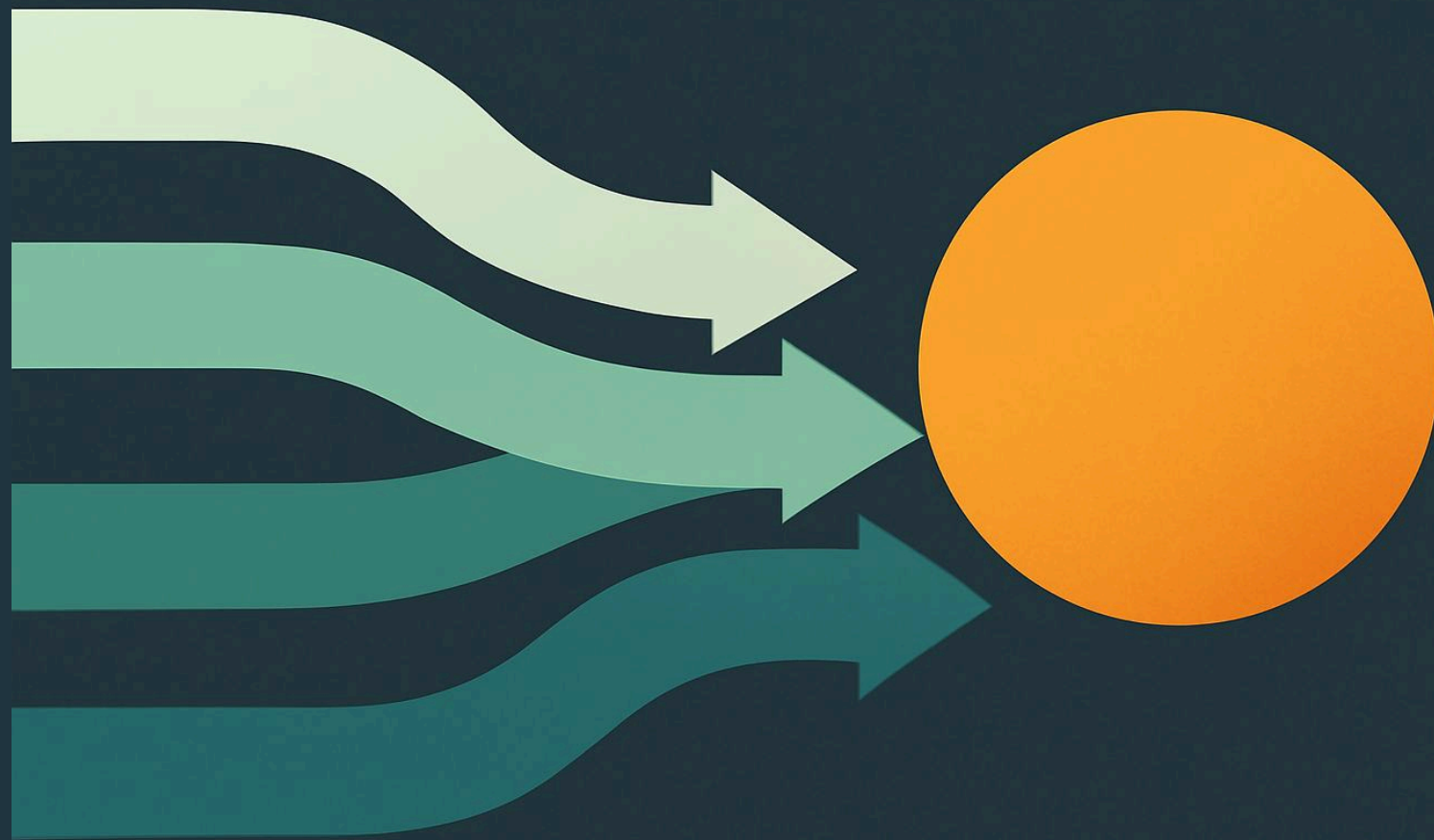




INDUSTRY SOLUTIONS

Operational AI for Marketing Agencies

How Metactto builds it, how it works in your environment, and how the value gets measured.



A working reference for agency leaders evaluating whether to build. Covers what Metactto would actually build, how it operates inside the systems your team already runs, what governs it, how the engagement runs, and how the business case is established.

