

HOW MARKETERS USE MEASUREMENT TO BEAT THE COMPETITION

Leaders analyze entire customer journeys and convert those insights into action

No marketer thrives on technology alone

In the real world, marketers must contend with:



Rising expectations from the C-suite



New regulations around privacy

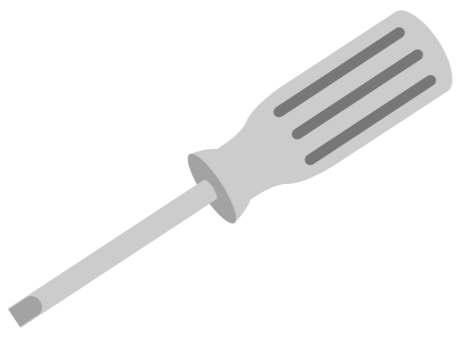


Fast-changing rules of engagement

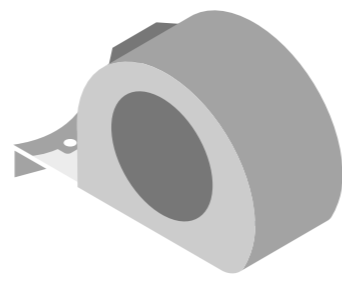
Savvy marketers mobilize both their teams and their technologies in measuring marketing activities

Measurement maturity matters

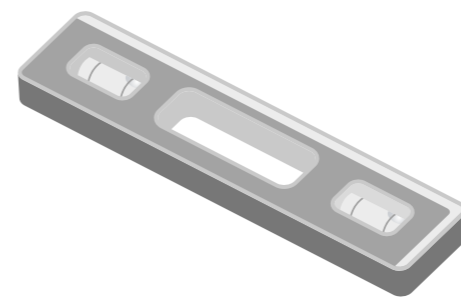
Bain surveyed more than 600 companies in the US, UK and Canada and sorted them into four levels along a measurement maturity curve



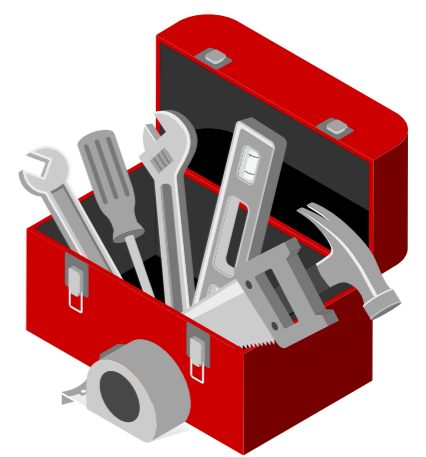
FOUNDATIONAL



INTERMEDIATE



ADVANCED



BEST IN CLASS

The **100 most mature companies** are **4X** more likely than the 100 least mature companies to **exceed their business goals, grow revenue** and **gain market share**

LEADING MARKETERS EXCEL IN THREE AREAS

Measurement leaders are creating new digital divides between themselves and competitors



Measure the entire customer journey

Leaders capture data to provide a deep understanding of customer priorities and behaviors, then link marketing activities to business outcomes



Use measurement to make key decisions

Leaders activate customer insights and segmentation into strategies for new customer acquisition, expanded share of wallet and sales growth



Work together through customer-centered teams

When teams with autonomy organize around customer priorities rather than channels, they can deliver great experiences for customers

Read more:



The Measurement Advantage
www.bain.com/marketing-measurement