



SmartStart

STARTSMART for Media

Turn AI uncertainty into ROI-driven clarity

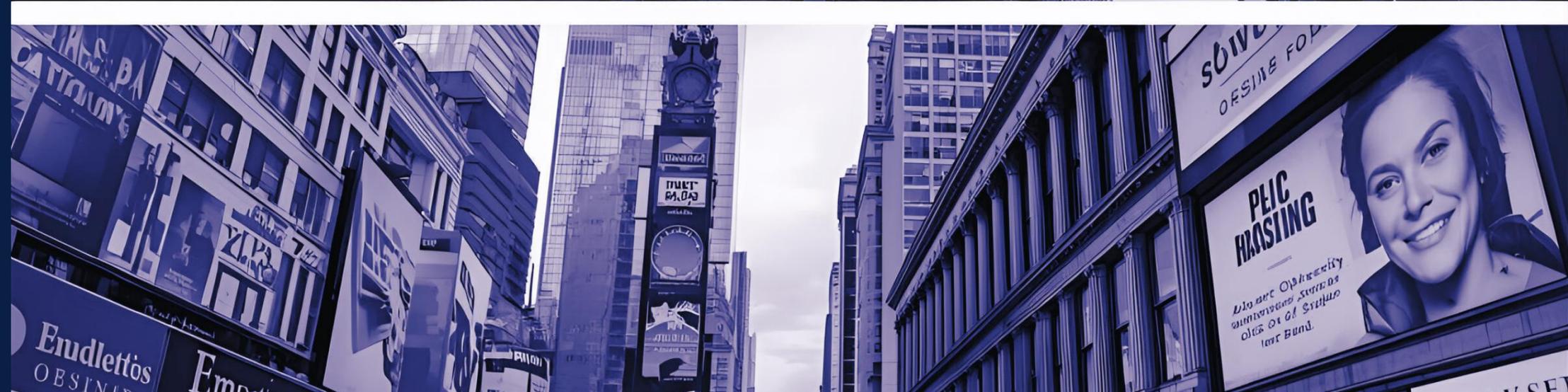


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ABOUT MAI - Human Centred AI for Creatives

Who We Are

We help organisations move from AI curiosity to confident, value-driven adoption.

What We Do

We blend strategy, design and technology to:

- Reimagine marketing workflows
- Empower teams with AI-enhanced creativity
- Embed intelligence into operations and customer journeys
- Drive measurable commercial impact

