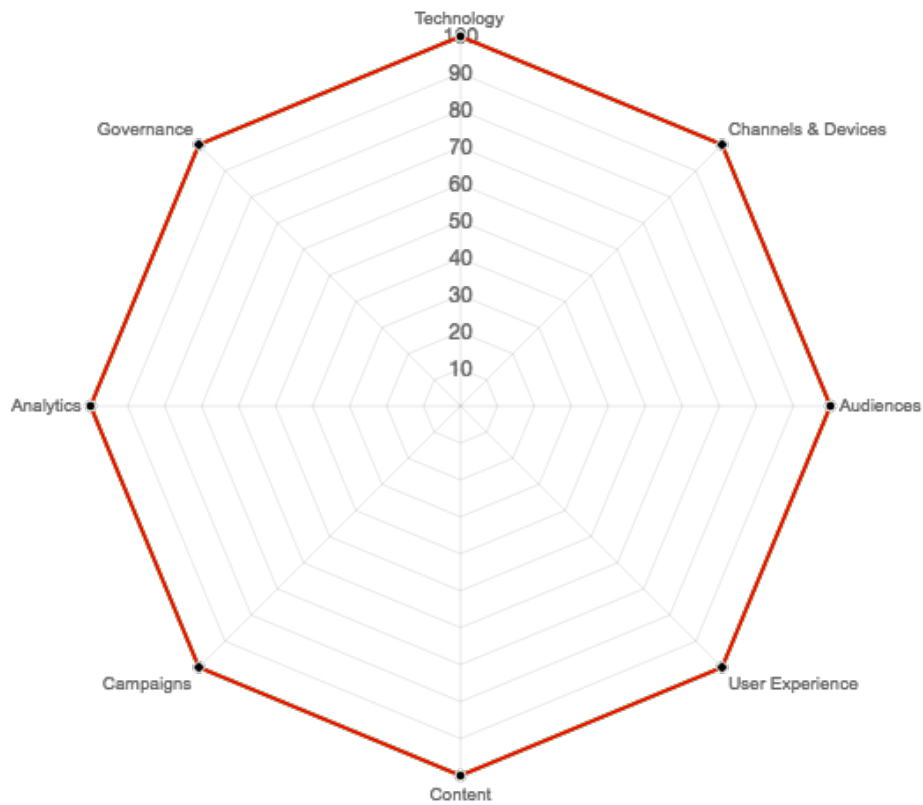


sadgf Digital Maturity Matrix

Created on: 24-08-2016



Your Maturity

Current maturity: 100% **Target maturity: 100%**

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: 100%