

Do your eBusiness efforts stack up? Score your company below to find out.

	Your score is <b>1</b> if:	Your score is <b>3</b> if:	Your score is <b>5</b> if:	Score
Business Value	You regularly track and report your web usage	You Track and report on key performance indicators	You combine business, sales, and web data to ascertain the value of your efforts	
eBusiness Strategy	Your online offerings don't change much year to year - you're not sure if they should	Your online efforts are determined yearly through op planning and governed by a steering committee	Your business has a documented strategy and a multiyear roadmap for enacting it	
Coordinated User Experience	Brand, themes, and experiences vary across your company's sites, emails and online tools	Your online branding is consistent but messages, tone and user experiences vary	Your company message and online experience is coordinated across sites, emails and tools	
Integrated Marketing Campaigns	You simply replicate offline marketing materials into your website and your marketing emails	Your marketing campaigns regularly comprise emails and landing pages along with other interactions	You work with Sales to follow up on the leads you generate, measure and report on results	
Marketing Email Effectiveness	You report on how many emails are sent and opened	You send targeted emails and track click-through rates	You create custom landing pages for key email campaigns and track conversion rates	
Efficiencies Through Sharing	Your marketing teams work independently often duplicating online efforts and work products	Sharing of online expertise, tools and artifacts occurs through "best effort" arrangements	Your governance mandates sharing of web templates, tools, best practices and vendors	

Add to find your eBi

If your eBi is

**Under 15**

You have some heavy lifting to do. You need an eBusiness strategy, a roadmap, and the commitment to enact them

**Between 15 and 25**

You're doing okay, but additional focus will be part of getting you to where you want to be.

**Over 25**

You're doing great! Just keep doing what you're doing now.