



How Do Your Marketing Analytics **Stack Up?**



This quick assessment tool will help you determine how well your digital marketing system stacks up. Rate your organizations data-driven maturity from 1 to 5 (1 being infancy; 5 being fully optimized) in the following functional areas.

Marketers everywhere are searching for the best way to cut through the clutter to reach customers with individualized communications that drive revenue. You can engage your customers across channels by leveraging the individualized insights needed for today's marketing success with a strong data-driven marketing strategy.

Marketing analysis and discovery initiatives are valuable parts of this strategy. Analysis can shed light on effective methods for engaging customers. Are your marketing analytics letting you see every data point that can add to an understanding of customer behavior? How do you even know if you're on the right track?

1 | Your marketing team routinely analyzes customer data to discover effective methods for engaging customers

1 2 3 4 5

2 | Your marketing team has access to auto-generated reports for response rates to each campaign produced

1 2 3 4 5

3 | Your marketing team measures return on investment and customer adoption rates for each campaign

1 2 3 4 5

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4 | Your organization routinely reviews a set of predefined marketing metrics to judge overall team effectiveness and areas for improvement

1 2 3 4 5

5 | Your marketing team uses trend reporting to evaluate performance across business units, campaigns, and financial periods to help redefine marketing strategy

1 2 3 4 5

6 | Your marketing team currently uses marketing analytics and customer scoring to predict customer behavior

1 2 3 4 5

7 | Your marketing team develops buyer propensity scores (or clusters) as part of the standard customer profile used for marketing analytics

1 2 3 4 5

8 | Your marketing team tracks and analyzes individual responses for use in future campaign development

1 2 3 4 5

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9 | Your marketing team auto-updates customer scores based on an aging schedule with reviews and approvals

1 2 3 4 5

10 | Your marketing team captures responses from individual customers to develop next-best offer strategies for future campaigns

1 2 3 4 5

Is your data-driven marketing strategy mature enough to empower your organization with individualized insights?

If your total score is **30 or less**, there's more work to be done. A score of **35 or more** indicates you are on your way. While **45 and above** indicates a mature strategy. No matter which stage your data-driven marketing is currently in, Teradata can help you go further.

The road to strategic marketing that actually drives revenue is built by increased data flexibility, operational efficiency and is paved by real-time inbound and outbound messaging. All of these elements combined enable you to gain individualized insights. Learn more about powering your marketing by [**downloading the Essential Steps to Implementing Individualized Insights Guidebook!**](#)