

AI Marketing: do more with less

A strategic guide to scaling creative production with AI - proven strategies, tools, and ROI-driven approaches.

By **Jean-Marc Segati**

Author of "Marketing AI" | Co-Founder, Nextage.ai





Jean-Marc Segati

Advertising executive, author, and co-founder of [Nextage.ai](https://nextage.ai)

Author of several marketing books, including *Marketing AI*

For the past 20 years, Jean-Marc has been helping leading brands navigate digital transformation and strategically integrate AI into their marketing operations.

This guide synthesizes insights from Marketing AI and real-world implementations with brands like IKEA, Starbucks, and Netflix—specifically adapted for creative production teams.

All data and frameworks in this guide are sourced from Marketing AI and verified industry case studies.



Why AI matters now

Research from *Marketing AI* by Jean-Marc Segati

88%

of marketers use AI daily

€45B

market size 2025

32%

growth loss without adoption

Nowhere is this shift more visible than in creative production: visuals, video, and formats.

Four critical forces

Speed

Weeks to hours

What took weeks now happens in hours

Data

Impossible to analyze manually

Only AI unlocks hidden insights at scale

Budget

Production efficiency

Radical resource optimization

Customers

Content relevance & formats

Real-time, customized experiences are now standard

Three types of AI

Analytical AI

87% prediction accuracy

Customer behavior, segmentation,
forecasting

Generative AI

72% CTR increase

Automated content: text, images, video

Conversational AI

60% of interactions by 2025

Chatbots, voice assistants, 24/7
support

Main models of AI



Text

GPT-5, Claude 3.5 Sonnet, Gemini Ultra



Image

Midjourney V7, DALL-E 3, Leonardo.ai



Video

Google Veo 3, Runway Gen-4, Synthesia



Voice

ElevenLabs, DeepL Speak, Murf.ai

Your complete AI tech stack in one slide.

Content revolution

Before AI:

- Weeks of production
- High budgets, large teams
- Limited capacity

With AI:

- Production in hours
- Costs divided by 10
- 10x volume increase

- 📄 **IKEA:** 50% cost reduction and higher customer engagement compared to traditional production. Hundreds of playful and imaginative visuals in days.



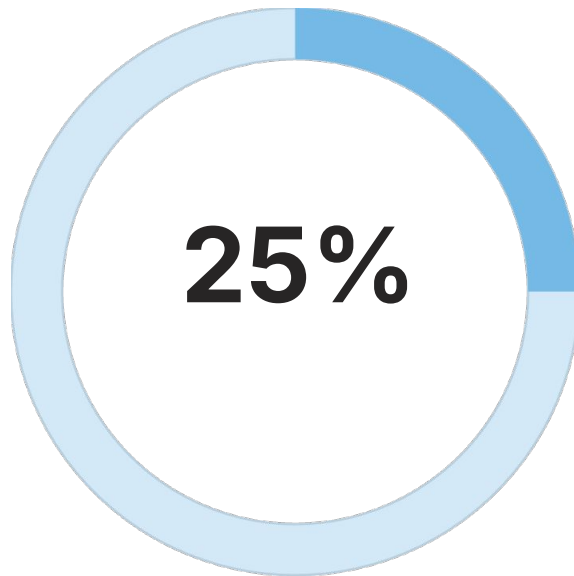
Proof it works

Nextage's methodology: a 5-step strategic framework to guide AI-powered creative production

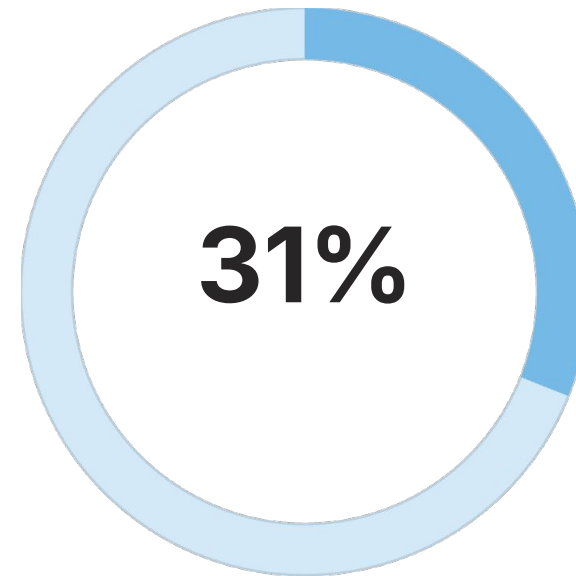
[Learn more](#)

