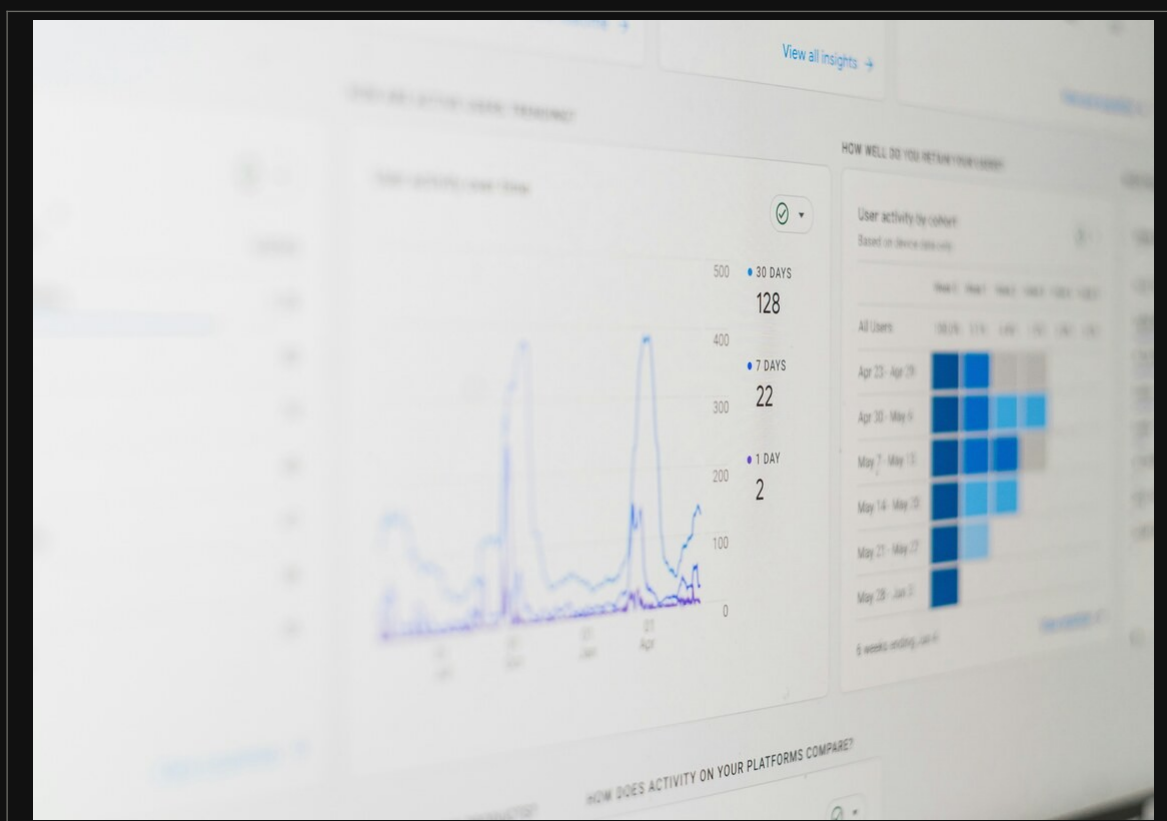


AI ROI GUIDE

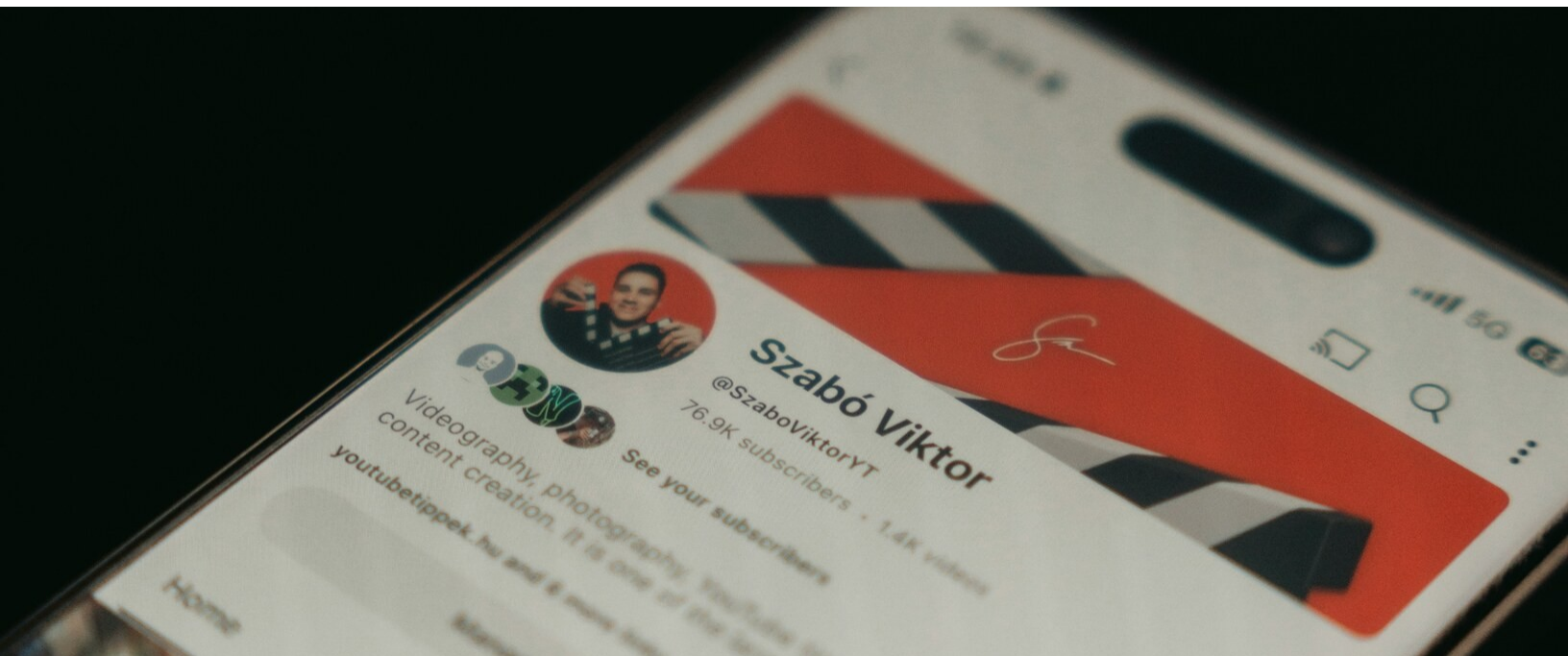
The AI Impact ROI Guide for Marketing Agencies

TrackImpact



What ROI Means for Marketing Agencies

Time saved is the leading indicator — but for agencies, the compounding value shows up in retainer margin protected during crunch weeks, more experiments run per client without adding headcount, and the ability to shift staff time from assembly work toward the strategic thinking clients actually pay premium rates for.



Revenue & Capacity

AI-assisted content production and campaign setup are already helping agencies take on more accounts and run more experiments per client without proportional headcount growth — freeing capacity during the exact weeks when creative and media-buying time is scarcest.

Profitability & Margin

Agencies using AI for first-draft copy, creative variations, and cross-platform campaign deployment report sharp reductions in per-campaign setup and reporting time — directly protecting margin on retainer and fixed-fee client work.

Talent

By automating repetitive drafting and reporting work, AI lets copywriters, strategists, and media buyers spend more time on ideas and client relationships — the parts of the job tied to retention in a talent pool that's already hard to keep.

Why ROI for AI Adoption Matters Now



Marketing agencies are navigating a familiar squeeze: clients expecting more content and faster reporting turnaround for the same retainer fee, a talent market where senior strategists are hard to hire, and creative and media-buying workloads that keep expanding as channels multiply.

AI adoption in marketing has moved well past the experimentation phase. 91% of marketing teams now use AI to assist their work, making it the most widely adopted marketing technology since email.

Source: The Stacc, "AI in Marketing Statistics 2026: 91% of Teams Use AI"

Marketers report recovering an average of 6.1 hours a week using AI tools — with senior practitioners saving 8-10 hours and junior staff 3-4 hours.

Source: Digital Applied, "AI Marketing Statistics 2026: 200+ Adoption Insights"

Of all marketing AI use cases measured, AI-assisted content drafting delivers the highest average ROI at 3.2x, ahead of personalization engines (2.7x), audience research (2.4x), and ad copy generation (2.3x).

Source: McKinsey Global AI Survey, cited in Digital Applied, "AI Marketing Statistics 2026"

Proven ROI Levers for Marketing Agencies

Core levers marketing agencies are using today to connect AI adoption to measurable business outcomes — ordered by priority and grounded in publicly reported, sourced examples from across the industry.

