From RFP to ROI: How to Choose the Right AI Platform for Your Marketing Team

Marketing is transforming faster than ever, with generative AI leading the charge. By tackling long-standing challenges, such as scaling content creation, enabling meaningful personalization, and automating end-to-end workflows, AI is ushering enterprise marketers into a new era, where speed and scale no longer come at the expense of quality and control.

The momentum is undeniable: according to Jasper's 2025 State of AI in Marketing report, 79% of companies plan to scale their AI adoption this year. However, despite this rapid growth, challenges remain. Our research highlights key barriers, including security and privacy concerns, output quality, and integration with existing tech stacks.

For AI to deliver real results—and avoid the dreaded "AI slop"—marketers need solutions built specifically for their needs. AI that understands marketing use cases, best practices, company knowledge, and brand voice is essential for success. That's why choosing the right AI platform with the right contextual understanding has never been more critical.

In fact, companies that use domain-specific AI tools are 37% more likely to effectively measure AI's business impact, proving that tailored solutions drive better outcomes as AI becomes more deeply integrated into marketing ecosystems.

This guide provides a detailed playbook for evaluating potential solutions providers and executing an RFP process that connects you to one best-equipped to unlock genAI's full potential for your team.

"AI is a very different type of technology that's unlike software of the last 20 years. It needs to be personally adapted to each employee and each organization."
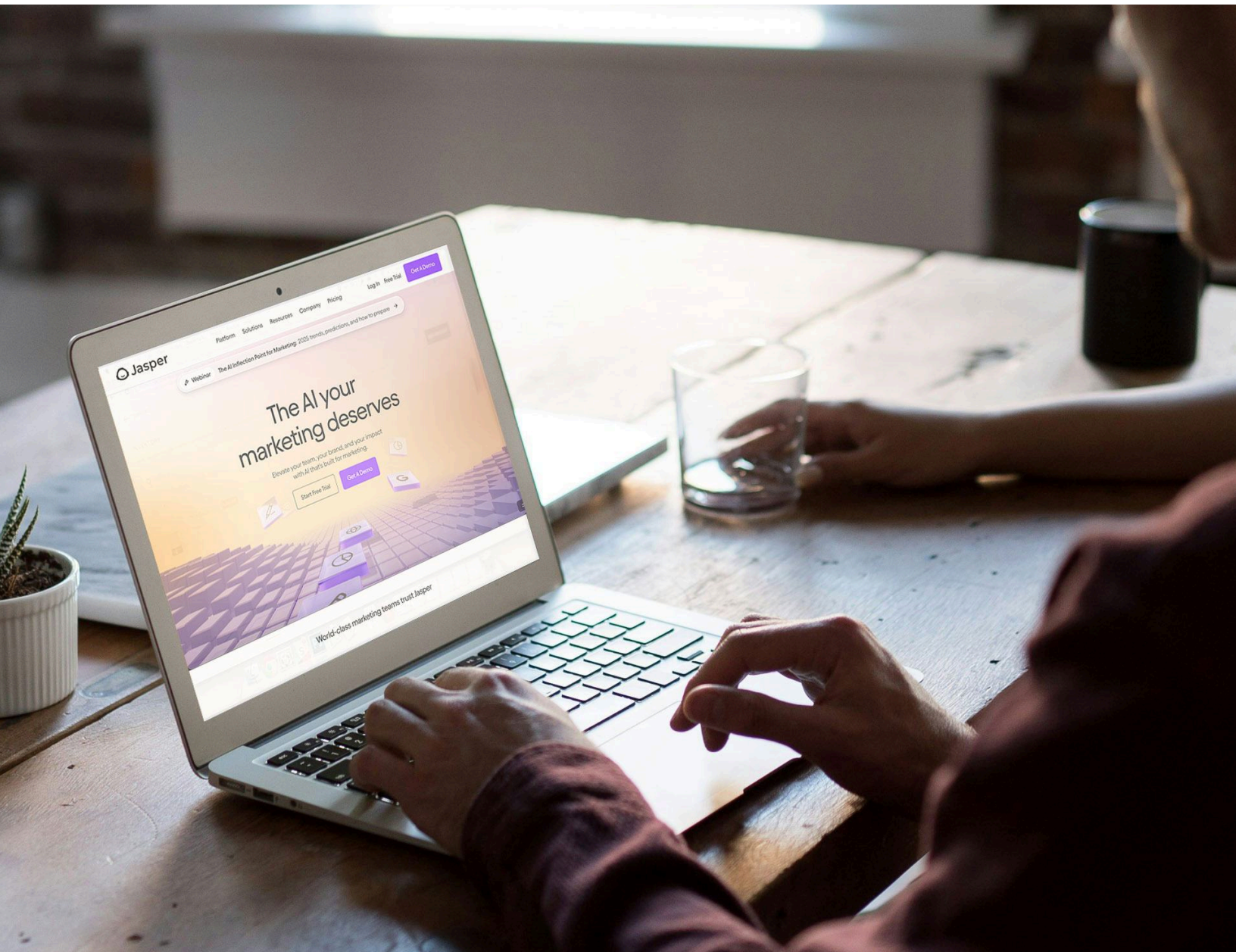
Timothy Young
CEO of Jasper

