Vertis Media in-house AI skills and AI-enabled services

IMPLEMENTED 2023 ONWARDS · MEDIA AND PUBLISHING · UNITED KINGDOM · BAND C · CLAIMED ONLY
VERSION 1.0 · PUBLISHED 16 NOVEMBER 2026 · UPDATED 16 NOVEMBER 2026 · FACTS CHECKED 16 NOVEMBER 2026

A small UK marketing and advertising agency built its AI skills in-house from 2023, with internal training, a shared dashboard and weekly sharing. By its account, AI cut time on reporting and research, and new AI-enabled services contributed to an estimated 20% increase in turnover. It did no formal cost-benefit analysis.

ABOUT THIS SYNOPSIS

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Facts and figures are as reported by the sources listed below, which may be incomplete, self-reported or out of date. Check the original source before relying on any figure.

The impact band, proof marker and SEAM view are MarLuc's opinion. The organisation is not a MarLuc client and has not reviewed or endorsed this synopsis. Names and trademarks belong to their owners.

NOTICE WORDING LAST UPDATED 16 NOVEMBER 2026

AT A GLANCE

AI used: Generative AI tools for research, reporting, analysis and image, video and content creation; tools not named.

Implemented: 2023 onwards. Grade: band C, Process change, Claimed only.

Headline result, as reported: New AI-enabled services contributed to an estimated 20% rise in turnover, by Vertis Media's account; no formal cost-benefit analysis was done

1 · The case

The facts, as reported by the 5 sources listed at the end. Where a source is silent, the field says "Not reported".

Organisation

Vertis Media. UK marketing and advertising agency, registered as Vertis Media Ltd under the advertising agencies code at Companies House. Its website describes it as a content and media platform working with brands, content creators and publishers. Around 6 core employees plus freelancers, per the GOV.UK case study; its micro-entity accounts give an average of 3 employees, including directors, in the year to May 2025. Canvas block: 5. People and skills. Also 3. Customers and proposition, 4. Operations and process.

Business challenge

The challenge. By Vertis Media's account, AI was reshaping marketing and advertising: campaign management, reporting and analysis that once needed several specialists could be done by fewer people with AI tools. A small team, with people covering several roles, faced many new tools and the risk of wasted effort. The firm also saw a chance to apply its marketing expertise to specialised business-to-business sectors it could not reach before.

How it was addressed. The founders began with self-directed learning in 2023 and used an external provider's early collaborative AI platform and training resources. The firm then wrote its own training materials (short videos, guidance and reference documents on an internal platform), built a central dashboard bringing together tools, learning resources and experiments, and used weekly operational meetings to share new tools and uses. Automations filter and summarise external developments. Learning paths differed by role: creative staff trained on AI image, video and content tools, others on workflow, analysis and client-facing uses. AI was built into project management, reporting and operational dashboards, and new services were offered to clients. The firm paid employees for learning time. [1] [2] [3] [4] [5]

Who implemented it

In-house (In-house): Vertis Media: founders and staff built the training materials, dashboard and AI workflows..
An external provider of an early collaborative AI platform and training resources supported the first phase; the case study does not name it.

Technology (SEAM pillar E)

SEAM types: T1 Chat assistants. Deployment: Not reported. Vendors and products: Not reported.

Where it was built in: Built into project management, reporting and operational dashboards, with automations that filter and summarise external developments, by the firm's account; tools not named.

What changed

Before: execution-focused work such as campaign reporting and analysis took significant time, by the firm's account. After: AI is part of project management, reporting and dashboards, time on repetitive tasks fell, new AI-enabled services were added without a matching rise in headcount, and the firm repositioned towards niche business-to-business markets such as legal, finance, and oil and gas. The firm reported no staff reductions; the roles it needs shifted towards business development, client relationships and strategy. [1] [2] [3] [4] [5]

What it cost

Not reported. The firm did no formal cost-benefit analysis, by its account.

What it saved

By the firm's account: significant reductions in time on campaign reporting and analysis, and faster, cheaper research, with tangible outcomes within a few months. New AI-enabled services contributed to an estimated 20% increase in turnover. This is the firm's own estimate: no formal

Governance and control

Responsible use is managed through internal discussion, shared team norms and direct oversight by the founders, by the firm's account. Staff are trained to review, critique and refine AI outputs, and the firm regularly revisits where AI tools are appropriate. Written policy and data rules: Not reported.

S2 · Accountable owner · Claimed
Responsible AI use is under the direct oversight of the founders, by the firm's account. [1]

A1 · Safe use · Claimed
Responsible use is managed through internal discussion and shared team norms, and the firm regularly revisits where AI tools are appropriate, by its account. [1]

A2 · Human in the loop · Claimed
Staff are trained to review, critique and refine AI outputs, by the firm's account. [1]

A3 · Monitoring and assurance · Not reported
Not reported. The firm did no formal cost-benefit analysis of AI adoption. [1]

A4 · Vendor AI · Not reported
Not reported.

