

Marketing Operations, AI Orchestration, and Agentic Marketing



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Abstract

There is an obvious need to improve the reviewing process of marketing operations to obtain effectiveness, efficiency, and excellence, marketing operations becoming a strategic player thinking about data investment, and the entire organization being powered by AI orchestration. It is also important to better understand how small marketing teams can instantly benefit of AI support. Research findings reveal rising marketers' action based on AI agents' ideas, providing customers with the necessary confidence, relevance and impact by leveraging AI, and always following principles remaining significant over time. Also, there is no doubt about the need of considering the evolving agentic marketing without neglecting the role of humanizing interactions despite AI dominance, as well as the importance of the fundamentals in business and marketing beyond the need of applying the opportunities identified in the latest trends.

Keywords: Marketing Operations; AI Orchestration; Agentic Marketing; Digital Marketing

Tools

JEL Classification: D83; L21; L81; M21; M31; M37; O31; O33

Improving the reviewing process of marketing operations to obtain effectiveness, efficiency, and excellence, marketing operations becoming a strategic player thinking about data investment, the entire organization being powered by AI orchestration. It is also important to better understand how small marketing teams can instantly benefit of AI support

It is well-known that to make marketing more effective, marketing team's strategy and execution are being updated by people managing systems and data, processes ensuring

workflows' streamlining, and marketing technology implying the change. Becoming an organizational transformational leader, marketing is challenged to lead with AI, marketing teams' expectations adjusting in response to this new marketing operations' layer impacting orchestration, ensuring on a strategic responsibility basis the reviewing process of value creation, customer journeys' shaping and stacks' building while advancing on the path to drive efficiency and growth, considering AI-empowered buyers (Von Hoffman, 2025). Of course, marketing operations' models will know continuous evolution and fluctuation driven by the new marketing technologies and brands' perpetual need to ensure deeply connected customer journeys' building (Elwell, 2024).

According to DESelect (2025), being under the pressure to move forward with a committed choice, marketing operations is in that critical moment of ensuring organizational alignment with technological advancements' balance, success being only amplified but not defined by the new tools. From the point of view of team productivity there are essential things like role definition and organizational clarity, also knowing that without having a mix of skilled talent, process alignment, and marketing technology solutions it is difficult to ensure marketing operations' effectiveness, new tools' identification and integration being needed in order to ensure platform-agnostic solutions and integration across ecosystems' prioritization. Marketing operations' enhancement can take place by blending continuous improvement culture, strategic alignment, and in the right tools' investment. And continuing to mix flexibility with awareness, constantly refining and adapting based on data-driven insights.

As shown in Martech for 2026 by the reputed Brinker and Riemersma (2025), there were expressed significant experts' opinions such as:

- According to Rebecca Corliss, VP Marketing, GrowthLoop (that is uniting data cloud and AI into one Compound Marketing Engine in order to drive compound growth based on its agentic composable CDP): being necessary to deal with the AI marketing technology lack of readiness to ensure AI's leveraging, investing in data first so as to really make use of AI strategy and operations. And this because AI isn't just using it as soon as it is connected, AI's leveraging depending on the right data resources connected in a pragmatically accessible way, making AI effective, the centralized data approach being a great opportunity for marketing operations, and an expansion of the marketing operations group being the needed marketing intelligence layer (seen as the dispatch group) powering both technologies, and journeys around which can be organized business units, for instance. Corliss highlighted that they are seeing marketing operations becoming a strategic player thinking about data investment (not only owning the systems), the entire organization being powered by AI orchestration. Within this evolutive context of AI and marketing technology, it's recommendable for marketers to strongly empathize with a customer, consequently ensuring AI management based on having great discernment, and providing a clear direction for the entire organization regarding the above-mentioned continuous data investment.

- According to Alexis Karsant, Director of product marketing for Intuit Mailchimp (the well-known top-ranked email marketing and automation platform) that recently partnered with a leader in marketing effectiveness, WARC, on the so-called research report Marketing Equalizer (this market clearly asking for it), focusing on mid-market marketing teams' (companies with 10 to 499 employees) better understanding as they are exerting significant effort to deal with a capability gap, their marketing operations taking place with few marketers on staff: AI's role is becoming critical (within this aforementioned context) in succeeding in balancing ambition and resources, and mid-market marketers being extremely optimistic despite the fact that only 35%, a minority, are in the AI embedded phase. These small teams can instantly benefit of AI support by synthesizing and acting on their customer data, ensuring high-volume execution automation, and after starting by identifying biggest pain points, valorizing AI directly embedded in their already used tools, and experimenting with AI simulating realistic challenges to validate plans and train the marketing team, redefining human marketer who ensure AI's guidance and validation.

