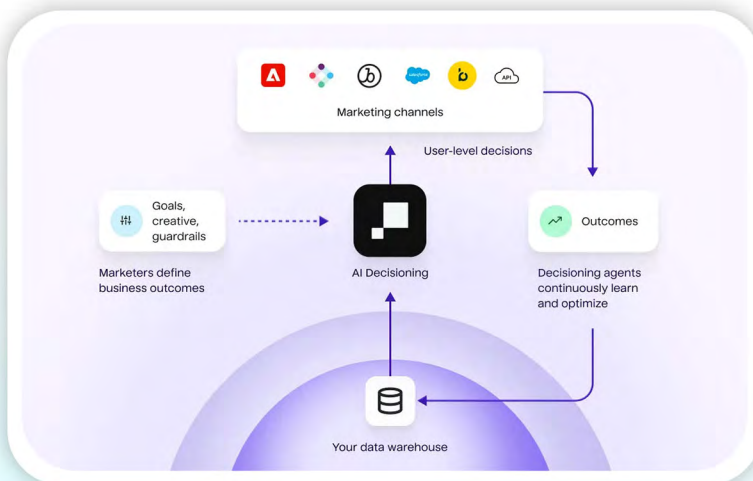
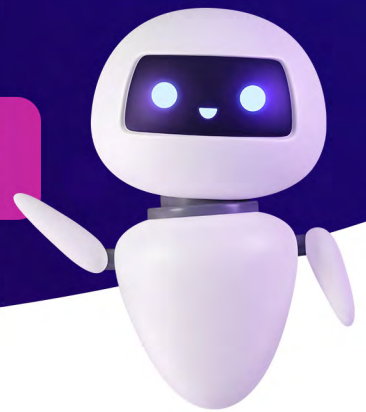




AI TOOLS THAT SUPPORT SUSTAINABLE MARKETING GROWTH

This toolkit highlights AI tools that help marketing teams build systems that learn, adapt, and scale over time.

SUBSCRIBE TO OPTAS.AI



HIGHTOUCH

Syncs clean, first-party customer data from your warehouse into marketing and sales tools automatically.

[Explore Hightouch](#)

 **Best for:** Activating trusted first-party data.

**AI HELPS MARKETING TEAMS STAY
CONSISTENT & RESPONSIVE WITHOUT
LOSING CONSISTENCY**

ENDGAME

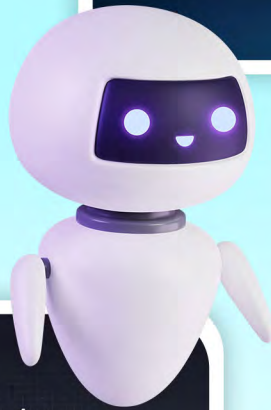
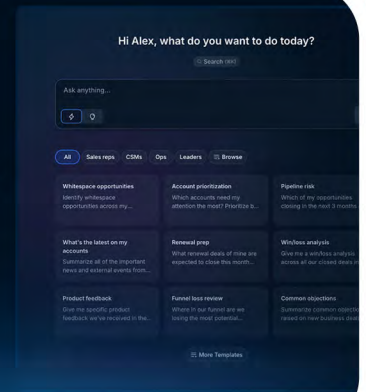
Uses AI to decide who should receive which message, on which channel, and at what moment.

[See Endgame](#)

👉 **Best for:** Real-time message orchestration.

 Endgame

Revenue
superintelligence
for modern
GTM teams



Single Episode,
30+ Marketing Assets



RECAST

Automatically transforms
long-form content into
channel-specific marketing
assets.

[Try Recast](#)

👉 **Best for:** Scaling content
production.



AUTOBOUND

Generates personalized
outbound messages using
buyer intent and contextual
signals.

[Explore Autobound](#)

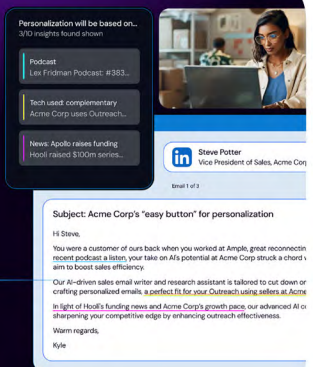
👉 **Best for:** Aligning sales and marketing outreach.

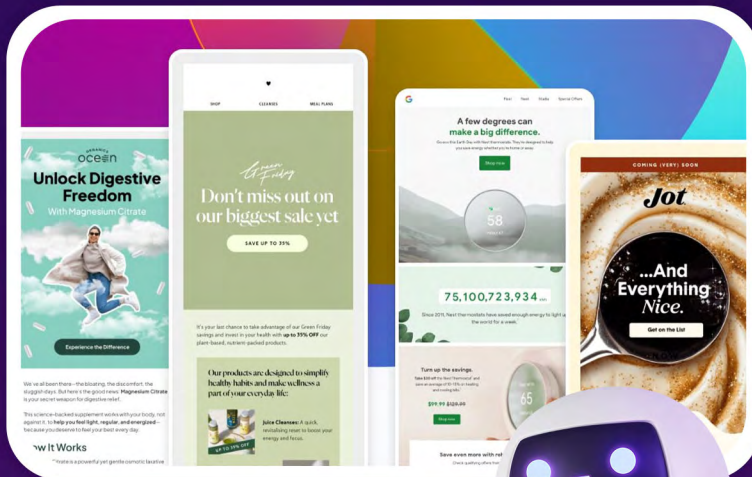
Scale Outbound.
Stay in Control.

350+ insights powering
hyper-personalization.



 autobound



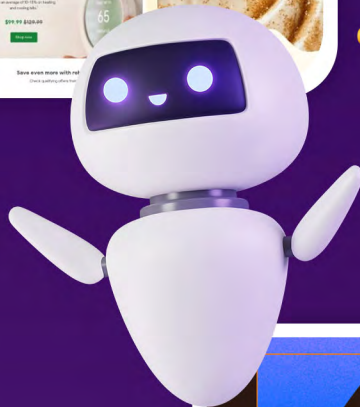


ZETA GLOBAL

Coordinates AI-driven messaging across email, ads, web, and mobile from one platform.

[Learn about Zeta](#)

👉 **Best for:** Coordinated multi-channel messaging.



EPPO

Runs experiments across product and marketing using modern statistical methods.

[Use Eppo](#)

👉 **Best for:** Continuous experimentation and learning.



MARKETING SCALES WHEN DECISIONS, DATA, AND LEARNING ARE CONNECTED.

Join Optas.ai to learn how AI is reshaping marketing beyond growth hacks.

Subscribe Now

