

Digital Maturity Matrix



Your Score

Technology	Current: 100%	Target: 100%
Channels & Devices	Current: 100%	Target: 100%
Audiences	Current: 100%	Target: 100%
User Experience	Current: 100%	Target: 100%
Content	Current: 100%	Target: 100%
Campaigns	Current: 100%	Target: 100%
Analytics	Current: 100%	Target: 100%
Governance	Current: 100%	Target: 67%