Marketers' action based on AI agents' ideas, providing customers with the necessary confidence, relevance and impact by leveraging AI, and always following principles remaining significant over time

According to new research findings by McKinsey (Bettati et al., 2025), it was identified an incongruity between European marketers' priorities (see figure below) and their need for Gen AI and AI agents' action, despite the fact that greater capabilities are wanted (in relation to branding, budget management, and marketing ROI) by marketing leaders (only few CMOs are bravely acting), within the context in which the classic marketing approaches' impact to driving growth is already accelerated by the above-mentioned Gen AI and AI agents. To give customers clarity and consistency, as well as a sense of security, CMOs need to rediscover the fundamentals, paying attention to trust and emotional connection, focusing on long-term brand and trust building (considering interactive brand building, full-funnel programs based on long-term equity building with immediate sales triggers' combination, and gen AI adoption for both creative exploration, and content generation). Also, among other aspects, they need to ensure marketing, sales, and CX functions' more closely integration.

It is worth mentioning that as shown by a leading comprehensive customer engagement platform, Braze (2025), as consumers are pushed to redefine value by the economic uncertainty, to win customer loyalty marketers need a more holistic formula by creating a connection and showing value, making consumers feel valued and recognized (turning into progress every interaction with them), and rewarding them for loyalty, consequently transforming this way into advocates. Also, marketers need to ensure connection, significance, and purpose within the customer journey committing fully to 1:1 personalization, orchestrating and automating, surprising and delighting with AI, and supporting customized experiences based on ensuring data collection, unifying, and activation from website, app, POS, data warehouse etc.

Europe's marketing executives see four topics with highest urgency to act—branding, budget management, marketing ROI, and gen AI and agents.

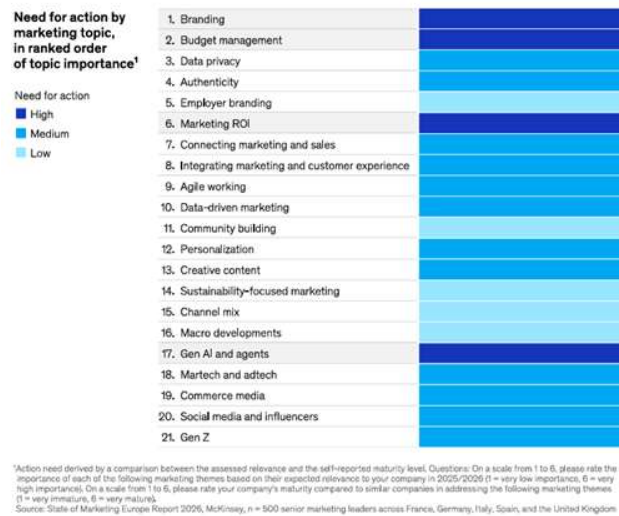


Figure no. 1: Europe's marketing executives see four topics with highest urgency to act – branding, budget management, marketing ROI, and gen AI and agents

Source: Bettati et al., 2025. Past forward: The modern rethinking of marketing's core, McKinsey's Report, p. 5 (work cited)

And as consumers are inundated by too many choices, to better meet their needs it is important to provide the necessary confidence, relevance and impact by leveraging AI to both obtain context and apply intelligence, as well as transform interactions (see figure below) so as consumers overcome decision paralysis, making informed purchases accordingly.

