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

- **Nearest, 9%:** direct campaign-based execution
- **Emerging, 47%:** some use of owned data in automated buying
- **Connected, 43%:** data integrated and activated across channels
- **Matured, 2%:** dynamic execution toward a single customer business outcomes

Opportunity for brands who connect meaningfully at scale

- **Up to 30%** cost efficiency
- **Up to 20%** incremental revenue

Technology can deliver rapid results

- **44%** lower cost per action (CPA)
- **50%** more active transations
- **33%** higher return on advertising spend (ROAS)

Human input combined with technology outperforms technology alone

- **15%** average increase

Digital maturity levels can be differentiated by key attributes

- **Nearest:**
  - Media data used in marketing activities
  - Limited purchase intent
- **Emerging:**
  - Media data used in marketing activities
  - Limited purchase intent
  - Access to analytics
- **Connected:**
  - Media data used in marketing activities
  - Limited purchase intent
  - Access to analytics
  - Customer experience
- **Matured:**
  - Media data used in marketing activities
  - Limited purchase intent
  - Access to analytics
  - Customer experience
  - Data science

**Key attributes:**
- Improving maturity is an opportunity, and a necessity
- Technology can drive results, fast
- Transformation needed to realise full potential