

# The State of AI for In-Housers

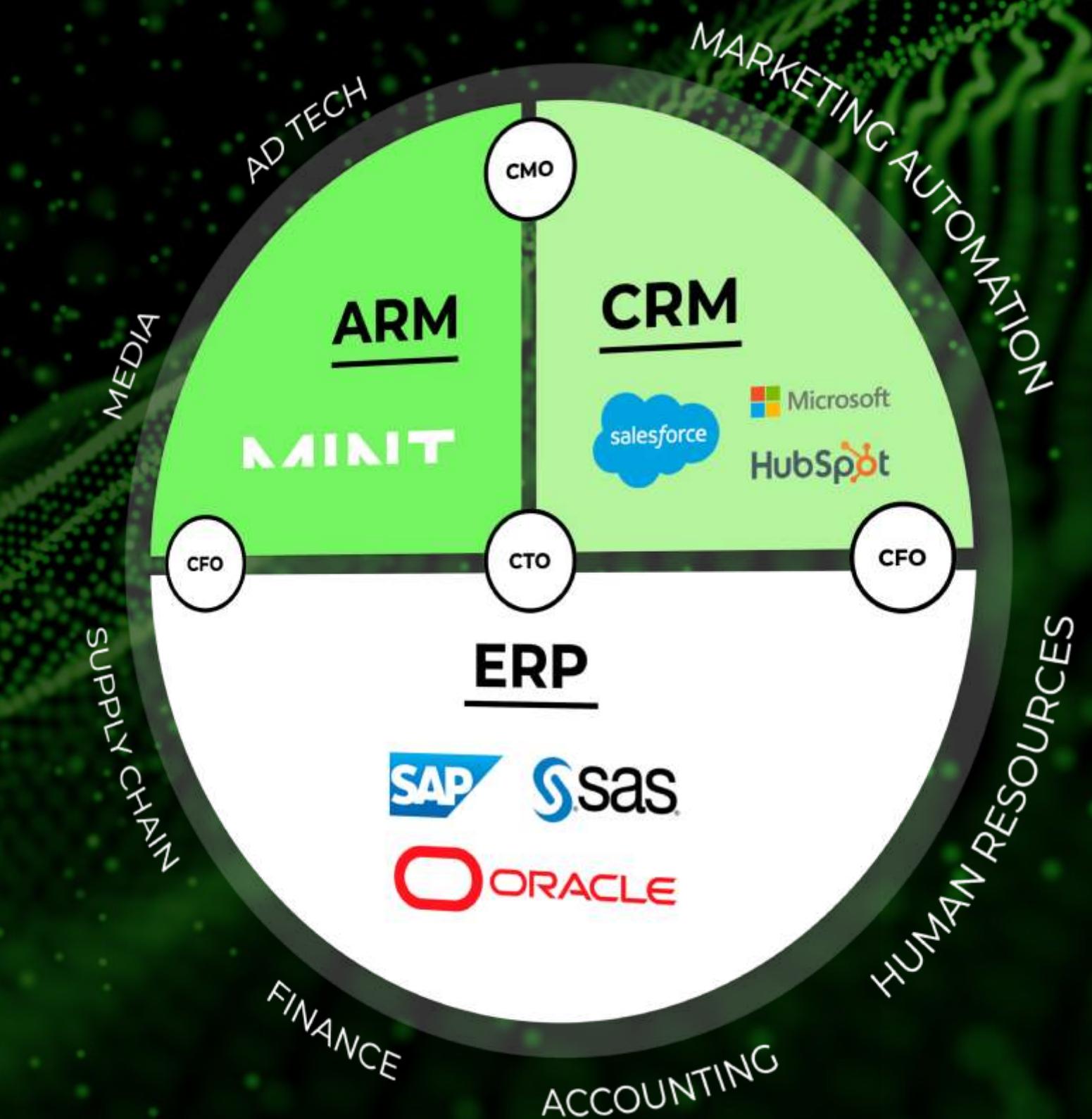


Mark Polyak  
CHIEF PRODUCT &  
TECHNOLOGY OFFICER,  
MINT



Giulia Ferrari  
VP GROWTH EMEA,  
MINT

# WE ARE LEADING THE ADVERTISING RESOURCE MANAGEMENT LANDSCAPE



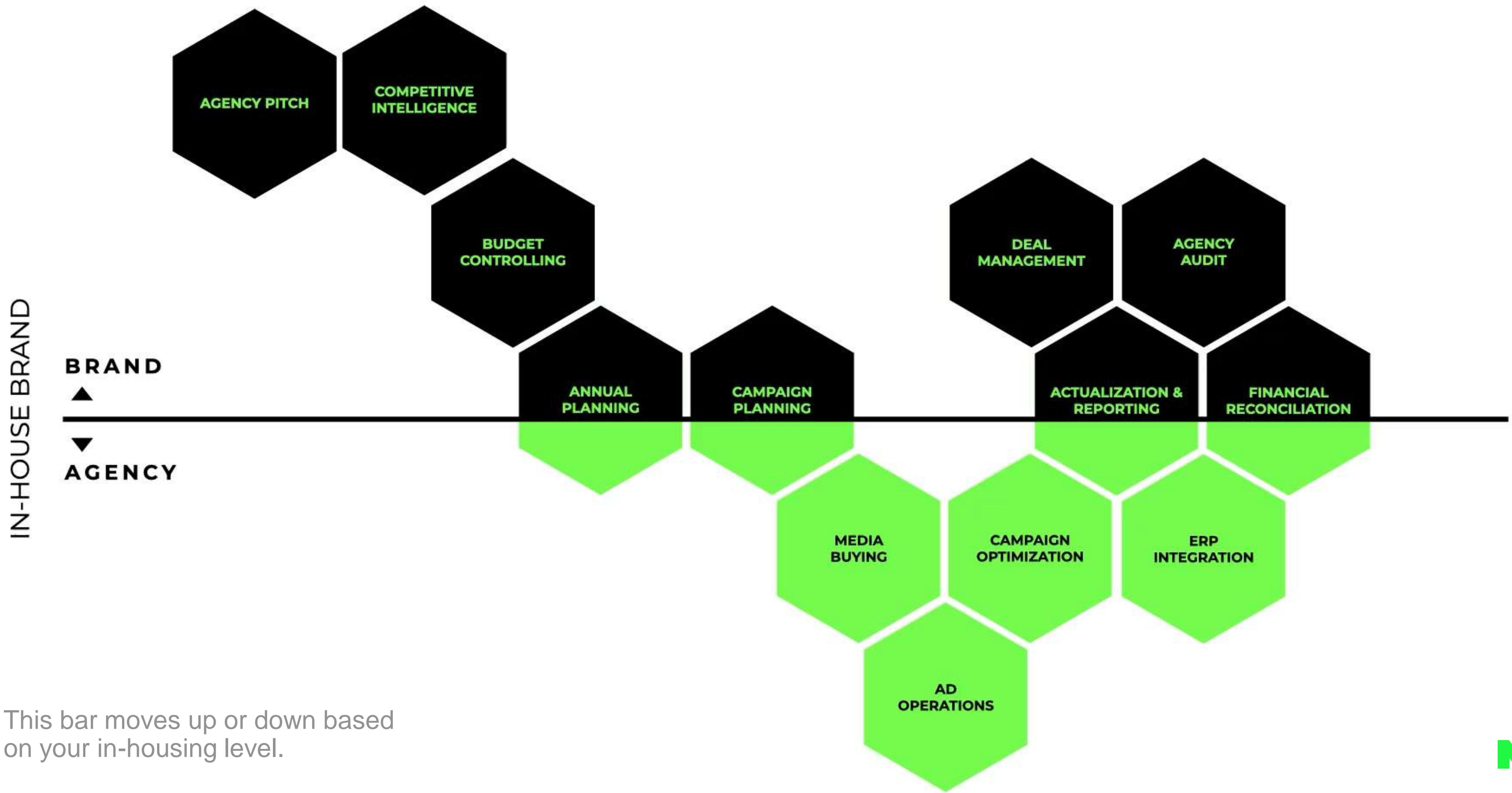
9  
COUNTRIES

300+  
PROFESSIONALS

45%  
PRODUCT & TECH PEOPLE

oredmill  
solutions info'  
ACQUISITION IN 2025

# WHICH MEDIA ACTIVITIES ARE COVERED BY ARM?



# QUIZ TIME!

Where we stand with AI application in  
Marketing and Media?



or  
[slido.com](https://slido.com)

#4105492

# 4 KEY TAKEAWAYS

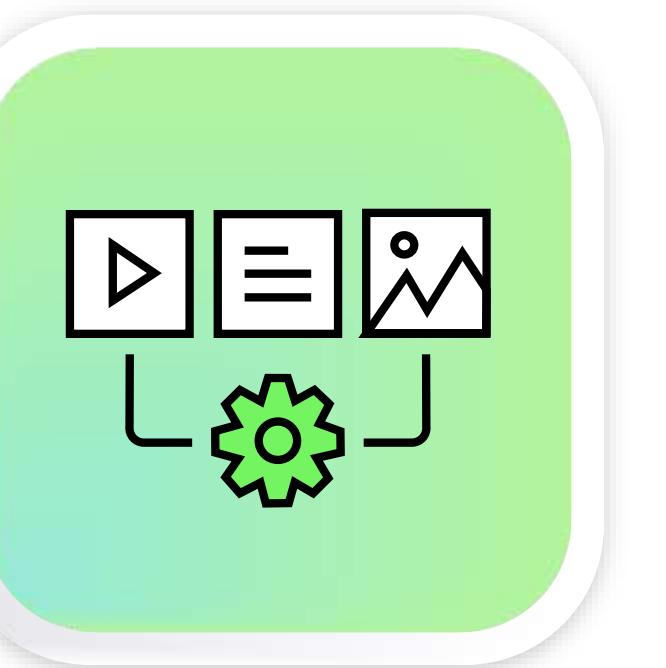
1



Amplifying  
Disconnection

AI is amplifying Martech disconnection, resulting in an infrastructure misaligned with the broader media ecosystem.

2



Content Creation  
Dominates

Despite expanding AI capabilities, brands still prioritize content creation as their main area of AI application.

3



Dependence on  
Generic AI

Most marketing teams still depend primarily on broad, general-purpose AI solutions rather than specialized ones.

