

# AI Marketing Measurement Self-Assessment

Are your marketing measurement capabilities keeping up?

AI and advanced analytics can dramatically improve measurement — but how urgent is your need, and where are your gaps?

This simple self-assessment helps you understand where your organization sits on the measurement pain vs. maturity scale, and evaluate if advanced AI-powered measurement solutions could deliver competitive advantage.

Complete the two mini-assessments to generate your profile.

## Pain Assessment

Rate each question from 1–4  
1 = Not a problem | 2 = Minor problem | 3 = Serious problem | 4 = One of our most serious challenges

|  |   |
|--|---|
| Inaccurate data or lack of visibility                    | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 |
| Misallocation of spend due to MMM model limitations      | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 |
| Competitors gaining advantage with better attribution    | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 |
| Forecasts miss cross-channel synergies                   | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 |
| Missing insights on customer journey & channel influence | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 |
| Lack of real-time performance data                       | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 |

Total Pain Score: \_\_\_\_\_

Scoring: 6–12 = Low Pain | 13–24 = High Pain

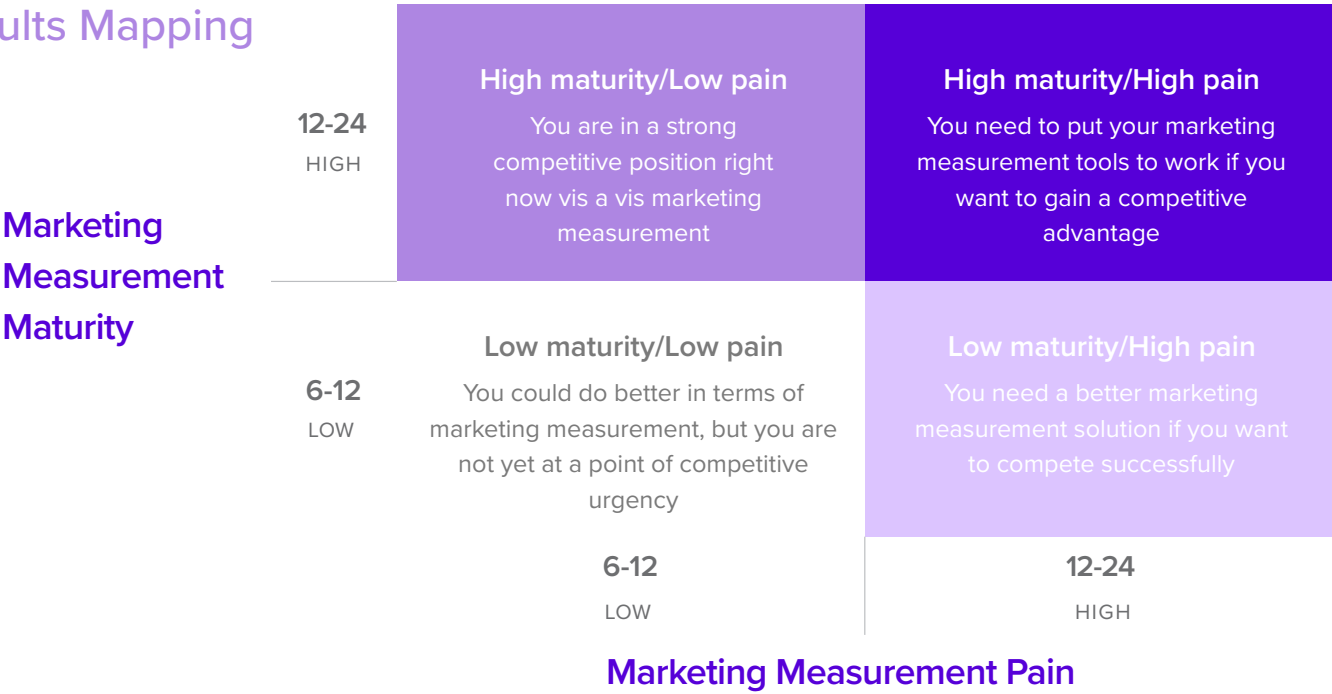
# Maturity Assessment

|  |   |
|--|---|
| Measuring KPIs that matter (brand, sales, signups) | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 |
| Media allocation optimization across all channels  | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 |
| Cross-channel insights (paid, owned, earned)       | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 |
| Creative impact measurement                        | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 |
| Tactical-level insights (funnel stage, placement)  | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 |
| Consolidation of partner data                      | <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 |

Total Maturity Score: \_\_\_\_\_

Scoring: 6–12 = Low Maturity | 13–24 = High Maturity

## Results Mapping



Advanced measurement sounds great—now what?

Discover how Mevo can transform your marketing strategy.

Schedule a demo today