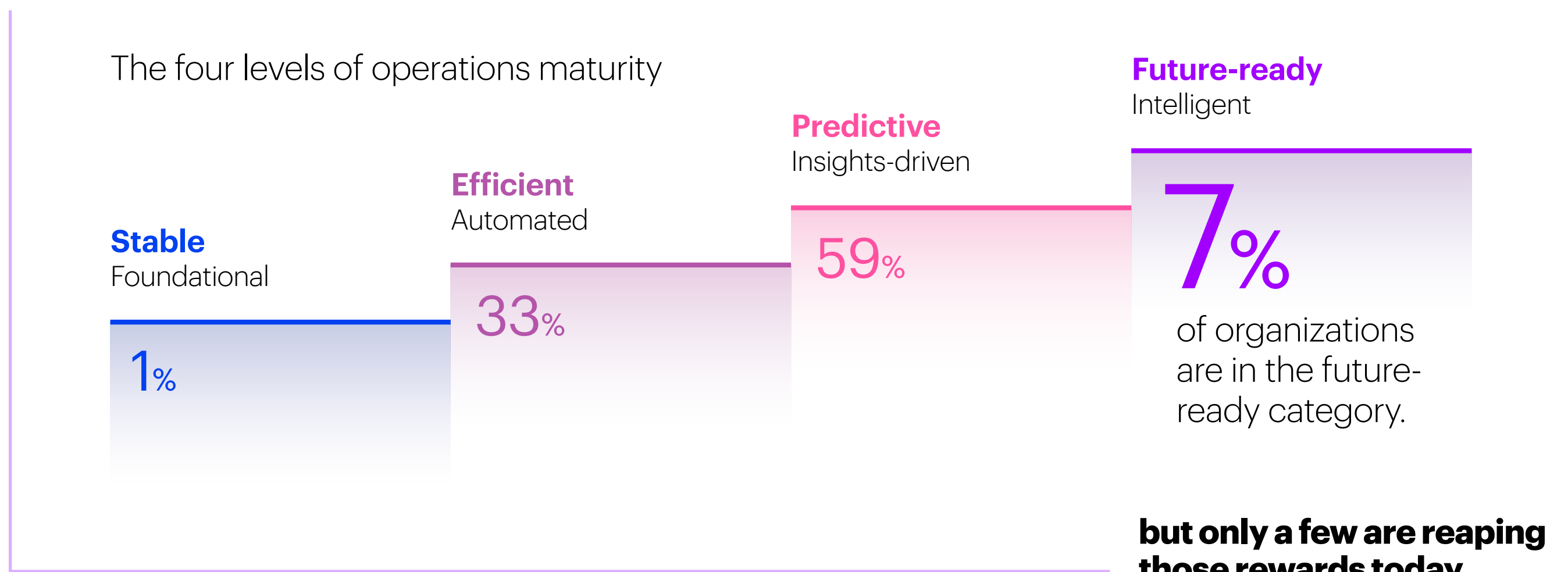


Elevate every decision with intelligent marketing operations

Future-readiness means conquering marketing complexity

The marketing dynamic is more complex than ever. Marketers today are expected to deliver the right customer experiences at the right time with every interaction. To achieve this, marketing organizations must become future-ready.

Future-readiness brings organizations a competitive edge and agility



Deploying the ultimate marketing machine

The marketing function can only be as successful as its operational maturity. When marketers reach a future-ready state, they are empowered to identify customers across multiple platforms and channels, as well as align their messaging, creative collateral, execution and brand consistency at speed. They have designed and deployed the ultimate “marketing machine.” And the more efficient the machine, the greater the results.

1.7x
Higher efficiency for future-ready organizations.*

2.8x
Higher profitability for future-ready organizations.*

*Future-ready organizations exhibited 6.4 percentage points higher profitability and 13.1% greater efficiency, on average.

There are gains from moving up even one maturity level

\$5.4T

in added global profitability has been left on the table due to insufficient operational maturity.

No one-size-fits-all, but there is a path to value

Future-ready organizations take advantage of transformational value.** They increase performance in efficiency and profitability, as well as improving innovation, strengthening ecosystems and delivering excellent customer and employee experiences.

**Transformational value is calculated using proprietary modeling and experience-based investigation to determine a scientific, holistic calculation of value.

What do future-ready marketing organizations do differently?

There are three things marketers must know to become future-ready.

01 Know the ultimate goal

Marketing organizations should take a bold approach by asking critical questions:

As they answer these questions, marketers must consider some transformational solutions.

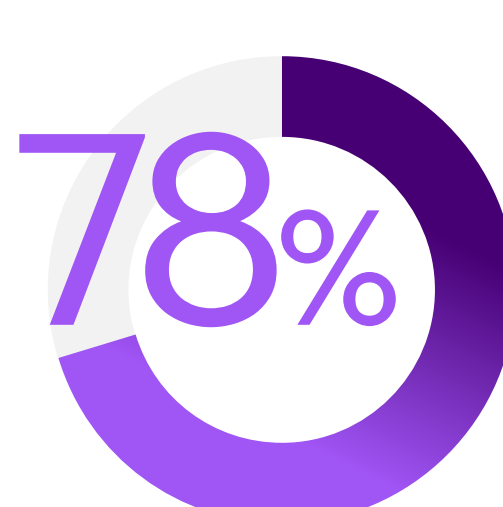
Is their marketing technology ecosystem working hard enough and achieving the right outcomes?

Are they upskilling employees to run smarter marketing operations?

Are they making the most of their data and analytics capabilities?

02 Know the key steps

There are many steps between one level of maturity and the next, but some can't be skipped:



Create data-driven agility

of marketers report widespread or full-scale data use in their organizations—some 2.5x more than three years ago.

Elevate marketing talent with the right digital innovation 77%

of marketers say their organizations have implemented widespread or full-scale automation at their organizations—an increase of more than 3x over the past three years.

Collaborate across business and technology functions 60%

of marketers predict that business-technology collaboration will occur at scale three years from now.

03 Know how to leapfrog maturity levels

Building, scaling and successfully managing ecosystem relationships can help marketers leapfrog maturity levels and reach future-readiness faster.



of marketing leaders rank ecosystem partnerships as a top-3 business goal.

Outsmart, outperform, outpace

Now is the time to start developing a future-ready marketing function.

- **Think** big and go beyond incremental change
- **Scale** automation and analytics, AI and integrated solutions with leading practices
- **Put** a cloud infrastructure at the heart
- **Enhance** the value of data with technologies that deliver better insights faster
- **Foster** a human + machine, specialized workforce
- **Build** complementary third-party and ecosystem relationships

Read the report to fast-track your journey to intelligent operations

[Download report](#)