



mAI Custom AI MarketingModel Framework

Marketing. Run as a System.

Human Command. AI-Powered Precision. Private · Secure · Explainable · Compliant

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SECTION 1

Executive Summary

mAI is not a marketing tool. It is a marketing operating system — a unified AI intelligence layer that turns fragmented execution into a governed, self-improving growth engine.

The digital marketing landscape of 2026 is defined by a paradox: while over 80% of enterprises have integrated AI into at least one marketing function, more than 74% have yet to realize measurable, scalable ROI from those initiatives. The problem is not a shortage of AI capability. It is a surplus of disconnected AI tools operating in silos — producing outputs without context, insights without governance, and automation without accountability.

marktGAI designed mAI to solve this at the infrastructure level. Built around two integrated components — the AI Marketing OS (which orchestrates how marketing gets done) and the AI Marketing Brain (which continuously improves how it gets done) — mAI delivers what generic AI cannot: precision outcomes grounded in your brand's specific context, competitive environment, and compliance requirements.

The P² Guarantee

Within 90 days of deployment, mAI delivers measurable gains across two dimensions:

- **Productivity:** 15–20% faster time-to-launch, fewer manual ops hours, lower reporting latency.
- **Precision:** 10–25% improvement in CTR, conversion rates, ROAS, and pipeline quality.

These are not estimates. They are outcome commitments, measured against your pre-deployment baseline.

The mAI framework is available in two deployment paths — Managed (marktGAI-operated, for fast time-to-value) and Hosted (client-controlled, for enterprise data sovereignty) — and has been deployed across financial services, healthcare, technology, e-commerce, and professional services verticals in Canada and internationally.

This white paper is written for three audiences simultaneously: marketing and technology leaders evaluating mAI as an operational investment; business development partners and agencies exploring co-delivery and white-label models; and strategic acquirers assessing mAI as a defensible, compounding AI infrastructure asset.

SECTION 2

The 2026 Marketing Paradox: Why Generic AI Is Failing

More AI tools have not produced more marketing performance. In most organizations, they have produced more complexity.

The modern marketing technology landscape now includes over 14,000 distinct products. Teams routinely manage separate platforms for analytics, content generation, advertising, social media, email automation, CRM, and reporting — each with its own data model, logic, and interface. When generative AI entered this environment, it was added as yet another layer of point tools, further fragmenting an already fractured stack.

Three Structural Failures

Failure Mode	Business Consequence
Tool Sprawl & Fragmentation	Disconnected systems share no context, no unified source of truth, and no common operating cadence. Messaging becomes inconsistent. Decisions become siloed. AI outputs become misaligned.
Decision Debt	Reporting arrives after decisions must be made. Teams react to last week's performance rather than acting on next week's opportunities. Strategy becomes firefighting.
Governance Risk at Scale	As AI automation increases output velocity, brand, legal, and compliance risks compound. Generic AI tools have no built-in policy enforcement, no audit trails, and no human approval architecture.

The Proof-of-Value Gap

74% of enterprises that have deployed AI marketing tools report no measurable, scalable ROI. The cause is not the AI — it is the absence of infrastructure. AI requires context to be precise. It requires governance to be trusted. It requires measurement to be accountable. Generic tools provide none of these by design. mAI provides all three by architecture.

The 2026 Search Disruption

A fourth structural challenge has emerged: the replacement of traditional search with AI-generated answers. ChatGPT now serves over 800 million weekly active users. Google's Gemini surpasses 750 million monthly users. Organic web traffic has declined by 15–64% across industry categories as generative engines answer queries directly — without requiring an outbound click.

Visibility is no longer determined by search engine crawl rankings alone. It is determined by whether AI engines read, retrieve, and cite your content as a trusted authority. This requires an entirely different optimization discipline — which is embedded directly in the mAI framework.

SECTION 3

Introducing mAI — What It Is and What It Is Not

mAI is a custom AI marketing model: a private, brand-trained intelligence layer that combines a marketing operating system with a decision engine, governed by an explicit Human Command framework.

What mAI Is

mAI is built on the recognition that marketing's core challenge in 2026 is not content generation — it is governed, contextual intelligence at scale. The framework combines:

- **A private brand memory layer** trained on your specific positioning, audiences, compliance rules, and competitive environment.
- **An AI Marketing OS** that standardizes the Plan → Execute → Measure → Optimize cycle across every channel and workflow.
- **An AI Marketing Brain** that converts live performance signals into prioritized, explainable next-best actions.
- **A Human Command architecture** that enforces human approval for all high-risk decisions, with immutable audit trails.
- **A compounding learning loop** that improves recommendation quality with every campaign cycle.

