



# Keynote Presentation **[AI Agents]** The Digital Workforce Redefining the Future of Websites & Marketing



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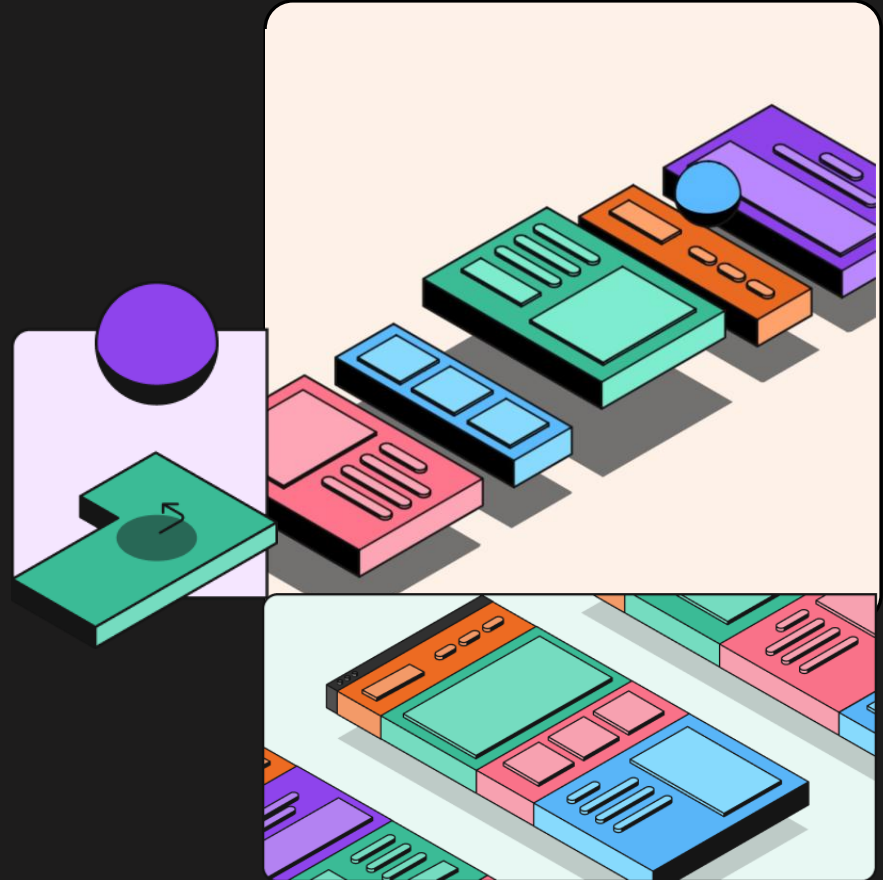
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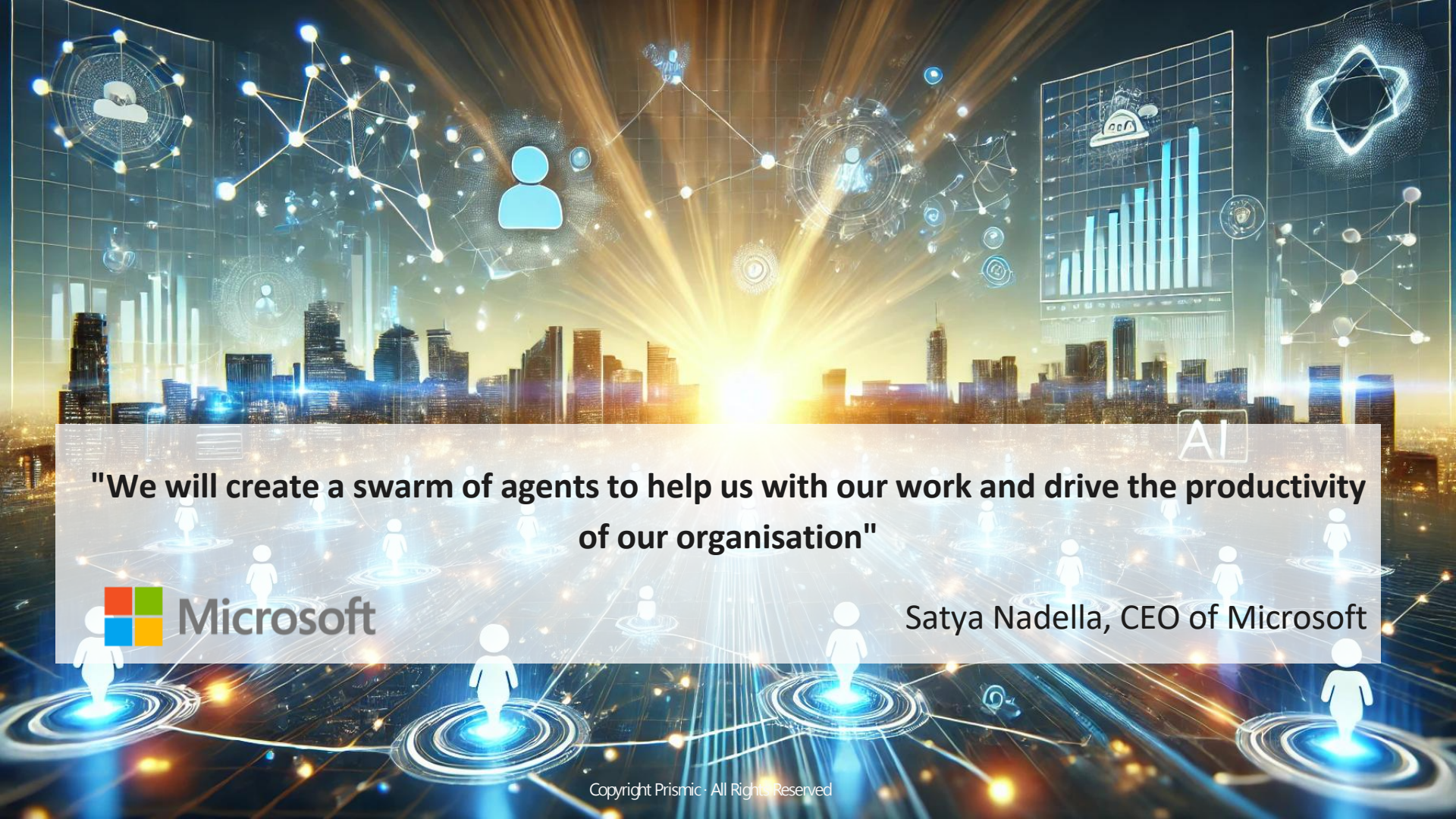
# AI Agents: The Digital Workforce Redefining the Future of Websites & Marketing

