

THE AI MATURITY QUARTERLY SCORECARD

Place each marketing function separately, rebuild one workflow at a time, and re-score the same six measures every quarter in the same twenty minutes. Companion to [AI Maturity Model for Marketing: The Four Levels and How to Move Up](#).

01 / The four levels, with the bottleneck and the one move

Level	What you see on a normal week	The bottleneck	The one move to the next level
Stage 1. AI Experimentation	Personal ChatGPT habits, private prompts, nobody tracking usage or results	Nobody can see what is happening, so nothing can be shared or measured	Survey what people already do with AI and share what works. Plan on about a month.
Stage 2. AI-Assisted Marketing	AI drafts, humans run the brief, edit, upload and promotion. Pilots stall after the demo. Review hours stay high and flat.	The old workflow with AI bolted on, still living in one person's habits	Redesign one high-frequency workflow as an owned system with a gate, a baseline and a named owner. Budget two to three quarters.
Stage 3. AI Workflow Operations	Workflows run on a schedule, each with an owner and a baseline. The first gate migration and the first retirement happen.	Each workflow keeps its own copy of the facts and runs alone	Point every workflow at one shared knowledge base, then operate Stage 3 honestly each quarter until the connections compound.
Stage 4. AI-Native Marketing System	Workflows feed each other, agents act within governed boundaries, review time goes to judgment calls	Decay, as markets shift and nobody retires what stopped working	Re-score every quarter, retire workflows as a routine decision, and keep a human reviewer on everything customer-facing.

02 / Worksheet: place each function

Content can sit at Stage 2 while paid has not left Stage 1. Score each function with the person who runs it, or take the free check at topaicmo.com/ai-maturity-check/.

Function	Stage (1 to 4)	Workflow to rebuild next	Owner	Baseline	Gate
Content					
Paid					

03 / The six measures to re-score each quarter

Login counts and adoption percentages answer none of these questions. Keep them out of board decks.

Measure	Q1	Q2	Q3	Q4
Autonomy mix. The split of manual, AI-assisted and autonomous work across the portfolio, drifting toward autonomous each quarter without the gates catching more errors.				
Review hours per unit of output. Falling hours with a steady first-pass rate is earned trust. Falling hours with a falling first-pass rate is corner-cutting.				
Gate migrations. Workflows that earned a move from human-reviewed to human-monitored this quarter, each one a documented decision.				
First-pass rate. The share of output that clears the quality gate without rework, which no one can flatter.				
Unprompted extensions. Workflows the team proposed without being asked, the one number on this list that cannot be faked.				
Retirements. Workflows you switched off because they stopped earning their place.				

04 / Workflows to build first at each stage

- **Stage 1.** An organization knowledge base and marketing asset inventory, content quality scoring, and new keyword discovery. These make the work visible and give every later workflow one shared set of facts.
- **Stage 2.** An end-to-end blog production workflow, content refresh prioritization, and CRM hygiene monitoring. Each runs often, is easy to baseline, and produces cleaner data as an output.
- **Stage 3.** AI search visibility tracking with an AEO and GEO audit, lead scoring and enrichment, and ABM account intelligence. These start handing data to each other.
- **Stage 4.** Closed-won expansion, a win-back workflow, and performance monitoring across paid. These depend on the shared knowledge the earlier stages built.

05 / Worksheet: the Three-Answer Muster

Ask three people, separately, how one task gets done from start to finish. Three different answers mean the workflow lives in people, not in the organization.

Task	Person 1	Person 2	Person 3