

Digital marketing maturity as a lever for success in international competition

Here's what is common for the frontrunners



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A skateboarder wearing a blue cap, a blue t-shirt, and light-colored pants is captured in mid-air, performing a trick on a wet city street. The street is reflective, and the background features a large, multi-story historic building with many balconies. The scene is set in an urban environment with trees and other buildings visible in the distance.

10
years of
change

In
8 weeks

3 increasing trends have put brands under pressure

1

Demand volatility

Massive numbers of consumers have moved online

2

Personalisation

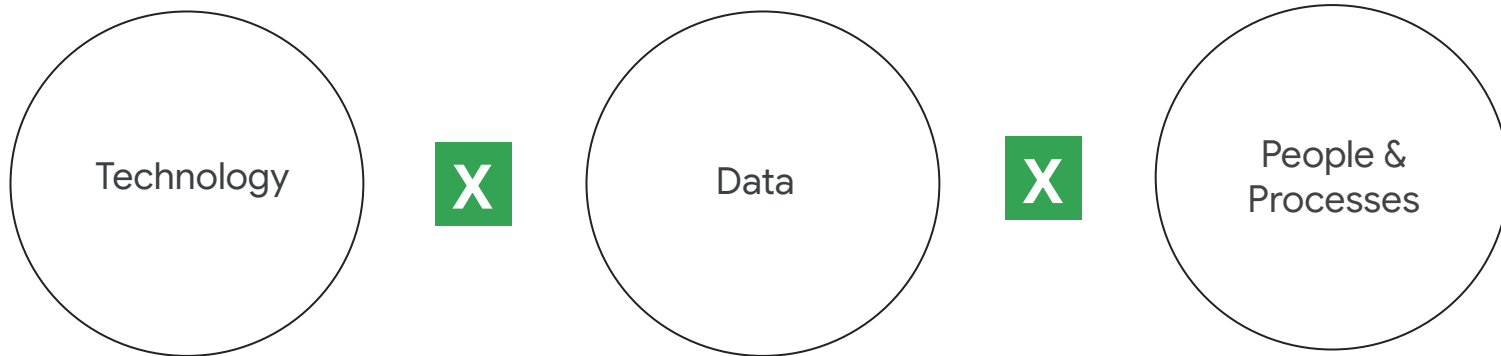
Consumer expectations regarding personalization are rising

3

Privacy regulations driven by consumer expectations

People want an open and affordable digital world, and that requires relevant ads that respect their privacy

