The agentic marketing organization

Transforming your team and technology for an AI future

GrowthLoop

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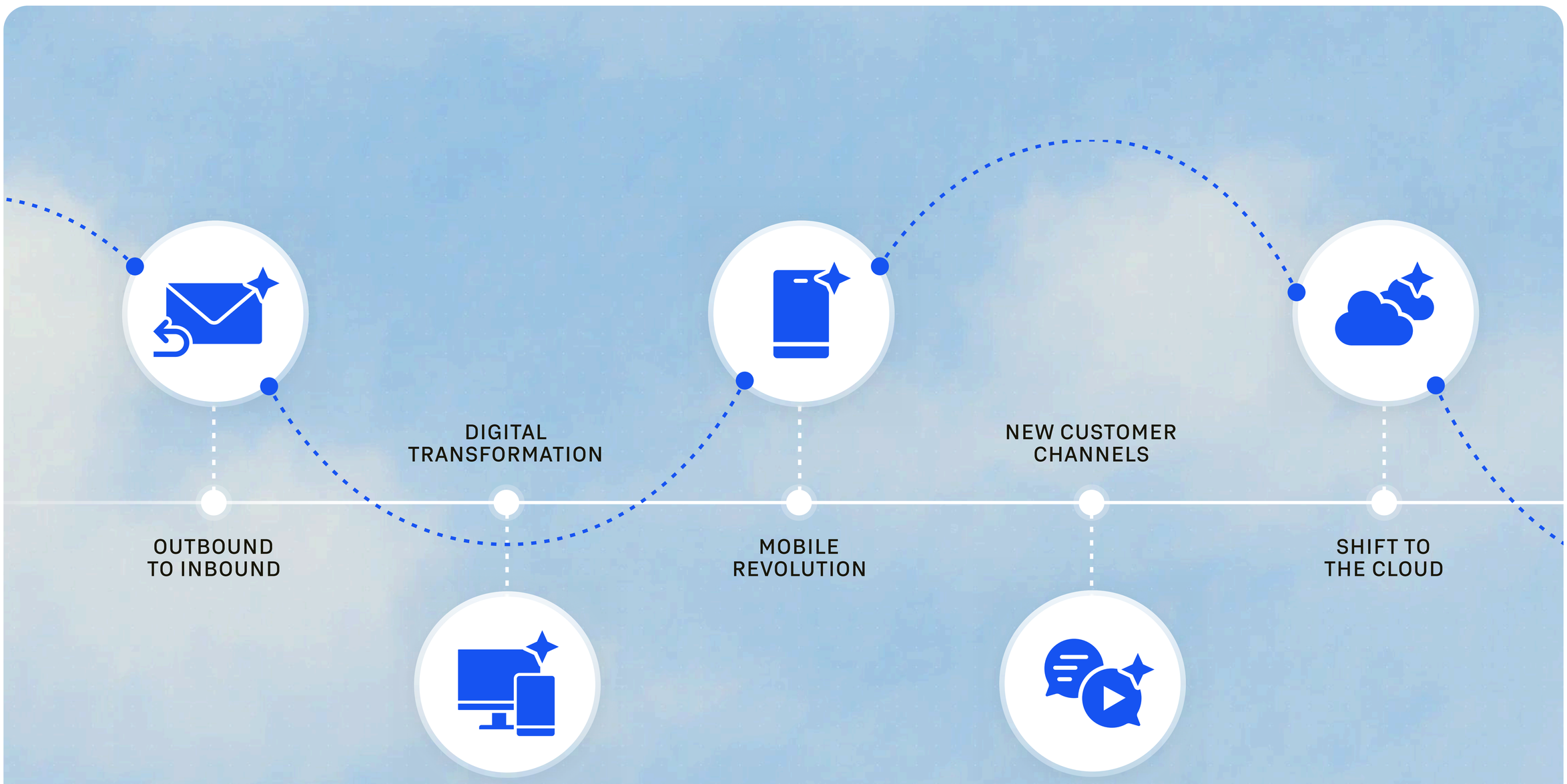
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Preparing for agentic AI

Marketing leaders are no strangers to disruption. CMOs and VPs have remained resilient through waves of change, from outbound to inbound, the digital transformation, the mobile revolution, a proliferation of new customer channels, and the shift to the cloud. They navigated this all while ensuring their technology and team kept pace with evolving, fierce business competition.



Now, we face another seismic shift: Agentic AI. This represents a major moment in time when the forward-thinking marketing leader can seize an opportunity to not only leap beyond their competition, but build something entirely new:

The agentic marketing organization.