WORKFLOW ARCHITECTURE · INTEGRATIONS · GOVERNANCE · ENGAGEMENT · BUSINESS CASE · PROOF



Start with **the workflow**, not the technology.

The work that decides agency growth rarely breaks in the strategy meeting. It breaks in production: landing pages, ad variants, content, campaign builds, testing, reporting, and client-ready deliverables.

The ideas are rarely the constraint. Building them on-brand, on time, and at the quality clients expect is where throughput slows down and value leaks.

Four patterns show up across agency operations:

Production can't keep up with ideas

The team has more campaigns, pages, tests, and content ideas than hands to build them. Good ideas wait in the queue while launch dates slip.

Testing stalls, so you ship on opinion

Variants are slow to produce, so fewer tests run. Winners get called by gut instead of data, and conversion lift stays on the table.

Quality drifts across clients and channels

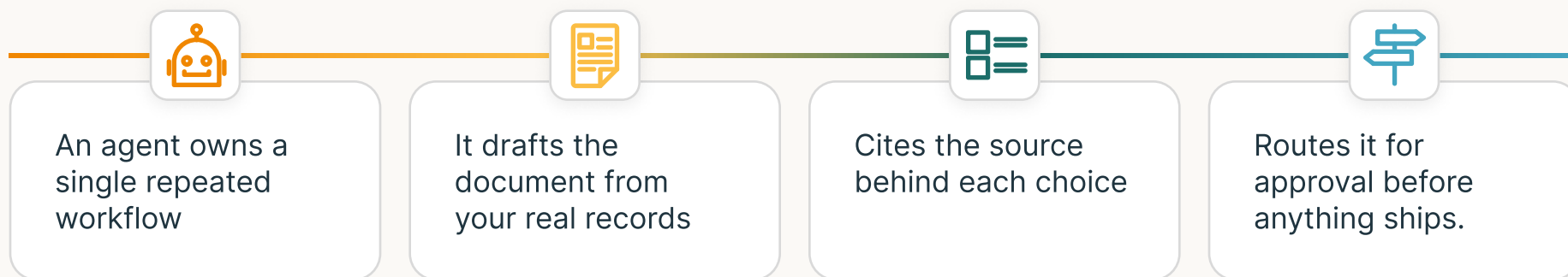
Brand voice, landing pages, ad sets, and content assets vary piece to piece. Every handoff is a chance for off-brand or inconsistent work to slip through.

Reporting eats billable time

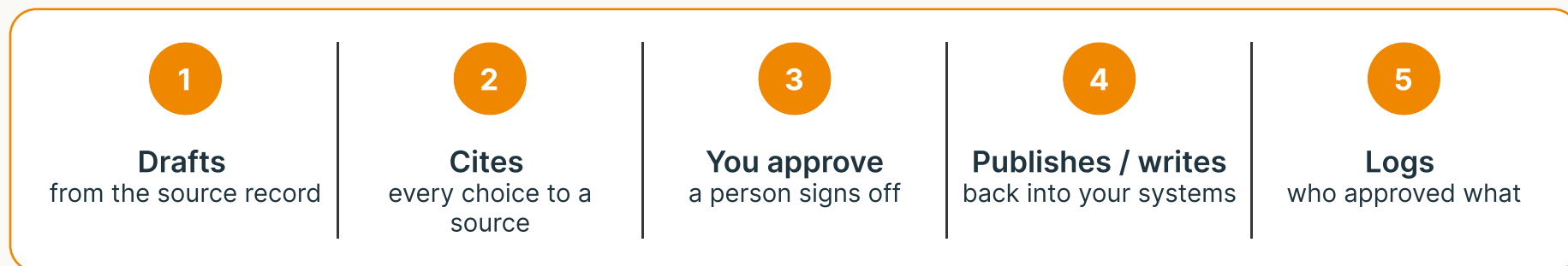
Analysts and strategists hand-build client updates, pulling numbers across tools instead of spending time on the work clients actually pay for.

What Operational AI does about it

Your strategists stay on strategy. Your editors and creative leads stay in control. The agents stay on the queue.



Every Metactto workflow runs the same governed loop.





Detailed workflow **architecture**.

Worked example: a landing page test, launched without the production bottleneck

Trigger A campaign brief lands: “New offer for the spring promo. We think a benefit-led hero will beat the current feature-led one.” The idea is clear, but no variants are built yet. The test waits on production.

