

— BENCHMARK REPORT 2026

B2B AI agent benchmarks 2026

A documentation review of 11 named marketing AI agent products against 10 governance controls: approval, permissions, audit, recovery, AI data use and more.

11

PRODUCTS

10

CONTROLS

73DOCUMENTED YES
VERDICTS

At a glance

This benchmark checks whether vendor documentation describes concrete governance mechanisms for each named agent. It does not test products, score them or pick a winner.

Coding frozen: 15 September 2026. Evidence gathered across 2–15 September; some findings rely on earlier reads. 11 products × 10 controls; alphabetical, no ranking. Yes = documented; No = not verified; N/A = outside scope. Pre-publication vendor-response window pending.

HOW TO READ A VERDICT

- **Yes: documented.** A concrete mechanism is documented for the named surface or explicitly inherited platform. Scope may be limited.
- **No: not verified.** No qualifying evidence verified. Does not prove absence.
- **N/A: outside scope.** Outside the explicitly assessed workflow; excluded from the denominator.

DOCUMENTED COVERAGE BY CONTROL

Yes ÷ applicable products (N/A excluded). Primary 11-product frame.

Action scope		10/11
Human approval		7/11
Permissions		8/11
Read/write boundaries		2/10
Auditability		8/11
Guardrails / limits		10/11
Human intervention		9/11
Recovery after an action		1/10
AI data use		10/11
Traceability		8/11

Amber marks controls documented for fewer than half of applicable products.

1/10

Recovery after an action. One of ten applicable products under the stated linked-platform rule; zero if only agent-native undo qualifies.

2/10

Read/write boundaries. Explicit read-only versus write settings were documented for two applicable products.

10/11

Action scope, guardrails and AI data use were each documented for ten of eleven products.

COMMERCIAL INTEREST

Crolytics sells governed AI systems for B2B go-to-market, overlapping commercially with this category. Crolytics is not included or scored. This is publisher-produced research, not an independent market-wide assessment. Publisher description checked September 15: crolytics.ai

DRAFT STATUS

Pre-publication draft: every named vendor must receive its findings and a written opportunity to correct them before release. The window has not started. Allow five full working days after successful delivery, extending to ten where needed; record responses and supported corrections before publication.

CONTENTS

- 01 Vendor matrix
- 02 Control coverage
- 03 Method rules
- 04 Limitations
- 05 Evidence register
- 06 Assessment scorecards

01

Vendor matrix

Eleven products, ten controls, listed alphabetically. The matrix is a record of what documentation shows, not a ranking.

VENDOR / NAMED AGENT	Action scope	Human approval	Permissions	Read/write boundaries	Auditability	Guardrails / limits	Human intervention	Recovery after an action	AI data use	Traceability
ActiveCampaign Active Intelligence	●	●	●	●	●	●	●	○	●	●
Attentive AI Journeys	●	○	○	○	○	●	○	○	●	○
Braze BrazeAI Agent Console	●	○	●	○	●	●	●	○	●	●
Creatio Marketing AI Agents + AI Studio	●	●	●	○	●	●	●	○	●	●
Hightouch AI Decisioning Agents	●	○	●	○	●	●	●	○	●	●
HubSpot Breeze Studio Agents	●	●	●	●	●	●	●	○	●	●
Klaviyo Composer	●	●	○	—	○	●	●	—	●	○
Profound Profound Agents	●	●	●	○	●	●	●	○	●	●
SAP SAP Engagement Cloud — Joule campaign-management capability (Early Adopter Care)	○	○	○	○	○	○	○	○	○	○
Salesforce Agentforce Marketing — Campaign Creation Agent	●	●	●	○	●	●	●	○	●	●
Yext Scout + Action Center	●	●	●	○	●	●	●	●	●	●
Documented Yes / applicable	10/11	7/11	8/11	2/10	8/11	10/11	9/11	1/10	10/11	8/11

● Yes: documented

○ No: not verified

— N/A: outside assessed scope

Recovery note. Recovery: 1/10 under the stated linked-platform rule; 0/10 if only agent-native undo qualifies. See Method rules. September 15 changed SAP and Salesforce recovery from N/A to No.