Table of Contents

Key considerations for RFPs

1. Define how AI can support your strategic goals

Start by identifying the key priorities that generative AI can help your organization achieve. For example, you might be looking to:

- Enhance content personalization by tailoring messaging to specific audiences
- Scale content creation to meet growing demand across channels and regions
- Boost efficiency by automating tasks to free up your team's strategic energy
- Generate on-brand, compelling visual assets to complement written content
- Optimize multi-format campaign content that includes text, images, and videos
- Build end-to-end AI workflows that automates tasks and decision-making at every stage of the customer lifecycle

Most likely, you have a combination of strategic goals that you'll need your marketing AI vendor to address with you. Outlining them clearly from the start will help you narrow your options effectively.

2. Identify current martech capabilities and gaps

Next, take a close look at your existing marketing technology stack. Assess both gaps and capabilities by asking:

- What tools are already in place that can complement an AI solution?
- Where is your team struggling? Are there inefficiencies, integration challenges, or unmet needs that generative AI can address?

Performing a thorough audit will help you evaluate whether the solutions you're considering integrate seamlessly with your current systems or require additional support.

3. Involve cross-functional stakeholders

Generative AI adoption requires buy-in from multiple departments. Form a cross-functional Marketing AI Council that includes:

- **IT**: To assess integration, scalability, and system compatibility.
- **Data Governance:** To ensure compliance with regulations and maintain data security.
- **Legal:** To address privacy concerns and ethical considerations.
- **Marketing Operations:** To ensure the AI solution seamlessly integrates into existing workflows.
- **Customer Experience (CX) Teams:** To align AI outputs with customer expectations.
- **Procurement:** To evaluate contracts, negotiate pricing, and advise on procurement policies.

Incorporating all relevant perspectives early in the process ensures that the AI solution you choose aligns with enterprise-wide priorities and minimizes roadblocks during implementation.

