



AI For Everyone - Marketing

*You Have **90 Days** to Prove AI Works. Most Companies Take **Nine Months**.*



*Top-performing companies implement AI in **90 days**.
The average enterprise? Nine months or longer. That gap isn't
about technology. **It's about how you roll it out.***



The Rollout That Kills Most **AI Investments**

The pattern looks the same every time:

88%

AI pilots never
reaches production

4/33

AI pilots actually
survive

88% of AI pilots never make it to production. For every **33 pilots** launched, **only 4 survive**. The failure point isn't the technology. It's launching without a phased plan for data, people, and integration.





SYNAPTYX

DELIVERING REAL BUSINESS IMPACT WITH GENAI

The 90-Day AI Rollout Framework

Days 1-30 : Foundations

Audit your data, align stakeholders, define what success actually looks like. Get the team buy-in. No tools yet.



Days 31-60 : First Deployment

Pick one high-impact use case. Deploy against your stack. Check Team's appetite. Get a win on the board.

Days 61-90 : Scale & Prove

Connect tools to outcomes. Build feedback loops. Prove ROI before expanding. Use the Team members to socialise benefits and be the AI champions.



Each phase earns the right to the next. Skip one and the whole thing stalls.





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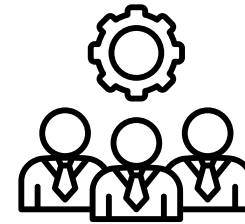
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Days 1-30: Before You Touch a **Single Tool**



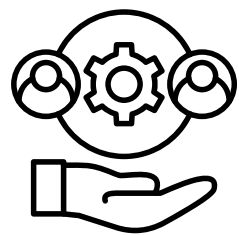
Audit your data landscape

Identify data locations and quality. You can't layer AI onto broken or siloed foundations.



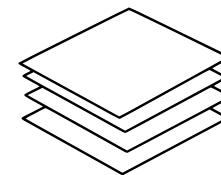
Align leadership on success

Set measurable outcomes. If leaders can't articulate the goal, teams won't follow.



Address the human element

Prioritize augmentation. Involve end-users early to ensure transparency and adoption.



Map your current stack

Identify overlaps and gaps. Build a logical 60-day roadmap for tool deployment.

SynaptyX established an AI Center of Excellence for a global enterprise, achieving 85% stakeholder engagement (vs. 35% industry average) by prioritizing leadership alignment and education before deploying a single tool.





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DAYS 31-60: One Use Case. One Win. No Exceptions.



Pick the right first use case

Choose high-visibility, provable ideas with clear data access.



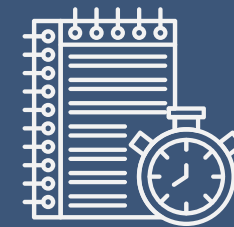
Deploy Against Your Stack

Integrate with your foundation. Avoid creating new silos.



Assign Cultural Ownership

Appoint a lead to bridge leadership and team adoption



Set a 30-Day Window

Define baselines early to prove impact and build advocacy.

SynaptyX's partner Iris Social solved a specific content-at-scale gap by integrating directly into existing workflows. Adoption was designed in from day one, not bolted on after launch.





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DAYS 61-90: From Pilot to **Proof**



Connect to Revenue Outcomes:

Move beyond platform metrics. Link AI directly to pipeline contribution and cost-per-acquisition.

Build the Feedback Loops:

Ensure every tool's output informs the next layer. Close the gap between analytics and action.

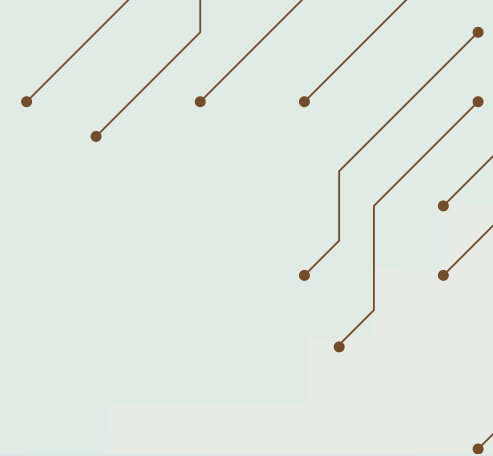


Scale Adoption & Investment:

Empower your champion network to train peers. Package 90-day results to secure scaling budget.

SynaptyX deployed an AI analytics engine for a telecom marketing team, enabling real-time insights and LTV:CAC-driven spend optimisation. The biggest impact was cultural teams moved from manual reporting to AI-augmented decision-making.





Do These in **Week One**

1 Audit Your Tool Stack

List every paid AI tool. Identify redundancy to save 30-40%

2 Define Success Metrics

Set clear goals before deployment to kill vanity projects early.