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What is an agentic marketing organization?

An agentic marketing organization is a marketing team that harnesses and integrates artificial intelligence, powered by their first-party data, to continuously build, orchestrate, and optimize personalized, dynamic marketing campaigns — while keeping human oversight and customer experience at the center.

The future belongs to the marketing leaders who act now.

To get ahead, stay ahead, and capture the full potential of your marketing team, we've created a framework and roadmap to help you build your new agentic operating model.

Agentic marketing organizations today

While the formal restructuring into an agentic marketing organization may be a new concept, plenty of teams are working toward this forward-thinking structure and already possess three key traits:

01

They're already integrating AI across all areas of marketing

High-growth companies are significantly more likely to use AI across all areas of marketing. The widest gaps between high-growth teams and others are in the application of AI for predicting customer behavior, automating audience segments, and SEO/content optimization.

02

Personalization is at the heart of their data strategy

71% of customers expect highly personalized experiences across the dozens of channels they use. As more organizations use AI to fulfill these expectations, customer standards will continue to rise, leaving little room for error. Personalization at scale and speed requires AI — but AI alone cannot orchestrate perfectly personalized campaigns.

- AI requires complete and accurate data to produce effective outputs.
- You cannot have an AI strategy without a data strategy.
- First-party data is your key differentiator as AI becomes commonplace.

03

Their tech stack is ready for AI

Organizations like Allegro, NASCAR, and Priceline all share a similar tech stack philosophy:

- Centralized, accessible data in the enterprise cloud
- AI workflows powered by first-party data
- A composable approach to layering best-in-class marketing technology

Building your agentic marketing organization

Welcoming AI as a core organizational partner will forever reshape how teams function. The traditional marketing hierarchy built around activation channels with siloed teams will soon be obsolete, and the division between marketing, marketing operations, and data teams will be fully eliminated.

Bold leadership is crucial for navigating this transition.

The steps you'll take will fit into three categories:

The tech

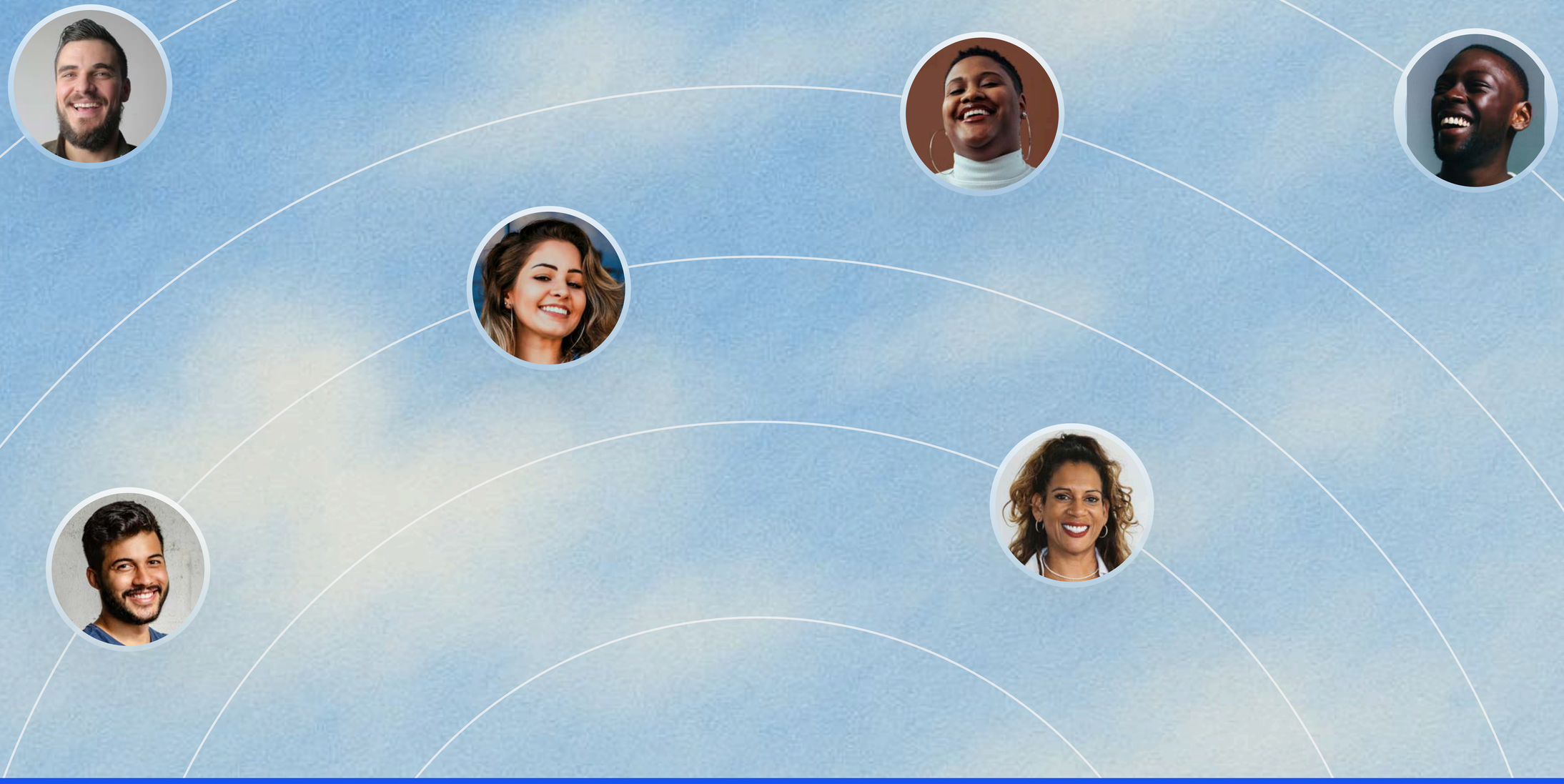
Building your future-proof marketing and data tech stack that scales with the AI and cloud-centric future.