MarTech Summit Berlin  
Edwina Dendler, Prismic



We're on a journey to make websites and landing pages easy to scale for marketers. Drop by our booth to find out more!





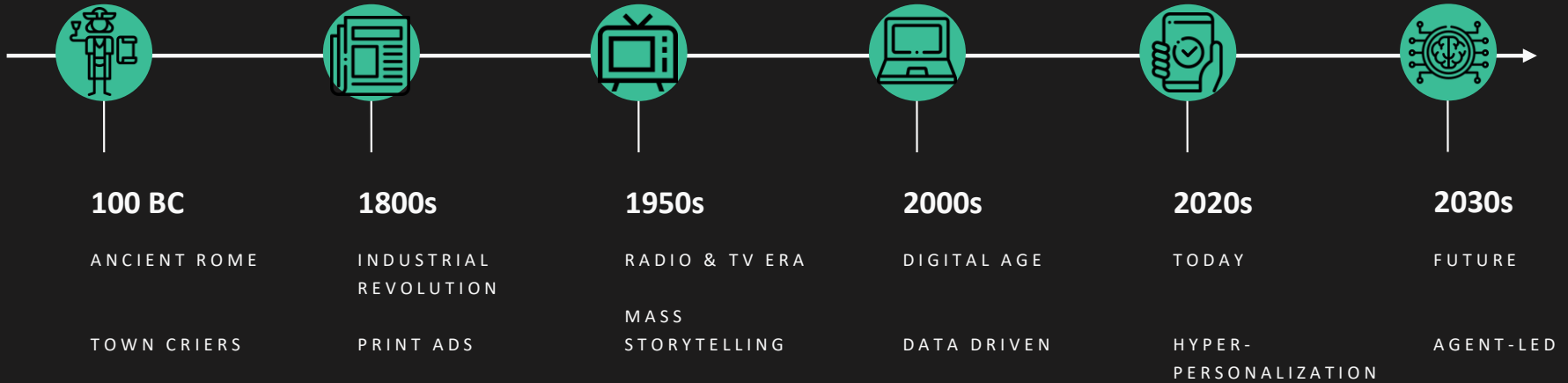
**"We will create a swarm of agents to help us with our work and drive the productivity of our organisation"**

