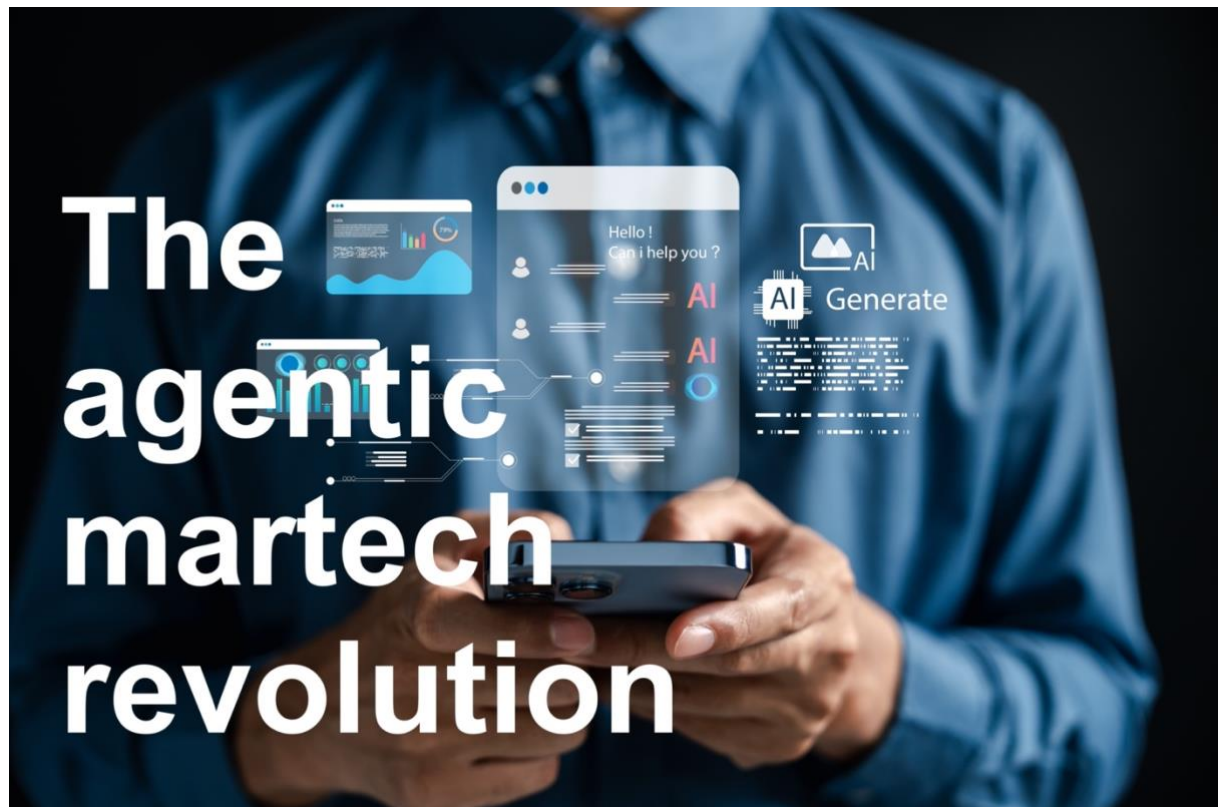




Whitepaper

The agentic MarTech revolution

How intelligent agents are changing the marketing stack of the future

The use of modern digital and increasingly AI-based technologies is a core theme of modern marketing.

According to a 2025 study by [Gartner](#), 61% of marketing budgets are already being allocated to digital channels. [Forrester](#) predicts that by 2027, 70% of all sales in the US will be digitally influenced. The situation in Europe is likely to be very similar.

As a logical consequence, the use of digital technologies in corporate marketing management is also gaining increasing importance. Various studies like the [CMO survey](#) show that most companies already spend almost a quarter of their budget on marketing technology solutions, and this trend is rising. In addition to classic CRM, CDP, DAM, PIM, MRM, and content and performance marketing solutions, generative tools (e.g., for AI-facilitated/-automated content and web/app generation) and agentic services (e.g., for marketing workflow optimization and automation) are becoming increasingly important.

According to a study by the leading marketing technology platform www.chiefmartec.com, the range of marketing technology solutions has increased by [factor 100x](#) over the last 15 years. This trend is further amplified by next generation of generative and agentic AI MarTech solutions. This has a significant impact on the mindset of marketing decision-makers in companies. According to the [CMO Barometer 2026](#), 68% of all marketing decision-makers consider AI to be the most important priority in marketing. The problem is that there is a large gap between prioritization and the status of actual

implementation. According to the [German Brand Monitor 2026](#), only 42% of the marketing decision-makers surveyed stated that they have had any initial experience with AI projects in their marketing.

Even in companies that are already consistently using MarTech and AI tools in marketing, disappointment is still often quite high. For example, in a [Gartner](#) survey from 2025, 45% of MarTech executives stated that the AI agents provided by vendors did not meet their expectations regarding the promised business performance.

Why is this so? In the past, this was often due to the use of isolated tools, which, instead of creating synergies, frequently led to [silos](#). Attempts were made to prevent from isolated MarTech solutions by referring to feature-heavy horizontal platforms like [Adobe Experience Cloud](#), or to bridge the silos by making use of intelligent AI-enhanced integration and orchestration solutions such as [Zapier](#).

