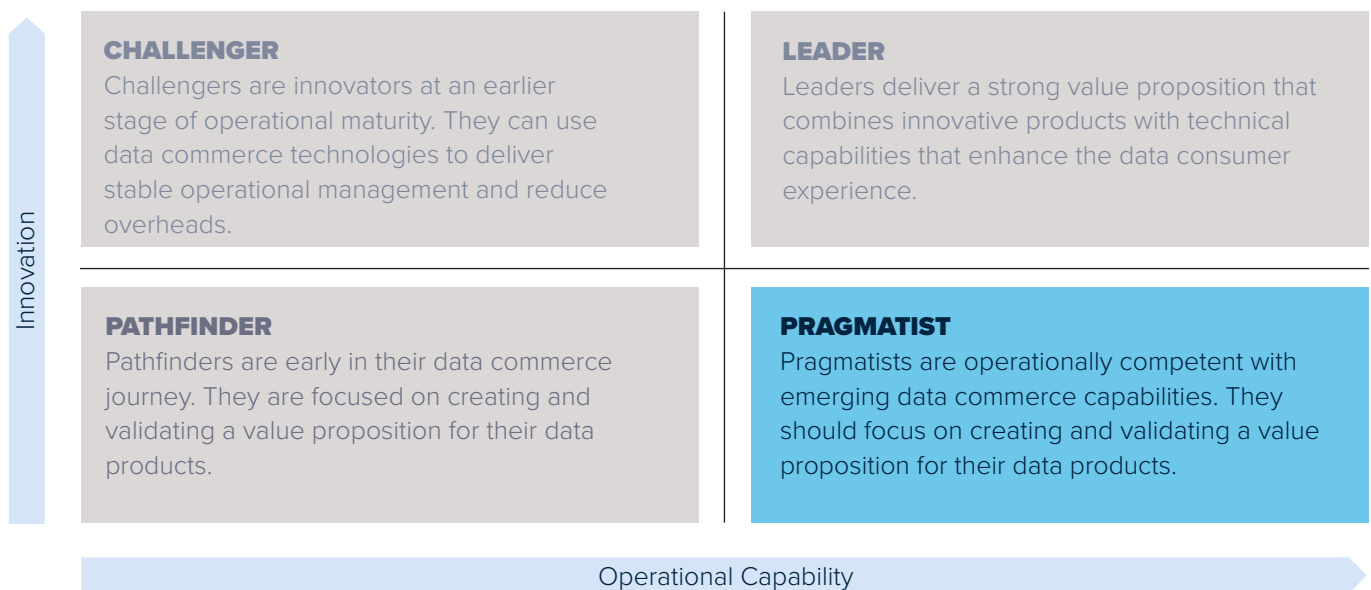


# DATA COMMERCE MATURITY

The maturity matrix describes four levels of data commerce maturity based on innovation and operational capabilities.



## PRAGMATIST

Pragmatists carefully manage their business to consistently achieve commercial outcomes and are likely to have emerging data commerce capabilities. To become leaders, they should focus on diversifying their product offerings and overall value proposition to drive higher value outcomes, in line with their operational excellence. To achieve this, Pragmatists typically go through a build phase where they are establishing the best way to use data commerce technologies to drive innovative product development and go-to-market strategies.

With an attractive total addressable market (TAM), Pragmatists aim to leverage their operational strengths to outpace competitors. With a view to improving margins in their data commerce business, Pragmatists seek to reduce customer acquisition costs (CAC) and total cost of ownership (TCO), while improving visibility, increasing margins, and accelerating sales cycles.

Pragmatists have a sense of how valuable their data is, but there may be a lack of clarity around key stakeholders and the precise business case. Therefore, Pragmatists need to embrace more innovative data commerce practices. Developing a customer-centric mindset and creating agile test-and-learn practices will be critical for success. The objective of the build phase is to deliver a value proposition that adapts to a wider range of customer needs, while retaining operational stability at scale, to maximize the addressable market and avoid commoditization.

*With a foundation of operational stability, the Pragmatist can become a Leader when they truly start to treat data as a product. This will yield a next-generation value proposition.*

**Learn how to bring innovative data products to market by speaking to one of our experts.**

Talk to us