

The background of the slide is a dark blue field filled with out-of-focus, circular light spots in shades of white, yellow, and light blue. On the right side, a hand is visible holding a camera, with the camera's lens and flash illuminated, creating a bokeh effect that blends into the background.

BCG

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# Mastering Digital Marketing Maturity

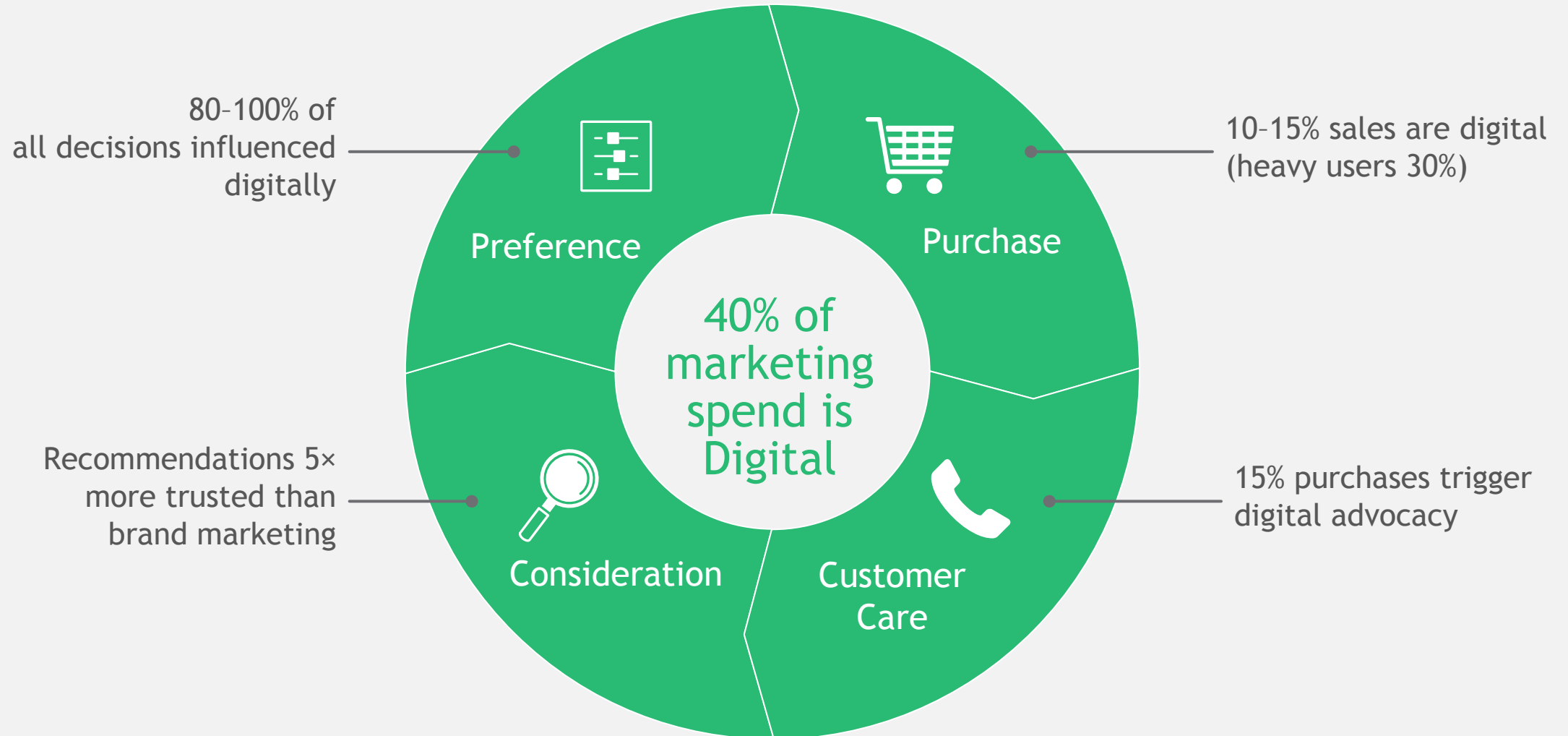
Summary of research findings

APRIL 2018

The Google logo is displayed in its standard multi-colored font (blue, red, yellow, green, blue) on a white background.

