

BOOK 3 OF THE MARKETING MACHINE SERIES

# THE AI MARKETING MACHINE

*Rewriting the Secret History  
of the Future of Marketing*



**GUY R. POWELL**

## **What people are saying:**

“Guy does it again. This time with *The AI Marketing Machine*, he cuts through the noise and reframes AI for what it actually is: a system-level shift in how marketing creates value. This isn’t about tools or tactics: it’s about orchestrating data, teams, and human creativity into intelligent systems that operate at speed and scale. For any marketing leader looking to move from experimentation to real impact, this is a clear, practical guide to turning AI into a true growth engine.”

- *Josh Cherfoli, Vice President of Marketing, Precision Aviation Group*

This isn’t hype—it’s a field guide for AI-powered marketing. Packed with real insights from practitioners, it shows how to move faster, think smarter, and build true competitive advantage. If AI is on your agenda (which it should be by now), this book should be too.

- *Mashu Sainz, Global VP Insights & Analytics at Newell Brands*

**THE AI MARKETING MACHINE**  
**RE-WRITING THE SECRET HISTORY OF THE FUTURE OF**  
**MARKETING**

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## **Dedication**

To my wife, Karen and children.

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## Preface

Marketing has always been shaped by the tools available to it. In the early days of digital, we learned to optimize campaigns through data. Then machine learning gave us the ability to predict customer behavior, score leads, and allocate media spend with a precision that was unimaginable a decade earlier. That was the first wave of AI in marketing, powerful but largely invisible, working behind the scenes to make existing processes more efficient.

This book is about the second wave, representing a whole new perspective in marketing. Generative AI has put a content engine in the hands of every marketer on the planet. The ability to produce copy, creative concepts, personalized email sequences, strategic frameworks, and campaign plans at scale, at speed, and at a fraction of the cost, has fundamentally changed what marketing can do. But it has also introduced new risks: of generic output, of brand inconsistency, of content that borrows too freely from sources it was trained on. The *AI Marketing Machine* was written to navigate that tension. Not to celebrate AI uncritically, and not to dismiss it out of anxiety, but to understand what it actually makes possible, what it requires of the people using it, and how the most sophisticated marketing organizations in the world are putting it to work right now.

### Who This Book Is For

This book was written for senior marketing leaders: CMOs, VPs of Marketing, and the practitioners who are being asked to make consequential decisions about AI adoption in their organizations. It is not a technical manual, and it does not assume a background in data science or engineering. What it assumes is that you are responsible for marketing results and outcomes, that AI has arrived on your agenda whether you invited it or not, and that you want a clear, practitioner-grounded view of what to do about it.

If you are waiting for AI to stabilize before engaging with it seriously, this book is especially for you. AI is not expected to stabilize. This book will help marketers will need to deal with the instability.

### Why Now

It would be easy to argue that it is too soon to write this book. AI is moving fast. Platforms that did not exist eighteen months ago are now reshaping entire categories of marketing work. By the time any book reaches print, some of the specific tools and statistics it references will have evolved.

That argument misses the point. We are early enough in the AI marketing era that the foundational thinking still needs to be done. The organizations that figure out how to integrate AI into their strategy, their team structure, their creative process, and their measurement framework in the next two to three years will build advantages that compound. The marketers that wait will find those advantages increasingly difficult to close. This book exists to accelerate that thinking, not to capture a snapshot that will age badly, but to develop the strategic instincts and practical frameworks that will remain relevant regardless of which tools dominate next month, next quarter or next year.

## How This Book Was Written

There is an obvious irony in writing a book about AI in marketing with the help of AI, and I want to be direct about it rather than let it sit unacknowledged.

The foundation of this book is almost 100 interviews with senior marketing practitioners on both the client and agency sides of the industry. These conversations, conducted over an extended period of research and writing, produced a body of knowledge that no single person could have assembled from personal experience alone. Practitioners from some of the most respected brands and agencies in the world shared how they are thinking about AI adoption, where it is working, where it is creating new problems, and what they wish they had known earlier.

