



Keynote Presentation | **Will AI Agents Take Over Your Marketing Job?** (Spoiler: Just the tedious parts)



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VIRTUAL



Will AI Agents Take Over Your Marketing Job?

(Spoiler: Just the Tedious Parts)

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CMO, Optimizely



"By 2030, most online interactions will be driven by AI agents."

Source: Me

Nov 30, 2022:

ChatGPT
launches

April 2023:

Microsoft
Copilot launch

May 2024:

AI summaries
in Google

2025+

Widespread
adoption of
AI agents

Early 2023:

AI content
generation

June 2023:

AI generated
ads

August 2024:

AI agents for campaign
management

The AI era of marketing is here.

Ambiguous > real AI

Practitioners eager to adopt, but companies are behind in deploying at scale (a result of one-off point solutions) or realizing real ROI.

Reshaped workforce

AI is an **enabler**, not an eliminator; it will re-shape how we work and allow generalists to become specialists.

Agents transform marketing

The opportunity for AI agents is most pronounced in marketing, allowing CMOs to scale beyond imagination.

What are AI agents?



Autonomous software programs

Real-time decision makers

Learning and adapting

Multi-functional

User-centric



Defining agents

AI agents act independently to perform specific tasks or functions.



Autonomous software programs

Real-time decision makers

Learning and adapting

Multi-functional

User-centric

Defining agents

They analyze data and make decisions without human intervention.



Autonomous software programs

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Defining agents

AI agents continuously improve through machine learning and adapting to new information.



- Autonomous software programs

- Real-time decision makers

- Learning and adapting

- Multi-functional

- User-centric

Defining agents

They integrate across platforms to perform diverse tasks like communication, data analysis, and content generation.



- Autonomous software programs

- Real-time decision makers

- Learning and adapting

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- User-centric

Defining agents

Designed to interact with users seamlessly, providing personalized and context-aware solutions.



Autonomous software programs

Real-time decision makers

Learning and adapting

Multi-functional

User-centric



Alternative definition:

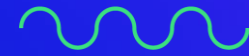
AI-powered helpers that can take over the tedious parts of your job.



**And it gets a bit crazier with
multi- agent collaboration.**

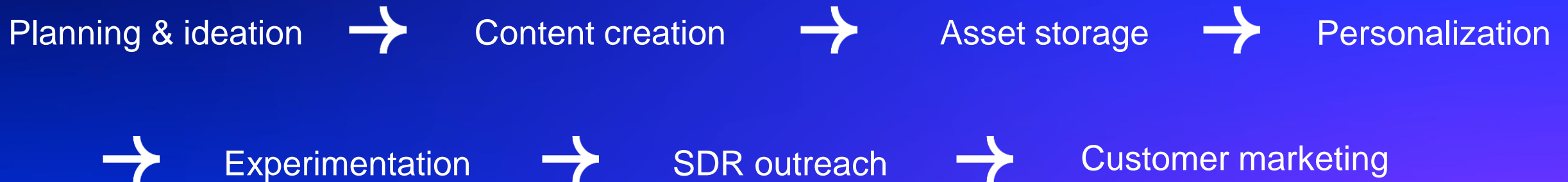


01



**How Optimizely's
marketing org
uses AI now**

How Optimizely puts AI into practice (with a human touch)



AI-accelerated workflows

Planning and ideation

Opal (powered by Gemini) for ideation, as well as campaign and content briefs.

Create Campaign

Title * ⓘ

Increase member signup

23/80

Brief ⓘ [Upload Brief](#)

Describe the campaign goals, target audience, channels, and etc. ✎

📅 Launch Date

Tone of Voice ⓘ

Brand - Alex ▾

+ Add content >

Cancel **Create**

Ideate with AI

✕

🔗 Based on the user journey analysis of your site, "Urban commuters" engaged with your site 18% longer. You have better opportunity meeting your campaign goal with this group.

Suggestion

Target Urban Commuters

Other target audience ▾

👤 Target Urban Commuters

🔗 Based on your site traffic, we have identified regions that are experiencing an increase in activity. Which specific regions would you like to target for your efforts?

