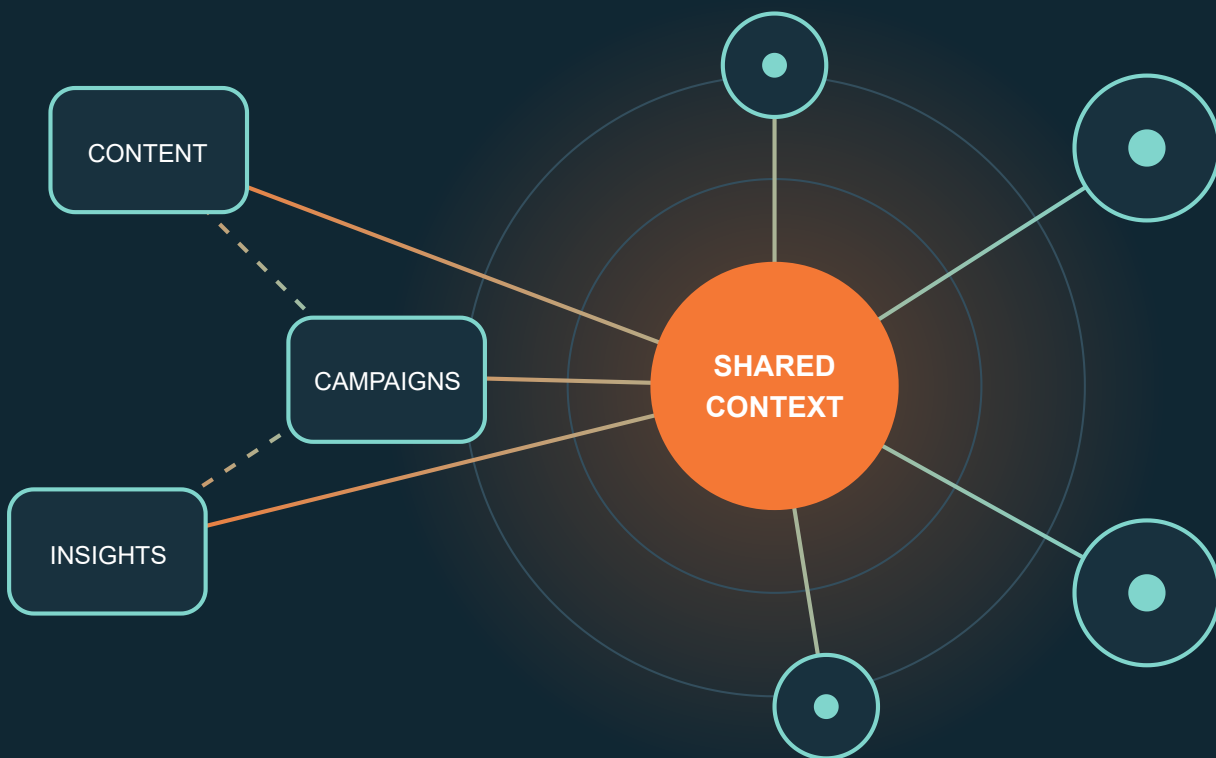


THE NEXT STEP FOR MARKETING TEAMS

From AI content to coordinated marketing.

How to give AI defined responsibilities, connect the work and keep people in control.



AI can produce the next asset.
A connected operation can move the work forward.

OCTOBER 2026

01 / THE ADOPTION GAP

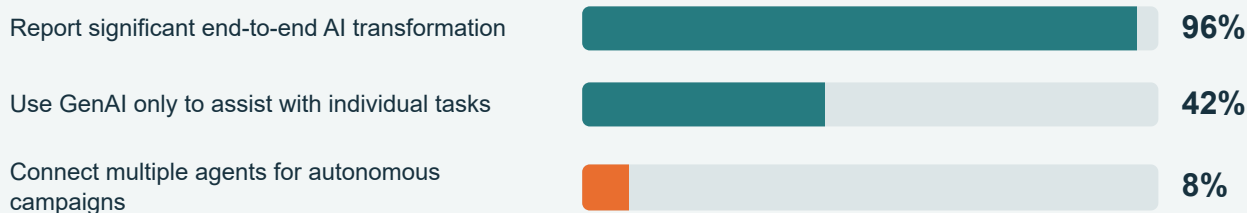
AI helps produce the work. People still carry the operation.