4. Draft RFP questions aligned with your goals

With your objectives, capabilities, and stakeholder input defined, the next step is to craft a detailed and targeted RFP. Key questions should cover areas like AI capabilities, vendor mission and vision, integration and scalability options, onboarding and maintenance support, and data governance and ethics. We'll dive deeper into sample RFP questions in section 3.
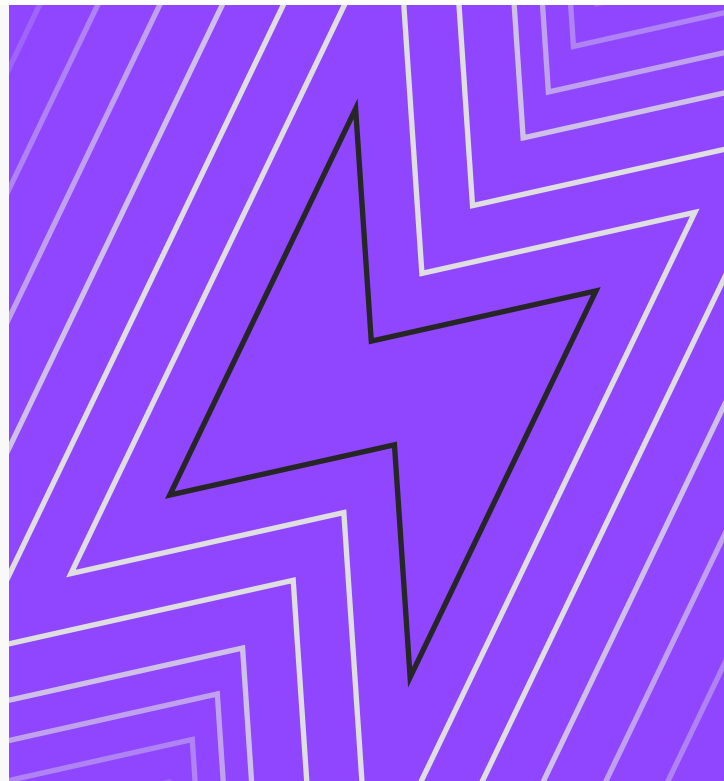
Selecting a marketing AI solution

Choosing the right marketing AI solution can feel complicated—like navigating a maze of AI features and potential pitfalls. But with a clear understanding of what matters most, you can cut through the noise and find a solution that fits your unique business needs. Here are key areas to focus on when evaluating potential vendors.

1. Features: Building a Foundation for Success

At the core of any marketing AI solution is its ability to produce high-quality, impactful content but also the ability to do it at scale and power end-to-end workflows. Look for platforms that:

- **Deliver on-brand outputs across formats:** From blog posts to social media visuals to campaign content, all AI outputs should align seamlessly with your brand voice and guidelines.

- **Enable dynamic personalization:** Your solution should be able to tailor messages to individual audience segments or campaigns for meaningful engagement. For example, translating messaging into different languages or specifically curated to holiday campaigns.

- **Boost customer engagement:** Whether it's crafting compelling copy or curating content, AI should help you connect with your audience in smarter, more effective ways.

- **Understands marketing-specific use cases:** Marketers need tools purpose-built for their needs. Look for a tool that has marketing best practices embedded, like knowing how to generate SEO-optimized content, create ad copy and visuals that drive conversions, or build multiple pieces of derivative content across multiple channels from one piece of content.

- **Automates workflows for greater efficiency:** Generative AI isn't just about producing content; it's about doing so with speed and accuracy at every stage of the campaign lifecycle. Find a platform that can automate multiple tasks and touchpoints with agentic AI, and deploy them with integrations. For example: imagine a platform that drafts an email campaign, suggests subject lines ranked by engagement potential, and then seamlessly hands off assets to your CRM for distribution, all in the time it takes to schedule a meeting.

2. Scalability: Thinking big, acting bigger

Your marketing AI solution should grow with you, not hold you back. Enterprise campaigns are complex, spanning multiple regions, languages, and channels. A robust solution will support global operations without breaking a sweat, and handle scale and complexity while maintaining consistent quality across every output.

Whether you're managing a campaign in one region or twenty, the right AI platform delivers on smooth execution without compromising speed or creativity.

3. Integrations: Fitting seamlessly into your martech stack

For a generative AI solution to deliver true value, it must work harmoniously with the tools you already rely on. Standalone systems that operate in silos create inefficiencies, disrupt workflows, and ultimately fail to maximize their potential. That's why easy integration isn't just a nice-to-have—it's critical as you select your AI vendor.

Look for solutions designed to integrate seamlessly with tools like your CRM, CMS, analytics platforms, and other core systems. Robust APIs and interoperability are essential for smooth data flow and collaboration across teams. An AI tool that works well within your existing martech stack boosts efficiency, strengthens campaigns, and unlocks new automated workflows— freeing up more time for strategic, impactful work.