Use AI to gain context, apply intelligence, and transform interactions

GAIN CONTEXT	APPLY INTELLIGENCE	TRANSFORM INTERACTIONS
CAPABILITY: Predictive analytics OUTCOME: Anticipate customer behaviors before they happen and use them to shape future engagement.	CAPABILITY: AI-powered content generation and testing OUTCOME: Describe your vision and let creative assistants and agents craft new campaigns.	CAPABILITY: AI decisioning OUTCOME: Deploy the optimal offers, incentives, and campaigns for each individual recipient, allowing you to drive profit, revenue, costs, and customer lifetime value.
CAPABILITY: Intelligent optimization OUTCOME: Learn more about customers to engage them on the channels they prefer, at times that work for them, with messaging that is individually relevant.	CAPABILITY: Generative AI insights OUTCOME: Get actionable recommendations, interpret data insights, optimize your customer engagement platform, and drive smarter actions.	CAPABILITY: AI decisioning and generative AI OUTCOME: Produce content variants more rapidly than you could on your own, and let decisioning agents double down on the variants that drive the highest engagement rates.
CAPABILITY: AI recommendations OUTCOME: Suggest products or contents designed to resonate with each customer based on their past behaviors.	CAPABILITY: Generative AI-supported technical work OUTCOME: Tackle complex tasks with simple prompts (e.g. write code, build segments, transform data, generate reports) and free up technical resources to focus on more strategic priorities.	CAPABILITY: AI decisioning OUTCOME: Optimize every dimension of a sophisticated, cross-channel journey, from personalizing subject lines to dynamically adjusting in-product experiences in response to in-the-moment user actions.

Figure no. 2: Use AI to gain context, apply intelligence, and transform interactions

Source: Braze, 2025. 2026 Predictions. Consumer trends shaping the marketing landscape, p. 20 (work cited)

Coming back to value creation, it is worth to highlight a significant approach by BCG's experts (Beauchene et al., 2025) with regard to the next wave of AI value creation accelerated by

Agents, the creative probability being turned into business impact by agentic AI serving as the executive function, as shown in figure below. As to reduce the agenda to the priorities creating advantage and value represents the first step in the agentic AI journey, BCG recommends (as a “Now, Next, and Always” framework, see next figure below) some immediate moves in order to build organizations’ agentic foundation in 2026 (ensuring: work around zero-based, outcome-driven processes’ redesigning; company’s context and proprietary intelligence embedding; a shared AI platform assembling). Then, as agents are completing tasks, it is imperative for CEOs to prepare for both a radically altered enterprise operating model, and a recalibrated technology strategy (these being two major disruptions), while always following principles remains significant over time (such as: *focus on a few “reshape and invent” big bets, combine multiple forms of AI and technology for impact, follow the 10/20/70 rule, make the transformation business-led, and invest in a robust data foundation*).

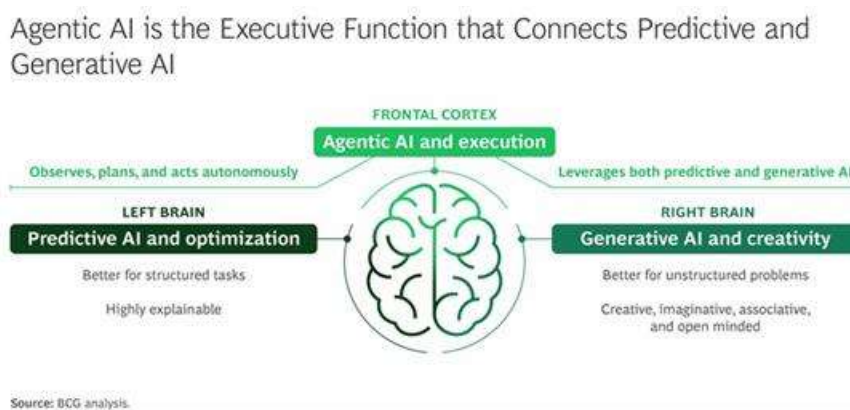


Figure no. 3: Agentic AI is the Executive Function that Connects Predictive and Generative AI

Source: Beauchene, V., De Bellefonds, N., Kleine, D., Lesser, R., Luther, A., Martin, T. and Sack, D., 2025. *How Agents Are Accelerating the Next Wave of AI Value Creation*, BCG, p. 2 (work cited)