Business Outcome	Example Lever	Real-World Example
Revenue Won / Retained	Faster campaign launch & experimentation velocity	A performance agency managing 31 clients cut campaign setup time from ~45 minutes to about 1 minute per campaign using AI orchestration — enabling 10x more experiments with the same team.
Utilization Improvement	Reduction in manual reporting time	Account teams that used to spend 15-20 hours a month on client reporting now complete the same work in 2-3 hours after automating with AI agents.
Quality & Speed of Client Service	Real-time campaign optimization	Function Growth, a performance marketing agency for D2C brands, used an AI agent to continuously monitor campaign data — cutting reporting time by roughly 6 hours a week.
Margin Improvement	Billable capacity freed by automated reporting	Agencies save an average of 137 billable hours a month after automating client reporting — worth an estimated \$20,000-\$30,000 in monthly capacity.
Talent Recruitment & Retention	Shift from execution to strategy	23% of agencies reduced junior copywriting headcount in 2025 as AI absorbed first-draft content work, while demand for senior strategists increased.
Creative & Content Output	AI-assisted first-draft generation	AI content drafting delivers a 3.2x average ROI — the highest of any marketing AI use case measured in McKinsey's Global AI Survey.

Turning Inspiration to Adoption

Real ROI comes from moving beyond broad enthusiasm to focused execution. Agencies seeing the strongest results narrow in on a set of high-impact workflows where AI materially changes how work gets delivered — not just makes individual tasks faster.

A client engagement is a clear example. From briefing through presentation, AI can reduce friction across the full lifecycle of a campaign — accelerating research, first-draft creative, and reporting, and freeing staff for the strategic thinking that actually differentiates an agency.



Managing a Client Engagement From Briefing to Presentation

#	Stage	How Agencies Use AI	Process
1	Briefing & Research	Automated research & brief synthesis	AI tools synthesize client briefs, competitor research, and prior campaign performance into a structured starting point, replacing manual research at kickoff.
2	Content / Creative Production	AI-assisted first drafts	AI generates first-draft copy, creative variations, and content outlines — early adopters report content production time dropping 30-50%.
3	Campaign Setup	Automated cross-platform deployment	AI agents translate a campaign plan into platform-specific ad sets and ad groups across Meta, Google, and TikTok — cutting setup time from ~45 minutes to about 1 minute per campaign in one agency's reported case.
4	Reporting & Optimization	Automated reconciliation & insight surfacing	AI pulls data directly from ad platforms, reconciles discrepancies across sources, and flags trends — one agency cut reporting time by roughly 6 hours a week this way.
5	Client Presentation	Reclaimed time	Time saved earlier in the workflow is redirected to

		redirected to strategy	building the strategic narrative and recommendations clients actually value — not assembling the numbers behind them.
--	--	------------------------	---

Real-World Examples

Two publicly reported, independently sourced examples of AI adoption in marketing agencies — included to show what realistic ROI looks like today. Neither is a TrackImpact customer; both are cited from their own published case studies or independent write-ups.

Reclaiming 29 Hours a Week in Campaign Operations



A performance marketing agency managing 31 clients (plus internal accounts) was burning 29+ hours every week on client reporting and campaign setup — not for lack of tools, but due to the technical debt of stitching together data from Meta, Google, TikTok, and GA4 by hand.

The agency adopted Hyper, an AI platform that connects directly to existing ad platforms and analytics tools to automate reporting and campaign deployment across every channel at once.

Key Outcomes

- A client report that used to take 8 hours to compile now generates automatically on a set schedule
- Time to set up and launch a new campaign dropped from roughly 45 minutes to about 1 minute
- The team now runs 10x more experiments with the same headcount — 400+ active experiments running simultaneously across platforms
- 29+ hours a week reclaimed from reporting and campaign setup, redirected to strategy and experimentation

Source: Hyper AI, "How a Marketing Agency Reclaimed 29 Hours Per Week with AI," case study, Oct 2025

Shifting a Performance Team From Reporting to Strategy



Function Growth, a performance marketing agency focused on D2C brands, implemented an AI agent to continuously monitor campaign data across channels, detect performance shifts, and surface actionable insights directly in the team's existing workflow.

Key Outcomes

- Roughly 6 hours a week previously spent on manual reporting eliminated
- Up to 30% of team time reallocated toward strategic and creative work
- The AI agent proactively flagged performance shifts and suggested budget reallocation in real time
- Team focus shifted from retrospective reporting to proactive, real-time campaign optimization

Source: Improvado, "AI Marketing Campaigns: 10+ Examples & A Guide for 2026"

Time Saved → Business Value

A 6-person account team saves roughly 20 hours/month per person using AI-assisted workflows — in line with the ~5 hours/week marketers themselves report saving with AI, per Salesforce survey data.

Assuming a conservative 50% of that reclaimed time converts to billable client work, here's what that's worth against the cost of TrackImpact's own tracking layer.

Reallocated Hours

hrs/mo	20 hours saved per person, per month	× 6 people
	× 50% reallocated to billable work	
=	Total reallocated billable hours per month	60 hours

Billable Value

value	60 billable hours	× \$150 blended agency rate
=	Billable value created per month	\$9,000

Cost to Track & Prove It

cost	6 seats	× \$19/seat/month (TrackImpact Team)
=	TrackImpact cost per month	\$114

That's roughly a 79x return — not on the AI tools doing the work, but on the cost of proving what they're worth.