Your team can draft a campaign in minutes and still spend days getting it out the door.

Someone writes the prompt, supplies the brand context, checks the result and moves it into another tool. Someone else decides what happens next, briefs the next person and follows up. AI has accelerated production, while people continue to supply the department's memory, coordination and momentum.

A team can use AI every day while people still carry responsibility for completing the work.

FIGURE 1 / Ambition is ahead of coordinated execution



Source: BCG, June 2026; 300 CMOs globally, B2B and B2C. Separate measures, with overlapping respondents; these bars do not add to 100%. The 8% group is a subset of BCG's leaders. [1]

BCG's latest survey captures the distinction: broad claims of transformation coexist with substantial reliance on individual task assistance. Its report identifies data, brand knowledge, coordination across agents and talent as foundations for advancing. Its percentages describe the surveyed organizations using BCG's own categories. [1]

Gartner's earlier survey points to the familiar entry point. Among marketing organizations that had adopted GenAI, 77% used it for creative development. Across the survey, 27% of CMOs reported limited or no campaign adoption. That evidence shows uneven adoption and a strong creative focus, rather than proving that adopters had connected their operations. [2]

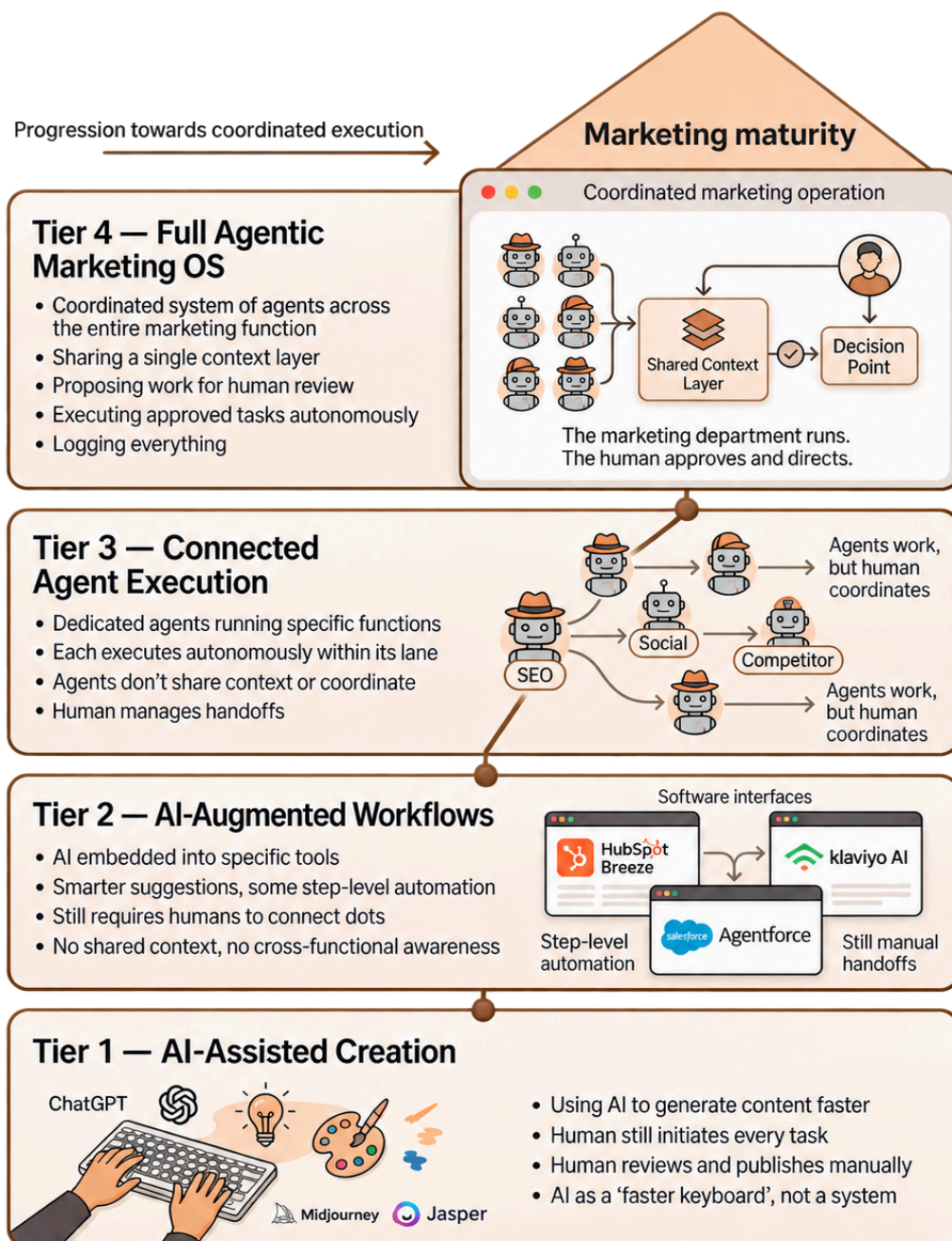
The next step is to assign AI a defined area of work, then give it the context, tools and oversight to make progress.

