

From Experimenting to Building

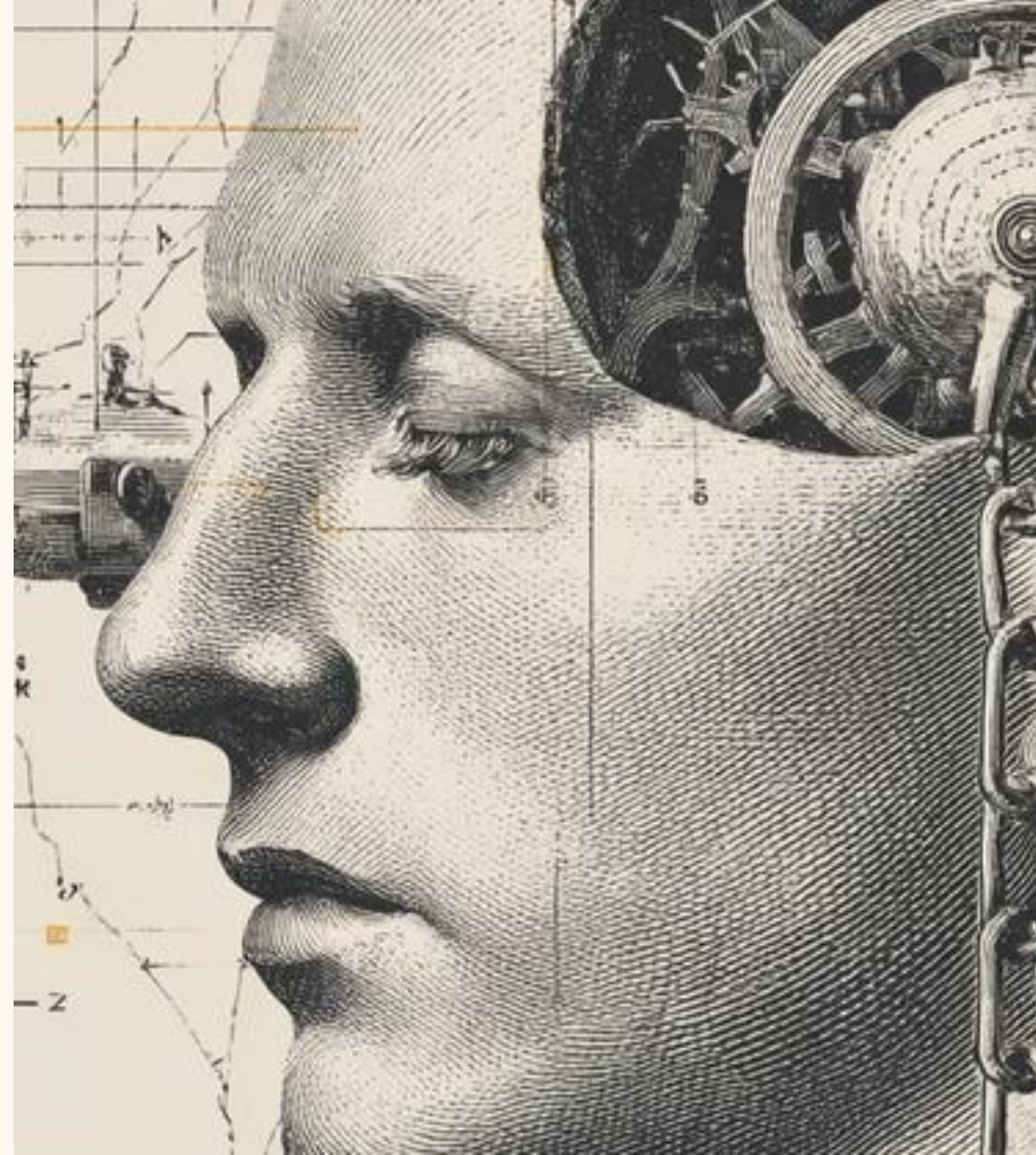
Becoming an AI-Native Marketing Team

Marc Knoll-Hock
Sr. Director Growth Marketing, Taxfix

taxfix

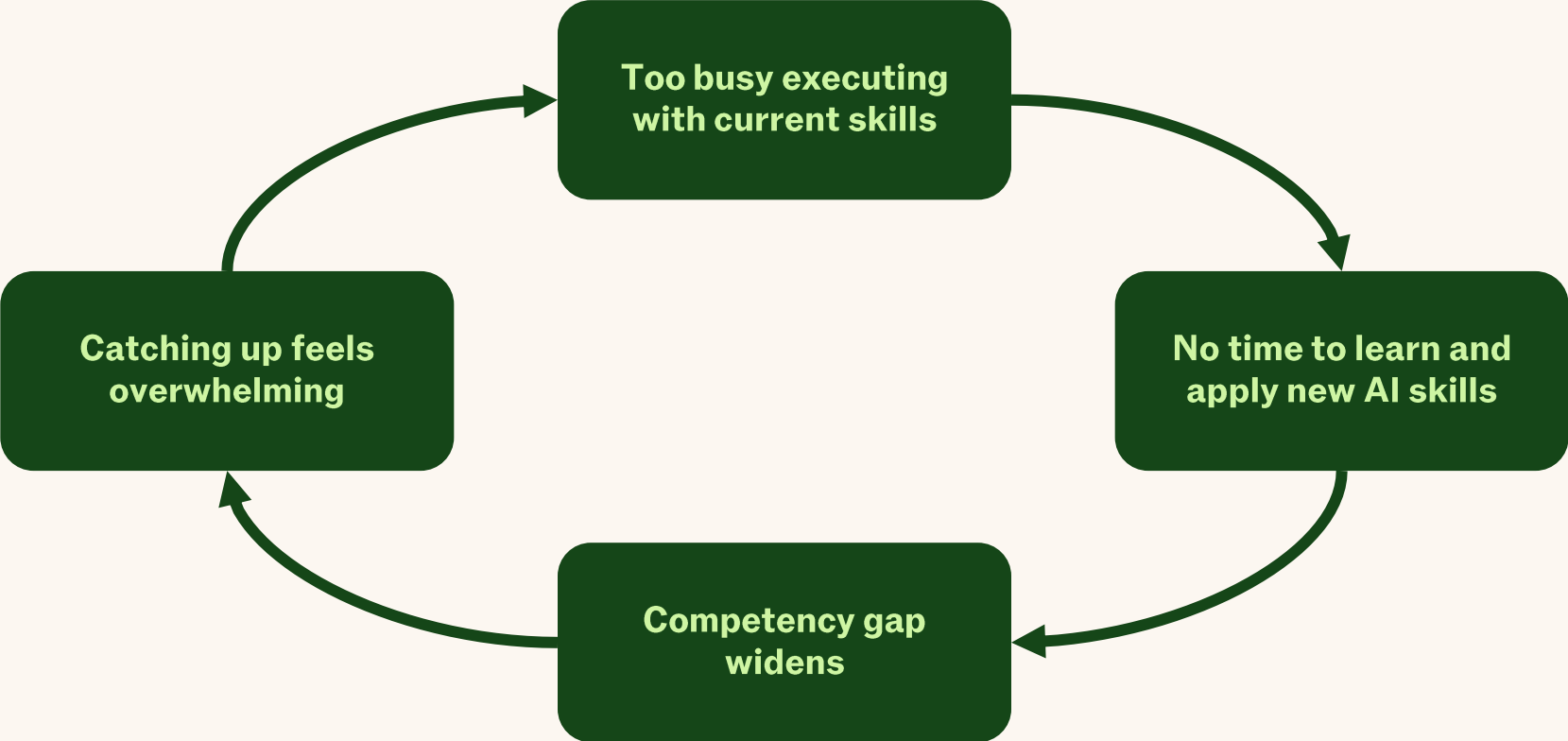


How we're trying to escape the AI competency trap — without getting our brains fried