02

Control coverage

Counts derive directly from Vendor matrix. Rate = Yes ÷ applicable products. N/A is excluded. No means evidence was not verified.

CONTROL	YES	NO	N/A	APPLICA BLE	COVERAGE	
Action scope	10	1	—	11		90.9%
Human approval	7	4	—	11		63.6%
Permissions	8	3	—	11		72.7%
Read/write boundaries	2	8	1	10		20.0%
Auditability	8	3	—	11		72.7%
Guardrails / limits	10	1	—	11		90.9%
Human intervention	9	2	—	11		81.8%
Recovery after an action	1	9	1	10		10.0%
AI data use	10	1	—	11		90.9%
Traceability	8	3	—	11		72.7%

SENSITIVITY: EXCLUDING SAP

Excluding SAP tests the effect of inaccessible evidence; it does not replace the original sample. All ten SAP cells are No (not verified), so every Yes count stays constant.

No qualifying evidence verified is not proof of feature absence. SAP remains in the primary 11-product frame; the alternative table here removes SAP from every applicable denominator.

CONTROL EXCLUDING SAP	YES / APPLICABLE	COVERAGE
Action scope	10 / 10	100.0%
Human approval	7 / 10	70.0%
Permissions	8 / 10	80.0%
Read/write boundaries	2 / 9	22.2%
Auditability	8 / 10	80.0%
Guardrails / limits	10 / 10	100.0%
Human intervention	9 / 10	90.0%
Recovery after an action	1 / 9	11.1%
AI data use	10 / 10	100.0%
Traceability	8 / 10	80.0%

03 Method rules

Source evidence: product/help/admin/technical/security/privacy documentation.
Promotional pages alone do not earn a Yes. No product was installed or tested.

CONTROL DEFINITIONS

CONTROL	PLAIN-LANGUAGE DEFINITION	WHAT EARNS A YES
Action scope	Actions the agent can perform	A named product action/tool list or operational workflow.
Human approval	Review before an action	A mandatory or configurable approval gate for at least some actions.
Permissions	Who or what may act	Named-product roles, or tool/data/action permissions. Distinguish operator access from agent authority.
Read/write boundaries	Read versus change access	Explicit read-only versus write/action settings on the named surface or included connector.
Auditability	Persistent action or run history	A product-linked history, audit log or durable outcome record.
Guardrails / limits	Behavior or usage constraints	Concrete instructions, eligibility/tool policies, checks, budgets, credits, caps or timeouts. Mechanisms may overlap.
Human intervention	A person's intervention options	A documented rejection, pause, stop, update or takeover. State timing: pending action, active workflow or future runs.
Recovery after an action	Restore affected data or state after execution	A documented way to restore affected data or state after an executed action, within stated limits. Manual/platform recovery qualifies only when documentation links it to the named action. Cancellation before execution does not count as recovery.
AI data use	How agent data is handled	Product-specific use/non-use, retention, sharing or model-training disclosure. Only disclosed dimensions receive credit.
Traceability	Context explaining an outcome	Retained inputs, outputs, sources, steps, instruction versions or explanations. Distinguish test runs from production.

VERDICTS, RATES AND VERSIONING

TERM	DEFINITION
Yes	A concrete mechanism is documented for the named surface or explicitly inherited platform. Scope may be limited.
No	No qualifying evidence verified. Does not prove absence.
N/A	Outside the explicitly assessed workflow. Drafts handed to a human editor without agent save/execute authority are excluded for read/write and recovery. Human initiation or approval does not remove applicability. An inherently irreversible action is not automatically N/A: if it is within the assessed workflow, recovery remains relevant.

03 Method rules

Rates	Coverage = Yes / (Yes + No), calculated from the frozen matrix.
Repeat the study	Fix sample and date; define product/connector scope; apply these ten definitions; check positive and negative verdicts; retain sources and caveats; reconcile counts.
Version	September 2 baseline; targeted September 14 refresh; September 15 supplementary reads, scope adjudication and coding freeze. Some sources could not be reopened. Vendor-response window pending. Any resulting corrections require a new revision date and synchronized assets.

