

The CMO AI Audit Checklist

15 questions. 5 areas. Independent thinking.

Use this checklist to evaluate your AI tools, platform reporting, and agency performance — independently, without relying on the people you're evaluating.

Answer honestly. Score each section. The results will show you exactly

01 AI Tool ROI <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	02 Platform Reporting <input type="checkbox"/> <input type="checkbox"/>	03 Agency Performance <input type="checkbox"/> <input type="checkbox"/>	04 AI Search Ability <input type="checkbox"/> <input type="checkbox"/>	05 Strategic Adherence <input type="checkbox"/> <input type="checkbox"/>
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HOW TO USE THIS CHECKLIST

Answer Yes or No to each question. Count your Yes answers per section.

12–15 Yes: Strong foundations — identify your specific gaps. 7–11 Yes: Meaningful gaps worth addressing soon. 0–6 Yes: Significant bl

01 AI Tool ROI

Can you clearly measure the ROI of each AI tool in your marketing stack?
 YES NO

Do you have a consistent framework for deciding which new AI tools to adopt — or do you evaluate them case by case?
 YES NO

In the last 6 months, has any AI tool been cut or deprioritised because it wasn't delivering value?
 YES NO

02 Platform Reporting

Does your attribution model tell you what actually drove a result — or what the platform reported?
 YES NO

Can you identify at least one instance where platform-reported performance differed significantly from business results?
 YES NO

Do you have an independent view of performance that doesn't rely solely on platform reports?
 YES NO

03 Agency Performance

Can your agency explain clearly what the platform AI (Performance Max, Advantage+) is doing for your account?
 YES NO

Do you receive reporting that separates what the agency controls from what the platform controls?
 YES NO

When you ask your agency a hard question about performance, do you get a straight answer — or a vague metric?
 YES NO

04 AI Search Visibility

Do you know how your brand appears in AI search tool Overviews when buyers search relevant terms?
 YES NO

Has your team mapped the queries your buyers are likely using in AI search tools?
 YES NO

Do you have a clear owner for GEO (generative engine optimisation) within your marketing team?
 YES NO

05 Strategic Readiness

If your top-of-funnel traffic dropped 30% tomorrow due to AI search displacing organic search, do you have a plan?
 YES NO

Do you have a clear view of which parts of your marketing operation AI will automate?
 YES NO

Could you walk a sceptical CFO through the ROI of your AI and technology investments?
 YES NO

SCORE YOUR RESULTS

12–15 Yes

Strong foundations.
 Focus on specific gaps.

7–11 Yes

Meaningful gaps.
 Prioritise by section.

0–6 Yes

Significant blind spots.
 Start with platform reporting + AI search.

Want a full independent

review? Talk to Polymind.