OPTMYZR

Vibe Coding:
How Marketers Build Tools That Build Themselves

Frederick Vallaeys

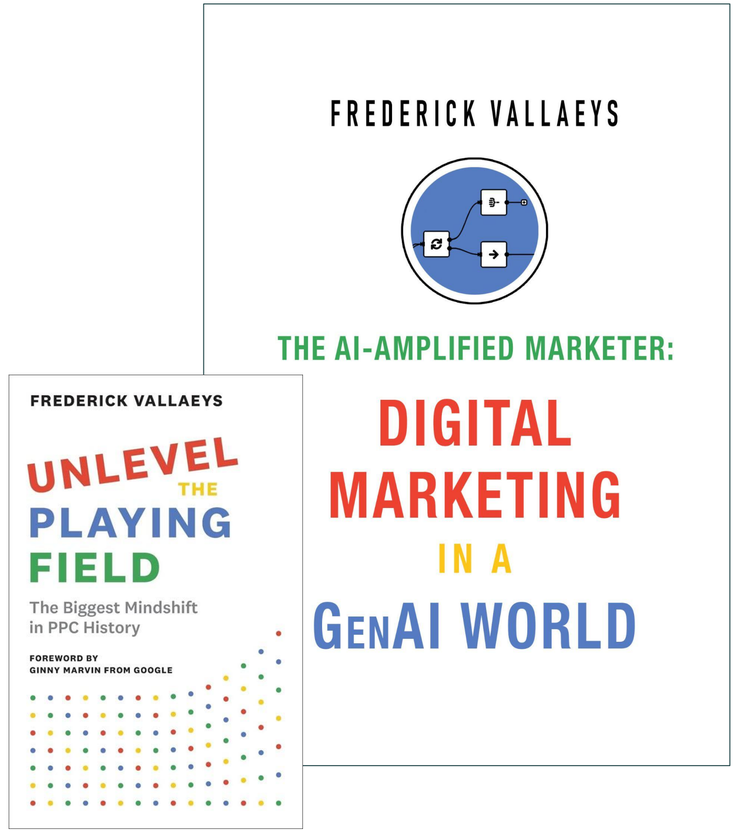
Friends of Search - Amsterdam - 2026

HELLO!

I am Frederick Vallaeys

I am the **Cofounder of**

OPTMYZR



Find me on LinkedIn, YouTube, the Optmyzr blog, or at PPC Town Hall.

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What I Will Share Here Today

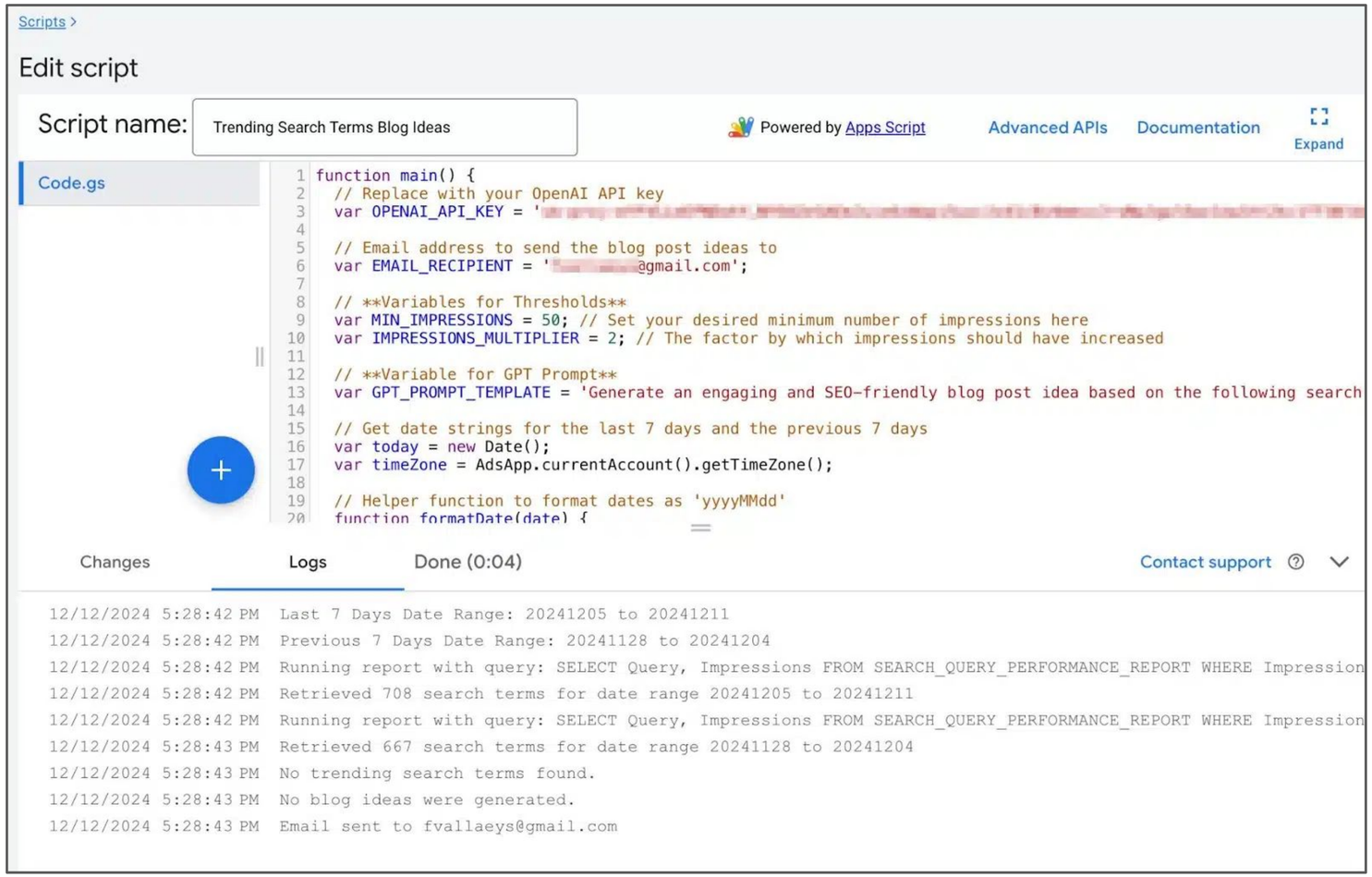
Using automation to become a more productive and effective marketer