The competency trap

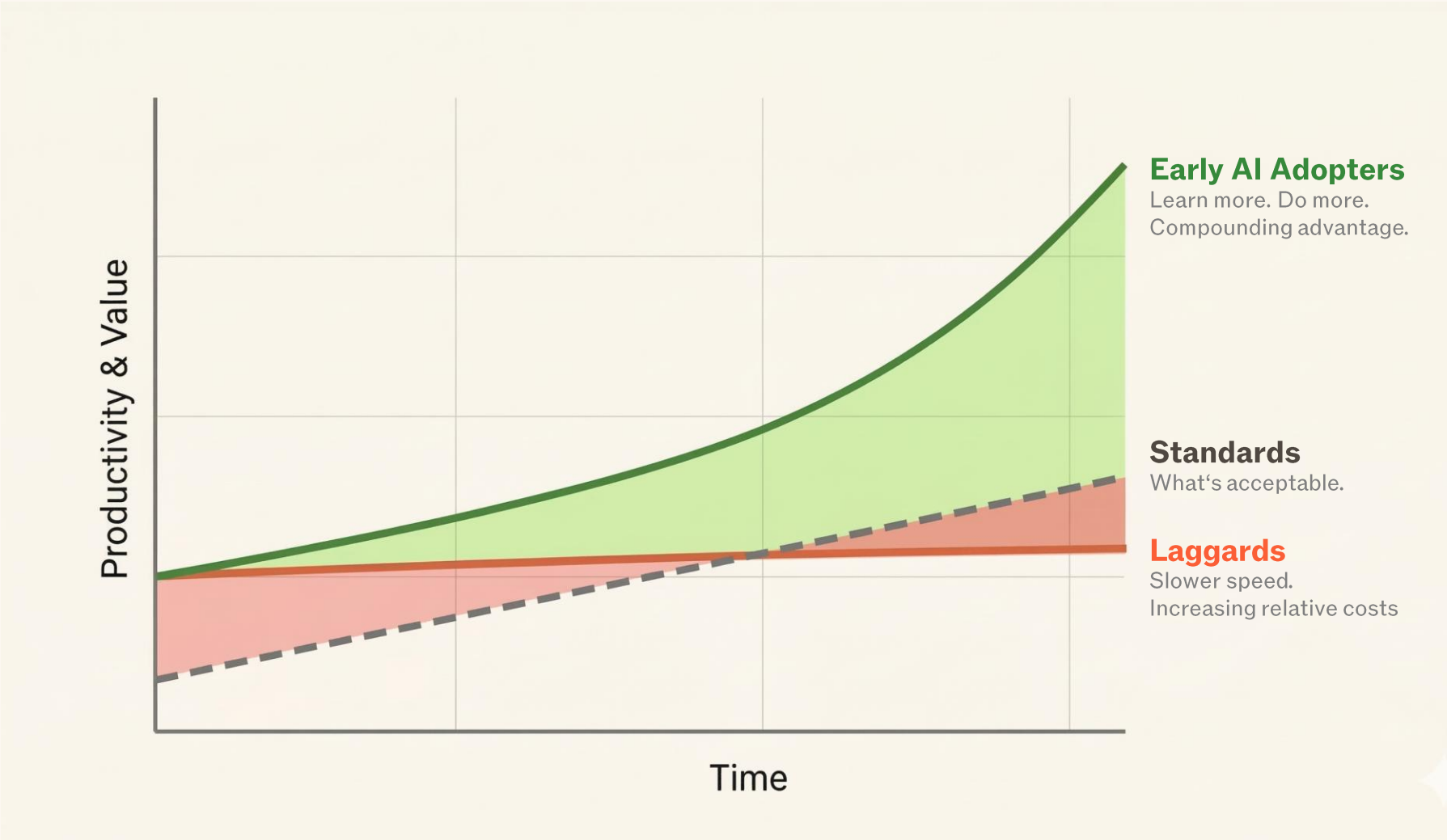
“We’re so busy doing the work the old way that we can’t find time to learn the new way — even though the new way is 10x faster.”



Levitt & March, 1988

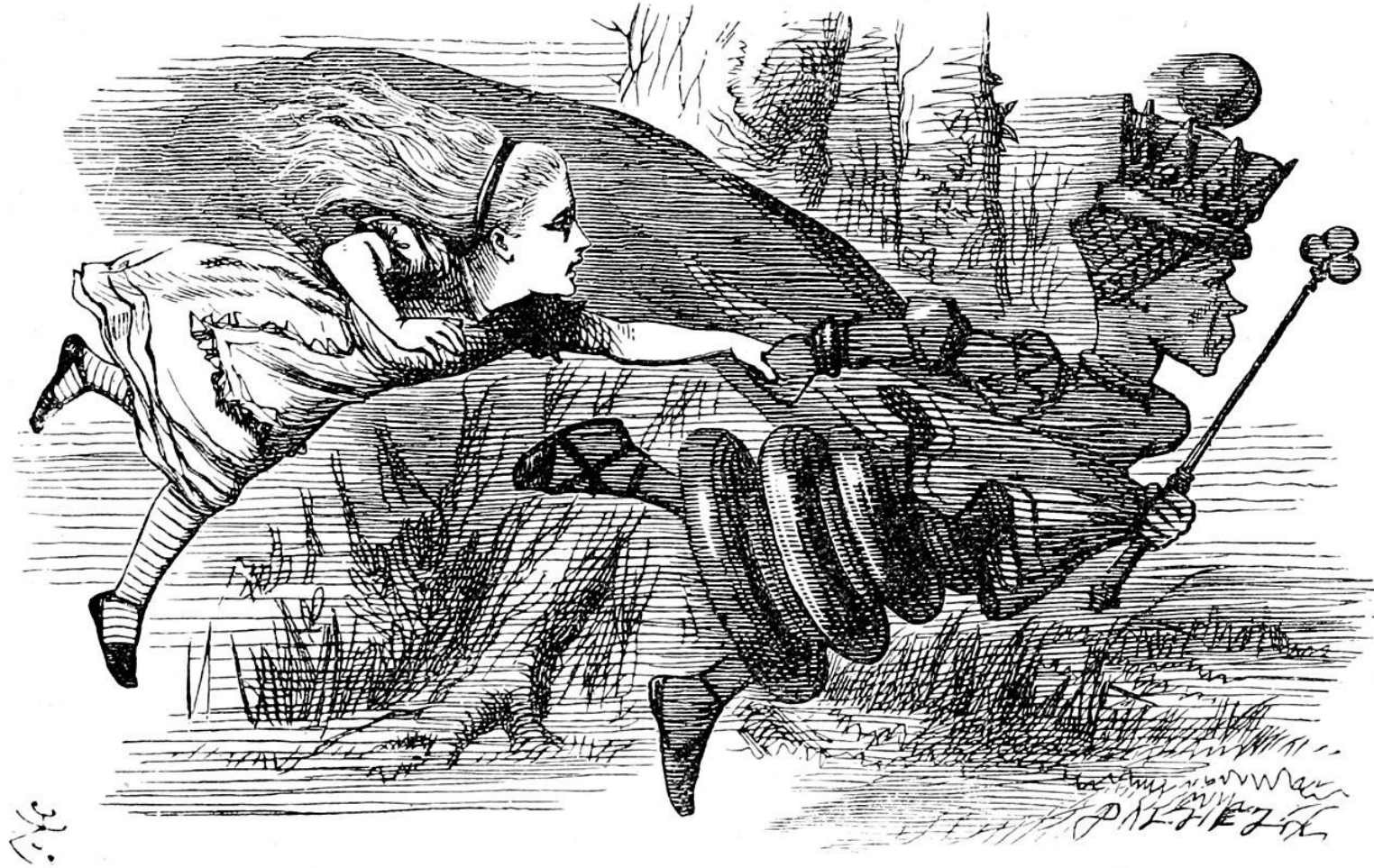
The gap widens & standards go up

Those who invest early in AI skills get faster, take on more, learn more — and that advantage compounds.



The 'red queen effect'

The pace of AI innovation seems so relentless that even significant effort to keep up barely maintains your current position — let alone gets you ahead.



