Oracle Marketing Cloud
Modern Marketing Assessment

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MARKETING
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It's critical that marketers refine their marketing practices to better understand and serve their customers. In a study conducted by Forrester Consulting,[1] it was revealed that most companies are in the process of evolving their marketing practices, but only 11% of those surveyed scored well enough to be considered modern marketers. Forrester also found that companies that have a high level of marketing maturity tend to **grow revenue faster and enjoy greater market share** than their less sophisticated peers. These findings indicate that marketing maturity has a positive impact on business results.

KEY BUSINESS BENEFITS

• Receive a snapshot of your current levels of marketing maturity and platform utilization.

• Discover the strengths and weaknesses in your marketing efforts.

• Obtain a clearer picture of what marketing areas need your focus.

• Use the results as a foundation for building a formal success plan.

Oracle Marketing Cloud Modern Marketing Assessments

The Oracle Marketing Cloud Modern Marketing Assessment helps you determine the maturity level of your current marketing practices and the degree to which you leverage technology. During the assessment, you will answer a series of questions about your organization's approach to marketing. The assessment reveals your marketing maturity and platform utilization levels. Your results provide your Customer Success Manager with the information they need to make recommendations that will help you to advance to the next level of maturity.
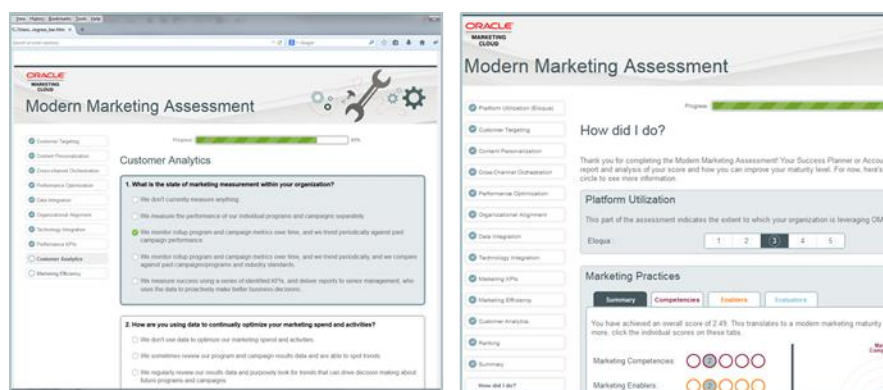

Figure 1. An Oracle Marketing Cloud Modern Marketing Assessment provides you with your marketing maturity and platform utilization levels.

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[1] *Why You Need To Be A Modern Marketer: The Business Impact Of Marketing Maturity In The Age Of The Customer,* Forrester Consulting (October, 2014).

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The assessment consists of two components. The main component is centered on marketing best practices and the other focuses on platform utilization.

The **best practice component** is organized into three foundational categories:

1. **Marketing Competencies:** The core capabilities that drive optimal performance of your marketing efforts, such as customer targeting, content personalization, and cross-channel orchestration.

2. **Marketing Enablers:** The essential factors that enable marketing maturity, such as organizational alignment, technology integration, and data integration.

3. **Marketing Evaluators:** The performance metrics that inform marketing decisions, such as marketing KPIs and customer analytics.

Each category includes specific objectives that are essential to achieving marketing maturity.

The **platform utilization component** assesses your platform competency maturity, and focuses on how you can access the full capabilities of your Oracle Marketing Cloud products to realize their full potential.

When you know where your organization falls on the maturity spectrum, it helps you to identify those areas that warrant improvement.
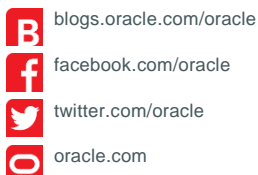
Get Started

If you are interested in learning more about the Oracle Marketing Cloud Modern Marketing Assessment or would like to sign-up for one, contact your Customer Success Manager today!

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