What mAI Is Not

mAI Is Not	Why It Matters
A chatbot or prompt interface	mAI has persistent brand memory, governed workflows, and decision intelligence. It operates as infrastructure, not as a conversational tool.
A replacement for your team	AI owns velocity and pattern recognition. Humans own strategy, ethics, brand direction, and final approvals. This is a design mandate, not a hedge.
A generic SaaS tool	Every deployment is trained on client-specific context. There is no shared model, no generic configuration, no one-size-fits-all output.
A single-channel point tool	mAI orchestrates the full marketing lifecycle simultaneously, with shared context across every channel.
A black-box system	Every recommendation includes an Explainability Note — what data informed it, what outcome it projects, what confidence level it carries, and what risk classification it holds.

The Core Differentiator: The value of mAI is not the AI models — those are available to everyone. The value is the context layer: the persistent brand memory, strategic rules, audience intelligence, and compliance guardrails that transform general-purpose AI into a precision marketing system. Context is not a feature. It is the entire product.

SECTION 4

The Framework: OS + Brain + Human Command

One system. Three integrated layers. One outcome: marketing that runs as a governed, self-improving intelligence loop.

The AI Marketing OS — Runs the Work

The AI Marketing OS is the orchestration engine for the full marketing lifecycle. It enforces a consistent Plan → Execute → Measure → Optimize cycle across every channel — SEO, paid media, content, social, email, and analytics — replacing the manual connective tissue that drains operational resources with governed, repeatable workflows. This orchestration reduces campaign launch times by up to 70% while maintaining governance integrity throughout.

OS Phase	Function	What It Orchestrates
Plan	Strategy & Architecture	ICP mapping, campaign briefs, budget allocation, audience definition, KPI targets.
Execute	Campaigns & Content	Multi-channel execution, content generation, ad copy variants, email sequences, social scheduling.
Measure	KPIs & Signals	Unified dashboards, anomaly detection, attribution analysis, performance telemetry.
Optimize	Decisions & Iteration	Next-best-action recommendations, budget reallocation, A/B prioritization, playbook refinement.

The AI Marketing Brain — Improves the Work

The AI Marketing Brain is the cognitive core of mAI — the decision-intelligence layer that learns from live performance data, predicts outcomes, and recommends next-best actions with explicit rationale. The Brain operates on a Closed-Loop Learning mechanism: every action taken becomes a training signal. Wins are reinforced. Misses trigger recalibration. Every recommendation above a risk threshold must include an Explainability Note.

Brain Function	Phase	Output
Detect	Signal Recognition	Real-time anomaly identification across channels, platforms, and KPI baselines.
Forecast	Outcome Prediction	KPI delta projection for proposed actions before they launch — with confidence scoring.
Recommend	Action Prioritization	Ranked next-best-action backlog by expected impact, effort required, and risk level.
Learn	Continuous Refinement	Every outcome improves the next recommendation cycle. Intelligence compounds.

Human Command — Protects Trust

Speed without accountability is a liability, not a feature. The Human Command architecture ensures that AI owns execution velocity while humans retain accountability for strategy, ethics, brand integrity, and all high-stakes decisions.

Strategy · Audiences · Budgets · Regulated Claims · Brand-Critical Creative
These five categories always require explicit human authorization before execution. AI recommends and routes. Humans decide and approve. The system logs both.

SECTION 5

How mAI Is Trained: Four Layers of Intelligence

Generic AI is trained on the internet. mAI is trained on your business. The difference is the entire product.

Layer 1 — Foundational Intelligence: The Marketing Reasoning Engine

Every mAI deployment begins with a curated marketing science foundation — 75+ years of marketing scholarship translated into decision protocols, reasoning patterns, and evaluation criteria embedded directly in the model's behaviour.

This includes strategy and positioning frameworks from Philip Kotler, Al Ries and Jack Trout, April Dunford, and Byron Sharp; persuasion and behavioural economics from Robert Cialdini, Jonah Berger, and Dan Ariely; digital analytics and performance from Avinash Kaushik and Rand Fishkin; and content and growth from Ann Handley, Seth Godin, Andrew Chen, and Scott Brinker. More than 50 scholars are integrated across the Brain's decision logic.