AI was used to help synthesize, structure, and draft from that interview material. Every chapter reflects real practitioner perspectives, real organizational challenges, and real results from the field. The AI accelerated the process of turning that wealth of insight into a coherent, readable book. The thinking, the editorial judgment, and the point of view are human.

## How to Use This Book

The AI Marketing Machine is designed to be read quickly. Each chapter is self-contained enough to serve as a reference when a specific topic becomes relevant to your situation, but the full arc of the book builds a cumulative argument from strategic framing through to organizational maturity. The CMO Takeaways at the end of each chapter distill the most actionable insights for leaders who need to move fast.

Read it cover to cover if you want the complete strategic picture. Pull individual chapters when a specific challenge is on your desk. Either way, the goal is the same: to get you thinking and acting with more clarity and confidence about AI than you had before you picked up this book.

## A Note on What Will Change

AI in marketing is not a stable topic. The specific platforms, pricing models, capability benchmarks, and use case examples referenced in this book reflect the state of the industry at the time of writing. Some of them will have evolved by the time you read this. That is not a defect in the book. It is the nature of the field.

The strategic frameworks, the organizational principles, and the practitioner judgment embedded in these pages are designed to hold their value across multiple generations of tools. When a specific platform or statistic no longer reflects current reality, the underlying principle it was illustrating almost certainly still does. Read with that in mind, and this book will remain useful long after the footnotes have dated.

## My Next Book

Now that this book is written and about to be published, I have continued to amass many new insights and will continue to do so through my podcast, **the Backstory on Marketing and AI** (<https://www.youtube.com/@BackstoryOnMarketingandAI>). These insights need to be assembled and published in some fashion, and I will be working

toward doing just that. So, stay tuned as the knowledgebase of Marketing and AI continues to unfold. This new version will continue to re-write the history of the future of Marketing.

Please subscribe to my podcast, The Backstory on Marketing and AI (<https://www.youtube.com/@BackstoryOnMarketingandAI>):



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Read on !!!

**Guy Powell**  
*Atlanta, Georgia*

## **Acknowledgments**

The practitioners who generously gave their time for interviews are the reason this book exists. Nearly 100 marketing leaders, strategists, creatives, technologists, and agency executives shared their experience and thinking openly and honestly. The complete list of interviewees who contributed are found at the back of the book.

Each one of them challenged assumptions, offered perspectives that cut across conventional wisdom, and provided the raw material from which every insight in this book was drawn. Those who gave explicit permission to be named are acknowledged at the back of the book. For these, my thanks goes out to them. Their input and commentary greatly impacted the quality of the book.

## **AI Usage Statement**

This book was developed with the support of artificial intelligence (AI) tools to enhance research, organization, and clarity of expression. AI was used to assist in synthesizing ideas, structuring content, and refining language. In some cases, AI tools were also used to generate draft passages, suggest alternative phrasings, and support the development of illustrative examples.

All concepts, interpretations, conclusions, and final editorial decisions are the sole responsibility of the author. Any AI-assisted content has been carefully reviewed, edited, and validated to ensure originality, accuracy, and alignment with the author's intent.

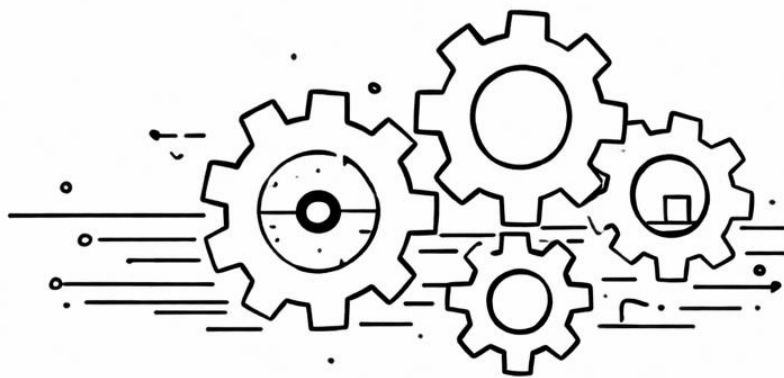
Where interviews, proprietary frameworks, or original research are referenced, these materials are based on the author's direct work and are not generated by AI. AI tools were not used to replace human insight, but rather to augment the creative and analytical process.

