

# Capability Assessment Results

The Measured Capability Assessment is designed to map your current in-house data, measurement and decisioning capabilities to your business objectives. The results below highlight how you scored in each area. The following pages detail the characteristics of brands in each category. At the end of this document, you will find the Capability Prioritization worksheet, which can be used to set the priorities of our engagement.

## Your Results

	Contender 0%-39%	Challenger 40%-64%	Leader 65%-89%	Champion 90%+
Centralized Data and BI Reporting	A1			
Marketing Experimentation		B2		
Marketing Scale and Growth				D3
Data-Driven Decision Making		B4		