Advanced personalization

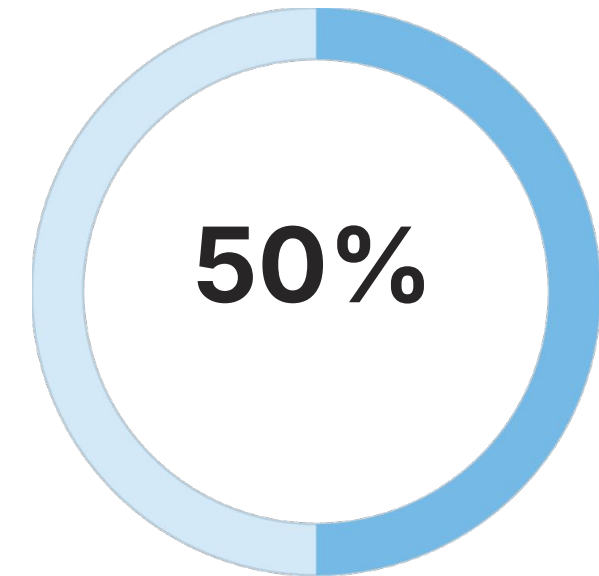
In creative production, personalization means faster adaptation of visuals, messages, and formats — not just targeting



revenue increase through personalization



growth for retail adopters



CAC reduction

☐ **Netflix:** AI analyzing user behavior patterns to deliver personalized content. Result: 80% of engagement from AI recommendations.

Creative optimization at scale



Automated A/B Testing

Hundreds of combinations tested simultaneously



Dynamic Budget Allocation

Real-time redistribution to top performers



Millisecond Adjustments

AI adjusts creatives instantly

Result: 25% CPA reduction vs manual management

Agentic workflows: the 2025 revolution

Autonomous AI agents that:

- Make strategic decisions
- Qualify and prioritize leads
- End-to-end creative production workflows
- Learn and optimize continuously

40% operational efficiency gains

(McKinsey)

The future of marketing is autonomous.

Your essential tools

Marketing platforms

HubSpot AI - All-in-one, B2B cycles

Brevo - GDPR native, European SMBs

Salesforce Einstein - Enterprise power

Start with one, scale strategically

Advertising & retargeting

Google Ads AI - Search/Display optimization

Meta Advantage+ - Social campaigns

Criteo AI - retargeting excellence

ROI: the numbers

Cost Reduction:

- 50% less campaign setup time
- 94% fewer human errors
- 72% lower video production costs

Revenue Growth:

- 30% campaign performance boost
- 156% average ROI for SMBs
- 5€ return per euro invested
- 14 months to break-even

☐ **Starbucks:** 30% marketing ROI increase and 15% growth in customer engagement, thanks to personalized offers on Deep Brew AI.

Indicative ranges observed across projects and industry benchmarks.

