-time data insight
- ✓ Marketing data integration

Lifecycle Engagement Marketing

- ✓ Unified customer profile
- ✓ Advanced personalization
- ✓ B2B commerce
- ✓ Customer loyalty
- ✓ Service aware marketing
- ✓ Empowered service
- ✓ Service aware sales

Go Further with Customer Experience Optimization

