



BPX

THE CMO CLARITY FRAMEWORK

The 4 pillars that deliver speed, agility and financial performance

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BPX Introducing your hosts



Lee Hackett
Group CEO

Lee is Blueprintx's Group CEO leading across North America, EMEA and Asia Pacific.



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Rob leads solutions in EMEA and is part of the global solutions leadership team. He has deep transformation leadership gained from blue chip companies and consulting organisations.





2026 is make or break for Many CMOs.

The CMO role has never carried more expectation, or more risk. Boards demand CFO-grade proof, lines with the CRO and the CIO are blurring, and AI is disrupting everything.

26 months

average CMO tenure
shortest in the C-suite

THE QUESTION IS:

Why this is harder
now than even **12–18**
months ago?

15%

of CEOs believe their CMO
is currently AI-savvy

By 2027

a lack of AI literacy will be
a top-three reason large
enterprise CMOs are
replaced



The proof threshold has moved

70%

of CEOs measure marketing impact by year-on-year revenue/margin.

Only
35%

of CMOs track margin growth as a top metric.

CFO-GRADE
PROOF REQUIRED

Boards expect CFO-grade proof:

- Revenue Impact
- Margin
- What you will stop doing

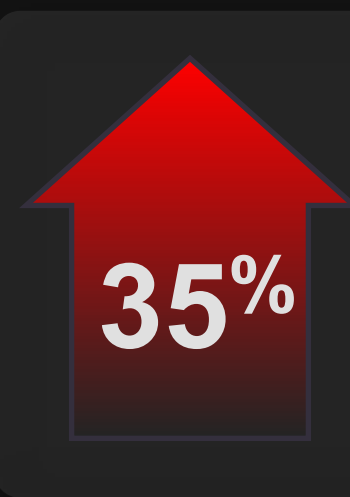
THE BAR HAS MOVED



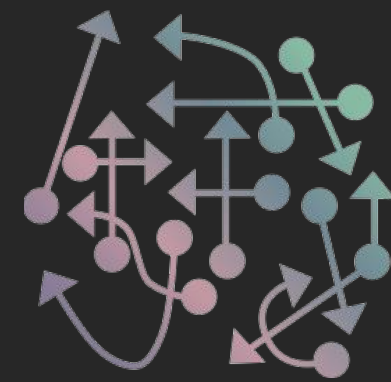
Shaky foundations: there are four patterns that block results

Most CMOs feel stuck, because **their marketing foundation is not fully understood.**

These unknowns create a risk profile that limits growth: it becomes difficult to commit to AI, measurement, or operating change without knowing what is even possible.



Marketing Ops. and Tech Specialists have the highest attrition rates across corporate functions **rising by 35% YoY**