When mAI recommends reallocating budget to a top-of-funnel channel, it doesn't justify the move by citing a marginally lower CPC. It explains the recommendation through Byron Sharp's Mental Availability principles — making the logic immediately understandable and defensible to any CMO or board.

Layer 2 — Business & Market Context: Your Private Brand Memory

This is where a general system becomes your custom marketing model. Layer 2 is built through the 48-Hour First Value Sprint — a structured onboarding process that ingests five categories of context:

Context Category	What Is Ingested
Brand & Company DNA	Mission, vision, value proposition, positioning, tone guidelines, brand style rules, and identity standards.
Audience Intelligence	ICPs, persona grids, buyer journeys, behavioural segments, and priority audience rankings.
Strategic Context	Growth objectives, campaign priorities, offer architecture, messaging frameworks, and competitive positioning.
Market Intelligence	Competitor analysis, category dynamics, semantic intent clusters, and content benchmarks.
Operational Rules	Internal workflows, approval hierarchies, compliance constraints, and brand governance guardrails.

All ingested content is indexed in a private vector database using Retrieval-Augmented Generation (RAG). Every output the model generates is grounded in this approved corpus — eliminating hallucination risk and ensuring that recommendations are always aligned with your actual brand context.

Layer 3 — Live Signals & Execution Data

Once deployed, mAI continuously ingests streaming performance data from connected platforms: Google Analytics 4, Google and Meta Ads, LinkedIn, HubSpot or Salesforce CRM, email platforms, and SEO monitoring tools. This live telemetry feeds the Brain's continuous learning loop, updating recommendations in real time as performance evolves.

Layer 4 — Governance & Learning

The fourth layer governs how the model operates, approves, and improves. It includes the compliance rules, human approval logic, audit trail requirements, and feedback mechanisms that allow every campaign outcome to refine future recommendations. This is the layer that makes mAI a compounding institutional asset — the longer it runs, the more precisely it understands your market.

SECTION 6

Applications Across the Full Marketing Lifecycle

mAI applies intelligence to every major marketing function — not as separate modules, but as a unified system where every channel benefits from shared context and compounding learning.

Application	Business Goal	How mAI Delivers It
Marketing Strategic Planning	Align strategy to execution	Positioning, ICP mapping, offer architecture, journey design, KPI planning, competitive briefing, and messaging frameworks.
SEO & Search Visibility	Search engine visibility	Semantic intent clusters, content briefs, on-page optimization, schema generation, and Share of Voice tracking.
Online Advertising	Media efficiency and ROAS	Audience targeting, ad copy variants, predictive budget allocation, real-time bid recommendations, and creative fatigue detection.
Content Marketing	Brand-aligned content at scale	Editorial calendars, briefs, first drafts in brand voice, multi-format repurposing, QA for factual accuracy and compliance.
Social Media	Platform-native engagement	Post generation, scheduling, cross-channel consistency, sentiment monitoring, brand safety checks, and engagement analytics.
Email & Lifecycle Marketing	Personalized lifecycle communication	Segmentation, nurture sequences, subject line optimization, send-time personalization, CASL/CAN-SPAM compliance, and journey state tracking.
Analytics & Reporting	Data to decisions	Unified KPI dashboards, anomaly alerts, narrative reports, attribution analysis, and performance trend analysis.
Optimization	Continuous performance improvement	Next-best-action backlogs, A/B test prioritization, budget reallocation, feedback loop activation, and playbook refinement.

The Real-Time ROI Engine for Paid Media

In paid advertising, the mAI framework transitions teams from static manual management to a dynamic optimization loop. The Brain uses deep reinforcement learning to adjust bids continuously based on live conversion signals, device patterns, and time-of-day performance — driving CPA reductions of up to 34%.

Adaptive Personalization in Email and Lifecycle

Email programs within mAI transition from demographic segmentation to behavioural individualization. Predictive send-time optimization distributes messages at the exact moment each recipient is statistically most likely to engage. Journey state tracking ensures messaging adapts automatically as prospects move through the funnel.