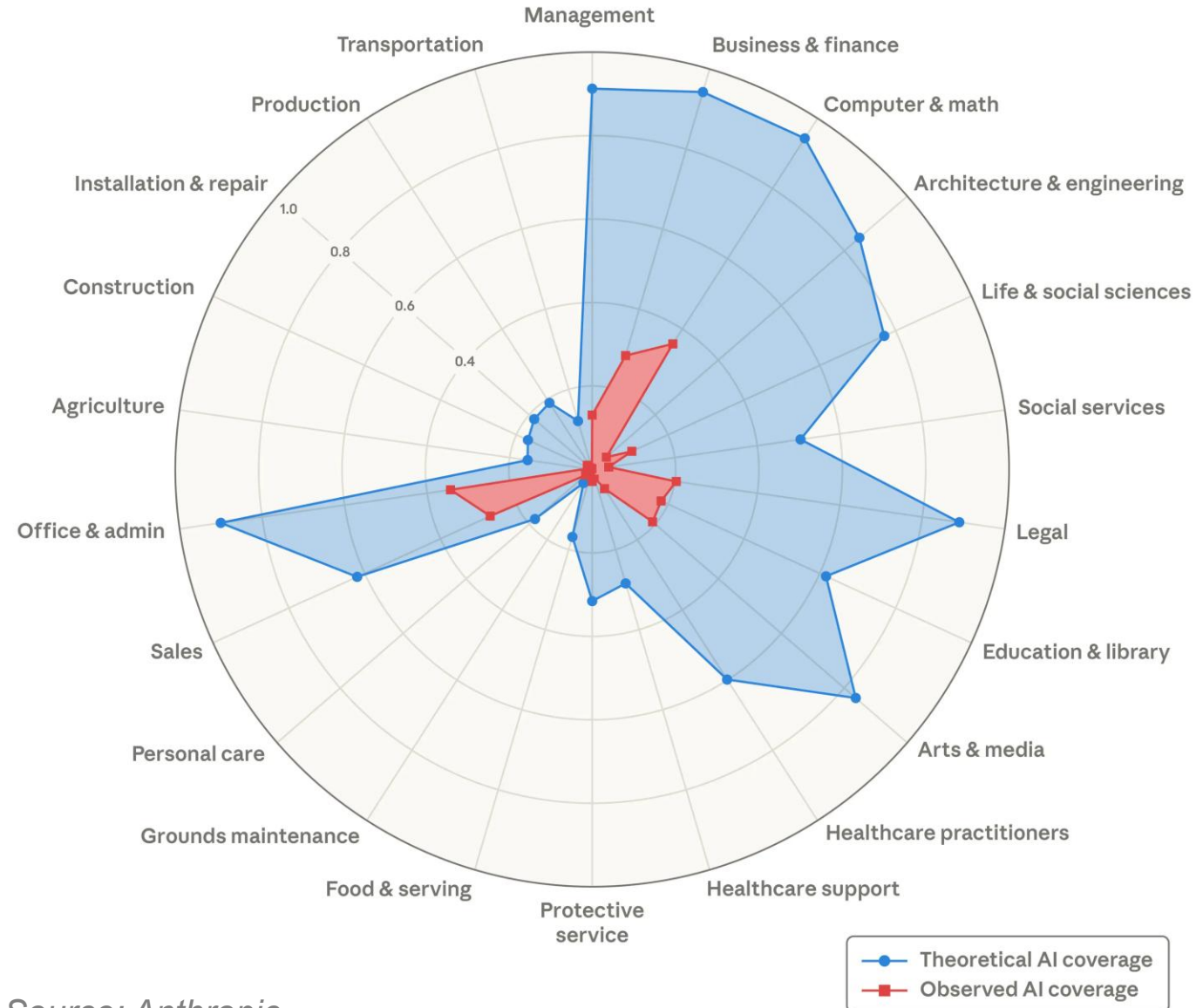
"Now, here, you see, it takes all the running you can do, to keep in the same place." — *Lewis Carroll, Through the Looking-Glass*

AI capabilities far exceed actual usage

The capability is here. What's missing is the redesign — of workflows, of roles, of how teams operate.

There's still time to catch up.

Theoretical capability and observed usage by occupational category

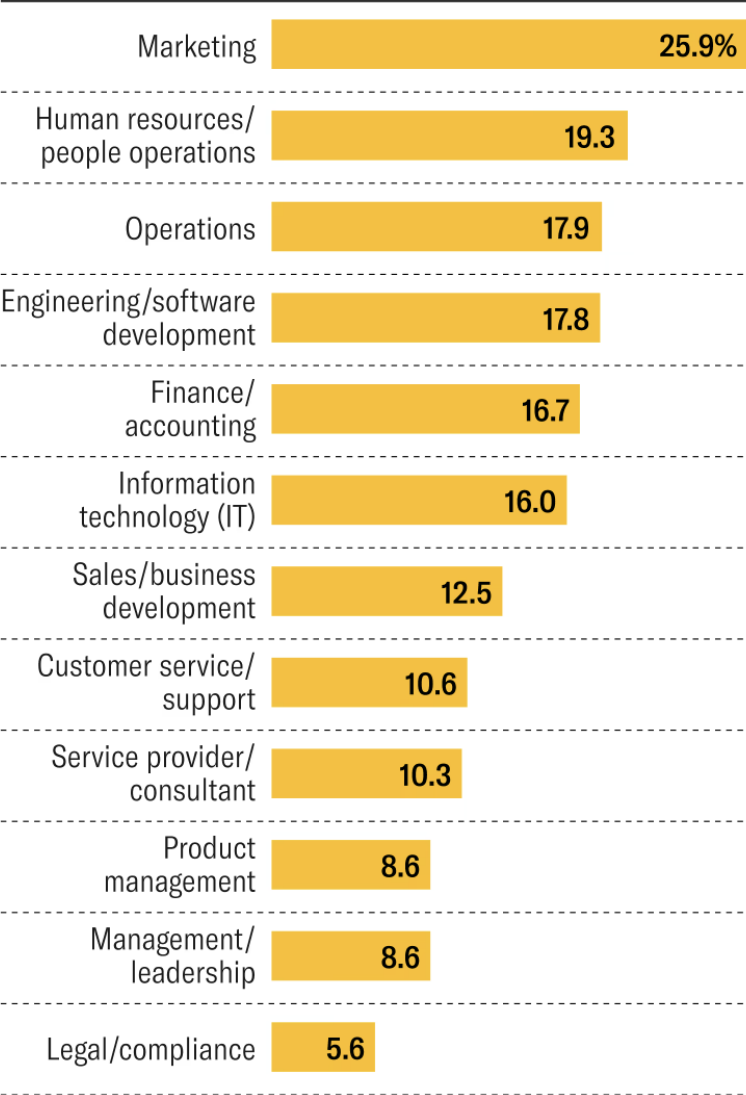


Even adopters face a hidden risk: AI Brain Fry

26%

of marketing professionals report AI brain fry — the highest of any function.

Employee-reported AI brain fry, by industry role



Source: BCG study, Jan 2026

taxfix

Steuern einfach machen

Europe's leading financial platform for digital tax solutions, active in Germany, the UK and Spain.

Range of DIY and expert assisted tax filing products, both for consumers and freelancers / small businesses.

