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LONDON, LONDON, UNITED KINGDOM, September 14, 2026 /EINPresswire.com/ -- Digital Agency Network (DAN) has published [The Agentic Workflows Guide](#), a free report on how digital agencies are deploying AI agents in live client work. Among the results it documents: one contributing agency compressed a market intelligence process that previously took more than a week into a single overnight run, while another cut SEO planning and audit projects from one or two days down to a few hours.



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Built with contributions from 10 agency leaders across DAN's member network, the guide sets out the workflow architectures behind those numbers. Agencies are running both sequential multi-agent systems and parallel orchestration, assigning specialised agents to research, analysis, evaluation, content generation and quality assurance before outputs converge for human review.

The gains are landing in operational work rather than creative work. Content production accounts for 28% of reported value, followed by data analysis and reporting at 24% and internal operations at 17%. SEO and organic growth and paid media each account for 11%, and personalization and segmentation 7%. Creative production sits last at 3% — a direct counterpoint to the widespread expectation that generative AI would reshape creative output first.

Agencies are also building layered AI stacks rather than committing to one vendor. Anthropic's Claude leads at 38% of reported usage, ahead of OpenAI at 23% and Google's Gemini at 19%. Automation platform n8n accounts for 12%, and custom-built internal systems 8% — a spread that points to tooling assembled task by task, with different systems handling research,

reasoning, automation and quality assurance.

Speed has not come at the cost of oversight. Most contributing agencies run human-controlled or semi-autonomous workflows, keeping strategic review, quality assurance and final approval in human hands.

"The architecture matters less than where you put the human," said Adam Griffith, Managing Director at Luminary.

"Speed from AI, judgment from humans. No default model outputs reach our clients," said Michael Gaizutis, CEO and Founder at RNO1.

That discipline reflects what agencies name as their biggest obstacles: output quality inconsistency is the most frequently cited challenge, followed by a lack of control and predictability and the risk of over-automation.

"Agentic workflows don't eliminate complexity. They shift it from human bottlenecks to system-level challenges," said Michael John, CEO and Founder at LOOP.

Deployment maturity varies widely. Half of the agencies surveyed describe their implementation as project-specific and 30% describe it as experimental, while 10% have standardized agentic workflows across the organization and 10% operate them at enterprise grade.

The guide closes on what automation does to the agency business model itself, with contributors pointing to emerging revenue built on strategic infrastructure consulting, IP-driven monetization, agent curation and SaaS-like scalability.

"Agentic workflows will likely put pressure on the traditional agency model because they reduce the value of execution while increasing the value of judgment, strategy, and orchestration," said Jill Maldonado, Director of Brand Growth at Victorious.

The Agentic Workflows Guide is available to download at no cost at <https://digitalagencynetwork.com/agentic-workflows-guide/>. It joins DAN's library of [digital marketing guides](#), a collection of industry-specific and strategy-focused reports co-created with more than 100 contributors from the network's member agencies.

About Digital Agency Network

Digital Agency Network is a London-based platform connecting brands with vetted digital marketing agencies worldwide. DAN's network spans 4,000+ member agencies across 126 cities in the USA, UK, Canada, Australia, Europe, Asia and MENA, reaching more than 146,000 monthly visitors through its agency directory, editorial content, guides, job board and industry events.

Evren Kacar
DAN Global
[email us here](#)

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