Inputs The agent reads the campaign brief, brand guide, ICP notes, past landing page winners, top-performing paid search terms, and current page structure.

Agent action The agent drafts three landing page hero variants, frames the test hypothesis, and cites each creative choice to the source material.

YOUR-CMS.APP · EXPERIMENTS

LP Test · Spring Offer Hero	3 variants · staged for review
A · Control	Feature-led hero
B · Benefit-led	Outcome headline + CTA
C · Social proof	Logos + stat above fold
Hypothesis	Variant B lifts CVR
Cited to: brand guide · top performers · ICP notes · campaign brief	

Approval Nothing goes live until your strategist approves. The strategist can approve, edit, swap a variant, or reject the test. Each action is logged.

Publish / write-back On approval, the variants are published into the CMS and connected to the ad platform or testing tool.

Exceptions Where a brand claim, proof point, or audience insight cannot be grounded, the agent flags it instead of inventing one.

Success metric: Conversion lift and test velocity improved while strategist review stays in the loop.



The same architecture, across the workflows that run an agency.

Each agent owns one repeated production workflow, builds from your real records, cites its sources, and routes for approval.

Landing Page Builder	Builds landing pages and variants from a brief, on-brand and quality-checked, ready for your team to publish.	Spring offer LP · in QA	Pages shipped per sprint
Creative A/B Tester	Generates variants, frames the hypothesis, tracks the test, and calls the winner with data behind it.	3 variants live · 1,240 sessions	Conversion rate & test velocity
Ad Creative Studio	Drafts RSA, Meta, and LinkedIn creative sets and angles, on-brand and ready for review.	8 RSA · 5 Meta · 4 angles	Creative output & refresh cadence
Content Studio	Turns briefs into outlines, drafts, and repurposed assets, then holds publish-ready work for an editor.	Draft · 2 repurposes queued	Content throughput
Campaign Builder	Turns positioning, audience, pages, ads, and nurture into a repeatable launch, staged for sign-off.	LP · 6 ads · 4-step nurture	Campaign launch speed
Landing Page Optimizer	Aligns copy, keywords, and landing pages by buyer intent, spots underperformers, and proposes the next test.	High bounce · headline test drafted	Quality score & conversion rate
Reporting Copilot	Summarizes client campaign performance, explains what changed, and recommends the next move.	8-account rollup ready	Reporting time saved
Asset QA Agent	Checks drafts against brand, offer, audience, compliance, and channel requirements before review.	12 assets · 2 flagged	Review time & quality control

Any workflow that recurs across clients or campaigns and carries production, quality, conversion, or reporting risk is a candidate.

Business impact

Workflow
repeatability

Source readiness

Approval clarity

Implementation
path

The goal is not to automate everything at once. It is to choose the first workflow worth funding, build it well, measure the result, and expand from what works.



Agents work **inside the systems** you already run.

Operational AI does not require a rip and replace. Agents read from and write to your marketing software by record, with role-based access and approval gates.