SCOPE DECISIONS AND SAMPLING

TERM	EXPLANATION
Scope rule	For every control, evidence must identify the named agent or explicitly connect a platform/connector mechanism to its workflow. The mechanism need not live in the same UI. Generic platform features without that link do not qualify.
Yext recovery decision	Retain Yes from the September 14 read: Approving Actions directs manual restoration of Knowledge Graph changes; Entity History describes eligible field undo. This supplies the link from agent action to affected state. It is a linked platform/manual path, not a native-only rule. Help pages could not be reopened September 15.
Recovery exclusions	The reviewer reports UI-only Field Updated undo; exclusions include other event types, repeated changes to the same field/entity, pending new entities, Country Code, Coordinates, Locale and images; history is capped at three years. These detailed restrictions were not independently reverified September 15 and are not used to award extra credit. Consult the linked help pages before use.
Klaviyo scope	Retain N/A for read/write and recovery only for the assessed analyze/audit and draft-to-editor modes. The June 26 get-started page, reopened September 15, describes humans applying fixes and editing drafts. Broader execute/connector claims on the same page are not adjudicated in this narrow scope; do not generalize N/A to every Composer workflow.
Salesforce scope	Read/write remains No; recovery changes N/A → No. The current Campaign Creation help page explicitly names Save Campaign Brief and Save Campaign agent actions powered by Flow. Persisted records make both controls applicable even when a human requests saving. A read-only switch or recovery path was not verified.
SAP scope	Recovery changes N/A → No using the retained September 2 applicability record: the June 3 Q2 release describes campaign finding and duplication. Creating a campaign copy changes stored state; user initiation does not exempt recovery. SAP pages could not be reopened in the final pass. Nine existing No verdicts remain unverified baseline findings, not newly confirmed absences.
Sampling method	Retain the recorded, deduplicated 11-vendor union from three G2 themes: AI Agents for Marketing Automation; Cross-Channel Marketing; CRM-Integrated Marketing Solutions. Recorded frame date July 5, 2026. Historical completeness was not independently reconstructed from archived captures. Named surfaces were then scoped within each vendor.
G2 frame sources	g2.com/categories/ai-marketing-agents/themes/ai-agents-for-marketing-automation · g2.com/categories/ai-marketing-agents/themes/cross-channel-marketing · g2.com/categories/ai-marketing-agents/themes/crm-integrated-marketing-solutions

04

Limitations

Read these before interpreting a Yes, a No, or a comparison. The full list is retained here; the article uses a shorter summary.

Sample	11 named marketing AI products, not a representative sample of every agent. Products serve mixed B2B and B2C use cases; this is a buyer benchmark relevant to B2B teams.
Sampling frame	Retain the recorded, deduplicated 11-vendor union from three G2 themes: AI Agents for Marketing Automation; Cross-Channel Marketing; CRM-Integrated Marketing Solutions. Recorded frame date July 5, 2026. Historical completeness was not independently reconstructed from archived captures. Named surfaces were then scoped within each vendor.
Documentation review	No hands-on tests of control effectiveness, security, accuracy or usability. No means not verified, not proven absent.
Dates	Of 73 positive verdict entries, 35 have an exact recorded page date; 22 have no page-level date shown, 6 only a relative date, and 10 no exact date recorded during the refresh. Thus 38/73 (52.1%) lack an exact recorded page date. Check dates describe retrieval, not publication or historical availability. These counts concern entries, not unique pages.
Scope	Controls may apply only to named workflows, objects or nodes. Platform evidence requires documented inheritance; adjacent unrelated products do not transfer.
Permissions	Broad credit includes operator access, agent authority and connector permissions. These are different mechanisms; no strict prevalence count or vendor ranking is claimed.
Guardrails	Prompt guidance, enforced checks and resource caps differ and can coexist. A Yes does not prove reliable enforcement or cover every action.
Recovery	Yext remains a conditional linked-platform/manual recovery Yes; 1/10 under that rule, 0/10 under an agent-native-only rule. Detailed exclusions and the failed September 15 reopen are recorded in Method rules. No universal undo or full restoration of external consequences is established.
Irreversible actions	Some consequences cannot meaningfully be undone. Sending a message and restoring a database field differ. A send-cancellation window is preventive; a corrective follow-up is mitigation, not restoration.
Recovery applicability	Recovery now includes Salesforce saved campaign records and SAP campaign duplication: both N/A → No. Klaviyo N/A remains limited to the assessed advisory/draft-to-editor workflow. Human approval is not a reason for exclusion.
Trace detail	Profound's detailed step/variable evidence is strongest for test runs. Hightouch displayed attributes are context, not proof of causal influence.
Audit detail	A durable run/action history can earn Yes without proving full execution detail, retention, exportability or forensic completeness. Yext Completed history is broad evidence only.
Frame membership	Marketing Automation: Profound, Salesforce, Attentive, ActiveCampaign, Yext. Cross-Channel additions: Klaviyo, SAP, Braze. CRM-Integrated additions: HubSpot, Hightouch, Creatio. Membership is the research record, not a ranking.
Supplementary scope sources	Salesforce: help.salesforce.com/s/articleView?id=mktg.mktg_einstein_copilot_in_mc.htm · SAP: community.sap.com/t5/crm-and-cx-blog-posts-by-sap/sap-engagement-cloud-q2-2026-release · Klaviyo: help.klaviyo.com/hc/en-us/articles/52230280693403