However, as Scott Brinker, the "[godfather of MarTech](#)" (AdAge), believes, these integration approaches are likely to become obsolete due to the [orchestration capabilities](#) that intelligent agents will increasingly possess themselves in the future. The foundation of this trend: New technologies such as open-source AI, agentic APIs, containerization, low/vibe/no coding and OpenClaw which have led to a [tectonic shift](#) in the software technology landscape.

To quote what [AI](#) itself has to say to this (in this case, Google Gemini): "By 2026, the software landscape will shift from traditional, user-driven SaaS (Software as a Service) platforms to agent-based hubs—autonomous, AI-driven ecosystems that orchestrate workflows across multiple systems without constant human intervention. Instead of logging into dozens of different tools, users will interact with central AI agents that manage, connect, and execute tasks across different applications. This evolution is often described as the transition from SaaS (Software as a Service) to SAS (Service as Software)."

While this may still seem like a distant prospect for many companies, one trend is clear: New technological possibilities are making it increasingly easy to develop and implement modern AI-based marketing technology solutions (except from the increasing [security and compliance implications](#) to be considered). This suggests that the era of singular multi-million-dollar centralized marketing technology projects may come to an end.

In this context, the marketing technology platform Chiefmartec already predicts a huge "[hypertail](#)" of individual digital agentic marketing services tailored specifically to the needs of individual companies, which will increasingly compete with the large MarTech platforms.

Combined solutions, where central user hubs are merged with agentic tools, that can be adapted to individual corporate and functional needs like for example [brandstack](#) by id.works, will also become more prevalent, not least because [low-code, no-code, and vibe-code platforms](#) are significantly simplifying the development of such solutions.

The advantage: The costs for developing, implementing, and using such agile hubs and agentic tools are significantly lower than those incurred for the large MarTech platform solutions of the past. The new agentic solutions usually also enable a higher degree of digital sovereignty, but above all, enhanced flexibility and a better workflow fit than conventional MarTech solutions.

However, the challenges facing the marketing of the future are not solved simply by implementing such new, intelligent MarTech solutions. Chief marketers are increasingly faced with the challenge that, due to the growing importance of the tech stack in marketing, [ownership](#) of MarTech transformation projects is being increasingly assumed by the IT department. However, IT is often itself insufficiently familiar with the requirements of future-oriented marketing. Marketing must therefore increasingly develop its own MarTech competencies to retain a significant share of ownership in these important transformation projects.

A second challenge is to rethink and restructure the marketing organization itself in parallel with the implementation of new technologies. Unfortunately, there are currently few guidelines on what a

future-oriented "agentic marketing organization" should ideally look like. Most of the available literature is based on models already familiar from contexts such as classic "performance marketing" or increasing "marketing automation" (see, for example, [hashmeta.ai](#)).

Some studies, however, go further, often drawing on established approaches from fields such as team and network organizations and agility research (see, for example, [Satyadhar Joshi](#)). What these studies demonstrate, among other things, is that the successful implementation of agent-based working methods in marketing requires not only agile, network-like team and multi-agent structures, but also an explicit governance layer, clearly defined change management processes, orienting communication, and a supportive leadership culture. In addition to dismantling inhibiting structures, such innovative organizations also need the targeted development of enabling structures, as [Miriam Bachmann et al.](#) have shown in a groundbreaking study on agile transformation.

In the context of AI, such supportive structures must not only be implemented organizationally, but increasingly also in parallel in the form of actual code. AI agents in marketing, just like everywhere else in a company, need precise "[guardrails](#)"—that is, clearly defined and [hard-coded boundaries, rules, and filters](#) that ensure the safe, ethical, predictable, and, in the marketing context, brand-compliant functioning of AI systems and agents. Since AI models operate probabilistically, they can generate erroneous, biased, or harmful content without adequate guardrails.

Such guardrails are also necessary for the smooth interaction between humans and intelligent agents. This is especially true because the use of innovative AI agents will further decentralize marketing. This makes digital brand governance all the more important. If, for example, every employee can suddenly and easily produce their own communication and customer interaction solutions in text, image, video and more immersive digital formats using agentic tools, then it becomes all the more important to ensure that the results are "on brand," meaning they align with a company's brand and marketing strategy. In addition to AI-based control mechanisms, solutions that provide clear brand guardrails and digital design systems that automatically define coded railways for brand-compliant implementations are therefore gaining in importance.

Of course, such guardrails must also be designed and implemented based on clear strategic considerations. Human brand and marketing intelligence will therefore remain crucial in the marketing of the future. The more marketing employees are relieved of their everyday routine tasks thanks to intelligent, agent-based AI solutions, the more they can concentrate their human intelligence on the key strategic, conceptual and creative aspects of marketing.

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About the author: Christoph Herrmann (PhD, MBA) is managing partner of [hm+p](#), an advisory company located in Munich. He was visiting professor and lecturer, among others at the Berlin University of the Arts and at the European Business School. Christoph has published several books and articles in the area of strategic management, digital commerce, marketing and design.