AI



Satya Nadella, CEO of Microsoft

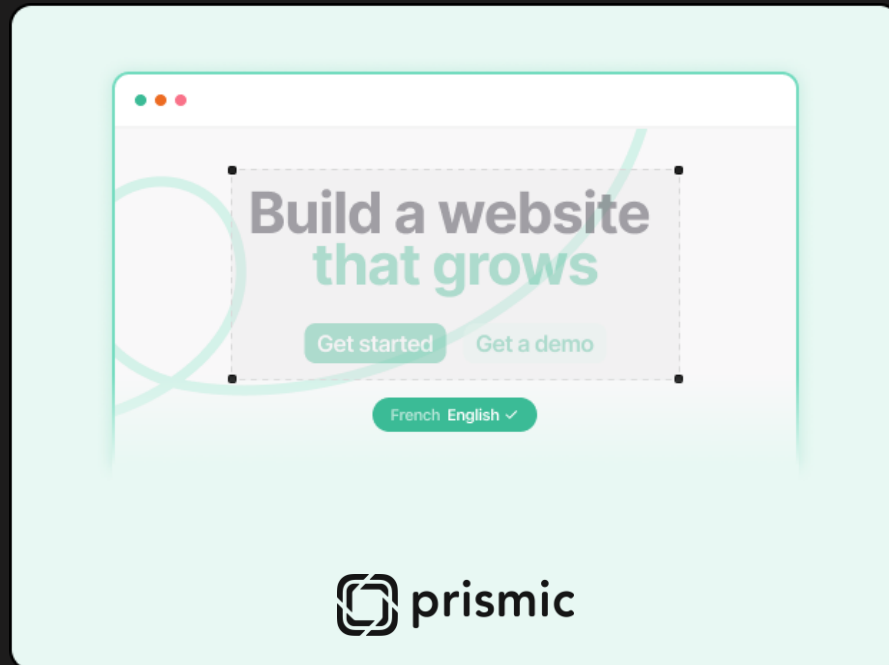
# Marketing has always evolved with technology. AI is just the next chapter.