Today's marketing success equation for business growth

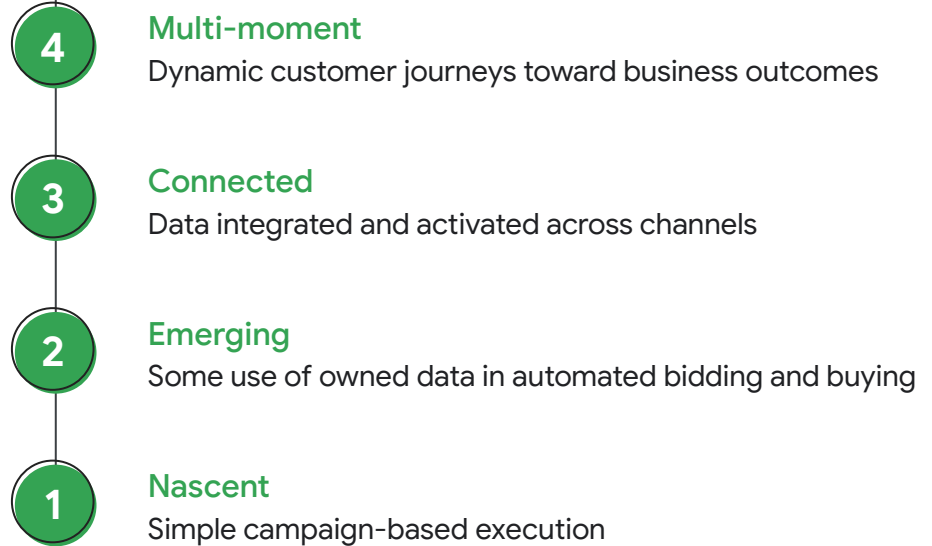


Customer value & trust

The digital marketing maturity race
belongs to the swift

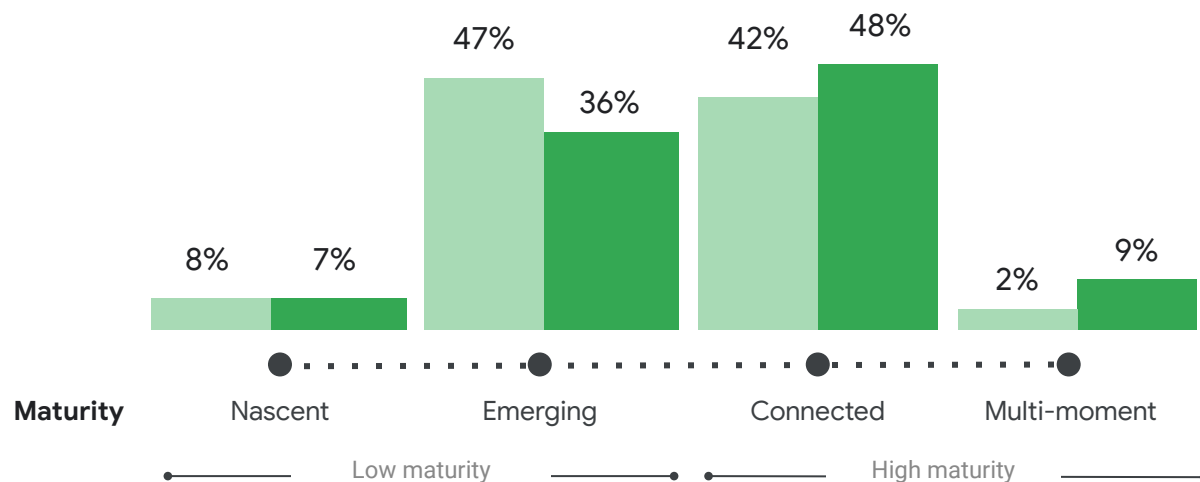
2019: Google first partnered with BCG to define the digital marketing maturity of brands

The BCG-Google framework **classifies brands at four levels** according to their digital marketing maturity.

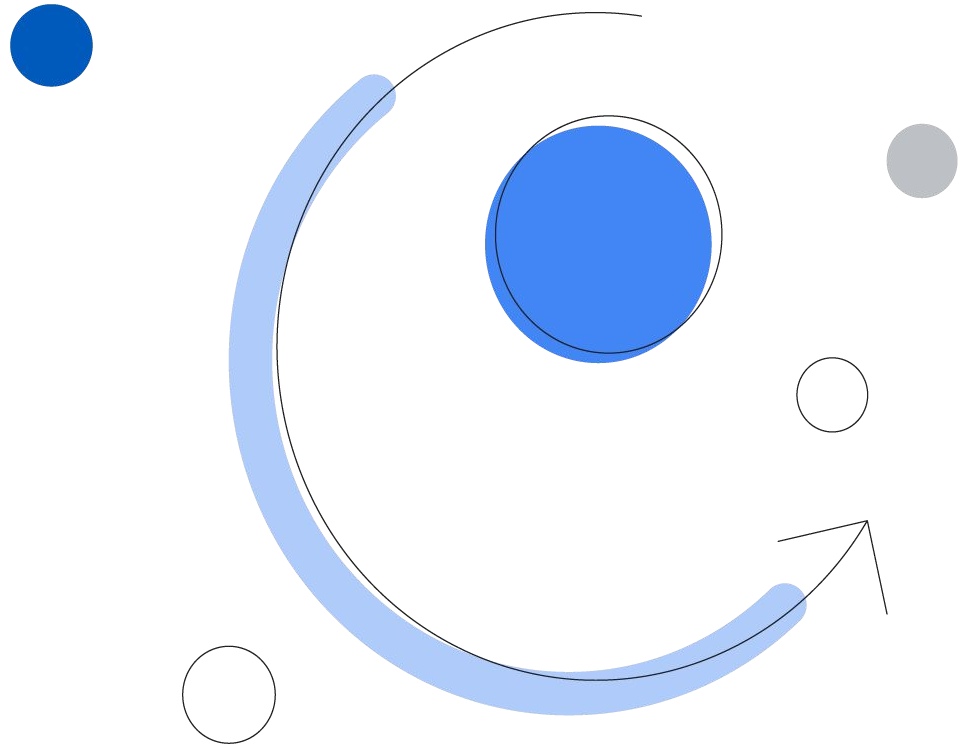


2021: Many brands have increased maturity, but relatively few are capturing the full potential

