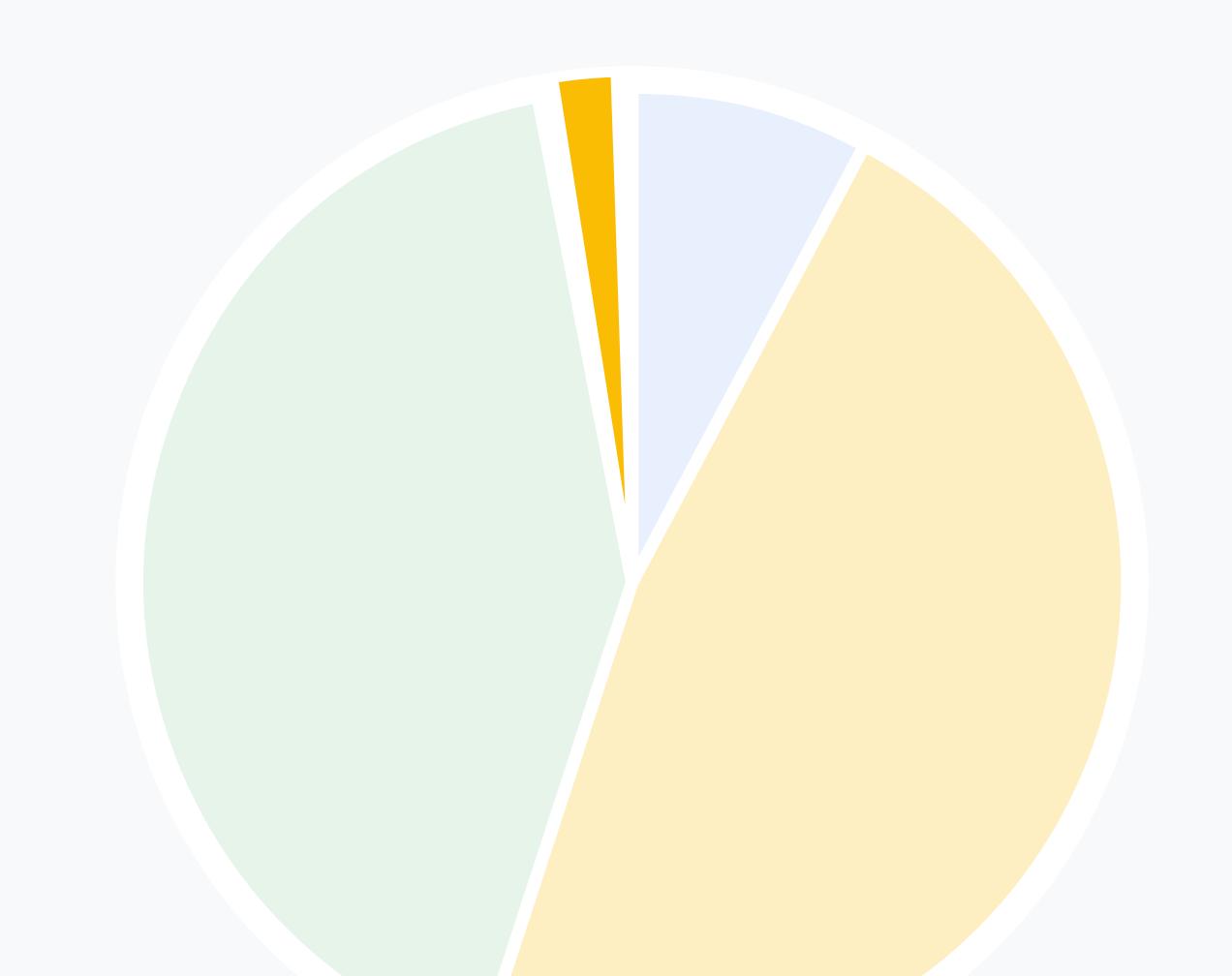
Think with Google

The path to digital marketing maturity

Research from Boston Consulting Group (BCG) commissioned by Google, found that best-in-class digital marketers are using advanced machine-learning based technologies, connecting with data and applying actionable measurement.

