

AI Feature Redundancy: Sorting Value from Bloat

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GEEKS	MYSTICS
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“the mystical quadrant”

INDEPENDENCE FACTORS	REAL STORY GROUP	OTHER FIRMS
CONSULT TO VENDORS?	NO	YES
SPEAK AT VENDOR EVENTS?	NO	YES
ACCEPT EXPENSES & HOSPITALITY FROM VENDORS?	NO	YES
WRITE PAPERS FOR VENDORS?	NO	YES

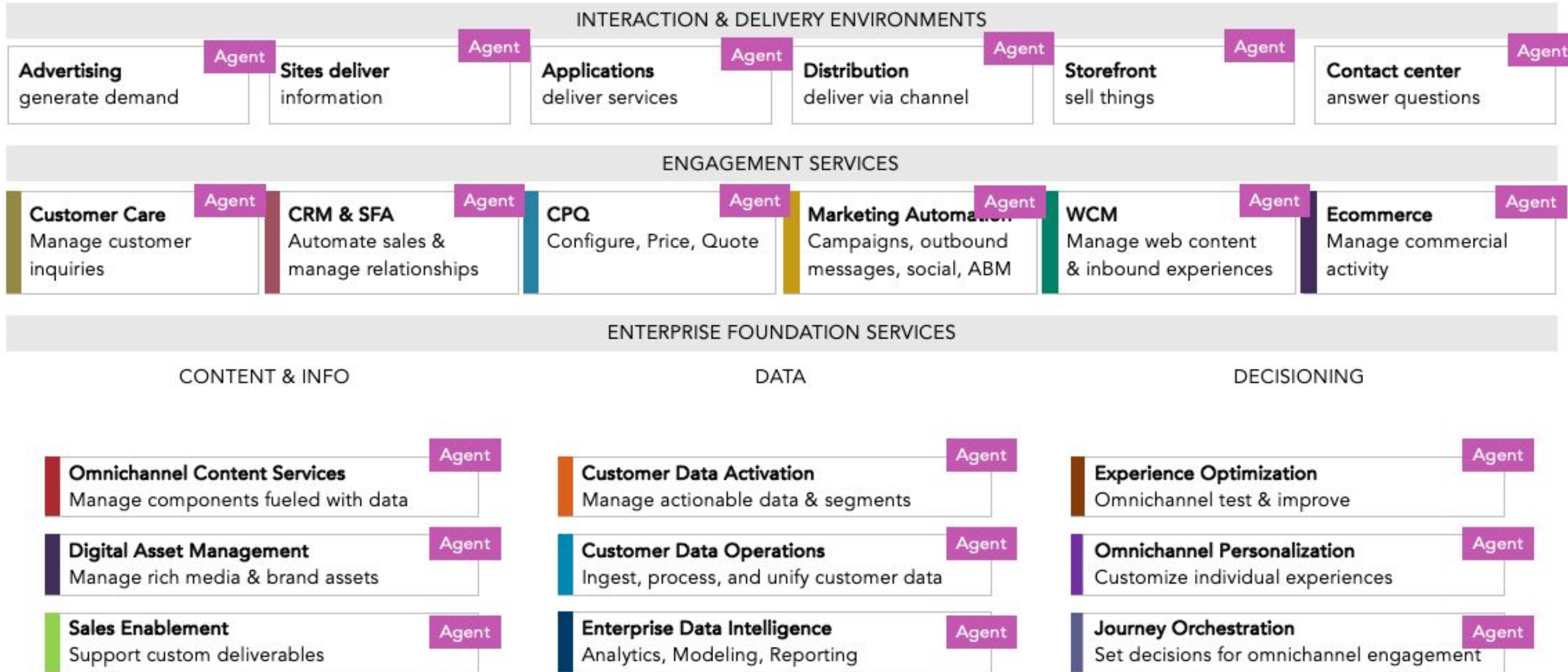
Why We Are Talking About This Now

- Every MarTech and digital vendor is shipping AI and agentic features
- Feature velocity is extremely high (if impactfulness unclear)
- Enterprises are struggling to determine where real value exists
- Leaders are asking a simple question:

Where should AI actually live in our architecture?