400+ employees across 5 offices

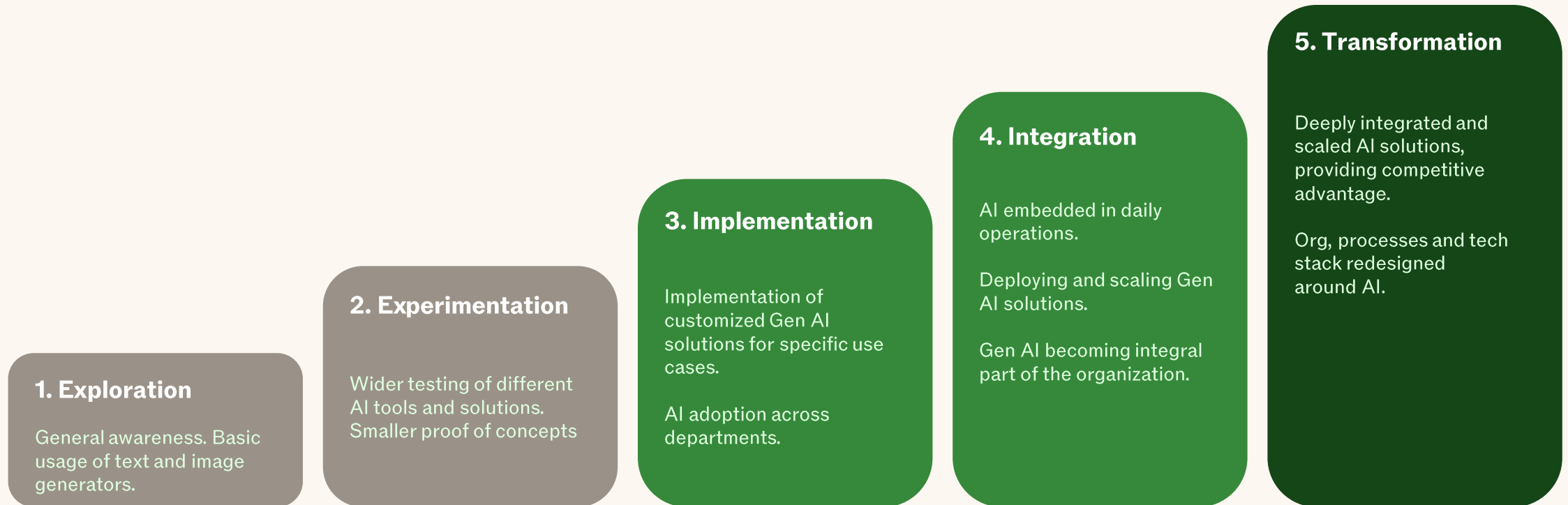
8+ million tax submissions handled

4.5 billion EUR tax refund recovered

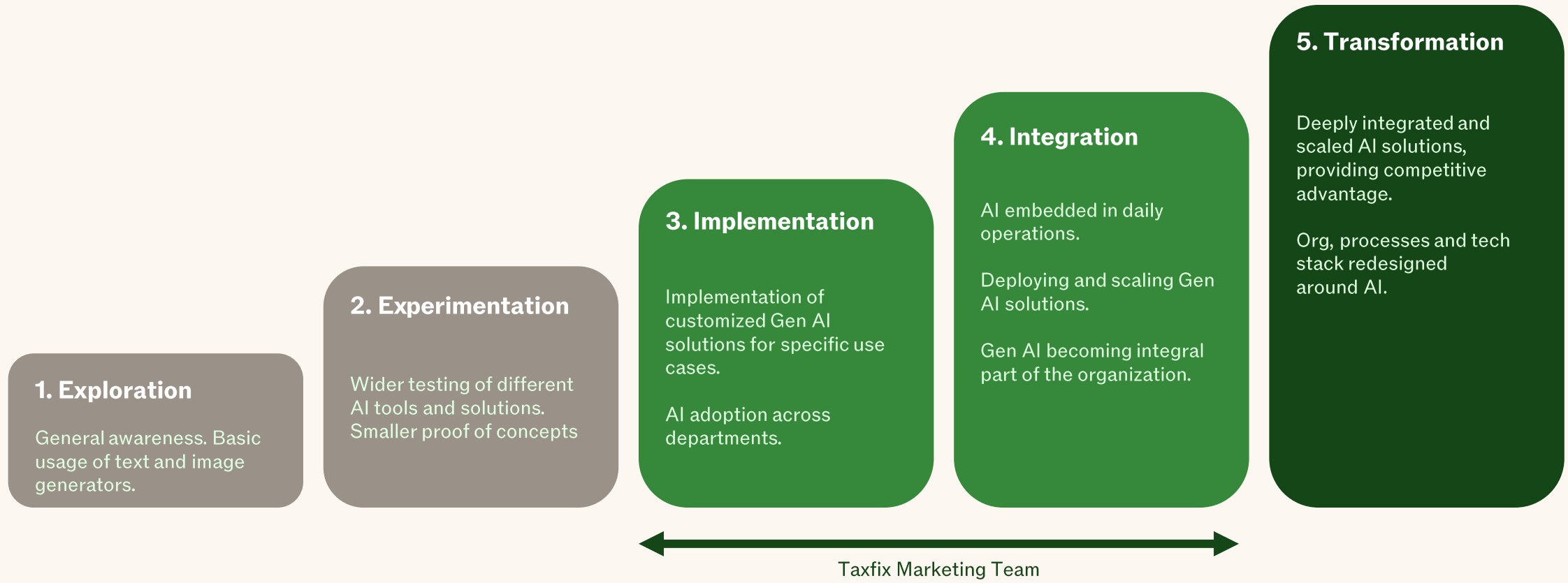
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Five levels of AI maturity



Five levels of AI maturity



So how did we get here?

Org-Wide Transformation Efforts

- AI embedded in company OKRs, performance management & hiring
- 20% capacity allocated to AI upskilling & building
- Fast tooling review and approval chain
- Tooling standardization (Langdock, Notion AI, Claude, Google AI Suite, n8n, Lovable etc.)
- Specialized tooling (Higgsfield, ElevenLabs, HeyGen, Superscale etc.)



Training & Support System

- Bi-weekly to monthly 'AI hackathon days'
- Internal AI champions network
- Role-specific learning paths
- Hands-on workshops tied to actual workflows (by internal and external experts)
- Safe space to ask 'stupid' questions and showcase 'embarrassing' prototypes

AI building examples

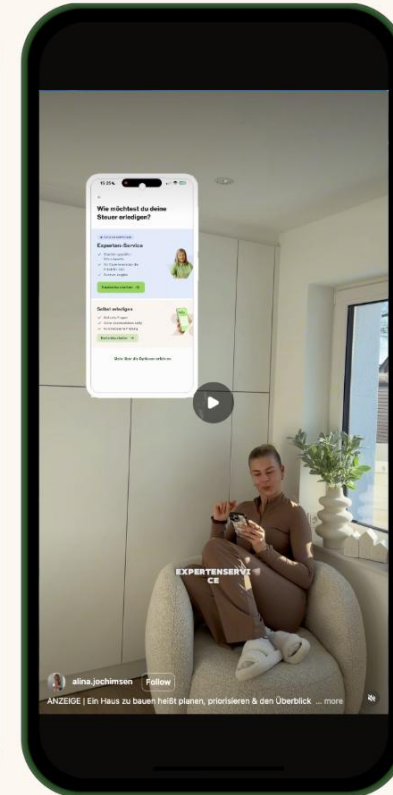
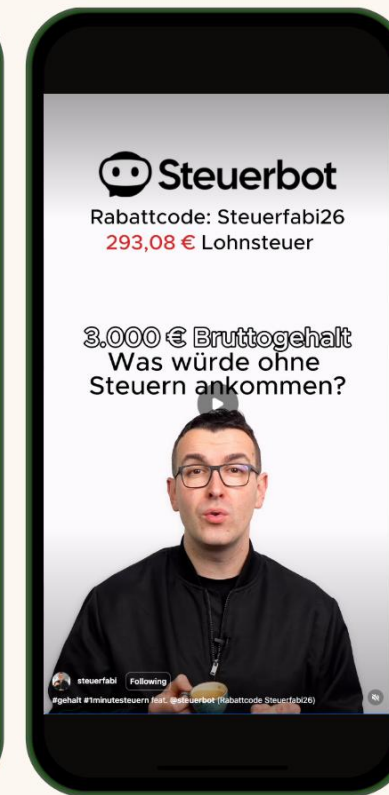
From workflow automations to agentic systems



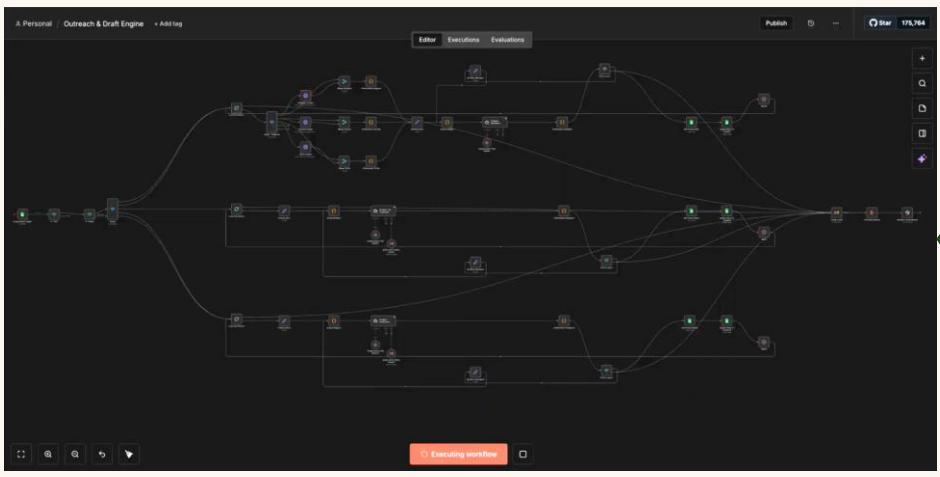
(1) Agentic influencer outreach — from first outreach to signed deal

The challenge we faced

- ~ 50% more channel budget vs last year
- Two German brands to manage (Taxfix & Steuerbot)
- Single headcount



(1) Agentic influencer outreach — from first outreach to signed deal



Solution built with n8n, Gsheet as the database, Gmail for creator & management comms.