Cross-Channel Intelligence: The most powerful capability of mAI is not what it does in any single channel — it is what it learns across all of them. When a content cluster drives SEO lift, the Brain applies that insight to ad strategy. When an email segment shows high engagement, the OS adjusts social retargeting to mirror that audience. This cross-channel compounding is structurally impossible with siloed point tools.

SECTION 7

Architecture: The Six-Layer Stack

mAI is a layered system where each component builds on the one below it — creating a compounding intelligence architecture that improves with every campaign.

Layer	Function and Mechanism
Layer 6 — Continuous Learning Loop	Feedback capture, performance pattern recognition, playbook refinement, and compounding institutional memory. Every campaign outcome improves the next recommendation cycle.
Layer 5 — Governance & Security	Approval gates, role-based access control, compliance-aware outputs, policy enforcement, and immutable audit traceability. Trust is a technical feature, not an add-on.
Layer 4 — AI Marketing Brain	Decision intelligence, next-best-action prioritisation, KPI impact forecasting, confidence scoring, and Explainability Notes on every sensitive recommendation.
Layer 3 — AI Marketing OS	Plan → Execute → Measure → Optimize workflow orchestration. Repeatable execution across all channels with approval routing and cross-channel coordination.
Layer 2 — Context & Training	Private brand memory, strategic context, ICPs, offers, compliance rules, and market intelligence — indexed via RAG in a secure vector database.
Layer 1 — Foundation Models	Multi-model routing and best-fit selection per task type: reasoning (Claude, GPT-class), generation (GPT-4o, Gemini), research (Perplexity), and multimodal analysis.

Multi-Model Architecture: Why It Matters

mAI does not rely on a single foundation model. The framework routes each task to the optimal available model — and orchestrates all outputs through the governance layer before any recommendation reaches the human team. This model-agnostic architecture eliminates vendor lock-in at the model layer — a critical requirement for enterprise technology decisions.

Integration Architecture: Connectors as Accelerators

mAI connects to existing marketing stacks through a tiered integration approach. File-based exports provide immediate value during the pilot phase. Scheduled API connectors (GA4, Google Ads, Meta, LinkedIn, HubSpot, Salesforce, WordPress, Shopify) provide reliable data refresh as ROI is proven.

Integrations are accelerators, not prerequisites. mAI begins delivering value from Day 1 of the First Value Sprint, before any API connection is established.

SECTION 8

Security, Governance & Compliance by Design

Enterprise trust comes from governed intelligence — not unrestricted autonomy. Security, compliance, and human accountability are foundational architectural requirements in mAI, not optional add-ons.

Security by Design: Five Core Controls

Security Control	How It Works
Private Environment	Model, context, and data operate in a controlled, scoped deployment — isolated from shared infrastructure. Hosted deployments run in client-controlled cloud environments.
Role-Based Access Control	Granular permissions determine who can view, draft, recommend, or activate — across internal teams and external agency partners.
Encryption & Minimisation	Encryption in transit and at rest. Data minimisation and pseudonymisation applied where appropriate. Your data is never used to train shared public models.
Controlled Connectors	API integrations operate with scoped, least-privilege credentials. Read-only where possible; write-back only with explicit activation approval.
Traceability	Workspace logs, platform change histories, and provider-level audit records support explainability and regulatory review without disrupting campaign execution.

The Three-Tier Governance Framework

Risk Tier	AI Role	Example Actions
LOW RISK	Autonomous — AI acts independently.	Research synthesis, reporting drafts, keyword recommendations, internal summaries, anomaly alerts.
MEDIUM RISK	Recommend & Review — AI recommends, human approves.	Creative variants, segmentation refinements, pacing recommendations, optimisation proposals.
HIGH RISK	Flag & Pause — AI flags, human must authorise.	Strategy shifts, regulated claims, audience exceptions, major budget reallocations, brand-sensitive creative.

Compliance Coverage

Compliance Framework	Coverage in mAI
GDPR (EU)	Controller/processor role definition, legal basis for processing, data subject rights, cross-border transfer mechanisms, and mandatory consent language.

