



Treasure AI

White Paper

Build an AI-First Growth Engine in 30 Days

A playbook for marketing leaders ready to move

Drafted, designed, and pressure-tested in Treasure AI Studio

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Why **now** is the moment.

Most marketing playbooks were written for a time when a campaign took three weeks, a brief was a PDF, and personalization meant a “Hi, Jamie” in the subject line. It was an era when you could win by gathering the most data or shouting the loudest about your brand.

Those days are over. Today, advantage comes from somewhere else: speed. Specifically, how fast you can move from signal to action.

This paper is a 30-day field playbook for making speed your MO. It outlines a rapid reset for converting the speed of AI into the speed of your business, including questions to ask and prompts to run.



Field Note

Treasure AI drafted, tested, and iterated the concepts in this paper using an AI-native process. We run this operating model ourselves.

The reality of the room.

Most marketers know that the standard playbook is out of date. They sit in QBRs and check reports on quarters that have already closed, wondering whether the team they hired for the last decade is wired for the next one.

Meanwhile, the leading indicators of an AI-first approach are already public. Consider these three examples across different industries and continents:

80%

faster time-to-value than the industry average for a global automotive OEM that unified first-party data and turned it into in-market campaigns.

2,000+

data sources unified across 42 countries built by a global beverage holding company running on a single customer-data foundation.

+30%

year-over-year increase in online bookings for a UK pub and restaurant group that compressed analysis cycles from months to days.

The underlying pattern is the same: When speed becomes a feature of the operating model, the business follows.

Thirty days. A new default speed.

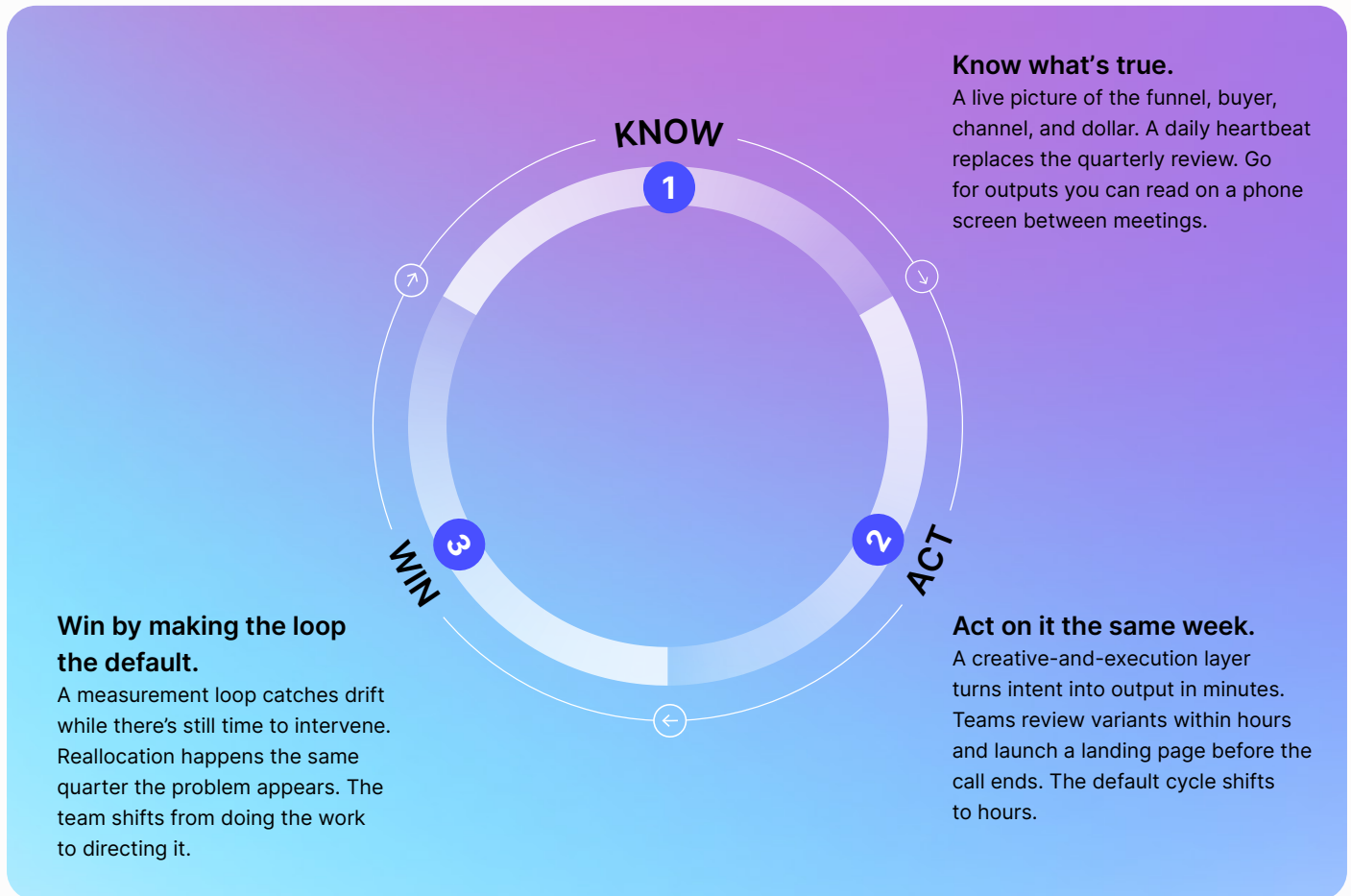
The goal for the next 30 days is a clear-eyed audit and the willingness to stop performing tasks that feel productive but yield little return.

