

AGENTIC A.I. CHEAT SHEET FOR PUBLISHERS

WHAT TO KNOW WHEN EVALUATING AI-POWERED SOLUTIONS

Publishers are turning to AI to streamline workflows, uncover insights, and support their teams, but not all tools are created equal. Use this AI cheat sheet to cut through the noise and find the AI assistant that will help your team scale faster and smarter.

Why AI Is Entering the Publisher Tech Stack

Whether you're managing renewals, optimizing acquisition campaigns, or producing performance reports, modern AI capabilities can reduce manual workload and improve decision-making, all without replacing human expertise. Look for solutions that support these common business goals:

Common Use Cases in Subscription Operations

- Speeding up access to reporting and insights
- Answering internal how-to questions 24/7
- Reducing dependency on technical teams and support desks for basic tasks
- Increasing productivity across customer service, marketing, and fulfillment

Key AI Terms at a Glance:

Agentic AI	Artificially intelligent “agents” that act, learn, and adapt to achieve the goals you assign to them.
Large Learning Models (LLMs)	AI trained using massive amounts of data to help it understand questions and respond using clear, conversational language.
Retrieval Augmented Generation (RAG)	A way to train AI agents to pull real-time, relevant info from your systems, as well as public LLMs , to ensure accurate responses aligned with your specific platform and workflows.
AI Assistant	A smart tool that helps answer questions, find information, and support everyday tasks—kind of like a digital sidekick.

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What to Look for in an AI-Powered Assistant

Use this checklist to assess the usefulness of AI assistants during your vendor evaluations:

- ☐ Can the AI Assistant pull live business data into reports or summaries?
- ☐ Is it trained on my organization's data and workflows (vs. public internet content)?
- ☐ Does it answer process-related questions ("How do I run a campaign?") based on current help documentation?
- ☐ Are there safeguards to ensure data privacy and accuracy?

Frequently Asked Questions:

Q: Will AI replace my team?

A: No. Think of AI as a super-assistant, not a replacement. Its value lies in freeing up your team to focus on higher value work.

Q: Is my business data private and secure?

A: Reputable vendors will ensure your data is never shared with other clients on their platform and is never used to train shared or public LLMs like ChatGPT.

Q: How hard is it to implement?

A: Modern solutions are designed for quick adoption. Look for AI that works out-of-the-box with minimal setup and no coding required.

The Bottom Line

AI-powered tools can supercharge subscription operations, but only when aligned with your actual business needs. To evaluate new platforms, prioritize tools that:

- ✓ Complement your team
- ✓ Support your workflows
- ✓ Keep your business and customer data private and secure