

# Marketing Data Maturity Self-Assessment

## Domain Methods

Use this worksheet to grade how trustworthy your marketing and revenue reporting really is before the next planning cycle, budget discussion, or leadership review.

Score each question from 0 to 3. Then use the maturity band to decide whether the next move is diagnosis, definition cleanup, foundation repair, or more advanced activation work.

## Scoring scale

0 = not true at all | 1 = true in pockets | 2 = mostly true with caveats | 3 = true and reliable

Total possible score: 30

Maturity bands: 0-9 Chaotic | 10-16 Reactive | 17-23 Structured | 24-30 Predictive

## The 10 questions

1. We can trace core marketing numbers from ad platforms or product events to pipeline or revenue without spreadsheet archaeology. Score: \_\_\_\_\_
2. Marketing, sales, finance, and data use the same definitions for the KPIs leadership cares about. Score: \_\_\_\_\_
3. One reproducible system or model can generate our main performance numbers. Score: \_\_\_\_\_
4. Leadership reporting does not depend on one person quietly cleaning things up at the last minute. Score: \_\_\_\_\_
5. Broken source fields, schema drift, or tracking gaps get caught before they poison important dashboards. Score: \_\_\_\_\_
6. Attribution is trustworthy enough to defend spend and reallocation decisions. Score: \_\_\_\_\_
7. Lifecycle, customer, and campaign data are complete enough to support segmentation and follow-up workflows. Score: \_\_\_\_\_
8. Metric changes, caveats, and owners are written down somewhere the team actually uses. Score: \_\_\_\_\_
9. The numbers in the dashboard are the same numbers people use in planning, reviews, and weekly decisions. Score: \_\_\_\_\_
10. We could explain which metrics are directional versus decision-grade without making it up in the room. Score: \_\_\_\_\_

## What your score usually means

Chaotic (0-9): reporting is mostly theater; start with a diagnostic and stop pretending the dashboards are settled truth.

Reactive (10-16): useful work exists, but trust still depends on heroics, side spreadsheets, or undocumented caveats.

Structured (17-23): the foundation is credible, but governance, workflow fit, and edge-case trust still need tightening.