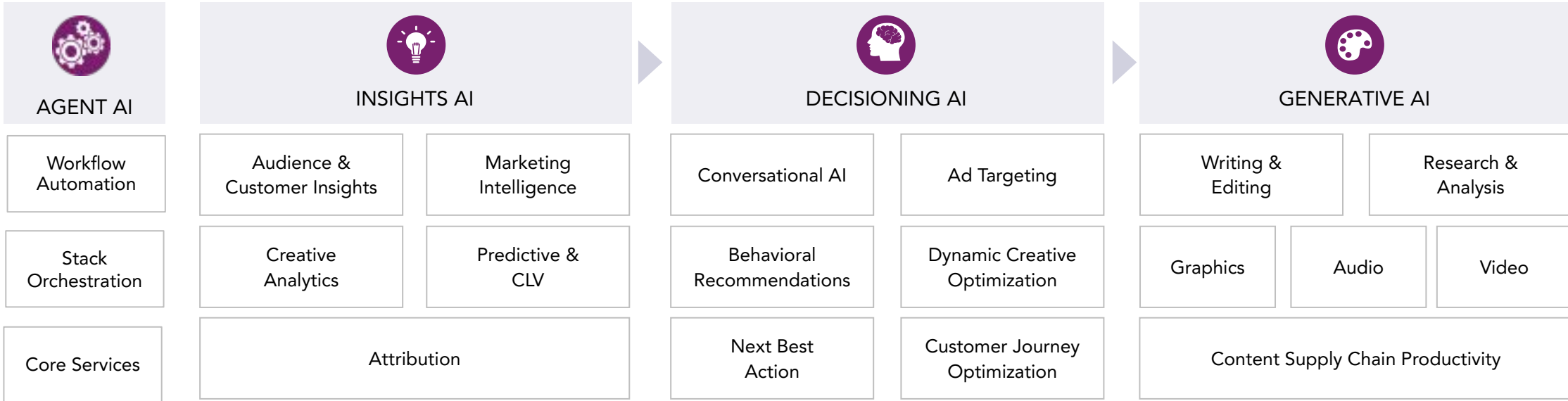
Today we introduce RSG's AI Redundancy Audit, a scenario-based framework for identifying overlap and focusing investment.

Agent Sprawl: Every Platform Ships Its Own Agent

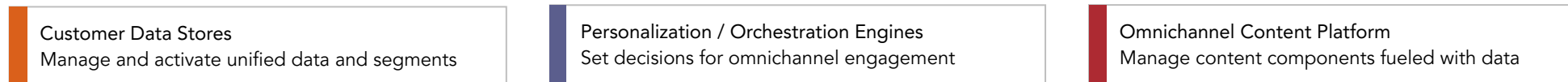


MarTech AI Target Reference Model Overview

DIVERSE ENGAGEMENT SERVICE EXAMPLES



FOUNDATIONAL PLATFORMS



FOUNDATIONAL CAPABILITIES



RESPONSIBLE AI



The Shift from AI Adoption to AI Accumulation

Early enterprise AI conversations focused on adoption, but now we see two simultaneous risks emerging.

Organizations are stuck between unchecked accumulation and cautious non-adoption.

Risk 1: AI Profusion

- Vendors racing to embed AI everywhere
- Multiple copilots, agents, and prediction engines
- Feature layering without architectural coordination

Risk 2: AI Paralysis

- Enterprises overwhelmed by vendor claims
- Difficulty vetting capabilities
- Hesitation to deploy AI without a clear strategy

From Ownership Anti-Patterns to Federated 2.0

Most AI shipping today is embedded intelligence inside individual tools.

- Copy generation in CMS or MAP
- Auto-tagging in DAM
- Predictive scoring in CDP
- Copilots in CRM

But the agentic architecture enterprises ultimately want looks very different.

- Spans multiple systems
- Requires shared context and decision logic
- Requires orchestration, governance, and memory
- Requires coordination across data platforms and applications

Key point: Enterprises are not buying an agentic architecture; they are assembling one.

Why Accumulation Creates Risk

As AI spreads across the stack, several risks appear.

- UX incoherence
- Data flowing through diverse AI Insights layers leading to different outcomes
- Multiple agents making decisions without shared context
- Conflicting recommendations from different systems
- Governance and compliance gaps

Redundancy increases cost.

Incoherence increases risk.

Architectural clarity becomes more important as AI adoption grows.

Where AI Bloat Appears in Real Stacks

Across enterprise MarTech environments we see consistent patterns.

- Several copilots generating similar marketing content
- Duplicate tagging and classification across CMS, DAM, and PIM
- Predictive models appearing in CDP, MAP, and CRM simultaneously
- Parallel “agent” features touching the same customer data
- Usage-based pricing multiplying across vendors

Different vendors describe these capabilities differently.

But under the surface, many rely on similar intelligence layers.

