

## 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.

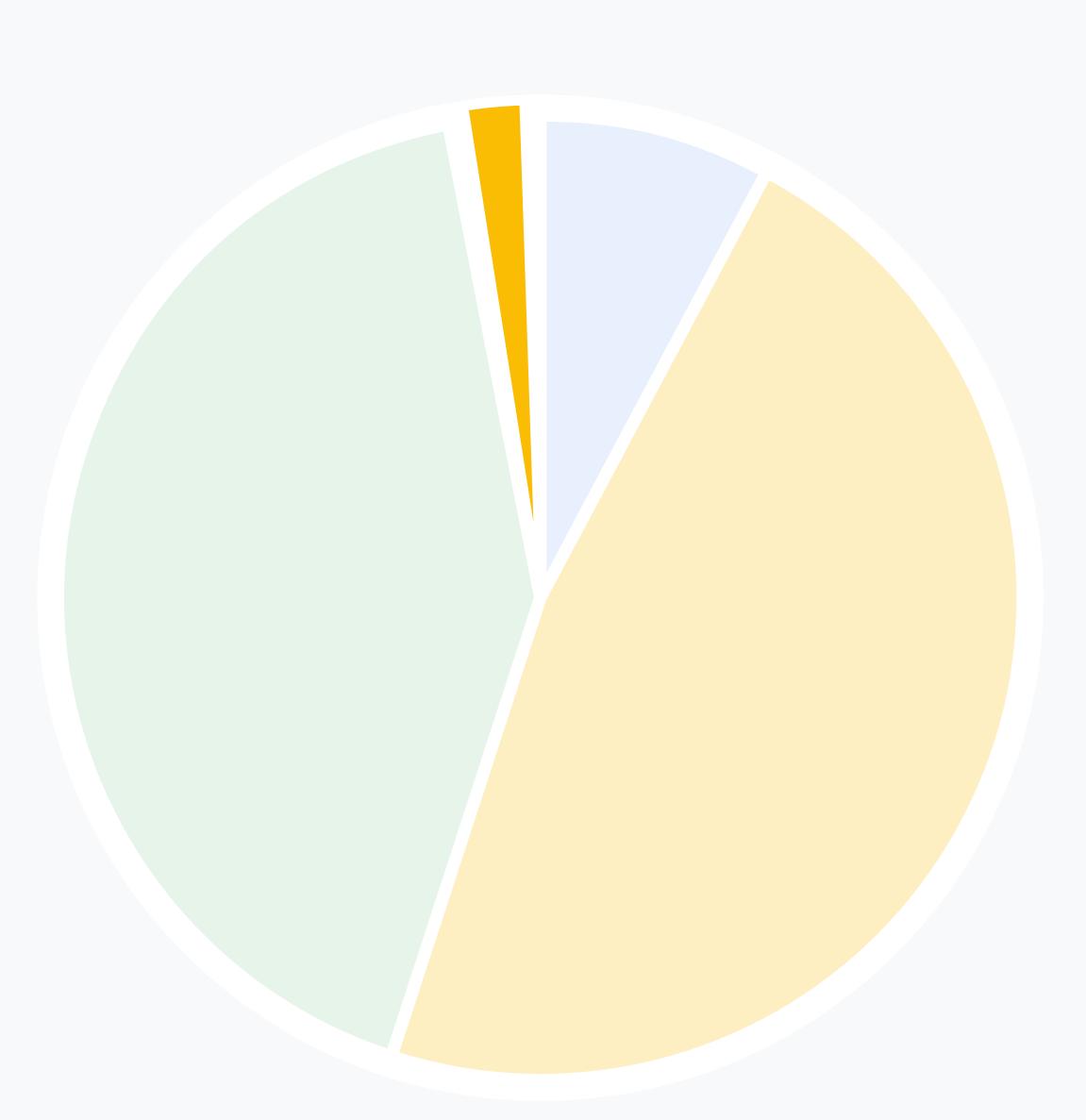
### Most brands have not yet achieved full digital marketing maturity

- 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

30%
cost
efficiency

20%
incremental revenue

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

drove campaign performance in 4–6 weeks

44%
Lower

cost per action (CPA)

T50%
More online

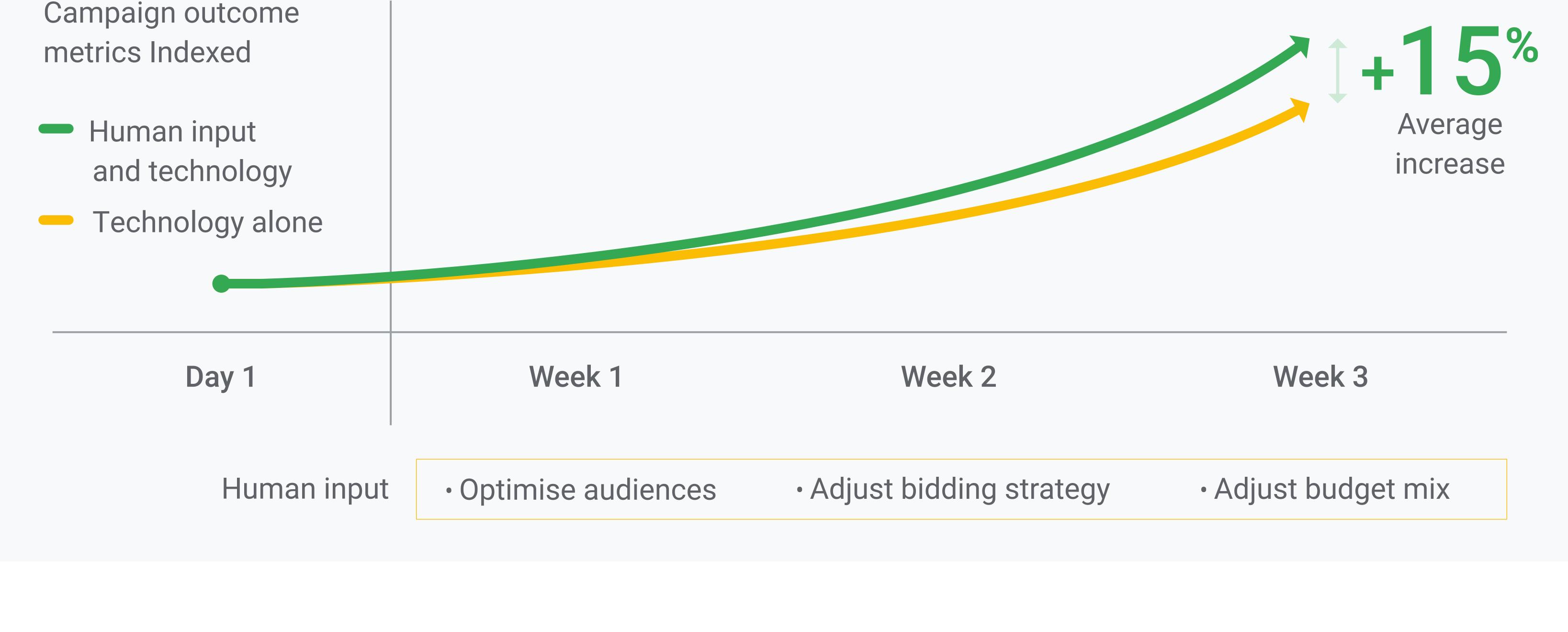
transactions

33%

Higher return on advertising spend (ROAS)

# outperforms technology alone

Human input combined with technology





Source: BCG The Dividends of Digital Marketing Maturity

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