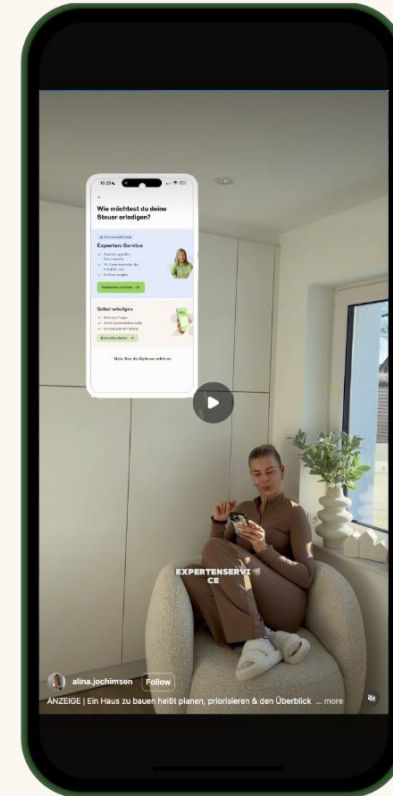
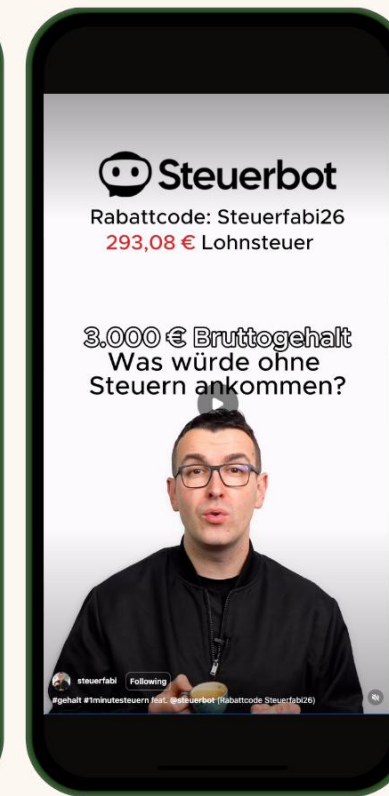
Month of Request	Year	Quarter	Brand	POC	Creator	Follower (k)	Type	Vertical	Platform	Requested Content Package	Content Price	First Feedback [€]	First Call [€]	Last Call [€]	Influencer Fee [€]	Savings [%]	Campaign
December	2025	Q1	Clawdwell	Marc		491	Micro	Finance	Instagram	Bundle S (1)	Bundle S (1)	€			€		Performance
December	2025	Q1	Tudo GO	Marc		2350	Mega	Education	YouTube	1x Instagram	1x Instagram	€			€		Performance
December	2025	Q1	Tudo GO	Marc		1320	Mega	Education	YouTube	1x Instagram	1x Instagram	€			€		Performance
December	2025	Q1	Tudo GO	Marc		245	Micro	Food	YouTube	1x Instagram	1x Instagram	€			€		Performance
December	2025	Q1	Tudo GO	Marc		1050	Mega	Lifestyle	YouTube	1x Instagram	1x Instagram	€			€		Performance
December	2025	Q1	Tudo GO	Marc		640	Micro	Entertainment	YouTube	1x Instagram	1x Instagram	€			€		Performance
January	2025	Q1	Tudo GO	Marc		1050	Mega	Entertainment	YouTube	1x Instagram	1x Instagram	€			€		Performance
January	2025	Q1	Tudo GO	Marc		535	Micro	Automotive	YouTube	1x Instagram	1x Instagram	€			€		Performance
January	2025	Q1	Tudo GO	Marc		1310	Mega	Entertainment	YouTube	1x Instagram	1x Instagram	€			€		Performance
January	2025	Q1	Tudo GO	Marc		2800	Mega	Entertainment	YouTube	1x Instagram	1x Instagram	€			€		Performance
January	2025	Q1	Tudo GO	Marc		421	Micro	Entertainment	YouTube	1x Instagram	1x Instagram	€			€		Performance
January	2025	Q1	Tudo GO	Marc		1650	Mega	Entertainment	YouTube	1x Instagram	1x Instagram	€			€		Performance
January	2025	Q1	Tudo GO	Marc		606	Micro	Entertainment	YouTube	1x Instagram	1x Instagram	€			€		Performance
January	2025	Q1	Tudo GO	Marc		1960	Mega	Food	YouTube	1x Instagram	1x Instagram	€			€		Performance
January	2025	Q1	Tudo GO	Marc		153	Micro	Entertainment	Instagram	Bundle S (1)	Bundle S (1)	€			€		Performance
January	2025	Q1	Clawdwell	Marc		1000	Mega	Entertainment	YouTube	1x Instagram	1x Instagram	€			€		Performance
January	2025	Q1	Tudo GO	Marc		160	Micro	Finance	Instagram	1x Reel	2x Reel	€			€		Performance
January	2025	Q1	Tudo GO	Marc		1704	Mega	Education	YouTube	1x Instagram	1x Instagram	€			€		Performance
January	2025	Q1	Tudo GO	Marc		218	Micro	Lifestyle	Instagram	Bundle S (1)	Bundle S (1)	€			€		Performance
January	2025	Q1	Tudo GO	Marc		215	Micro	Family	Instagram	Bundle XL (1)	Bundle S (1)	€			€		Performance
January	2025	Q1	Tudo GO	Marc		127	Micro	Travel	Instagram	Bundle XL (1)	Bundle XL (1)	€			€		Performance
January	2025	Q1	Tudo GO	Marc		35	Micro	Entertainment	Instagram	Bundle XL (1)	Bundle XL (1)	€			€		Performance
January	2025	Q1	Tudo GO	Marc		322	Micro	Entertainment	Instagram	Bundle XL (1)	Bundle XL (1)	€			€		Performance
January	2025	Q1	Tudo GO	Marc		165	Micro	Finance	Instagram	Bundle XL (1)	Bundle XL (1)	€			€		Performance
January	2025	Q1	Tudo GO	Marc		138	Micro	Lifestyle	Instagram	Bundle XL (1)	Bundle XL (1)	€			€		Performance
January	2025	Q1	Tudo GO	Marc		865	Micro	Food	Instagram	Bundle XL (1)	Bundle XL (1)	€			€		Performance
January	2025	Q1	Tudo GO	Marc		791	Micro	Family	Instagram	Bundle M (1)	Bundle M (1)	€			€		Performance
January	2025	Q1	Tudo GO	Marc		189	Micro	Family	Instagram	Bundle M (1)	Bundle M (1)	€			€		Performance
January	2025	Q1	Tudo GO	Marc		57	Micro	Finance	Instagram	Bundle S (1)	Bundle S (1)	€			€		Performance
January	2025	Q1	Tudo GO	Marc		34	Micro	Finance	Instagram	Bundle S (1)	Bundle S (1)	€			€		Performance
January	2025	Q1	Tudo GO	Marc		240	Micro	Entertainment	Instagram	Bundle XL (1)	Bundle XL (1)	€			€		Performance
January	2025	Q1	Tudo GO	Marc		42	Micro	Lifestyle	Instagram	Bundle S (1)	Bundle M (1)	€			€		Performance
January	2025	Q1	Tudo GO	Marc		199	Micro	Finance	Instagram	Bundle XL (1)	Bundle XL (1)	€			€		Performance
January	2025	Q1	Tudo GO	Marc		72	Micro	Sports	Instagram	Bundle S (1)	Bundle S (1)	€			€		Performance
January	2025	Q1	Tudo GO	Marc		94	Micro	Sustainability	Instagram	Bundle S (1)	Bundle S (1)	€			€		Performance
January	2025	Q1	Tudo GO	Marc		395	Micro	Travel	Instagram	Bundle M (1)	Bundle M (1)	€			€		Performance
January	2025	Q1	Tudo GO	Marc		198	Micro	Lifestyle	Instagram	Bundle S (1)	Bundle S (1)	€			€		Performance
January	2025	Q1	Tudo GO	Marc		178	Micro	Entertainment	Instagram	Bundle XXXX	Bundle XXXX	€			€		Performance
January	2025	Q1	Tudo GO	Marc		269	Micro	Lifestyle	Instagram	Bundle XL (1)	Bundle XL (1)	€			€		Performance
January	2025	Q1	Tudo GO	Marc		302	Micro	Lifestyle	Instagram	Bundle XL (1)	Bundle XL (1)	€			€		Performance
January	2025	Q1	Tudo GO	Marc		298	Micro	Lifestyle	Instagram	Bundle XL (1)	Bundle XL (1)	€			€		Performance
January	2025	Q1	Tudo GO	Marc		41	Micro	Lifestyle	Instagram	Bundle XL (1)	Bundle XL (1)	€			€		Performance



