How Smart, Successful Content Creators Use AI To Scale Faster

ThriveCart

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Introduction

Artificial intelligence (AI) is quickly becoming the backbone of how we grow our businesses. For creators, like coaches, consultants, and digital entrepreneurs, this shift is especially important.

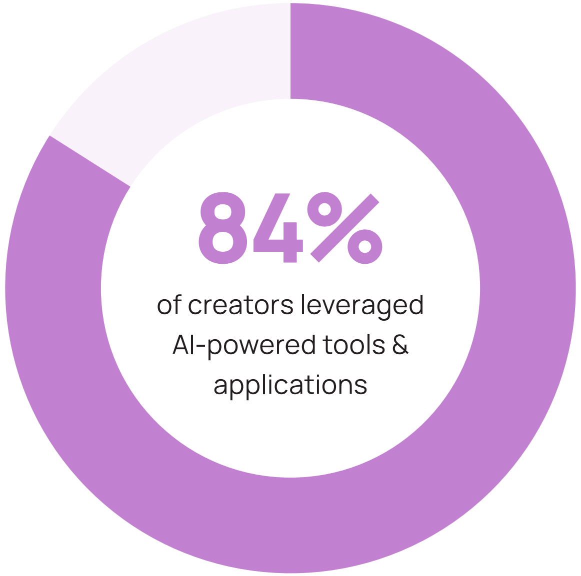
The gap between creators who dabble with AI and those who integrate it into their daily operations is widening and giving the latter a competitive advantage.

McKinsey reports that **58% of companies have already embedded at least one AI capability into their processes, up from 47% just five years ago.**

Companies who McKinsey deems "high performers" are going even further, running an average of 11 AI use cases across their operations, compared to only three among other companies. Gartner forecasts global AI software spending will approach $297.9 billion by 2027, with generative AI growing from 8% to 35% of that spend.

In 2024, **84% of creators leveraged AI-powered tools and applications in their content creation process.** The creators who used AI most were marketers (76%), YouTubers (75%) and entrepreneurs (72%). Forty-one percent of creators used AI to generate written content, while 23% used AI for editing.

In other words, the businesses moving fastest are building AI into their products, marketing, and customer success strategies from day one.



These were further breakdowns of who used AI most & what they used them for:

44% **Marketers**

75% **YouTubers**

72% **Entrepreneurs**

23% used AI **for editing**

41% used AI to **generate written content**

As a creator, that means the question is not "Should I use AI?" but "How do I embed it across my business so it scales with me?"

Whether you're launching a new program, building funnels, or managing customer relationships, as a creator, AI can help you work smarter, personalize at scale, and drive growth that's both repeatable and sustainable.

Why AI adoption is the new competitive edge

AI is transforming the competitive landscape across industries, especially in creator-led businesses. According to McKinsey, 78% of companies in 2024 used AI in at least one business function, compared to 72% of companies in early 2024 — a big jump up from 55% of companies in 2023

Companies that now use AI in at least one business function

Source I McKinsey • The state of AI: How organizations are rewiring to capture value, 2025

Generative AI, in particular, is experiencing a Renaissance: once reaching only one-third of businesses, over 65% of organizations now regularly use it, especially in marketing, product development, and IT.

Gartner projects that 76% of midsize enterprise tech leaders are exploring generative AI not just for immediate needs — like chatbot improvements and content tweaks — but to create new products, services, and business models.

Meanwhile, despite economic uncertainty, global IT spending is rising — led by 42.4% growth in data center investment to support AI infrastructure, and overall IT budgets expected to grow 7.9% in 2025, up to $5.43 trillion US dollars.

A McKinsey-referenced analysis shows 87% of companies expect AI to boost revenues within three years, with 51% anticipating growth of over 5%. Yet only 19% are seeing that impact today, meaning that companies already leveraging AI effectively will pull ahead.

In the creator economy, a 2024 report found that over 50% of creators appreciated AI tools for their ability to boost productivity and save time and 43% of creators valued their ability to reduce costs. In fact, six-figure creators used AI twice as often as other creators, with 43% of creators leveraging AI tools weekly.

