

AI CONTROL MATRIX

Decide what AI can do, where you stay involved, and what it should never decide alone.

CAMPAIGN		PLATFORM	
PRIMARY GOAL		MONTHLY BUDGET	

The three control levels

AUTOMATE	ASSIST	APPROVE
AI may execute within clear limits. You monitor results and exceptions.	AI prepares or recommends the change. A person reviews it before launch.	AI provides analysis or options. A person owns the decision and execution.
Best for: repetitive, reversible, low-risk work.	Best for: changes that can affect spend, targeting, creative, or measurement.	Best for: strategy, business tradeoffs, brand risk, and irreversible choices.

Complete the matrix

Review one active campaign. Assign each task a control level, then define the rule AI must follow. Add or replace tasks so the matrix reflects how your business actually operates.

CAMPAIGN TASK	AUTOMATE / ASSIST / APPROVE	RISK L / M / H	HUMAN APPROVAL OR GUARDRAIL
Budget pacing and alerts			
Bid or budget changes			
Audience or keyword expansion			
Search-term or placement exclusions			
Ad copy and creative variations			
Campaign recommendations			
Performance analysis			
Conversion and lead-quality decisions			

TURN THE MATRIX INTO A WORKING RULE

A control decision is only useful when it changes how the campaign is managed.

1. What can you automate now?

List one low-risk, reversible task AI can handle within a clear limit.

2. Where must AI assist?

List one task where AI can prepare the work, but you or a trusted person must approve it.

3. What must a person approve?

List one strategic or high-risk decision that requires business context and human ownership.

4. What is your non-negotiable guardrail?

Examples: never increase daily budget by more than 10%; never launch unreviewed claims; never optimize toward an unqualified lead.

Your next campaign action

CHANGE TO MAKE	
OWNER	
DEADLINE	
SUCCESS MEASURE	

QUICK CHECK

If AI can spend money, change who sees your ads, publish a claim, or alter what counts as a successful conversion, require human approval until the system has earned your trust.