A5 · Agent controls · Not reported
No agents described.

A6 · Standards and regulation · Not reported
Not reported.

What worked, what did not, what is unproven

WORKED

– Less time on reporting and research, by the firm's account.

– New AI-enabled services and a move into specialised business-to-business sectors, by the firm's account.

– Shared learning through a central dashboard and weekly meetings, by the firm's account.

DID NOT

– Early experimentation risked fragmentation, and the team paused to decide which tools and processes had clear business value, by the firm's account.

– More information to process raised cognitive load, and the firm had to prioritise projects to avoid over-extension, by its account.

UNPROVEN

– The 20% turnover rise: an estimate, with no formal cost-benefit analysis and no independent check.

– How much time was saved: no figures reported.

– Whether training staff to review AI outputs replaces the learning from tasks AI now does, an issue the firm itself raises.

Timeline

May 2014 Vertis Media Ltd incorporated [3]

2023 Vertis Media begins AI upskilling, starting with the founders' own learning [1]

Jun 2026 GOV.UK case study reports new AI-enabled services and an estimated 20% rise in turnover [1]

2 · Grade and SEAM assessment

MarLuc's opinion, made on the evidence above. How cases are graded: marluc.co.uk/case-studies/how-we-rate

Level of change and impact

Claimed: B. Grade: C, Process change. Proof: Claimed only. Level of change: Process change.

Process change (Level 2, band C), claimed as operating model change (Level 3, band B). The firm describes AI built into reporting and project management and a shift in the roles it needs; the evidence is its own account.

Process change, claimed as operating model change. By the firm's account, AI is built into reporting, research and project management, and the roles it needs shifted from execution towards business development and strategy. The 20% turnover figure is an estimate without a formal assessment, and no independent source confirms any result.

The SEAM view and lessons learnt

For a firm of a handful of people, the approach is cheap and direct: founders learn first, write short internal guides, keep one shared dashboard and talk about tools every week. The firm names two risks that larger organisations also face: information overload, and junior staff losing the routine tasks they used to learn from. The 20% turnover figure is an estimate with no formal assessment behind it. A larger organisation copying this model should set a baseline and a simple measure before claiming revenue effects.

1. Keep AI tools, guides and experiments in one shared place.
2. Pause early experiments and keep what has clear business value.
3. Set a baseline before estimating revenue effects from AI.

Evidence

Score 0 of 4. Self-reported estimate: the firm's own account in a case study that GOV.UK says was not independently audited or verified, and the firm did no formal cost-benefit analysis. Companies House records confirm the company and its size only.

Evaluation method. Self-reported estimate: qualitative interviews validated with the organisation and published in a government research programme; no formal cost-benefit analysis.

Sources disagree. The GOV.UK case study says Vertis Media was founded in 2015; Companies House shows Vertis Media Ltd incorporated on 8 May 2014. The case study gives a core team of around 6 employees; the company's micro-entity accounts give an average of 3 employees, including directors, for the year to 31 May 2025 (2024: 3).

Status. Ongoing: by its account, the firm is at the strategy stage of AI skills adoption, with

3 · Original sources

Read these in full. To challenge a fact or a grade, use the contact form at marluc.co.uk or the link on https://marluc.co.uk/case-studies/vertis-media-in-house-ai-skills

[1] GOV.UK (Department for Work and Pensions and Skills England): Supporting case studies: What works for AI upskilling in the UK (June 2026, updated July 2026)
https://www.gov.uk/government/publications/skills-for-ai-what-works-for-ai-upskilling-in-the-uk/supporting-case-studies-what-works-for-ai-upskilling-in-the-uk

[2] GOV.UK (Skills England): New tools will help employers maximise AI productivity gains (10 June 2026)
https://www.gov.uk/government/news/new-tools-will-help-employers-maximise-ai-productivity-gains

[3] Companies House: VERTIS MEDIA LTD, company overview (09030280)
https://find-and-update.company-information.service.gov.uk/company/09030280

[4] Companies House: VERTIS MEDIA LTD, micro-entity accounts for the year ended 31 May 2025
https://find-and-update.company-information.service.gov.uk/company/09030280/filing-history/MzUwNjg3MzU5OWFkaXF6a2N4/document?format=xhtml&download=1

[5] Vertis Media: company website
https://vertismedia.co.uk

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Version 1.0 · Published 16 November 2026 · Updated 16 November 2026 · Facts checked against sources 16 November 2026 · Downloaded 26 November 2026. This PDF may be out of date: the latest version, and a way to report an error or a better source, is at https://marluc.co.uk/case-studies/vertis-media-in-house-ai-skills

VERSION HISTORY

v1.0 16 November 2026 First published