North America

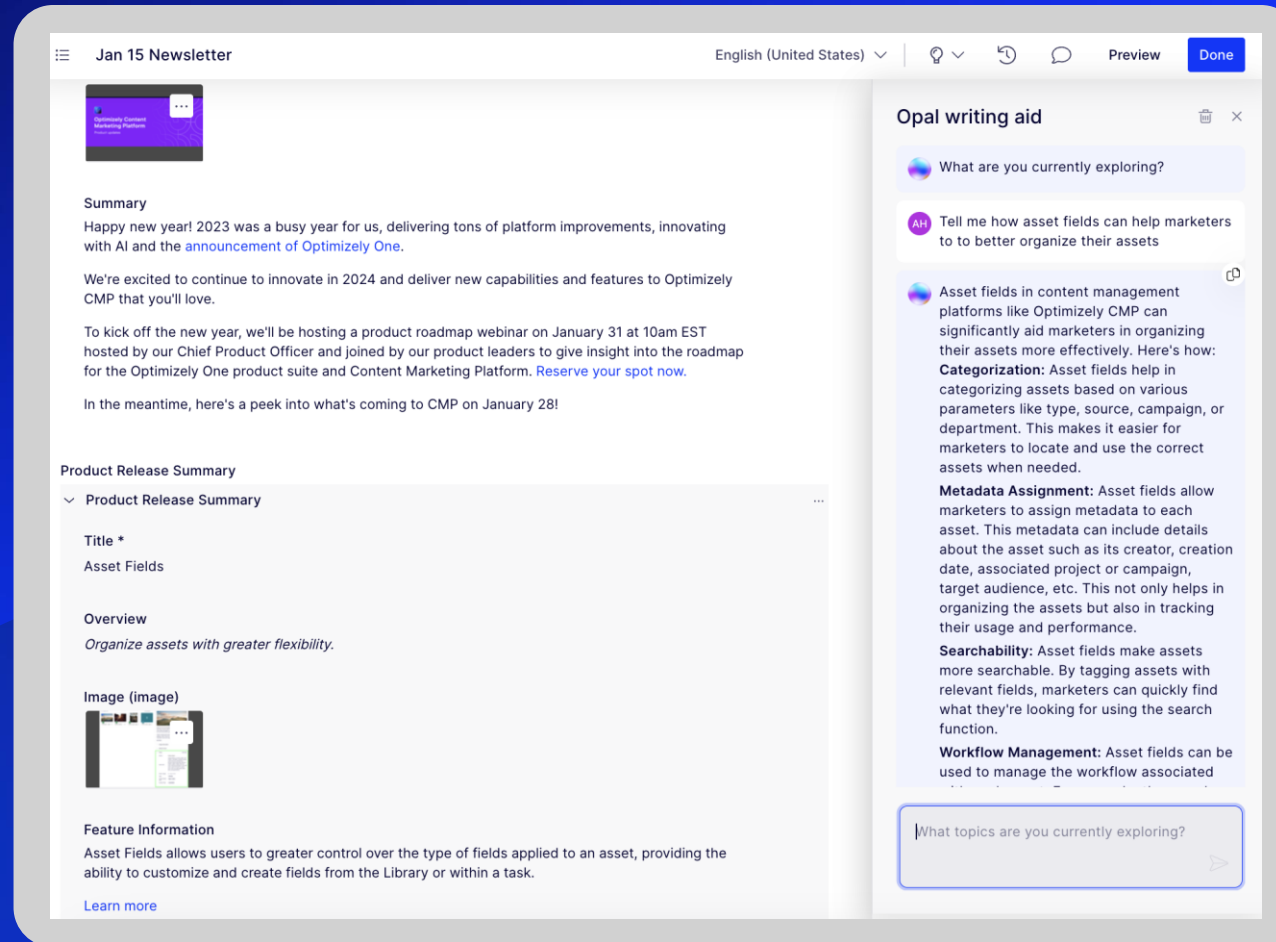
Asia

Everywhere

Ask AI to... ➤

Content creation

Opal's AI Content Generator for sparking creativity and creating first drafts.



The screenshot displays the Opal AI Content Generator interface. The main editor shows a draft for a "Jan 15 Newsletter" in English (United States). The draft includes a summary, a product release summary, and feature information. The AI writing aid sidebar on the right provides context and suggestions for the content.