Compliance Framework	Coverage in mAI
CCPA / CPRA (California)	Consumer rights, opt-out logic, sensitive personal information limitations, and vendor DPA requirements.
HIPAA (Healthcare)	Privacy-safe patient messaging, clinical claim standards, PHI handling rules, and audit trail requirements for healthcare communications.
FINRA / SEC (Finance)	Investment communication standards, mandatory risk disclaimers, prohibited claim types, and regulatory disclosure requirements.
CASL / CAN-SPAM	Unsubscribe mechanics, consent verification, and list hygiene enforcement for email and lifecycle programmes.
Quebec Law 25 / PIPEDA	Canadian federal and provincial privacy alignment for Montreal-headquartered and Canada-operating organisations.
ISO/IEC 27001, SOC 2	Security management and trust services alignment for enterprise procurement and acquisition diligence processes.

Why Governance Enables Growth: Organisations that embed governance into their AI infrastructure from the start move faster — not slower. Clear approval boundaries eliminate internal back-and-forth. Policy-aware outputs prevent costly post-publication corrections. Governance is not the brake on AI adoption. It is the guardrail that allows teams to accelerate with confidence.

SECTION 9

The P² Guarantee: Measurable Outcomes in 90 Days

P² — Productivity and Precision — is the measurement framework that translates mAI's intelligence into the metrics that matter to CMOs, CFOs, and boards.

Productivity: Operational Efficiency and Velocity

Productivity KPI	90-Day Target	OS Mechanism
Time to Launch	15–20% faster	Brief-to-campaign generation via agentic workflow orchestration with approvals in-line.
Operational Hours Saved	15–20% reduction	Automated project coordination, data consolidation, and report preparation.
Reporting Latency	≥20% reduction	Streaming telemetry replacing manual data pulling and weekly consolidation cycles.
Revision Cycles	Measurable decrease	Brand-grounded first drafts and claim-checked content reduce post-approval editing.

Precision: Performance Accuracy and ROI

Precision KPI	90-Day Target	Brain Mechanism
CTR / Conversion Rate	10–25% lift	Predictive creative testing, behavioural micro-segmentation, and real-time copy optimisation.
ROAS / ROMI	≥10% improvement	Real-time budget shifting to high-performing channels and audience clusters.
Customer Retention / LTV	5–10% improvement	Dynamic journey adaptation, churn-risk forecasting, and personalised lifecycle messaging.
Pipeline Quality (B2B)	Measurable MQL lift	Predictive lead scoring, intent signal monitoring, and segment-level personalisation.

Governance Metrics

Governance KPI	Target
Explainability Coverage	≥95% of recommendations include rationale, confidence level, and risk classification.
Policy Pass Rate	100% pre-activation compliance — no content or audience action bypasses policy checks.
Human Approval Compliance	100% audit coverage for high-risk actions — every approval logged with timestamp and user ID.

Governance KPI	Target
Incident Rate	Measurable reduction in brand safety incidents, compliance flags, and campaign errors.

SECTION 10

Two Deployment Paths: Managed vs. Hosted

Same OS. Same Brain. Same P² outcomes. Different ownership, operational model, and governance posture.

Feature	MANAGED — AI Marketing-as-a-Service	HOSTED — mAI Custom AI Marketing Models
Best For	Growth teams, SMBs, mid-market orgs, and agencies needing fast time-to-value without building internal AI infrastructure.	Mid-market and enterprise organisations in regulated industries requiring data sovereignty, governance control, or deep internal integration.
How It Works	marktgAI expert team operates the AI Marketing OS and Brain on the client's behalf. Client provides strategic direction and approves all high-risk actions.	mAI OS and Brain deployed within the client's own cloud infrastructure (Azure, AWS, or Google Cloud). Internal teams and agency partners operate within the client's governed environment.
Key Advantages	Rapid deployment (48-hour First Value Sprint). Expert-led execution. Pre-built playbooks. No in-house AI engineering required.	Private model with full data control. Compliance-ready by design. Deep integration with enterprise stack. Full auditability, role-based access, and model inspectability.
P ² Priority	Productivity — faster time-to-launch, fewer manual ops hours, lower reporting latency.	Precision — production-first, auditable performance loops with security, control, and traceability.

Start with a Proof Sprint: Both deployment paths begin with a focused 30-day Proof Sprint on a single marketing function. The Proof Sprint establishes a clean P² baseline, demonstrates measurable lift, and provides the evidence base for full-scale deployment. No long-term commitment required to start.

SECTION 11

Competitive Positioning

mAI occupies a defensible and currently uncontested position in the AI marketing landscape — the intersection of governed orchestration, full-funnel coverage, and custom brand intelligence.

