



MARKETING AI MATURITY ASSESSMENT

Assess your marketing maturity and readiness for AI technology.



Expected Commitment: 30 minutes

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TABLE of CONTENTS

Climbing to the top of innovation and taking advantage of the unparalleled opportunities of artificial intelligence is only possible if you know your current stage of the journey. Use this marketing maturity assessment to orient your organization and determine next steps.

Artificial Intelligence in Marketing	1
Are You Ready for AI?	3
AI Maturity Assessment	4
Match Growth Strategy to Stage	6
Your Custom Assessment & Plan	8

ARTIFICIAL INTELLIGENCE IN MARKETING

AI is more than a buzzword. What opportunities does it open up in marketing and how ready is your organization to take advantage of it?



What is AI?

Artificial intelligence refers to computer software that can learn and automatically complete tasks at a scale beyond the scope of human productivity. As you can imagine, AI has a wide variety of applications, some of which you already use every day: voice assistants, news feeds, even cars include sophisticated AI software that perform many useful tasks in the background.

The Opportunity

Artificial intelligence software can make a big impact on marketing efforts by learning about customers and automatically serving them in highly personalized, meaningful ways. Where human marketers struggle to understand customers in depth, scale or specificity, AI can thrive.

Ideal Conditions

AI requires certain conditions to be in place before it can be useful. As you can imagine, a first requirement is data. Without enough high quality data, AI can't effectively learn and will struggle to produce reliable results. And while data is necessary, it's only one of the requirements that need to be met.

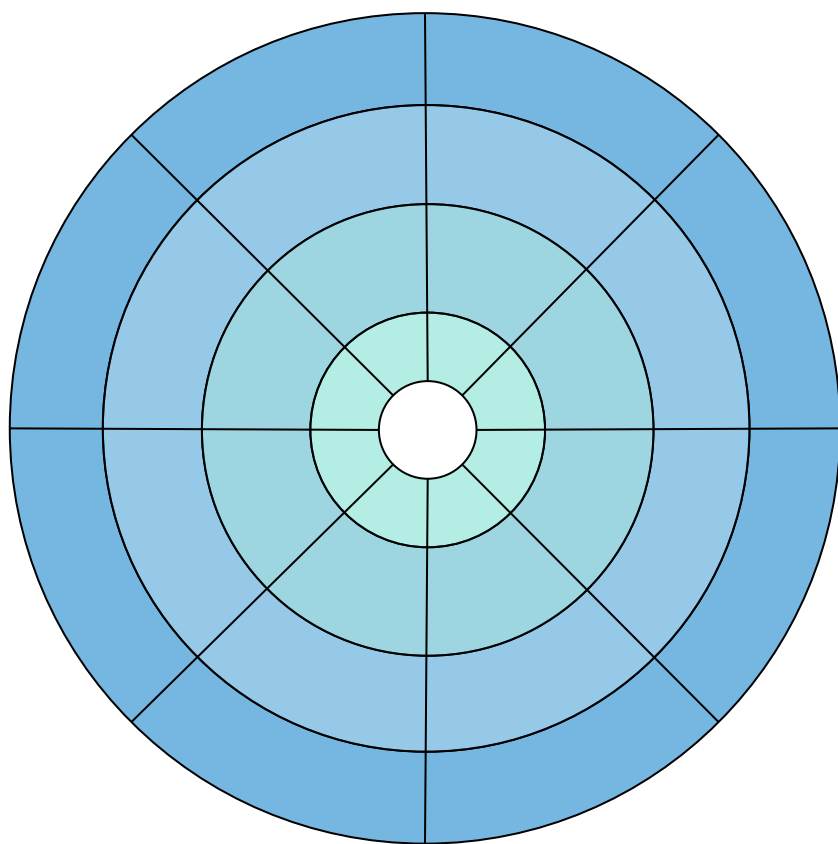


Goals of this Guide

- Understand the various dimensions of what's needed to be successful with AI in marketing,
- Assess where your organization stands in relation to the four stages of maturity,
- Move your team up the AI maturity curve to meet your organization's strategic goals.

ARE YOU READY FOR AI?

Your level of maturity shapes how you can leverage what Artificial Intelligence can do.



CULTURE

Does your organization support innovation, learning, data-driven decision making and measurement?

WORKFLOW

Is it highly regimented or flexible? Do changes to marketing programs require many approvals?

STRATEGY

Is your marketing strategy robust and sophisticated enough to provide ample opportunities for using AI?

TEAM

Is the team curious? Does it have an interest in using data and analytics to drive improvements?

MEASUREMENT

Do you have SMART goals across your marketing that can be easily measured using KPIs so you can truly track success?