Window	Theme		What You'll Learn and Achieve
Days 1–3	Audit	→	What does the data say?
Days 4–7	Buyer Reset	→	Who are we actually selling to?
Days 8–14	Channel Honesty	→	Which channels still earn their place?
Days 15–20	Brand & Story	→	Match the speed of the product.
Days 21–25	Data Discipline	→	One claim, one source.
Days 26–30	Lock the Calendar	→	Make speed the default.



Know. Act. Win.

An AI-first growth engine runs on a repeating loop with three steps:



Every touchpoint should answer one core question: How quickly can someone experience value?

How to know if it's working.

Pick a campaign your team will launch this quarter. Measure the time from "We should run this" to "It's live." If that number is measured in weeks, the goal of the next 30 days is to compress it to days, and then to hours.

After 30 days, if your timeline hasn't changed, this model may not fit your current structure, or you may have bottlenecks worth relieving. But if your launch cycle does shrink from months to weeks or weeks to days, you have proof that the engine is starting to work.

“

[We achieved the] speed, confidence, and clarity to act on insights in days instead of months."

UK Pub and Restaurant Group

Legacy CMO vs AI-first CMO.

In the next decade, CMOs who win will do less planning and more conducting, directing an engine that drafts, decides, and learns continuously.

Here's how behaviors will change:



Legacy CMO Manages the plan.	vs	AI-First CMO Directs the engine.
Weeks. Briefs, agencies, slideware.	DEFAULT CYCLE	Hours. Prompts, drafts, live tests.
Quarterly review.	SOURCE OF TRUTH	Live signal.
Functions hand off.	WHO DOES THE WORK	Agents do the first pass. People decide.
Briefed. Reviewed. Shipped late.	CREATIVE	Drafted in minutes. A/B'd by lunch.
Reported at the QBR.	MEASUREMENT	Watched in week two.
A lead.	BUYER UNIT	A buying group.
Volume that looks good.	CHANNELS	Signals that convert.
Polished. Static.	BRAND POSTURE	Modern. In motion.

What we expect to see.

Over the next 12 months, the gap between the columns will widen. As marketing leaders move toward the right, they'll have an easier time finding pipeline.



**100% of sales
powered by digital."**

Published vision of one of the largest QSR holding companies in the world

Four moments that change.

Here's what the shift looks like across four common scenarios.

1 A new campaign launches.

THEN

Brief → agency → three-week cycle → slideware review → launch and hope.

NOW

When the proper guardrails are in place (e.g., brand compliance agent), a first set of variants is live within the hour. Engagement data starts feeding back the same day. The campaign improves itself overnight.

SPEED WIN

The campaign took a single afternoon and generated pipeline.

2 A prospect walks up to the trade-show booth.

THEN

Scan the badge and send a drip nurture. Then you're forgotten, or maybe there's a demo request two months later.

NOW

Sit them down. Build the first thing, using their audience description, in five minutes. They walk out with a working artifact.

SPEED WIN

Instead of watching a demo, they helped build one.

3 An account team picks up a new lead.

THEN

A lead lands and the cold call goes out, but the title is wrong. Disqualified.

NOW

The lead arrives with buying-group context attached and a one-page brief already drafted. The first call opens with substance, not discovery.

SPEED WIN

The first call is the second conversation.