4

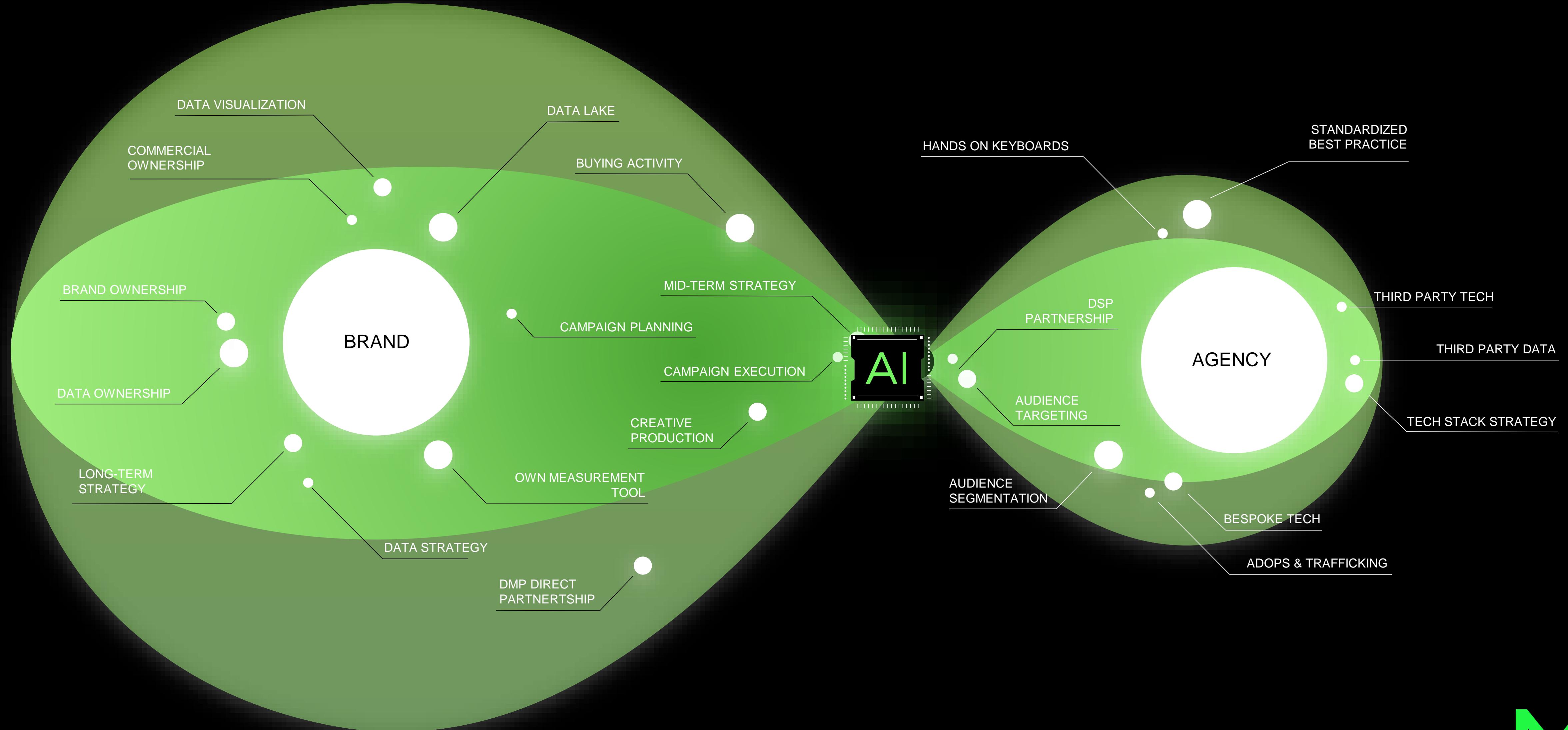


Persistent Use Case  
Fragmentation

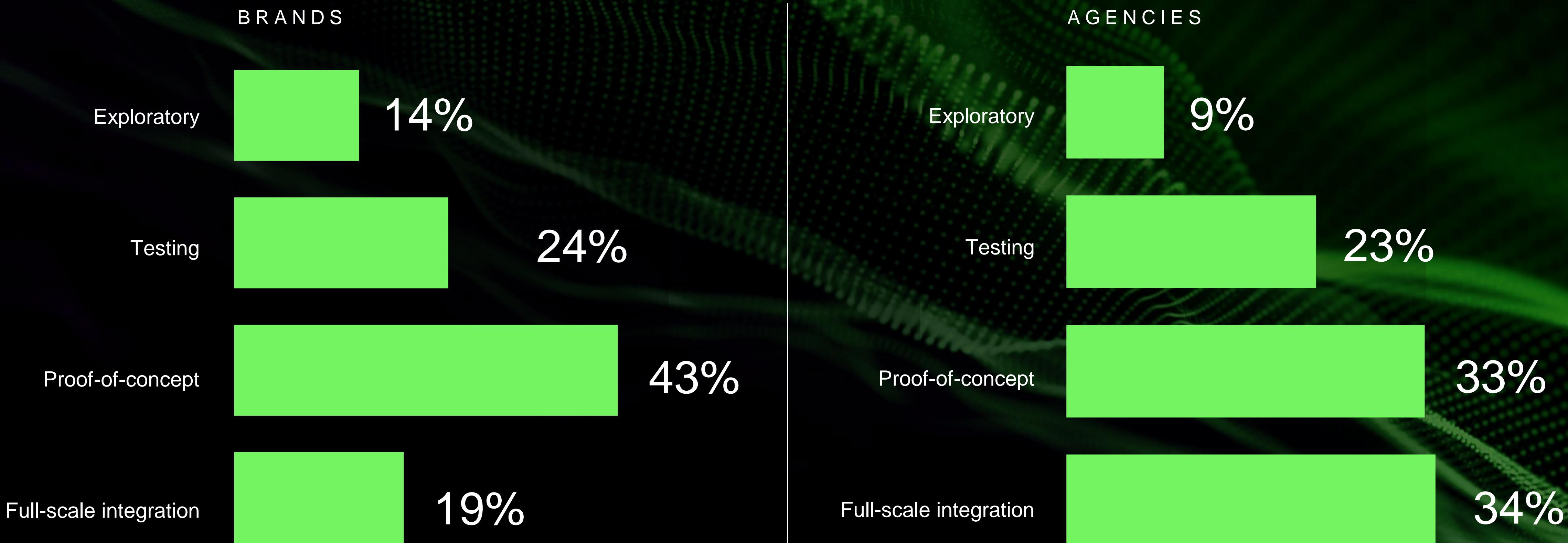
AI use cases across the media lifecycle remain fragmented, even among first-mover brands.