Google

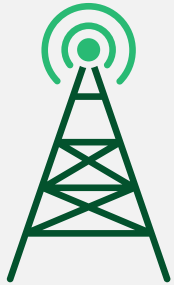
# Digital has changed how consumers choose and buy



# Consumers expect meaningful connections



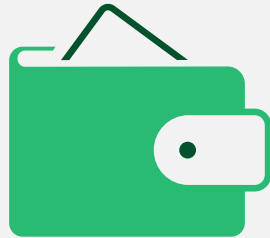
# However, brands often face barriers to full potential



Looming legacy of TV, radio, and outdoor



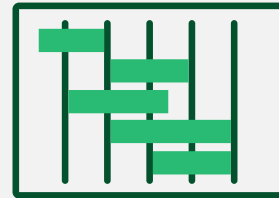
Content not fit-for-digital



Underutilized data



Below hurdle for consumer relevance



Lengthy and inflexible processes



Lack of rapid test & learn



Ecomm, Insights, Marketing, Sales operating in silos



Missed opportunities



Reliance on external parties to drive



Lack of embedded knowledge

# We recently conducted an in-depth study ...

Over 40 companies spanning 8 industries...

...across Europe



Automotive



Retail



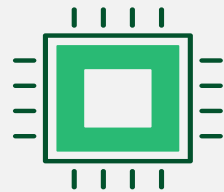
Financial  
Services



Travel



Consumer