Three critical challenges

1**Technical**

Data quality, generic content, AI hallucinations

Solution: Audits, human supervision, systematic review

2**Legal**

GDPR & AI Act compliance, transparency, bias

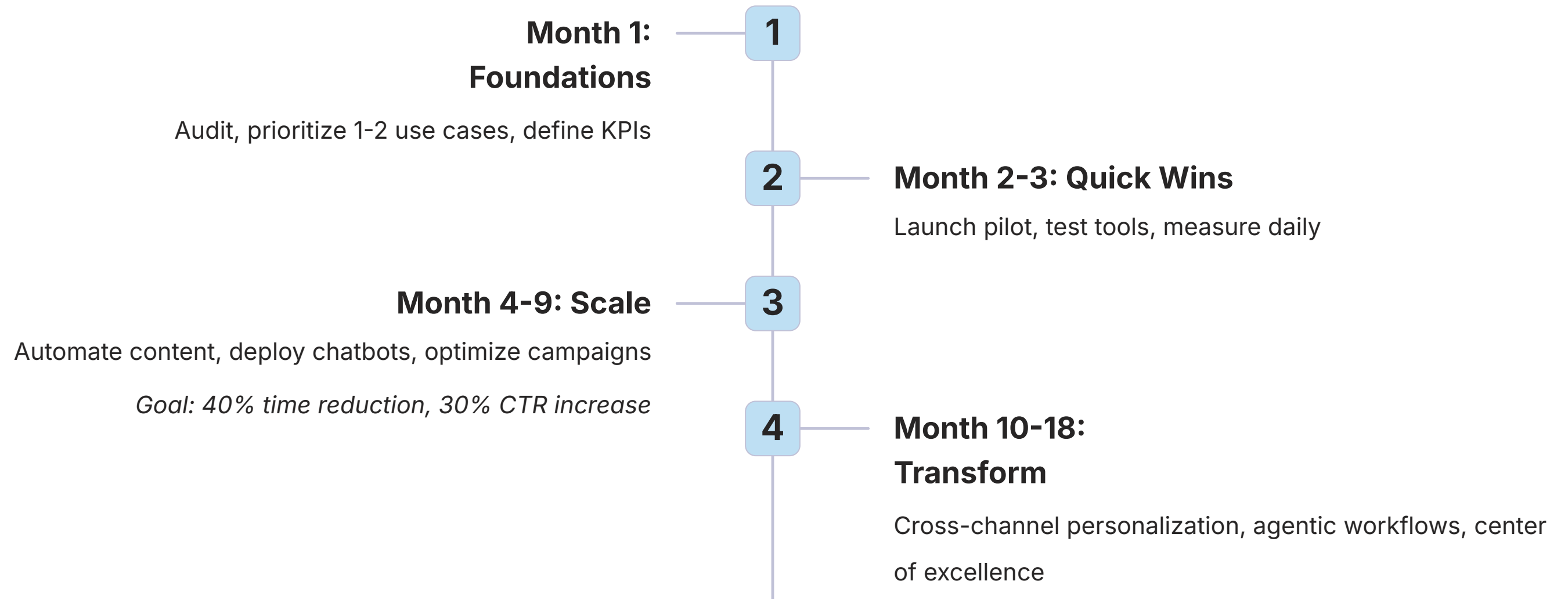
Solution: Document everything, verify origins

3**Organizational**

76% cite lack of skills, hidden costs, culture shift

Solution: Invest 2x more in training than technology

Your 90-day roadmap



Three golden rules



1. Start Small, Think Big

One use case → Quick ROI →
Progressive expansion



2. Human + Machine

AI for execution, humans for strategy
Amplify creativity, don't replace it



3. Measure Obsessively

Define KPIs first, track weekly, adjust
continuously

What gets measured gets improved.

