

Marketing Operations Maturity Levels



Marketing Operations Maturity Level Details

Basic

Level 1

Basic

- ☐ Email campaigns
- ☐ Landing pages
- ☐ Forms created
- ☐ Segmenting
- ☐ Templates created
- ☐ CRM integration
- ☐ Basic reporting
- ☐ Website tracking
- ☐ Agreed upon KPIs

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Intermediate

Level 2

Tactical

- ☐ Email triggering
- ☐ Nurture campaigns
- ☐ Email personalization
- ☐ Adv. segmentation
- Lead scoring
- ☐ Event/Webinars
- Full reporting
- ☐ Sales alignment
- ☐ Social integration
- ☐ Website tagging
- ☐ User training

Personalized:

- ☐ Landing pages
- ☐ Web content
- ☐ ABM siloed

Advanced

Level 3

Integrated

- ☐ Virtual tradeshow
- ☐ Auto lead routing
- ☐ Sales funnel analysis
- ☐ ROI tracking
- ☐ Funnel reporting
- ☐ Sales alignment
- ☐ Revenue goals
- ☐ Funnel visibility
- ☐ Ad retargeting
- ☐ Campaign ROI
- ☐ ABM
- ☐ Data driven decisioning
- ☐ Data dictionary
- ☐ Glossary of terms
- ☐ Global ABM

Expert

Level 4

Automated

- ☐ Repeatable processes
- ☐ Process improvement
- ☐ Training created
- ☐ Custom content
- ☐ Adv email personalization
- ☐ Mobile marketing
- ☐ Chat support
- ☐ Campaign templates
- ☐ Global user training
- ☐ Cross business KPIs

Gold Standard

Level 5

Operationalized

- ☐ AI integration
- ☐ Brand monitoring
- ☐ ROI analytics
- ☐ Lifecycle nurturing
- ☐ Omni-channel campaigns
- ☐ Adv revenue analytics
- ☐ Multi-channel predictive campaigns and content
- ☐ Global alignment
- ☐ Global integration tools
- ☐ Strategic insights
- ☐ Cross business processes