Jan 15 Newsletter English (United States) Preview Done

Summary
Happy new year! 2023 was a busy year for us, delivering tons of platform improvements, innovating with AI and the [announcement of Optimizely One](#).
We're excited to continue to innovate in 2024 and deliver new capabilities and features to Optimizely CMP that you'll love.
To kick off the new year, we'll be hosting a product roadmap webinar on January 31 at 10am EST hosted by our Chief Product Officer and joined by our product leaders to give insight into the roadmap for the Optimizely One product suite and Content Marketing Platform. [Reserve your spot now](#).
In the meantime, here's a peek into what's coming to CMP on January 28!

Product Release Summary
Product Release Summary

Title *
Asset Fields

Overview
Organize assets with greater flexibility.

Image (image)


Feature Information
Asset Fields allows users to greater control over the type of fields applied to an asset, providing the ability to customize and create fields from the Library or within a task.
[Learn more](#)

Opal writing aid

What are you currently exploring?

AH Tell me how asset fields can help marketers to to better organize their assets




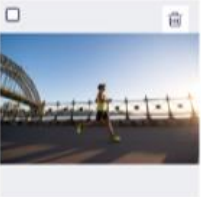


Asset fields in content management platforms like Optimizely CMP can significantly aid marketers in organizing their assets more effectively. Here's how:
Categorization: Asset fields help in categorizing assets based on various parameters like type, source, campaign, or department. This makes it easier for marketers to locate and use the correct assets when needed.
Metadata Assignment: Asset fields allow marketers to assign metadata to each asset. This metadata can include details about the asset such as its creator, creation date, associated project or campaign, target audience, etc. This not only helps in organizing the assets but also in tracking their usage and performance.
Searchability: Asset fields make assets more searchable. By tagging assets with relevant fields, marketers can quickly find what they're looking for using the search function.
Workflow Management: Asset fields can be used to manage the workflow associated

What topics are you currently exploring?

Asset optimization in DAM

AI-tagging, Renditions with Smart Focal Point for automated asset management.

Uploading 6 asset(s) Select All + Add Assets

 Computer-on-desk.jpg Tags chair, computer, computer hardware, computer keyboard, electronics, furniture, hardware, indoors, laptop, pc, person, table, tabletop	 Gettyimages-1207391933.jpg Tags beverage, boy, child, coffee, coffee cup, cup, face, head, male, people, person	 Gettyimages-1210536672.jpg Tags chair, computer, computer hardware, computer keyboard, electronics, furniture, hardware, indoors, laptop, pc, person, table, tabletop
 photo-1556746834-cbb4a38ee593.jpg Tags boy, clothing, hat, male, person, running, teen	 Remote-working-laptop (3).jpg Tags computer, computer hardware, computer keyboard, desk, electronics, furniture, hardware, laptop, pc, table	 Running-in-Mountains.jpg Tags nature, outdoors, person, running, scenery, walking

Title
Enter title for assets

Attribution
Enter Attribution

Description
Enter Description

Alt Text
Enter Alt Text

Asset Expiry Date

Labels

Tags

Cancel Done

Personalization

Opal, Web Experimentation and ODP.

The screenshot displays the Opal personalization interface for an experiment named 'mab-example'. The interface is divided into several sections:

- Left Sidebar:** Contains navigation options: 'Full Stack walkthrough', 'Rules', 'Flag Setup', 'Default Variables', 'Variations', 'History', and 'Settings'. The 'Development' environment is currently selected.
- Rules for Development:** A central panel where the flag is currently 'Off'. A message states: 'This flag is Off for this environment. No rules will be evaluated, and no events will be recorded.' Below this, a rule is defined: 'The following rule will be evaluated for all visitors'. The rule is a 'Multi-Armed Bandit' type, which is applied to 'Everyone'. The default variable is set to 'Off'.
- Metrics:** A search bar is provided to add metrics. The selected metric is 'Overall Revenue', with the goal to 'Increase the total revenue per visitor for Overall Revenue'.
- Deliver Variations:** A table showing the distribution of traffic across three variations:

Order	Variation	Traffic
1	variation_1	33.33 %
2	variation_2	33.33 %
3	variation_3	33.34 %
- Additional Settings:** Includes an 'Allowlist' to force up to 10 users into any variation(s) and an 'Exclusion Group' dropdown set to 'None'. A 'Required field' label is visible below the exclusion group.
- Bottom:** 'Revert' and 'Save' buttons are located at the bottom right of the configuration area.

Experimentation

Strategy bot with in-app guidance on which experiments to run & how to measure and summarize results.

