IDC [Quanta]

SELF-ASSESMENT

The AI Ownership Scorecard

Find out who owns your buyer when AI sits in the middle of the buying journey.



YOUR OWNERSHIP INDEX

Who owns your buyer now?

Two-thirds of US organizations place primary ownership of AI in customer-facing journeys in a single function, most often digital, marketing, or commerce. Only a small minority share governance across business, technology, and legal.

Source: IDC Future of Customer Journeys survey, April 2026, n=106 US organizations.

Index	What it means	Your next step
Exposed, 3 to 5	Buyers research, shortlist, and compare you through AI, and you cannot see or correct what the AI says.	Run the AI visibility check below this week. Name one accountable owner. Add legal and risk.
Reactive, 6 to 7	You fix problems after buyers or reps report them.	Move from ad hoc fixes to a documented process: an owner, a trigger, and a response time.
Defined, 8 to 9	Roles and a process exist.	Add monitoring on a fixed cadence, and test AI answers every month.
Owned, 10 to 12	You see, test, and correct how AI represents you.	Review the human-versus-automated line at each buying stage (see below).



Rule of thumb: Automate where an error is cheap to reverse and the data is structured. Augment where judgment shapes the outcome. Keep human where trust and revenue are at stake.

31% → **39%**

Explore stage — Purchase stage

Buyers show where the line sits. AI is the most-used source at every stage, yet the share who name a vendor salesperson as their most-used source rises from 31% at Explore to 39% at Purchase.

Source: IDC Tech Buyer Behavior Survey, May 2026, n=413 B2B technology buyers.

WHY THIS SCORECARD EXISTS

Your buyers already use AI before they talk to you. Most GTM teams cannot see it.

58%

of B2B marketing leaders say their buyers now use AI tools before they visit a vendor website.

Source: IDC 2026 Marketing Barometer, Q1 2026, n=400 B2B marketing leaders at technology firms in the US, Canada, and the UK.

44%

of the same leaders say more buying activity is now invisible to them.

Source: IDC 2026 Marketing Barometer, Q1 2026, n=400.

56%

of buyers name AI as their most-used source at the Explore stage, and 46% do at Evaluation and Purchase. AI leads every other source at every stage.

Source: IDC Tech Buyer Behavior Survey, May 2026, n=413 B2B technology buyers.

15.1%

of the 1,149 organizations that call their AI approach enterprise-wide or transformative measure as Managed or Optimized when IDC scores their actual capability. Roughly five in six fall short.

Source: IDC MaturityScape Benchmark AI Survey, May 2026, n=1,900.

Why start with your own AI maturity. You can only own what you can see, test, and govern. Those are maturity capabilities: a strategy, governed processes, and structured data. This scorecard measures both sides: your marketing AI maturity (Part 1) and your Buyer-Journey Ownership Index (Part 2).

Where the market stands. IDC's enterprise MaturityScape ranks organizations across five stages: Ad Hoc, Opportunistic, Repeatable, Managed, and Optimized. Worldwide, 61.3% sit in the first two stages and 12.8% reach Managed or Optimized (North America 19.1%, EMEA 11.9%, APAC 9.3%).

Source: IDC MaturityScape Benchmark AI Survey, May 2026, n=1,900 (527 North America, 583 EMEA, 790 APAC). This is a different model from the four marketing tiers in this scorecard.

Read this first

This is an indicative self-assessment built on IDC's 2025 AI Marketing Benchmark and 2026 research.

IDC did not measure your organization, and the scoring bands, rules, and Ownership Index are scorecard designs, not IDC-published scales.

How it works

- **Answer 11 questions in Parts 1 and 2.** Score what you do today, not what you plan to do.
- **Add** your points on the score sheet (Page 5).
- **Find your result.** Use the lookup tables on Page 5. Run three quick checks and find your limiting dimensionon Page 6, check your Ownership Index on Page 7, and follow your tier's column in the 90-day plan on Page 8.

PART 1: MARKETING AI MATURIY

Where does your marketing organization stand?

Circle the one answer that best describes your organization today. If two answers fit, pick the lower one.

Q1 Strategy

Which statement best describes your marketing organization's AI strategy?

- (A) AI use is reactive and ad hoc. We have no roadmap and little executive sponsorship.
- (B) AI runs through limited, siloed pilots that we track against traditional KPIs.
- (C) Marketing has its own AI strategy and roadmap tied to growth outcomes.
- (D) AI is1 single marketing strategy, and planning links to sales, product, service, and enterprise AI strategy on a continuous cycle.

Q2 People and organization

Which statement best describes your marketing team's AI capability?