DATA QUALITY

Do you have enough clean data to gain actionable insights from AI, or for AI solutions to operate over?

TECHNOLOGY

Do you use technologies that can include or integrate with AI and do you measure their impact?

DATA ACCESSIBILITY

Can you get the data you need or is it siloed across teams and systems?

MATURITY ASSESSMENT

Review across each of the eight dimensions for the descriptions that most closely match your organization's current state. Give a point for each dimension and sum up the results below.

	UNDEFINED	EMERGING	MATURE	WORLD-CLASS
CULTURE	Little experimentation, interest in learning about audience, or measuring success.	Open to one-off tests to optimize campaigns but no ongoing record of insights or results.	Consistent use of AI to optimize campaigns with success metrics and ongoing shared learnings.	Deep culture of always-on experimentation, shared insights, and measurement.
STRATEGY	Little to no coherent marketing strategy. No consideration of improving customer experience using data.	Basic content strategy with a few ongoing campaigns. Funnel stages are articulated. Some use of data to guide strategy.	Strategy across channels is regularly informed by data, analytics, and experimentation.	Robust omnichannel strategy with targeted ongoing campaigns. Predictive and adaptive AI guide strategic decisions.
MEASUREMENT	Vague goals without KPIs to measure success. Gut driven decision making.	High level goals without KPIs to measure success. Gut driven decision making but open to data-driven insights.	SMART goals with KPIs to measure success in terms of engagement. Measurement forms a key part of decision making	SMART goals with KPIs to measure success including revenue attribution. Data drives decision making.
TECHNOLOGY	Using many simple marketing solutions. May be looking into fuller marketing automation	Best-in-class marketing automation platforms and basic reporting, but used inconsistently	Best-in-class platforms combined with AI and analytics drive iterative improvements	AI deployed extensively across channels to drive, refine and improve customer engagement.

	UNDEFINED	EMERGING	MATURE	WORLD-CLASS
WORKFLOW	Reusing basic content across all channels with no consistency or analytics. Little collaboration between marketing functions.	Content is thrown together last minute based on deadlines or surprise directives. No analytics or learning.	Clear workflow from strategy to execution and analytics, but there are inefficiencies and the process is long.	Highly productive combo of humans and AI working across functions. Flexible workflow from strategy to execution and analytics.
TEAM	Traditional marketing team with no analysts. Members have little to no ability to operate outside of defined roles. High team churn.	Traditional marketing team with no ongoing analysis of results. Some cross-functional collaboration but	Modern marketing team with analysts and regular cross-functional collaboration. Staff deploy AI regularly against high value use cases	Modern marketing team with dedicated analysts. Consistent cross-functional collaboration. Ai an extended member of team.
DATA QUALITY	Poor quality contact data. No CRM integration. Some interest in gathering this data, but resources lacking.	Limited contact data but it is disorganized and missing key features. No holistic understanding of audience behavior. Broad segments.	Contact database is relatively clean and well maintained. Segments are constantly updated and improved based on the latest experimental results.	Consistently clean, integrated data sources with established maintenance regimen.
DATA ACCESSIBILITY	Little data to access or analyze. May not have a CRM.	Difficult to access what little marketing data is available. MarTech and CRM aren't reliably in sync.	Ability to access marketing data and review analytics. CRM data is sync'd with marketing data and third party data.	Ability to access integrated marketing data sources as well as sales and financials to drive customer experience
SCORE				

MATCH YOUR GROWTH STRATEGY TO STAGE

To move your organization forward
match your strategy to where you're at and where you want to go.

UNDEFINED

DEFINITION	CHALLENGES	ADVANTAGES	FOCUS	AI OPPORTUNITY
Dabbling in digital marketing to augment traditional marketing and sales practices. No data-driven decision making process.	<ul style="list-style-type: none"> • Lack of information on digital marketing • Wide variety of external expertise to qualify • Designing a tech stack from the ground up. 	<ul style="list-style-type: none"> • Greenfield: no legacy process to change • Clear opportunities to improve the efficiency and effectiveness of lead generation. • Possible to leapfrog to Mature or World Class 	<p>Develop a content and data strategy to learn as much as possible about your audience.</p> <p>Work on the basics of your data strategy, for example establishing CRM and marketing data assets</p>	<p>Deploy Analytics, and automation to deliver efficient, high impact marketing. Show ROI.</p> <p>Establish a data-driven culture for constant improvement</p>