An agent can pursue an assigned objective, use available tools and execute multiple steps within its permissions. Connecting agents extends that responsibility across functions. The following maturity model makes this progression easier to understand: who performs the work, who connects it and where people need to intervene.

02 / THE MATURITY FRAMEWORK

Four tiers of AI adoption in marketing

A maturity model for how AI takes on work and how that work connects.



Four-tier maturity model. Vendor logos illustrate tools; they are not a comprehensive classification of those vendors' capabilities. "Autonomy" is bounded by configured responsibilities, permissions and approvals.

At tiers 1 and 2, people carry the next step. Tier 3 delegates execution but still needs human coordination. Tier 4 connects agents through shared context and defined handoffs. Strategy, priorities, quality standards and consequential decisions remain with people.

03 / THE ECONOMIC OPPORTUNITY

Give your team more room to deliver

A connected workflow can free people to act on the work, instead of spending their day assembling it.

Consider a recurring campaign report. Your team gathers results, reconciles formats, checks benchmarks and writes recommendations before anyone can decide what to change. That sequence is a useful place to connect AI responsibilities: give the system the approved inputs and reporting rules, let it prepare the analysis, then bring the reviewer a draft with the evidence attached.

In a consumer goods reporting pilot described by WPP Media, a structured AI workflow combined campaign data, benchmarks and briefs to generate first-pass insights in 2-3 minutes per brand, replacing hours of preparation. The reporting team still reviewed and refined them. [5] For a manager, the opportunity is a shorter route to a usable decision and less recurring preparation work.

FIGURE 2 / Delegating ad creation to an AI collaborator

Ads per human worker

Human pair		100
Human + AI		150

50% more output

Direct copy edits by people

Human pair		100
Human + AI		38

62% fewer edits

Human-human condition indexed to 100 separately for each measure. Randomized ad-creation experiment, 2,234 participants; February 2026 working-paper revision. One AI collaborator, not a multi-agent department. Output is measured per human worker per unit time. [3]

Delegation can also give a small team more production capacity. In the experiment above, the AI collaborator could edit copy, generate images and communicate in the same workspace as its human partner. People produced more ads per worker while doing less direct copy editing. They spent more of their effort directing the work. Copy quality improved, but image quality and creative variety suffered; live ad performance was broadly similar between team types. [3] The gain was capacity, with creative review still needed.

