

Why agency AI needs client memory

Most AI tools start from a blank prompt. Agency work does not. Every client has history: goals, constraints, approved language, reporting preferences, creative direction, stakeholder feedback, and channel performance.

The argument

AI becomes more useful when it works from the client context your team has already built, reviewed, and approved. Memory turns repeated agency work into compounding context.

Client context

Human review

Project memory

Agency AI

Blank AI vs project-aware AI

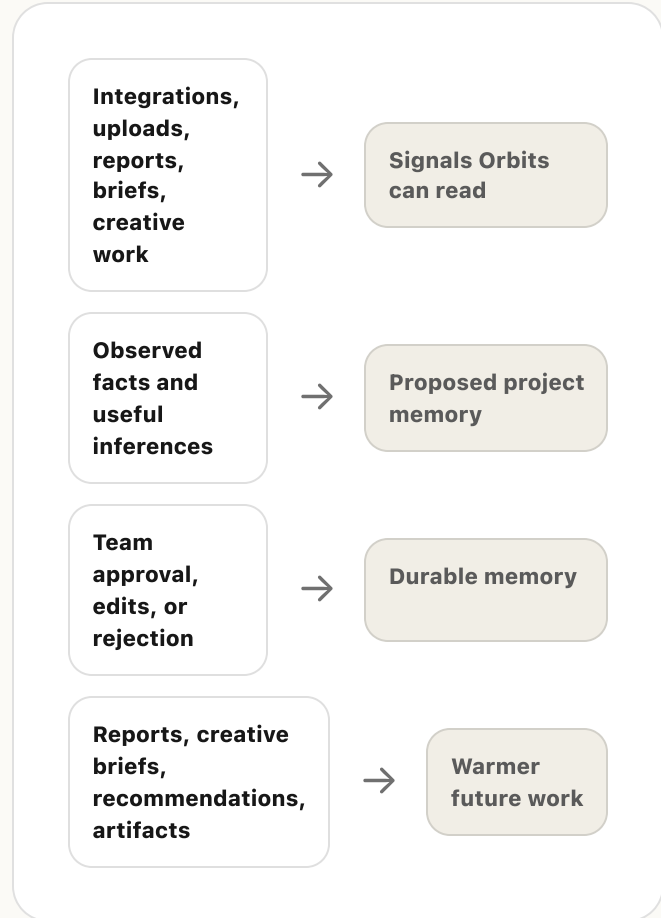
- 1 Generic tools wait for someone to paste context.
- 2 Orbits keeps context attached to the client project.
- 3 Approved memory shapes the next report, brief, asset, or recommendation.

Client context should live with the project, not the chat

A chat window is useful for one-off work. A client relationship is not one-off work. Agency teams need context to stay attached to the account, not trapped in an individual thread or scattered across exports.

When context lives with the project, the next report, proposal, creative brief, or content draft does not start cold. The team can import messy data, generate a report, revise it, save the learning, and carry that learning into the next client conversation.

The value is not just faster generation. The value is continuity.



AI should use approved work, not guess from scratch

1 Source context
Files, integrations, custom metrics, reports, assets, and client-facing outputs.

2 Reviewable memory
Concise proposed facts, preferences, goals, constraints, and prior decisions.

3 Durable memory
Approved context future work can trust and reuse inside the project.

4 Generated work
Reports, briefs, creative directions, recommendations, and client-ready artifacts.

The best agency context often comes from work the team already reviewed. An approved report summary, an edited client update, a saved creative direction, or a finalized proposal says more about the account than a generic prompt ever could.

Reports should reflect the client's actual goals. Content should sound closer to the brand. Creative briefs should start from what has already worked. Recommendations should connect to evidence the team can inspect.

The goal is not to make AI sound more confident. The goal is to make the work more grounded.

Memory should be scoped, visible, and controlled

Agency memory has to earn trust. Client context should not blend across accounts. AI should not silently turn every guess into permanent truth. Teams should be able to see what Orbits is using, remove stale context, and keep sensitive work inside the right project.

Scoped

Memory belongs to the right workspace and project, so one client's context does not leak into another account.

Visible

The team can inspect proposed and approved memory instead of trusting invisible prompt history.

Controlled

Weak inferences can be rejected, useful facts can be edited, and stale context can be removed.

Useful memory is not magic memory.

Useful memory is sourced, scoped, reviewable, and reusable. It helps the AI carry forward what the agency already learned without pretending every observation is permanent truth.

WHAT CHANGES

Every new artifact starts with more of what your agency already knows

With client memory, AI becomes less of a blank-page assistant and more of a project-aware teammate. The team can move from source data to report, from report to recommendation, from recommendation to creative test, and from creative test back into the next client conversation.

Orbits remembers the client context behind the work, so future outputs can start from the account's operating history rather than a prompt written from scratch.



Reports carry prior goals, preferences, and source context.



Creative briefs start from what the campaign already showed.



Recommendations connect to evidence and prior client decisions.



Teams spend less time re-explaining the account to the AI.

Orbits is an AI-native workspace for marketing agencies.