# AI IS ACCELERATING MEDIA IN-HOUSING...



# ...BUT AI ADOPTION IN THE MEDIA CAMPAIGN LIFECYCLE IS STILL NASCENT FOR BRANDS

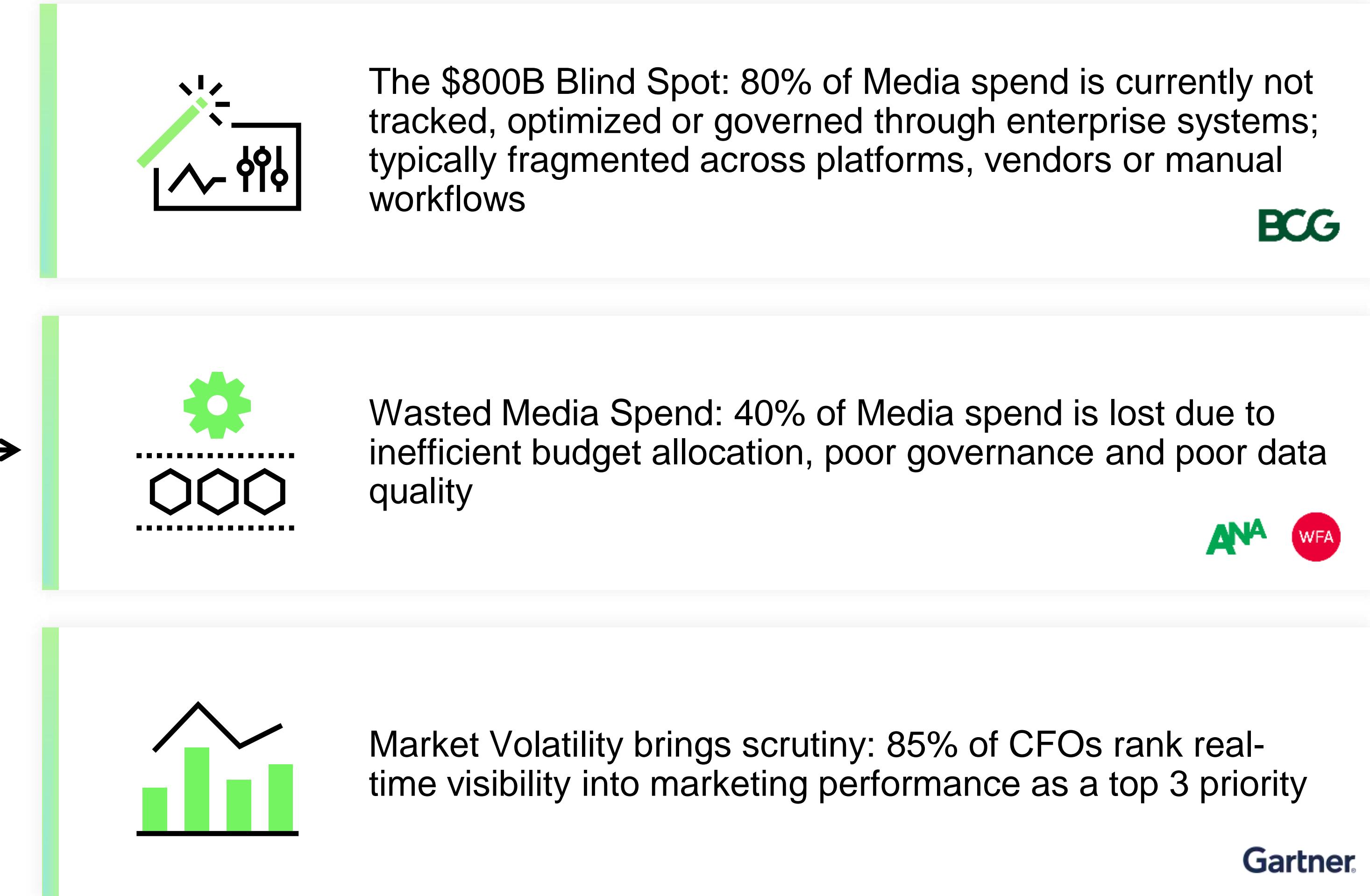


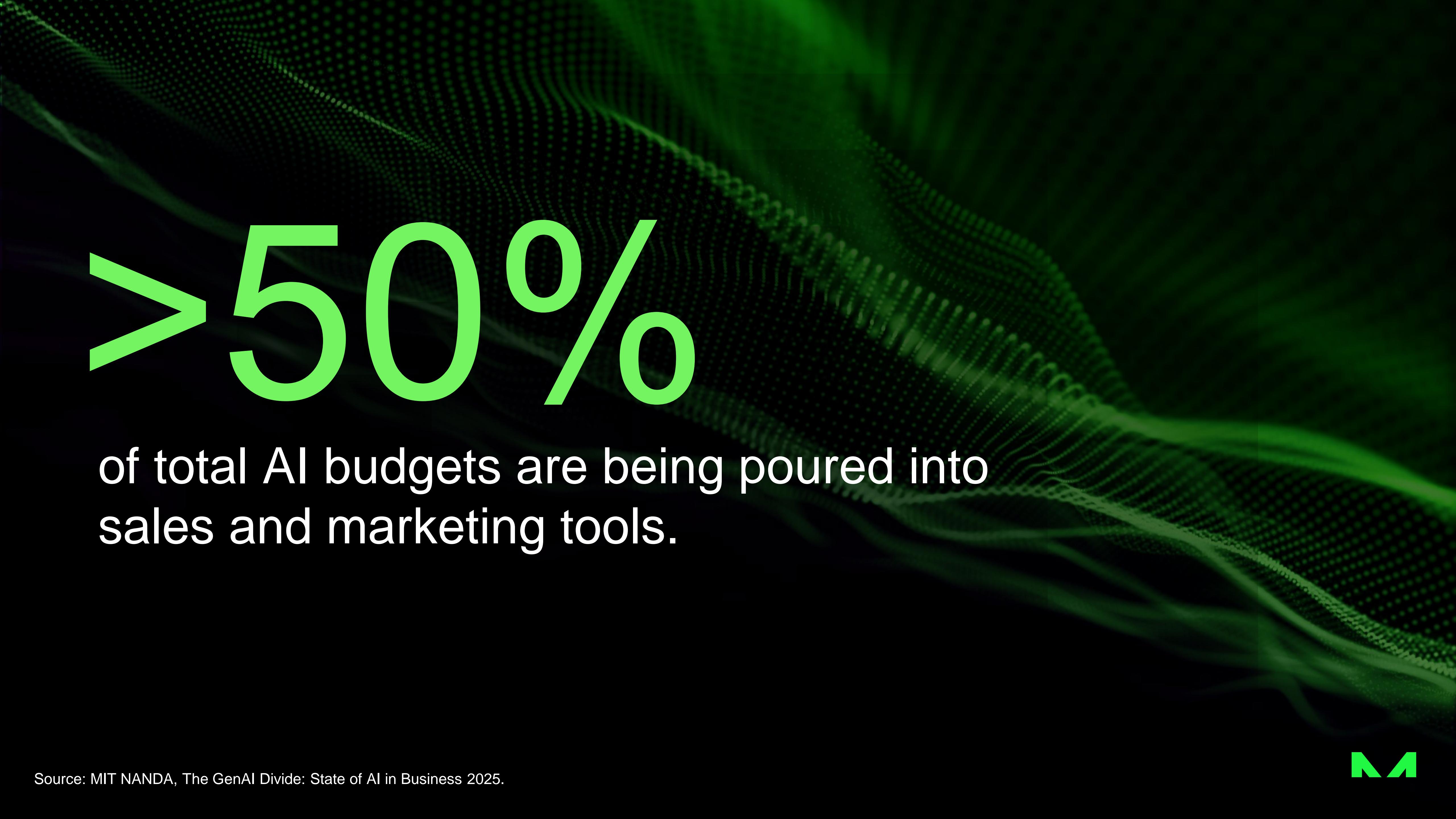
Source: IAB, BWG Global, Transparent Partners - STATE OF DATA 2025: Evolution of AI for Media Campaigns.



# MEDIA SPENDING IS UNDER SCRUTINY

Marketing is at a crossroads. Despite \$1 trillion in global advertising spend, most of it remains untracked, fragmented, and wasted.