Platform Sprawl



Knowledge Walking Out the Door



Overlapping Tools



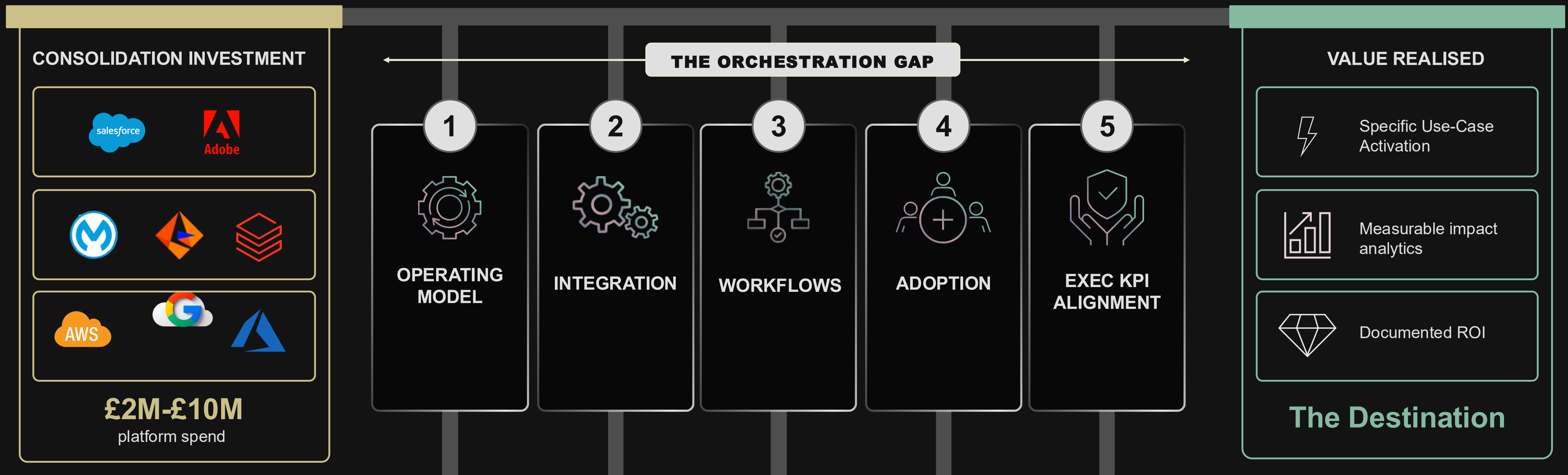
Unknown Value Drivers



You bought the new Ferrari You are driving it like a Fiesta

We see 5 areas that require focus and orchestration to bridge the gap from platform investment to value realisation

Better orchestration reduces friction & increases productivity



Up to 60% of martech initiatives fail to deliver expected ROI, with failures most commonly attributed to strategic misalignment, poor integration, and low adoption rates.

A woman with long dark hair, wearing a light blue button-down shirt, is sitting at a desk. She is looking down at a laptop screen with a thoughtful expression, her hand resting on her forehead. The background is a blurred office setting.

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**Where does this
leave most CMOs?**

“

Do I have the right team to deliver as the tech accelerates?”

“

How do I make the most out of what I already have now and not overpay?”

“

What do I do first and in what order?”

Where to focus now to have impact fast

We see 4 critical focus areas that deliver tangible results.

All underpinned by strong data foundations, traceability and with metrics that measure what matters most.



The Next Gen Operating Model

A marketing operating model is the blueprint for how marketing turns strategy into execution by aligning teams, workflows, decision-making, data, and platforms to deliver efficient, measurable growth.

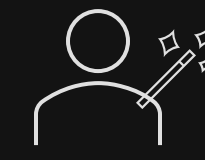
A next gen operating model is the next step in the evolution where adaptation is taking place from the adoption of new capabilities such as agentic AI supported by iPaaS and cloud technologies.



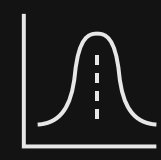
NEXT GEN OPERATING MODEL METRICS



Decision Velocity



Human-Agent task mix

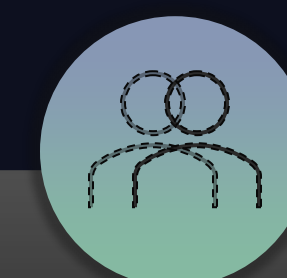


Change Adoption Rate

What we see as hurdles for CMOs



The operating model isn't designed for this pace of change. Redesign with every new agentic capability changes who does what. Human-AI task boundaries shift constantly.



The lines are blurring between the CMO and CIO on who's responsible for what. Change management & adoption is falling between the cracks.

Data Orchestration

Data orchestration determines whether your platforms actually talk to each other, controlling how data flows, how it is designed, and how quickly it reaches the tools and teams that need it.

Organisations with mature data capabilities see streamlined workflows, higher quality content, and measurable impact on both revenue and cost.



DATA ORCHESTRATION METRICS



Data Usability
Score



Data Quality
Pass Rate



Consumption
Rate

What we see as hurdles for CMOs



The one size fits all enterprise data made available to CMOs often needs rework: additional transformation and maintenance. This lowers value & profitability.



Unmapped shadow data is everywhere from spreadsheets, google drives & devices. This poses a massive GDPR compliance risk with hefty fines.

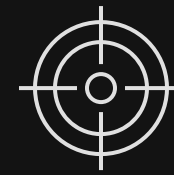
AI Workflows

AI workflows connect data, content, and campaign execution into a single automated system, handling content generation, segmentation, media optimisation, and insight synthesis across channels, continuously, without manual intervention at every step.

Campaign setup drops 40–60%, personalisation shifts from broad segments to individuals, and senior marketers move from production to the decisions that actually drive revenue.



AI WORKFLOW METRICS



Model accuracy rate



AI Attribution Contribution

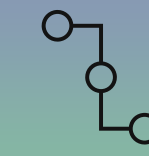


Employee Adoption

What we see as hurdles for CMOs



Dozens of AI tools are being used to improve cycle time and scale content production but the risk of data leakage into the tools is unquantified but real.