The author is committed to maintaining transparency in the use of AI and to upholding the highest standards of intellectual integrity and originality.



# Introduction

## Building the Next Generation Marketing Machine



### Introduction: Building the Next Generation Marketing Machine

*“Marketing has crossed an inflection point: the machine no longer waits for instructions. It learns, predicts, and acts.”*

In 2012, we introduced the concept of the **Marketing Machine** (see [www.marketingmachine.prorelevant.com](http://www.marketingmachine.prorelevant.com)). This concept has survived and endured and is a major component in measuring the true effectiveness of marketing across all industries, categories, media channels, and campaigns. It is a systemized, analytics-driven approach to driving demand, managing spend, and proving ROI. That machine was powered by data, structured by process, and fueled by clear marketing logic. It gave marketers the foundation to lead with confidence and measure with precision.

But marketing has changed. Fast.

## Introduction: Building the Next Generation Marketing Machine

Today, we are entering a new era, one where the machine doesn't just respond to inputs; it learns, adapts, and creates. Artificial Intelligence is reshaping the way marketing works at every level. This book, *The AI Marketing Machine* ([www.marketingmachine.prorelevant.com](http://www.marketingmachine.prorelevant.com)), is your field guide to that transformation.

### **From Marketing Machine to AI Marketing Machine**

The Marketing Machine emphasized structure, efficiency, and return. The AI Marketing Machine kept those goals but injected unprecedented speed, creativity, and intelligence into the system.

Think of it this way:

- The original Marketing Machine was like a high-performance car that was built for optimization.
- The AI Marketing Machine is a self-improving vehicle, one that drives itself, learns the best route in real time, and can even redesign its own dashboard.

We still care about ROI, but now we also care about personalization at scale, dynamic content, predictive analytics, and decisions made in milliseconds.

*“Marketing hasn't simply gained a new capability. Its operating system has been replaced.”*

### **AI is a Strategic Imperative, not a Sideshow**

AI is no longer a tool relegated to the innovation lab or experimental budget. It's a core driver of marketing transformation, and the most forward-thinking CMOs are weaving it directly into brand strategy, growth planning, and customer experience design.

The shift is profound: we're moving from pilots and proofs-of-concept to platforms and playbooks. Half-measures produce half-results. Treating AI as a side project to be tested in isolation from core marketing operations is the surest way to fall behind the organizations that have made it central.

It's about re-architecting how marketing creates value, except faster, smarter, and at greater scale.

Yet, in a world where AI enables mass content production, optimized media buys, and machine-driven decision-making, there's a danger: sameness. As more brands adopt similar AI tools trained on similar data, the risk of uniformity grows.

That's why the human element is not optional. It's essential. Only people can infuse AI-powered marketing with the following:

- Emotion
- Boldness/risk-taking
- Context

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- Judgment

AI might generate efficiency. But people ensure differentiation. And differentiation is where value becomes extraordinary.

The shift from optional to essential is complete. For CMOs, AI is now a baseline expectation, not an experimental edge.

### **Generative AI (hereinafter, Gen AI) and Analytic AI Must Work Together**

If there's one truth emerging from the AI revolution in marketing, it's this: **Gen AI and Analytic AI are not competing forces. They are complementary pillars.** The most advanced marketing organizations are not choosing between them. They're harnessing both, together, to build true marketing machines.

- Based on the data, Analytic AI provides the *insight*. It surfaces patterns in customer behavior, predicts outcomes, identifies high-propensity segments, and delivers intelligence that drives better decisions.
- Gen AI creates the *execution*. It transforms those insights into personalized emails, headlines, landing pages, video scripts, and social content at scale. It also takes unstructured data, adds structure, and then provides strategic input to support the human decision-making and risk-taking process.

CMOs who strategically integrate both are gaining competitive advantage across the entire marketing value chain, from customer acquisition to loyalty.

### **Personalization: The Fusion Point of Gen AI and Analytic AI**

One of the most powerful applications of this fusion is personalization. But real personalization isn't just about plugging a first name into an email. Real personalization starts with a complete picture:

- Demographic profile
- Purchase behavior
- Browsing history
- Live intent signals.

