THE MARTECH SUMMIT | LONDON

B2C MARKETING

AI & Marketing Productivity

What Marketers Do With the Time AI Gives Back



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What Marketers Do with the Time AI Gives Back

...if it ever arrives

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OPTIMOVE

Every Job Has Two Parts

THE JOB

The Drumming

- Knowing which number matters
- Deciding what's next—and defending it
- Holding the tempo of a replatform

EVERYTHING ELSE

The Load-In

- Reconciling four systems by hand
- Rebuilding the same QBR, again
- A Monday report skimmed in 4 minutes





Building decks past midnight does not give you a steady beat. It beats you down.

Being the person who could get it done overnight made me useful in a way everyone could see. So I let the load-in count as the job.

The Time Usually Doesn't Arrive

1

AI speeds up assembly

One deck takes an hour

2

Volume fills the space

Now there are three decks

3

The thinking stays put

Nothing strategic changes

The time only arrives if you take it

Control What You Can Control

NOT YOUR CALL

- Which AI tools get bought
- Whether AI connects to your data
- Budget, purchasing, security review

Make the case anyway

YOURS

The time those tools give back

Nobody is going to protect it for you

What to Actually Do with the Time

1	**Ask the skipped questions**	The ones that used to take three weeks
2	**Learn how you make money**	Margins, CLV by segment, cost to acquire
3	**Get closer to customers**	Read complaints. Listen to calls
4	**Decide before PowerPoint**	Your recommendation in three sentences
5	**Scrap something**	Kill the report nobody opens

Skills to Let Go, Skills to Build

LET GO

- Building the great-looking deck
- Knowing where every file lives
- Messy export to polished by morning
- Being the one who gets it done overnight

BUILD

- Knowing which three numbers matter
- Holding that position with seniors
- Knowing how the business makes money
- Directing AI work—and checking it

AI doesn't take the drumming.

It takes the load-in.

The hours come back. What you do with them is up to you.

Thank you
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