

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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