(1) Agentic influencer outreach — from first outreach to signed deal

Measurable impact & learnings

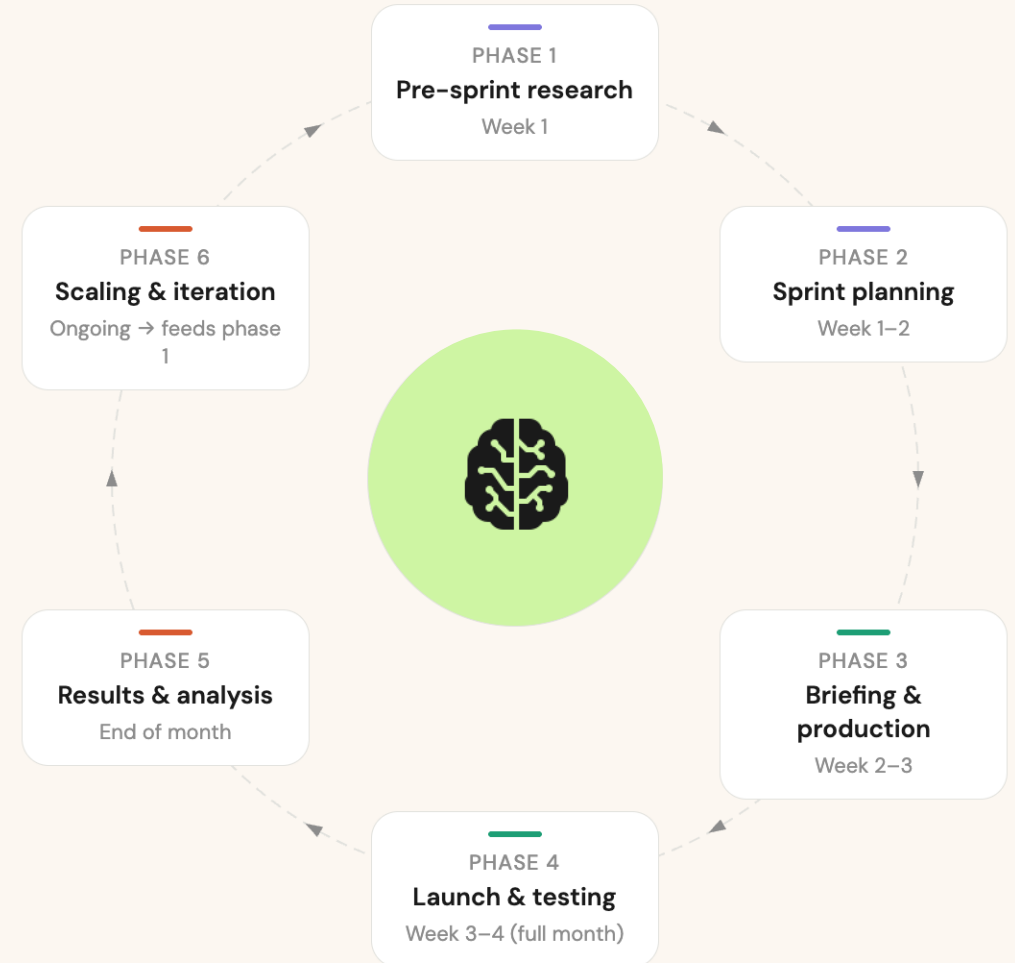
- 75% increase in creator outreach and closed deals
- 100% increase in booked content pieces
- 100% of channel budget closed
- The solution is scalable, expandable and consistently increases productivity.
- Human-in-the-loop efforts underestimated. Implications and risks of solution not thought-through enough.
- Building meaningful, complex solutions takes time, follow-through and lots of troubleshooting.



(2) E2E agentic creative production system

The challenge we faced

- Solid creative testing process, but with high creative demand.
- Three markets to supply with creatives.
- Target: >50% performance creatives 100% AI produced with minimal human-in-the-loop.
- We only have one creative strategist, can become a bottleneck.



Partnering with Superscale.ai — building their product with our needs in mind.