>50%

of total AI budgets are being poured into sales and marketing tools.

# ...BUT MOST CORPORATE PILOTS FALL SHORT

Despite \$30-40 billion in enterprise investment into GenAI, the latest MIT research uncovers a surprising result: the vast majority of organizations are getting zero return.

**95%**

of generative AI pilot projects fail to deliver meaningful financial impact.

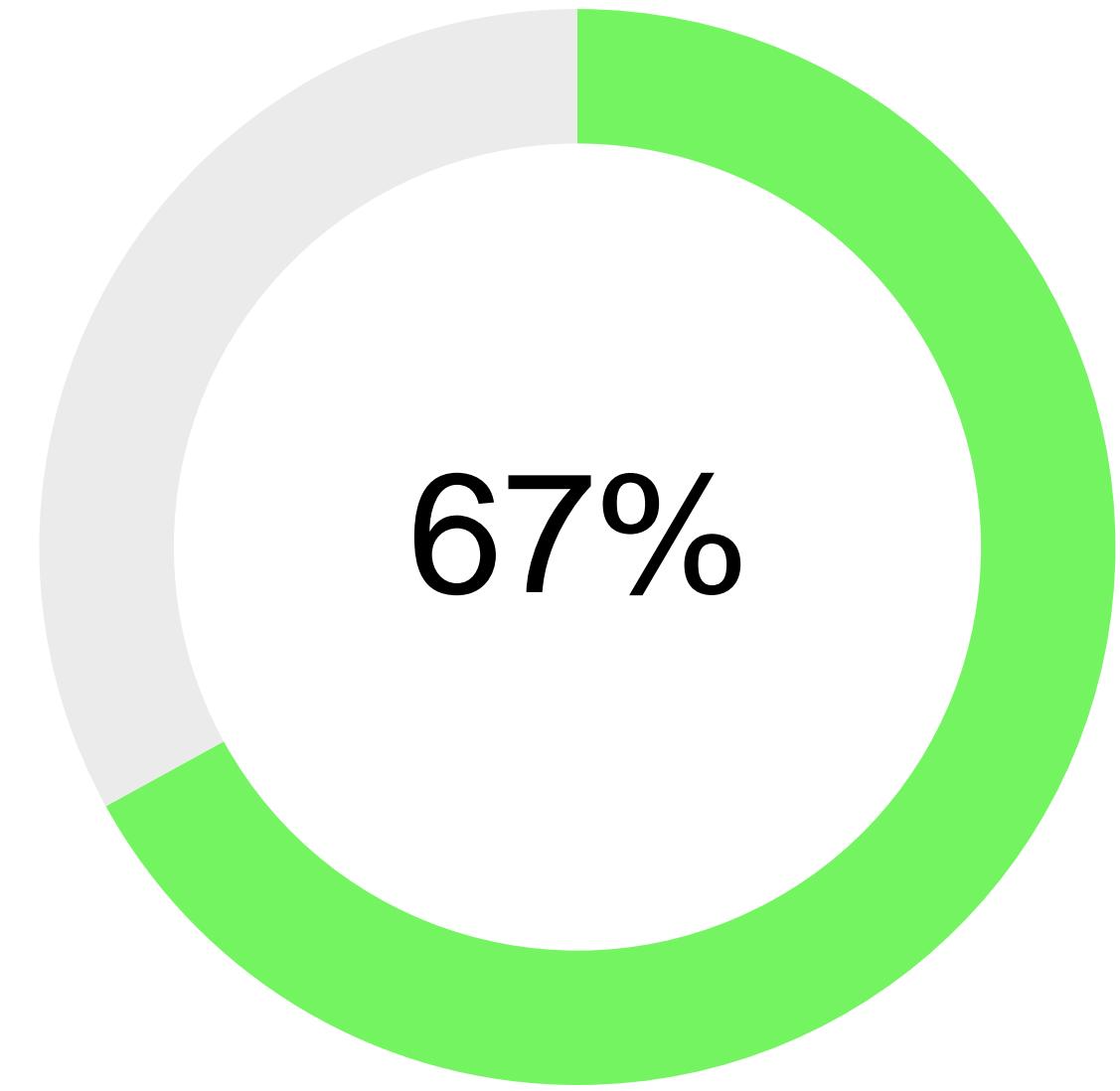
**5%**

of AI pilot programs achieve rapid revenue acceleration.