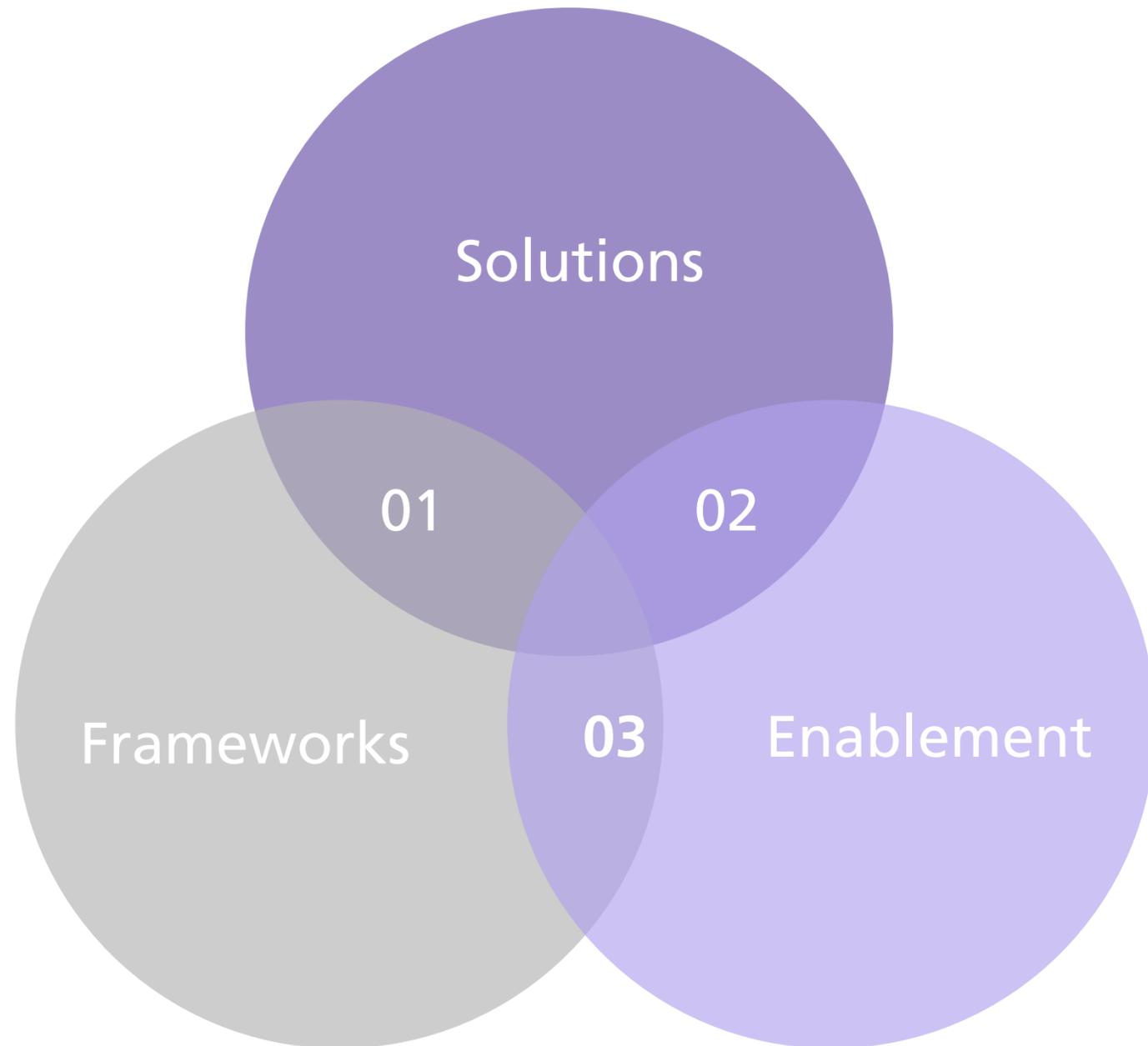
What We Believe

Creativity amplified by intelligence leads to better work, faster.

Technology should elevate human imagination — not replace it.



OUR CAPABILITIES



01

AI Strategy & Readiness: Identify where AI will drive performance, efficiency and creative scale.
Governance and Ethics: Ensure safe, privacy-first adoption aligned with GDPR, PECR and brand standards

02

Human-Centred Design: Integrate AI seamlessly into marketing and creative workflows.
Workflow Intelligence: Automate repetitive tasks so teams can focus on high-value creative work.

03

Project Delivery & Change Enablement: Support implementation, training and long-term adoption.

STARTSMART - AI CLARITY FOR PERFORMANCE-DRIVEN MARKETING TEAMS

AI is transforming marketing from personalisation to predictive insights to creative automation.

But many teams don't know:

- Where to start
- Which use cases will deliver ROI
- How much to invest
- How to adopt AI safely and on brand

StartSmart gives you a clear, actionable plan in under two weeks.

THE SITUATION - YOU HAVE BUDGET. YOU WANT AI. WHERE DO YOU BEGIN?

You know AI is on your agenda, but:



You're unsure what it should look like in your organisation



You don't know how much you need to invest

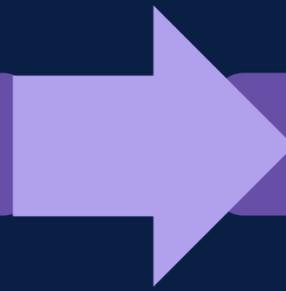


You're unclear which opportunities deliver real ROI



You want to adopt AI strategically, not reactively

"Remaining budget this year"



"Planning for next year"

