



How Does Your Digital Marketing **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.

1 | Your digital marketing applications and organizational strategy enable your team to engage customers through individualized communications

1 2 3 4 5

2 | Your marketing team is able to align online and offline marketing campaigns for consistent messaging and delivery timing

1 2 3 4 5

3 | Your marketing team executes campaigns in multiple channels (such as email, mobile, social and web) from a single platform

1 2 3 4 5

4 | Your digital marketing application offers the ability to integrate customer experience across paid, earned, and owned channels to improve engagement

1 2 3 4 5

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5 | Your digital marketing application can be leveraged to successfully deliver messages to individual customer's preferred digital channels

1 2 3 4 5

6 | Your marketing team delivers individualized and engaging experiences, regardless of device or browser

1 2 3 4 5

7 | Your marketing team segments campaign delivery based upon predefined lists of saved customer queries

1 2 3 4 5

8 | Your digital marketing application offers a complex list of selection tools for customer segmentation for message delivery

1 2 3 4 5

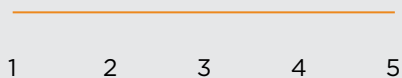
9 | Your marketing team has access to internal and external customer data to identify trends and behaviors for campaign segmentation

1 2 3 4 5

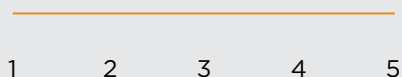
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10 | Your marketing team's segmentation tools are streamlined to make extensive use of responsive design templates and saved database queries



11 | Your marketing team uses advanced analytics to predict individual buying behaviors for targeted segmentation based on real-time customer/prospect information



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 **50 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!](#)