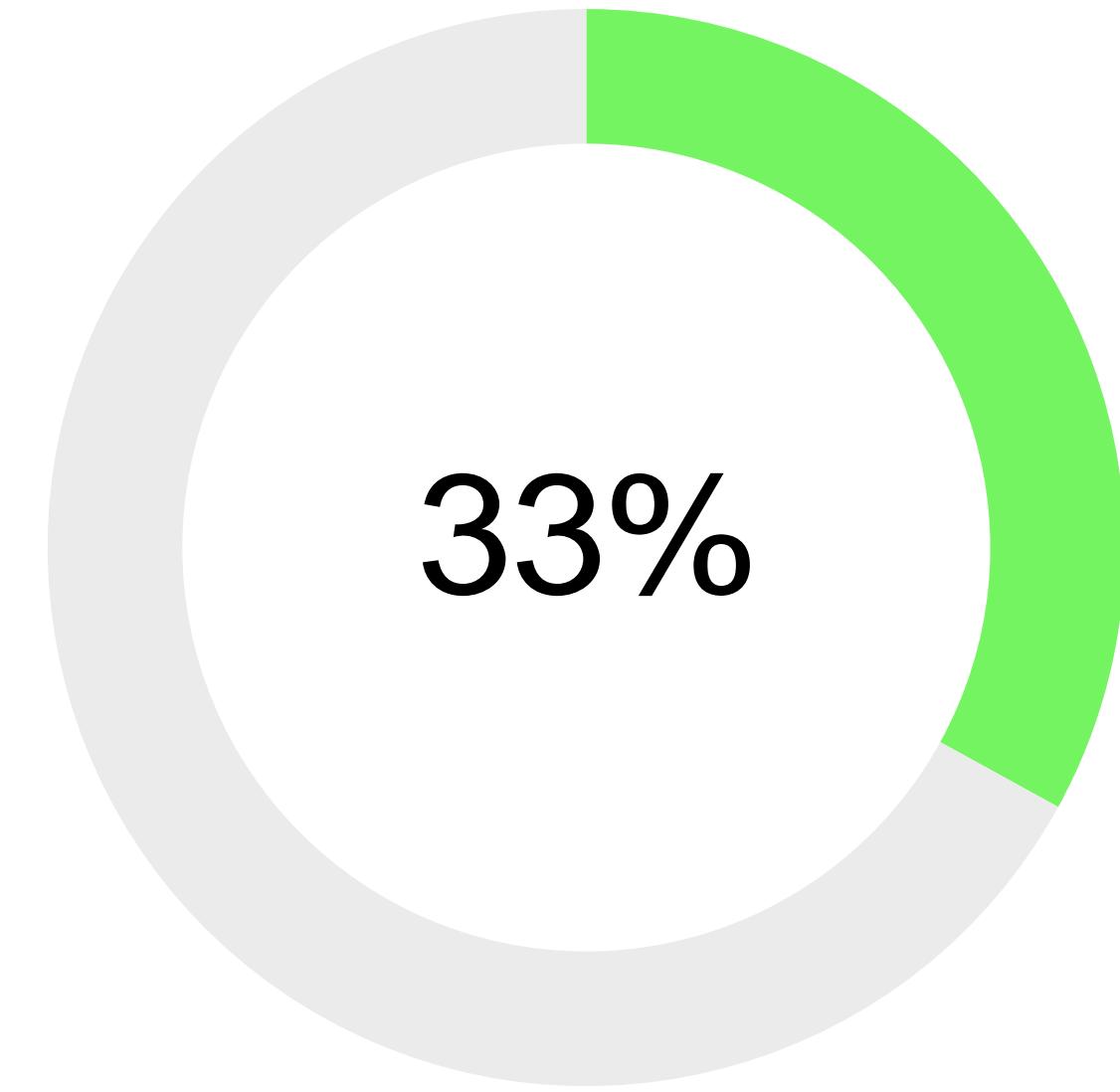
# BUILD VS BUY SUCCESS RATES FOR AI PILOTS

External partnerships with learning-capable, customized tools reached deployment ~67% of the time, compared to ~33% for internally built tools.



## EXTERNAL PARTNERSHIPS

Success rate for learning-capable, customized tools from vendors



## INTERNAL BUILDS

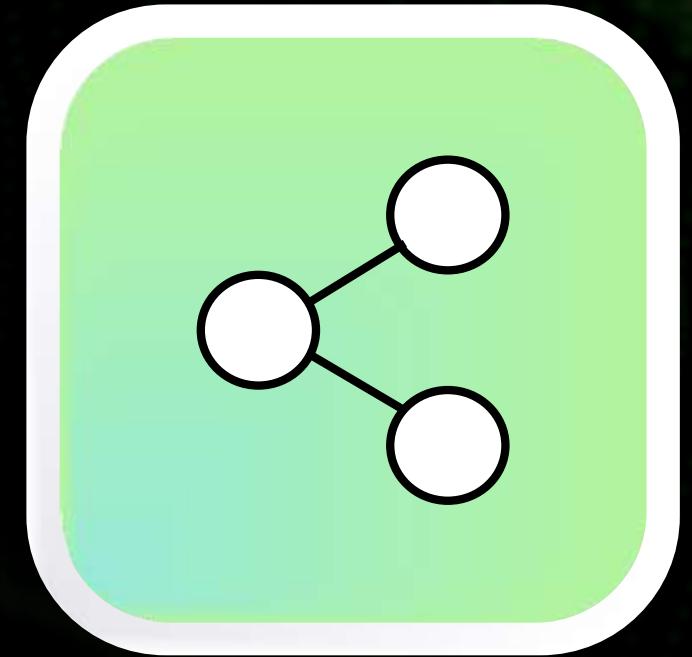
Success rate for tools built in-house

# THE BUILD TEMPTATION: A REALITY CHECK



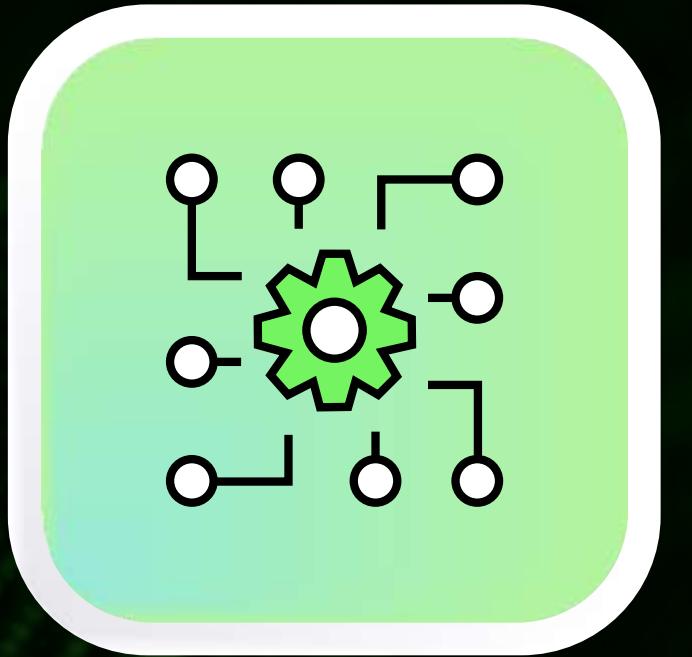
## Integration Overload

Writing connectors to Google Ads, Meta Ads, Twitter, TikTok, LinkedIn, analytics, CRM, and more is monumental. A single brand might use dozens of tools.