THE CHALLENGE

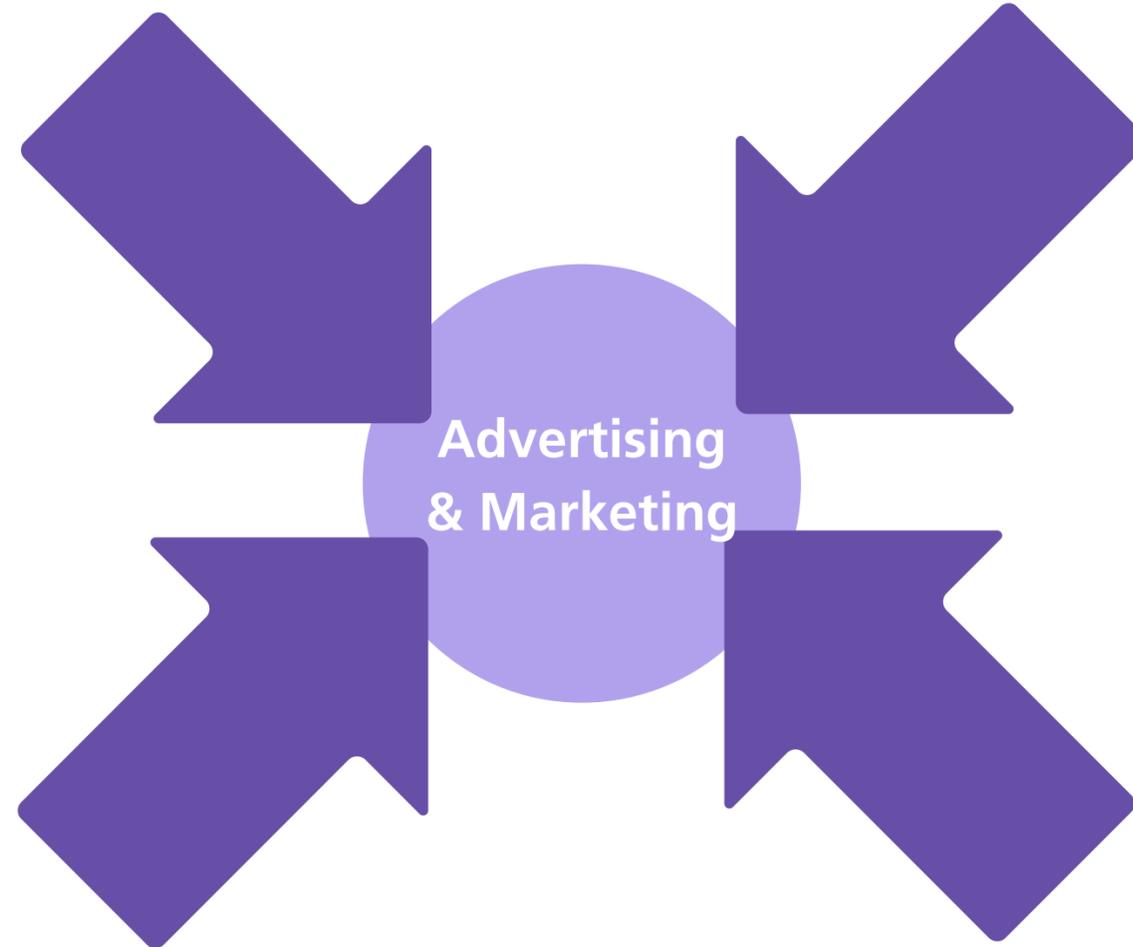
Marketing leaders need tools that deliver performance without compromising trust or compliance.

Audience Fragmentation

- Multiple channels, walled gardens and inconsistent data mean no unified customer view.

The ROI Puzzle

- Attribution is harder than ever, yet leadership demands proof of every pound spent.