The team

Reimagining your organizational structure to optimize for humans and AI agents working together.

The transformation

The critical change management process required to evolve with predictability and earn buy-in from your team.



PART 1

The tech



Cloud data warehouse

A cloud data warehouse is the ideal data storage location. It is built with optimal data security, gives teams flexibility to connect their preferred channel tools, preserves customer 360, and serves as the nerve center for AI activation.

Agentic AI-powered toolset

With all customer data connected to every activation channel, marketers and AI agents trained in specific jobs-to-be-done can work together to surface ideas for audiences, journeys, and campaign optimization. The composable architecture preserves the customer 360, allowing AI agents to deliver highly accurate recommendations and accelerate commonly time-intensive tasks at scale.

Composable activation layer

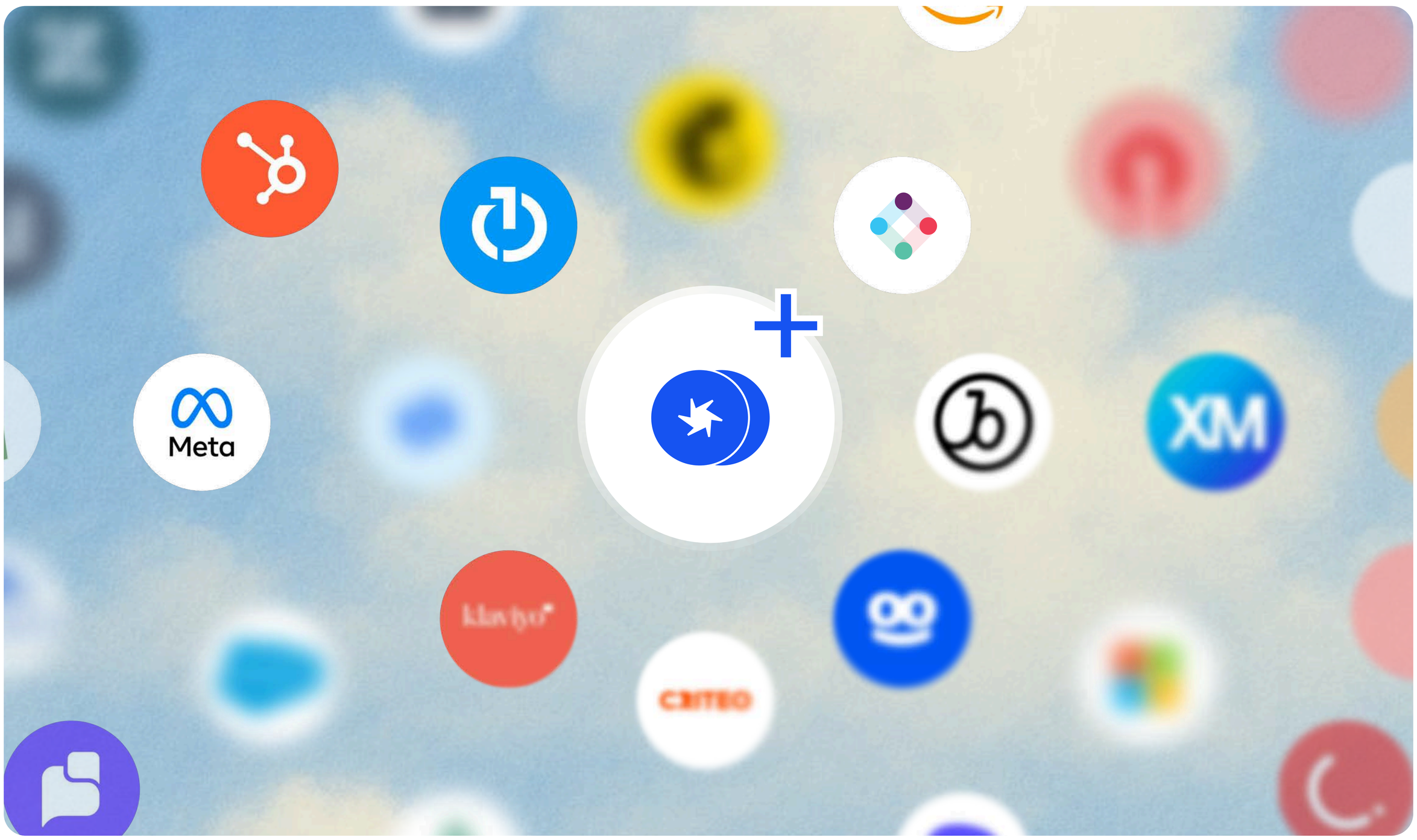
Composable technologies connect into the data cloud to activate and update customer data across channel tools. Teams choose best-in-class options and can change tools effortlessly without losing campaign insights, because all data is stored in the data cloud. A composable orchestration layer, such as a Compound Marketing Engine, is a key component that provides marketers an intuitive interface to self-serve customer data, build audiences, and partner with AI to develop campaigns.

