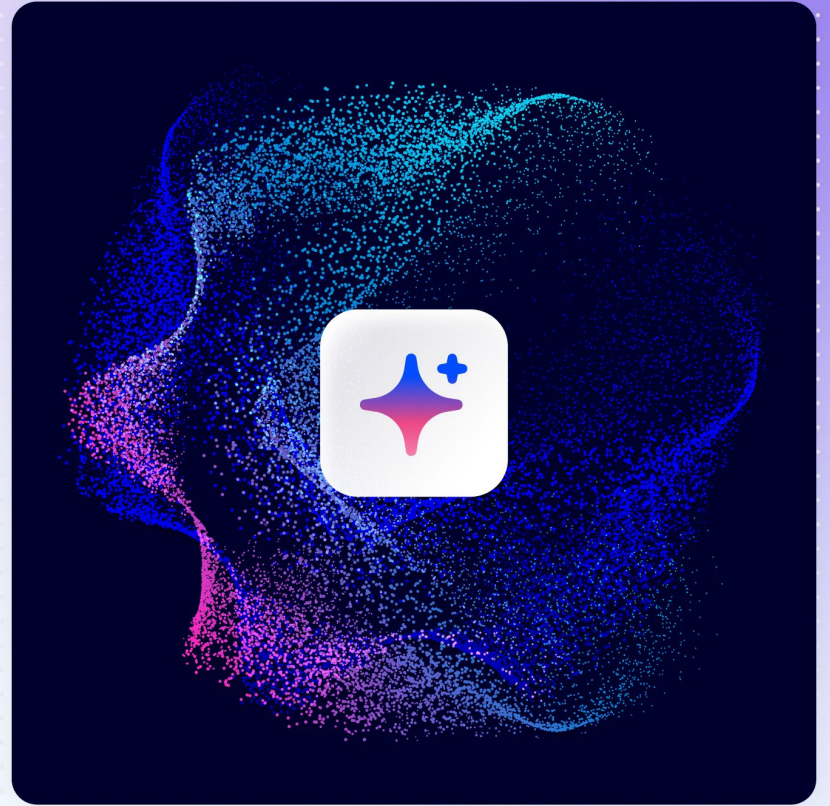


The Case for Autonomous Marketing

Hosted by: Camille Cohen, ActiveCampaign





Some marketers are saving
13 hours a week with AI.
Are you?

Sneak peek:



**Amanda
Pressner Kreuser**

Agenda

Duration: 30 minutes



-
- 01** Why 82% of marketers aren't using AI effectively

 - 02** The difference between AI and autonomous marketing

 - 03** The value of autonomous marketing

 - 04** Resources you can take with you

 - 05** Live Q&A

Why **82% of marketers**
aren't using AI effectively

01

Most marketers **dabble**. Few **systematize**.

AI is often used for marketing—
but not in the most powerful way

82%

Use AI in marketing

23%

Use AI in marketing effectively

Many are using it, but few using it well.

Don't get left behind.

What does “using AI effectively” mean?

Imagine

The initial step in marketing, which sits at the intersection of ideation and strategy, and includes creating tactical plans.

Activate

Turn ideas into tangible marketing campaigns and actions.

Validate

Measure the effectiveness of marketing efforts and learning from results. It's critical to understand what's working and what's not, as well as to course-correct.

The Triad

This framework is how businesses, especially those with lean marketing teams, thrive.

82% use AI in marketing. Just **23%** use AI across all three pillars.

The **difference** between AI
and autonomous marketing

02

AI vs. autonomous marketing



AI in marketing

Using individual tools to help with specific tasks—writing emails, generating images, analyzing data.



Autonomous marketing

AI agents work together to run your entire marketing strategy, from planning to execution to optimization, *without* ongoing involvement.

The key difference?

AI helps you work faster. Autonomous marketing helps you work smarter.

The real ROI of autonomous marketing

- Time back (more than you think)
- Money back in your pocket
- Major competitive advantage

5 AI agents that handle the busy work



**Amanda
Pressner Kreuser**

Amanda built a custom GPT that saves her 4-5 hours weekly by:

- Scanning LinkedIn for qualified prospects
- Drafting personalized outreach emails
- Finding optimal meeting times
- Writing follow-ups from call recordings
- Tracking responses and engagement

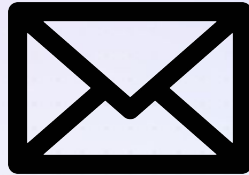
Amanda's custom GPT workflow



Pull up profiles via
LinkedIn Sales Navigator



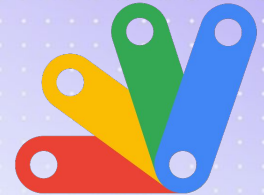
PhantomBuster extracts
every prospect's data



Loads 15 email templates
into a custom GPT



Analyzes call details and
creates a personalized
follow-up email



Google Apps Script exports
outreach activities into a
spreadsheet

What autonomous marketing looks like



Maddy Osman

News scanning AI agent grew her business



What autonomous marketing looks like



Jasz Joseph

Built a custom GPT to book podcasts



What autonomous marketing looks like



Piers Fawkes

Reddit monitor that dropped ad spend



Making the case for autonomous marketing

03

Quick check in

How AI can drive ROI?

In 2025, \$320B was invested into AI.

AI is effective when used across marketing tasks, not just one in isolation.

"The opportunity is... to embed AI into the backbone of the business—product design, operations, compliance, HR, finance—where small changes will add up."

— Harvard Business Review

When used well, AI saves 1/3 of your work week

On average, AI
can save you

13 hours/week

Infrequent users
save

9.4 hours/week

Power Users save

14.8 hours/week

What would
you do with
**1.5 extra
days?**

How much can you really save with AI?

On average, AI
can save you

\$4,739 a month

Infrequent users
save

\$3,895 a month

Power Users save

\$5,299 a month

**AI Power
Users see
27% more
cost savings**

More than just efficiency gains

Successful AI implementation means a competitive advantage

BAIN
& COMPANY



6x revenue growth
for AI adopters

McKinsey
& Company

2.7x higher performance
improvement

04

**Resources to
justify investing
in autonomous
marketing**

Your toolkit

You'll get all of this after the webinar

- ✓ The AI Lab newsletter
- ✓ *13 Hours Back* report
- ✓ Introduction to Autonomous Marketing
- ✓ Success stories from real marketers

ActiveCampaign >

13 hours back each week

How AI gives marketers back one-third of their workweek

Reports & Analytics

Time saved per week
13 Hours

Cost savings
\$4,739
per month in operational costs

Autonomous marketing

The advertisement features a woman in a white jacket and orange skirt standing in a library. A clock icon is visible in the top right corner.

See real autonomous workflows in action



Q&A time

Business ● Creators ✨ Real Estate 🌟 Entertainment

Healthcare 🏠 Non-Profit ✨ Events

Agencies

Thank you

Education

Technology

Healthcare

Events 🏠 Influencers 🌟 Hospitality ● Wellne

SaaS 🏠 Travel ✨ Ecommerce 🏠 Creators