Some workflows can reduce outside spending as well. BlueOcean's marketing intelligence system splits questions among specialist agents with access to brand data, then combines their analysis. AWS reports that customer tasks previously taking about five days took two hours, with analytics costs falling 66-96%. [4] These company-reported results concern a specific service, but they show why connecting data, specialist work and synthesis can change the cost of obtaining useful analysis.

Apply that logic to your own backlog. More accepted work from the same staff is added capacity. If it absorbs growth that would otherwise require another hire, it may defer that hire. Lower agency or supplier bills are cash savings. Start with a recurring workflow whose effort and output you can measure, then compare the complete process, including review, with your current approach.

These examples support workflow-specific opportunities, not a universal gain from moving between tiers or measured BoastOS results. Count review, software, model, setup and maintenance costs when assessing the return.

04 / BUILDING THE OPERATION

A practical route to connected execution

Progress requires clear agent responsibilities; reliable brand, audience, goal and product context; access to the right tools; connected steps and handoffs; and review rules. Someone must configure the operation, keep its knowledge current and handle failures. Your team can obtain that expertise through an implementation partner.

How BoastOS puts those pieces together

Marketing Brain / Playbook

Shared brand voice, audience, assets and business knowledge provide reusable context for agents. This supports consistency and reduces repeated briefing. [6]

Mission Control

Tasks, proposals, reports, approval checkpoints and recorded activity let people direct work and see where a decision is needed. [6]

Execution, skills and connections

Agents use reusable instructions and configured connections to perform assigned work. Tasks and scheduling support execution beyond individual prompts. [6]

JumpStart

Discovery, installation, context setup, configured agents and automations, walkthroughs and handoff support help the team put the system to work. [7]

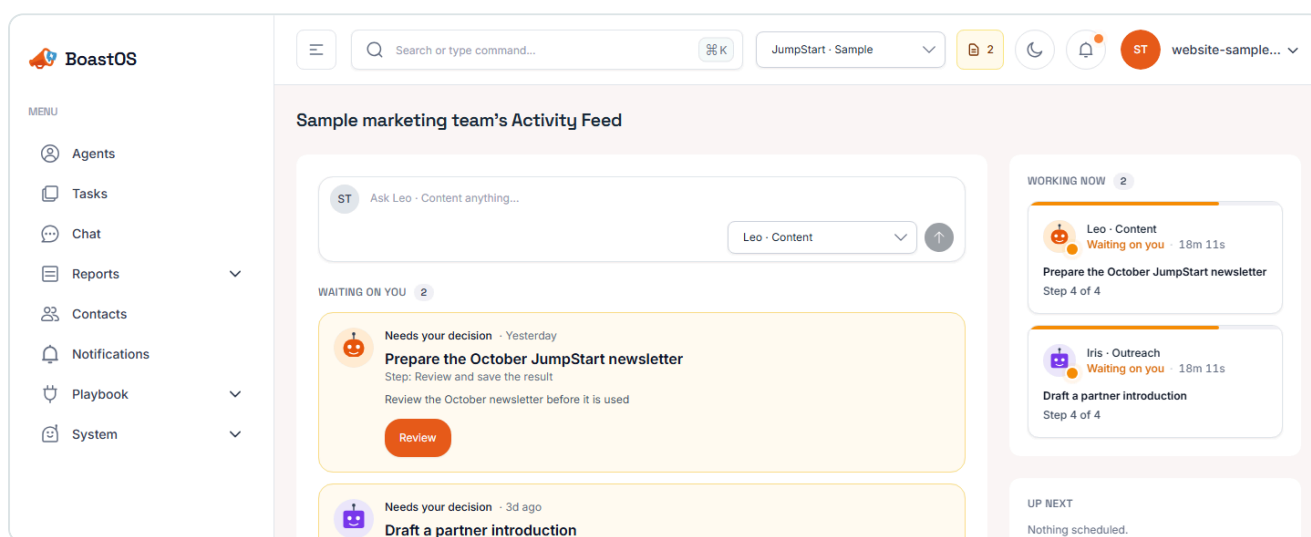


FIGURE 3 / Mission Control makes pending decisions visible. Cropped view of the actual BoastOS product screen published on its website. The sample workspace brings work awaiting review and agent status together. Sample data demonstrates the interface, not customer results. [6]