EMERGING

DEFINITION	CHALLENGES	ADVANTAGES	FOCUS	AI OPPORTUNITY
Entering the digital marketing landscape for the first time or revamping legacy infrastructure and marketing practices. Inconsistent use of data-driven decision making.	<ul style="list-style-type: none"> • Lack of usable data • Lack of desire to innovate • Lack of internal expertise 	<ul style="list-style-type: none"> • Implement best practices early on • Clear opportunities for growth and ROI • Relatively little investment can go a long way 	Data quality. A strong data foundation sets the stage for both AI and better marketing impact. Develop a content and data strategy to learn as much as possible about your audience.	<p>Look for key bottlenecks in your team's workflow where automation can make an outsized difference.</p> <p>Introduce the idea of AI-driven content optimization and targeting, measure ROI</p>

MATURE

DEFINITION	CHALLENGES	ADVANTAGES	FOCUS
Mature existing digital marketing practices increasing engagement and revenue. Reliable budget for staff and advanced tooling. Moving towards data-driven customer experiences.	<ul style="list-style-type: none"> Updating workflow and processes Integrating multiple data sources Proving revenue impact 	<ul style="list-style-type: none"> Support from leadership for experimentation and improvement Culture of measurement Desire to innovate Clear opportunities for optimization 	<p>Optimize and update existing campaigns to achieve higher engagement and prove impact on larger business goals including revenue.</p> <p>Work across teams to establish a culture of attribution and measurement.</p>

WORLD-CLASS

DEFINITION	CHALLENGES	ADVANTAGES	FOCUS
Focused on maximizing 360 degree data to drive personalized 1:1 customer experiences. Integrating artificial intelligence to take advantage of your data	<ul style="list-style-type: none"> Data normalization across sources Ongoing data cleaning 	<ul style="list-style-type: none"> Culture of curiosity and measurement is a strong foundation of constant, iterative improvement 360 degree view of customers across marketing, sales, and customer success driving highly relevant experiences 	<p>Harness the possibilities of your data assets by using AI to refine and personalize CX.</p> <p>Apply AI to custom experience construction at scale across channels.</p>

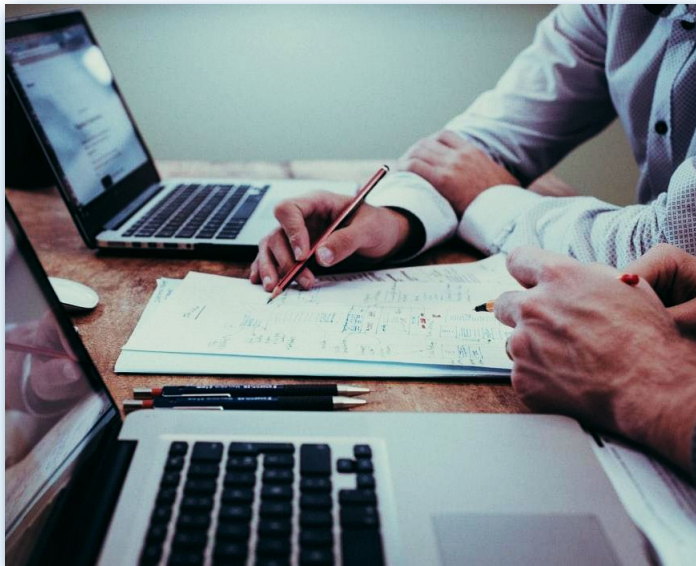
YOUR CUSTOM ASSESSMENT

AN INVITATION

**Not sure what
to do next?**



**Motiva AI expert
services can help.**



Let us help you do a no-cost, complete assessment of your organization's current marketing AI maturity and readiness. We'll work with you to identify opportunities and strategies you can put in place and help you prepare to have the best impact with your marketing.

SCHEDULE NOW

Email marketing optimization for Oracle Eloqua



Motiva AI™ uses artificial intelligence to dramatically improve engagement and make a measurable impact on revenue generation.

LEARN

Automate content testing and optimize send time

ADAPT

Improve productivity and Accelerate segmentation and audience targeting

GROW

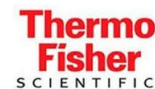
Increase engagement and conversions by 30% or more.



We increased unique CTR 5x and achieved 10x ROI in two months. Motiva AI is simply outstanding.



We improved our unique CTR by 70% and increased revenue for a 13x ROI



We tripled our unique CTR in 60 days. It's magic. Makes our team look like geniuses.



FEATURES

AUTOMATION & OPTIMIZATION

Motiva expands Eloqua's canvas features to optimize campaigns, resulting in increased engagement and conversion.

ADVANCED REPORTING

Motiva's automated analysis uncovers the insights marketing leaders need to refine segments and content.



Go beyond A/B with automated Multivariate Testing



Reduce unsubscriptions with global frequency management.



Automatically engage at the ideal per contact send time.



Gain deeper insights, faster with automatically generated reports.

Learn what Motiva AI can do for your organization today.

SCHEDULE DEMO