Digital Marketing Maturity Survey

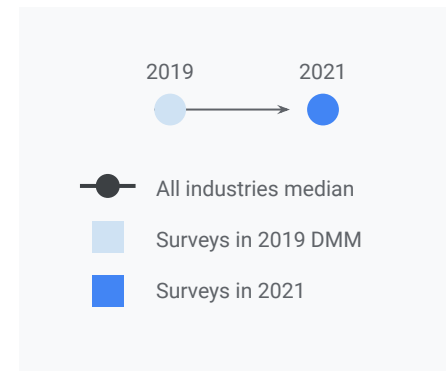
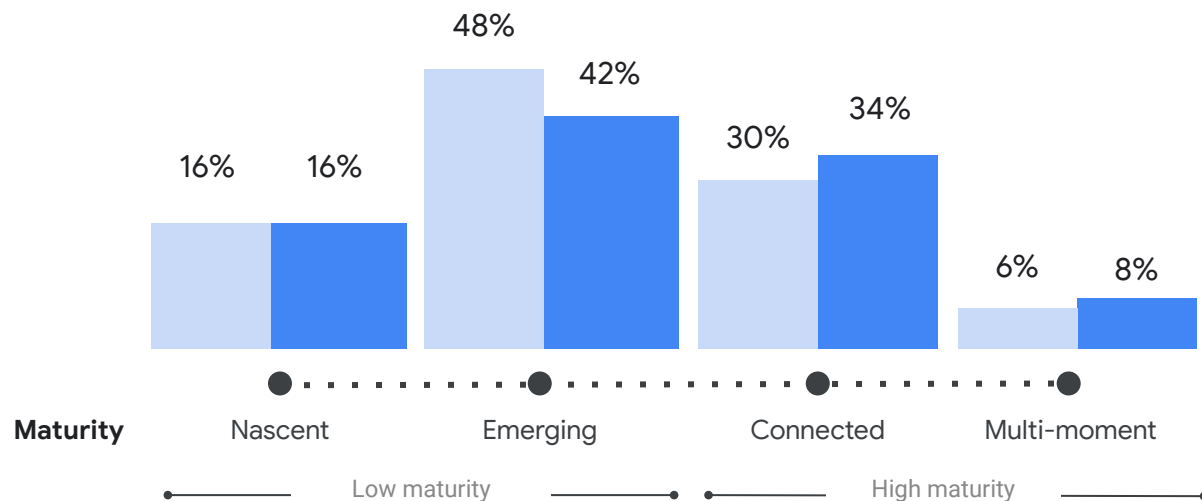


How are travel brands in EMEA
doing with **Digital Marketing
Transformation?**



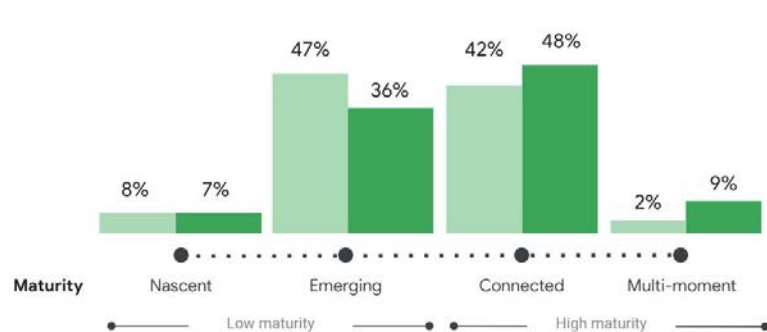
2021: Travel brands have increased maturity but slower than average

Digital Marketing Maturity Survey

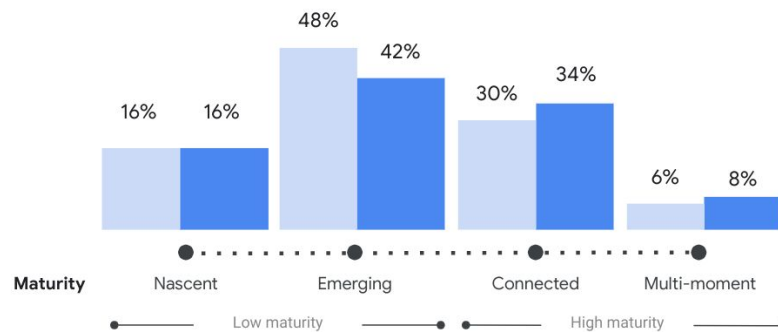


..and travel is no longer ahead of the all industries median in maturity

All industries median



EMEA Travel



Brands with multi-moment maturity see outstanding results



Likelihood of market
share growth

2X

(An average of +3PP)



Cost savings

**Average
29 points**

(+13PP)



