

# AI maturity self-assessment

Understand where you stand in your AI adoption journey and identify the next steps to accelerate your growth.

This self-assessment is designed to help you evaluate your current capabilities across key areas such as measurement, data, creative, and AI-driven optimisation.

By answering a few quick questions, you'll gain a clearer view of your strengths, uncover gaps, and see how prepared you are to fully leverage AI across your marketing strategy. Whether you're just getting started or already scaling AI-driven campaigns, this assessment will help guide your next move.



## Measurement

### 01 How advanced is your Measurement setup?

- We are not opted into measurement with Microsoft, no UET active **A**
- UET is set up and tracking and consent mode activated **B**
- UET is set up and tracking, Enhanced Conversions are in use **C**
- UET, Enhanced Conversations and Offline Conversions are in use (e.g. MSCLID) **D**

### 02 What are you optimising towards?

- No UET in use **A**
- Conversion data **B**
- Revenue data present, e.g. Value-based-bidding **C**
- Revenue data that is refreshed frequently **D**

## Foundations

### 03 How robust is your conversion and KPI measurement setup?

- No shared KPI definitions/mostly last-click **A**
- Basic conversion tracking, limited alignment **B**
- Shared KPIs, consistent tracking, good freshness **C**
- Unified attribution, freshness SLAs, incrementality testing **D**

## Foundations

### 04 How ready is your asset coverage for AI optimisation?

- RSAs live only **A**
- RSAs and Multimedia Ads live **B**
- RSAs and Multimedia Ads and Video Ads live **C**
- Full asset coverage, refreshed, machine-readable **D**

## Scaling

### 05 Which best describes your use of AI-driven campaign formats?

- Mostly manual campaigns **A**
- Testing Broad Match **B**
- Broad Match, PMAX and/or AI Max is always-on and opted into landing page expansion, Auto generated Keywords and Text ads **C**
- Majority of spend in AI-optimised formats **D**

### 06 How well are you leveraging first-party data to guide AI learning?

- No use of first-party data **A**
- Some audience layering (e.g. Remarketing, In-market, Customer match) on Search **B**
- Audience layering on Search and Audience ads, opted into O&O properties **C**
- Audiences guide full-funnel discovery and bidding **D**

## Scaling

### 07 How well are you leveraging AI visibility to optimize discoverability?

- No use of AI visibility Tools **A**
- We have adopted Clarity and use basic AI visibility signals to understand discoverability gaps and inform GEO improvements **B**
- We use Clarity AI visibility metrics and other discoverability tools regularly to identify where content can be adapted and optimised for GEO **C**
- We consistently adapt content using Clarity AI visibility metrics and complementary tools to continuously optimise discoverability and GEO performance across priority journeys **D**

## Leading

### 08 How embedded is AI in your planning, optimisation, and creative workflows?

- Fully manual workflows **A**
- Some AI-assisted optimisation **B**
- AI regularly informs bidding and creative decisions **C**
- AI-led workflows across surfaces and teams **D**

## Leading

### 09 How consistently do you measure beyond last-click outcomes?

- Last-click only **A**
- Limited testing or experimentation **B**
- Regular incrementality or lift testing **C**
- Full-funnel optimisation informs AI decisions **D**

## Transforming

### 10 How prepared are you for AI-led discovery and agentic commerce?

- Not considered yet **A**
- Exploring structured content or AI experiences through AI **B**
- Testing Copilot/AI discovery formats **C**
- Prepared for Brand Agents and autonomous optimisation (UCP) **D**

## Results

- If most of your answers are 'C' or 'D', your AI maturity is likely advanced.
- If not, we recommend speaking with your account representative or schedule a consultation with our [team of experts](#) to learn more.

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