

SAMPLE REPORT

# Marketing Operations Governance Report

Diagnostic Assessment • Generated December 2025

OVERALL GOVERNANCE SCORE

62 /100

Developing

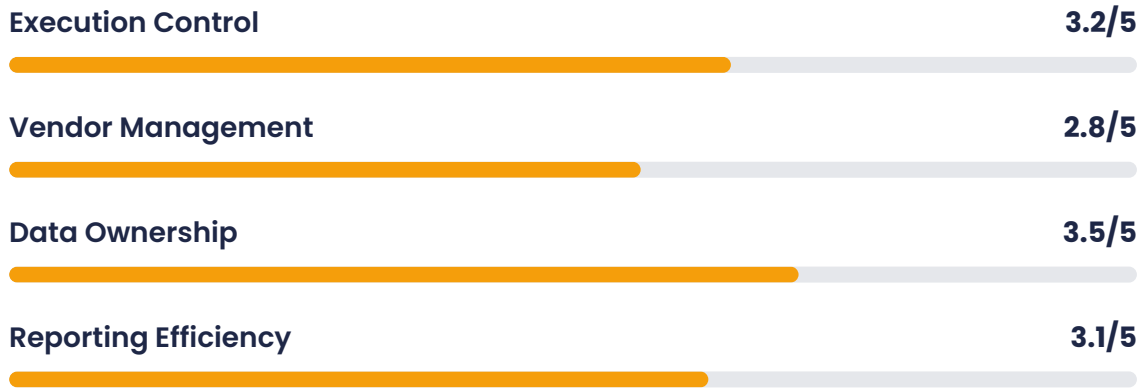
## Top 3 Critical Gaps

- Limited Spend Visibility:** Marketing spend lacks real-time tracking across campaigns and vendors.
- High Manual Reporting:** Teams spend excessive time compiling reports from disconnected sources.
- Vendor Dependency:** Critical processes rely heavily on external partners without proper oversight.

## Governance Pillar Scores

Spend Visibility

2.4/5



"Your organization shows strong potential in data ownership but faces significant challenges in spend visibility. Addressing the top gaps could improve operational efficiency by 15-25% within 6 months."

### Want to solve these gaps?

Book a free consultation to discuss your personalized improvement roadmap.

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