

Marketing OS AI Assessment

How AI-ready is your marketing operating model, and where is the bottleneck really?

We solve the challenges of future marketing operations

- More output, but not more impact: AI raises productivity, not automatically effectiveness
- The bottleneck is no longer production but alignment and approval
- Pilots never reach regular operations because ownership, approval path and a legally sound data basis are missing

What you get:

Cycle time and cost audit

Where the chain breaks (creation, approval or maintenance), with cycle time and cost per approved output

Use Case Assessment

Which processes gain from agents or automation, where people keep the decision, and what stays as it is

Target picture and roadmap

Target picture for both rails, including operation of your own AI applications and feeds, with roadmap and business case

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The basis for your AI enabled Marketing Operating Model

The Marketing OS AI Assessment examines the processes, roles, cycle times, approval logic and technology of your marketing for AI readiness, across both rails: Human Attention and AI Recommendation.

We measure cycle time and cost per process, make visible who decides at each step (person, agent or system), and assess, use case by use case, which processes gain from agents or automation and which do not.

Our offer from 35.000 €

For example: assessment over six to eight weeks, including process mapping, cycle time measurement and a target state workshop with marketing and IT.

Book a Meeting

Carsten Thierbach

Client Transformation Partner

