

AI marketing stack audit: a working checklist

When we audited 125 AI marketing tools in July 2026, roughly two-thirds could be replaced or reduced by a general AI assistant. Only a third own something an assistant cannot replicate. This page runs the same test on your stack, one tool at a time.

Step 1 · List your tools by the job they do

Write down each AI tool on your invoice and the job it actually does for you, in plain words (“writes our email copy”, “sends the emails”, “scores our leads”). Ignore the vendor’s category label; the job is what you’ll test.

TOOL	THE JOB IT DOES	Q1	Q2	Q3	Q4	KEEP	RED.	REPL.	RENEWAL ACTION

Q1 own data · Q2 own execution · Q3 own generation · Q4 still delivers KEEP / REDUCE / REPLACEABLE: see step 3

Step 2 · Ask four questions of each tool. Tick the boxes that are true

- Q1 · Own data?** Does it own data you cannot get anywhere else, such as proprietary benchmarks or an audience only it can see?

Q2 · Own execution? Does it act where nothing else can, such as placing ads inside closed platforms or responding to live website traffic?

Q3 · Own generation? Does it create what a general assistant cannot, such as specialised image, video or audio models rather than a language model behind a workflow screen?

Q4 · Still delivers? Even if its intelligence isn’t special, does the platform itself do a delivery job you still need, such as sending the emails, serving the ads, or holding the records?

Step 3 · Tier it. The boxes decide

KEEP

Ticked any of questions 1 to 3: **Keep.** The tool owns something an assistant cannot replicate. Renew it, and negotiate hard on everything else.

REDUCE

Only question 4 ticked: **Reduce.** You need the delivery platform, not its thinking. At renewal, split the contract in two: keep the delivery layer as your system of record, drop the AI-assist fee, and connect a general assistant to do the intelligence.

REPLACEABLE

No boxes ticked: **Replaceable.** Both the thinking and the delivery live elsewhere. Rebuild the job as a repeatable set of instructions and brand context for your assistant, and let the subscription lapse.