



 Marketing Wizard

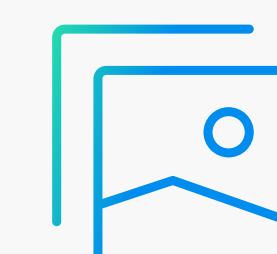
Instant content compliance, powered by your legal intelligence



Marketing is expected to deliver more campaigns, across more channels, at greater speed, while avoiding brand and regulatory missteps. Yet legal reviews often take over a week, causing costly rework and launch delays. At the same time, legal teams are expected to do more with the same team and still protect the business.

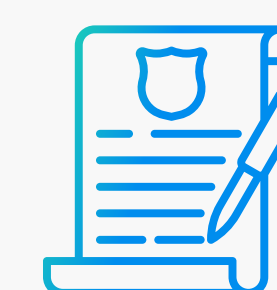
Marketing Wizard is built for this reality, identifying legal and brand risks faster and more accurately than manual reviews. Powered by AI-driven compliance checks and embedded legal guidance, it helps teams ship campaigns sooner, eliminate low-value tasks, and position legal as a true strategic partner.

What Marketing Wizard delivers:



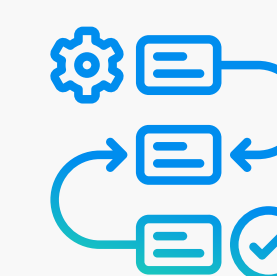
AI-driven content compliance

Scan copy, ads, and assets in seconds. Our AI-powered engine applies 230+ industry regulations, acts and guidelines, plus your organisation's intelligence, to catch issues early and speed approvals.



Embedded legal guidance

Plexus Knowledge provides instant, in-context legal guidance, automatically aligning every asset to brand, policy, and legal standards. Built-in rules reduce escalations and continuously monitor for compliance drift.



One workflow for legal and marketing

Unify submissions, reviews and approvals in a single workspace for smarter collaboration. Every version, comment, and decision is tracked for complete visibility and audit-ready compliance.



Real-time insight and risk scoring

View risk levels, approval progress, and blockers across every asset and campaign. Intelligent routing ensures legal time is only spent where it's needed.


"Plexus has helped decode legal jargon inside and out, setting us up for success by ensuring that we're compliant across our brands, websites and partners that we work with."

Kelsey Martin, Shopper Activation Executive



Marketing Wizard’s advantage for CMOs and GCs

AI-driven **marketing compliance** backed by *your* legal intelligence.

	Marketing Impact (CMO)	Legal Impact (GC)
 Speed-to-market	Launch up to 5x faster with instant, actionable feedback during content creation and a proven reduction in legal back-and-forth.	Minimise low-value reviews with AI-powered early-stage checks, allowing legal teams to focus on strategic and nuanced decisions.
 Cost efficiency	Catch issues early - before creative hits production - to reduce rework and late-stage agency costs.	Reduce reliance on external counsel and avoid last-minute compliance issues by embedding legal expertise into every workflow.
 Legal confidence at scale	Move fast and publish low-risk assets with confidence, knowing legal standards are applied automatically.	Enable self-service for low-risk tasks, with a complete audit trail and embedded legal guidance built on your rules and policies.

How Marketing Wizard streamlines brand and legal review:

Instant ad and content review

AI-powered guidance scans copy, creative, and assets - across all standard formats - for legal, brand, and regulatory risks.

- ✓ **Reduce review cycles from 7–10 days to just hours.**

Risk scoring and intelligent routing

Content is flagged by risk level, with only high-risk items routed to legal.

- ✓ **Up to 70% of routine approvals handled without escalation.**

Self-service, chat interface

Marketers receive instant, in-context compliance guidance where they work.

- ✓ **Instant AI-powered guidance reduces escalations to legal.**

Consistent compliance across regions

Apply local regulatory guidance (e.g, Australian Consumer Law, AANA Code of Ethics) to ensure every asset withstands regulatory scrutiny.

- ✓ **Global-to-local campaigns launched with confidence.**

Real-time workflow visibility

Track risk levels, approval status, and bottlenecks across assets and campaigns.

- ✓ **Prevent stalled launches and deadlines with complete visibility.**

Let’s talk about launching faster, safer, and smarter.

Request a demo →