## Orchestration Expertise

Engineering a system that coordinates, passes tasks, and double-checks each step of the process requires cutting-edge AI architecture typically only seen in research labs.

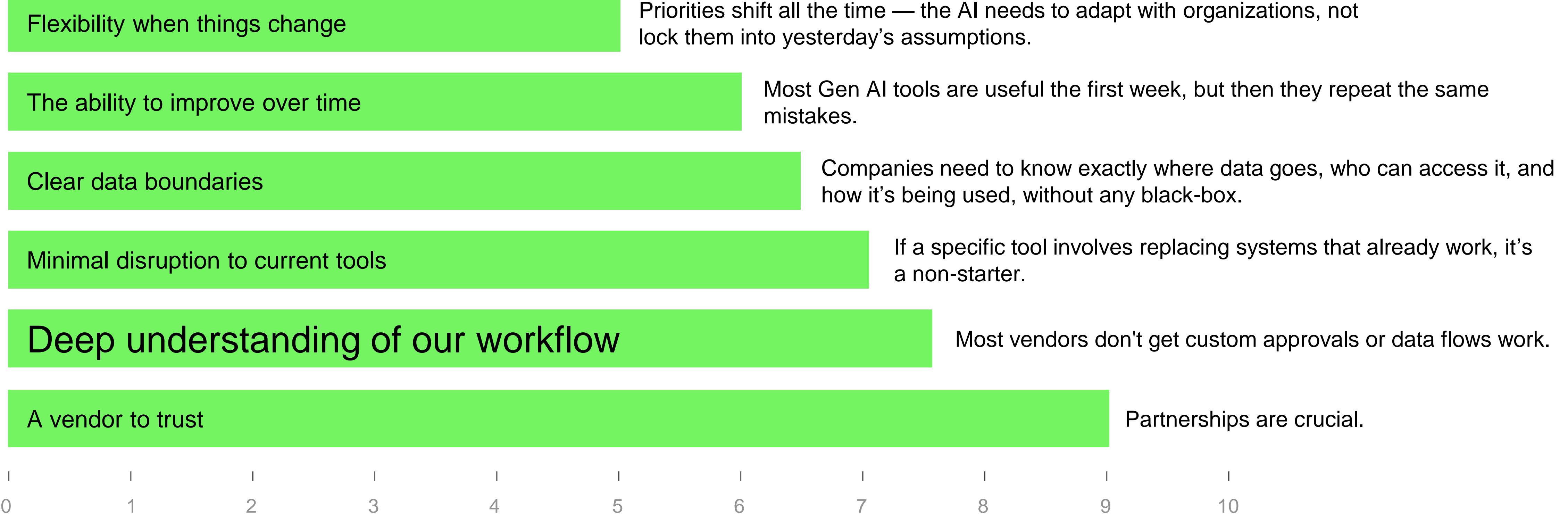


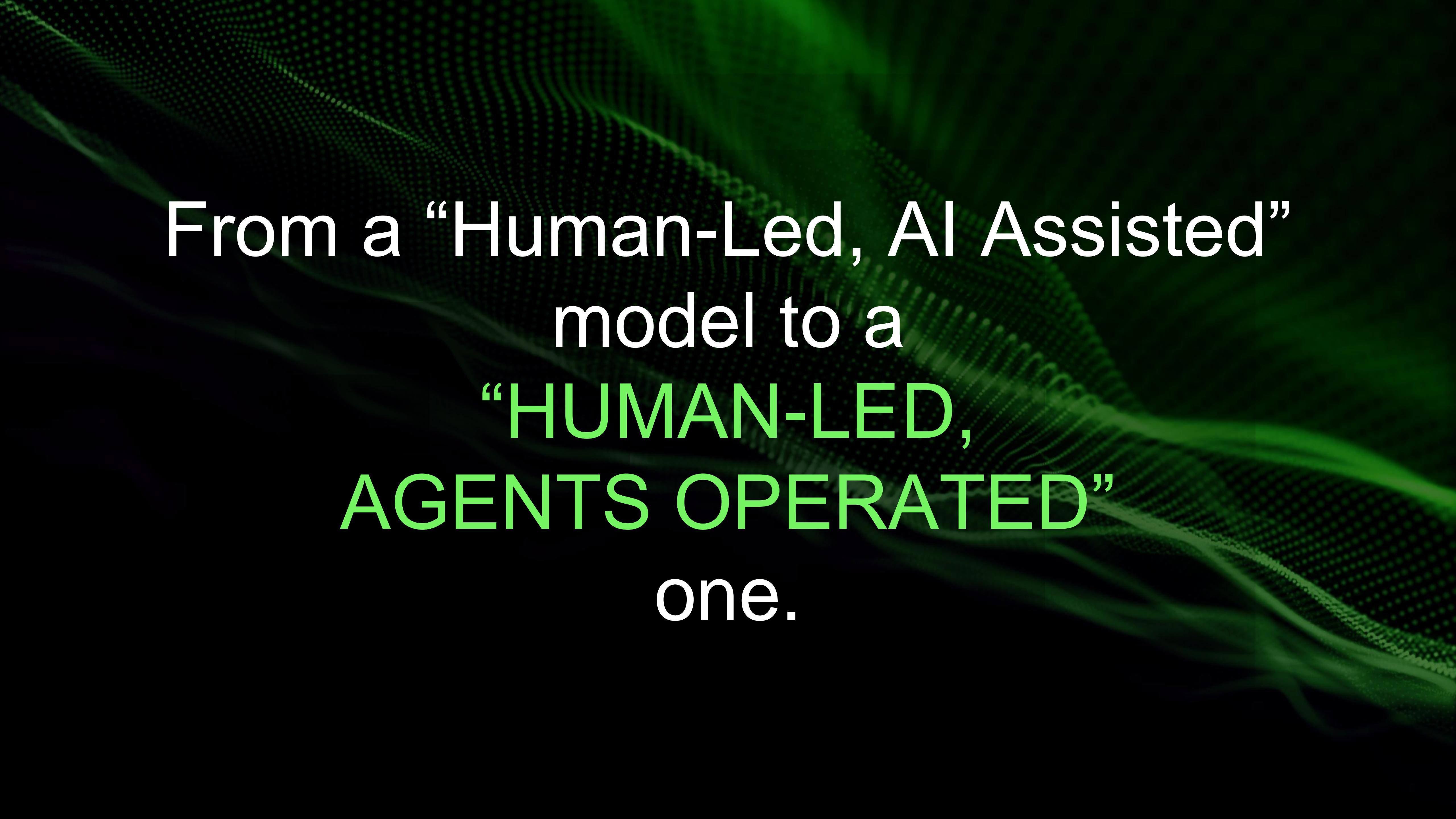
## Continuous Maintenance

You become responsible for monitoring performance, fixing bugs, updating for regulations, and improving capabilities – diverting your best talent from core marketing activities.