The same report noted that 75% of marketers and 69% of creators believed that AI would positively disrupt the creator economy and 75% of marketers increased their spending on Generative AI creator content in 2023.

50% appreciated AI tools for their ability to **boost productivity**

43% valued their ability to **reduce costs**

Ultimately, these figures show that AI is rapidly becoming a necessity and those who don't opt in may be left behind. Investments in AI are no longer just about automating repetitive work: it's about generating new value streams, accelerating innovation cycles, and reshaping business models. For creators, embedding AI across operations is a way to gain an advantage when it comes to creating a framework for scalable, repeatable growth.

Case studies

Case study 1 // University of Utah
Enhancing Online Learning with Smart Design Tools

The University of Utah faced a growing challenge: delivering course content that was both engaging and easy for students to understand in an increasingly digital learning environment.

Traditional lecture slides and PDFs often failed to capture student attention or increase comprehension.

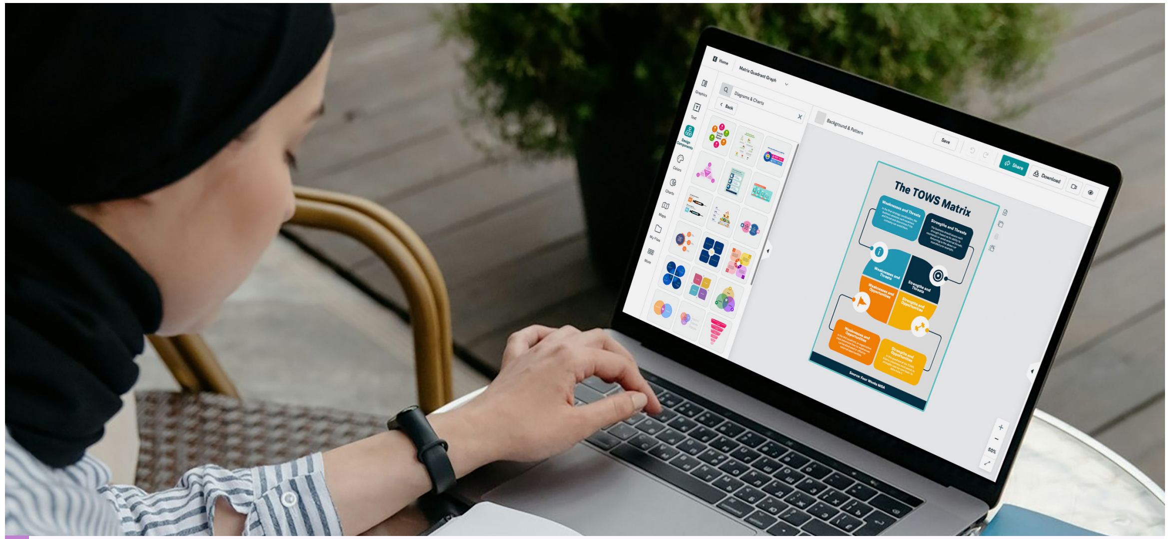
To address this issue, the university integrated Pikto AI into its instructional design workflow. Using Piktochart's intuitive drag-and-drop interface, educators could quickly transform dense content into visually engaging infographics and interactive presentations.

Piktochart's AI-driven design suggestions significantly accelerated content creation, allowing instructors to focus on pedagogical quality rather than agonizing over the formatting and layout of their educational content.

After using Piktochart, student engagement at the University of Utah increased by 40%, with students reporting higher levels of interest and satisfaction.

Additionally, comprehension of complex topics improved measurably, as the visual approach helped break down intricate concepts into digestible, memorable formats.

Instructors also reported saving significant preparation time, enabling them to scale their courses more efficiently without sacrificing quality.



The University of Utah's experience demonstrates how smart, user-friendly AI-enhanced tools can empower educational teams to create high-impact learning materials rapidly, improving outcomes while reducing manual effort — an approach that mirrors best practices of using AI in fast-scaling SaaS teams.

