



Suhas Bhairav

AI Marketing Experiment Planner

**Practical playbook to design, run, and review
AI-powered marketing experiments.**

Turn AI experiments into repeatable, measurable
marketing improvements with clear ownership.

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suhasbhairav.com

Plan & Scope for AI Marketing

This page establishes objectives, data sources, and governance for AI marketing experiments. Establish automation scope, human review points, and success metrics up front.

Key move Create a one-page experiment charter with goals, data, owner, and approvals.

PRACTICAL CHECKLIST

- 01** Define 2-4 concrete experiments and their success metrics (uplift, CPA, engagement).
- 02** Map data sources and ensure data quality and access.
- 03** Automate data collection, variant generation, and deployment where safe; reserve human review for creativity and risk decisions.
- 04** Identify required tools: Claude/ChatGPT, experimentation platform, analytics dashboards, versioned data storage.
- 05** Establish data governance: privacy, consent, retention, and compliance controls.
- 06** Assign ownership: campaign owner and data steward; set escalation path.

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Design AI Marketing Experiments

This page outlines how to design experiments across messaging, channels, landing pages, offers, and audiences using AI. It specifies automation boundaries, human review, and success metrics for fast, safe learning.

Key move Create a one-page experiment charter with goals, data, owner, and approvals.

PRACTICAL CHECKLIST

- 01** Define a cross-channel experiment suite: messaging variants, channel choices, landing pages, offers, and audiences.
- 02** Automation scope: automate generation and deployment of variants; human review for brand safety and strategic fit.
- 03** Data and tools: CRM data, website analytics, ESP/ad platform data; use Claude/ChatGPT, experiment platform, dashboards.
- 04** Governance: guardrails for sentiment, attribution, privacy, and regulatory compliance.
- 05** Hypothesis and measurement: frame a test hypothesis, baseline, success criteria, power, and sample size.
- 06** Examples: test 2 subject lines, 3 landing pages, 2 audience-segmented offers.

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Measurement, Review, and Iteration

This section describes week-by-week adoption steps, measurement practices, and governance flow. It defines ownership, escalation, and decision rights.

Key move Establish a weekly experiment review meeting with a single owner.

PRACTICAL CHECKLIST

- 01** Week 1: map data sources, set up a lightweight pilot, and define a single experiment.
- 02** Week 2: run first subject-line or headline variant test with AI-generated options.
- 03** Week 3: test landing page variants and different audience segments with corresponding offers.
- 04** Week 4: review results, update hypotheses, and retire underperforming variants.
- 05** Ongoing governance: keep a weekly scorecard, owner, and clear escalation paths.
- 06** Risks and guardrails: bias, data leakage, regulatory exposure, and brand safety.
- 07** Measurement and ownership: define KPIs, dashboards, and who approves rollout.

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ABOUT THE CREATOR

Suhas Bhairav

I build AI systems that combine distributed architecture, retrieval, knowledge graphs, security, and practical workflow design. My focus is AI that can be used repeatedly by real teams: understandable, reliable, and grounded in the work people already do.

EXPERTISE

- Principal systems architecture and applied AI engineering
- Production-grade AI systems, agentic workflows, RAG, and knowledge graphs
- Full-stack workflow applications across AWS, Google Cloud, Azure, on-premise, and hybrid environments
- Practical AI implementation patterns for automotive, manufacturing, finance, logistics, cybersecurity, sales, and customer operations
- Security, governance, observability, approvals, and failure-mode thinking for operational AI systems

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