



Artificial Intelligence Marketing

mAI Custom AI Marketing Model Framework

Marketing. Run as a System.

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

Arnaud Fischer — Founder & CEO, marktgAI

info@marktg.ai · marktg.ai · (514) 814-0733
5570 Casgrain Ave, Montreal, Quebec H2T 1X9

The Problem: Why Generic AI Is Failing Marketing

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. The problem is not a shortage of AI capability. It is a surplus of disconnected tools operating in silos — producing outputs without context, insights without governance, and automation without accountability. The modern MarTech stack now includes over 14,000 distinct products. When generative AI entered this environment, it added yet another disconnected layer.

Failure Mode	Business Consequence
Tool Sprawl	Disconnected systems share no context, no unified source of truth, no common cadence. Messaging becomes inconsistent; AI outputs misalign.
Decision Debt	Reporting arrives after decisions must be made. Teams react to last week's performance rather than acting on next week's opportunities.
Governance Risk	As automation increases output velocity, brand, legal, and compliance risks compound. Generic AI has no policy enforcement, no audit trails, no human approval architecture.
Search Disruption	ChatGPT (800M weekly users) and Google Gemini (750M monthly) now answer queries directly. Organic traffic has declined 15–64% across categories. AI-engine visibility requires an entirely different optimization discipline.

mAI provides context, governance, and measurement by architecture — not as optional add-ons.

The Framework: OS + Brain + Human Command

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 architecture. One system. Three integrated layers.

The AI Marketing OS — Runs the Work

The OS enforces a consistent Plan → Execute → Measure → Optimize cycle across every channel — SEO, paid media, content, social, email, analytics — replacing manual connective tissue with governed, repeatable workflows. Campaign launch times reduced by up to 70%.

The AI Marketing Brain — Improves the Work

The Brain is the decision-intelligence layer. It learns from live performance data, predicts outcomes, and recommends next-best actions with explicit rationale. Every action taken becomes a training signal. Wins reinforce. Misses recalibrate. Every recommendation above a risk threshold includes an Explainability Note: what data informed it, what outcome it projects, what confidence level it carries.

Human Command — Protects Trust

Speed without accountability is a liability. Five categories always require explicit human authorization before execution: Strategy · Audiences · Budgets · Regulated Claims · Brand-Critical Creative. AI recommends and routes. Humans decide and approve. The system logs both.

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.
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.
A generic SaaS tool	Every deployment is trained on client-specific context. No shared model, no generic configuration, no one-size-fits-all output.
A black-box system	Every recommendation includes an Explainability Note — data source, projected outcome, confidence level, and risk classification.

The core differentiator is not the AI models — those are available to everyone. It 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.

How mAI Is Trained: Four Layers of Intelligence

Generic AI is trained on the internet. mAI is trained on your business.

Layer	What It Contains
1 — Marketing Science Foundation	75+ years of marketing scholarship — Kotler, Ries & Trout, Byron Sharp, Cialdini, Kaushik, Godin — translated into decision protocols embedded in the model's behaviour.
2 — Private Brand Memory	Brand DNA, audience ICPs, strategic context, competitive positioning, and compliance rules ingested via the 48-Hour First Value Sprint. Indexed in a private RAG vector database — eliminating hallucination risk.
3 — Live Performance Signals	Streaming data from GA4, Google Ads, Meta, LinkedIn, HubSpot/Salesforce, email platforms, and SEO tools. Feeds the Brain's continuous learning loop in real time.
4 — Governance & Learning	Compliance rules, human approval logic, audit trail requirements, and feedback mechanisms. Makes mAI a compounding institutional asset — the longer it runs, the more precisely it understands your market.

Six-Layer Architecture

Layer	Function
6 — Continuous Learning Loop	Feedback capture, performance pattern recognition, playbook refinement, compounding institutional memory.
5 — Governance & Security	Approval gates, RBAC, compliance-aware outputs, policy enforcement, immutable audit traceability.
4 — AI Marketing Brain	Decision intelligence, next-best-action prioritisation, KPI forecasting, confidence scoring, Explainability Notes.
3 — AI Marketing OS	Plan → Execute → Measure → Optimize workflow orchestration across all channels with approval routing.
2 — Context & Training	Private brand memory, ICPs, offers, compliance rules, market intelligence — indexed via RAG.
1 — Foundation Models	Multi-model routing: Claude/GPT-class for reasoning, GPT-4o/Gemini for generation, Perplexity for research. Model-agnostic — no vendor lock-in.

