

A marketing automation audit reveals five critical health factors that distinguish systems optimized for growth from those silently deteriorating. Learn how architectural constraints, integration integrity, data governance, workflow reliability, and measurement discipline determine whether your platform supports strategic operations.

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AI in marketing comes with inherent risks still being uncovered. Companies that choose to take advantage of AI need to understand the impact it can truly have, both now and as the technology continues to evolve. One excellent way to start is an AI audit.