These all need to be unified into a single view. From there, Analytic AI determines who receives what message and when; Gen AI builds that message in a form calibrated to convert. Neither engine works without the other. One provides the intelligence, the other provides the expression.

### **Your Role Is Changing from Storyteller to Systems Builder**

Today's marketing leaders must build teams, tech stacks, and cultures that thrive in an AI-powered world. It's not just about messaging anymore. It's about architecting intelligent marketing machines that can continuously learn, adapt, and drive growth.

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But what exactly makes a marketing machine *intelligent*? It's not just automation or flashy tools. It's the interplay of data, analytics, operations, and people. And people which are often overlooked in AI conversations are the most essential element.

### Why People Still Matter (More Than Ever)

AI may be powerful, but it doesn't create differentiation on its own. AI systems, no matter how advanced, are inherently statistical. They generate output based on patterns across massive data sets. That means, by default, they tend toward the mean.

What keeps a brand from sounding like everyone else?

What ensures innovation, risk-taking, and bold positioning?

People.

Your marketing team brings:

- Intimate corporate knowledge of brand voice, customer nuance, and legacy experience.
- Strategic judgment that knows when to follow the data and when to defy it.
- Courage to take risks that AI wouldn't recommend but customers will remember.

Without human insight and stewardship, even the most sophisticated AI stack will churn out *generic, predictable, and ultimately forgettable* experiences. Winning in this era is not a technology problem. It is a leadership problem. The organizations pulling ahead are those that have figured out where machines amplify human decision-making as well as where human judgment must remain firmly in charge.

***“This book doesn't just share what's possible. It shows what's working now.”***

### The CMO's Guide to What's Coming

This book is designed specifically for the marketing decision-maker, especially the CMO, who is ready to lead through change rather than chase it. You'll discover how forward-thinking brands and agencies are using Gen AI and Analytic AI to:

- Deliver hyper-personalized content across channels.
- Automate testing, media planning, workflows and reporting.
- Restructure teams for AI orchestration instead of task execution.
- Build internal tools and processes that differentiate, not commoditize.
- Measuring and optimizing marketing effectiveness and ROI.

***“If you're not deploying AI, your competitors already are.”***

## What to Expect in This Book

The AI Marketing Machine is structured into 17 chapters, each tackling a key challenge or opportunity created by AI. You'll learn:

- How CMOs are integrating AI into strategic planning.
- What tools and workflows top performers are using now.
- Why AI succeeds (or fails) in regulated industries.
- What team structures and skills are emerging as critical.
- Where marketing is headed next, and what it will take to lead.

Each chapter closes with a CMO-specific summary, equipping you with actionable insights to take back to your leadership team.

*“CMOs who lead with AI won’t just keep their seat at the table. They’ll set the agenda.”*

## Why This Book Matters Now

AI is not a trend. It is an inflection point. For marketing, that inflection is happening in real time.

Some companies will use it to generate the hockey-stick, others will just continue their growth while laggards will fall behind, and those laggards may have a hockey stick going in the wrong direction.

While the pace of innovation is breakneck, one thing is clear: the marketers who lead with AI will set the pace for their industries. They will be the ones driving brand growth, increasing customer lifetime value, and turning marketing into a strategic advantage.

This book is for those marketers.

Let’s build the next marketing machine together.

*“Marketing is not simply adapting to AI. It is being rebuilt around it.”*

Appropriately, this book reflects that same dynamic. It was co-created by a human author using a multitude of interviews with hands on marketers and an AI system. It was a deliberate choice that makes the writing process itself an embodiment of the argument being made.

## Marketing's AI transformation has been building for years

What feels sudden is actually the compounding result of incremental advances in computing power, data infrastructure, and model capability finally crossing a threshold where practical application became unavoidable. Just a few years ago, most marketing teams used AI in narrow applications especially for basic personalization, predictive lead scoring, or automated bidding. These were largely *back-end efficiencies*, invisible to the customer.

