



AI AGENTS FOR MARKETING AGENCIES

Build AI agents that grow revenue and cut costs for marketing agencies.

Learn how to deploy an agent workforce you can trust to work in your agency, and measure the ROI.

Metactto designs governed, high-precision AI agents built exclusively for marketing and creative agencies, wrapping critical production and client-delivery operations in secure human-in-the-loop guardrails.

MARKETING AGENT ROSTER

4 RUNNING

Landing Page Builder

LP #047

Spring Offer Hero · 3 variants

4 sources cited

awaiting strategist

writes back · CMS

Campaign Builder

Assembling launch · Spring promo

ACTIVE

Content Studio

Drafting 14 assets · 3 queued

3 QUEUED

Reporting Copilot

8-account rollup ready

CITED

CASE STUDY · P.3

≈\$2.1M

modeled 12-month opportunity

92%

eval on 24 cases

2 weeks

audit + prototype sprint



SEE IT RUN

Three on-brand variants drafted, cited, and approved by your strategist.

One agent, one campaign brief, one morning. Five tags mark the standards of safe execution: human oversight, verifiable proof, and automatic record write-back.

● ● ●

LANDING-PAGE AGENT • SPRING PROMO

✓ system of record

●

STEP 1: TRIGGER IDENTIFIED
Campaign brief • spring promo • no variants built: "Benefit-led hero should beat the current feature-led page..."

✓ every line cited

●

STEP 2: AGENT DRAFTS PROPOSAL

LP TEST • SPRING OFFER HERO

A • Control — Feature-led hero

[Cited current page]

B • Benefit-led — Outcome headline + CTA

[Cited brand guide]

C • Social proof — Logos + stat above fold

[Cited top performers]

Hypothesis

Variant B lifts CVR

✓ human in the loop

●

STEP 3: STRATEGIST'S EXPLICIT APPROVAL

Approve ✓

awaiting strategist review

✓ ROI you can measure

●

STEP 4: WRITE-BACK TO CMS

written back

Staged LP test • variants A/B/C in your CMS

✓ asks, never guesses

●

EXCEPTION (IF TRIGGERED)
"No grounded brand claim or proof point? The draft is held, and flagged in review dashboard."

Inside the full blueprint

P.3

How a 2-week audit modeled a ≈\$2.1M GTM opportunity for Spinutech

P.5

An agent workforce, mapped to your agency

P.9

Score your AI readiness: 5 factors, 25 points

>>>

PROOF

A working prototype on Spinutech's live revenue systems.

Spinutech · Revenue Operations / GTM · Lead Qualification & Enrichment and Personalized Outreach · prototyped on real revenue systems in two weeks.

\$2.1M

Modeled 12-month revenue opportunity

Modeled · pending calibration

92%

Evaluation result on 24 cases

Measured

5

Systems audited across the GTM stack

Fact



SPINUTECH · ACTIVITY LOG

ACTIVE REVIEW

→ Review Leads (10)

Briefings Log

AGENTS SECTION

- Leads Agent
- Personalization Agent
- Enrich Leads
- Re-Engage

300 actions logged

92% approved

24 cases evaluated

Lead suppressed · queued for HITL review

SUPPRESS

Lead enriched · 17 of 21 fields recommended

ENRICH

Lead approved · HubSpot write

APPROVED

Every agent decision and action — captured, filterable, and reviewable.