Content Overload

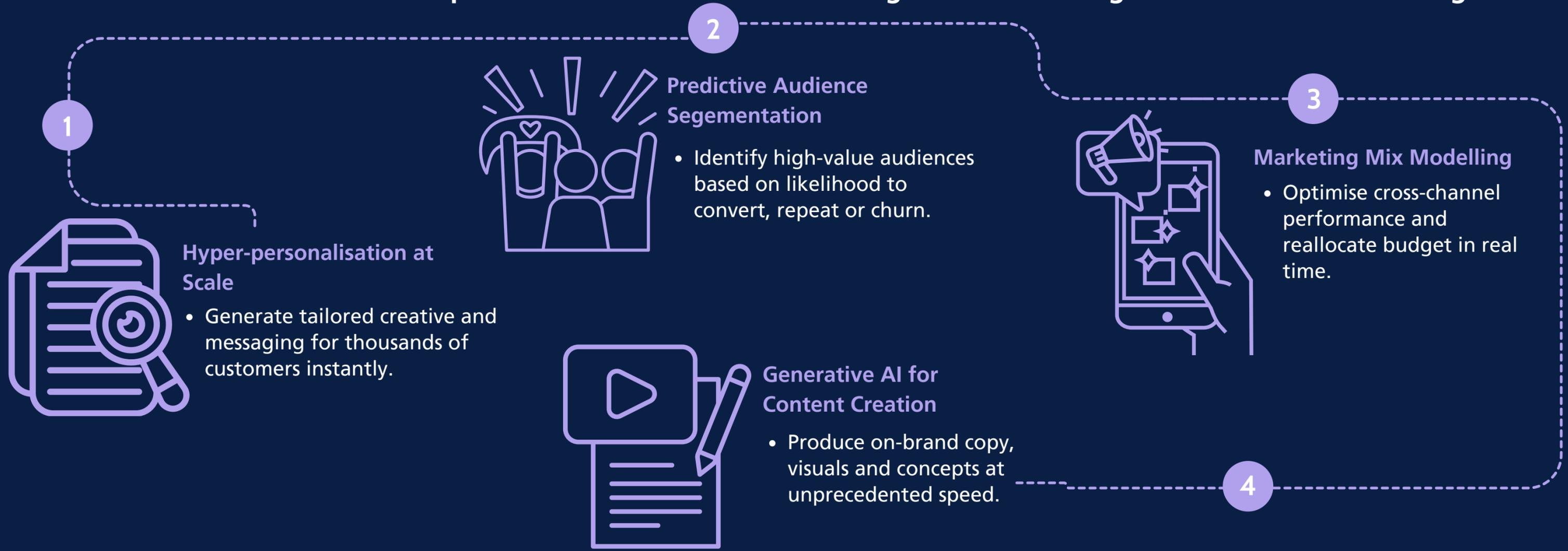
- Demand for volume, speed and personalisation strains creative resources.

The Privacy Squeeze

- Cookie deprecation and stricter regulation disrupt long-standing targeting models.

WHERE AI DRIVES MEASURABLE MARKETING PERFORMANCE

From Guesswork to Guaranteed Impact: See how modern marketing teams are using AI to drive measurable growth



BALANCING CREATIVITY, COMPLIANCE & CUSTOMER TRUST



5 SECURITY PILLARS FOR AI

Protecting Customer Data, Brand Reputation and ROI

Customer Data Protection

Encrypted, anonymised, access-controlled.

Customer trust is your most valuable asset.

Secure-by-Design Architecture

Vetted models, clear data retention policies.

Security must be engineered in, not added on.

Regulatory & Ethical Compliance

Aligned to GDPR, PECR and ASA guidelines.

Ethical marketing is effective marketing.

Auditability & Human Oversight

Explainable decisions and human approval.

AI proposed, marketers decide.

Risk & Misuse Mitigation

Prevent off-brand content, discriminatory targeting and budget overruns.

Reducing campaign, reputational and financial risk.

CASE STUDY - TURNING CLICKS INTO CUSTOMERS WITH AI

Turning clicks into customers

The Challenge

A UK e-commerce brand spent £50k/month on paid ads with falling ROAS. Generic campaigns failed to convert high-value segments.

Identifying the Solution

StartSmart identified predictive modelling and personalised creative as high-impact opportunities.