You provide direction; the setup makes it usable. The customer supplies goals, accurate facts, assets, tool access, priorities and accountable reviewers. JumpStart helps choose useful initial responsibilities and configure the agents, context, automations and approval steps. The license and configured system remain with the customer after handoff. [7]

Defined agent responsibilities support tier 3. Shared context and configured handoffs support movement toward tier 4. Start with a scope the team can supervise, validate accepted output and approval behavior, then expand as it proves reliable.

SOURCES / METHODS

References and evidence boundaries

Primary research and company reporting. Sources checked October 2, 2026.

1. BCG, CMO Survey 2026

Published June 15, 2026. Survey of 300 global CMOs, supplemented by 50 interviews. Self-reported deployment measures; BCG uses its own maturity categories. Percentages are not a distribution across the four tiers in this paper.

<https://www.bcg.com/publications/2026/making-the-agentic-marketing-transformation-a-reality>

2. Gartner, Channels and Campaign Management Survey

Published February 18, 2025. Survey of 418 marketing leaders, conducted July-September 2024. The 77% creative-development figure uses GenAI adopters as its denominator; the 27% limited/no-adoption figure refers to CMOs' campaign adoption.

<https://www.gartner.com/en/newsroom/press-releases/2025-02-18-gartner-survey-reveals-over-a-quarter-of-marketing-organizations-have-limited-or-no-adoption-of-genai-for-marketing-campaigns>

3. Ju and Aral, Collaborating with AI Agents (2026 revision)

Working paper, version 3, February 5, 2026: 2,234 participants, 11,024 ads. Randomized human-human versus human-AI collaboration. Reports 50% more ads per human worker per unit time and 62% fewer direct copy edits. Higher copy quality, lower image quality and output diversity; overall live ad performance broadly similar. Not a comparison with standalone AI prompting or a multi-agent operation.

<https://arxiv.org/html/2503.18238v3>

4. AWS, BlueOceanAI multi-agent marketing case study

Vendor-published customer case study. Spark coordinates specialist agents using brand data. Reports tasks reduced from about five days to two hours and customer analytics costs reduced 66-96%. Customer sample size and detailed measurement methods are not disclosed. Results include the service and data provision, not an isolated effect of adding agents.

<https://aws.amazon.com/solutions/case-studies/blueoceanai-bedrock/>

5. WPP Media, The Era of Autonomy (2025)

September 30, 2025, printed page 10. Unnamed consumer goods company reporting pilot: structured multi-step inputs, analysis and recommendations followed by expert review. Reports first-pass insights in 2-3 minutes per brand versus hours. Does not quantify total effort after review or provide a controlled comparison.

<https://www.datocms-assets.com/153350/1759264009-wpp-media-the-era-of-autonomy-agentic-ai-white-paper.pdf>

6. BoastOS, product overview and sample screens

Current product overview and actual product screenshots, shown with sample workspace data. Verified in the rendered website. Marketing Brain, execution skills, tasks, scheduling, proposals and approval controls support the product descriptions in this paper.

<https://boastos.ai/>

7. BoastOS JumpStart, implementation scope

Current service description, verified in the rendered website: discovery, installation, business context setup, configured agents and automations, walkthroughs and handoff guidance. Customer retains the license and configured system.

<https://boastos.ai/jumpstart/>

Experimental task gains, survey responses and company estimates are different forms of evidence. They support AI's potential, not a guaranteed return or a measured BoastOS result. The maturity model is an operating framework, not a validated survey scale. This paper was prepared with AI-assisted research and drafting, using the sources listed above.