CATAPULT CREATIVE MEDIA INC.

SIGN UP for our Newsletter

AI ADOPTION
SELF-ASSESSMENT FOR BUSINESSES

Answer the questions below honestly and learn where your business stands in the current adoption of AI technologies & strategies.

1 Data Infrastructure

☐ Do you have a centralized system for collecting and storing customer data?

☐ Is your data regularly cleaned and updated to ensure accuracy?

☐ Have you ever performed a data audit to understand the quality and type of data you possess?

2 Personalization and Customer Experience

☐ Are you currently segmenting your customer base for more targeted marketing?

☐ Do you use automated recommendations on your website or in your emails (e.g., "you might also like...")?

☐ Have you ever used AI or machine learning tools to enhance user experience on your website?

3 Advertising and Social Media

☐ Do you currently use programmatic advertising (automated ad buying)?

☐ Are your social media ads set to target specific demographics or behavior patterns?

☐ Have you explored AI-driven tools for optimizing ad spend or placement?

4 Content Generation

☐ Do you use any AI tools for content recommendations, creation, or curation?

☐ Have you ever employed chatbots for customer service or sales on your website?

☐ Are your email campaigns automated based on user behavior?

---

5 Sales and Lead Generation

☐ Do you use predictive analytics to forecast sales or identify potential leads?

☐ Have AI-driven insights been utilized to optimize your sales funnel?

☐ Are your sales teams equipped with AI tools for lead scoring or customer insights?

---

6 Ethical and Legal Considerations

☐ Do you have a clear policy on data privacy and use in line with regulations like GDPR or CCPA?

☐ Have you assessed the potential biases in your AI tools or data sets?

☐ Is there a protocol in place for reviewing and rectifying AI-driven decisions that impact customers?

---

7 Future Preparedness

☐ Are you actively monitoring emerging AI technologies relevant to your industry?

☐ Have you allocated a budget or resources for integrating AI solutions in the next fiscal year?

☐ Is there an internal team or consultant responsible for driving AI adoption and education in your company?

Interpreting the Assessment - Count the total number of total boxes you checked:

Score: 15-21	**Score:** 8-14	**Score:** 0-7
High AI Preparedness	**Moderate AI Preparedness**	**Low AI Preparedness**
Your business is well on its way in adopting AI for marketing and advertising. Consider diving deeper into niche AI applications specific to your industry.	You've made a start, but there's potential to leverage AI further. Identify the gaps and prioritize them. Find use cases that support current workflow	Consider starting with foundational AI applications, like data centralization and personalization, before moving to advanced tools.

816-287-8782 | CATAPULTCREATIVEMEDIA.COM