04

Limitations

Comparability	Products have different functions, scopes and eligible denominators. Compare one control at a time. No combined score, ranking, winner or efficacy claim is provided.
Coverage and retrieval	Search can miss evidence and live pages can change. Multiple Yes cells may rely on one document. The register contains one row per positive verdict, not independent studies.
Vendor review	Pre-publication draft: every named vendor must receive its findings and a written opportunity to correct them before release. The window has not started. Allow five full working days after successful delivery, extending to ten where needed; record responses and supported corrections before publication.
Future editions	Add products in a separately dated edition using the same definitions. Keep this 11-product table frozen so sample changes are not mistaken for vendor improvement.
Commercial interest	Crolytics sells governed AI systems for B2B go-to-market, overlapping commercially with this category. Crolytics is not included or scored. This is publisher-produced research, not an independent market-wide assessment. Publisher description checked September 15: crolytics.ai
Availability	Yext's June 17, 2026 announcement described Action Center as available by request for eligible customers and reported 88 beta brands. This is a dated availability note, not a September 15 beta-count or availability claim.
Data-use detail	A training restriction does not settle retention or sharing. Profound's new evidence covers named nodes and third-party training. Salesforce uses narrower trust-layer evidence after the original source was inaccessible.
Access and legacy sources	SAP scope evidence comes from the September 2 baseline record of its June 3 release; final source access failed. SAP No verdicts are not confirmed feature absences. Yext recovery evidence remains from September 14; help pages could not be reopened September 15. Legacy Klaviyo credit evidence was replaced in the September 14 refresh.
Supplementary article sources	Gmail Send or unsend messages: support.google.com/mail/answer/2819488 — checked Sept 15, 2026; no exact page date shown. Explanatory example, not a twelfth benchmark product. Yext availability: yext.com/about/news-media/yext-opens-full-platform — published June 17, 2026; checked Sept 15.

05

Evidence register

73 positive verdicts, one row per Yes. Multiple URLs in a row jointly support that verdict.
Date status separates access date from page date. See Limitations for scope.