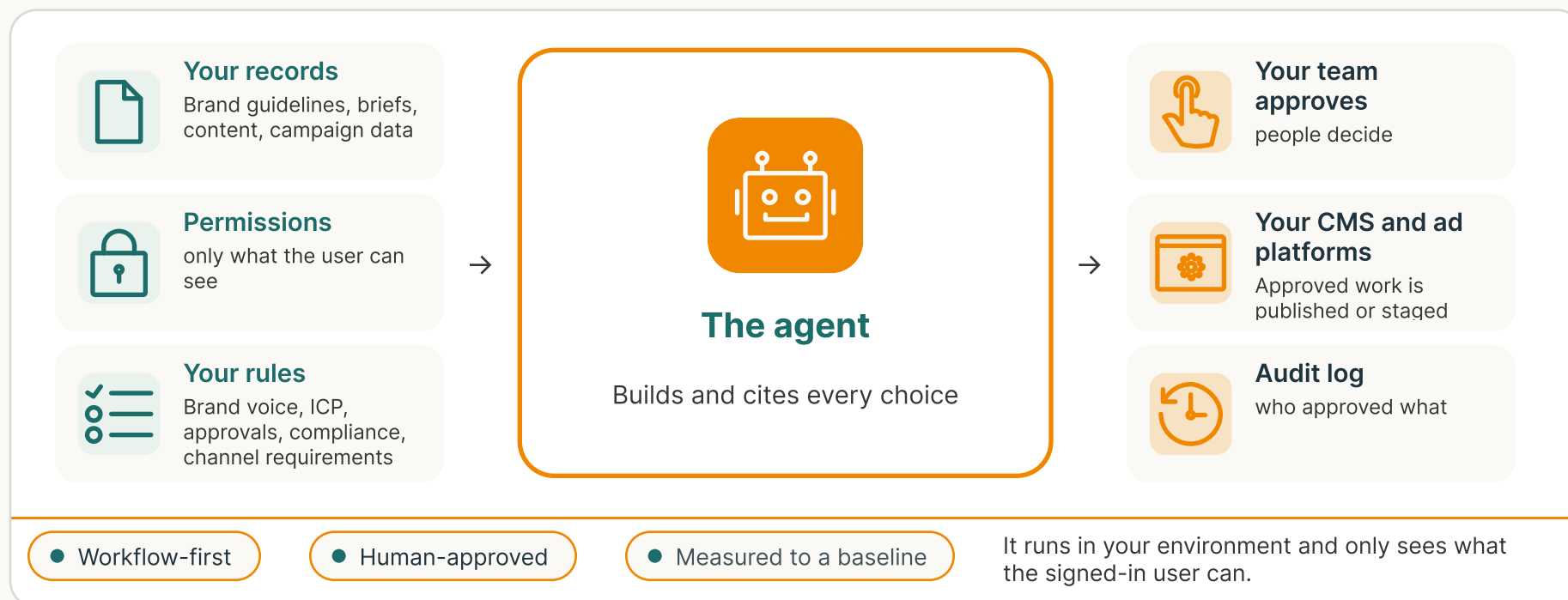
Common system categories

CONTENT, WEB & CMS	ADS, ANALYTICS & TESTING	CRM & AUTOMATION
WordPress / Webflow posts · pages · landing pages · publishing	Google Ads campaigns · keywords · spend · copy · performance	HubSpot contacts · campaigns · forms · workflows · nurture
Contentful structured content · content models	Meta & LinkedIn Ads creative · audiences · spend · campaign structure	Marketo programs · nurture · scoring · campaign activity
Figma design specs · creative assets · page layouts	GA4 sessions · conversions · attribution · engagement	Slack alerts · approvals · routing · review notifications
Google Docs briefs · drafts · edits · approvals	Optimizely / VWO experiments · variants · results	Asana / Monday.com tasks · owners · due dates · production status

Each integration is used at the record level. An agent works a specific landing page, ad set, campaign brief, content asset, report, or experiment, reading the source and writing the approved result back into the system of record rather than into a parallel tool.

Governance & risk controls

Operational AI is not an unsupervised black box. The system is built so that people decide and every action is accountable.





How the **value** is established.

Metacto does not lead with a generic ROI promise. The business case is built during Opportunity Mapping against your real baseline.

Value shows up at the workflow level

Each workflow targets a specific operational lever: speed, quality, conversion, capacity, or risk control.

LANDING PAGES

Pages and variants shipped faster, with strategist review preserved.

CREATIVE TESTING

More tests launched, stronger hypotheses, clearer winners.

AD CREATIVE

More on-brand variants produced before performance fatigue sets in.

CONTENT PRODUCTION

More usable drafts and repurposed assets maintaining editorial standards.

CAMPAIGN LAUNCH

Fewer handoffs, faster assembly, clearer approval paths.

REPORTING

Less manual deck-building and more time spent on insight and next steps.

The stakes are concrete, per workflow

A stalled landing page test does not just cost production time. It delays learning. A delayed ad refresh does not just slow creative output. It can increase fatigue and waste spend. A manually built client report does not just consume analyst hours. It takes time away from optimization.

The value is not “AI efficiency” in the abstract. It is the measurable improvement of a repeated workflow that already affects throughput, quality, conversion, or client delivery.

How your number gets built

During Opportunity Mapping, Metacto defines the baseline for your chosen workflow: current cycle time, manual effort, quality and rework rate, conversion impact, throughput impact, and the business value of improving the workflow.

Measurement continues after launch. The first workflow is not meant to prove that AI is interesting. It is meant to prove that the agency can operate better, measurably.

The same system answers each stakeholder.

CFO / PE sponsor — Measurable economics

A baseline and value case are established before any build. ROI is tracked against it, and a build or no-build call happens before budget is committed.