4 A channel underperforms mid-quarter.

THEN

Wait for the quarterly review. Write a memo. Try again next quarter.

NOW

Catch drift early. Reallocate in the same quarter. Hit the number.

SPEED WIN

The quarter doesn't have to end before you fix it.

Tighten the buyer set. Open the qualifier.

Broad ICPs often survive quarterly reviews because every leader can see themselves somewhere in them. Unfortunately, those same ICPs can misdirect teams into chasing personas that rarely convert.

How to change it up in the next 30 days.



Concentrate your persona set on core decision-makers who hold the budget, cutting away influencers who inflate lead volume but rarely drive deals.



Re-rank your target segments (whether by vertical, company size, or region) based on close velocity rather than total addressable market.



Move the targeting unit from a single lead to a buying group of three-to-four stakeholders per in-market account.



**Unifying customer data
is the center of marketing
— the foundation for
personalization in a
cookieless, increasingly
digital world."**

Global Beverage Holding Company

Evolve your qualifier.

Legacy qualifier: "Are you looking for a [product category] solution?"

New qualifier: "Are you actively evaluating initiatives to solve [specific problem] in the next 6 to 12 months?"

This shift in language focuses on the buyer's active projects rather than checking a box for a category. Today's buyers evaluate solutions to immediate problems and seek partners who can match their momentum.

Test the shift.

If you reduce your persona set this month, sales productivity should increase within one quarter. Fewer personas lead to fewer misaligned calls, sharper messaging, and tighter campaigns. A lift in conversion rates will confirm that your targeting is focused on high-intent buyers.

The channels that work.

Walk into any AI-first marketing organization, and the channel mix tells a consistent story:

- Channels that ask the buyer to commit something (e.g., search intent, registration, or real evaluation) tend to convert. Channels that ask for nothing rarely do.
- Branded and category search does the heaviest last-touch work in most plans, but it's almost universally underweighted.
- Organic search rewards companies that treat it like a product with an iteration cadence, not a side channel.
- Webinars look soft on the dashboard but earn their place when measured by who watched, not who registered.
- Industry events are a brand and relationship investment. Underwriting them as pure lead-gen is how they get cut.
- Gated content like template downloads, RFP kits, and POC requests is due for a retest in most plans. The MQL volume looks healthy, but the pipeline often lags behind.

//

\$26M earned from a single first-party-data campaign and 80% faster time-to-value. [That's] what's possible when the data is unified and the engine is fast enough to honor the signal."

Global Automotive OEM

Why this is the AI-first pattern.

AI-first companies gain edge by providing relevant responses to buyer signals near-instantly. A category search becomes a personalized landing page in seconds, and a registration becomes a tailored follow-up before the next meeting. The channels that produce real signals get the lion's share of the budget because the engine on the other side is finally fast enough to honor them.

The 10% reallocation test.

If you reweight 10% of your paid budget away from zero-ask channels toward signal-earning ones, you should see a lift in same-quarter pipeline without spending additional money. If it works, you have the blueprint for your next quarter's plan.

When the brand has to move at the speed of the product.

At an AI-first company, positioning has to do something most B2B marketing organizations abandoned long ago: keep pace with the software. When the platform moves in seconds and the brand cycle takes quarters, the audience hears the dissonance and tunes out.

Three principles to follow:



Choose confidence over corporate jargon. Energy creates pull, and buyers are exhausted by the standard enterprise tone. Avoid adding to the noise.



Show the product working. Use live screens, real prompts, and real outputs. The true proof is a working demo rather than a static slide deck.



Invite action. The audience is already curious, and your brand should reward that curiosity rather than filtering it out through immediate qualification.

An effect to plan for.

When a brand starts moving at the speed of its product, the audience notices. Announcement moments outperform expectations, and accounts that have been quiet for years re-emerge in the same week.

An audit to run this week.

These are the five questions every marketing leader should be able to answer. They cost nothing to ask, and the answers usually uncover pipeline.

Each question is paired with a prompt you can paste into any AI tool (Treasure AI Studio, ChatGPT, Claude, Gemini) that's pointed at your CRM, marketing automation, or paid-channel data. Use whichever platform is closest to your data.

1. Is the form on our front door asking the right things?

The fields you require on the demo form act as the strongest filter in the funnel. If your highest-converting requests share a common attribute and your form treats that attribute as optional, you're filtering for low intent.

WHAT YOU'LL PROBABLY FIND

Job Title (even when optional) is filled by a meaningfully higher-converting cohort. Making it required is a one-checkbox change.