That changed with the advent of Gen AI, led by models like ChatGPT, Claude and many others. Suddenly, marketers could generate content, brainstorm ideas, write headlines,

## Introduction: Building the Next Generation Marketing Machine

and even create videos with AI as a co-pilot. The marketer's toolkit expanded almost overnight and so did the demands for new skills.

But we're still early.

AI is quickly evolving from task automation to decision automation, where models not only support but shape strategy. Soon, AI will:

- Predict customer needs before they emerge.
- Orchestrate full campaigns across platforms.
- Adapt messages in real time based on emotional tone or context.

As these capabilities grow, so does the marketer's responsibility: to integrate, direct, and differentiate. The organizations that thrive will be those who don't just adopt AI, but architect teams and systems that evolve *with it*.

Where will AI be in the next 3 years. I asked this specific question to all of the interview partners in developing this book and the answer was mostly, "I don't know where it's going to be in one month, let alone six months or 36 months," as expressed by Mashu Sainz, Global VP Insights & Analytics at Newell Brands.

## Conclusion

The next generation Marketing Machine is not defined by any single technology, platform, or model. It is defined by intent. CMOs who succeed in this era will be those who deliberately redesign marketing around intelligence, speed, and learning rather than activity and output alone. AI marks the transition from marketing as a set of campaigns to marketing as a living system. It is one that senses, predicts, and responds continuously. But this transformation is not automatic. It requires leaders to move beyond experimentation and consciously architect how data, analytics, generative capabilities, and human judgment work together to drive growth.

At the same time one principle is unmistakably clear. AI does not replace marketers. It raises the bar for marketing leadership. Differentiation will not come from access to rapidly commoditizing AI tools. It will come from how well organizations combine machine intelligence with human creativity, context, and courage. *The AI Marketing Machine* is built by people who know when to trust the data and when to challenge it, people who design systems that scale while protecting brand distinctiveness, and people who treat AI not as a shortcut, but as a strategic capability. This book begins with that premise and everything that follows is about turning it into reality.

## CMO Takeaways

1. AI is a leadership mandate, not a technology upgrade.  
This **introduction** makes clear that AI represents a fundamental shift in how marketing creates value. CMOs must move beyond tool adoption and take

## Introduction: Building the Next Generation Marketing Machine

ownership of redesigning marketing as an intelligent system that learns, predicts, and acts in service of growth.

2. The real advantage comes from systems, not speed alone.  
While AI delivers unprecedented velocity and scale, sustainable differentiation comes from how well CMOs integrate Analytic AI, Gen AI, data, workflows, and human judgment into a cohesive operating model. Without intentional architecture, speed quickly turns into sameness.
3. Human judgment is the differentiator in an AI-powered world.  
AI raises the bar for marketing leadership rather than lowering it. CMOs who blend machine intelligence with human creativity, context, and courage will build brands that stand out, earn trust, and drive long-term value. The future belongs to leaders who know when to follow the data and when to challenge it.

**Bottom line:** The AI Marketing Machine is not about adopting smarter tools but about redesigning marketing into an intelligent system where AI speed and scale are guided by human judgment to create lasting growth and differentiation.

## About the Author

Guy R. Powell is a marketing strategist, analytics expert, and author with more than 20 years of experience helping global brands understand what drives growth and how to measure, optimize, and scale it. His work sits at the intersection of marketing science, data analytics, and emerging technology, with a particular focus on helping organizations move from intuition-based decisions to proven, measurable performance.

### **Founder, ProRelevant**

Guy is the founder of ProRelevant, a marketing analytics and strategy consultancy that specializes in marketing mix modeling, customer analytics, AI-driven market research, and synthetic research methodologies including digital twin modeling. ProRelevant works with organizations across industries to build the analytical infrastructure and strategic frameworks that connect marketing investment to business outcomes.

His consulting practice spans brand equity measurement, sales optimization, campaign attribution, and the design of AI-powered marketing systems for both enterprise and mid-market clients.

### **Author and Researcher**

Guy is the author of six books spanning marketing analytics, strategy, and emerging technology. His writing is grounded in primary research and practitioner interviews rather than theory, giving each book a practical orientation that senior marketing leaders find immediately applicable.