- (A) Few people have AI skills, and we have no structured training.
- (B) We offer basic AI training, but it does not target marketing roles.
- (C) Marketing has defined AI roles, a clear RACI, and role-specific training.
- (D) Our operating model supports a hybrid team of people and AI agents, and we redesigned roles around it.

Q3 Processes

Which statement best describes your marketing processes?

- (A) Core processes vary by team and are not ready for AI.
- (B) AI automates specific campaigns or teams, with no shared standards.
- (C) AI-enabled processes follow standards and repeat reliably.
- (D) AI runs most processes, and people oversee and decide by exception.

Q4 Governance

Which statement best describes your AI governance in marketing?

- (A) We have basic guardrails only (transparency, data integrity) and no marketing-specific policies.
- (B) We have some governance tools, and we enforce them unevenly.
- (C) We have a formal framework that aligns to enterprise AI governance.
- (D) Our governance adjusts as risks change, and it reaches agencies and martech vendors through contracts.

Q5 Data and technology

Which statement best describes your data and martech?

- (A) Customer and marketing data is fragmented and not ready for AI.
- (B) Data quality and access are improving, but unevenly.
- (C) A unified data platform and standardized, AI-enabled martech are in place.
- (D) Autonomous agents run on a martech stack that scales itself, with model operations practices.

Evidence checks: Test your answers against what you do

Q6 Evidence: People

What share of your marketing team is trained and enabled to use AI in daily work?

- (A) Under 10%
- (B) 10% to 24%
- (C) 25% to 49%
- (D) 50% or more

Evidence checks and ownership

Q7 Evidence: Processes

Of the AI pilots your marketing team ran in the last 12 months, how many reached production?

- (A) None
- (B) Fewer than a quarter
- (C) About half

Q8 Evidence: Governance

What review happens before AI-generated content or answers reach customers?

- (A) None
- (B) Manual and ad hoc
- (C) A defined process with a named owner
- (D) A defined process plus monitoring and escalation

PART 2: BUYER-JOURNEY OWNERSHIP INDEX

Q9 Visibility

How well can you see buying activity that happens in AI tools before buyers reach you?

- (A) Not at all
- (B) Anecdotally, from rep stories
- (C) Partly, through AI referral traffic and "how did you hear about us" answers
- (D) Systematically, through regular reporting

Q10 Accountability

Who is accountable for AI-mediated buyer interactions and their errors?

- (A) No one
- (B) One function, without legal or risk involved
- (C) One function, with legal and risk consulted
- (D) Joint ownership across business, technology, and legal

Q11 Representation

How often do you test how AI assistants describe your company, pricing, and capabilities?

- (A) Never
- (B) Once
- (C) Periodically, a few times a year
- (D) Continuously, at least monthly

YOUR SCORE SHEET

Add up your points

Answer key points: A = 1 point, B = 2 points, C = 3 points, D = 4 points.

Part 1: score each dimension

Doubling Q1 and Q5 puts every dimension on the same 2 to 8 scale.

Dimension	How to score	Total (2 to 8)	Level
Strategy	**Q1 ____ x 2**		
People and organization	**Q2 ____ + Q6 ____**		
Processes	**Q3 ____ + Q7 ____**		
Governance	**Q4 ____ + Q8 ____**		
Data and technology	**Q5 ____ x 2**		
Pat 1 total (10 to 40)	Add the five dimension totals		Tier

Dimension level key: 2 to 3 = Nascent 4 to 5 = Developing 6 to 7 = Enhancing 8 = Transforming

Part 2: score ownership

Strategy	**Q9 ____ + Q10 ____ + Q11 ____**		Index

Look up your result

Part 1 total (3 to 40) / Your tier.

10 to 17 **Nascent**	18 to 24 **Developing**	25 to 32 **Enhancing**	33 to 40 **Transforming**

Part 2 total (3 to 12) / Your Ownership Index.

3 to 5 **Exposed**	6 to 7 **Reactive**	8 to 9 **Defined**	10 to 12 **Owned**

YOUR RESULT

Your result and your first fix

1. **Systems check.** If your lowest dimension level is Nascent, your tier cannot exceed Developing. If it is Developing, your tier cannot exceed Enhancing.
2. **Limiting dimension.** Circle your lowest dimension total. Ties go to the first on this list: governance, data and technology, processes, people and organization, strategy.
3. **Perception gap.** Compare Q2 with Q6, Q3 with Q7, and Q4 with Q8. If an anchor answer scores 2 or more points above its evidence answer, you describe a capability you cannot yet show. Strategy and data have no evidence pair. The pattern is common (see the 15.1% stat on Page 2).