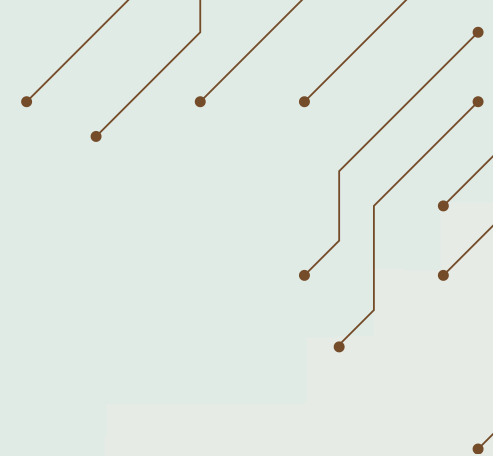
3 Enable Your AI Champions

Empower the most curious team members to drive daily adoption.

4 Brief Teams with Honesty

Eliminate resistance by clearly explaining what is changing and why.





The Traps That Kill **Rollouts**



Fragmented Focus:

- ✗ **Deploying Too Fast:** Parallel pilots split focus and overwhelm teams.
- ✗ **Vendor-Led Plans:** A sales deck is not a business strategy.



Foundational Failure:

- ✗ **Skipping Data Audits:** Broken data leads to broken decisions.
- ✗ **Vanity Metrics:** Activity is not an outcome. Track pipeline, not usage.



The Adoption Gap:

- ✗ **Ignoring Culture:** Resistance stems from ambiguity and lack of buy-in.
- ✗ **No Champion Network:** Without internal leaders, tools become shelf-ware.



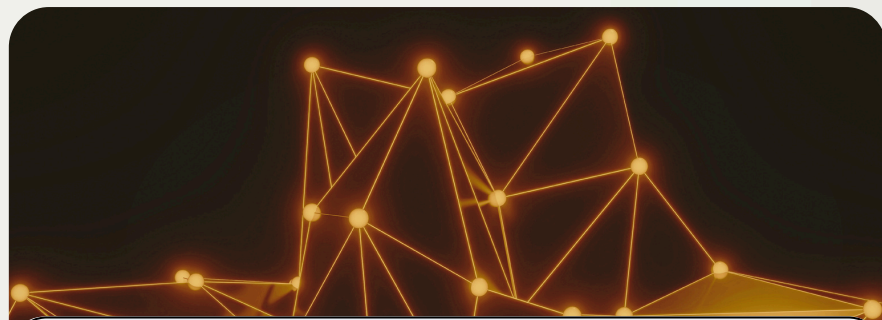


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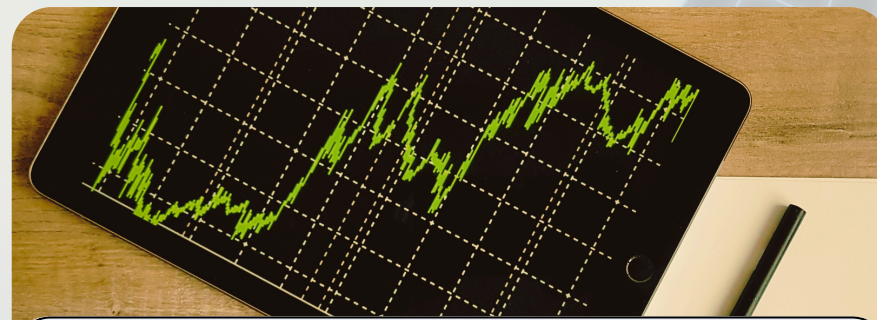
Day 90: What Good Looks Like

If you've followed this framework, here's where you should be:



Unified Data Flow

Marketing data flows into a unified view. No more manual exports or platform silos.



Proven Use Case

One live tool delivering a measurable "before-and-after" story for leadership.



Earned Adoption

Teams use AI because it makes work easier, not because it's mandated.



Evidence to Scale

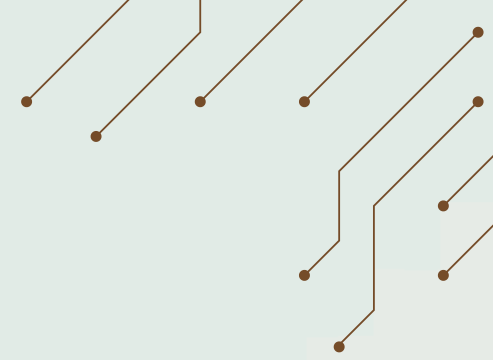
A solidified business case ready to fund the next 12 months of growth.





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The Series Started With a Question. Now You Have the Framework.

Over **5 carousels**, we've covered where AI works, where it fails, what to build, and how to build it.

The companies pulling ahead aren't using more AI.

They're implementing it with architecture, sequencing, and measurement.

That's what separates subscription from strategy.

Contact Us



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