

DIGITAL MARKETING DATA MATURITY

SUMMARY VIEW

Where's the data?

Common Situation

- Significant data gaps
- Significant hours spent manually compiling data and reports
- Ad hoc analysis with limited visibility
- Scattered marketing strategy

Business outcomes

- Reactive to fire drills
- Missed opportunities
- Slow to adapt to changing environments

LEVEL 1: BASE

conDati Offering: INSIGHTS

- Automate data unification
- Live dashboards + reports
- Access to data scientists

What happened?

Common Situation

- The importance of data for strategic decision making emerges
- Initial standardization of processes for data collection and reporting
- Data collection across some but not all data sources
- Some marketing channel insights based on past performance

Business outcomes

- Improved data quality
- Pockets of improved channel performance
- Delay in reacting to changing environments

LEVEL 2: BEGINNER

conDati Offering: INSIGHTS

- Automate data unification
- Live dashboards + reports
- Access to data scientists

Why did it happen?

Common Situation

- Data governance policies are in place
- Cross-channel data collection and unification
- Baseline digital marketing results with limited trend reports
- Reporting starts to align to business goals and is reported in present time

Business outcomes

- Productivity gains
- Improved understanding of cross-channel performance
- Proactive response to campaign performance

LEVEL 3: INTERMEDIATE

conDati Offering: INTELLIGENCE

Insights package plus:

- Cross-channel optimization
- ML-driven forecasting and anomaly detection
- ML and AI applied
- Access to data scientists

What will happen?

Common Situation

- Data is collected at a granular level
- Data assets start to include significant use of differentiated partner data
- Executive sponsorship for data governance
- Beginnings of forecasting and predictive

Business outcomes

- Better understanding and measurement of business outcome/ROI
- Business-led digital strategy
- Improved reaction time to campaign performance

LEVEL 4: ADVANCED

conDati Offering: INTELLIGENCE

Insights package plus:

- Cross-channel optimization
- ML-driven forecasting and anomaly detection
- ML and AI applied
- Access to data scientists

How can we optimize?

Common Situation

- Increased automation
- Real time insights and actionability
- Accurate forecasting aligned to business goals
- Intelligent recommendations influencing marketing decisions

Business outcomes

- Predictable ROI and ROAS
- Increased pipeline and revenue and improved customer experience
- Digital marketing agility

LEVEL 5: EXPERT

conDati Offering: MARKETING SCIENCE

Intelligence package plus:

- Journey attribution
- Propensity scoring
- Bid analytics
- Ad activation
- Custom executive scorecards
- Access to data scientists