Strategy / creative leadership — Quality control

Each workflow has a clear owner who stays in the approval loop. Agents draft and recommend; strategists, editors, and creative leads decide.

Agency owner / CEO / COO — Operational leverage

More client work moves through the studio without adding production headcount at the same rate. Production systems run on real client work, not pilots.

Client services / account teams — Delivery speed

Campaigns, reports, and client-ready assets move faster, with fewer manual handoffs and clearer status visibility.



Governed AI in marketing operations.

In a GTM and revenue operations engagement, Metacto helped a marketing agency evaluate where AI could create measurable business impact, model the opportunity, and prototype governed workflows on real revenue systems.

CLIENT

Marketing agency

FUNCTION

Revenue Operations / GTM

FOCUS AREA

Lead Qualification & Personalized Outreach

SYSTEMS

HubSpot, Apollo, Clay, DarcylQ

The Operational Challenge

The agency had a strong GTM engine, deep institutional knowledge, and skilled operators. The constraint was scale.

Its highest-quality outbound depended on personalized research and sequence writing, but briefs, enrichment, qualification, suppression checks, and prospect research were still assembled across multiple systems by hand.

Personalized research alone took roughly two hours per prospect, limiting the team to about 75 personalized campaigns per year.

The Opportunity

Opportunity Mapping identified two high-leverage workflows for revenue impact and operational improvement:

Lead Qualification & Enrichment

Automate enrichment, ICP scoring, suppression checks, review queues, and MQL routing, with human approval kept in the loop.

Personalized Outreach

Turn enriched prospect context into research briefs, campaign recommendations, and email sequences that scale high-quality outbound without manual research for every prospect.

Modeled Business Case

≈\$2.1M

estimated 12-month opportunity modeled from the agency's GTM baseline

~2 hrs

manual research and sequence prep per prospect

~75

personalized campaigns run per year

65d

average deal-to-closed-won cycle

What Was Built

Metacto designed a governed GTM operating model that connected the agency's CRM, enrichment data, sequence history, campaign performance, ICP rules, and approval gates.

The system helped the team move from prospect context to qualified outreach by supporting:

Lead qualification

Scoring, suppression checks, enrichment, and review queues.

Personalized outreach

Research briefs, campaign recommendations, and sequence drafts.

Continuous improvement

Operator feedback, campaign results, and approval decisions feeding future recommendations.

Governed AI by Design

01 Human review gates

Operators review recommendations before key decisions move forward.

02 Traceable decisions

Every recommendation, approval, rejection, edit, and hold is captured.

03 Continuous learning loop

Human edits, campaign feedback, and sequence performance improve future recommendations.

04 System-level measurement

Confidence, alignment, and workflow performance are tracked over time.



Build the first workflow **worth funding**.

Operational AI for marketing agencies starts with one repeated workflow where throughput, quality, conversion, or client delivery is already being decided by hand.

That may be a landing page queue, an ad creative backlog, a content process that cannot keep up, a reporting workflow eating billable time, or a campaign launch buried in handoffs.

The goal is not to automate everything at once. It is to find the workflow with the clearest business case, build it deeply, govern it properly, and measure whether it changes how the agency operates.

What happens next

During Opportunity Mapping, Metacto helps your team identify:

01

Where value is leaking

Which workflows are slowing throughput, quality, conversion, or client delivery.

02

Which workflow should come first

The candidate with the strongest mix of impact, readiness, repeatability, and implementation path.

03

What the system would need to use

The records, tools, permissions, brand rules, campaign data, and approvals required.

04

How the business case gets measured

The baseline, success metric, and value model that determine whether the build is worth funding.

Is this the right fit?

GOOD FIT

You run recurring production work like landing pages, ad creative, content, campaigns, reporting, and tests.

Throughput or quality is capped by manual production and review.

Your brand, content, campaign, and analytics data live in systems you can integrate.

You want a production system that runs on real client work and is measured against a baseline.

NOT A FIT

You want a generic chatbot or a one-off prototype

There is no source of truth for your brand, content, or campaign data.

No one is accountable for the workflow or its number

You are not ready to measure impact against a baseline

Map Marketing Agency **AI Opportunities**.

Tell us about the production or testing workflow creating the most friction. We will help you find where AI can lift throughput, conversion, or quality, and whether it is worth building.

[Map Marketing Agency AI Opportunities](#)