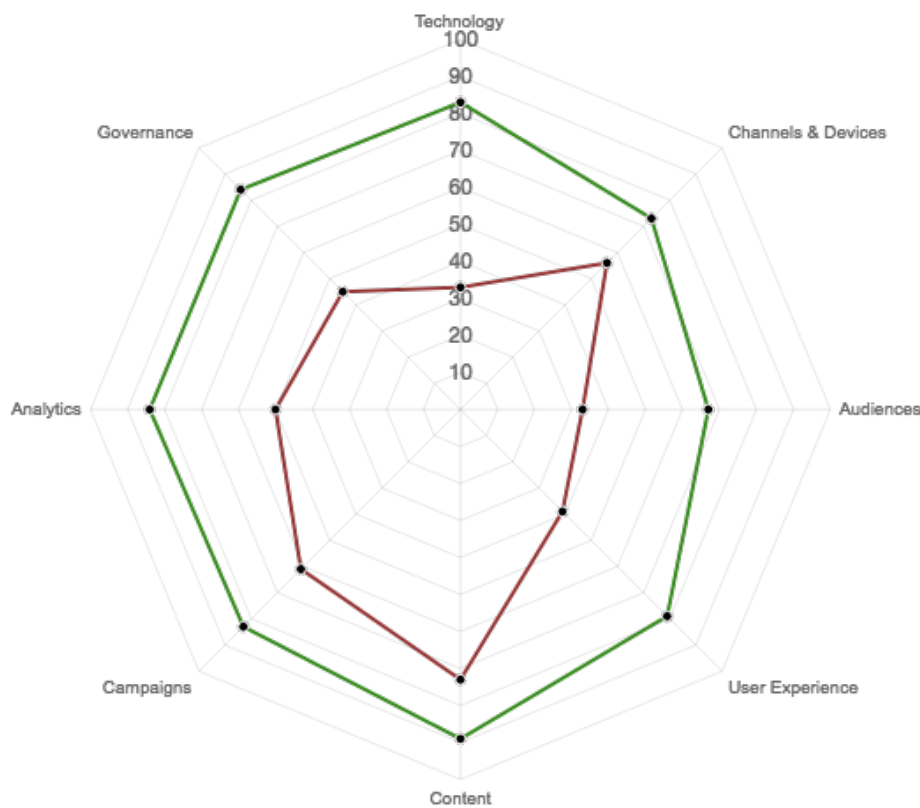


Dummy Organisation Digital Maturity Matrix



Your Score

Technology

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%