



MINI LABS PACK

# Finding your Mini Lab

Mini labs are specially designed, outcome-driven workshops, built to support businesses through digital transformation challenges.



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# Google's Digital Maturity scale

The Digital Maturity Benchmark is a diagnostic tool developed based on Google's in-depth research with BCG.

**Benchmark which stage your organisation is at on our digital maturity scale.**

### **N A S C E N T**

Marketing campaigns use mainly external data and direct buys, with limited links to sales.

### **E M E R G I N G**

Some use of owned data in automated buying with single-channel optimisation and testing.

### **C O N N E C T E D**

Data integrated and activated across channels with demonstrated link to ROI or sales proxies.

### **M U L T I - M O M E N T**

Dynamic execution across multiple channels, optimised toward individual customer business outcomes and transactions.

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# The 6 dimensions of Digital Maturity\*

### ATTRIBUTION

Accurately measure and value customer touchpoints

### ASSETS AND ADS

Deliver attention-driving, intuitive experiences across digital touchpoints

### AUDIENCE

Organise data to identify, understand and influence the most valuable audiences throughout the sales funnel

### ACCESS

Efficiently reach your identified audiences across all ad inventory types and channels, with the right levels of control

### AUTOMATION

Optimise marketing operations to drive profitability and growth

### ORGANISATION

Improve decision-making and results by working collaboratively across teams and with specialised partners

*\* Based on Google's in-depth research with BCG*

## DIMENSION

# Attribution

### NASCENT

Limited use of 1st party data, single broad targeting, upper or lower funnel.

### EMERGING

Use of 1st party data, segments defined based on personas, mid funnel targeting expanding to other end of the funnel.

### CONNECTED

Use of 1st and 3rd party data, segments based on business, lower, mid and upper funnel targeting.

### MULTI-MOMENT

Complete view of customer, segments based on LTV, full funnel targeting.

## DIMENSION

# Assets and ads

### NASCENT

Basic use of features on search, limited creatives, no focus on mobile.

### EMERGING

Multiple creatives optimised with automation, improvements on basic mobile web performance.

### CONNECTED

Extensions used, video as sequencing, dynamic creatives in remarketing. Optimised mobile web performance.

### MULTI-MOMENT

Customised messages, audience-based strategy for creatives, optimal and always improving mobile web experience.

## DIMENSION

# Audience

### NASCENT

Most of spend on one single inventory / channel, buying through direct reservation, limited quality settings.

### EMERGING

Several channels, use of generic keywords, part of video / display bought programmatically.

### CONNECTED

Leveraging most channels and formats, automating generic search with DSA, leveraging DSP and ad server pre-bid quality controls.

### MULTI-MOMENT

All digital media is programmatic, comprehensive and has a unified audience strategy, sophisticated and systematic usage of brand controls solutions.

## DIMENSION

# Access

### NASCENT

Intra-channel measurement, no online-offline tracking, limited test & learn.

### EMERGING

Occasional brand lift surveys, track micro-conversations, some use of A / B testing.

### CONNECTED

Systematic check of viewability / audibility on video, non-last click attribution integrated with bidding, deduplicated cross-channel measurement.

### MULTI-MOMENT

Complete online / offline measurement, use of data-driven cross-channel attribution, always on use of A / B, incrementality on key campaigns.

D I M E N S I O N

# Automation

## NASCENT

Manual bidding,  
no use of feeds.

## EMERGING

Automated bidding  
rules, simple and low  
quality fee.

## CONNECTED

Full-auto smart  
bidding on all  
channels on search  
and display, media  
buying and bidding  
depending on  
operational feeds.

## MULTI-MOMENT

Full-auto smart  
bidding on all  
channels to  
omnichannel lifetime  
value, dynamic  
buying and bidding  
depending on feeds  
and margins.



D I M E N S I O N

# Organisation

## N A S C E N T

Client teams working in silos.

## E M E R G I N G

Key functions working together, though IT remains separate, Defined test & learn process.

## C O N N E C T E D

Regular cross-functional teaming, including IT, Multiple, sequential test and learn pilots.

## M U L T I - M O M E N T

Agile teaming and experimentation part of business as usual.



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# Get in touch

Connect with our team to discuss your training requirements.

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