PART 1

The tech

This optimal tech stack serves your agentic marketing organization's needs:

- Centered around your highest value and most complete first-party data
- Self-service access to critical customer data without engineering support for speed and autonomy
- Intelligent composable layer powered by AI, connected to every channel tool
- Agentic AI at every layer of the loop: segmentation, orchestration, performance analysis, and recommendations.



PART 2

The team

With the right technical foundation in place you can focus on refining your team structure and workflows to become an effective agentic marketing organization.

Every marketing role will likely change, whether by title, responsibilities, or reporting structure. These changes will impact the core marketing team, as well as work with other departments like engineering or data, and external partners or agencies.

- There will be new roles entirely, as well as changes to existing roles.
- Some tasks will be handled by AI, others by humans, and most will be handled through collaboration between humans and AI agents.
- A human must be in the loop at all times. (9 in 10 marketers believe AI systems need oversight to verify outputs.)
- Every employee will need to become proficient with AI to reduce their manual efforts and focus their time where it is truly valuable.







PART 2

The team

Let us explore the new marketing organizational chart and its key elements.

This is not meant to be representative of sub-teams within the organization, nor a one-size-fits-all blueprint for every company. We expect that the core principles will apply universally, but every company will implement this differently to fit their unique goals and market.

01 Leadership

Leads key strategic decisions and continually assesses how AI improves campaign results.

02 Marketing intelligence

Powers business unit pods through AI model development, data access, and overall marketing stack upkeep, maintenance, and enablement.

03 Business units

Activates customer data to orchestrate omnichannel campaigns, focused on entire product/service lines or brands instead of channels.



Leadership

Strategic core for AI-driven growth

This is the office of the CMO and their close collaborators. This team leads key strategic decisions for the agentic marketing organization. They will also focus on continually assessing how AI improves campaign results and generates business value.

Chief marketing officer (CMO)

- Leads the overall marketing vision, strategy, budget, and business alignment.
- Holds top-line and revenue accountability.
- Orchestrates the agentic cultural transformation.

Marketing data officer (MDO)

Formerly: Chief data officer (CDO), VP of data strategy

- Owns the cloud data architecture and cross-org data alignment.

See below for more detail

AI marketing strategy director

Formerly: Head of growth, senior strategist

- Connects business objectives to AI agent capabilities, continuously improving models and systems.
- Defines use cases, selects tools, and owns technology implementation roadmaps.