Most brands have not yet achieved full digital marketing maturity

- Nascent 8% Simple campaign based execution
- Emerging 47% Some use of owned data in automated buying
- Connected 42%
 Data integrated and activated across channels
- Multi-moment 2%
 Dynamic execution toward single customer



Opportunity for brands who connect meaningfully at scale

Up to 30% cost efficiency

Up to 20% incremental revenue

Technology can deliver rapid results

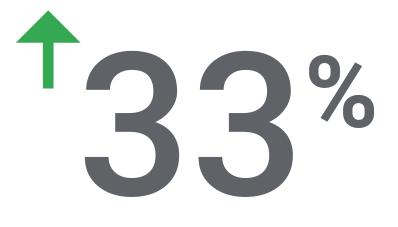
Tests showed the application of advanced technologies drove campaign performance in 4–6 weeks



Lower cost per action (CPA)



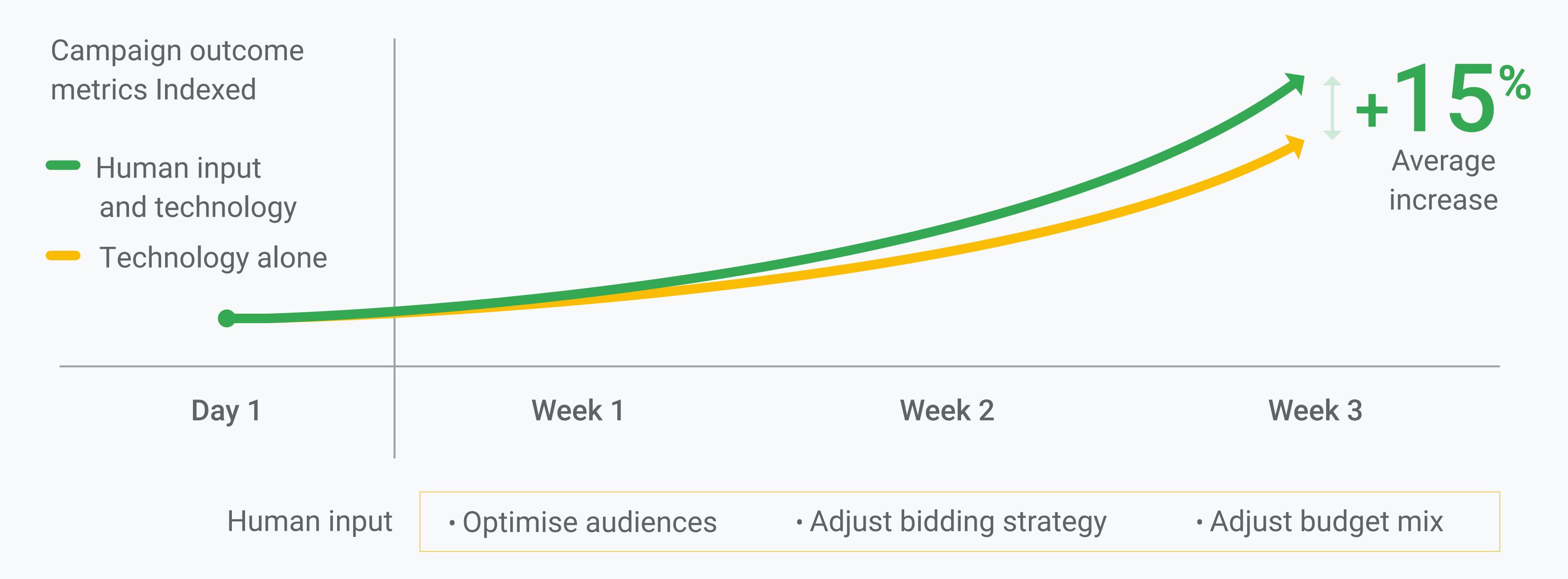
More online transactions



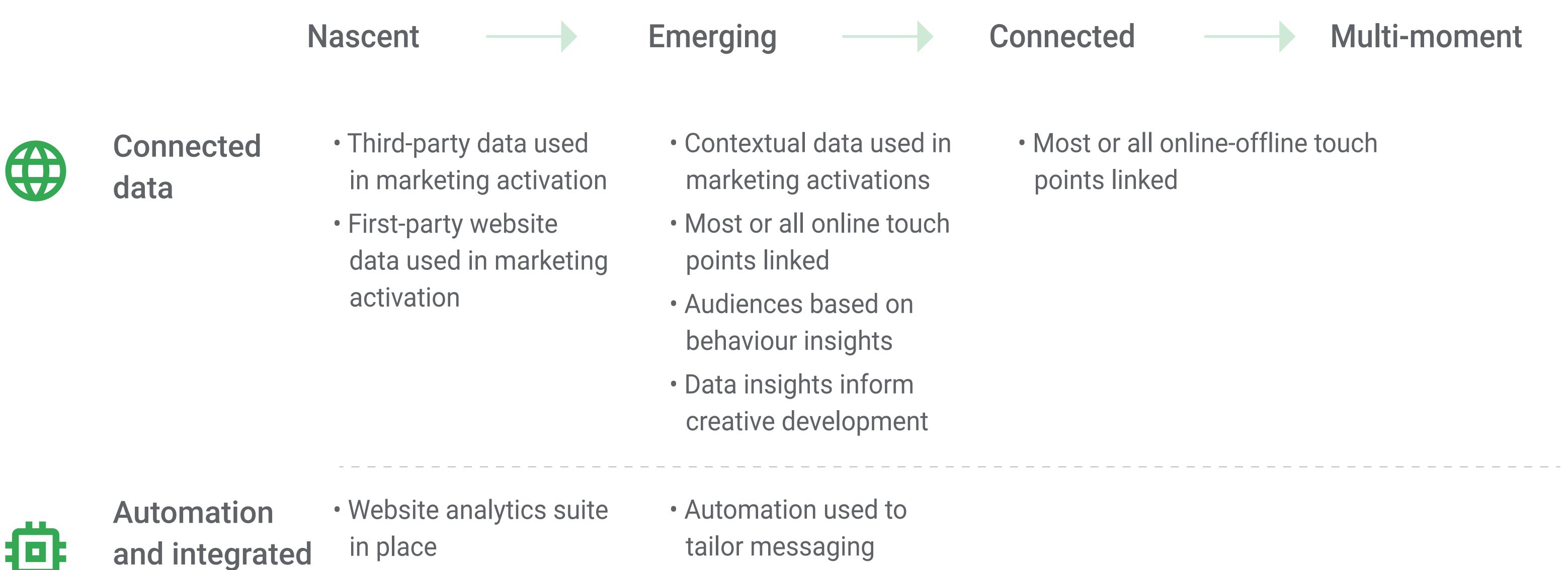
Higher return on advertising spend (ROAS)

Human input combined with technology

outperforms technology alone



Digital maturity levels can be differentiated by key attributes



tech	CRM suite in place		
<section-header></section-header>	 Tagging in place 	 KPIs linked to business outcomes (e.g., profit or customer lifetime value) 	 Common objectives across channels linked to overall business performance Sophisticated attribution used (e.g., advanced rules-based, custom, or fractional attribution)
Strategic partnerships	 Most activity sits with agency 		 Propriety activities in-house
Specialist skills	 Channel specialist roles in place (e.g., search, social, programmatic) Systematically enforced setup parameters for marketing activity 	 Dedicated measurement personnel in place 	 Data scientist(s) and advanced analytics in-house
Agile teaming and a fail-fast culture	 Senior sponsorship by CMO or CEO 	 Best practices shared between teams and regions Personnel collocated as part of cross-functional teams 	 Agile multifunctional teams in place Test-and-learn culture

- Improving maturity is an opportunity, and a necessity
- Technology can drive results, fast
- Transformation needed to realise full potential