# AI is already in many of our workflows today

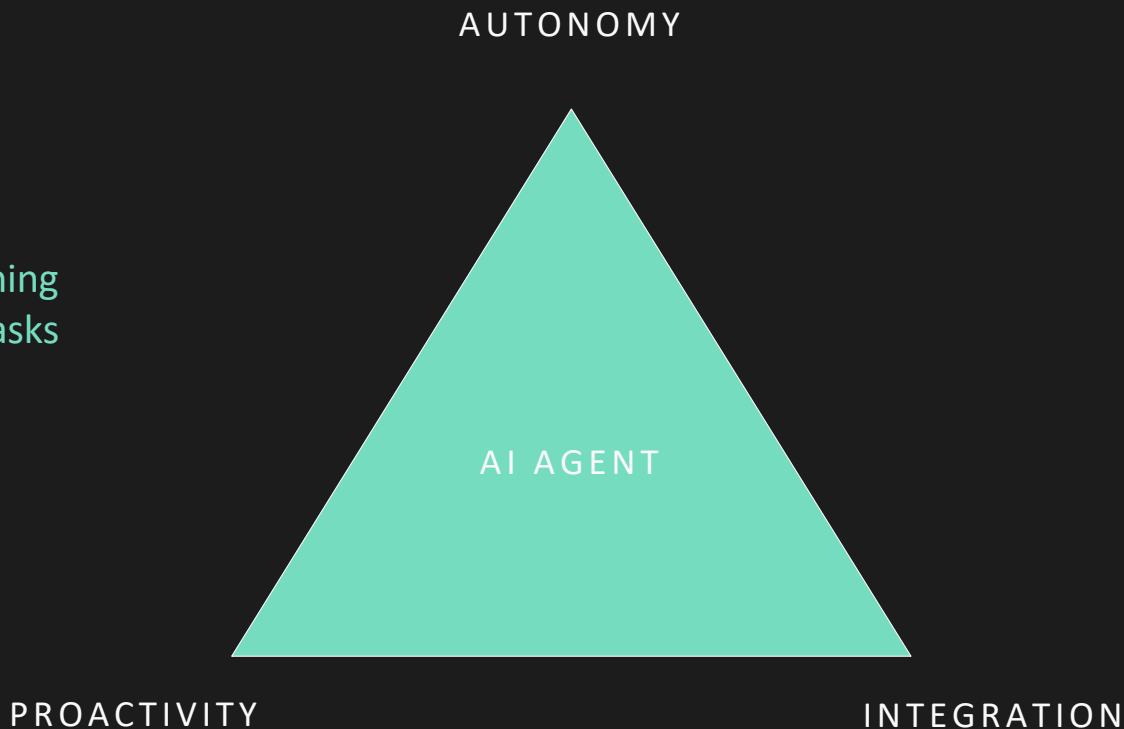


From translation to SEO metadata, built-in AI assistants have already made website workflows more efficient for the teams managing content.



# AI agents: from assistants to autonomous problem solvers

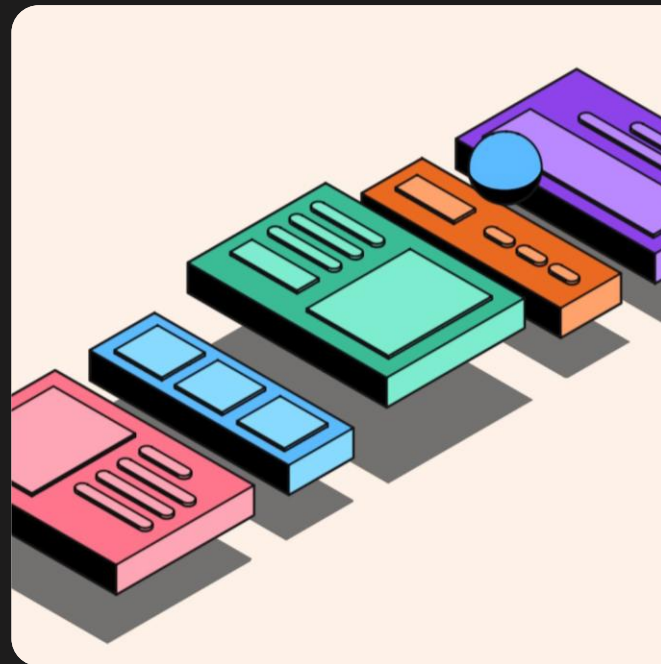
AI agents that meet all three defining criteria will be able to complete tasks on our behalf