Senior VP of marketing

Formerly: Head of growth, senior strategist

- Manages all operational elements of the marketing organization, from product line to brand pod leaders.
- Defines top-down campaign architecture, accounting for new agentic capabilities and team structure.

Considerations for the marketing data officer (MDO) role

Because data is integral to the agentic marketing organization's success, we challenge forward-thinking organizations to migrate the role that would typically be a CDO sitting in the data/engineering organization directly within the marketing organization. The MDO must have a deep understanding of marketing's ever-changing data needs as new models, tools, and data sources emerge. An organizational adjustment that places the MDO on the CMO's team ensures ongoing alignment and partnership.

Data governance will remain a major priority, regardless of where the MDO role sits organizationally. Over time, there will likely be a separation of responsibility between data infrastructure and data ownership. This role must ensure and maintain tight alignment with their information security counterparts who enforce the organization's critical privacy, security, and data access standards. However, we expect many organizations to continue to have this role within engineering as they wait to see how their peers realign their teams. If your organization is not yet ready for this new alignment, the VP of engineering or equivalent must treat the marketing organization as a primary stakeholder in all of their decision-making.

AI governance, compliance, and ethics

While this is likely handled at the corporate level, a marketing business partner will have a dotted-line relationship with the agentic marketing organization. These roles ensure responsible AI deployment, governance, and transparency, which is made easier with a first-party data strategy built in the enterprise cloud.

Marketing intelligence

The technology and AI enablement layer

This organizational layer translates the marketing strategy, goals, and objectives into decisions around data and AI strategy, technology, modeling, and orchestration. Ultimately, this group empowers and enables the business unit pods (which we'll explore next). They are the essential power center of an agentic marketing organization.

Roles and responsibilities

Marketing technology leader

- Translates business strategy into technology decisions.
- Builds and maintains the composable martech stack.
- Ensures the corporate AI roadmap serves the marketing organization.

AI product leader; machine learning operations

- Works closely with business unit stakeholders to understand and serve core use cases.
- Deploys and monitors agents in production environments.
- Performs quality assurance testing of standard prompts.

Predictive analytics specialist

Formerly: Forecasting analyst, marketing analyst, data scientist

- Builds propensity models for LTV, churn, next-best-action, and other key metrics.

Marketing data engineer

Formerly: Data engineer

- Ensures warehouse data and tables are accessible, accurate, and enabled for marketing use.

Market research analyst

Formerly: Consumer insights analyst, Market research manager

- Owns market and consumer research.
- Adds qualitative and quantitative data to AI analysis.
- Integrates human context into the AI agents.

Each role is crucial in maintaining the composable ecosystem and ensuring that every AI model accurately reflects your market and business insights. This marketing intelligence layer supports pods to overcome data management and prompt engineering challenges while preserving data governance. The team also partners with leadership to align the business strategy with the tech capabilities.

This team handles:

- Customer data access and activation.
- AI model development.
- Campaign execution infrastructure.
- Governance over segmentation and channel orchestration.

Business units

Where campaigns are born and owned

Business units are not a new concept; they are where most team members will work and manage campaigns. However, instead of channel specialists, pods will activate customer data to orchestrate omnichannel experiences.

There are two potential paths to take with this business unit structure:

01

Product line or brand pods

The business unit centers around a specific sub-brand, product line, or service. It is fully equipped to run campaigns independently, powered by the data access and AI technology managed by the marketing intelligence layer. This is similar to how most teams are structured today, but in a structure where humans and AI agents work together, teams will be smaller, more autonomous, and less dependent on engineering and data teams.

This will likely be the first step for leaders seeking to build an agentic marketing organization. However, you may evolve to the customer journey pod structure with time.

02

Customer journey pods

This is a customer-centric pod structure where each pod owns a stage of the customer journey. For example, a team responsible for first purchase, repeat purchase, loyalty, churn winback, etc. These pods tackle questions like “How do we acquire customers?” or “How do we boost customer lifetime value?” across all product lines or services.

- This is far different than what we typically see today.
- There is still more autonomy and less reliance on data and engineering teams.
- There’s much more pressure on marketing intelligence to connect all systems and establish checks and balances for overlap in strategy, campaign inclusion, personalization, and other areas.

Business units

Where campaigns are born and owned

Roles and responsibilities

Business unit leader

- Owns performance, strategic prioritization, budget allocation, and pod rituals (like standups).
- Manages all day-to-day operations.

Creative director

- Oversees the strategy that informs the pod's content creators, including copy and design.
- Manages human-AI content creators and visual designers.