The screenshot displays a user interface for an experimentation platform. The main content area is titled "Landing Page Signup Test" and is marked as "Not Started". It features a navigation bar with tabs for "Brief", "Variations", "Experiment", "Learnings", "Fields", and "More". Below the navigation, a message states: "This brief was created based on the AI recommendation." Two status tags are visible: "Priority: High" and "Confidence Score: 3.8".

The main content is organized into several sections:

- Messaging:** Placeholder text - The stylish Mosey Scooter for Kids has a spacious seat covered in leather which will enable your little one to enjoy a comfortable and smooth ride protected by our innovative safety technology.
- Business Goals:** Increase scooter sales for by 15%
- Target Audience:** Everyone
- Content Mix:** Email, In Store, Social, Web, Direct Mail, Display, Video
- Primary Metric:** Clicks to checkout
- Supporting Metrics:** Clicks to product details page, Subscribe to newsletter
- Schedule:** Sep 1 - Oct 31, 2022

On the right side, there is a sidebar titled "Ideate with AI". It includes a search bar with the placeholder text "Ask me anything to start." and a "Task Start Date" / "Due Date" selector. Below this, there are two suggested experiments: "Increase checkout rate" and "Increase subscription". A "Workflow" section is also visible, showing a "Basic Marketing Workflow" with steps: "Create" (2), "Review", and "Approve / Publish". An "Add Step" button is located at the bottom of the workflow list. At the very bottom of the sidebar, there is an "Ask AI to..." input field with a submit arrow.

SDR outreach

OptiGPT, Lavender.AI, 6Sense Conversational AI, CMP, Scribe by LeadIQ.

The screenshot displays the Optimizely Marketing interface for a task titled "TSK-26547" under the path "GTM Solution Strategy > CMP > CMS > Task". The main content area is titled "SDR Outreach Sequences" and is currently in an "In Progress" state. Below this, there are tabs for "Brief", "Content", "Fields", "Publishing", "Related", "Financials", and "History". A blue "Add Content" button is visible. The central focus is a "First Draft - CMP outreach sequences" document, which is a table with one row labeled "Email 1".

Email 1
<p>SUBJECT (1): Optimizely + [Company Name]: Coffee & Content Brainstorming/Collab? SUBJECT (2): How can we continue helping [Company Name]? SUBJECT (3): {{first.name}}, want to uplevel even more?</p> <p>Variation 1: don't know us & involved with content Hi {{first_name}},</p> <p>Not sure if you know, but Optimizely is a partner of {{company.name}} in helping power your CMS. And, we can do even more.</p> <p>Our content marketing platform seamlessly integrates with your CMS, delivering:</p> <ul style="list-style-type: none">- AI-powered workflows for faster content creation- Unified collaboration across teams- Data-driven personalization for better experiences- Accelerated time-to-market <p>Can we set up a time to discuss how we can help you create better content, faster?</p>

To the right of the main content is a "Workflow" section with a "Select Workflow" dropdown and a list of steps: "1. First Draft", "2. Review & Edit", and "3. Final Draft". The status is "Assigned to Patricia" and "include CMS12 bit in e". A "Not Started" dropdown and an "Add Step" button are also present.

On the far right, there is a "Ask Opal for this Task" chat window. It contains a prompt: "What are you currently exploring?" and a response from the AI assistant (AH): "Write a first draft for a brief outreach email to a prospect who has a marketing role and can benefit from using Optimizely CMP". Below this, the AI has generated a subject line and a body of text for the email draft.

Subject: Enhance Your Marketing Strategy with Optimizely CMP

Dear [Prospect's name],

I hope this message finds you well. My name is [Your Name] and I am reaching out on behalf of Optimizely, a leading provider of digital experience optimization solutions.

In today's dynamic marketing landscape, personalization and data-driven decision making are more crucial than ever. I understand you have a vital role in your organization's marketing strategy, and I believe Optimizely CMP can greatly augment your efforts.

The Optimizely Consent Management Platform (CMP) allows you to manage and optimize all aspects of user consent in an efficient and compliant manner. Our platform is designed to ensure that your marketing initiatives adhere to

At the bottom of the chat window, there is another prompt: "What topics are you currently exploring?"

Customer marketing

OptiGPT (Customer Stories Database).

What products does Dot Foods use?

Dot Foods uses the following Optimizely products based on the provided contexts: A/B Testing, Catalog Management, Content Management, Episerver's Cloud Offering, Global Commerce, Order Management, Visitor Groups, Web Product Recommendations, and Monetize.

