

# How Does Your Strategy Stack Up?



Understanding your organization's marketing maturity is essential for thriving in an increasingly competitive and data-driven environment. How well does your marketing stack up against others in your industry? Are you maximizing your tools, processes, and strategies to deliver a one-to-one customer experience? **This white paper evaluates marketing maturity across four core levels:**

## Targeting & Data

**Basic:** Offline data is leveraged in a batch system, producing offers that are pushed to a real-time engine.

**Intermediate:** Offline data is combined into a customer profile within real-time engines, enabling real-time segmentation for more precise offer targeting.

**Advanced:** Online events and customer actions enhance profiles dynamically, with offers adapting to the customer's current browsing behavior.

**Mastered:** AI scores offers based on effectiveness, identifying the best ad to serve each customer. This allows for an expanded pool of offers and true one-to-one engagements.

## Touchpoints

**Basic:** Limited to generic website banners, such as on the homepage or during checkout.

**Intermediate:** Combines channels like website and email to create seamless user journeys, such as abandoned cart workflows.

**Advanced:** Expands into mobile apps, including areas like personalized offer sections.

**Mastered:** Incorporates industry-specific touchpoints, such as point-of-sale interactions and customer service agents for diverse brand engagement.

## Campaign Creation

**Basic:** Each campaign requires extensive technical development, often taking up to a month for execution.

**Intermediate:** Standardized campaign briefs and processes reduce time-to-market for most campaigns to two weeks.

**Advanced:** Marketers use templated campaigns to create offers and segments independently for 50% of campaigns.

**Mastered:** Nearly complete automation enables marketers to create offers and segments for 90% of campaigns without relying on technical input.

## Measurement & KPIs

**Basic:** Tracks website traffic metrics like total visitors and page views before and after a campaign to infer impact.

**Intermediate:** Tracks specific campaign-driven goals, such as purchases or form fills, and evaluates whether the campaign influenced those outcomes.

**Advanced:** Measures long-term impacts through metrics like Customer Lifetime Value and Customer Acquisition Cost.

**Mastered:** Leverages predictive analytics and forecasting to deepen strategy, identifying new segments and optimizing campaign performance.

## Maturity Matrix by Industry

Industries vary significantly in their marketing capabilities. Below is a snapshot of how sectors like E-Commerce, Telecom, Finance, Loyalty, and Healthcare currently stack up across the four maturity areas.

This matrix highlights opportunities for growth in each sector. For example, E-Commerce often excels in Campaign Creation but lags in Measurement sophistication, whereas Healthcare typically shines in data usage yet struggles with diverse touchpoints.

Metric	E-Comm	Telcom	Finance	Loyalty	Healthcare
Targeting & Data	3,25	3	2	3,5	3
Touchpoints	3	3,25	3,5	3	2,5
Campaign Creation	3,25	3	2,5	2,5	3
Measurement & KPI	2,25	3	3	3	3,25

### ✦✦ Advancing Your Marketing Maturity

**To achieve a higher level of marketing maturity, focus on the following strategies:**

- ✓ Develop data integration processes that align real-time and offline data.
- ✓ Expand touchpoints into mobile apps, physical locations, and next-generation channels like AI-driven chatbots.
- ✓ Invest in campaign automation tools and empower marketing teams with easy-to-use templates .
- ✓ Shift focus from simple KPIs to predictive analytics and advanced metrics like customer lifetime value.



Munvo is here to help you **maximize your marketing potential**. Whether you want to templatize your campaigns, improve your data integration, reduce time-to-market, or connect new digital and physical channels, we've got a plan for you.

Through a thorough assessment and tailored recommendations, **Munvo can help you elevate your organization's marketing maturity** and ensure you're getting the most out of your Salesforce investment.



Still have Questions? We Offer a **No-Commitment Consultation** with our Experts!

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