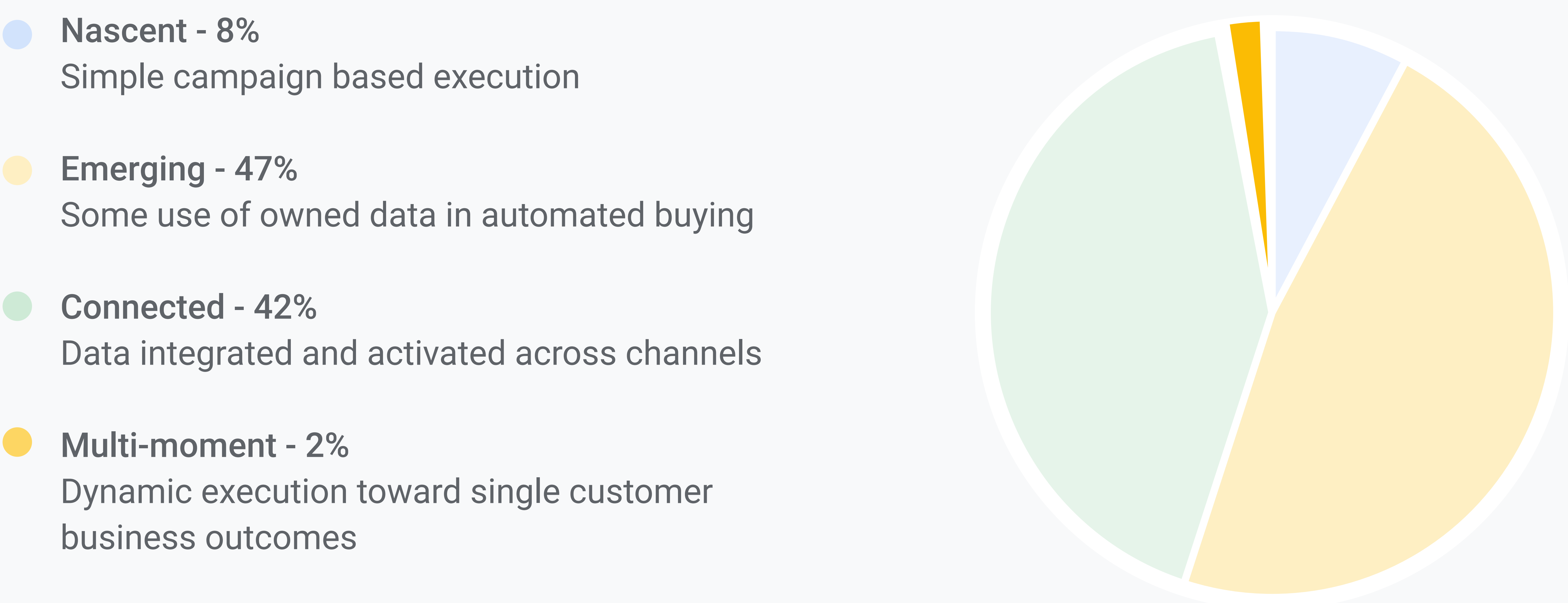


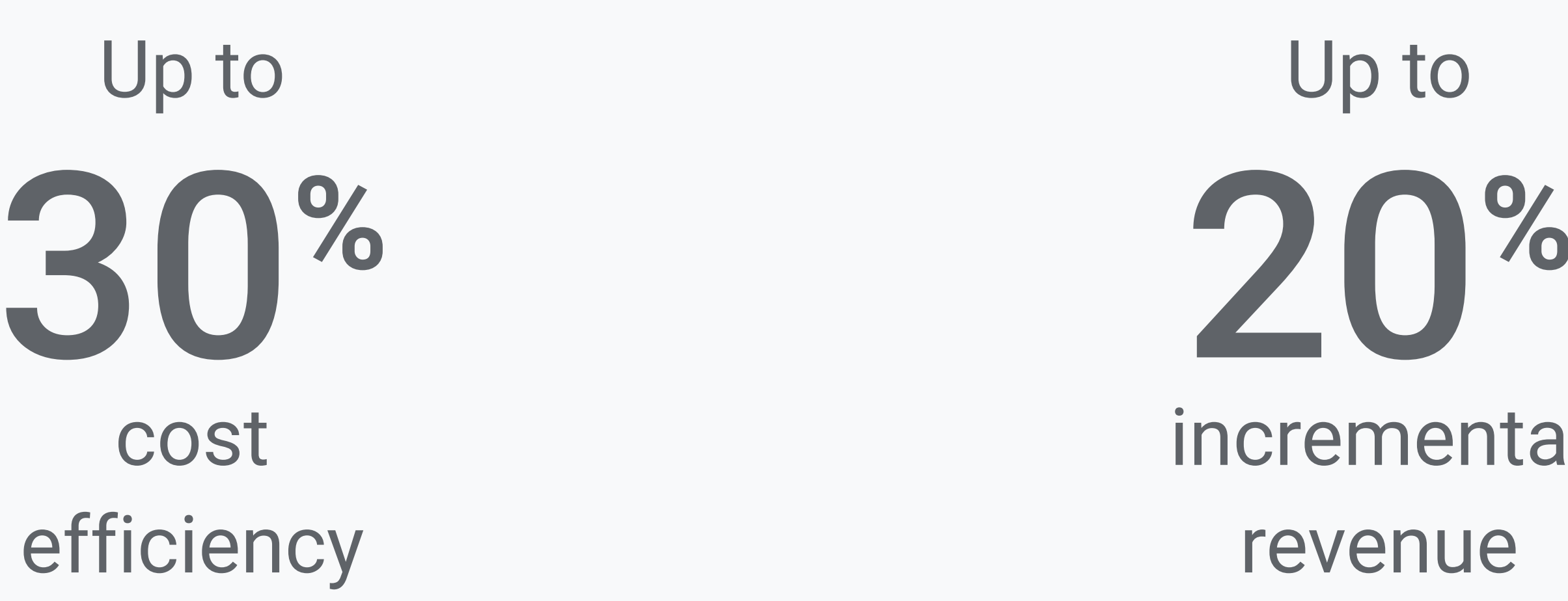
The path to digital marketing maturity

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

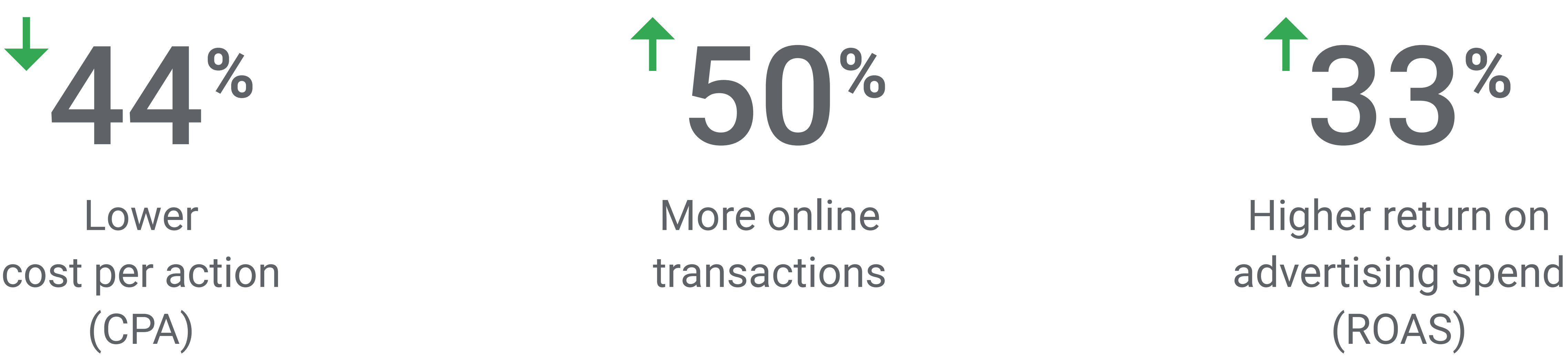


Opportunity for brands who connect meaningfully at scale



Technology can deliver rapid results

Tests showed the application of advanced technologies drove campaign performance in 4–6 weeks



Human input combined with technology outperforms technology alone