tax:fix

Create winning ads in minutes with AI

Meet your specialized AI agent for scaling social marketing

Create a summer campaign for my product



Research

Writing

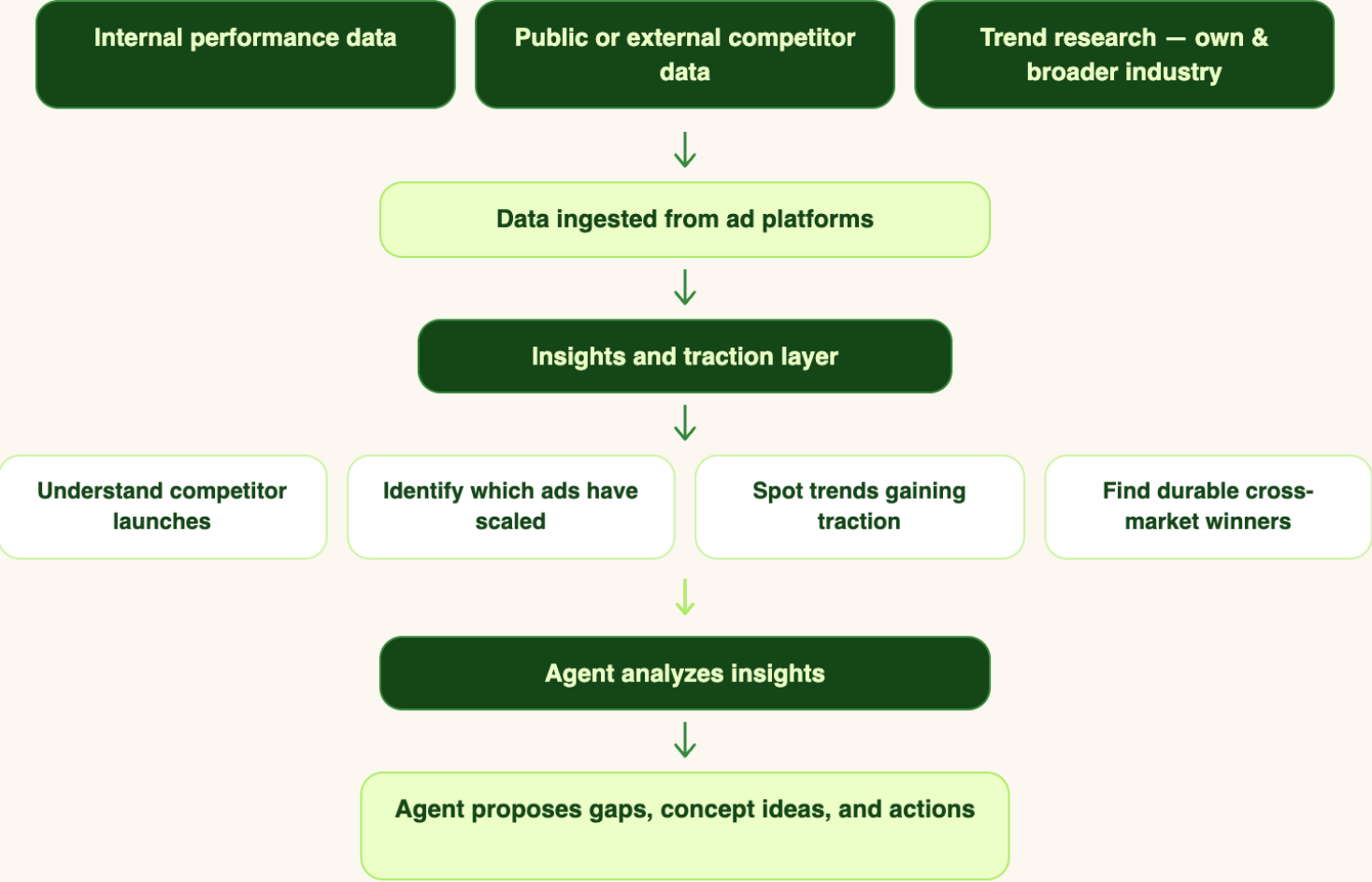
Trend Reports

Ad Creation



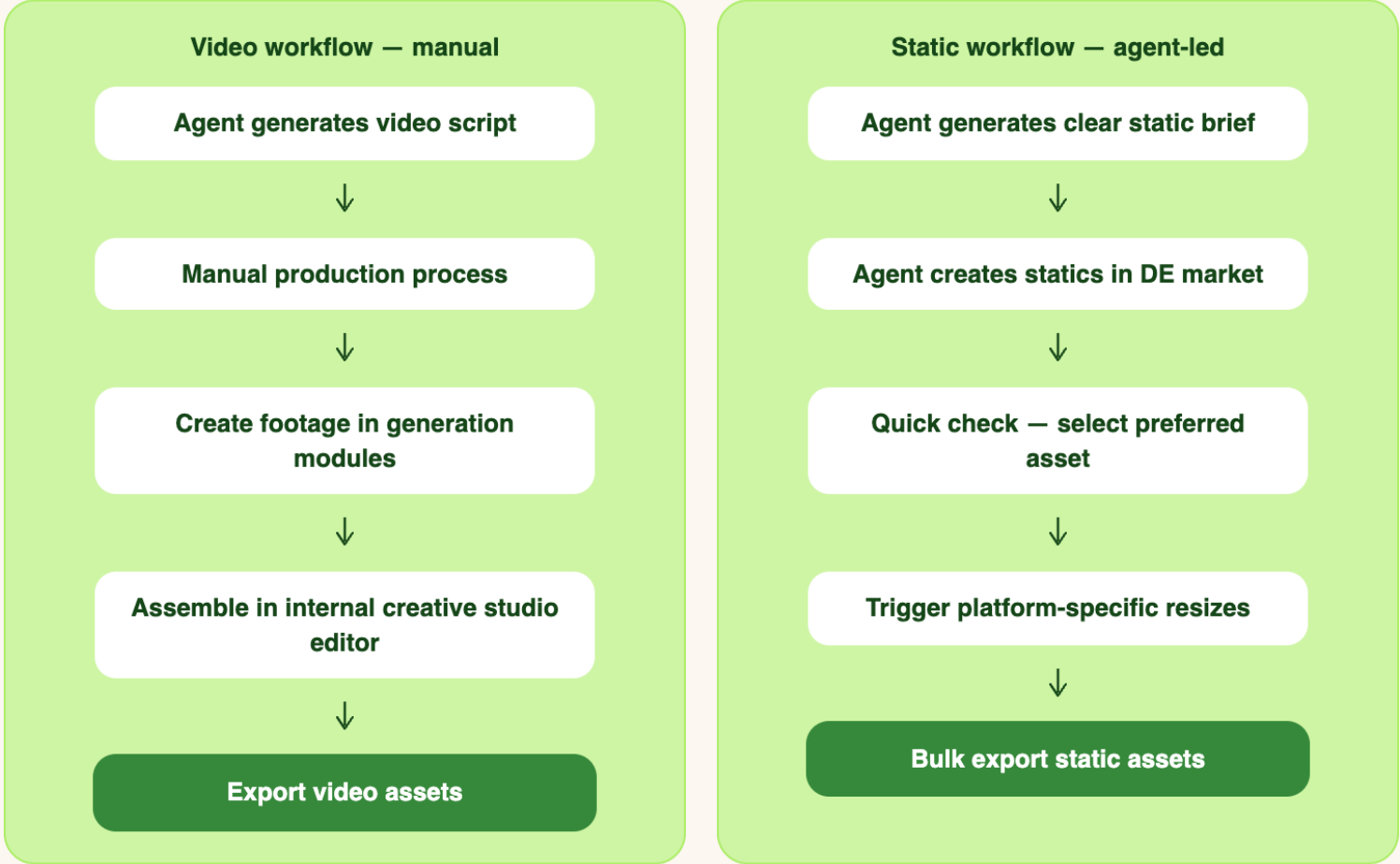
(2) Building the agentic layer with Superscale.ai

1 – INSIGHTS AND AGENT WORKFLOW



(2) Building the agentic layer with Superscale.ai

2 – CREATIVE PRODUCTION



APPLIES TO BOTH WORKFLOWS

In development — naming convention

In development — auto-upload to Meta and TikTok

In development — launch ads automatically



Wusstest du?

1.172€

durchschnittliche Steuererstattung

In nur 20 Minuten mit Taxfix

taxfix

4,7 Sterne bei 255.000+ Bewertungen

Brutto	
Gesamt-Brutto	4.150,57
Steuerrechtliche Abzüge	545,66
	42,00
PV-Betrag ⁶	
X00	
SV-rechtliche Abzüge	771,80
	34,30
Netto-Verdienst	2.756,81
Betrag	



Lohnt sich ne Steuererklärung?

Im Schnitt
1.172€

Steuerbot

Yippie, geschafft!
RÜCKERSTATTUNG
1.172,00 €

Steuerbot

Hol dir in 20 Minuten
Ø 1.172 € von der Steuer zurück.

Foto. Chat. Cash.

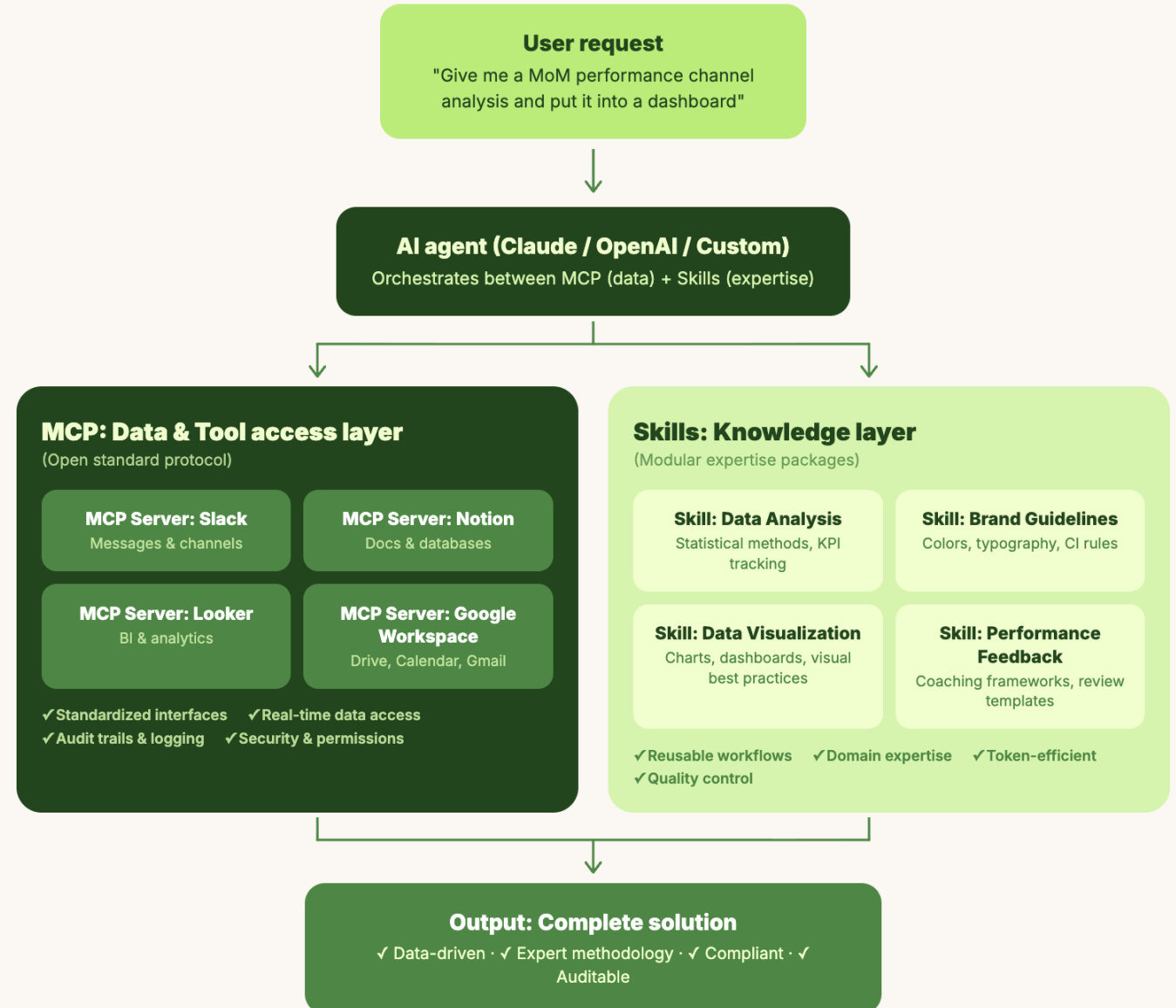
Lohnsteuerbescheinigung fotografieren. Easy Fragen beantworten. Erstattung sichern.