The AI Marketing Machine draws on nearly 150 interviews with CMOs, agency leaders, and AI practitioners conducted over an extended research period, making it one of the most comprehensively researched practitioner guides to AI in marketing published to date.

### **Educator and Community Leader**

Guy teaches at the Emory University Goizueta Business School and serves on the advisory board of the marketing department at Chattahoochee Technical College. He is an active member of the Atlanta Chapter of the American Marketing Association and has mentored marketing practitioners across multiple career stages.

### **Host, The Backstory on Marketing and AI**

Guy hosts The Backstory on Marketing and AI, a podcast featuring conversations with senior marketing leaders, executives, and innovators on the frontlines of AI adoption. The interviews that informed this book began as podcast research and expanded into one of the most comprehensive practitioner interview studies of AI in marketing conducted outside of academic settings.

- Listen and subscribe: [www.marketingmachine.prorelevant.com](http://www.marketingmachine.prorelevant.com)
- YouTube: [@BackstoryOnMarketingandAI](https://www.youtube.com/@BackstoryOnMarketingandAI)

### **Beyond Marketing**

Outside his professional work, Guy is an amateur historian and researcher focused on the Shroud of Turin. He hosts The Backstory on the Shroud of Turin podcast and serves on the boards of Othonia, STERA, and SEEC. He is also the author of The Only Witness, a historical exploration of one of the world's most enduring mysteries.

## Connect with Guy

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- Website: [www.prorelevant.com](http://www.prorelevant.com)
- Free 30-minute AI marketing consultation: [aicustomerlens.prorelevant.com](http://aicustomerlens.prorelevant.com)
- LinkedIn: [linkedin.com/in/guyrpowell](https://www.linkedin.com/in/guyrpowell)
- Podcast: [www.marketingmachine.prorelevant.com](http://www.marketingmachine.prorelevant.com)

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Also, by Guy R. Powell

## Also, by Guy R. Powell

Guy R. Powell has written extensively on marketing analytics, strategy, and emerging technology. His books are designed as practical frameworks for marketing leaders who want to move beyond theory and build systems that deliver measurable results.

### Business Marketing and Analytics

#### **The Post-Covid Marketing Machine:** *Prepare Your Business for the New Marketing Landscape*

How the disruptions of the pandemic era permanently reshaped consumer behavior, channel dynamics, and the role of marketing in business strategy. A practitioner guide to adapting the Marketing Machine framework to the realities of a changed market and an accelerated digital landscape.

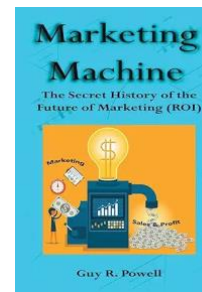
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#### **The Marketing Machine:** *The Secret History and Future of Marketing*

The foundational book in the Marketing Machine series. A comprehensive framework for building a systematized, analytics-driven marketing operation that connects every activity to measurable business outcomes. Essential reading for any marketer who wants to understand how to build a marketing function that performs with the consistency and predictability of a well-engineered machine.

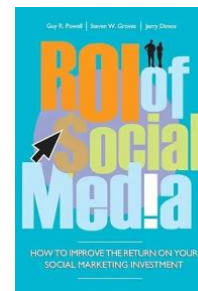
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#### **The ROI of Social Media:** *How to Improve the Return on Your Social Marketing Investment*

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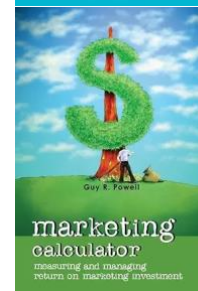
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#### **Marketing Calculator:** *Measure the Return on Your Marketing Investment*

A practical guide to marketing ROI measurement for practitioners who need to demonstrate the value of their marketing investment to the business. Covers attribution frameworks, measurement methodologies, and the analytical techniques that connect marketing spend to growth.

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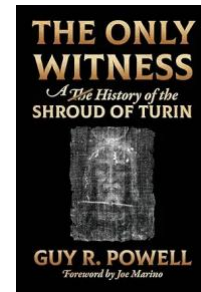
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