



# From Idea to Impact

Your Guide to a Smarter Workflow with Optimizely's Opal AI

Scaling with AI doesn't mean overhauling everything you do. It's about making small, intentional changes that free your team to spend less time on logistics and more time on impact. With Opal AI as your co-pilot, you can streamline briefs, cut down on duplication, and spot opportunities that might otherwise go unnoticed.

Here's how to move from testing the waters to building a sustainable, AI-driven way of working.

**Ready to see how Opal AI fits into your workflow?**

Let's explore your first campaign together.

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## Your 7-Step Implementation Checklist

### Define the Win

Before jumping in, align on what success means for your team. Is it launching campaigns faster? Improving reuse rates? Driving more consistent engagement across channels? Clear, measurable goals set the compass for how you'll put Opal AI to work.

### Standardize to Scale

Create a shared language for campaigns, assets, and workflows. With consistent naming and metadata, Opal AI can quickly surface past work — like that product launch video you can repurpose for a regional campaign — so your team isn't reinventing the wheel.

### Equip Your Team

Build a toolkit of standardized briefs, workflows, and prompt libraries. Opal AI can auto-suggest missing fields, highlight best-practice prompts, and flag incomplete assets. By reducing friction in setup, your team spends its energy on creativity instead of admin.

### Pilot, Then Prove

Start small by applying Opal AI to one campaign. Let it optimize briefs, recommend reusable content, and track engagement outcomes. This pilot gives you tangible proof of value and the confidence to expand adoption.

### Put People First

AI adoption sticks when teams feel supported. Run workshops, share quick-win examples, and gather feedback along the way. When people see how Opal AI makes their jobs easier — like saving hours searching for assets — they'll champion the change.

### Scale with Confidence

Once the foundation is in place, identify which workflows to automate next. Use governance models to maintain consistency, then encourage your team to test creative applications — whether that's repurposing campaign assets for new regions or surfacing insights for audience targeting.

### Build the Culture

The real work isn't just deploying AI — it's creating a culture where experimentation and reuse become second nature. With Opal AI embedded in your workflow, your team gains the discipline and confidence to scale marketing smarter, not harder.