Competitor Landscape

Competitor	Primary Focus	Key Limitation vs. mAI
Salesforce Marketing Cloud + Einstein	Marketing automation + CRM suite	Strong within Salesforce ecosystem; limited portability outside. Black-box AI with limited explainability.
Adobe Journey Optimizer + AEP	Experience orchestration suite	Strong for Adobe-centric enterprises. Complex implementation; high cost. Closed ecosystem.
HubSpot Breeze AI	SMB–mid-market CRM + marketing	Strong inside the platform; limited cross-stack orchestration or custom brand training.
BrazeAI	Customer engagement (B2C)	Less focused on governance, explainability, or regulated-industry requirements.
Jasper	GenAI content platform	Not a marketing OS; limited workflow orchestration or decision intelligence.
Writer	Enterprise GenAI platform	Broad enterprise GenAI, not a marketing-specific OS or Brain.
Klaviyo AI	E-commerce lifecycle marketing	Single-channel focus; no cross-stack orchestration or custom model training.

The mAI Differentiation Matrix

Capability	mAI	Marketing Suites	GenAI Content Tools
Custom Brand Training	Full — trained on your data	Partial — ecosystem data only	Limited — brand voice features only
Full-Funnel Orchestration	End-to-end across all channels	Strong within own ecosystem	Content creation module only
Decision Intelligence	Prioritised + explainable Brain	AI features, limited explainability	Generation, not decisioning
Enterprise Governance	Policy-as-code + 3-tier approval	Enterprise posture varies by tier	SOC 2/GDPR compliance focus
Deployment Flexibility	Managed or Hosted (client VPC)	Cloud-only, closed ecosystem	SaaS-first, limited on-prem
Regulated-Industry Readiness	Finance, Healthcare, B2B built-in	Varies by module and tier	Limited vertical specificity

Implementation: The 90-Day Path to P²

Low-risk, milestone-driven, with measurable value delivered within 48 hours of engagement launch.

Phase 1: The 48-Hour First Value Sprint (Days 0–2)

- **Kickoff:** Confirm the pilot use case, define success metrics, and establish the governance and approval matrix.
- **Data Ingestion:** Load 6–12 months of historical performance exports, brand documentation, strategic context, and compliance rules.
- **Model Activation:** Deploy the Read-Only Assistant and Recommendation Queue. Deliver the first data-backed recommendations within Week 1.
- **Baseline Establishment:** P² baseline metrics locked against which all 90-day results will be measured.

Phase 2: Learning and First Proof (Days 3–30)

- Daily feedback loops: human teams review and act on recommendations. Every approval and override is a training signal for the Brain.
- First P² signal: by Day 30, early productivity and precision indicators are measurable against the baseline.
- Team enablement: marketing leads complete the mAI operating framework orientation and establish their human approval workflows.

Phase 3: Channel Expansion and Scale (Days 31–90)

- Channel expansion: additional marketing functions activated, building on the pilot channel's established context.
- Automation activation: low-risk task automation enabled for repeatable workflows with demonstrated performance consistency.
- 90-day P² review: formal outcome assessment against Day 0 baseline. Results inform the next optimisation cycle roadmap.

90-Day Milestones

Day	Milestone
Day 1	Onboarding sprint complete. First recommendations in queue.
Day 7	Initial insights delivered. P ² baseline metrics established.
Day 30	First measurable productivity improvements. Brain learning loop active.
Day 60	Second channel operational. Cross-channel learning begins.
Day 90	Full P ² outcome delivered. Compounding intelligence cycle begins.

ROI, Economic Impact & Sensitivity Analysis

The financial case for mAI is built on three compounding value streams: revenue uplift from precision gains, cost savings from productivity gains, and competitive moat from institutional intelligence accumulation.

Illustrative 3-Year ROI Model (Mid-Market Enterprise)

The following model illustrates the economics for a mid-market organisation with \$4M in marketing-attributed annual revenue, 70% gross margin, \$780K in marketing labour costs, and \$200K in current MarTech spend.