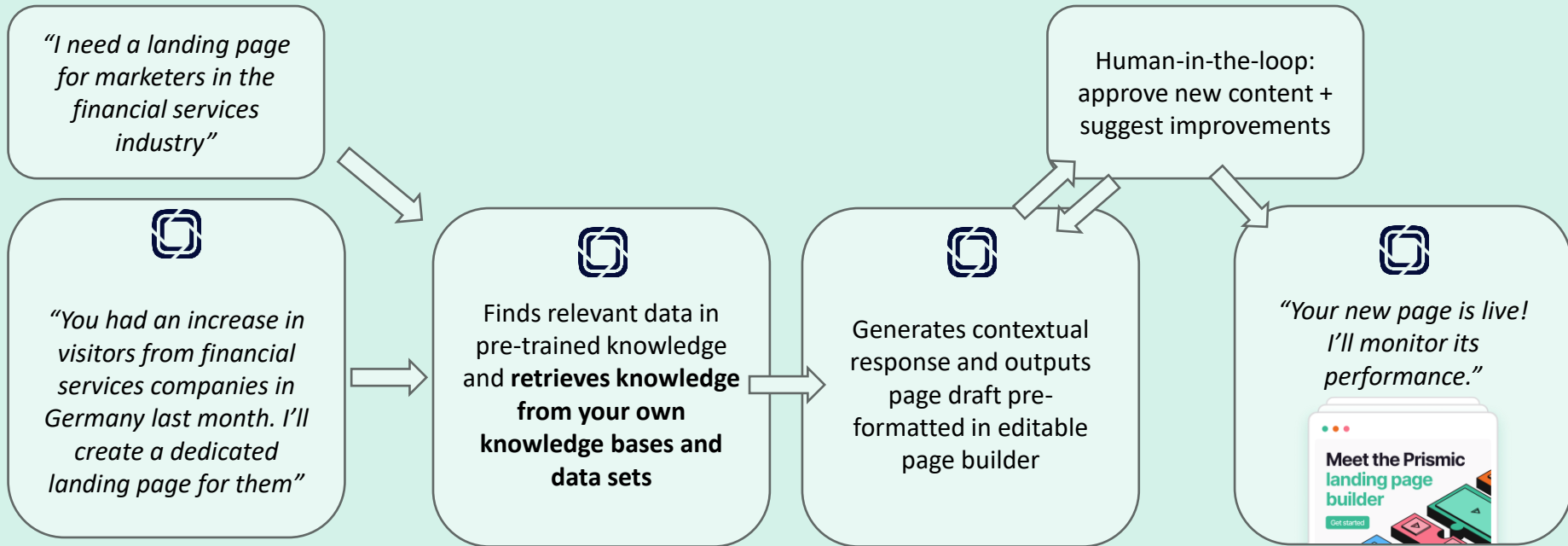
# AI agents will enable autonomous websites

## An autonomous website will be able to:

- **Autonomously** personalize content dynamically for every visitor
- Detect underperforming pages and **proactively** adjust content automatically
- **Integrate** with your existing MarTech stack to perform complex workflows and surface content & data you already have in other systems



