



DATISAN

MARKETING MODERNISED

# Digital Maturity Assessment



Over the past 10 years, the marketing landscape has changed dramatically.

With the maturation of digital technology and its integration into traditional marketing we've seen an increased expectation for businesses to be digitally led and customer centric.

- » But how does your organisation stack up against the average Australian business? Are you digitally mature and capable?

In our Digital Maturity Assessment we'll give you clarity in how you're tracking across four key marketing pillars:

- Measurement and Attribution
- Data Driven Marketing
- Automation and Activation
- Organisational Collaboration

By filling out this survey Datisan will help you to assess where your business sits on the digital maturity scale, and provide you with the tools and strategies to unlock the value in your data to grow rapidly.

See where you fit into the following classifications:

## Nascent

### MEDIA CENTRIC

Marketing campaigns are executed & measured mainly using external data and direct buys with limited link to sales, and no integration to CRM / offline data sources.

## Connected

### DATA CENTRIC

1st Party Data integrated and activated across channels with demonstrated link to ROI or sales proxies, with integration to CRM / offline data sources.

## Emerging

### TECH CENTRIC

Some use of owned data in automated buying with enterprise analytics tools, single-channel optimisation and testing with limited (manual) integration to CRM / offline data sources.

## Multi-Moment

### CUSTOMER CENTRIC

Dynamic execution utilising 1st party data across multiple channels, optimised toward individual customer business outcomes and transactions

Simply complete the assessment to receive YOUR RESULTS, along with the NATIONAL REPORT FOR COMPARISON and opportunities for a PERSONALISED WORKSHOP with the Datisan Cloud for Marketing team.



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