ActiveCampaign 9 documented verdicts		
Action scope	Active Intelligence overview help.activecampaign.com/.../208434004001-Active-Intelligence-overview	Checked 2026-09-02; page: 2026-08-27
Human approval	Create campaigns with Active Intelligence help.activecampaign.com/.../166805463420-Create-campaigns	Checked 2026-09-02; page: 2026-08-27
Permissions	Schedule tasks with Active Intelligence / AI contact import help.activecampaign.com/.../285431602655-Schedule-tasks	Checked 2026-09-02; page: 2026-08-26
Read/write boundaries	Use the Stripe connector in Active Intelligence help.activecampaign.com/.../259333261321-Stripe-connector	Checked 2026-09-02; page: 2026-04-28
Auditability	Schedule tasks with Active Intelligence help.activecampaign.com/.../285431602655-Schedule-tasks	Checked 2026-09-02; page: 2026-08-26
Guardrails / limits	AI Actions Library overview help.activecampaign.com/.../203145080354-AI-Actions-Library	Checked 2026-09-02; page: 2026-05-11
Human intervention	Create campaigns / Schedule tasks with Active Intelligence help.activecampaign.com/.../285431602655-Schedule-tasks	Checked 2026-09-02; page: 2026-08-26
AI data use	Active Intelligence overview help.activecampaign.com/.../208434004001-Active-Intelligence-overview	Checked 2026-09-02; page: 2026-08-27
Traceability	Schedule tasks with Active Intelligence help.activecampaign.com/.../285431602655-Schedule-tasks	Checked 2026-09-02; page: 2026-08-26
Attentive 3 documented verdicts		
Action scope	Get started with Attentive AI help.attentive.com/.../148262549348-Get-started-with-Attentive-AI	Checked 2026-09-02; page: 2025-05-22
Guardrails / limits	Configure AI Journeys settings help.attentive.com/.../527331981220-Configure-AI-Journeys	Checked 2026-09-02; page: 2026-08-20
AI data use	Send messages in your brand's voice with Brand Voice AI help.attentive.com/.../245012715829-Brand-Voice-AI	Checked 2026-09-02; page: 2026-05-14

05 Evidence register

Braze 7 documented verdicts		
Action scope	Braze Agents in Agent Console braze.com/docs/user_guide/brazeai/agents	Checked 2026-09-02; page: No public page-level date shown
Permissions	Create custom agents braze.com/docs/user_guide/brazeai/agents/creating_agents	Checked 2026-09-02; page: No public page-level date shown
Auditability	Braze Agents in Agent Console braze.com/docs/user_guide/brazeai/agents	Checked 2026-09-02; page: No public page-level date shown
Guardrails / limits	Braze Agents in Agent Console braze.com/docs/user_guide/brazeai/agents	Checked 2026-09-02; page: No public page-level date shown
Human intervention	Create custom agents braze.com/docs/user_guide/brazeai/agents/creating_agents	Checked 2026-09-02; page: No public page-level date shown
AI data use	Braze Agents in Agent Console braze.com/docs/user_guide/brazeai/agents	Checked 2026-09-02; page: No public page-level date shown
Traceability	Braze Agents in Agent Console braze.com/docs/user_guide/brazeai/agents	Checked 2026-09-02; page: No public page-level date shown
Creatio 8 documented verdicts		
Action scope	Creatio agentic marketing cookbook academy.creatio.com/.../marketing-cookbook	Checked 2026-09-02; page: No public page-level date shown
Human approval	Configure a Human-in-the-Loop policy academy.creatio.com/.../configure-a-hitl-policy	Checked 2026-09-02; page: No public page-level date shown
Permissions	Creatio AI Studio overview; Create a prompt agent academy.creatio.com/.../ai-studio-overview + .../create-a-prompt-agent	Baseline checked 2026-09-02; supplemental page checked 2026-09-15; no page date shown
Auditability	Creatio AI Studio overview academy.creatio.com/.../creatio-ai-studio-overview	Checked 2026-09-02; page: No public page-level date shown
Guardrails / limits	Set a usage budget or spending limit academy.creatio.com/.../set-an-ai-budget	Checked 2026-09-02; page: No public page-level date shown
Human intervention	Configure a Human-in-the-Loop policy academy.creatio.com/.../configure-a-hitl-policy	Checked 2026-09-02; page: No public page-level date shown
AI data use	Data privacy in Creatio.ai academy.creatio.com/.../creatio-ai-data-privacy	Checked 2026-09-02; page: No public page-level date shown
Traceability	Creatio AI Studio overview academy.creatio.com/.../creatio-ai-studio-overview	Checked 2026-09-02; page: No public page-level date shown

