

Digital Marketing Ecosystem Maturity Model

The digital mandate isn't new, but recent events (e.g., COVID-19) have brought it to the forefront. Brands initially reluctant to invest in digital transformation found themselves unprepared, while those that adopted and implemented a digital strategy before the pandemic were in a position to outperform their competitors. The Sparkfly Digital Ecosystem Maturity Model was born out of this digital transformation divide.

The purpose of the tool is to help restaurants, retailers, and brands map their progress throughout key phases of their digital transformation journey, while describing the resulting impact on customer experience.

The Maturity Model evaluates digital capabilities across clearly defined dimensions to create a holistic view of digital maturity. The tool can be used at each transformation phase to help identify where there are gaps, establish key areas to focus on, and develop a plan for where and how to start.

This comprehensive assessment of capabilities helps you improve in line with your overarching digital ambitions.

Based on your current stage in the Maturity Model, we work with you to define a structured roadmap that helps you:

- Align efforts with strategic marketing objectives
- Identify areas to optimize impact on business objectives
- Prove the business case for an offer management platform (OMP)
- Optimize continuously to achieve rich, cross-channel, connected customer experiences

LEVEL

1

Static

- **DISTRIBUTION CHANNELS:** Generic Messaging
- **OMP:** Not Integrated/Non Existent
- **MOBILE APP:** Location Finder & Menu Display Only
- **ONLINE ORDERING:** Allows for ordering online or via phone, but must pay upon pickup or delivery
- **ANALYTICS:** Raw Transactional Data Only
- **CRM/CDP:** Manual, no integrations
- **SEGMENTATION/AUDIENCE PROFILING:** Generic
- **ORDER FULFILLMENT:** Dine-In, Call Ahead Carry Out

LEVEL

2

Basic

- **DISTRIBUTION CHANNELS:** Basic Segmentation
- **OMP:** Basic POS Integration
- **MOBILE APP:** In-App Ordering
- **ONLINE ORDERING:** Order + Pay
- **ANALYTICS:** Offers + Loyalty
- **CRM/CDP:** Basic POS Integration
- **SEGMENTATION/AUDIENCE PROFILING:** Basic Segmentation
- **ORDER FULFILLMENT:** Static + Drive-thru, Order Online Pickup in Store

LEVEL

3

Emerging

- **DISTRIBUTION CHANNELS:** Demographic Segmentation
- **OMP:** Basic Third-Party + POS Integration
- **MOBILE APP:** Offers + Loyalty
- **ONLINE ORDERING:** Offers + Loyalty
- **ANALYTICS:** Demographics
- **CRM/CDP:** Basic Third-Party + POS Integration
- **SEGMENTATION/AUDIENCE PROFILING:** Demographic Segmentation
- **ORDER FULFILLMENT:** Basic + First Party Delivery

LEVEL

4

Connected

- **DISTRIBUTION CHANNELS:** Advanced Segmentation
- **OMP:** Advanced POS/Third-Party Integration
- **MOBILE APP:** Digital Wallet
- **ONLINE ORDERING:** In-App Ordering
- **ANALYTICS:** Individual Customer Purchase Data
- **CRM/CDP:** Advanced POS/Third-Party Integration
- **SEGMENTATION/AUDIENCE PROFILING:** Advanced Segmentation
- **ORDER FULFILLMENT:** Emerging + Buy Online & Curbside Pickup

LEVEL

5

Fully Integrated
Multichannel

- **DISTRIBUTION CHANNELS:** 1:1 Personalization
- **OMP:** Fully Integrated
- **MOBILE APP:** Single Scan Offers + Loyalty + Pay
- **ONLINE ORDERING:** In-App with All Features
- **ANALYTICS:** Lifetime Value of Individual Customer
- **CRM/CDP:** Fully Integrated
- **SEGMENTATION/AUDIENCE PROFILING:** 1:1 Personalization
- **ORDER FULFILLMENT:** All Channels