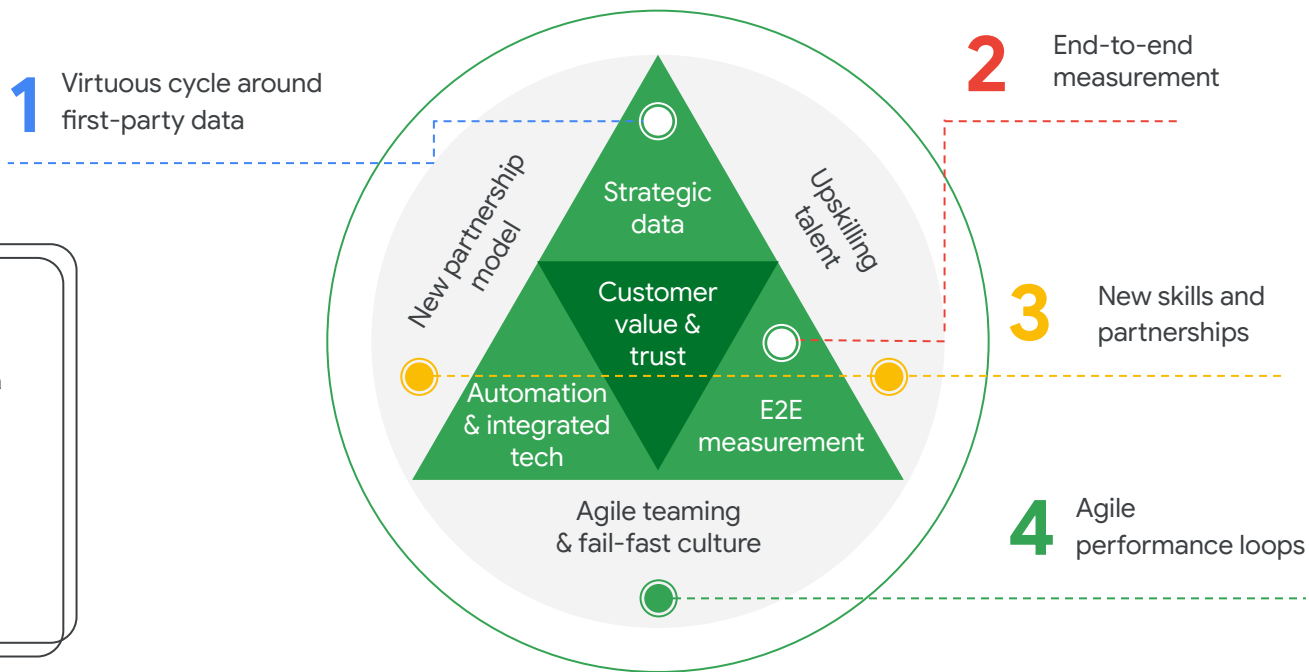
Revenue increase

**Average
18 points**

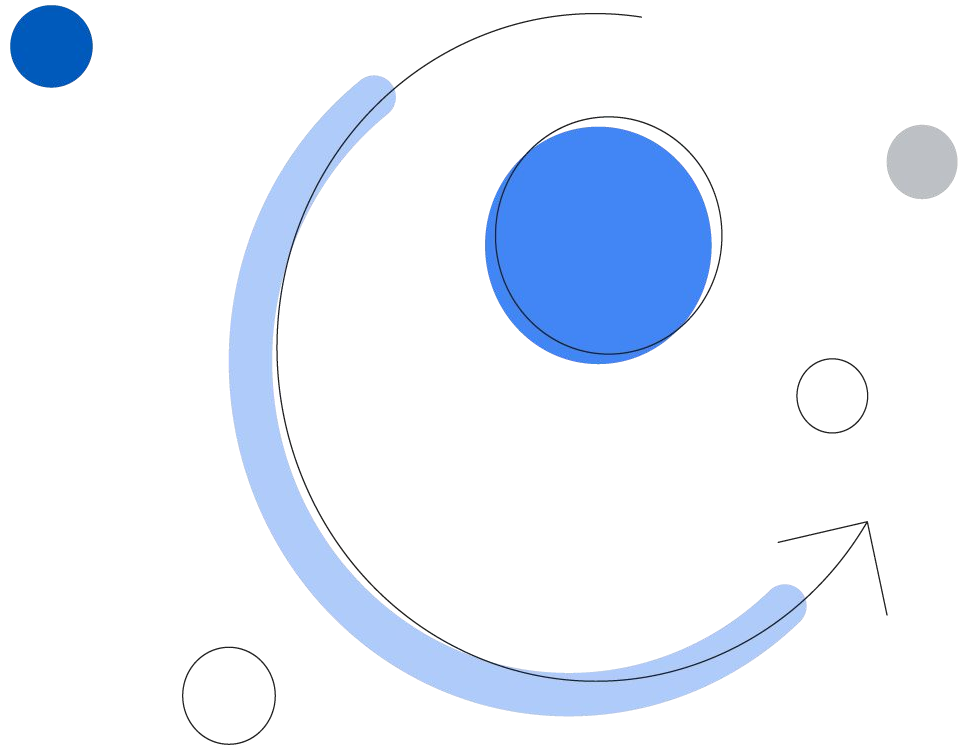
(+2PP)

