

AI PLAYBOOK 7

Marketing in the Age of Agentic AI

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Content partially generated by artificial intelligence, refined by human expertise.

This Playbook is part of the CMA's AI Mastery Series, empowering marketers to Implement AI in ways that earn regulatory confidence, maintain strong brand reputation, and foster consumer trust

Beyond Tools: The Agentic AI Revolution

We're witnessing a fundamental shift in AI capabilities that goes far beyond basic automation. While generative AI has mastered content creation, agentic AI represents a more sophisticated evolution – systems that can actually understand, reason and act autonomously to drive marketing initiatives forward.

The past 120 days have shown unprecedented acceleration in this space. Major tech leaders are investing hundreds of billions in next-generation infrastructure, while AI systems are achieving new levels of sophistication at a fraction of previous costs. This combination of advancing capabilities and decreasing costs is democratizing access to enterprise-grade AI, creating new possibilities for marketing teams of all sizes.

This shift means marketing teams are moving from using AI as a tool to partnering with AI systems that can proactively drive initiatives and optimize outcomes.

The New Marketing Intelligence

Agentic AI represents a leap forward in marketing capability, with systems now matching or exceeding PhD-level expertise across multiple domains. These systems combine autonomous decision-making with sophisticated tool integration, enabling them to not just analyze but act on marketing opportunities in real time.

What makes these systems truly revolutionary is their ability to learn and adapt through experience. They can maintain context across entire customer journeys, orchestrate complex multi-channel campaigns, and continuously optimize performance based on real-world results. Recent benchmarks show these systems achieving accuracy levels comparable to human domain specialists, while operating at dramatically larger scales.

The result is a new kind of marketing intelligence – one that combines the creative and strategic insights of human marketers with the processing power and precision of advanced AI systems.

Four Forces Driving Change

The evolution of agentic AI is being accelerated by four key forces reshaping the marketing landscape.

1. We're seeing unprecedented advances in AI intelligence, with systems now achieving post-PhD performance levels in just three-month improvement cycles, compared to previous 20-month cycles.
2. New technical infrastructure is emerging that enables seamless integration between AI systems. The Model Context Protocol (MCP) and Agent-to-Agent (A2A) frameworks are creating standardized ways for AI systems to work together and with existing marketing tools.
3. We're witnessing dramatic cost democratization, with processing costs dropping by 150x while performance improves. This is making enterprise-grade AI capabilities accessible to organizations of all sizes.
4. Enhanced security and governance frameworks are being built directly into these systems, making them safer and more reliable for enterprise use.



Will Your Marketing Team Lead or Follow?

Transforming Marketing Execution

Agentic AI is fundamentally changing how marketing teams operate.

- Market research systems are matching the capabilities of professional analysts, conducting deep research and synthesizing insights at unprecedented speeds. Campaign optimization has become truly real-time, with AI systems adjusting strategies across channels based on performance data.
- Content creation has evolved beyond simple generation to sophisticated, context-aware production that understands and adapts to audience responses.
- Performance analysis has become predictive rather than reactive, with AI systems identifying patterns and opportunities before they become obvious to human observers.
- Early adopters are seeing remarkable results: routine tasks are being completed 40-60% faster, campaign testing capacity has doubled or tripled, and personalization accuracy has improved by 30-50%. This transformation requires careful attention to data privacy, ethical use, and maintaining appropriate human oversight of AI systems.

Leading in the Age of AI Agents

The competitive landscape is being reshaped by organizations that have mastered agentic AI integration. Consider Cursor, which achieved \$100M in annual recurring revenue with just 20 people in less than two years, or Bolt, which generated \$20M in revenue with 15 people in just two months. These organizations are operating at efficiency levels that require traditional competitors to employ 5-10 times more staff.

Success in this new environment requires rethinking team structures, risk management and competitive positioning. Marketing leaders need to focus on developing new roles like AI Orchestrators and Strategy Leads, while implementing robust governance frameworks to ensure responsible AI use.

The goal isn't to replace human creativity and strategic thinking, but to amplify it through powerful AI partnerships.

Preparing for the Agentic Future

The path to success in the age of agentic AI begins with understanding that this isn't just a technological shift – it's a fundamental transformation in how marketing teams work. Organizations need to build AI literacy across their teams while developing new skills for effective AI collaboration. This means creating clear roles and responsibilities that leverage both human and AI capabilities.

Process evolution should focus on identifying opportunities where AI can create the most value, while maintaining human oversight of critical decisions. Risk management must be proactive, with clear governance frameworks and robust security measures.

Perhaps most importantly, organizations need to foster a culture that embraces AI as a partner in the creative and strategic process, encouraging experimentation while maintaining a focus on human-centric marketing.

The CMA

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The Future is Agentic. Are You Ready?

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