Case studies

Case study 2 // Vidi Corp
Optimizing Client Acquisition with ThriveCart

Vidi Corp, a digital solutions provider, wanted to bolster its client acquisition process by gaining deeper insights into how prospects moved through its sales funnel.

Although the company had solid marketing campaigns in place, the team lacked clear visibility into performance drivers such as coupon usage, enrollment patterns, and revenue progression.

Vidi Corp decided to try ThriveCart, a platform designed to simplify and optimize online selling with automation and AI-powered insights, to solve its problem.

ThriveCart's intelligent tracking tools provided real-time visibility into coupon redemption rates, course enrollments, failed payments, profit margins, and retakes. By surfacing these patterns automatically, the platform eliminated hours of manual analysis and highlighted areas for optimization, and delivered a comprehensive view of funnel performance.

With AI-enhanced reporting, Vidi Corp was able to identify which offers converted best, predict where drop-offs would occur, and refine follow-up campaigns. Integrations with AI-driven email and CRM systems further enabled personalized messaging and retargeting, increasing overall funnel efficiency.

Vidi Corp achieved greater revenue consistency and improved client acquisition by optimizing every stage of the sales process.

This case demonstrates how AI-powered automation within ThriveCart can transform raw data into actionable insights, letting teams scale smarter, faster, and with measurable results.

Case studies

Case study 3 // Chris Huntley

Scaling to $1M in Course Sales with ThriveCart Learn

Chris Huntley, an independent knowledge creator, and their business partner wanted a way to turn their expertise into a scalable online business.

Traditional course platforms often required multiple integrations for checkout, content delivery, and marketing automation, which makes the course enrollment process time-consuming and technically difficult.

Huntley needed an all-in-one solution that would allow them to focus on creating value for learners instead of managing backend systems.

Chris turned to ThriveCart Learn, an integrated platform that combines checkout, learning management, and automation in a single tool.

With AI-enhanced workflows, Chris could move from course concept to launch within minutes. Automated enrollment, intelligent upsell recommendations, and dynamic customer workflows streamlined operations, reducing manual effort while maximizing conversions.

Chris' first test was the launch of a $15 live webinar. Supported by ThriveCart's optimized checkout and AI-powered follow-up sequences, the event sold more than 2,000 seats. Recognizing this approach's scalability, they replicated the model across 11 additional webinars, each evolving into a full-fledged online course.

In the end, this short webinar had over 2,000 signups, and was a roaring success. Chris and his blogger partner have gone on to replicate this successful model by offering eleven more webinar-based courses, announced to over 30,000 subscribers on a couple of different email lists, with an early bird offer promoted across YouTube and social channels as well as paid ads.

The short webinar had over **2,000 signups**

Replicated this successful model by offering **11 more webinar-based courses**

Announced to **over 30,000 subscribers** on a couple of different email lists

Today, Chris and their partner operate multiple six-figure programs, generating over one million dollars in sales. **Their success illustrates how embedding automation-rich, AI-driven tools enables creators to scale rapidly, transforming expertise into a repeatable, high-growth business model.**

Case studies

Case study 4 // VerveVideos

Driving 139% More Leads with AI-Powered ThriveCampaign

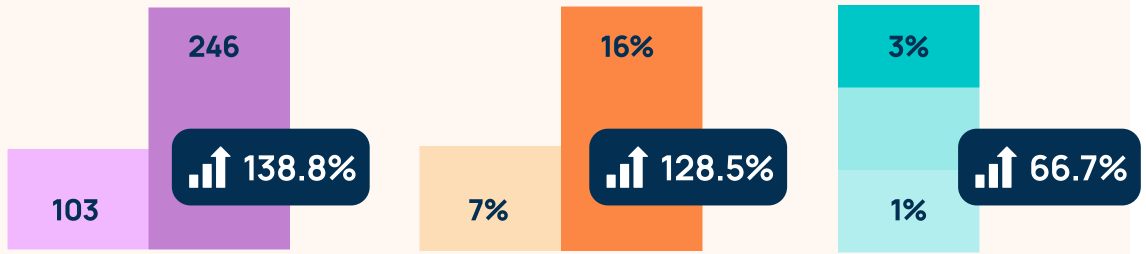
VerveVideos, a marketing agency specializing in video content, had a problem: how to scale lead generation while keeping campaigns personalized and engaging. Manual processes limited VerveVideos' ability to effectively track audience behavior, test campaigns at scale, and deliver tailored outreach across multiple channels.

