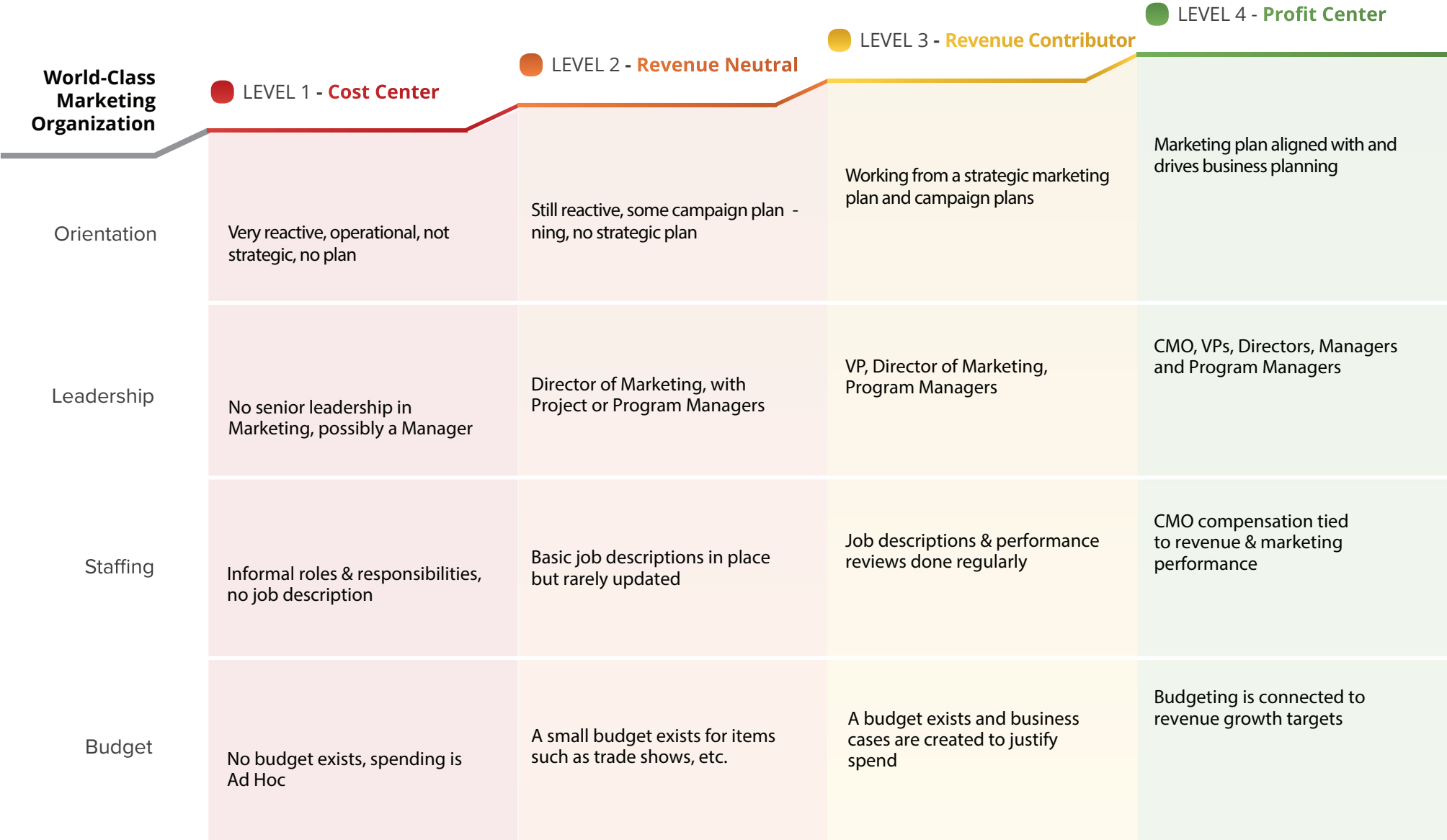


Performance Marketing

Maturity Model



Performance Marketing

Maturity Model

World-Class Marketing Organization

● LEVEL 1 - **Cost Center**
● LEVEL 2 - **Revenue Neutral**
● LEVEL 3 - **Revenue Contributor**
● LEVEL 4 - **Profit Center**

	LEVEL 1 - Cost Center	LEVEL 2 - Revenue Neutral	LEVEL 3 - Revenue Contributor	LEVEL 4 - Profit Center
Processes	No processes, activities done ad hoc, reactive in nature	Activities are repeatable and some processes are defined	All processes are defined and some measurement in place	All processes are defined, measured, managed, and optimized
Systems	Minimal marketing technology in place	Legacy customer database or CRM system, email marketing	CRM, marketing automation, with some integration.	All systems fully integrated, analytics & business intelligence
Metrics	No metrics or a focus on advertising: #impressions, #ads	Operational metrics such as open rates, click-thrus, registrations	Cost per lead (CPL), renewal rate %, #sales qualified leads created	Customer lifetime value (CLV), brand equity, cost to acquire, ROI
Executive Perspective of Marketing	Cost-center, not a strategic function	Cost-center, sales support function	Cost-center, flashes of brilliance	Source of revenue, strategic function