Do we have any success stories for Dot Foods?

Yes, based on the provided contexts, there is a success story for Dot Foods involving the use of Optimizely's solutions. Dot Foods achieved a 2-week deployment of a COVID-19 microsite using Optimizely, and was able to sell \$1M worth of excess product on the microsite within the first 2 months. Additionally, Dot Foods achieved a 3x projected increase in online revenue using Optimizely's solutions. The success story mentions the business lift generated for Dot Foods with the COVID-19 microsite built on Episerver. Therefore, the answer to the query is "Yes, there is a success story mentioned for Dot Foods based on the provided contexts."

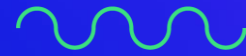
Tell me more about the Dot Foods company

Based on the provided contexts, Dot Foods is a B2B company in the food distribution sub-industry of the distribution industry. The company is located in the United States and has used Optimizely's Monetize solution and several other products, including A/B Testing, Catalog

Ask anything...



02

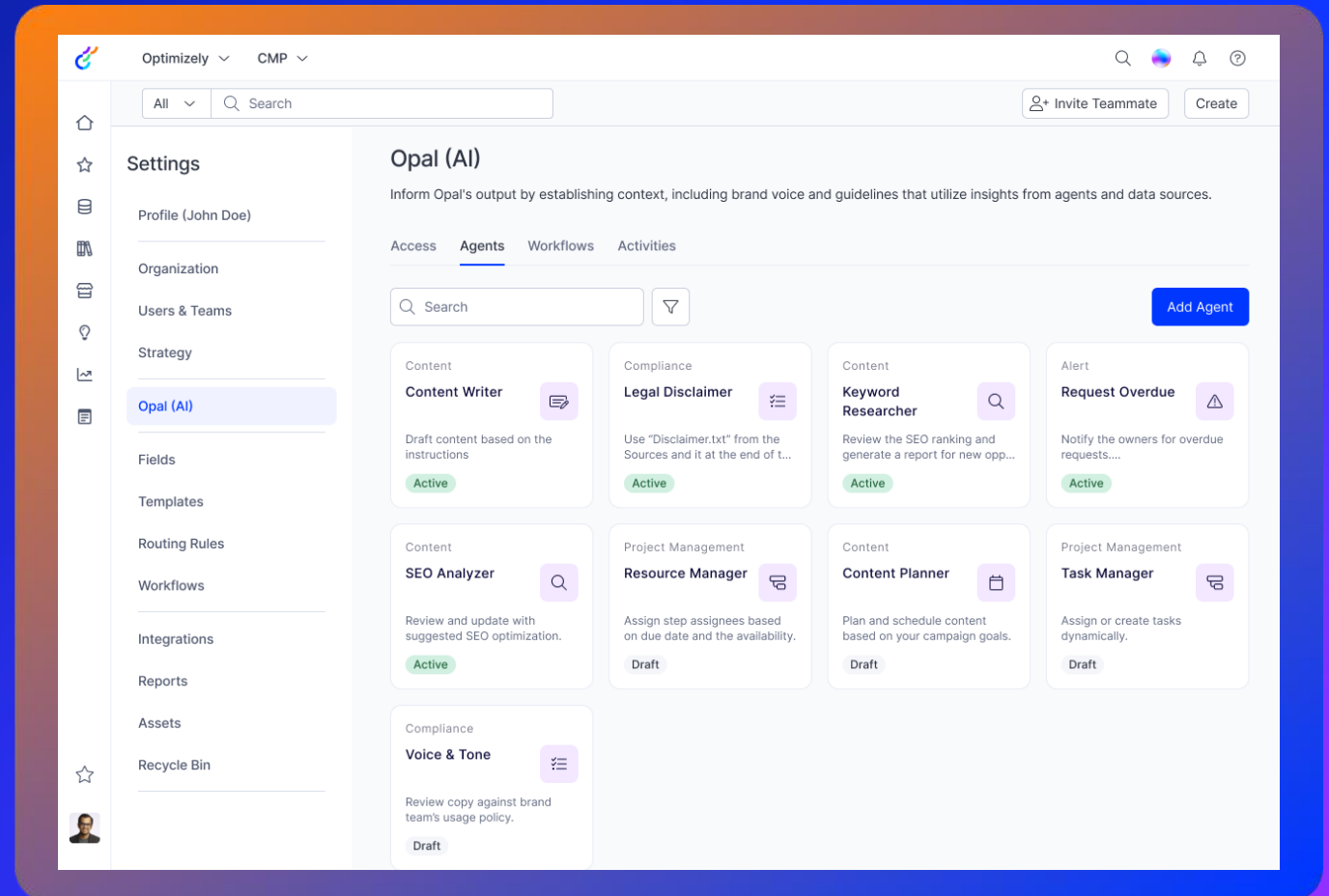


How We're Testing Agents

Agents galore

Available inside our CMP, as well as in other products.