Final tier: _____ **Limiting dimension:** _____ **Perception gap on:** _____

Fix your limiting dimension first

Dimension	What IDC finds	Fix first	Track
Strategy	63% of Leaders run a fully operational AI center of excellence, against 15% of Laggards.	Make the center of excellence operational to real decision rights. Write a one-page roadmap that ties each AI use case to a business outcome.	Share of AI use cases tied to a documented business case
People and organization	52% of Transforming organizations take a balanced hire-and-reskill approach to data literacy, against 23% of Nascent organizations.	Hire for scarce specialist skills, such as data science and prompt engineering, and reskill the rest of the team on a fixed schedule.	Share of the team trained and enabled on AI
Processes	Transforming organizations have enhanced about 55% of their marketing processes on average, against 35% for Nascent.	Start with performance analytics, campaign management, content creation, and customer journey management.	Pilot-to-production conversion rate, not pilot count
Governance	Leaders grant AI full autonomy on regulated, high-impact decisions at 25%, against 13% for Laggards.	Write marketing-specific AI policies that align to enterprise governance, and review AI outputs before they reach customers.	Share of AI outputs that pass a defined review
Data and technology	Data readiness for AI marketing is low across the market. Martech alone does not lift maturity, though 78% of Transforming organizations name it a top budget priority, against 58% of Nascent.	Fix data quality and access before you add tools. Turn your highest-traffic product, pricing, and proof content into modular, structured blocks.	Share of key content in structured, retrievable form

Sources: IDC Survey, Same Tools, Different Returns, April 2026, n=1,145 (Strategy and Governance; Leaders: 50% or more AI ROI, Loggards: no positive AI ROI), IDC AI Marketing Maturity Benchmark Survey, November 2025, n=513 (People and organization, Processes, and Data and technology).

YOUR 90-DAY PLAN

Find your tier and follow the column

	Nascent	Developing	Enhancing	Transforming
Where you are	People experiment with AI on their own. Nobody owns the outcome.	Siloed pilots deliver productivity gains, tracked on traditional KPIs.	Marketing has a strategy, standard processes, and an aligned governance framework.	AI is native to strategy, agents run most workflows, and governance adjusts as risks change.
Days 1 to 30	Name an owner and sponsor. Inventory current AI use, including unsanctioned use. Set basic marketing guardrails.	Pick two or three pilots to take to production. Set a conversion target. Start role-based training.	Make the center of excellence operational. Map accountability for AI-mediated buyer interactions.	Run the AI visibility check. Extend governance controls to agencies and martech vendors.
Days 31 to 60	Standardize two core processes. Publish an AI use policy. Baseline your data quality.	Standardize the processes behind your best pilots. Align marketing governance to enterprise policy.	Add legal and risk to the owner group. Build structured, modular content for AI retrieval.	Test agent-based orchestration on one workflow with human checkpoints. Link AI outputs to revenue metrics.
Days 61 to 90	Choose three use cases tied to outcomes. Fund role-based training.	Report pilot-to-production conversion. Fix your biggest data gap.	Build a documented incident process for AI misstatements. Add attribution for AI-mediated influence.	Review the human-versus-automated line at each buying stage. Share the playbook with sales, product, and service.
Biggest risk.	Shadow AI. 38% of Nascent organizations lack a formal AI marketing governance framework.	Pilots stall before production. 79% of AI Leaders convert at least half of their pilots, against 32% of Laggards.	Governance and process gaps hold you back even with a strong martech stack.	Autonomy outruns oversight, or efficiency metrics stand in for revenue impact.

Sources: IDC AI Marketing Maturity Benchmark Survey, November 2025, n=513 (38%), IDC Survey, Same Tools, Different Returns, April 2026, n=1,145 (79% vs 32%, Leaders: 50% or more AI ROI, Loggards: no positive AI ROI). The 90-day actions are scorecard recommendations.

Next step: Bring your results to a working session

An IDC specialist can walk through your tier, limiting dimension, Ownership Index, and perception gap, and map them to your go-to-market motion.

Book your strategy session →

Methodology and sources

Tiers and dimensions follow IDC's 2025 AI Marketing Benchmark: Architecting Marketing to AI (US54415726), based on the AI Marketing Maturity Benchmark Survey, November 2025, n=513. Survey Spotlight US54597026 draws on the same survey. The scoring bands, systems check, perception-gap rule, Ownership Index, and AI visibility check are scorecard designs that IDC has not validated or published. The 58% and 44% figures reflect marketing leaders' views of buyer behavior (IDC 2026 Marketing Barometer, Q1 2026, n=400). Other sources appear beside each figure.