# Autonomous websites: landing page agent



HubSpot Segment

Amplitude



HIGHSPOT

bynder

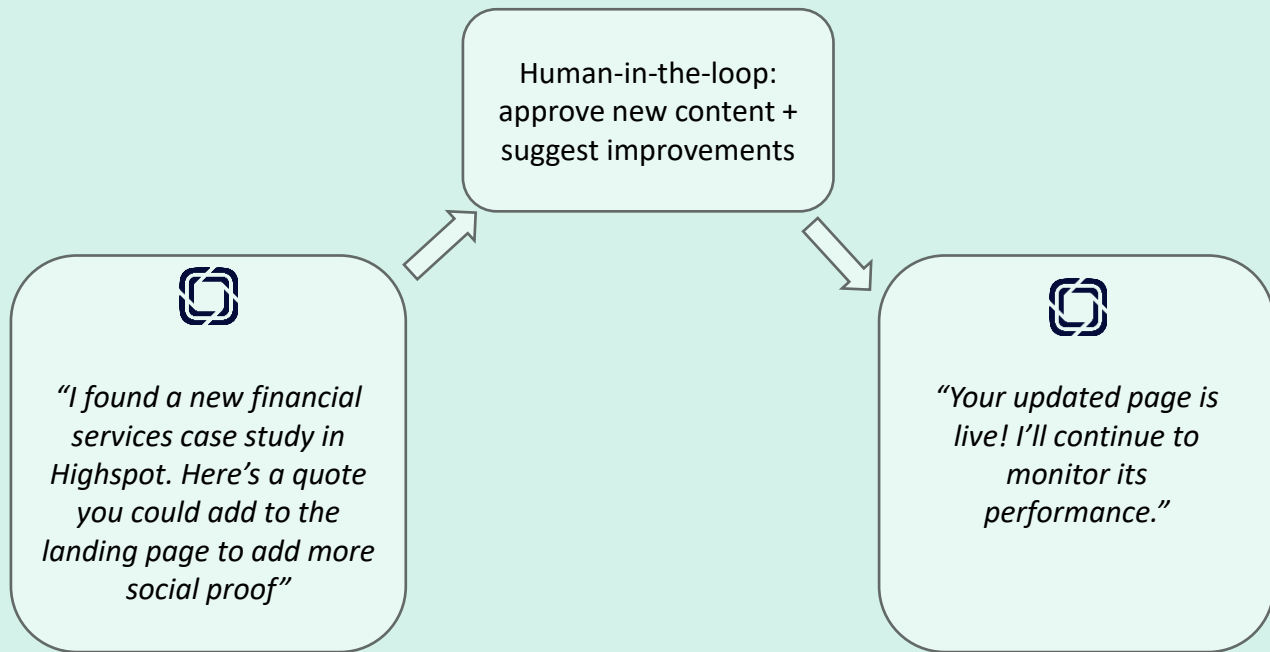
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# Autonomous websites: landing page agent




HubSpot  Segment

 Amplitude



 HIGHSPOT

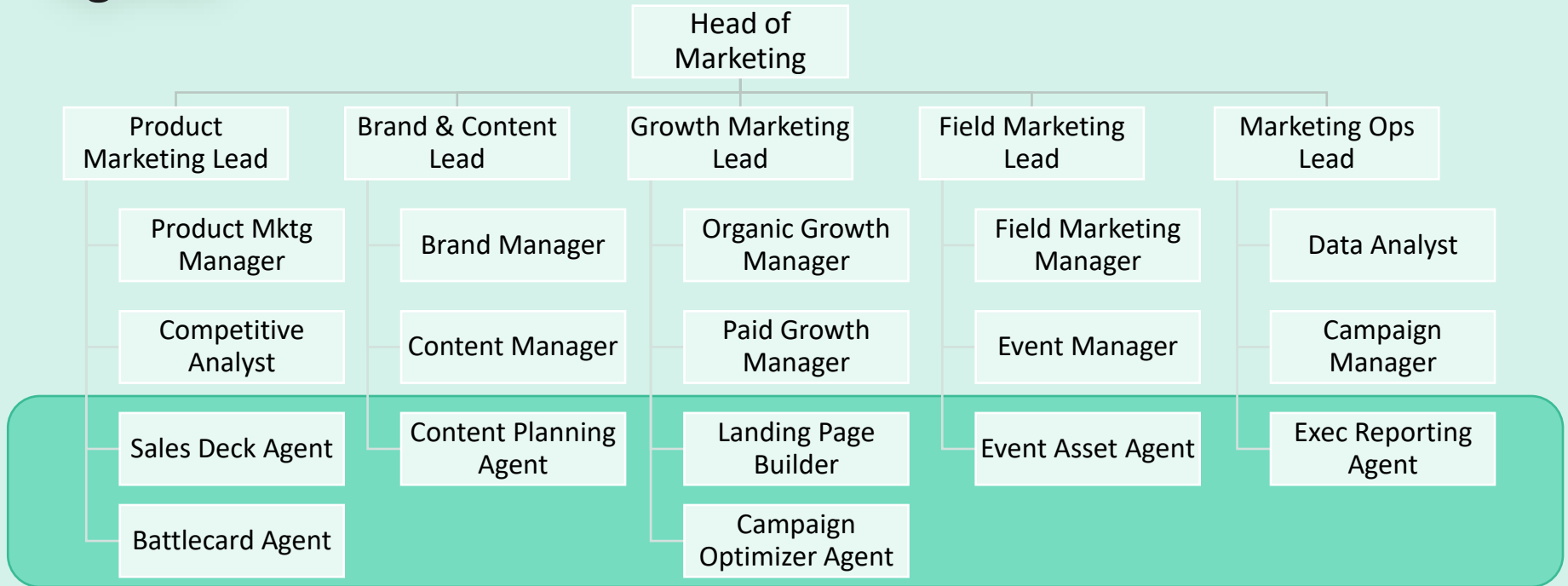
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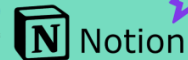
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# Meet Your New Team: A Hybrid Workforce of Humans & AI Agents?



