How to Measure the AI Readiness of your Marketing Function

Key Questions

1. Strategic Clarity

- Tied to business outcomes?
- Success metrics defined?
- AI objectives documented?
- Investment priorities clear?
- Executive alignment secured?
- Score /15

2. Workflow Visibility

- Top workflows mapped?
- Handoffs documented?
- Dependencies understood?
- Bottlenecks identified?
- Automation opps quantified?
- Score /15

3. Organizational Capability

- Team trained on AI tools?
- AI Council established?
- Change management plan?
- AI roles defined?
- Governance framework exists?
- Score /15

4. Technical Metrics

- Security protocols defined?
- Data clean & accessible?
- Vendor relationships strong?
- Scalable infrastructure?
- APIs and integrations ready?
- Score /15

Scoring Rubric

0-15 Foundation Stage

You need infrastructure before AI can deliver value

→ Priority

Map workflows, clean your data, define AI roles and governance

16-30 Pilot Stage

You're ready for focused experiments with clear success criteria

→ Priority

Launch 3 high-ROI pilots, measure rigorously, build playbooks

31-45 Scale Stage

You can operationalize successful pilots systematically

→ Priority

Scale winners, kill losers, expand to adjacent use cases

46-60 Leadership Stage

Your AI-powered operating model is driving competitive advantage

→ Priority

Share learnings, recruit AI talent, evangelize internally