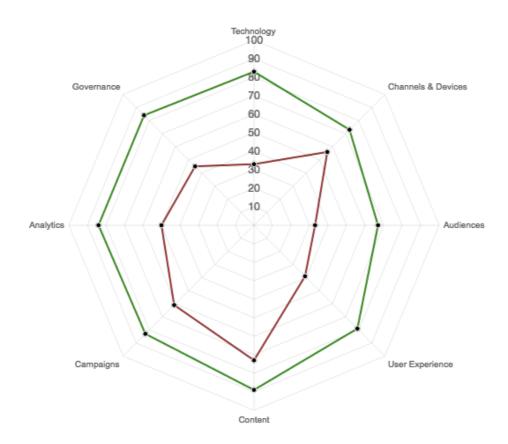
## **Dummy Organisation Digital Maturity Matrix**



## Your Score

| Tec | hnol | logy |
|-----|------|------|
|     |      |      |

Current: 33% Target: 83%

**Channels & Devices** 

Current: 56% Target: 73%

**Audiences** 

Current: 33% Target: 67%

**User Experience** 

Current: 39% Target: 79%

Content

Current: 73% Target: 89%

**Campaigns** 

Current: 61% Target: 83%

**Analytics** 

Current: 50% Target: 84%

Governance

Current: 45% Target: 84%