Agents have awareness of vast amount of context: brand guidelines, all existing content in our DAM/website, product marketing, customer case studies and more.



Remember multi-agent collaboration?

The more specific the agent, the better.

In the case of content marketing, a team of agents need to work together to execute on a content marketing program.

Every piece of content requires multi-agent workflows chained together.

The screenshot displays a configuration interface for a 'Content Workflow'. At the top, a dropdown menu shows 'Content Workflow' with the subtitle 'Orchestrate how content is created by agents'. Below this, a 'Workflow Name' field contains 'Content Workflow' and is accompanied by an 'Active' toggle switch. An 'Instructions' field contains the text 'Review the SEO ranking and generate a report for new opportunities.' To the right, a 'When to use?' section includes checkboxes for 'Copy Generation', 'Image Generation', 'Social Post Creation', and 'Other', with 'Social Post Creation' and 'Other' selected. A text box below these options reads: 'When the the "Blog Post" workflow is added to a task or when an a new campaign is created.' At the bottom right of this section is a 'Time-based Trigger' checkbox. The central 'Workflow' section shows a vertical sequence of five agent tasks: 'Keyword Researcher' (Identify keyword opportunities for boosting orga...), 'Content Planner' (Plan and schedule content based on your campai...), 'Content Writer' (Draft content based on the instructions), 'Legal Disclaimer' (Use "Disclaimer.txt" from the Sources and it at th...), and 'SEO Analyzer' (Review and update with suggested SEO optimiza...). Each task is connected to the next by a downward arrow with a plus sign. At the bottom of the interface are 'Delete', 'Cancel', and 'Update' buttons.

Content marketer agent

Generate and execute on a content marketing strategy:

- Keyword research
- Content/topic research
- Create editorial calendar
- Create content
- Measure results

The screenshot displays a user interface for creating a marketing campaign. On the left, the 'Create Campaign' section includes a list of campaign types (Digital Advertising, Content Marketing, Email Campaigns), success metrics (website traffic, member signups, social media engagement), a 'Tone of Voice' dropdown set to 'CEO - Alex', and a grid of content types with selection checkboxes. On the right, the 'Ask Opal' panel shows an AI-generated brief with an objective, target audience, marketing channels, and success metrics, along with a 'Re-generate' button and an 'Ask AI to...' input field.

Create Campaign

- Digital Advertising
- Content Marketing (Blog posts & social posts)
- Email Campaigns

Success Metrics:

- Increase in website traffic and time spent on the product page.
- Growth in the number of member signups and conversions.
- Engagement metrics on social media platforms and content marketing channels.

Tone of Voice ⓘ

CEO - Alex

✦ Add Content ▾

<input checked="" type="checkbox"/> Blog post	<input type="checkbox"/> Case study	<input checked="" type="checkbox"/> Facebook post
<input type="checkbox"/> FAQs	<input type="checkbox"/> Instagram caption	<input type="checkbox"/> Keynote
<input type="checkbox"/> Landing Page	<input type="checkbox"/> LinkedIn post	<input checked="" type="checkbox"/> Newsletter
<input checked="" type="checkbox"/> Nurture email sequence	<input checked="" type="checkbox"/> Press Release	<input type="checkbox"/> Twitter post

Cancel **Create**

Ask Opal

Here's the suggested brief for your campaign:

Objective: Increase brand visibility and awareness.

Target Audience: The campaign will specifically target urban commuters residing in major cities across North America. These individuals value convenience, sustainability, and innovative solutions to improve their daily commute.

Marketing Channels:

- Digital Advertising
- Content Marketing (Blog posts & social posts)
- Email Campaigns

Success Metrics:

- Increase in website traffic and time spent on the product page.
- Growth in the number of member signups and conversions.
- Engagement metrics on social media platforms and content marketing channels.