Component	Estimated Value
Total Cost of Ownership (3 Years)	
Implementation and Custom Model Development	\$80,000 – \$120,000
Annual Platform and Service Fees (×3)	\$150,000 – \$240,000 / year
Internal Integration and Maintenance	\$30,000 – \$60,000
Estimated Total Investment	\$520,000 – \$840,000
Return Value (3 Years)	
Conversion Efficiency Lift (10% CVR improvement × 70% GM)	\$280,000 / year
Productivity Value (15% efficiency × 50% realisable)	\$58,500 / year
MarTech Consolidation (10% of tool spend retired)	\$20,000 / year
Estimated Annual Benefit	\$358,500
Estimated 3-Year Net Benefit	\$1,075,500
Estimated 3-Year ROI Range	400% – 850%
Estimated Year-1 Payback	10 – 14 months

ROI Sensitivity Analysis

Productivity Savings	5% CVR Lift	10% CVR Lift	15% CVR Lift
10% efficiency	-34%	+13%	+60%
15% efficiency	-27%	+20%	+66%
20% efficiency	-21%	+26%	+73%
25% efficiency	-14%	+32%	+79%

The Compounding Intelligence Dividend: Unlike tool subscriptions that deliver flat utility over time, mAI's value compounds. Every campaign adds to the Brain's understanding of your market. Over a 3-year horizon, a well-deployed mAI model becomes a proprietary competitive asset — an intelligence infrastructure that would take years and significant investment to replicate from scratch.

Second-Order Effects: Culture, Capability & Compounding

Beyond hard metrics, mAI reshapes how marketing organisations think, operate, and build institutional capability over time.

From 'Calm Mondays' to 'Clarity Mondays'

In fragmented organisations, Monday morning begins with a data-pulling marathon — analysts extracting last week's numbers, consolidating them manually, and producing reports that explain what happened — arriving too late to influence what should happen next. Under mAI, teams arrive Monday with an AI-generated brief that identifies the anomalies, explains the causes, and prioritises the recommended actions for the week ahead. The cultural shift is from reactive defence to proactive offence.

Knowledge Capture as Brand Equity

In traditional marketing organisations, institutional knowledge is fragile. When a senior media buyer or SEO lead exits, their understanding of what resonates often leaves with them. mAI transforms tribal knowledge into a digital asset. Every campaign outcome, every human feedback override, every successful pattern is stored in the Learning Layer — making the organisation more resilient to talent churn.

The Convergence of Creative and Data

Historically, marketing departments operate in two siloed cultures: 'The Creatives' and 'The Quants'. AI orchestration forces a productive convergence. Quants transition to becoming Orchestrators of experimental design. Creatives transition to becoming Strategic Architects of the stories and offers that AI then scales. Both roles become higher-leverage.

Case Snapshots

ManufacturingCo — Topic Cluster Shift: The mAI Brain identified that informational content drove high traffic but near-zero conversion, while technical deep-dive content showed low traffic but a 45% conversion rate. Re-prioritising toward a technical authority cluster strategy improved Sales close rate by 15% — with no increase in absolute lead volume.

RetailCo — The 48-Hour Cross-Sell Window: Collaborative filtering identified that customers who purchased Product A were 3× more likely to purchase Product B when offered 48 hours post-purchase. Automatic trigger adjustment produced a 28% increase in average order value.

Agency Partnerships & White-Label Opportunities

For agencies, mAI is both a co-pilot and a platform — shifting the value proposition from billing hours to delivering measured lift.

The Co-Creation Model

In the 2026 agency model, marketgAI enables a Shared OS environment. The client owns the Hosted mAI model (for data sovereignty), while agency partners are granted role-based access to operate the OS and Brain within that governed environment. Agencies no longer report activity ('we published 10 blogs'); they report lift ('our content cluster strategy produced a 12% increase in SQLs in 90 days').

Partnership Models

Partnership Model	What It Provides
Co-Delivery Model	Agency operates within client's Hosted mAI environment. Transparent P ² measurement. Shared playbooks and brand memory.
White-Label Platform	Agency-branded deployment of the mAI OS and Brain. Powers AI-inside offerings at scale across the agency's client portfolio.
Revenue Model Shift	From hourly billing to outcome-based retainers with measurable lift targets and P ² reporting.
Differentiation	Agencies become measurable, not just capable — with logged decisions, traceable recommendations, and P ² proof.

Strategic Moats, M&A Defensibility & Acquisition Readiness

In the 2026 AI software landscape, premium acquisition multiples are reserved for platforms with structural defensibility — not feature parity. mAI is architected for both.