Trends 2026-2028

Trends with direct impact on creative production and brand expression

Hyper-Personalization

300+ variables per interaction

Autonomous

Workflows
Self-optimizing marketing

Voice Marketing

50%+ searches will be voice

Emotional AI

Real-time emotional detection

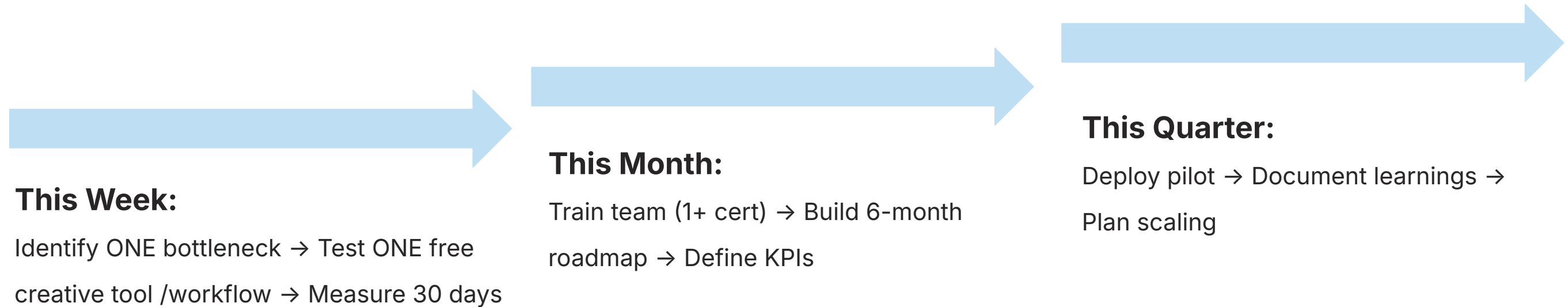
Virtual Avatars

AI influencers 24/7

AI Act 2026

Compliance becomes competitive advantage

Your immediate action plan



The best time to start was yesterday. The second best time is now.

"AI won't replace marketers..."

"...but marketers who master AI
will replace those who don't."

Three pillars of sustainable success:

Intelligent Orchestration - Balance human & machine

Learning Agility - Continuously adapt

Ethical Vision - Transparency & fairness

The future belongs to those who act today.



Calculate the ROI of AI-driven creative production

See how much you could save and earn

Get a personalized ROI estimate based on your project



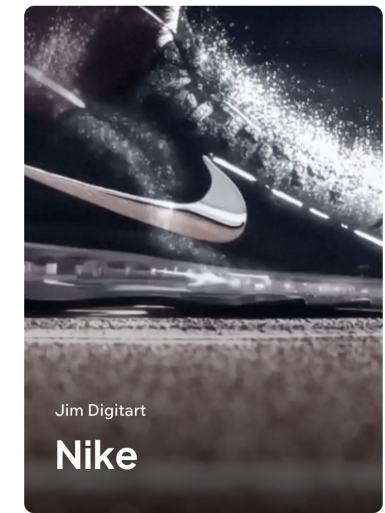
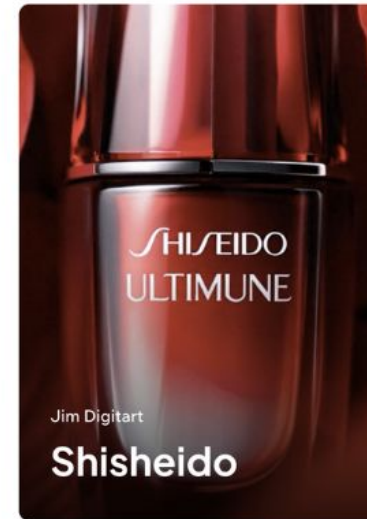
Calculate my ROI

Free calculator • 1-minute assessment • Instant results

Nextage: AI content creator

Hand-picked talents selected for your project

We work with the best multidisciplinary AI producers to create your content and realize your campaigns.



[Discover more projects](#)

From strategic creativity to production without limits

At Nextage, we combine artificial intelligence and human creativity to deliver campaigns faster and with greater impact

Our creative offers:

- ✓ AI content: videos, TV, images
- ✓ Campaigns & social media: AI avatars, influencers, FOOH
- ✓ Branded content and communication
- ✓ AI casting

Results:


Up to 55% optimised production time
and up to 60% cost reduction



Find my offer



Got a project in mind?

 **Nextage makes
creative production
perform.**

Get personalized recommendations from our
Nextage team or reach out to Jean-Marc directly



[Consult my project](#)

The background of the image features a series of vibrant, multi-colored light streaks in shades of blue, purple, and magenta. These streaks originate from the bottom and fan outwards towards the top, creating a sense of depth and motion, reminiscent of a high-speed digital environment or a futuristic tunnel.

NEXTAAGE.AI

much more for less