Check vendor integrations against your existing tools

Jasper and Jasper API connect with platforms like HubSpot, Salesforce, and Google Docs, allowing AI-generated content to flow seamlessly into your current marketing workflows. As you build your RFP, check whether vendors support similar integrations to avoid future tech headaches.

4. Data governance & ethics: Playing it safe and smart

Data privacy and security are a top priority for businesses and customers in today's world. When you adopt an AI solution, it's crucial to ensure your vendor has the right safeguards to use your data effectively while keeping it safe. Look for vendors who prioritize:

- **Compliance with regulations:** Your solution must meet standards like GDPR, CCPA, or any other frameworks relevant to your industry and region. Verify vendors provide ongoing updates to stay aligned with evolving compliance requirements.

- **Robust data security:** Sensitive information should be protected through advanced encryption, controlled access, and secure storage. Vendors must also ensure that your proprietary data isn't retrained or shared beyond your organization.

- **Bias mitigation and ethical outputs:** AI outputs should be free from bias and reflect a diversity of perspectives. Vendors should have processes in place to identify and correct potential biases, ensuring inclusive and fair content generation.

The benefits of strong data privacy practices go beyond risk mitigation—they help strengthen your brand reputation and build stronger customer relationships. Selecting a vendor with a strong focus on data governance and ethics is a decision that safeguards your organization's future while strengthening trust with your key stakeholders.

5. Vendor differentiators: What sets the best apart

Finally, look for vendors who stand out from the pack by delivering measurable value and exceptional support. Key differentiators to look for include:

- **Transparency in AI governance:** Vendors should be open about how their models work and how they mitigate risks like bias.

- **Customization options:** Industry-specific needs require tailored solutions, so flexibility is a must.

- **Comprehensive support:** From onboarding to ongoing training, your vendor should be a true partner, not just a provider.

Evaluating vendors: Sample RFP questions

The questions you ask in your RFP determine how effectively you can assess vendors' ability to meet your needs. A strong RFP digs beyond surface-level features, focusing on how each platform aligns with your strategic goals, integrates with your existing tech stack, and supports long-term growth.

The following questions are designed to help you uncover critical insights about each vendor's capabilities, ensuring your selection process is thorough and aligned with your organization's unique priorities.

About the vendor

Selecting a vendor isn't just about their platform—it's about their ability to partner with you effectively. You want a vendor with a proven track record of delivering measurable results for enterprise marketing teams. Their experience and transparency will be critical as you scale your AI efforts and address unforeseen challenges. Ensure you have confidence in their expertise by asking:

- **Point of View on AI:** What is your company's vision for how AI will shape the future of marketing, and how does this influence your platform's development?

- **Public Roadmap:** Do you maintain a public roadmap for AI capabilities, and how do you communicate updates or advancements to your customers?

- **Enterprise Experience:** What experience do you have in delivering AI solutions for large-scale enterprise marketing teams?

- **ROI and Success Stories:** Can you share case studies with measurable outcomes achieved using your platform?

Capabilities and features

You need a platform that not only delivers high-quality, on-brand outputs but also offers features that align with your specific marketing objectives. It's important to ensure the solution is designed with marketing use cases in mind, supports a variety of content formats, and scales effectively across teams. These questions will help you assess whether the vendor's technology aligns with your vision:

- **Models and updates:** What models does the platform use, and how do you ensure it stays current with new advancements in large language models (LLMs)?

- **Marketing optimization:** Are the AI models specifically designed for marketing applications?

- **Multimodal outputs:** Can the platform generate text, video, and imagery for multi-channel campaigns?

- **Brand consistency:** Does the platform allow for configurable branding to ensure uniformity across all content formats?

- **Adaptability to evolving use cases:** How does your platform adapt to emerging marketing trends or new use cases?

- **Limitations:** What are the current limitations of your platform, and how do you plan to address them in future updates?