PROMPT ✨

Compare conversion rate to closed-won for demo requests where Job Title was filled vs where it was blank over the last 90 days. What changes if Job Title becomes required?



PROMPT ✨

List every demo source over the last 12 months. Rank by closed-won rate. Flag any source with significant volume and zero deals.



2. Where is our demo volume coming from that never becomes pipeline?

Almost every funnel has a slice of volume from countries, referral sources, or campaigns that look productive on the dashboard but produce essentially no pipeline. Find them, pause them, and reclaim the time.

WHAT YOU'LL PROBABLY FIND

A handful of geographies and referral sources are producing meaningful volume and zero pipeline. The fix is a simple filter.

3. Which gated assets are earning their place?

Template downloads, RFP kits, and POC requests often produce healthy MQL volume that doesn't translate to pipeline. Retest them honestly and reweight accordingly.

WHAT YOU'LL PROBABLY FIND

At least one gated asset is producing MQL volume that converts to opportunities at a rate close to zero. The reweighting is a single edit to next quarter's plan.

PROMPT ✨

For each gated asset, show the rate at which downloaders become opportunities. Treat each asset as its own cohort.



PROMPT ✨

Show our top-converting paid keywords by closed-won. Find the category keywords where we don't rank in the top three but our competitors do. Suggest ten new ones.



4. Are we leaving the easiest paid channel underweighted?

Branded and category search is usually the cheapest, highest-converting paid channel but almost always underweighted in the plan.

WHAT YOU'LL PROBABLY FIND

Branded and category search is the highest-converting paid line and one of the smallest budget lines. Reallocation is an easy decision.

5. What worked once and was paused?

Most teams have a paused paid-search campaign in some region that worked previously. These campaigns are worth turning back on with a refreshed brief.

WHAT YOU'LL PROBABLY FIND

At least one paused campaign has tens of thousands of historical clicks at low CPC. Reactivating it is a same-week change.

PROMPT ✨

List every paused paid-search campaign with positive historical performance. Rank by total clicks at the time of pause. Draft a relaunch brief for the top three.



One claim, one source.

The discipline that makes this operating model function is small and unglamorous: Every claim has to trace to a named source, and the source must be named when the claim is made. The combination of speed *and* discipline is what separates the AI-first growth engine from a marketing organization that's replaying its legacy tactics.

The standard of proof.

- If a number is on a slide, the dashboard it came from is one click away.
- If two numbers disagree, the disagreement gets explained rather than averaged.
- If a campaign claims an outcome, the data that proves it is named in the same sentence.

How do you maintain this discipline at enterprise scale?

1. The AI doing the checking has to be able to reach all the systems your team works in, not a curated slice of them.
2. You need a shift in how AI systems verify information. Most rely on curated context (e.g., uploaded terminology, KPIs, segment logic, and business rules) that drifts over time. Instead, the system should keep checking itself against what's happening in real time.
3. Once the AI is touching live customer data across those systems, you have to address what it's allowed to do, what requires approvals (and by whom), and how to prove all of that later.



Treasure AI Studio: the architecture that makes speed safe.

A marketing organization that solves for speed is faster but more exposed. One that solves for reach, grounding, and governance *together* with speed can put AI to work on live campaigns and real customer data while minimizing risk. Treasure AI Studio is built to meet those exact requirements.

Reach

An AI assistant inside an audience builder or campaign editor helps with predefined tasks, but it can't cover the full diversity of operations. Treasure AI Studio functions as an AI-native workspace. The platform empowers teams to investigate, compute, verify, and generate outputs across the systems they use every day:

- CDP data and activation context
- External data platforms like Snowflake and Databricks
- Uploaded business files and customer-specific terminology
- Generated outputs such as reports, slides, dashboards, and campaign briefs
- Unique business rules, segment logic, and campaign taxonomies

Grounding

Rather than trusting uploaded context on faith, AI Studio grounds its work by running directly against live data and systems. It computes, checks, and refines continuously across your CDP, external data platforms, and generated outputs. In other words, your business context is continuously verified against reality.

Governance

AI Studio operates inside a locked-down environment, inheriting existing CDP access controls and SSO protocols. The system only sees what each user is allowed to see.

Treasure is extending this governance to what the AI is allowed to do with live customer data, including system-enforced safety rules and human approval before consequential actions on campaigns or audiences. Every action is logged and auditable, allowing marketing leadership to confidently answer the compliance questions that security, legal, and IT will ask.