Web/app director

- Oversees the web and app experience for the pod.

Campaign experience director

- Maps campaign journeys, workflows, and decision trees.
- Works with orchestration agents to optimize customer journeys.
- Provides data feedback loop to the marketing intelligence team.

Human-AI content creator

Formerly: Copywriter

- Collaborates with LLMs on copy and variations to reflect individual buyer purchases.

Visual designer/brand designer

Formerly: Designer

- Ensures alignment across campaign formats and brand consistency in all visuals.
- May collaborate with AI to ideate on visuals.

Operating principles

Agentic marketing organizations vs. traditional marketing teams

	Agentic marketing organization	Traditional marketing teams
Drive top-line growth	Faster iteration, deeper personalization, and always-on orchestration powered by your data cloud drives higher CLTV, loyalty, and revenue.	Revenue growth is limited by slow cycles, disconnected data, and missed opportunities to act on insights.
Create a unified customer experience	Deliver highly personalized, real-time experiences across channels built from unified, cloud-native customer data.	Fragmented tools and channel silos lead to inconsistent messaging and impersonal customer experiences.
Accelerate marketing cycles	AI growth agents speed up every stage of the campaign lifecycle, from audience building to journey orchestration to analysis.	Manual processes and data bottlenecks slow down campaign execution and make iteration painfully slow.
Improve marketing ROI	Faster execution, higher-performing campaigns, and more efficient marketing teams save costs while improving ROI. And a composable stack lowers tech stack costs, even as cloud usage grows.	As scale increases, headcount and tech stack costs increase, and tech debt piles up, driving up costs without improving performance.
Create a compounding growth flywheel	Humans and AI agents work together to continuously optimize within a closed-loop system running on the data cloud to deliver compound growth.	Without feedback loops or automation, traditional teams take too long to improve campaigns.

What is compound marketing growth?

If you're talking about a savings account, there's a big difference between interest that compounds 1% annually and 1% daily. The same concept applies to marketing. By decreasing marketing cycles from quarters or months to weeks (or even days), teams can execute more campaigns and perform faster iterations. Teams that move 2-5x faster can generate 20-30% more revenue from their activities, coupled with 20-30% lower costs from process efficiencies. These benefits stack and spark an ongoing cycle of improvement, where growth compounds over time. It entirely reinvents what "marketing success" looks like.

PART 3

The transformation

Transforming your marketing team to fit within these new layers and roles requires a strategic, gradual rollout to ease team members into the structure and empower them to collaborate effectively with AI.

Take the following steps to build your agentic marketing organization:

STEP 1
Set vision and goals

STEP 2
Refactor your budget

STEP 3
Build your tech infrastructure

STEP 4
Develop team vision and skills

STEP 5
Communicate changes, timelines, and expectations

STEP 6
Transform one core workflow

PART 3

The transformation

Set vision and goals

Establish a clear picture of what “agentic” means for your organization. Align leadership on outcomes, identify gaps in your current state, and define a realistic path to transformation.

- **Define your strategic outcomes.** Clarify your business and marketing goals, then identify the metrics that will track progress in an agentic marketing model.
- **Audit your current state.** Document your existing team structure, roles, and tech stack — especially where there are silos, redundancies, or gaps.
- **Map roles to the future.** Compare today’s roles with the roles you’ll need in an AI-augmented organization. Identify overlaps, gaps, and new skill areas.
- **Reallocate your budget.** Assess where spend will shift from headcount and legacy tools to automation, training, and cloud infrastructure.
- **Set a realistic timeline.** Plan your transformation milestones with an eye toward 2026 readiness, including time for training, testing, and adoption.
- **Build your 2026 roadmap now.** Lay the foundation early by defining what “fully agentic” looks like for your org and reverse-engineer your priorities to get there on time.

PART 3

The transformation

Refactor your budget

As you evolve into an agentic marketing organization, your budget will rebalance. Use this visual guide to understand which categories will rise, fall, or stay flat as you reallocate spend.

Budget category	3-Year est. change	Rationale
Headcount (people ops + salaries)	-	Agentic workflows reduce manual execution, allowing teams to do more with less and leaving your headcount unchanged.
Legacy software (Adobe, Salesforce, etc.)	-80%	Unified, composable tools replace fragmented systems and marketing suites.
External agencies and services	-50%	Decline in executional outsourcing; may stay flat or shift to AI-specialist partners.
Cloud data infrastructure (warehouse, CDP)	+80%	Increases due to growth in cloud storage, processing, and real-time data activation.
Agentic AI/ automation tools	+80%	Increased spend on agentic platforms, agent orchestration, and model management.
Training and upskilling	-	Redirect of existing budget, with increased focus on making AI literacy a core competency.
Total marketing spend	**-25%**	**Overall spend decreases even as value increases — fewer vendors, more automation, tighter ops.**

We believe marketers will always remain in the loop with AI...