VerveVideos needed a platform that could automate workflows without sacrificing personalization to solve these issues. They adopted ThriveCampaign, a marketing automation platform designed to unify customer engagement into a single, intelligent system.

ThriveCampaign's AI-driven features, which include predictive email sending, behavior-based segmentation, and dynamic workflows, let VerveVideos reach prospects with the right message at the right time. Instead of having to rely on generic campaigns, the VerveVideos team leveraged AI insights to craft targeted, personalized sequences across email, social media, and landing pages.

VerveVideos achieved a 139% increase in lead generation, fueled by campaigns that dynamically adapted to prospect behavior.

Predictive email sending ensured communications landed when recipients were most likely to engage while automated workflows reduced the burden of manual follow-ups.



Lead Generation: VerveVideos increased new contacts from 103 to 246 after implementing ThriveCampaign, marking a **138.8% improvement.**

Email Engagement Rate: The email engagement rate jumped from 7% to 16%, a **128.5% increase.**

Conversion Rate: The conversion rate rose from 1% to 3%, **reflecting a 66.7% growth.**

By embedding AI-powered automation into their content and outreach strategy, VerveVideos built a repeatable and scalable process for consistent performance improvements. Their success shows how marketing teams can scale faster by pairing creativity with automation.

Case studies

Case study 5 // MDC Vacuum Products • 40% Subscriber Growth with AI-Powered ThriveCampaign

ThriveCampaign
Previously VBOUT

MDC Vacuum Products, a precision vacuum components provider, needed to modernize its marketing engine. Manual reporting, siloed data, and repetitive tasks created bottlenecks that slowed campaign execution and obfuscated performance metrics. **The marketing team wanted a scalable, SaaS-first solution that unified data, automated workflows, and supported growth.**

MDC used ThriveCampaign to centralize subscriber data, connect channels, and automate lifecycle marketing. AI-enhanced capabilities — predictive send-time optimization, behavior-based segmentation, and dynamic journeys — streamlined execution while improving relevance. Automated reporting replaced spreadsheets while upsell workflows triggered offers based on product-usage signals and engagement scores.

With clearer data, the team moved from ad-hoc blasts to orchestrated, multi-touch programs. MDC achieved 40% monthly subscriber list growth, driven by personalized capture tactics, progressive profiling, and win-back sequences that adapted to real-time behavior. Automatic routine tasks handling improved Internal efficiency, which freed marketers to focus on creativity, experimentation, and strategy. Leadership gained clear visibility into pipeline contribution with dashboards that rolled up channel performance, attribution, and cohort retention.

Centralized Campaign Management: MDC Vacuum used ThriveCampaign to manage all their marketing campaigns, including emails and social media, from one platform.

Enhanced Tracking and Reporting: They tracked website visitors and customer interactions, then generated reports for their team.

Marketing Automation: ThriveCampaign's automation features used personalized emails and pop-ups to keep customers engaged.

Ease of Use: ThriveCampaign was simpler to use than competitors like HubSpot and MailChimp, allowing for quick creation and posting of campaigns.

Customer Insight: By tracking user clicks and interactions, ThriveCampaign helped MDC Vacuum understand customer needs for more targeted marketing.

Time Saving: The platform's streamlined workflow and easy data management features helped them save time.

MDC's experience demonstrates how embedding AI within a business' marketing infrastructure enables consistent growth and operational scalability. With ThriveCampaign as the backbone, the team turned automation into a lasting advantage, transforming fragmented activities into a coordinated, high-velocity acquisition engine.

AI in product development // Faster cycles, smarter features

AI-powered tools are rapidly becoming essential when it comes to research and development (R&D). Embedding AI into R&D and design workflows is reshaping how ideation, prototyping, and rollout is done.