Security, Governance & Compliance by Design

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

Three-Tier Governance Framework

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

Compliance Coverage

Framework	Coverage
GDPR / CCPA / CPRA	Controller/processor definitions, consent logic, data subject rights, cross-border transfer mechanisms, opt-out enforcement.
HIPAA / FINRA / SEC	PHI handling rules, investment communication standards, mandatory risk disclaimers, prohibited claim types, audit trail requirements.
CASL / CAN-SPAM	Unsubscribe mechanics, consent verification, 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.

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.

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. These are outcome commitments, measured against your pre-deployment baseline.

Productivity: Operational Efficiency

KPI	90-Day Target	Mechanism
Time to Launch	15–20% faster	Brief-to-campaign generation via agentic workflow orchestration with approvals in-line.
Operational Hours	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.

Precision: Performance and ROI

KPI	90-Day Target	Mechanism
CTR / Conversion Rate	10–25% lift	Predictive creative testing, behavioural micro-segmentation, 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, personalised lifecycle messaging.
Pipeline Quality (B2B)	Measurable MQL lift	Predictive lead scoring, intent signal monitoring, segment-level personalisation.

Two Deployment Paths: Managed vs. Hosted

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

	MANAGED — MMaaS	HOSTED — mAI Custom Model
Best For	Growth teams, SMBs, mid-market orgs needing fast time-to-value without building internal AI infrastructure.	Mid-market and enterprise in regulated industries requiring data sovereignty, governance control, or deep internal integration.
How It Works	marktgAI expert team operates the OS and Brain on the client's behalf. Client provides strategic direction and approves all high-risk actions.	mAI OS and Brain deployed in client's own cloud infrastructure (Azure, AWS, or Google Cloud). Internal teams operate within the governed environment.
Key Advantage	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. Full auditability, RBAC, and model inspectability.
P ² Priority	Productivity — faster time-to-launch, fewer manual ops hours, lower reporting latency.	Precision — auditable performance loops with security, control, and traceability.

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. Typical investment: \$15,000–\$25,000 depending on scope, with full credit applied toward the ongoing engagement.

Competitive Position & ROI

mAI occupies a defensible and currently uncontested position at the intersection of governed orchestration, full-funnel coverage, and custom brand intelligence.

Competitor	Key Limitation vs. mAI
Salesforce Einstein	Strong within Salesforce ecosystem; limited portability. Black-box AI with limited explainability.
Adobe AJO + AEP	Strong for Adobe-centric enterprises. Complex implementation, high cost, closed ecosystem.
HubSpot Breeze AI	Limited cross-stack orchestration. No custom brand training outside the platform.
Jasper / Writer	GenAI content platforms only — not a marketing OS; no decision intelligence or workflow orchestration.

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

Based on an organization 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 Investment (3 Years)	\$520,000 – \$840,000
Conversion Efficiency Lift (10% CVR × 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 3-Year Net Benefit	\$1,075,500
Estimated 3-Year ROI Range	400% – 850%
Estimated Year-1 Payback	10 – 14 months

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 that would take years and significant investment to replicate from scratch.

The 90-Day Path to P²

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

Phase	Focus	What Happens
Days 0–2	48-Hour First Value Sprint	Pilot use case confirmed. Historical performance exports ingested. Brand context, compliance rules, and strategic context loaded. First recommendations in queue by Day 1. P² baseline locked.
Days 3–30	Learning & First Proof	Daily feedback loops — every approval and override is a training signal. First P² signal measurable by Day 30. Team orientation to the mAI operating framework.
Days 31–90	Channel Expansion & Scale	Additional marketing functions activated. Low-risk task automation enabled for repeatable workflows. Formal 90-day P² outcome assessment against Day 0 baseline.

Why marketgAI — Next Steps

marketgAI 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.

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.
Model-agnostic architecture	Multi-model routing ensures frontier-of-AI performance without vendor lock-in at the foundation model layer.

Start Here

Option 1 — Discovery Session: A 45-minute structured conversation 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.

Option 2 — 30-Day Proof Sprint: A focused engagement on a single marketing function — one SEO cluster, one paid campaign, or one email programme. Establishes your P² baseline and delivers measurable first results within 30 days. Investment: \$15,000–\$25,000 depending on scope, with full credit applied toward the ongoing engagement.

Option 3 — Strategic Partnership: For agencies, technology partners, and organisations evaluating mAI as an infrastructure investment or acquisition opportunity, marketgAI welcomes structured conversations about white-label deployment, technology licensing, and partnership models.

Let's run your marketing as a system.

Arnaud Fischer — Founder & CEO, marketgAI
info@marktgi.ai · marktgi.ai · (514) 814-0733
linkedin.com/company/marktgai · x.com/marktgai · 5570 Casgrain Ave, Montreal, Quebec H2T 1X9