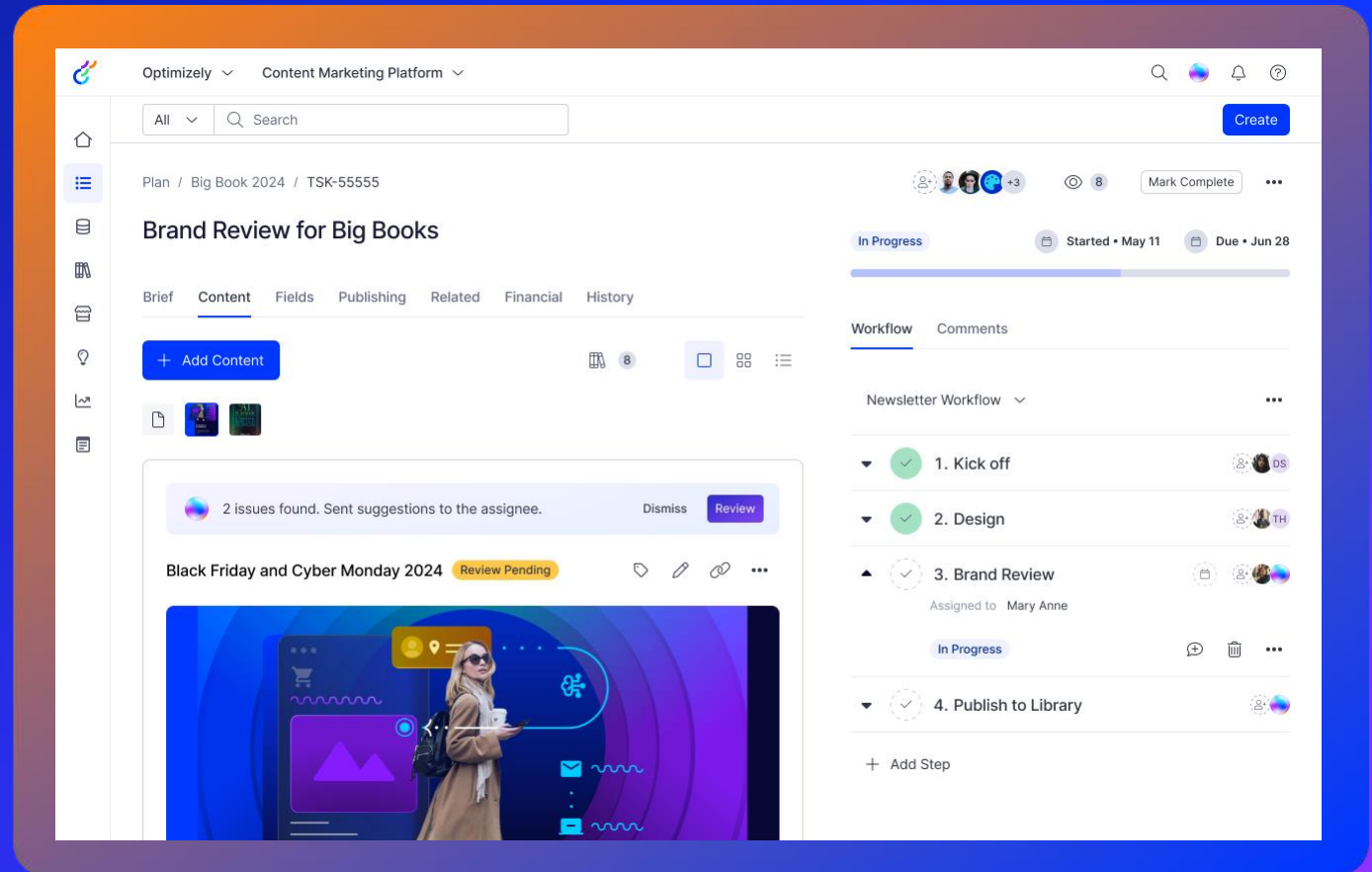
← **Re-generate**

Ask AI to... →

Brand compliance agent

Agent that can help to:

- Evaluate content against a set of compliance guidelines
- Surface the results and recommendations to the user



Project manager agent

An agent that:

- Ensures projects run on time and budget
- Can communicate with other agents (e.g. Resource Agent that will reassign work if someone is at capacity)