You^GPT=

- From Scripts to Vibe Code
- What can vibe coding do for you?
- Vibe code examples
- Vibe code tips and tricks

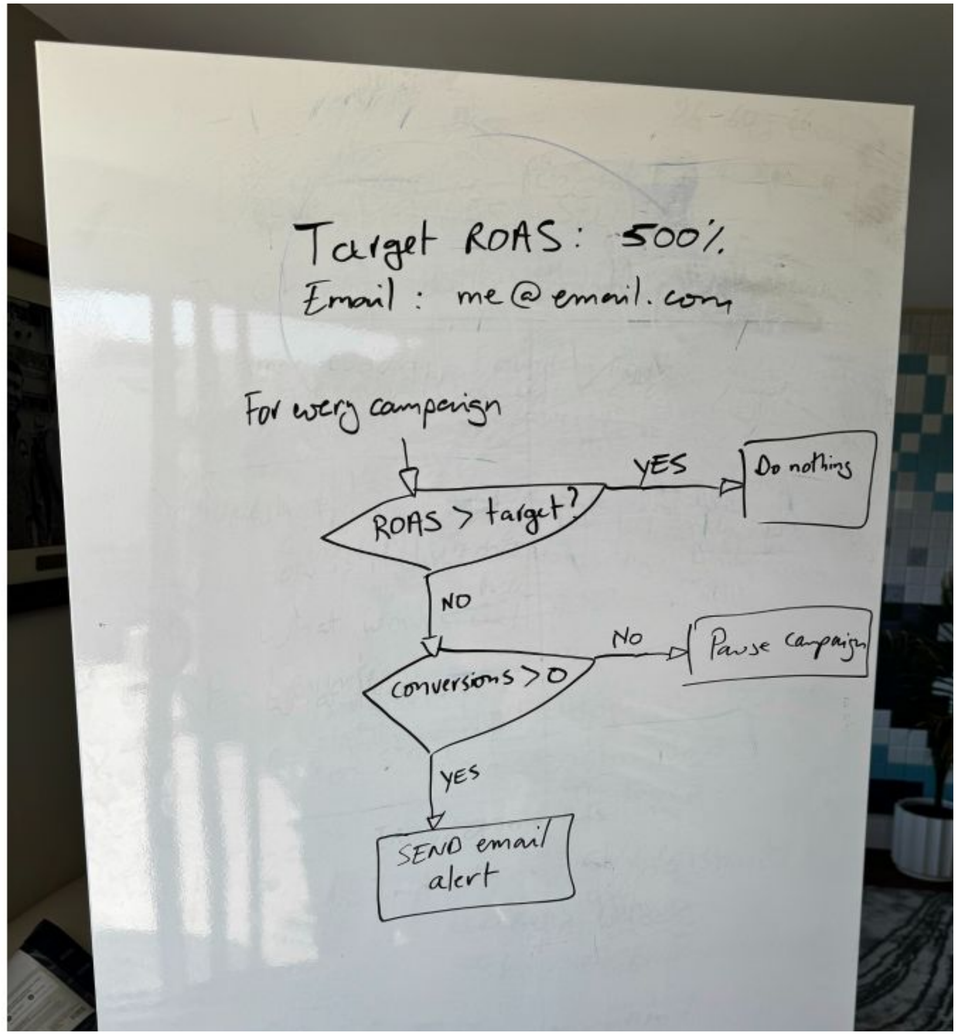
Need
automation?
PPC

Ad Scripts - Automation for Marketers



- Some people wrote ad scripts
- But most people copied scripts from others
- Now GPT makes it easy for anyone to write a script from scratch

AI Turns a Flowchart into a Script



PPC Scripts Helper

Sure, I can help you turn this flowchart into a Google Ads script. Let's break down the flowchart into a script that monitors each campaign's ROAS (Return on Ad Spend) and conversions, pauses campaigns that do not meet the target ROAS, and sends an email alert if there are any conversions for paused campaigns.

