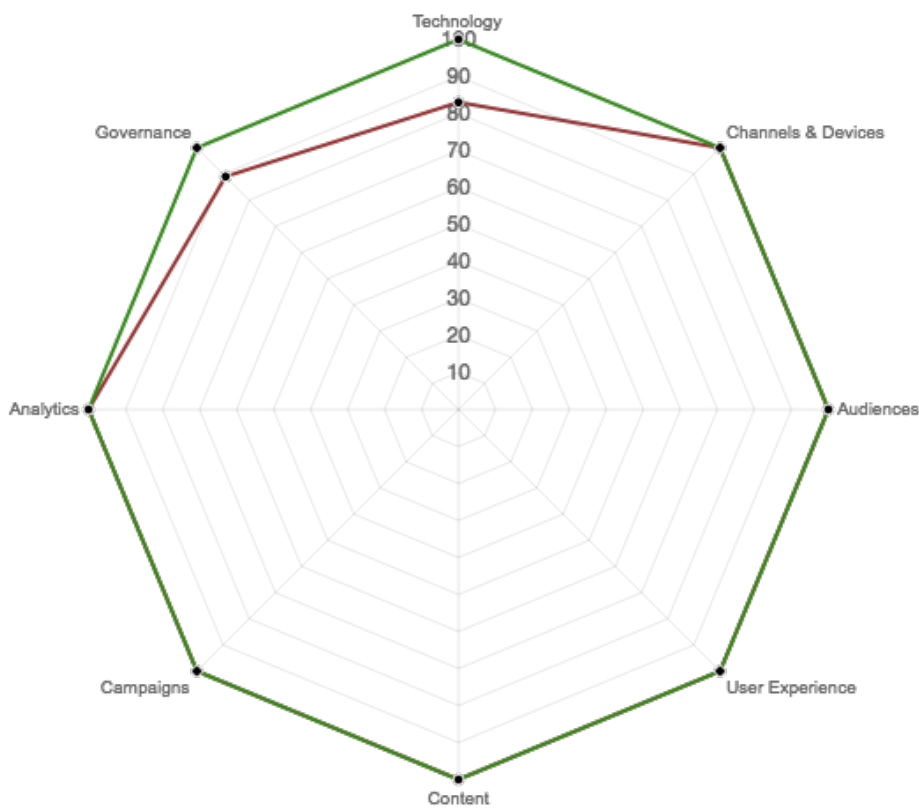


# Digital Maturity Matrix



## Your Score

### Technology

Current: 83%      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: 89%      Target: 100%