A recent McKinsey study underscores the scale of this change. Companies integrating AI into their R&D processes have achieved 30 to 50% increases in workplace productivity, experienced 15 to 60% boosts in product performance, and realized 20 to 40% reductions in time to market, especially when AI is incorporated in the design and coding stages.

30 to 50%
increases in workplace productivity

15 to 60%
boosts in product performance

20 to 40%
reductions in time to market

McKinsey further suggests that AI can double the pace of R&D, particularly in industries built on intellectual property like software, although companies who produce complex manufactured goods also benefit, unlocking up to half a trillion dollars in annual value globally.

Academic studies confirm these trends. One randomized trial across close to 2,000 Chinese startups found that those blending AI capabilities with Lean Startup methods produced higher-quality products in less time. Specifically, AI-powered prototyping and experimentation accelerated the release of viable offers and sped up iterative improvements.

The AI-as-a-Service (AIaaS) market reflects this urgency to adopt AI in core processes. The market is projected to almost 7x from around 16 billion US dollars in 2024 to 105 billion US dollars by 2030, with a breakout compound annual growth rate above 36%.

A Whop state of the creator economy report noted that 82% of creators believed AI would accelerate content creation, 79% believed it would reduce their workload and 78% felt confident generative AI would increase their earnings.

For creators — coaches, consultants, and entrepreneurs — AI tools may become indispensable in creating early mockups, iterating on product offerings, analyzing feedback in real time, and adapting product roadmaps.

These capabilities allow creators to deliver smarter features faster.

AI is enabling creators to test, refine, and scale with precision. Incorporating AI strategically into your product development is soon to be the engine for sustainable growth.

AI in growth and marketing // Personalization at scale

In today's creator economy, generic outreach no longer works.

AI-powered personalization is changing how coaches, consultants, and digital creators connect with their audiences — moving away from broad generic messaging to tailored engagement.

McKinsey emphasizes the importance of this shift:

Personalization can lift revenues by five to 15%

Reduce customer acquisition costs by up to 50%

Improve marketing ROI by 10 to 30%

In fact, companies with faster growth rates receive 40% more of their revenue through personalized experiences, which drive up both customer loyalty and a company's gross sales. Data from IBM corroborates the importance of AI when it comes to strengthening customer loyalty. Effective personalization programs using machine learning and advanced analytics can predict customer preferences, with data and analytics turning raw information into meaningful insights that drive measurable performance.

This shows that when done right, AI-driven personalization delivers real business value. According to Gartner, 63% of digital marketing leaders still struggle to deliver personalized experiences, and 17% currently use AI or machine learning broadly across their marketing functions — which means there's opportunity and room for growth for creators who use AI. That means creators who can leverage AI will gain a clear advantage.

A randomized controlled trial in an EdTech context found that personalized content recommendations increased app usage by 14% and boosted consumption of tailored content by around 60% compared to generic recommended content.

While that study focused on personalizing educational content, the same principles translate directly to wellness, coaching, and creator-driven businesses — personalization drives more engagement, deeper interaction, and repeat usage.

For creators, whether you're sending behavior-triggered emails, tailoring course pitches, or dynamically adjusting landing pages, AI brings at scale personalization within reach.

Brand XR notes that "marketers report a 25% lift in ROI from AI-powered personalization, and companies using AI-driven personalization have seen sales increase by around 20%.

Using AI to scale your personalization efforts means you can build strong one-on-one connections without sacrificing growth.

AI in customer success // Predictive support and retention boosts

For creators and business owners, retention is everything.

Predictive support reduces ticket volumes and helps customers get the answers they need more quickly, bolstering customer satisfaction.

Sentiment analysis tools analyze customer interactions to detect dissatisfaction early, enabling proactive engagement and reducing churn.

Churn prediction models identify at-risk customers by analyzing usage patterns and feedback, allowing for targeted retention strategies.

With advancements in natural language processing, AI can be the backbone of modern customer success. McKinsey finds that AI-enabled customer service can drastically reshape engagement: in global banking alone, enhancing customer support via AI technologies could unlock potentially one trillion US dollars in annual value, through cost reduction, proactive service, and upselling opportunities.