The mAI Defensibility Architecture

Strategic Moat	Why It Is Defensible
Workflow Integration Depth	The mAI OS is embedded in the daily operational lifecycle of marketing teams — orchestrating everything from planning to attribution. Extracting it would require rebuilding the entire marketing process, creating exceptionally high switching costs.
Proprietary Data Exhaust	Every campaign, correction, A/B test, and anomaly detected feeds structured performance data into the model's heuristics. This data moat cannot be replicated by competitors accessing the same foundation models — it requires years of compounding feedback.
Pattern Network Effects	The Hybrid Synergy model shares abstracted optimisation patterns across deployments. As the ecosystem grows, every instance benefits. This is a network effect at the intelligence layer — not at the user interface layer.
Regulated-Industry Moat	Deep compliance expertise in finance (FINRA, SEC), healthcare (HIPAA), and Canadian privacy law (Law 25, PIPEDA) creates a category moat that generic AI providers cannot easily replicate or enter.

Acquisition Readiness Checklist

Product and IP

- Clear product boundaries: what is repeatable product vs. customised professional services.
- Documented architecture, data flow diagrams, and six-layer technical stack.
- Reusable playbooks, Scholar frameworks, compliance policy packs, and training templates as IP assets.
- 48-Hour First Value Sprint and 90-Day P² roadmap as productised, repeatable onboarding IP.

Security and Compliance

- Security programme aligned to ISO/IEC 27001 or equivalent control framework.
- SOC 2 readiness: mapped controls to Trust Services Criteria.
- LLM threat model and mitigations aligned to OWASP Top 10 for LLM Applications.
- AI governance narrative aligned to NIST AI Risk Management Framework and ISO/IEC 42001.
- Jurisdiction packs for GDPR, CCPA, HIPAA, CASL, and Quebec Law 25.

Commercial Health

- Cohort-level retention and Net Revenue Retention metrics.
- Gross margin segmentation by delivery model (Managed vs. Hosted).
- Customer concentration, pipeline health, and partner channel contribution.

- Client deployments across regulated verticals with documented P² outcomes.

Why marktgAI

marktgAI is not a software company that built a marketing product. It is a marketing company that built an AI system — from the inside, running real campaigns before deploying it to clients.

Practitioner Origin

The mAI framework was not designed in a research lab. It was built to solve the operational challenges of running full-stack digital marketing programmes across technology, financial services, healthcare, and e-commerce — industries where precision, compliance, and accountability are existential requirements.

Founder Arnaud Fischer brings more than 30 years of experience at the intersection of marketing, AI, and technology — including senior leadership at Microsoft, AOL, and AltaVista, with pioneering work in digital marketing intelligence, semantic SEO, and AI-assisted campaign management.

Differentiator	What It Means for You
Built by practitioners	mAI was built running real campaigns — not designed from theory or scaled from a demo environment.
Compliance by architecture	Regulated-industry expertise embedded in the framework, not added as a configuration option.
Full-funnel, not single-channel	mAI operates across the entire marketing lifecycle with shared context — not channel by channel.
Human Command by design	An explicit, three-tier governance architecture that regulated enterprises require for responsible AI adoption.
Productised framework	A repeatable, scalable system with defined outcomes — not a bespoke consulting project that cannot be replicated.
Model-agnostic architecture	Multi-model routing ensures frontier-of-AI performance without vendor lock-in at the foundation model layer.

Next Steps

The most effective way to evaluate mAI is to see it operating in your marketing environment — not on a slide, but on a real campaign with your data and your baseline.

Option 1: Request a Discovery Session

A 45-minute structured conversation with the marktGAI team to assess your current marketing stack, identify the highest-value entry point for mAI, and outline a customised Proof Sprint scope. No cost. No commitment. Just clarity.

Option 2: Start with a 30-Day Proof Sprint

A focused engagement on a single marketing function — one SEO cluster, one paid campaign, or one email programme. The Proof Sprint establishes your P² baseline, activates the mAI Brain on real performance data, and delivers measurable first results within 30 days. Typical investment: \$15,000–\$25,000 depending on scope and integration requirements. Full credit applied toward ongoing engagement.

Option 3: Explore a Strategic Partnership

For agencies, technology partners, and organisations evaluating mAI as an infrastructure investment or acquisition opportunity, marktGAI welcomes structured conversations about white-label deployment, technology licensing, and strategic partnership models.

Let's run your marketing as a system. Start with clarity. Scale with intelligence.

Arnaud Fischer — Founder & CEO, marktGAI

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