

Beyond the Buzz: Measuring What Matters in AI Marketing

A practitioner's guide to tracking ROI, building feedback loops, and proving AI impact to your CFO

22%

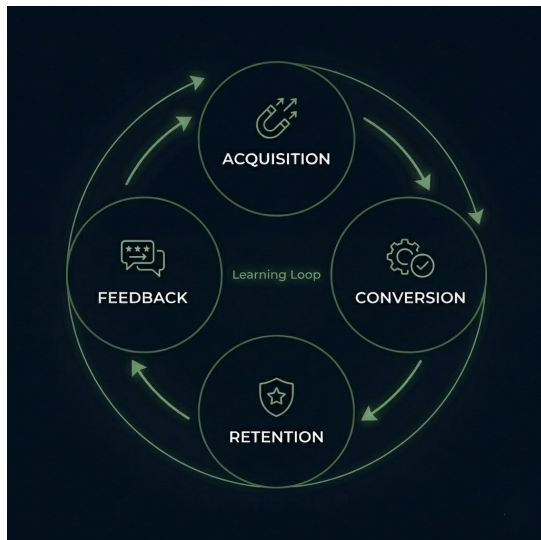
Have turned AI buzz into measurable value

4%

Are seeing real impact

15%

Actually track ROI for generative AI



The Learning Loop

Each click, comment, and conversion feeds new data back into your system. AI learns from that feedback and uses it to improve the next round automatically.

Acquisition → Conversion → Retention → Feedback → repeat. The loop gets smarter every cycle.

Source: KPMG, 2024 | CFO Dive, 2024

The State of AI in Marketing

AI might be the hottest topic in business, but only 22% of companies have turned the buzz into value they can measure. Just 4% are seeing real impact. And KPMG found just 15% actually track ROI for generative AI. Translation? Most are still guessing.

Most marketing teams are flying on instinct and vendor promises. After twenty years in marketing, the winners were never the flashiest tools. They were the ones we could track with rigor, refine through feedback, and make even the most skeptical CFO crack a smile.

AI is no different. The question isn't *does AI work*, but *can we show where it works, by how much, and how fast we can make it work better?*

Start With Frameworks That Actually Make Sense

Before you drown in dashboards, anchor your AI program to two proven frameworks.

Google's AI for Marketing Engine

Google breaks marketing opportunities into three buckets. Map every AI use case to one of these three to prevent "random acts of AI" and immediately clarify which KPIs matter.

Measurement & Insights	Media & Personalization	Creativity & Content
Forecasting, attribution, incrementality, media mix modeling	Targeting, bidding, next-best action, message sequencing	Content generation, localization, dynamic creative

Loop Marketing: Stop Thinking in Funnels

Stop thinking about your funnel as a straight line from awareness to purchase. Treat it like a **cycle that gets smarter every time it runs**

Each click, comment, and conversion feeds new data back into your system. AI learns from that feedback and uses it to improve the next round automatically. Instead of pushing prospects through a one-way pipeline, you're building a **self-improving loop** that compounds results.

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