- **Agentic AI:** Does the platform have true agentic capabilities to intelligently apply context and take action on your behalf?

Integration and scalability

Your generative AI solution should complement your existing martech ecosystem and grow with your business needs. Poor integration can create operational silos and disrupt workflows, while a lack of scalability can limit the platform's long-term value. Choosing a solution that integrates smoothly and supports enterprise-wide campaigns is key to maximizing ROI and efficiency. Ask vendors:

- **CRM and martech integration:** Does your platform integrate with the other major tools in our tech stack? (Give specific examples.)
- **Custom integration support:** Do you offer dedicated support for integrating the platform with proprietary tools or custom-built systems?
- **Global campaign support:** How does your platform manage campaigns across different teams, languages, and regions?
- **Cross-platform data flow:** How does your platform ensure seamless data flow across connected tools and systems?
- **Enterprise scalability:** What challenges might arise when scaling campaigns across global teams, and how does your platform address them?

Data privacy and governance

Data privacy and ethical AI use are non-negotiable in today's marketing landscape. With increasing regulatory scrutiny and consumer expectations, your chosen platform must align with legal requirements while safeguarding sensitive information. Additionally, bias in AI outputs can harm your brand and customer relationships, so robust governance is essential. Here's what to ask:

- **Regulatory compliance:** How does the platform meet regulations like GDPR, CCPA, or others specific to our industry?
- **Proprietary data protection:** How do you ensure that our proprietary data remains secure and isn't used to train public AI models?
- **Bias mitigation:** What safeguards are in place to ensure fair and unbiased AI-generated outputs?
- **Transparency in governance:** How do you document and communicate your approach to AI ethics and data governance?

Support training and maintenance

The best AI solutions come with more than just cutting-edge technology—they come with a partner committed to your success. Strong support and training ensure your team can use the platform effectively, while clear maintenance processes minimize disruption. Evaluate vendors on their ability to set you up for immediate and ongoing success:

- **Onboarding resources:** What training materials and onboarding resources are available to get our team up to speed?

- **Implementation process:** What does the implementation process look like, and how long does it typically take?

- **Post-Launch support:** What level of ongoing support can we expect after implementation, and how is it delivered (e.g., dedicated reps, helpdesk)?

- **Maintenance responsibilities:** Who is responsible for maintaining the platform post-launch—your team, ours, or a combination of both?

- **Customized training:** Do you offer role-specific training resources for different teams within our organization (e.g., IT, content creators)?