05 Evidence register

Hightouch 7 documented verdicts		
Action scope	AI Decisioning overview hightouch.com/docs/ai-decisioning/overview	Checked 2026-09-02; page: 2026-08-18
Permissions	AI Decisioning overview hightouch.com/docs/ai-decisioning/overview	Checked 2026-09-02; page: 2026-08-18
Auditability	Inspector hightouch.com/docs/ai-decisioning/inspector	Checked 2026-09-02; page: 2025-12-22
Guardrails / limits	AI Decisioning configuration hightouch.com/docs/ai-decisioning/configuration	Checked 2026-09-02; page: 2026-08-18
Human intervention	AI Decisioning agents hightouch.com/docs/ai-decisioning/agents	Checked 2026-09-02; page: 2026-08-18
AI data use	Hightouch Security hightouch.com/docs/security/overview	Checked 2026-09-02; page: 2026-06-09
Traceability	Inspector hightouch.com/docs/ai-decisioning/inspector	Checked 2026-09-14; page: Exact current page date not recorded
HubSpot 9 documented verdicts		
Action scope	Create and customize agents in the agent builder knowledge.hubspot.com/.../create-and-customize-agents-in-the-agent-builder	Checked 2026-09-02; page: 2026-07-24
Human approval	Manage agents in Breeze studio knowledge.hubspot.com/.../use-assistants-and-agents-in-breeze-studio	Checked 2026-09-02; page: 2026-07-16
Permissions	Create and customize agents in the agent builder knowledge.hubspot.com/.../create-and-customize-agents-in-the-agent-builder	Checked 2026-09-02; page: 2026-07-24
Read/write boundaries	Create and customize agents in the agent builder knowledge.hubspot.com/.../create-and-customize-agents-in-the-agent-builder	Checked 2026-09-02; page: 2026-07-24
Auditability	Run agents and review output in the agent inbox knowledge.hubspot.com/.../review-agent-output	Checked 2026-09-02; page: 2026-07-24
Guardrails / limits	Review estimated credit costs when using agents knowledge.hubspot.com/.../review-estimated-credit-costs-when-using-agents	Checked 2026-09-02; page: 2026-08-06
Human intervention	Run agents and review output in the agent inbox knowledge.hubspot.com/.../review-agent-output	Checked 2026-09-02; page: 2026-07-24
AI data use	Understand HubSpot's AI model training knowledge.hubspot.com/account-management/hubspot-ai-mode-training	Checked 2026-09-02; page: 2026-07-10
Traceability	Run agents and review output in the agent inbox knowledge.hubspot.com/.../review-agent-output	Checked 2026-09-02; page: 2026-07-24

05

Evidence register

Klaviyo 5 documented verdicts		
Action scope	Getting started with Composer help.klaviyo.com/hc/en-us/articles/52230280693403	Checked 2026-09-02; page: 2026-06-26
Human approval	Getting started with Composer help.klaviyo.com/hc/en-us/articles/52230280693403	Checked 2026-09-02; page: 2026-06-26
Guardrails / limits	Current Composer credit documentation help.klaviyo.com/hc/en-us/articles/55587298026395	Checked 2026-09-14; page: Exact current page date not recorded
Human intervention	Getting started with Composer help.klaviyo.com/hc/en-us/articles/52230280693403	Checked 2026-09-02; page: 2026-06-26
AI data use	AI at Klaviyo: Frequently Asked Questions klaviyo.com/legal/ai-faqs	Checked 2026-09-02; page: 2026-06-29
Profound 8 documented verdicts		
Action scope	Agent runs help.tryprofound.com/articles/6432893812-agent-runs	Checked 2026-09-02; page: Relative: 2 months ago
Human approval	Human Review help.tryprofound.com/articles/2362724937-human-review	Checked 2026-09-02; page: Relative: 1 month ago
Permissions	Roles and permissions docs.tryprofound.com/platform-config/people/roles-and-permissions	Checked 2026-09-14; page: Exact current page date not recorded
Auditability	Profound Documents help.tryprofound.com/articles/9532516916-about-documents	Checked 2026-09-02; page: Relative: 2 months ago
Guardrails / limits	Pricing: Agents credits help.tryprofound.com/articles/9359511602-profound-agents-credits	Checked 2026-09-02; page: Relative: 2 months ago
Human intervention	Human Review help.tryprofound.com/articles/2362724937-human-review	Checked 2026-09-02; page: Relative: 1 month ago
AI data use	Agents FAQ help.tryprofound.com/articles/6058170094-faq	Checked 2026-09-14; page: Exact current page date not recorded
Traceability	Agent runs help.tryprofound.com/articles/6432893812-agent-runs	Checked 2026-09-02; page: Relative: 2 months ago