# WHAT ENTERPRISES REALLY WANT FROM AI



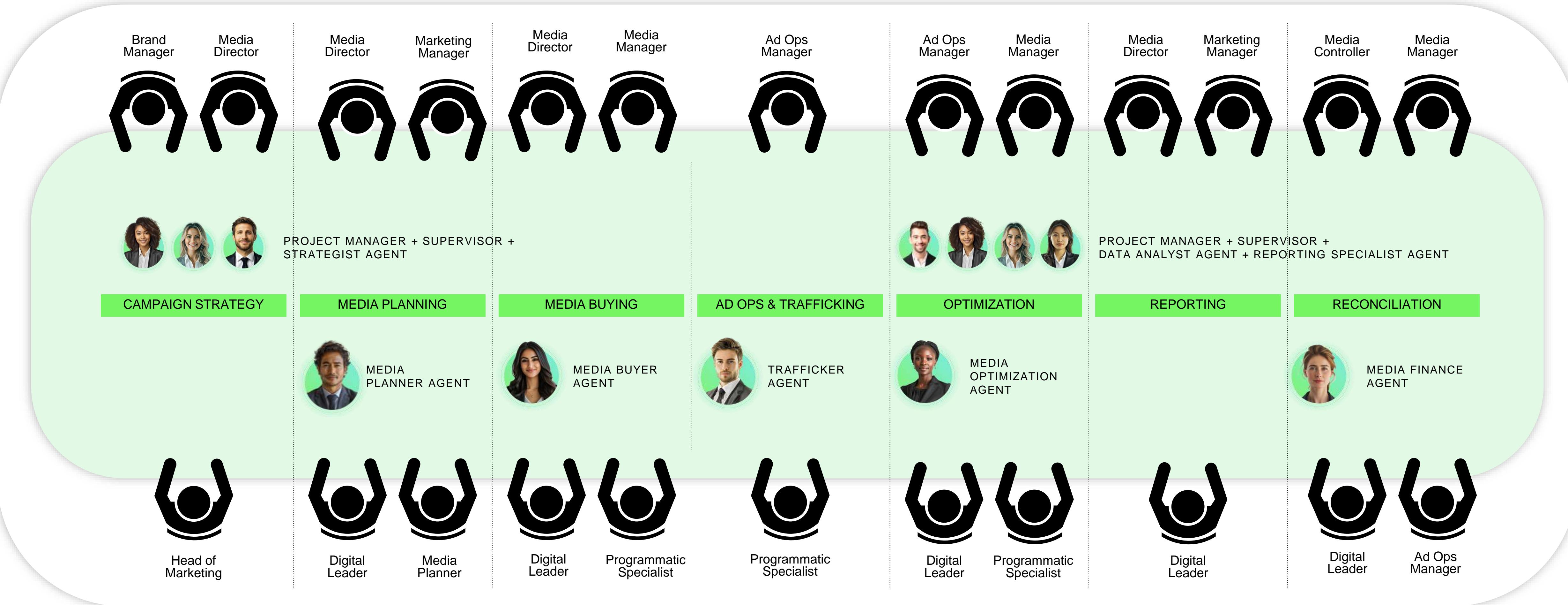


From a “Human-Led, AI Assisted”  
model to a  
“HUMAN-LED,  
AGENTS OPERATED”  
one.

# AGENTS AS THE MISSING LAYER FOR TRUE ADVERTISING TRANSFORMATION



# A TRULY HYBRID ENVIRONMENT



TEAM IN-HOUSE



# A MULTI-AGENT MODEL IN ADVERTISING

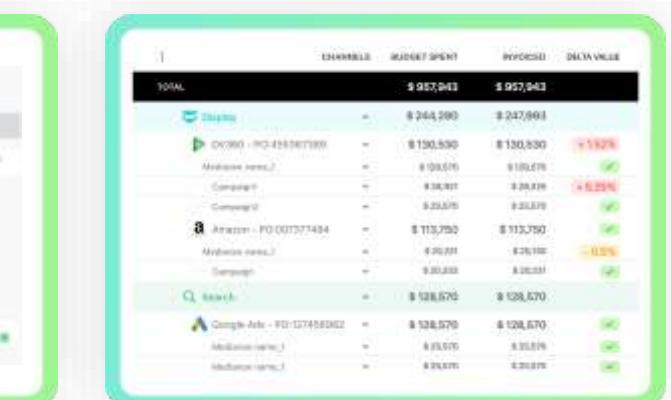
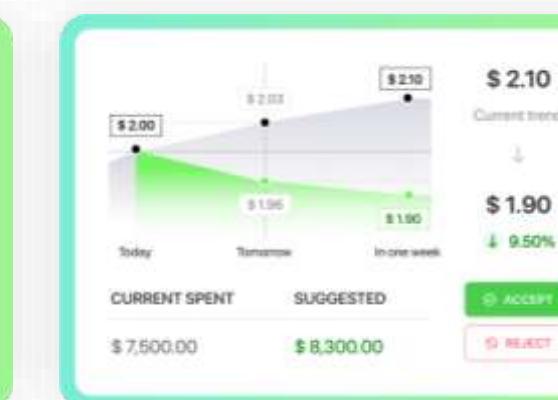
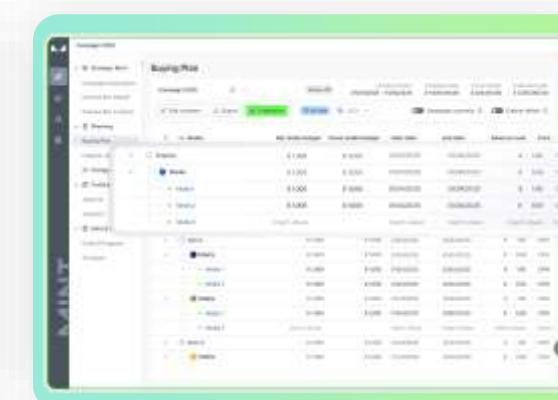
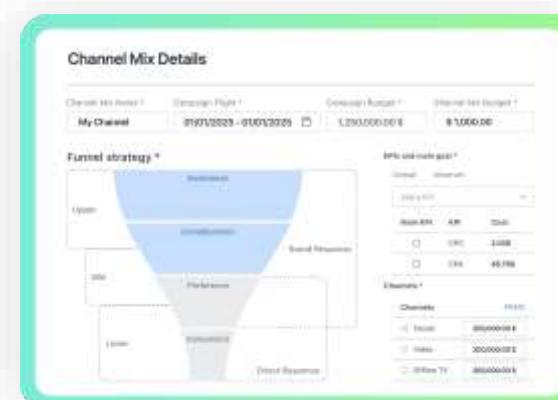
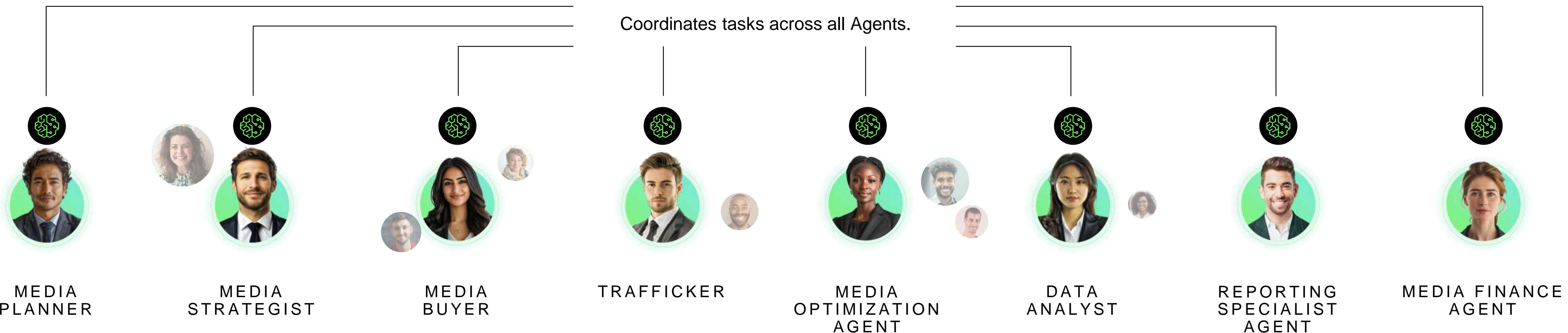


