Al Marketing Measurement Self-Assessment

Are your marketing measurement capabilities keeping up?

Al 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 Al-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	1	2	3	4	
Misallocation of spend due to MMM model limitations	1	2	3	4	
Competitors gaining advantage with better attribution	1	2	3	4	
Forecasts miss cross-channel synergies	1	2	3	4	
Missing insights on customer journey & channel influence	1	2	3	4	
Lack of real-time performance data	1	2	3	4	

Total	Pain	Score:			
iotai	Pain	Score:	 	 	

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

Maturity Assessment

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

Total	Maturity	Score:	

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

Results Mapping Marketing Measurement	12-24 HIGH	High maturity/Low pain You are in a strong competitive position right now vis a vis marketing measurement	High maturity/High pain You need to put your marketing measurement tools to work if you want to gain a competitive advantage
Measurement Maturity	6-12 LOW	Low maturity/Low pain You could do better in terms of marketing measurement, but you are not yet at a point of competitive urgency	Low maturity/High pain You need a better marketing measurement solution if you want to compete successfully
		6-12 LOW	12-24 HIGH

Marketing Measurement Pain

Advanced measurement sounds great—now what?

Discover how Mevo can transform your marketing strategy.

Schedule a demo today