05

Evidence register

Salesforce8 documented verdicts		
Action scope	Agentforce in Marketing Cloud Next help.salesforce.com/s/articleView?id=mktg.mktg_einstein_copilot_in_mc.htm	Checked 2026-09-02; scope reread 2026-09-15; no public page-level date surfaced
Human approval	Agentforce in Marketing Cloud Next help.salesforce.com/s/articleView?id=mktg.mktg_einstein_copilot_in_mc.htm	Checked 2026-09-02; scope reread 2026-09-15; no public page-level date surfaced
Permissions	Enable AI Features in Marketing Cloud help.salesforce.com/s/articleView?id=sf.mktg_admin_setup_einstein.htm	Checked 2026-09-02; page: No public page-level date surfaced
Auditability	About Agentforce Session Tracing help.salesforce.com/s/articleView?id=ai.generative_ai_session_trace_about.htm	Checked 2026-09-02; page: 2026-07-24
Guardrails / limits	Agentforce in Marketing Cloud Next help.salesforce.com/s/articleView?id=mktg.mktg_einstein_copilot_in_mc.htm	Checked 2026-09-02; scope reread 2026-09-15; no public page-level date surfaced
Human intervention	Agentforce in Marketing Cloud Next help.salesforce.com/s/articleView?id=mktg.mktg_einstein_copilot_in_mc.htm	Checked 2026-09-02; scope reread 2026-09-15; no public page-level date surfaced
AI data use	Agentforce trust/permissions documentation + Marketing agent setup help.salesforce.com/s/articleView?id=005315874 + id=sf.mktg_admin_setup_einstein.htm	Checked 2026-09-14; page: Exact current page date not recorded
Traceability	Agentforce Session Tracing help.salesforce.com/s/articleView?id=ai.generative_ai_session_trace.htm	Checked 2026-09-02; page: 2026-07-24
Yext9 documented verdicts		
Action scope	Scout Updates help.yext.com/hc/en-us/articles/37265339006491-Scout-Updates	Checked 2026-09-02; page: 2026-01-07
Human approval	Approving Actions help.yext.com/hc/en-us/articles/53810701481755-Approving-Actions	Checked 2026-09-14; page not recorded; reopen blocked 2026-09-15
Permissions	How to Get and Access Scout help.yext.com/hc/en-us/articles/37152956007195-How-to-Get-and-Access-Scout	Checked 2026-09-02; page: No public page-level date shown
Auditability	Navigating Action Center; Rejecting or Disabling an Action help.yext.com/hc/en-us/articles/53810599647387 + .../53810768181403	Checked 2026-09-14; page: Exact current page date not recorded
Guardrails / limits	Configuring Action Center Agents; Rejecting or Disabling an Action help.yext.com/hc/en-us/articles/53810914777371 + .../53810768181403	Checked 2026-09-14; page: Exact current page date not recorded
Human intervention	Approving Actions; Rejecting or Disabling an Action help.yext.com/hc/en-us/articles/53810701481755 + .../53810768181403	Checked 2026-09-14; page not recorded; reopen blocked 2026-09-15
Recovery after an action	Approving Actions; Entity History undo — linked-platform/manual only; native-only sensitivity is No help.yext.com/hc/en-us/articles/53810701481755 + .../51448604995099	Checked 2026-09-02; page: No public page-level date shown
AI data use	Scout FAQs help.yext.com/hc/en-us/articles/37266875413403-Scout-FAQs	Checked 2026-09-02; page: No public page-level date shown
Traceability	Scout Updates help.yext.com/hc/en-us/articles/37265339006491-Scout-Updates	Checked 2026-09-02; page: 2026-03-11

Governed AI agents for B2B go-to-market.

Human approval on everything that ships, per-person permissions and a tamper-evident audit trail.