...but as with all technology movements, roles and budget allocation will change. For example, your $10M headcount budget may stay the same, but you may shift from hiring channel marketers to hiring more roles for your marketing intelligence team. And your training budget won't decrease, but you'll spend a higher percentage of that budget on AI fluency and upskilling.

PART 3

The transformation

Build your tech infrastructure

Your AI-powered org can only move as fast as your systems allow. Lay the foundation by unifying your data, eliminating tool friction, and adopting composable, cloud-native architecture.

- **Assess your tech ecosystem.** Identify data silos, duplicate pipelines, and tool friction that slow down campaign execution.
- **Get your data cloud ready.** Partner with your data team to prioritize unified, clean, and accessible first-party data as your foundation.
- **Review your channel tools.** Ensure your email, advertising, and engagement platforms can connect to your composable architecture without manual workarounds.
- **Adopt a composable AI platform.** Use a tool like a Compound Marketing Engine that enables AI agents to run natively on your cloud and power your entire campaign loop.

Remember, your first-party data is your differentiator

AI needs complete and accurate customer data to deliver valuable campaign insights and suggestions. As more teams use AI to accelerate their workflows, your first-party data quality will set you apart in engaging customers with highly personalized, loyalty-building experiences.

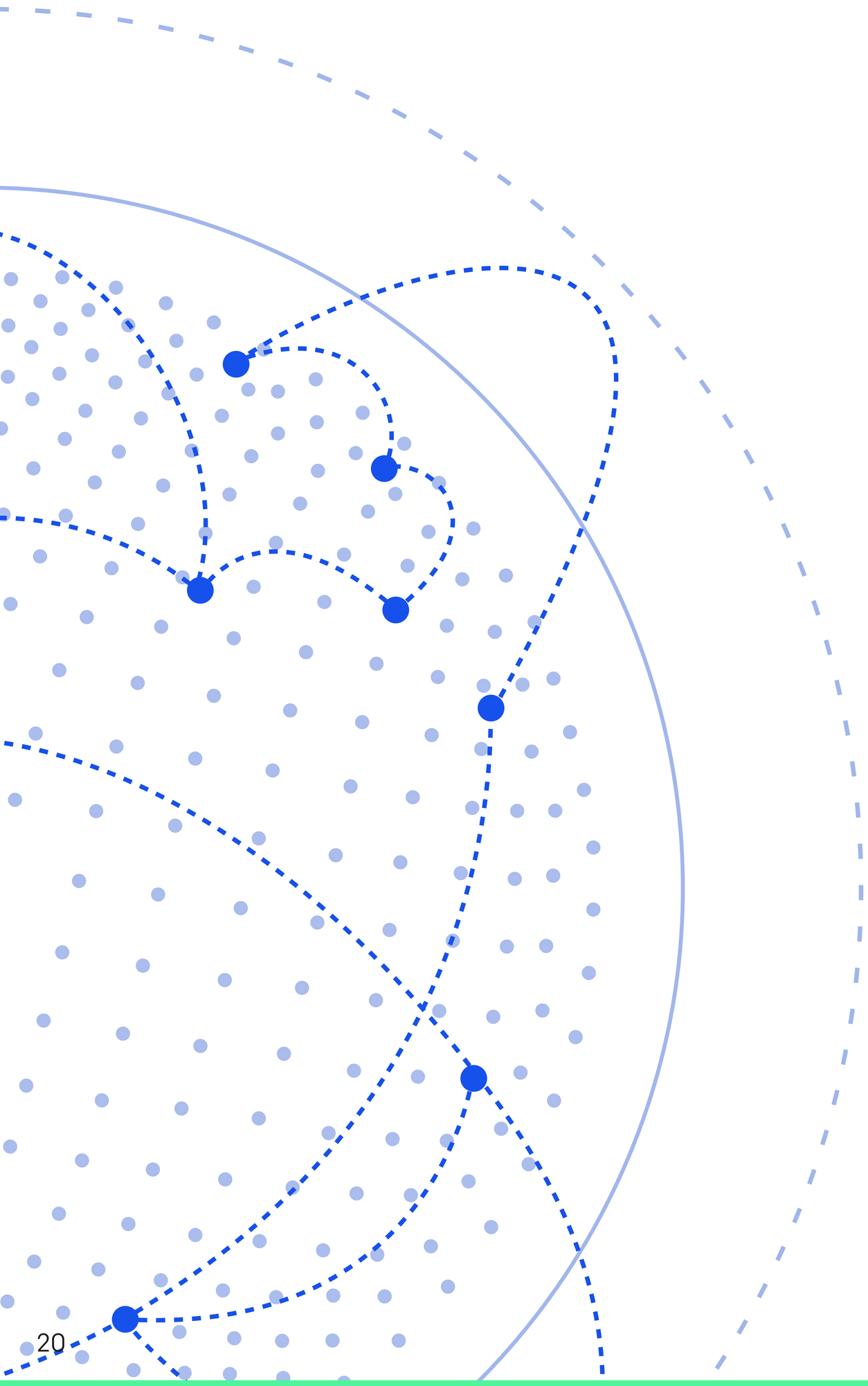


PART 3

The transformation

Develop team vision and skills

As roles evolve, your people need clarity and support. Define how AI fits into each function and upskill your team to collaborate with agents: strategically, creatively, and technically.



- **Align on the role of AI.** Host team discussions to explore how each role can gain leverage by working with AI agents as collaborators.
- **Invest in AI training.** Assess your team's current comfort with AI systems and build a training plan to upskill everyone, from creative to strategy.
- **Bring in expert partners.** Collaborate with vendors that support agentic workflows and can offer role-based training, prompts, and implementation support.
- **Support hybrid skill development.** Help your team develop a balanced skill set across technical, creative, and strategic dimensions to thrive in agentic roles.
- **Document a new RACI.** Define clear responsibilities across your new human and AI workflows to maintain accountability and confidence in execution.

PART 3

The transformation

Communicate changes, timelines, and expectations

Change won't stick without buy-in. Share the "why," set expectations early, and keep the team engaged through transparency, empathy, and steady reinforcement.



- **Define your AI philosophy.** Partner with HR to articulate how AI will enhance, not replace, careers, and ensure every employee understands the strategy.