Start with Scenarios, Not Vendor Features

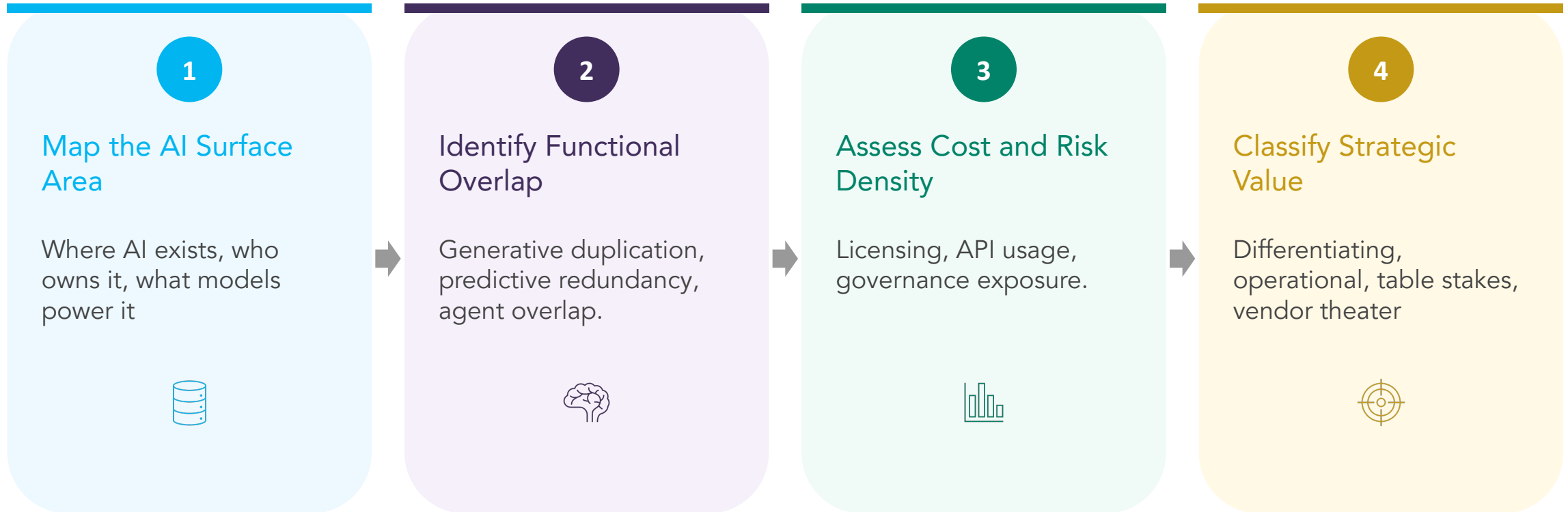
The right place to evaluate AI is not vendor feature lists.

It is business scenarios, examples:

- Content creation and campaign assembly
- Asset tagging and discovery
- Audience targeting and segmentation
- Journey optimization
- Insight generation and decision support

Mapping AI capabilities to scenarios exposes overlap quickly.

The RSG AI Redundancy Audit



Inside the AI Redundancy Audit Tool

A practical way to move from AI feature accumulation to a coherent capability portfolio.

Scenario Priorities

- Define the marketing scenarios that matter most
- Score them by business value and frequency
- Focus analysis on real use cases, not vendor claims

Capability Inventory

- Catalog AI capabilities across the stack
- Map vendors, ownership, and dependencies
- Reveal overlapping functionality

What the Tool Produces

- Clear view of redundancy across the stack
- Value vs complexity scoring
- Guidance on where to consolidate, govern, or scale

Top Priority Queue Items								
Rank	Capability ID	System / Vendor	Capability	Scenario	Priority Queue	Recommendation	Fixed Cost	Variable Cost
1	CAP-011	Zendesk	Grounded Q&A with retrieval augmentation	Support self-service deflection	70	Consolidate Around Best Option	\$10,000	\$18,000
2	CAP-010	Coveo	Semantic search and vector retrieval	Support self-service deflection	64	Consolidate Around Best Option	\$35,000	\$12,000
3	CAP-001	Jasper	Generative copywriting	Rapid campaign launch	61	Consolidate Around Best Option	\$30,000	\$18,000
4	CAP-006	Adobe	Image generation and variation	Paid media variant factory	60	Consolidate Around Best Option	\$15,000	\$20,000
5	CAP-007	Canva	Video and script assistance	Paid media variant factory	58	Retire / Deprioritize	\$10,000	\$10,000

Recommendation	Count	Fixed Cost	Variable Cost	Total Cost	Share of Items
Invest / Scale	7	\$200,000	\$73,000	\$273,000	35.0%
Consolidate Around Best Option	4	\$90,000	\$68,000	\$158,000	20.0%
Govern / Contain	5	\$335,000	\$97,000	\$432,000	25.0%
Monitor	2	\$0	\$7,000	\$7,000	10.0%
Retire / Deprioritize	2	\$22,000	\$22,000	\$44,000	10.0%
Total	20	\$647,000	\$267,000	\$914,000	100.0%

Scenario Summary								
Scenario ID	Scenario	Weight	Capabilities	Fixed Cost	Variable Cost	Avg Value	Avg Risk	High Redundancy
SCN-001	Rapid campaign launch	89	2	\$42,000	\$30,000	67.5	42.5	2
SCN-002	Always-on content refresh	78	1	\$0	\$6,000	75	36	0
SCN-003	Global localization at scale	78	1	\$40,000	\$15,000	79	55	0
SCN-004	SEO content hub acceleration	74	0	\$0	\$0			0

What Rationalization Looks Like

AI rationalization is not about removing innovation.
It is about directing investment toward the highest value layers.

Typical outcomes include:

- Consolidating duplicate generative capabilities
- Reducing redundant copilots and prediction engines
- Centralizing model governance
- Building orchestration where cross-system coordination is required

The goal is coherence, not accumulation.

Key Takeaways

- AI is spreading rapidly across the MarTech stack
- Enterprises face two risks: unchecked accumulation or stalled adoption
- Embedded AI features are not the same as enterprise AI / Agentic architecture
- Scenario-based audits reveal where real value exists

Thank you

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Questions?

