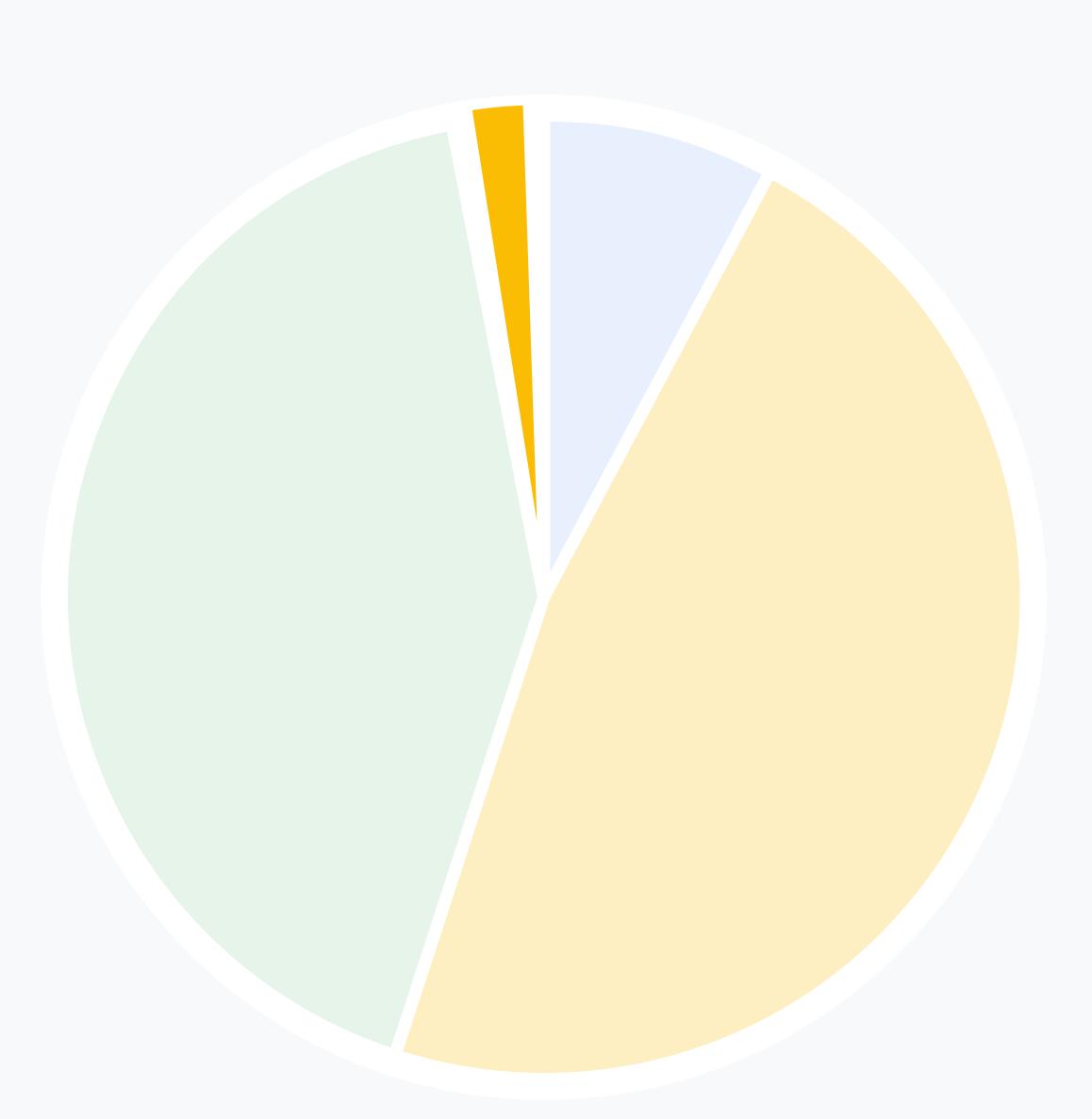


The path to digital marketing maturity

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 business outcomes



Opportunity for brands who connect meaningfully at scale

Up to cost efficiency

incremental revenue

Up to

Technology can deliver rapid results Tests showed the application of advanced technologies

drove campaign performance in 4-6 weeks

Lower

cost per action (CPA)

T 50% More online

transactions

advertising spend (ROAS)

Higher return on

Human input combined with technology outperforms technology alone





- Improving maturity is an opportunity, and a necessity
- Technology can drive results, fast

Transformation needed to realise full potential

Source: BCG The Dividends of Digital Marketing Maturity