Steuerbot

(3) Investing into new superpowers — agent skills

AI agent architecture: MCP + Skills

How modern AI agents connect data and expertise

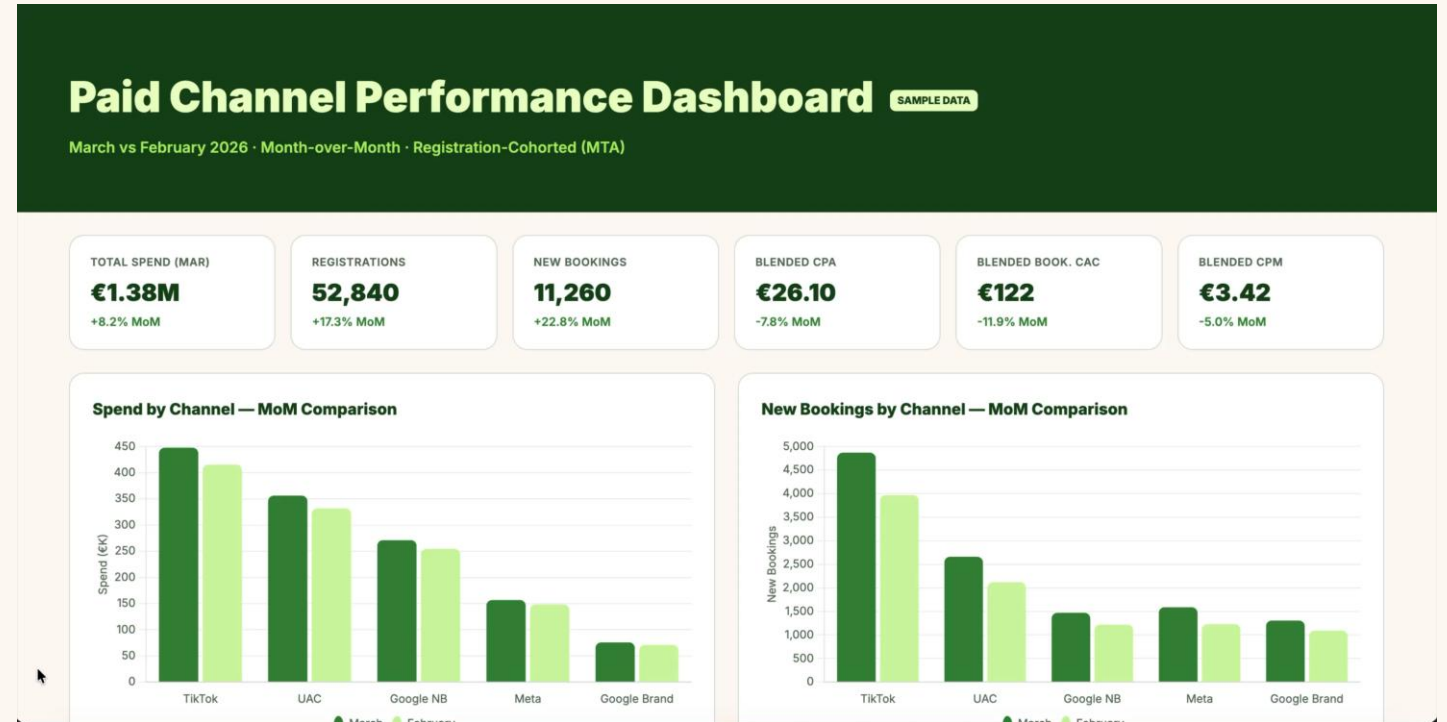


- Skills provide AI agents with domain-specific expertise: workflows, context, and best practices.
- They transform general-purpose agents into specialists.
- Skills load on-demand and eliminate the need to repeatedly provide the same guidance.

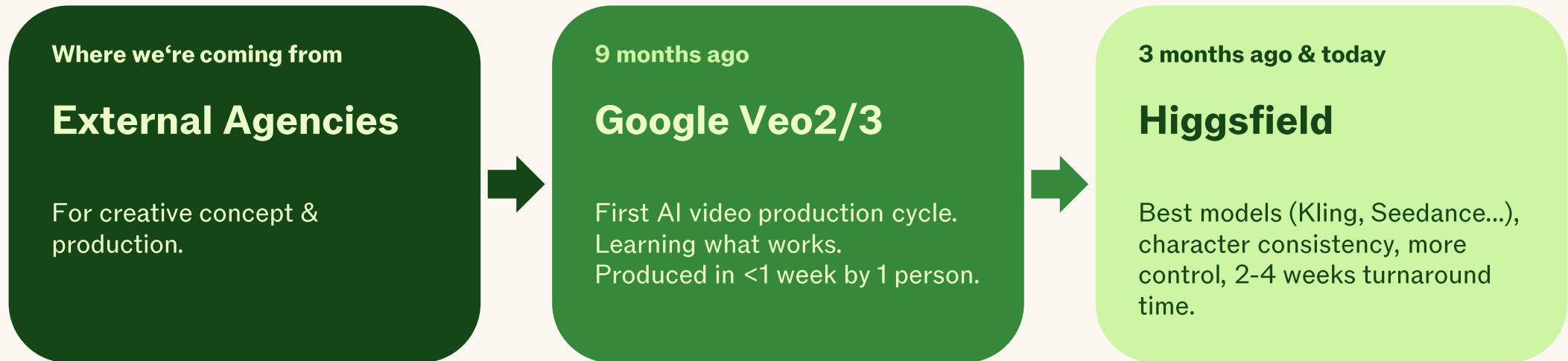
(3) Investing into new superpowers — agent skills

Prompt:

"Give me a MoM performance channel analysis and put it into a dashboard"



(4) Building up internal AI video production capabilities — at a fraction of cost and time & because we had to



Upgrading our in-house AI video production — at a fraction of cost and time

First German Brand to launch
VEO 3 produced creatives in
above-the-line channels (CTV,
YouTube)

From idea to launch:
<1 week
2 people (creative & editor)



Upgrading our in-house AI video production — at a fraction of cost and time

Professionalised internal production process and tooling and AI models.

Time to produce:

<1 week

2 people (creative & editor)

Cost: 200€ tool subscription



The mistakes we made along the way.

X Mistake #1: Focusing on quantity, not problems

"Build X workflow automations by Y date." Rewarded quantity, not value. Got demos that never made it to production.

X Mistake #2: Unstructured AI time

We blocked "AI time" in calendars. People optimised for speed to demo, not for solving real pain.

X Mistake #3: Tool hopping

Every week a new shiny tool. We'd get excited, start building, then the next came along. Never enough time understanding the problems to solve.

X Mistake #4: Ignoring context

We didn't invest early enough in building a solid context and knowledge library for LLMs and AI agents. Too many AI interactions started from zero.

“Find solutions to problems you deeply understand.”

Three key focus areas for the next 12 months

1

Role-specific support structure

Tailored training tied to each function's actual workflows. Structured, hands-on, continuous. Paired with clear expectations and career relevance.

2

Agentic workflows and skills as default

Move beyond deterministic automation. Build high-leverage agent skills the team deeply uses daily. Self-correcting, context-aware systems become the standard.

3

Foundational semantic and context layer

Shared knowledge foundation (data definitions, brand context, process docs) that AI tools and agents draw from. A compounding productivity enabler.

What leaders owe their teams

1

Build a real support system

Role-specific training, not one-fits-all.
Hands-on, tied to real workflows.
Regular, not one-off.

2

Map workflows to AI opportunities

Help teams identify frequent, manual processes and problems that are candidates for AI. Don't expect people to figure this out all alone.

3

Protect the time — and deprioritize

Making AI upskilling a “nice to have on top of everything” guarantees failure. Something has to come off the plate.

Break the trap. Start building

The competency trap is real.
But the rate of improvement is fastest at the beginning.
Start with one problem — not one tool.
Build something small that solves a real pain.
Then build the next one...

Thank you!

Marc Knoll-Hock

taxfix