\$150/hr reflects a typical blended agency billing rate for content, strategy, and media-buying work (\$100–\$250/hr range). This calculator separates two different costs: the AI tools generating the time savings and TrackImpact's own cost to track and prove that value.

ROI Is a Change Management Process

AI doesn't create ROI on its own — proving it requires a structured approach to adoption, and a system for turning scattered usage into evidence leadership can act on.



Start With a Targeted Pilot

What Strong Pilots Include

- A high-volume, repetitive workflow (first-draft copywriting, campaign reporting, creative variations)
- A clear KPI to track against (hours per report, campaigns launched per week, content pieces per sprint)
- A defined pre-/post- benchmark before rollout begins
- A small group of engaged staff across levels — not just the most tech-forward junior

From Proven ROI to Agency-Wide Impact



AI is already helping marketing agencies deliver real ROI — not just in hours saved, but in retainer margin protected during crunch weeks, more experiments run per client, and a more sustainable path for staff who'd rather build strategy than assemble reports.

Outcomes will vary by account mix and how deeply an agency integrates AI into its workflows. But the agencies seeing the strongest returns are the ones treating adoption deliberately — tracking who's using what, for which tasks, and what it's worth — instead of guessing at renewal time.

Start Scoping ROI for Your Agency

This section is the input TrackImpact uses to help you scope, track, and prove AI's impact on your agency — here's how the pieces fit together, and what to work out with your team before you roll anything out.

How TrackImpact Helps

Recipe Builder

Not sure where to start? Recipe Builder builds you a personalized AI action plan on the spot — tell it your job title and the specific task you're stuck on, and it generates a copy-paste-ready prompt grounded in the AI tools you actually have (or an honest starting point if you don't have any yet), plus a quick read on how automatable the task really is. No course, no tool directory to dig through — just tell it what you're trying to do, so staff don't have to figure out AI adoption from scratch.

Try it: trackimpact.io/recipe

TrackImpact — ROI & Impact Tracking

Once staff start using AI, TrackImpact is where they log it: the tools, the workflows, the time saved. It turns that into evidence — reports that show exactly how AI is being used and what it's worth, ready for performance reviews or leadership updates.

Get started: trackimpact.io

Teams

Teams brings every individual's tracked impact together at the organizational level, so you can see adoption and value by department, office, or account team, and compare who's driving results.

See how it works: trackimpact.io

Questions to Answer Before You Scale

These are the questions that shape how your agency rolls out and tracks AI adoption — work through them with your team before committing to a rollout.

What are your top business priorities, and how might AI support them?

e.g. Protecting retainer margin, winning more strategic (vs. execution-only) engagements

Which workflows do you want to focus on first? Why?

e.g. First-draft copywriting, client reporting, campaign setup

What would the impact of improvement look like?

e.g. More experiments run per client without added headcount

What pain points are slowing your team down today?

e.g. Content velocity, reporting-deck turnaround, client SLA pressure

Who else needs to be involved in evaluating this?

e.g. Agency owner, account leads, creative directors

What questions or objections are you anticipating?

e.g. "How is this different from what we already track?" "What about client-owned data and IP?"

Want Help Scoping This for Your Agency?

Talk it through with TrackImpact's founder directly.



Ade Molajo

Founder, TrackImpact

LinkedIn: [linkedin.com/in/ademolajo](https://www.linkedin.com/in/ademolajo)

Email: ade.molajo@trackimpact.io

Web: trackimpact.io

Photo Credits

All photography sourced from Unsplash. The Unsplash License does not require attribution, but it's listed here as good practice.

- Browsing a social media profile on a phone — Szabo Viktor / Unsplash (img-marketing-overview.jpg)
- Team meeting in a modern office — Vitaly Gariev / Unsplash (img-marketing-why-roi.jpg)
- Team collaborating around a computer — Vitaly Gariev / Unsplash (img-marketing-workflow.jpg)
- Team collaborating around a computer — Austin Distel / Unsplash (img-marketing-case1.jpg)
- White papers on a table — Lukas Blazek / Unsplash (img-marketing-case2.jpg)
- Team collaborating around a whiteboard during a meeting — Vitaly Gariev / Unsplash (img-marketing-pilot.jpg)
- Two colleagues reviewing documents together — Vitaly Gariev / Unsplash (img-marketing-conclusion.jpg)
- Analytics dashboard on a computer screen — 1981 Digital / Unsplash (img-marketing-cover.jpg)