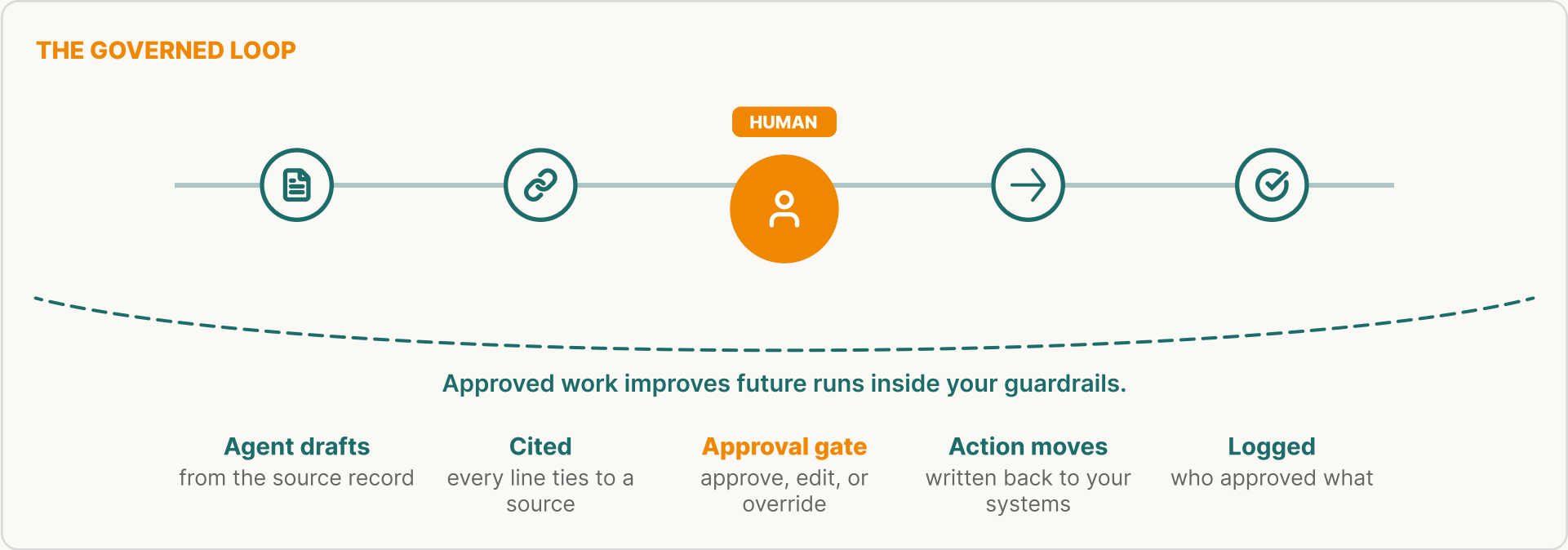
The ~\$2.1M is a modeled 12-month opportunity from Spinutech's GTM baseline, not a delivered result. It comes from higher MQL throughput via automated enrichment and review queues, more complete prospect intelligence from Apollo, HubSpot, and Clay, more consistent ICP qualification, and scalable personalized outreach — with human approval gates kept in the loop.



Drafted by an agent.

Decided by your team.

Agents earn trust while you use them, and approved work improves future runs. Every Metactio agent runs the same governed loop, ensuring absolute visibility over every source, decision, and system write-back.



One landing-page test, fully accounted for

- 6:42 AM | Campaign brief logged in your PM tool
- 6:47 AM | Agent drafts LP test, citations attached
- 10:42 AM | Strategist edits & approves (human decision)
- 10:42 AM | Published to CMS / testing tool
- 10:43 AM | Immutable audit entry logged to secure database

The controls, as your team sees them

- PERMISSIONS
Signed in: Strategist · Spring promo only
- CITATION
Variant B → brand guide · ICP notes
- EXCEPTION
⚠ Brand claim not grounded · draft held for review
- AUDIT
J. Smith edited hero copy · approved 10:42 AM



Your operating model, turned into a governed agent workforce.

Built around the work your company already does, and the people who already own it. Your strategists, editors, and creative leads keep every decision; specialized agents prepare the work, route it to your team, and carry approved records into the next workflow.

- **Campaign brief**
Spring promo · 9/14 · flags a new test the moment it lands
- **Landing Page Builder**
drafts Spring Offer LP · 3 variants · every choice cited → your strategist's queue
- **Strategist review**
approve, edit, or reject · each action logged → approved
- **Creative A/B Tester**
launches the approved variants → testing tool
- **Reporting Copilot**
stages the approved test result → client report

Your team's queue

3 waiting

Spring Offer LP · 3 variants **AWAITING STRATEGIST**Creative set · 8 RSA · 5 Meta **CITED · READY**Client report · 8-account rollup **MISSING UTM DATA**

MORE AGENTS BUILT AROUND YOUR WORKFLOWS:

Ad Creative Studio

Content Studio

Campaign Builder

Landing Page Optimizer

Asset QA Agent

Brand Compliance Checker

UTM & Tracking Auditor

Nurture / Sequence Builder

SEO Brief Writer

Social Scheduler

Persona / ICP Researcher

Budget Pacing Tracker

SLA Tracker

Performance Report Compiler

Client Update Writer

Every agent is designed to protect one of four agency pillars: Throughput (velocity), Quality (accuracy), Conversion (performance), or Client delivery (governance).