Now, Next, Always: The CEO's Roadmap for Agentic AI

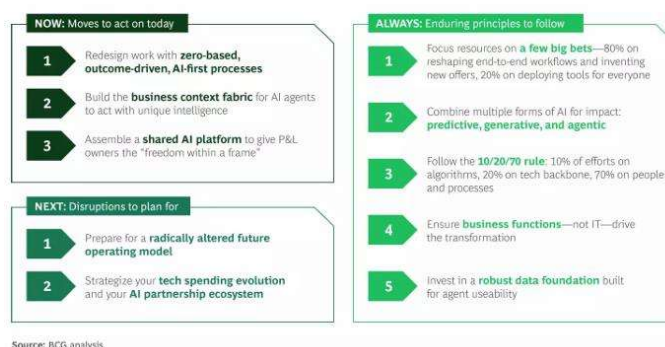


Figure no. 4: Agentic AI is the Executive Function that Connects Predictive and Generative AI

Source: Beauchene, V., De Bellefonds, N., Kleine, D., Lesser, R., Luther, A., Martin, T. and Sack, D., 2025. *How Agents Are Accelerating the Next Wave of AI Value Creation*, BCG, p. 4 (work cited)

Instead of conclusions: *The need of considering the evolving agentic marketing without neglecting the role of humanizing interactions despite AI dominance, as well as the importance of the fundamentals in business and marketing (beyond the need of applying the opportunities identified in the latest trends)*

While reviewing, as usual, the marketing trends (across the customer lifecycle based on his valuable RACE planning framework) at the end of the year, the reputed Dr. Dave Chaffey (2025) underlined from the very beginning that agentic marketing will continue through next year as trend. Also, keeping the tradition of helping marketers to review their marketing technology stack, he updated the well-known Digital Marketing Tools wheel, as shown in figure below.

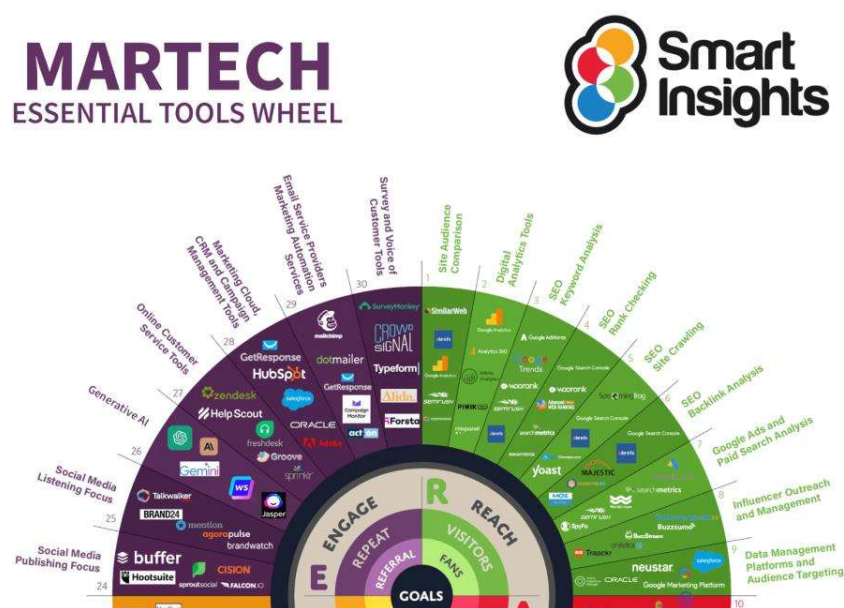


Figure no. 5: MARTECH Essential Tools Wheel, Smart Insights

Source: Chaffey, D., 2025. RACE Digital Marketing Trends 2026, Smart Insights, 08 Dec (work cited)

Then Chaffey focused on AI use in marketing based on key issues for managing next year (*marketing content generation, marketing agents for customer service, marketing strategy and planning, marketing analysis and reporting, and AI marketing workflow automation*), also making reference to the three domains of AI agents in marketing provided by Brinker and Riemersma in the aforementioned by us Martech for 2026 report. For some of the remaining trends he worked with ChatGPT and Gemini, curating them for each part of RACE and finally highlighting two significant aspects: customers' need to humanize interactions (despite AI dominance); the remaining importance of the fundamentals in business and marketing (beyond the need of applying the opportunities identified in the latest trends).

As we underlined in the last RDCM issue (Purcarea, 2025), we are witnessing obvious increasing pressure and challenge within the dynamic marketing environment reshaped by AI. And there is no doubt about the need of ensuring emerging technologies' integration with an organization's operational processes (Kumar and Kotler, 2024), and that in the digital era marketing, as customer-centric engine of value creation, should pass through every part of an organization (Srivastava, 2025).

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