

Service Definition

AI Enabled Marketing Operations



Imagine a partnership that's not just about
solving today's challenges,
but about equipping you for the future.

Through strategic insight, design and technology expertise, we create sustainable digital experiences that empower people, deliver measurable impact, and enable our clients to drive change – not just adapt to it.



AI Enabled Marketing Operations

AI Enabled Marketing Operations streamlines digital marketing workflows, utilising Optimizely Opal AI across CMP and DAM to scale compliant content and campaigns, enforce governance, enhance reporting and analytics, and support consistent, efficient, data-driven optimisation across marketing operations

Features

- Work smarter with AI-powered content operations across teams.
- Scale enterprise content creation using Opal AI.
- Accelerate campaign production with automated AI workflows.
- Maintain brand integrity through consistent governance controls.
- Ensure regulatory compliance with governed content and assets.
- Improve lead quality using stronger analytics and insights.
- Enhance content performance with data-driven optimisation.
- Boost marketing effectiveness using Opal AI agents.
- Increase operational efficiency through automated content processes.
- Deliver more impact with faster AI-enabled execution.

Benefits

- Specialised Marketing Agents for content, SEO, and campaign planning.
- Conversational interface across CMS, CMP, and ODP.
- GEO audits and optimizes pages for AI-powered search.
- AI Campaign Kits generate briefs, tasks, and content.
- Autonomous workflows for multi-step, no-code tasks.
- Experiment planning & summaries with AI recommendations.
- Brand-aware AI generates copy, images, and assets.
- Automatic translation for multilingual CMS content.
- Real-time AI audience segmentation for personalization.
- Data-driven insights reveal trends and anomalies fast.



Netcel in a nutshell



We're change makers

We blend digital advisory, change management and delivery to build capability.



We specialise in Optimizely

Our business has a singular focus on Optimizely Digital Experience Platform and connected technology – holding top tier partner status since 2007.



We're not just engineers

We're a team of 40+ strategists, analysts, technologists, experience designers, based at our St Albans HQ (London), working with our global clients.



We're independent

As an independent digital product consultancy, we can maximise our people and investment to unlock the power of Optimizely for our clients.



We're growing

We're a £5million turnover business today, with a growth strategy driving 20% year-on-year growth.



We're customer obsessed

We partner with 20+ Optimizely clients, the most in the UK, each one working with us to realise the potential of the platform and deliver their business outcomes.



We're work exclusively with



WINNER

Immersive Experience
Award

LONDON

NETCEL mace



20

Years'
Optimizely
knowledge

20+

The most
Optimizely
customers in
the UK



The most
OMVPs in any
UK company

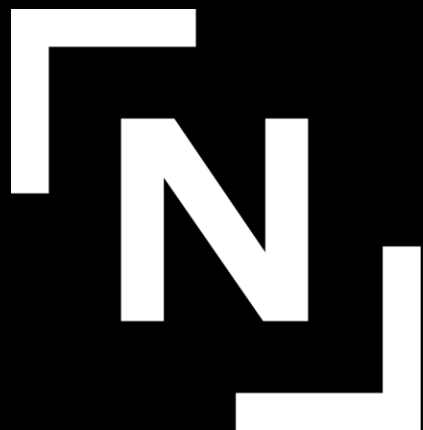


Top-tier
partner since
2007



Optimizely
advisory board
members





Get in touch

If you have any questions, please contact

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