Run the playbook.

Every prompt in this paper is ready to go. Each works against your CRM, your marketing automation platform, or your paid-channel data — in whichever AI tool is closest at hand.

If you start with the first question on a Monday, you may find new pipeline by Friday.

5 Steps to Building an AI-First Growth Engine

1. Tighten the buyer set.
2. Lean into the channels that ask the buyer to commit.
3. Make the product the front door.
4. Let the data, not the loudest meeting, pick the next move.
5. Put AI to work on your real workflows with the controls required for production use.

Not every data platform is equipped to support an AI-first growth engine.

Learn how to evaluate your options with the complete guide to choosing a CDP at cdp.com.

A note on how this paper was created. Every page you just read — the structure, prompts, visuals, and customer quote selections — was drafted and refined in Treasure AI Studio, with a human in the loop to make judgment and editorial calls.

The 30-Day Calendar

A daily checklist that's ready to go when you are.

Day	Category	Action	☒
1	Audit	Pull every demo request from the last 90 days. Map source to deal stage.	☐
2	Audit	Rank every paid channel by closed-won rate.	☐
3	Audit	Identify the three biggest “feels-productive-but-isn’t” line items in the budget.	☐
4	Buyer	List the top 20 closed-won deals. Tag the buyer titles.	☐
5	Buyer	Concentrate the persona set on the top three by closed-won frequency.	☐
6	Buyer	Rewrite the demo-form qualifier in the buyer’s language.	☐
7	Buyer	Move the targeting unit from a single lead to a buying group of 3–4.	☐
8–10	Channels	Reweight from low-yield channels toward branded and category search.	☐
11–12	Channels	Reactivate paused paid-search campaigns with positive performance.	☐
13–14	Channels	Retest every gated-content form against opportunity rate.	☐
15–17	Brand	Rewrite top-of-funnel copy to invite action, not announce capability.	☐
18–20	Brand	Plan one moment per region where the brand shows up in the audience’s culture.	☐
21–23	Data	Stand up the permanent dashboards. Name a source per metric.	☐
24–25	Data	Wire a drift alert on every channel and trigger it on meaningful variance.	☐
26	Calendar	Lock the flagship moment. One per year.	☐
27–28	Calendar	Lock quarterly pacing under it.	☐
29	Ship	Run the five Chapter 8 questions end-to-end.	☐
30	Ship	Commit to the changes. Watch the next two weeks.	☐

Ready-to-Go Prompts

The prompts below will work in Treasure AI Studio, a generic chat assistant, or any AI tool that has read access to your CRM, marketing automation platform, or paid-channel data. Use whichever is closest to your data.

These prompts are starting points. The first time you run one, the answer may surprise you. The second time, you'll edit the prompt to ask a sharper question. The iteration of prompt, answer, then sharper prompt is how you build the deeper insights that drive returns.

Audit your funnel.

- PROMPT** *Compare conversion rate to closed-won for demo requests where Job Title was filled vs where it was blank over the last 90 days. What changes if Job Title becomes required?*
- PROMPT** *List every demo source over the last 12 months. Rank by closed-won rate. Flag any source with significant volume and zero deals.*
- PROMPT** *For each gated asset, show the rate at which downloaders become opportunities. Treat each asset as its own cohort.*

Find money in paid search.

- PROMPT** *Show our top-converting paid keywords by closed-won. Find the category keywords where we don't rank in the top three but our competitors do. Suggest ten new ones.*
- PROMPT** *List every paused paid-search campaign with positive historical performance. Rank by total clicks at the time of pause. Draft a relaunch brief for the top three.*

Speed up creative.

PROMPT *Generate thirty subject-line variants for our priority persona. Three angles. Two regions. Plain, modern, confident.*

PROMPT *Write the landing-page copy for the variant getting the most engagement in the last 24 hours.*

PROMPT *Review this draft against our brand voice. Flag anything that sounds corporate, generic, or off-tone.*

Make the next call sharper.

PROMPT *For this account, summarize the buying group, the two strongest intent signals, and a one-line opener the rep can actually use.*

PROMPT *Score every account in the new-logo segment. Surface the top decile to the SDR queue with a one-line reason.*

Catch drift before the QBR.

PROMPT *Refresh the rolling 12-month channel lookback. Flag any channel with a meaningful drop in performance in the last two weeks. Draft the reallocation memo.*

PROMPT *For this campaign, compare the projected vs actual conversion rate. If the gap is widening, suggest the smallest change that could close it.*