Taking the next steps: Prepare your RFP with confidence
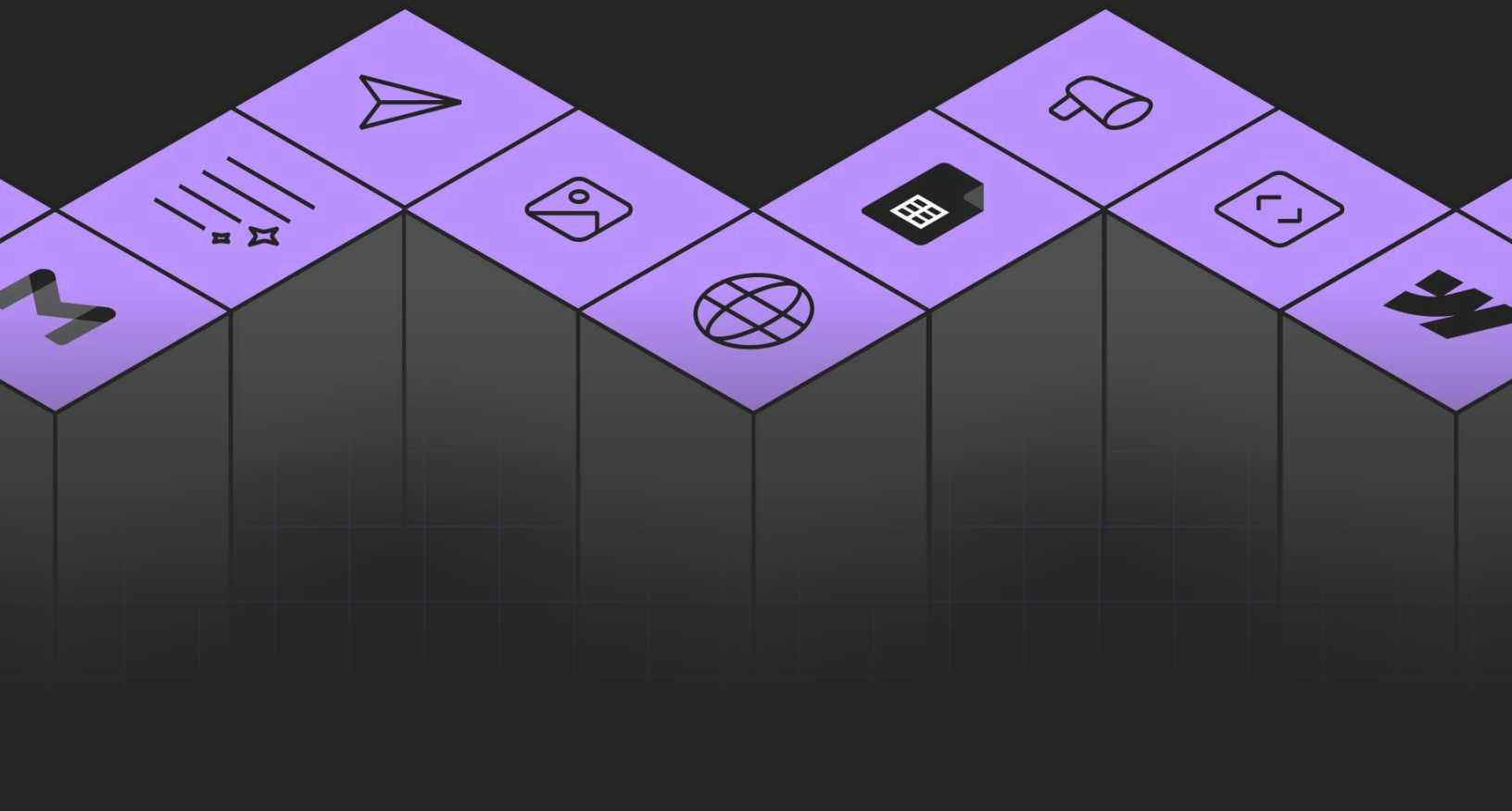
As you take action to adopt a generative AI solution for your marketing team, it's important to have a clear and actionable path forward. In this guide, we've laid out key considerations and questions to ask as you embark on the RFP process. Now, it's time to put it all together in a cohesive action plan.

To recap:

- **Start by defining your strategic goals and use cases.** Your unique business objectives should shape the foundation of your RFP.

- **Conduct a thorough audit of your martech stac**k, identifying existing tools and gaps that AI can fill. Ensure compatibility with systems like CRMs, CMS platforms, and analytics tools.

- **Build strong data governance practices** to protect sensitive information, comply with regulations like GDPR or CCPA, and mitigate bias in AI outputs.

- **Develop clear and customized vendor evaluation criteria** based on your unique needs, including integration capabilities, scalability, and ongoing support.

- **Involve cross-functional stakeholders early** in the RFP process, including IT, governance, legal, and marketing operations, to maximize alignment and minimize implementation barriers.

By following these steps with intention, you can streamline the RFP process and set your organization up for long-term success with generative AI. With the right partner, generative AI will become more than just another tech tool—it will serve as a strategic partner that drives innovation, efficiency, and measurable impact across your marketing efforts.

Start your AI journey with Jasper

Jasper offers enterprise marketing leaders a roadmap to success with GenAI. Download the full guide or request a consultation today to see how Jasper can achieve your marketing goals in 2025 and beyond.

Learn more at jasper.ai

Interested in giving Jasper a try?

Start Free Trial Get A Demo