Is Your Data Stack Ready for AI Marketing?

A 25-Point Enterprise Self-Assessment to Find the Gaps Between Your AI Ambitions and Your Data Reality

You've tested ChatGPT, Claude, and Gemini. They're impressive on demos — but underwhelming on your actual marketing data. The problem isn't the model. It's what's underneath it.

This audit helps you identify exactly where your data stack falls short — so you can fix the foundation before scaling AI across your marketing org.

Instructions

Rate each of the 25 items on a 0-1-2 scale:

0 = Not in place   **1** = Partially implemented   **2** = Fully operational

Tally each category (max 10 per category, 50 total). Map your total to a readiness tier below.

Score	Tier	What It Means
40 – 50	AI-Ready	Your stack supports production AI workflows. Focus on model selection and prompt optimization.
25 – 39	Foundation Gaps	Basics exist, but AI will hallucinate or underperform on 30-50% of queries. Fix connectivity and quality first.
10 – 24	Infrastructure First	AI tools give generic answers no better than a Google search. Invest in data platform before AI.
0 – 9	Manual Mode	Team is in spreadsheet mode. Any AI investment will have zero ROI until fundamentals are solved.

Why these tiers matter:

Most enterprise marketing teams score **20-35**. This doesn't mean AI is useless — it means you need to be strategic about *where* you deploy AI first. Teams in the "Foundation Gaps" tier typically see the fastest ROI by fixing data connectivity before expanding AI use cases.

The 5 Audit Categories

1. Data Connectivity
How much of your data can AI actually see?

2. Data Quality
Can AI trust what it sees?

3. Analytics Maturity
Does your team have the analytical foundation AI builds on?

4. Team Readiness
Is your team structured to use AI effectively?

5. Compliance & Governance
Can you deploy AI without creating risk?

1 Data Connectivity

How much of your data can AI actually see?

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- **1.1** All active ad platforms (Google, Meta, LinkedIn, TikTok, etc.) connected to a central data store — not exported as CSVs
- **1.2** CRM data (Salesforce, HubSpot) linked to marketing performance data for full-funnel visibility
- **1.3** Web analytics (GA4, Adobe Analytics) integrated alongside paid media data
- **1.4** Retail media / marketplace data (Amazon Ads, Walmart Connect, Instacart) connected if applicable
- **1.5** Data refresh frequency is daily or better — not weekly manual pulls

Enterprise signal: If you manage 10+ ad platforms and can't answer "what's our blended ROAS this week?" in under 60 seconds — connectivity is your #1 gap.

2 Data Quality

Can AI trust what it sees?

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- **2.1** Unified naming conventions across all platforms (campaign, ad group, creative naming taxonomy enforced)
- **2.2** Deduplication rules in place — no double-counting conversions across Google and Meta attribution
- **2.3** Currency and timezone normalization applied automatically across all data sources
- **2.4** Metric definitions standardized — "ROAS" means the same thing whether it comes from Amazon or Google
- **2.5** Data validation checks run automatically — anomalies flagged before they reach dashboards or AI models

Enterprise signal: Ask two analysts "what was our Meta ROAS last month?" — if they give different numbers, your data quality score is likely under 4.

3 **Analytics Maturity**

Does your team have the analytical foundation AI needs to build on?

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☐ **3.1** Attribution model defined and operational (last-click, multi-touch, or MMM — not "we don't track attribution")

☐ **3.2** Cross-channel reporting dashboard exists and is used weekly by marketing leadership

☐ **3.3** Budget allocation decisions are data-driven — not based on "last year + 10%"

☐ **3.4** Incrementality testing (holdout tests, geo-lift) conducted at least quarterly

☐ **3.5** Custom KPIs defined beyond platform defaults — e.g., blended CAC, LTV:CAC ratio, marginal ROAS

Enterprise signal: If your CMO asks "should we shift $50K from Meta to TikTok?" and nobody can answer with data in under 24 hours — analytics maturity is the bottleneck.

4 **Team Readiness**

Is your team structured to use AI effectively?

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☐ **4.1** At least 1 dedicated marketing analyst per 5 campaign managers (analyst-to-marketer ratio ≥ 1:5)

☐ **4.2** Analysts spend >50% of time on insight generation — not data pulling, cleaning, or report building

☐ **4.3** Marketing ops / RevOps function exists to own data infrastructure and tool selection

☐ **4.4** Team has experimented with AI tools (ChatGPT, Claude, etc.) for at least one production use case

☐ **4.5** Clear ownership of "marketing data strategy" — someone's job title or OKR includes data quality

Enterprise signal: If your best analyst spends Mon–Wed pulling data and only Thu–Fri doing analysis — AI will just automate bad processes faster.

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5 **Compliance & Governance**
Can you deploy AI without creating risk?

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- [ ] **5.1** Marketing data platform is SOC 2 Type II certified
- [ ] **5.2** GDPR / CCPA data handling processes documented and operational for marketing data
- [ ] **5.3** Data access controls in place — not everyone has admin access to every platform
- [ ] **5.4** Vendor security review process exists for new marketing tools (including AI tools)
- [ ] **5.5** Data retention and deletion policies cover marketing analytics data — not just CRM

> **Enterprise signal:** If your legal team hasn't reviewed how marketing data flows into AI tools — you have a compliance gap that will block enterprise-wide AI adoption.

Your Score Summary

Category	Your Score
1. Data Connectivity	__ / 10
2. Data Quality	__ / 10
3. Analytics Maturity	__ / 10
4. Team Readiness	__ / 10
5. Compliance & Governance	__ / 10
TOTAL	__ / 50

Your Readiness Tier:

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Close the Gaps.
Then Scale AI.

Most enterprise marketing teams score 20-35 on this audit. That's not a failure — it's a roadmap. The gaps you've identified are exactly where a connected data platform creates the most impact.

YOUR GAP	HOW IMPROVADO CLOSES IT
Data Connectivity	500+ native connectors — Amazon, Walmart, Meta, Google, TikTok, and every major platform. Daily automated extraction, zero CSV exports.
Data Quality	Automated naming convention governance, cross-platform metric harmonization, dedup rules built in.
Analytics Maturity	Pre-built attribution models (MTA + MMM), cross-channel dashboards, AI Agent for natural-language queries on live data.
Team Readiness	Analysts reclaim 75% of time spent on data pulls. Improvado handles pipeline — your team focuses on insights.
Compliance	SOC 2 Type II, HIPAA, GDPR, CCPA certified. Enterprise-grade access controls and audit trails.

75% Reduction in reporting time	**5×** Faster time-to-insight
90% Fewer IT tickets from marketing	**500+** Native data connectors

Get a Personalized Readiness Assessment   **See the AI Agent in Action →**

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