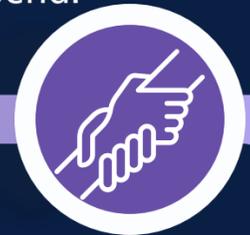
How StartSmart can help

Working with you to identify the core problem: A lack of sophisticated audience segmentation and personalised creative, leading to wasted ad spend.

The Outcome

- 35% increase in ROAS
- 20% reduction in customer acquisition cost
- 2-month payback on AI investment

The brand unlocked profitable growth by targeting smarter and creating faster.





INTRODUCING MAI AND STARTSMART

AI IS NOT REPLACING MARKETERS - IT'S ELEVATING THEM

AI amplifies creativity through:

- Higher-quality insights
- Faster research
- Smarter segmentation
- Scaled personalisation
- Automated production
- Better predictive accuracy

The future of marketing is not automation — it's augmented creativity.



WORKSHOP OVERVIEW

StartSmart: What you'll learn for £5k

Focus Area	What You Get
AI Overview	Understand current AI trends, opportunities, and challenges.
Industry Insight	See how others in your sector are using AI successfully.
Opportunity Mapping	Identify business problems AI can help you solve.
Investment Guidance	Estimate the time, people, and budget required for impact.
AI Project Delivery	Review AI project approach to support successful delivery



OUTCOMES

From Confusion to Clarity

After the StartSmart workshop, you'll walk away with:



A clear view of AI opportunities



Confidence in your budget decisions

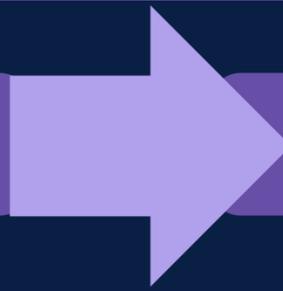


Awareness of data, talent & governance requirements



A practical, strategic next step into Tomorrow Works

Directionless



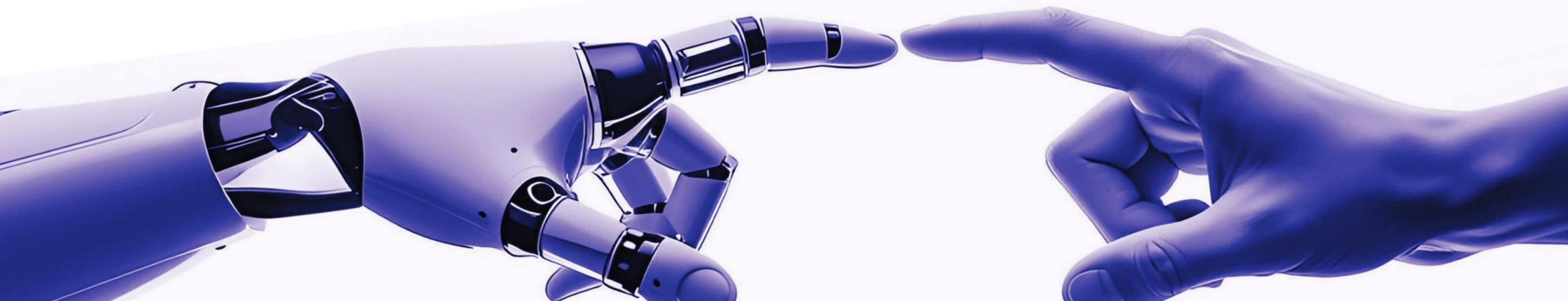
Informed

INTRODUCING STARTSMART - YOUR AI STRATEGY SPRINT

In a short series of sessions, you'll receive:

- A marketing-specific AI landscape
- Identification of top AI opportunities
- A costed investment roadmap
- A clear understanding of governance and data needs
- An actionable plan to move forward

StartSmart turns AI into a strategic advantage, not a guessing game.



STARTSMART. START NOW

AI is moving fast - your competitors are too.

StartSmart gives your team the clarity, confidence and structure to take the next step.

BOOK YOUR
STARTSMART
SESSION TODAY.



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TOMORROW
STARTS HERE