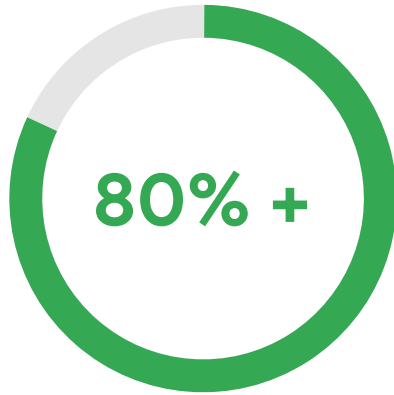
Multi-moment brands vs. less digitally mature brands

Brands should focus on 4 digital marketing accelerators to become future-proof



“70% of digital transformation initiatives fail to meet their objectives because the programmes don't take into account how **the humans are involved**”





of the most digitally mature brands say they have CEO sponsorship for data-driven marketing initiatives.¹⁵

Moving forward

As new technologies disrupt the market and consumer habits change, the influences on digital marketing maturity will evolve with time. C-suite sponsorship is critical, especially to move into upper levels of maturity where organisational coordination is vital.

How is your business?

Available publicly

Digital Maturity Benchmark

Google's diagnostic tool to understand & progress digital marketing maturity



<https://digitalmaturitybenchmark.withgoogle.com/>

The 5 A's and an O of digital marketing excellence



Audience



Assets



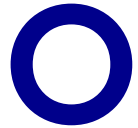
Attribution



Automation



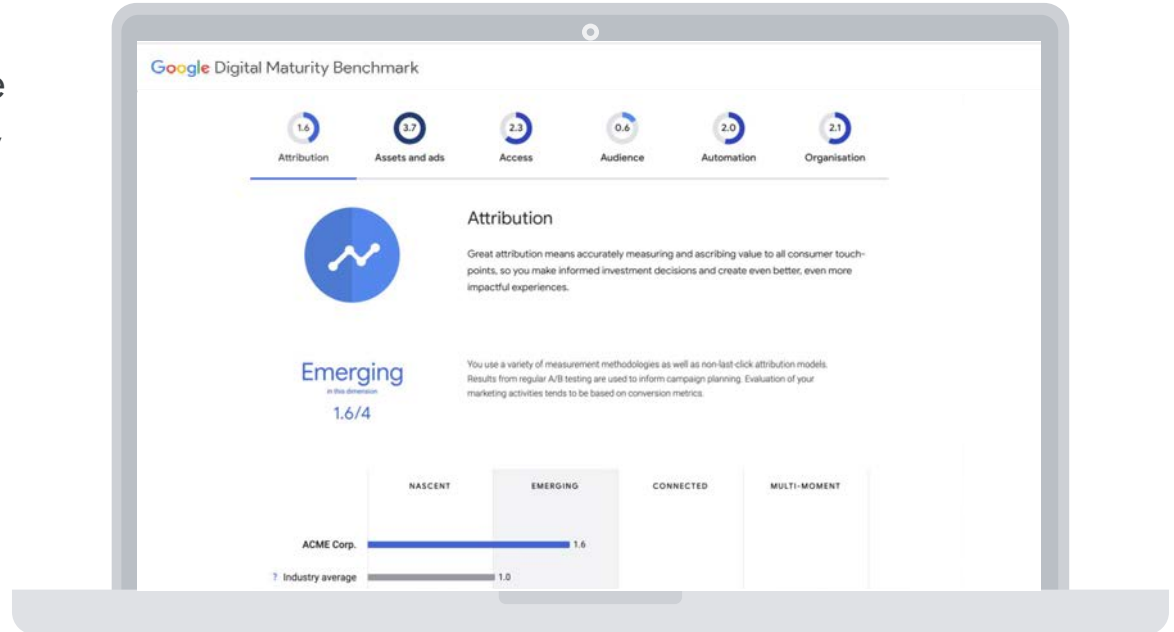
Access



Organization

Your roadmap to digital marketing maturity

Based on responses to an online assessment, the Digital Maturity Benchmark generates a **personalised interactive report** to benchmark your digital marketing maturity, and helps you level up.



Thank you!