



MEASUREMENT & ANALYTICS • SEPTEMBER 2026 • 18 MIN READ

ROI Measurement in AI Projects

From activity metrics to financial proof: the discipline that separates high performers

12x

speedup for college-level tasks
ANTHROPIC ECONOMIC INDEX, JAN 2026

66%

success rate on those tasks: the
reliability number that matters
ANTHROPIC, JAN 2026

1.0-1.2%

reliability-adjusted annual
productivity gain, not the headline
1.8%
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EXECUTIVE SUMMARY

Most AI projects fail primarily because organizations lack a strong baseline and reliable attribution methods. Without them, AI efforts showcase activity rather than evidence of value.

This article presents The AI Acuity five-component ROI framework, grounded in the latest empirical productivity research. It covers the reliability discount now required in any credible AI business case and the observed-versus-

[The full analysis continues in the members' edition](#)

INSIDE THE FULL ARTICLE

- 01 Why AI ROI Is Harder Than It Looks
- 02 The Five Components of AI ROI
- 03 Observed vs. Theoretical Exposure: The Baseline Problem
- 04 The Klarna Single-Metric Trap: Failure Mode for AI ROI



Plus 6 further sections, including "The Intensification Trap: The Hidden ROI Problem"

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