- **Be direct about role changes.** Clearly communicate which roles will be retired or transformed and support transition planning.
- **Invite questions and feedback.** Create space for open dialogue and maintain transparency to build trust throughout the shift.
- **Address workload concerns.** Collaborate with your team to balance responsibilities during the transition and relieve pressure where needed.
- **Set KPIs and review quarterly.** Establish performance metrics tied to the new structure and regularly assess progress and adoption.
- **Foster experimentation.** Encourage team members to test AI tools, workflows, and ideas as breakthroughs often come from curiosity and play.

PART 3

The transformation

Transform one core workflow

Restructuring your workflows is a key step in enabling an agentic marketing organization. Start with one high-impact process, and use it to test how AI, data, and team collaboration can drive compounding improvement across the loop.

Form an AI workflow squad.
Assemble a small cross-functional team of business stakeholders and marketing intelligence team members to lead a hands-on pilot.

Select one workflow to analyze.
Choose a high-impact, repeatable process like onboarding or a segment of your marketing funnel and put it under an “X-ray.”

Measure the speed of the loop.
Identify how long it takes for a signal to trigger action today and where delays or breakdowns occur.

Map AI opportunities.
Explore how growth agents or AI systems can accelerate or automate parts of the loop to reduce friction and time-to-impact.

Document and share results.
Capture what you learned, including performance improvements, team feedback, and a plan to scale the transformation.

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Betting on a future of compound growth

Organizations that implement AI effectively will hold an enormous advantage over those that do not. This transition spans technology, people, and processes — all requiring bold leadership to tackle challenges head-on and ensure the right foundation is built to sustain lasting success.

As you begin, you won't have every answer. But **teams that act now will benefit from compounding advantages across every go-to-market motion.**

Start with what you can control: data readiness, team composition, and pilot projects. We envision teams soon being structured around a strategic leadership core, marketing intelligence layer, and business unit pods.

A **data cloud-native, composable tech stack** is a critical component of the agentic marketing organization, and GrowthLoop can be part of it. Our Compound Marketing Engine is built to empower marketers to collaborate with AI, orchestrate campaigns, and measure results effortlessly.

Learn more about GrowthLoop and start building your version of the agentic marketing organization today.

Contact GrowthLoop