Meanwhile, AI-driven automation can reduce ticket volume. When Impossible Foods focused heavily on ticket deflection initiatives and introduced Zendesk bots, 50% of ticket volume was deflected through the help center, ticket forms, and bots.

From a strategic lens, Gartner projects that by 2029,

80%

of common customer service issues will be autonomously resolved without human intervention

38%

of leaders cite improving customer experience and retention as the main goal driving their generative AI efforts.

A study observing 5,172 customer support agents found that AI-powered conversational assistance increased issues resolved per hour by about 15%, especially boosting output quality for less experienced agents.

Studies show that AI-powered sentiment analysis can achieve up to 90% accuracy in detecting customer emotions, enabling businesses to tailor their responses effectively. Furthermore, AI-driven analytics have been found to reduce customer churn rates by up to 15%, highlighting the effectiveness of predictive models in retaining customers.

By integrating these AI technologies, content creators can deliver personalized experiences, anticipate customer needs, thereby increasing customer satisfaction, and foster long-term loyalty, all while optimizing operational efficiency and reducing overhead costs.

Common pitfalls and how top creators avoid them

For individual content creators, AI promises efficiency and scale, but pitfalls can undermine results if poorly managed. The most common risks include over-reliance on AI, poor data quality, and lack of strategic alignment.

1 Over-reliance on AI

AI can instantly generate scripts, posts, or recommendations. Without human oversight, creators risk producing generic or inaccurate content. Research shows that users who blindly accept AI output often make poorer decisions. Introducing “cognitive forcing” prompts and requiring creators to critically evaluate AI suggestions substantially improves outcomes. Successful creators treat AI as a collaborator and not a substitute for their expertise or brand voice.

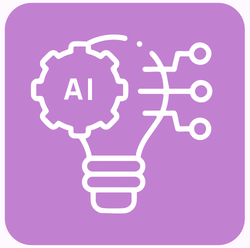
2 Poor Data Quality

McKinsey notes that organizations frequently run into issues because their data is fragmented, outdated, or not effectively governed, which limits AI’s accuracy. For creators, this means messy email lists, incomplete customer insights, or unstructured content archives. Top creators actively maintain data hygiene, ensuring their AI tools are trained on reliable, up-to-date inputs.

3 Lack of Strategic Alignment

Gartner research shows that up to 83% of AI projects never move past the pilot phase, largely because they are not tied to clear business goals. For creators, adopting AI without linking it to tangible outcomes — like subscriber growth, retention, or monetization — leads to wasted effort and stalled progress.

To avoid these pitfalls, content creators can apply AI where it adds measurable value:



Drafting ideas, personalizing emails, predicting churn, or analyzing engagement. By combining clean data, strategic intent, and human oversight, creators transform AI into a reliable growth engine.

Key Findings and Conclusion

AI is now the foundation of scalable, repeatable growth for creators. The most successful creators are embedding it across operations.

AI adoption is accelerating:
McKinsey reports 78% of companies use AI in at least one business function while 84% of creators leverage AI tools in their workflows. Those integrating AI deeply achieve faster cycles, higher revenues, and improved customer outcomes.

Competitive edge lies in integration:
From Piktochart at the University of Utah to ThriveCart and ThriveCampaign use cases, creators who embed AI into design, sales, and marketing see tangible gains from 40% subscriber growth to seven-figure course sales.

AI enhances product and customer experience:
Embedding AI in product development has reduced time-to-market by up to 40% while predictive analytics and sentiment analysis boost retention and customer loyalty.

Pitfalls persist, but are avoidable: Over-reliance on AI, poor data quality, and lack of strategic alignment remain barriers. Top creators succeed by combining clean data, clear goals, and human oversight.

By strategically integrating AI into product development, marketing, and customer success, creators can personalize at scale, anticipate customer needs, and build sustainable revenue engines.

The question creators should be asking themselves in 2025 and beyond is not "Should I use AI?" but "How do I embed it across my business so it scales with me?"

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