PROJECT MANAGER



SUPERVISOR

Oversees Agents' responses to ensure consistency.



# THE NEED FOR CUSTOM AGENTS

Five Core Pillars of each Agent:

- > ROLE
- > DATA
- > TASKS
- > CHANNELS
- > GUIDELINES



**Sarah**  
Media Planning Agent

## Role & Specialization

- Department: Strategy x Media Planning

## Tools & Integrations

- Media Planning Platforms
- Audience Insight Tools
- Cross-Media Analysis Tools
- Google Sheets / Excel
- Meta Ads Manager, Google Ads, TikTok Ads, DV360
- Slack / Email
- Power BI / Looker Studio

## Permissions & Access Level

- Tier: Planning & Strategy Access
- Access: Briefs, audience data, channel benchmarks, platform planning tools

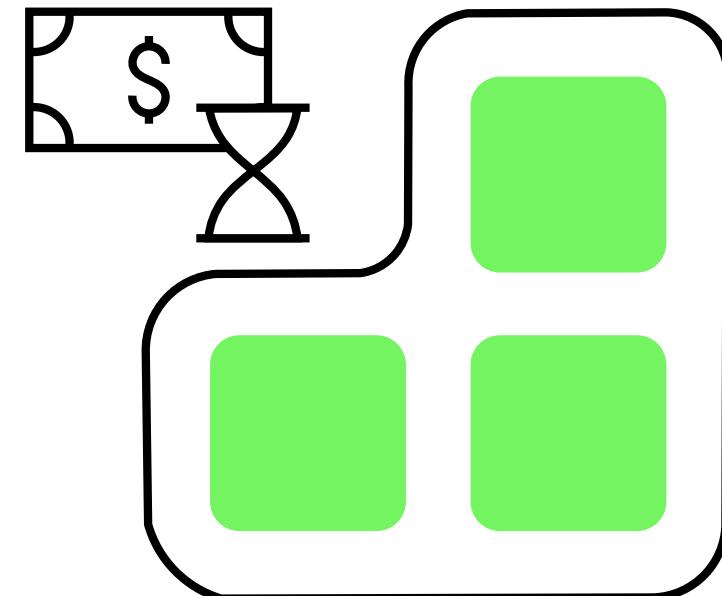
## Reporting & Alerts

- Weekly Plans: Delivered per each campaign
- Timeline Alerts: Notifies if deadlines are approaching or if inputs are missing



Agentic  
Data Analysis,  
Anywhere

# A WINNING PLAYBOOK FOR IN-HOUSE TEAMS

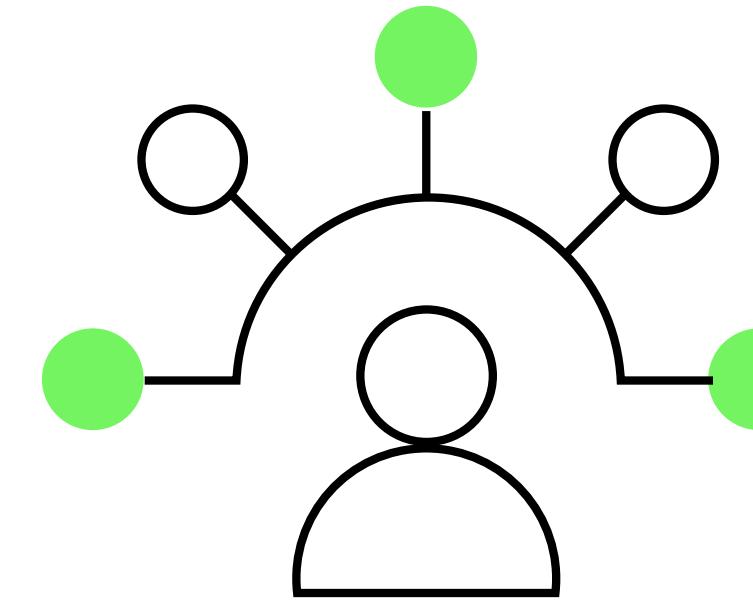


Buy, Don't Build

External partnerships achieve 2x the success rate of internal builds

Partner with Learning - Capable Vendors

Seek out solutions that adapt and improve over time through feedback

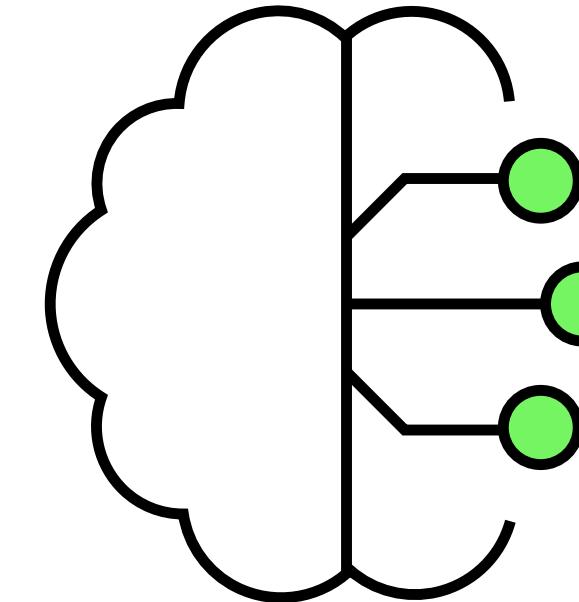


Empower the Front Lines

Let line managers and power users drive adoption, not central labs

Focus on Workflow Integration

Prioritize deep integration over flashy demos or technical benchmarks



Demand Learning Systems

Choose tools that integrate deeply and adapt over time

Stop Investing in Static Tools

Move away from systems that require constant prompting and don't retain context



**MAINIT**  
AUGMENTING ADVERTISING INTELLIGENCE