The screenshot displays the Lumino project management interface. At the top, there's a navigation bar with 'Lumino' and 'CMP' dropdowns, and search, notification, and help icons. Below this, a breadcrumb trail shows 'Plan > Campaign'. A notification bubble from 'Opal Agents' states: 'The task was created and assigned automatically based on your campaign goals and your team's availability.' The main content area is titled 'Back to School 2024' and includes a status indicator 'In Progress', start date 'Started • Jul 1', and due date 'Due • Set 30'. A horizontal menu allows switching between 'Brief', 'Content', 'Fields', 'Analytics', 'Content', and 'History'. The 'Brief' section is active, showing 'Objective' (Increase back-to-school sales by 15%, Gain 10% market share, Raise brand awareness by 20%), 'Topics' (Learn through play, Career Readiness, Inclusion & Equity), and 'Target Audience' (Household Income: 100k+, Pre-School, Early Elementary School, STEM-Parents). On the right, an 'Experiment Workflow' section lists tasks: Brief (completed, Jul 1), Creative Design (started, Jul 9), Setup (started, Jul 15), QA (started, Jul 29), Approval (started, Jul 31), Live (started, Aug 14), and Analysis (started, Sep 14). An 'Add Step' button is at the bottom.

Campaign creator agent

Generate an entire campaign kit, including:

- Quality campaign brief
- Tasks for executing each element of a campaign
- On-brand content
- Social posts for promoting content

The screenshot displays the 'Create Campaign' interface. On the left, under 'Create Campaign', there is a list of campaign types: Digital Advertising, Content Marketing (Blog posts & social posts), and Email Campaigns. Below this, 'Success Metrics' are listed: Increase in website traffic and time spent on the product page, Growth in the number of member signups and conversions, and Engagement metrics on social media platforms and content marketing channels. The 'Tone of Voice' is set to 'CEO - Alex'. Under 'Add Content', various content types are listed with checkboxes: Blog post, Case study, Facebook post, FAQs, Instagram caption, Keynote, Landing Page, LinkedIn post, Newsletter, Nurture email sequence, Press Release, and Twitter post. At the bottom right of this section are 'Cancel' and 'Create' buttons.

On the right, the 'Ask Opal' panel shows a suggested brief for the campaign. The brief includes: Objective: Increase brand visibility and awareness. Target Audience: The campaign will specifically target urban commuters residing in major cities across North America. These individuals value convenience, sustainability, and innovative solutions to improve their daily commute. Marketing Channels: Digital Advertising, Content Marketing (Blog posts & social posts), and Email Campaigns. Success Metrics: Increase in website traffic and time spent on the product page, Growth in the number of member signups and conversions, and Engagement metrics on social media platforms and content marketing channels. At the bottom of this panel are a 'Re-generate' button and an 'Ask AI to...' input field.

Other agent examples for content marketers.

Audience insights

AI agents can segment audiences in real-time and recommend content topics that resonate most with each segment.

Streamlined content creation

Dynamic creation of personalized content versions for different audience segments.

Performance & optimization

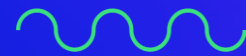
AI generates detailed insights into what's working and what's not, allowing marketers to refine their strategies.

A/B Testing automation

Automatically tests different versions of content and implements the best-performing ones.



03



**Tips for
thoughtfully
embracing AI**

There are pitfalls to a haphazard approach to AI



Poor digital experience

Relying too much on AI—without deliberate human intervention—can result in bland and robotic digital experiences



Too many point solutions

Overloading your martech stack with AI tools will result in high TCO, underutilized tech, and overwhelmed marketers



Brand damage

Biased or inaccurate content generated by AI can pose a challenge to brand governance and compliance.

How to "thoughtfully" use AI

We're marketing to other humans, after all.



Personalize with empathy

Provide AI-powered but human-driven, tailored experiences that are empathetic & acknowledge customer privacy



Require human oversight

Ensure that humans have a step in the content workflow to oversee & correct inaccuracies and biases



Maintain transparency

Consider adding disclaimers on content and marketing efforts (e.g. Powered by Opal) to garner trust with your audience



Get WILD. Not B2Boring.

Emerging Trends for AI Agents



Brand Ambassadors

Autonomous agents representing brands in virtual or real spaces



Influencers

AI personas creating authentic connections with niche audiences



Integration with IoT

AI agents leveraging data from connected devices or even controlling real world devices in your home or office



Remember.

2030 is just 5 years away.