The personalisation agent knows the brief, not that the account just renewed or sales flagged them at-risk. That context lives in Salesforce, not AEP, and getting up to date info remains a challenge.

Efficacy = Speed x Quality x Reuse x Impact

Smart Content Supply Chain

A content supply chain is the end-to-end process of creating, managing, distributing, and monetising content across various platforms and formats.

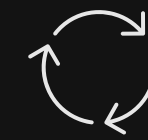
A smart content supply chain solution uses automation and AI to improve efficiency, quality, revenue and margin.



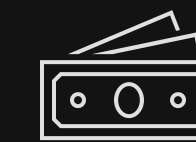
CONTENT SUPPLY CHAIN METRICS



Brief to publish
cycle time



Content Reuse
Rate



Revenue by
content

What we see as hurdles for CMOs



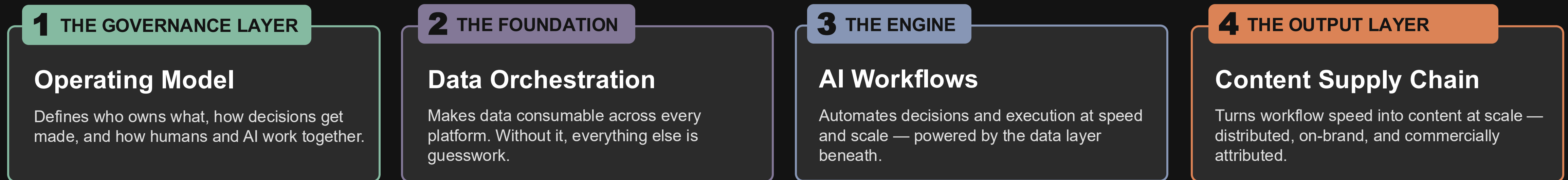
Urgent fire drill style requests for campaigns and content are reactive resulting in teams scrambling to get things done impacting quality and outcomes.



Unused content creates waste and is prevalent across marketing organisations impacting efficiency, margin and revenue attribution.

Why these four?

Every marketing function has a long list of priorities. These four are different because they compound over time, unlock value already in your stack, and together give complete coverage of what the board measures.



EACH LAYER ENABLES THE NEXT — REMOVE ONE AND THE OTHERS UNDERDELIVER

Board accountability coverage	DATA ORCHESTRATION	OPERATING MODEL	AI WORKFLOWS	CONTENT SUPPLY CHAIN
Revenue Growth <small>Pipeline, conversion, customer value</small>	○	○	●	●
Cost Efficiency <small>Automation, waste reduction, reuse</small>	●	●	●	●
Risk Reduction <small>Compliance, governance, brand safety</small>	●	●	○	●

● Strong coverage ○ Supporting coverage

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We will identify your next must do project: your starting point

Clarity framework is a senior-led engagement built for speed and minimal disruption that gives you confidence on what to do next



5 Week Sprint
Minimal stakeholder impact
Budget & tech stack aligned

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Pace with Confidence

Outcome Led:
clarify what to do next

Agnostic and globally
deployable

Clarity across key foundations business,
technology, through an AI lens



Clarity framework moves fast without crashing your schedule

Using our Clarity Framework and senior team who move fast to home in your next step

How?

We use a low-invasive AI enabled approach



ADVANCED PRE-ENGAGEMENT GROUNDWORK

Our consultants will consume the information provided to get a deep understanding of your current state and strategy. We spend more time upfront to ensure that we move quickly and are fully enabled on your business and objectives.



PREPARED OFFLINE QUESTIONS

We will ask your team to answer to a set of questions during a time that is convenient. These questions are specially prepared based on the pre-engagement groundwork.



ACCELERATED INTERVIEWS

The pre-engagement groundwork and the question responses enable our senior consultants to conduct interviews quickly, moving smoothly between topics to save time.



AI SYNTHESIS

We use our trained models to accelerate the understanding of information that we gather which condenses the engagement timeline whilst improving the quality of the deliverables.

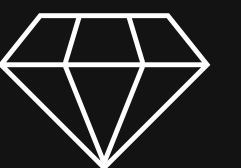
Your starting point



WE DELIVER BEYOND RECOMMENDATIONS

Value Case

A focused, value-driven recommendation signaling where to begin to gain immediate traction on goals.



Target State & Implications

Definition of future aspirations, gaps, blockers and competing priorities.



Plan & Resource Profile

An initial view of the plan and resources required to execute.



Thank you.

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