Systems Layer





**How do we decide who does what in a hybrid workforce?**



**"AI should serve as a co-pilot to amplify our employees' capabilities and creativity, speeding up repetitive tasks so teams can spend more time on value-added work"**

**MANGO**

Jordi Moreno, CTO of Mango

## What is our brand DNA?

A hydrangea changes color based on the soil it's planted in—but its DNA remains constant.

DNA enables flexibility of expression in different environments, while guarding coherence.

**AI can adapt your brand experience to different contexts. But it needs a strong foundational identity - a brand DNA crafted by you.**



# AI Is a powerful collaborator. And we have different strengths.

## Human strengths

- Brand identity & positioning
- Creativity & storytelling
- Emotional intelligence & empathy
- Ethical decisions & judgement
- Cultural nuances

## AI Strengths

- Data analysis & pattern recognition
- Task automation & efficiency
- Personalization at scale
- Continuous testing & optimization
- Multi-channel adaptation

The background is a vibrant, abstract digital composition. It features a central vertical axis with wavy, layered lines in shades of blue, purple, and pink. On the left, there are white molecular-like structures with nodes and connecting lines. On the right, a bright yellow sun-like glow is visible, surrounded by more molecular structures and a grid pattern. The overall aesthetic is futuristic and scientific.

**So what's the next step? Are we ready for autonomous agents?**

# Challenges on the way

Adoption is still low with less than 15% of businesses having agents in production today.

## Trust

Users mistrust AI based on their initial experiences. How do we create the right level of trust?

## Technology

We're still at an early stage. The technology will evolve rapidly over the next five years. How do we find the right types of tasks to focus AI on? What human checks should be in the loop?

## Ethics & Privacy

AI relies heavily on data. How do we protect user privacy? How do we comply with evolving regulation? How transparent should we be about our use of AI?



A futuristic digital landscape with a glowing sphere and data streams. The scene is filled with vibrant blue and purple light trails that flow across a grid-like floor. In the background, a large, glowing sphere composed of data points is the central focus. To the left, there are several floating panels displaying data and a circular graphic. The overall atmosphere is one of high-tech innovation and forward momentum.

**We are just getting started.**

# How do we get started?

## **Be really clear on your brand DNA and your positioning**

Build a strong foundation that allows both your team and your AI agents to stay aligned to your unique brand and positioning.

## **Get your systems foundations in order.**

Map out where you have existing data of value that AI can work with.

## **Invest in AI literacy for teams**

Teams that understand AI will make smarter decisions about when and how to use it. Provide learning opportunities and encourage hands-on experimentation.

The background is a complex, multi-layered digital landscape. It features thick, flowing lines in shades of blue, purple, and pink that create a sense of movement and depth. Interspersed among these lines are glowing particles, some resembling stars or sparks, and intricate circuit-like patterns with nodes and connecting lines. A bright, golden light source is positioned in the center, casting a warm glow across the scene. The overall aesthetic is futuristic and artistic, blending naturalistic forms like clouds and flowers with digital motifs.

AI can build, optimize, and personalize at an incredible scale.

But its true power lies in how we guide it.

The future belongs to those who blend human creativity, strategic thinking, and ethical leadership with AI's capabilities.

Thank you!

## Questions?

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