

A man with dark hair, wearing a grey blazer over a white t-shirt, is looking down at a smartphone he is holding in his right hand. The background is a blurred indoor setting with warm lighting. A semi-transparent dark grey box is overlaid on the bottom half of the image, containing text.

How Does Your Marketing Operations Efficiency **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 optimize your marketing resources and achieve the individualized insights needed for today's marketing success with a strong data-driven marketing strategy.

One initiative in this strategy allows marketing teams to act on process and program insights to optimize the impact of their initiatives. These data-driven strategies enable more agile marketing that quickly responds to individualized insights. But controlling program processes and resources can be a challenge for any marketer. How do you even know if you're on the right track?

1 | Your marketing team effectively manages spend and automates the production and collaboration needed to develop programs and campaigns based on actionable insights

1 2 3 4 5

2 | Your marketing team is able to refine operational performance targets based on performance of programs in progress

1 2 3 4 5

3 | Your marketing team's execution can be adjusted swiftly based on real-time organization performance measurements in alignment with defined strategies

1 2 3 4 5

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4 | Your marketing team makes adjustments to marketing spend - across programs and channels - based on in-market activity performance or changing market conditions

1 2 3 4 5

5 | Your marketing team tracks past spending patterns to predefine multiple scenarios for course correction once a campaign has begun

1 2 3 4 5

6 | Your marketing team has an automated system that helps to ensure compliance with industry standards and provides a record for auditing purposes

1 2 3 4 5

7 | Your marketing team has established reporting feedback loops to provide effectiveness measurements against key performance indicators (KPIs) and deliver an optimal mix of spend relative to key metrics and measures

1 2 3 4 5

8 | Your marketing team has control over how key stakeholders access and use marketing assets such as videos and brochures

1 2 3 4 5

Next >>



9 | Your marketing team has an access management tool that restricts how assets can be accessed, distributed and modified based on marketing strategies and user access settings

1 2 3 4 5

10 | Your marketing team has established internal consumption reporting to analyze and measure usage of specified digital assets in market

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!**](#)