[NEXT](#) How Metacto builds it inside your stack >



Agents work inside the systems you already run.

Designed around the software you already run: your team on top, governed intelligence in the middle, your systems of record at the base.

1

Human Interface

your team

Strategist queue · editor queue · approve, edit, or override agent output before any system write-back occurs.

DRAFTS STAGED FOR REVIEW ▲ / ▼ APPROVALS & EDITS COME BACK

2

Intelligence

specialized agents

Agents draft & prepare · grounded drafts based on your specific brand rules and cited record data.

AGENTS RUN ON GOVERNED CONTEXT ▲ / ▼ APPROVED WORK COMPOUNDS THE CONTEXT

3

Context

your operating knowledge

Connected records · the logic of your business, roles, permissions, and exception thresholds.

READS THE SOURCE RECORDS ▲ / ▼ WRITES APPROVED RESULTS BACK · AUDIT LOGGED

4

Systems of Record

your software

CMS · CRM · analytics · brand guides, briefs, creative assets, campaign data, and performance.

CONNECTED PLATFORMS:

WordPress / Webflow

Contentful

Figma

Google Docs

Google Ads

Meta & LinkedIn Ads

GA4

Optimizely / VWO

HubSpot

Marketo

Slack

Asana / Monday.com

[NEXT](#)[How Metactio builds and operates it >](#)



How Metacto **builds** and **operates** it.

Metacto maps, designs, builds, integrates, and operates custom agent workflows. Four stages, one accountable path.



01

Opportunity Mapping

A ranked workflow map, your measured baseline, and a build or no-build call before budget commits.

3 WEEKS



02

Context Engineering

Connected records, rules, permissions, and an exception model tailored to your team's SOPs.

BUILD · FIRST 30 DAYS



03

Agent & Workflow Build

A working review queue, the specialized agent, and write-back integration, tested on real work.

FIRST AGENT LIVE BY DAY 60



04

Continuous AI Operations

An adoption, quality, cost, and impact dashboard; approved work compounds into better runs.

ONGOING · MONTHLY VALUE REVIEWS

All phase durations are cumulative from project start.

Standard path: We start with one core high-impact workflow (e.g., Landing Page Building or Creative A/B Testing) to prove the governance loop before scaling the workforce.

NEXT

[The value model: what funds the build >](#)



Your number gets built before you commit budget.

Personalized-outreach opportunity · your inputs		Worked example	ILLUSTRATIVE
Personalized campaigns per year today manual, baseline	[_____]	Personalized campaigns per year today mid-size agency	75
Additional campaigns enabled from reclaimed research time	[_____]	Additional campaigns enabled from reclaimed research time	150
Average value per incremental campaign \$ pipeline or revenue	[_____]	Average value per incremental campaign \$ pipeline or revenue	\$8,000
Analyst capacity reclaimed recovered hours × loaded cost	[_____]	Analyst capacity reclaimed 600 hrs × \$85 loaded	\$51,000
Estimated annual opportunity:	\$ _____	Estimated annual opportunity: ≈ \$1.25M / YR	



Score your AI readiness.

Business impact	throughput, quality, conversion, or client delivery moves on every project	/ 5
Workflow repeatability	recurs across clients or campaigns	/ 5
Source readiness	records exist in systems	/ 5
Approval clarity	one owner who signs off	/ 5
Implementation path	clean destination system	/ 5

TOTAL SCORE: _____ / 25

21-25: READY TO MAP

Bring it to Opportunity Mapping

15-20: NEEDS DISCOVERY

Worth mapping workflow logic

< 15: PREPARE FIRST

Line up digital records first

Your Marketing Agency AI starts here.

Ready to map your first workflow? Let's identify the operational friction points where governed AI agents can unlock your team's capacity.

MAP MY FIRST AGENT