Technology



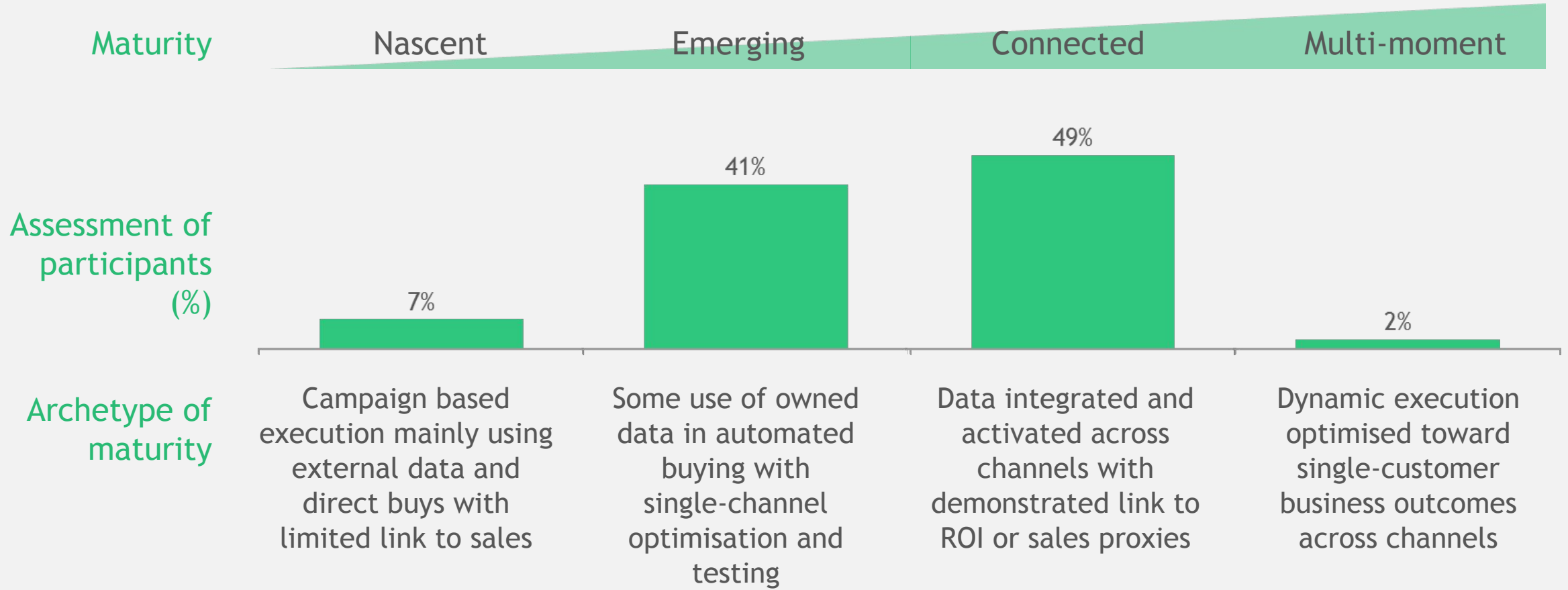
Entertainment  
/ media



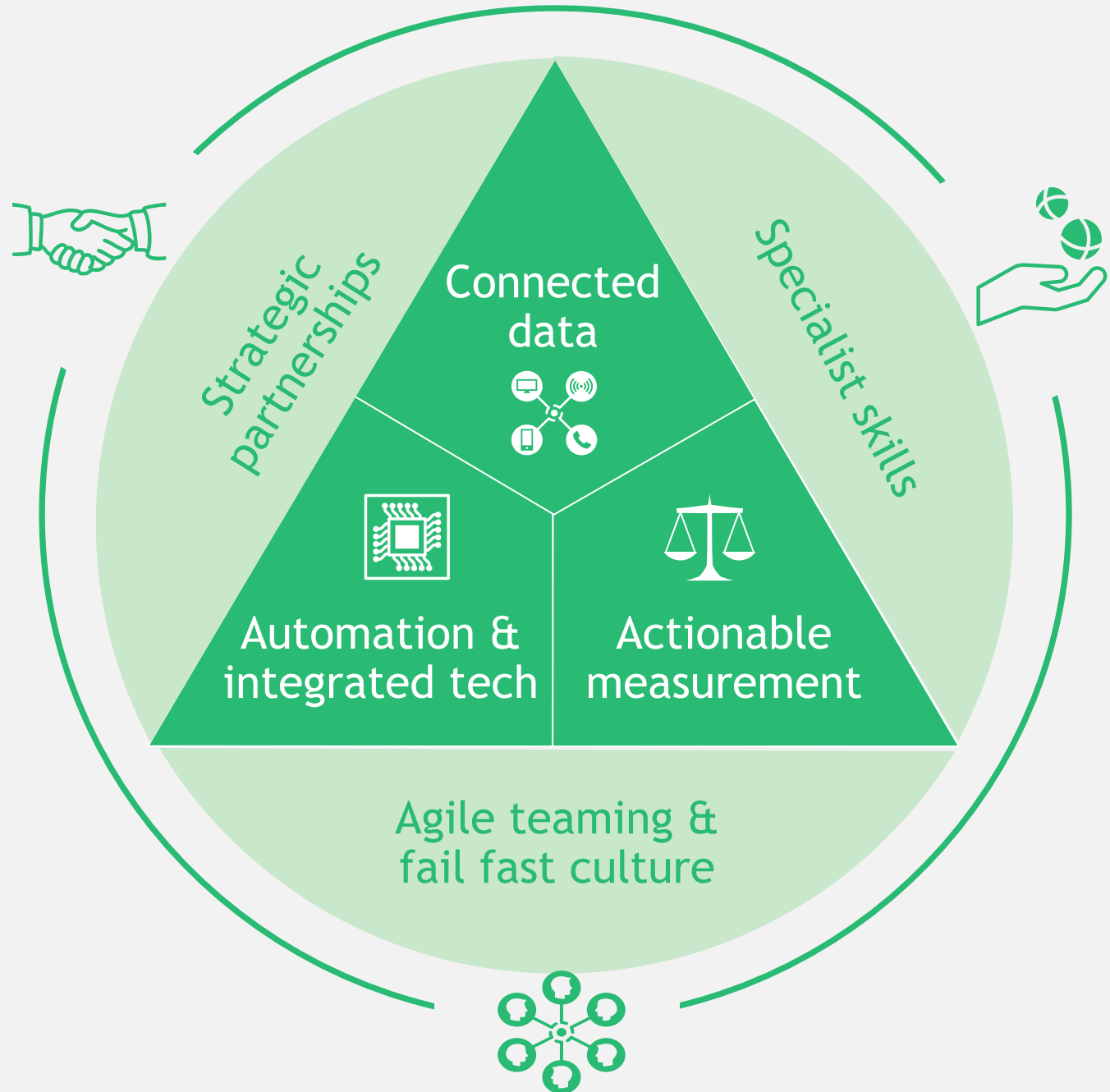
Fashion /  
Luxury



# ... and found that few brands achieve best-practice



# 6 technical & organisational success factors to unlock potential

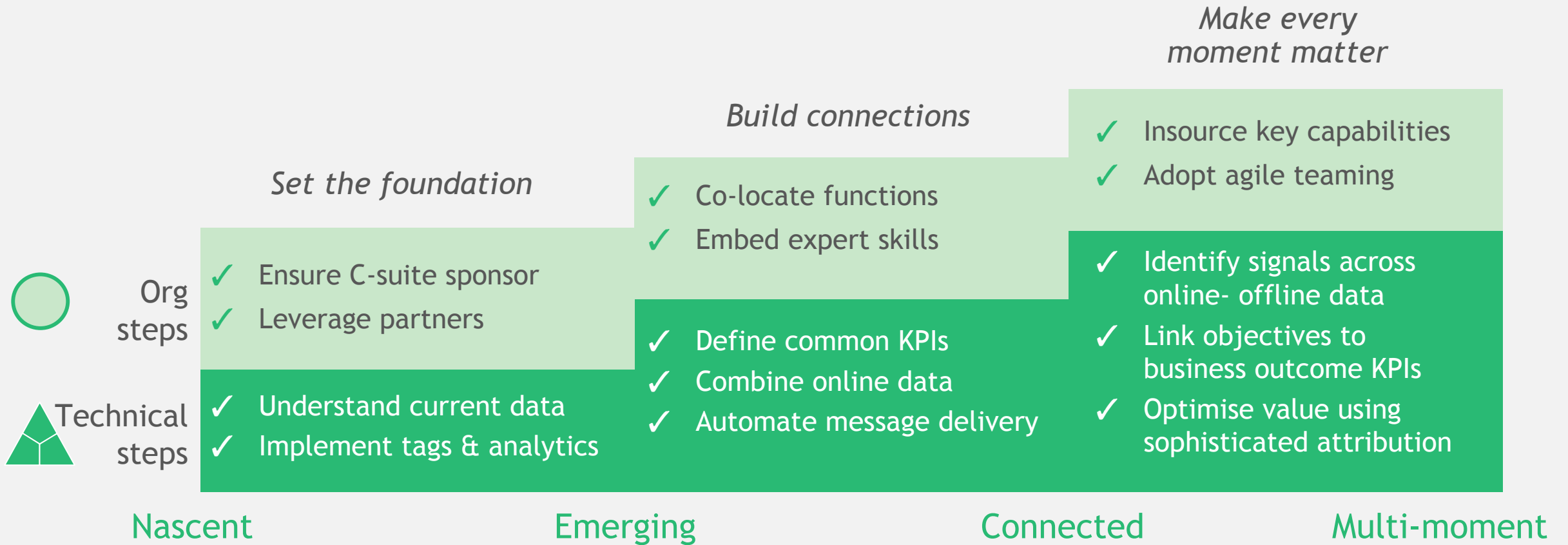


# Back-up | Description of success factors

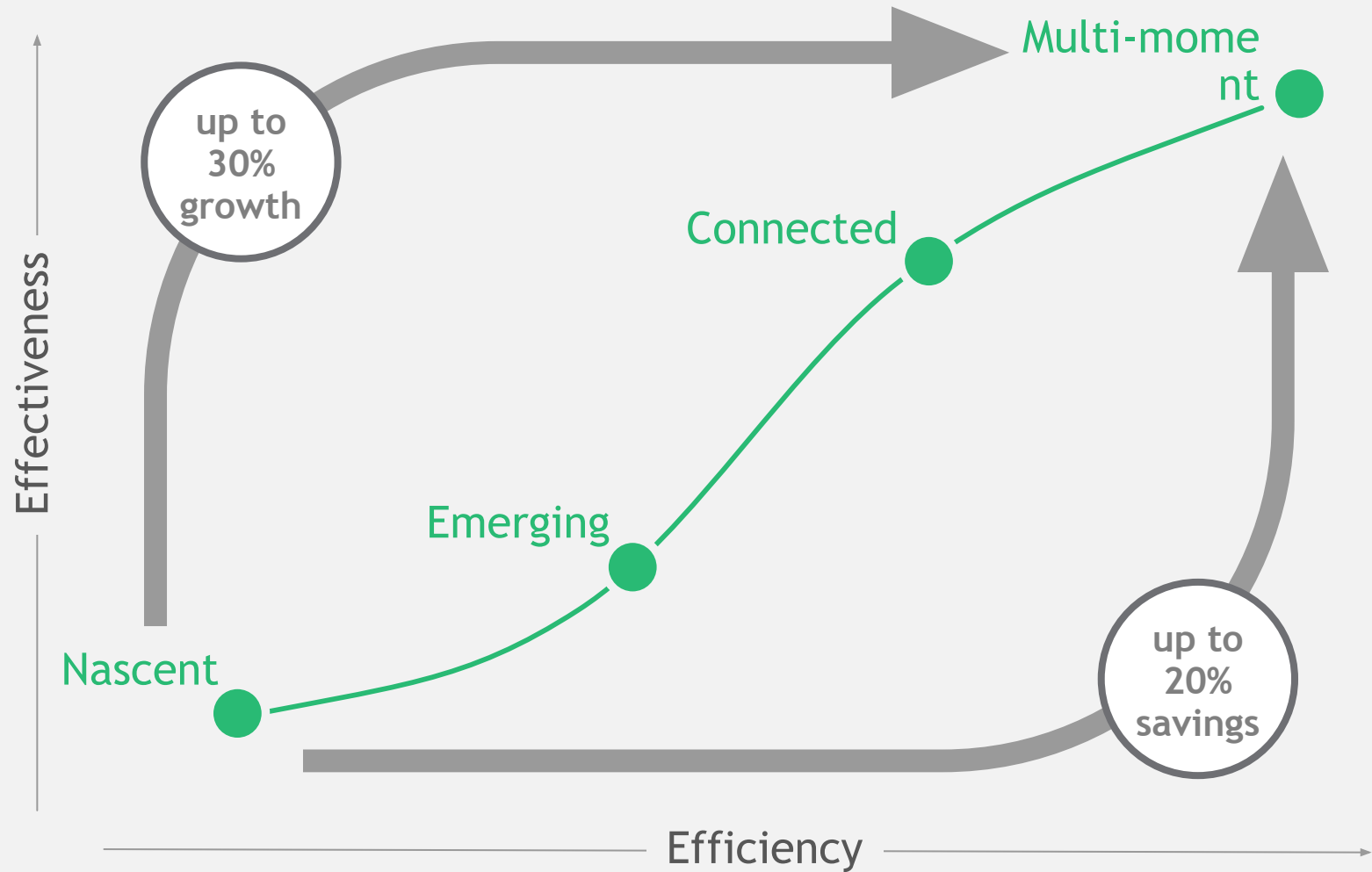




# There is a clear path to digital marketing maturity



With significant value potential at stake



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A hand holding a smartphone, positioned on the right side of the image. The background is a bokeh effect of out-of-focus lights in shades of blue and yellow. A large green rectangle is overlaid on the left side of the image, containing the BCG logo and text.

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