Here is a script based on the flowchart:

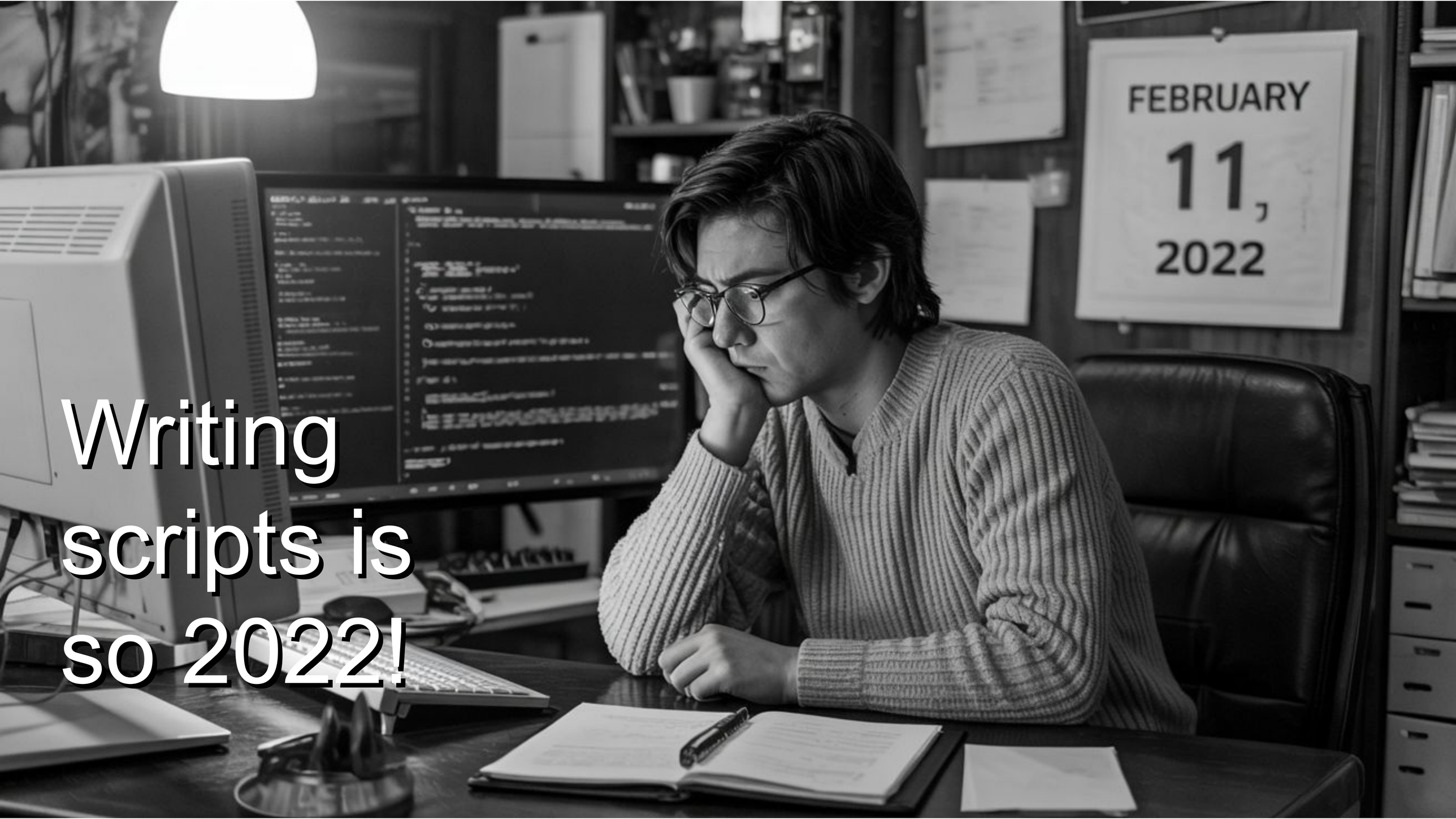
1. **Set the target ROAS (500%) and email address for alerts.**
2. **Check each campaign's ROAS against the target.**
3. **Pause campaigns that do not meet the target ROAS.**
4. **Send an email alert if the paused campaigns have conversions greater than zero.**

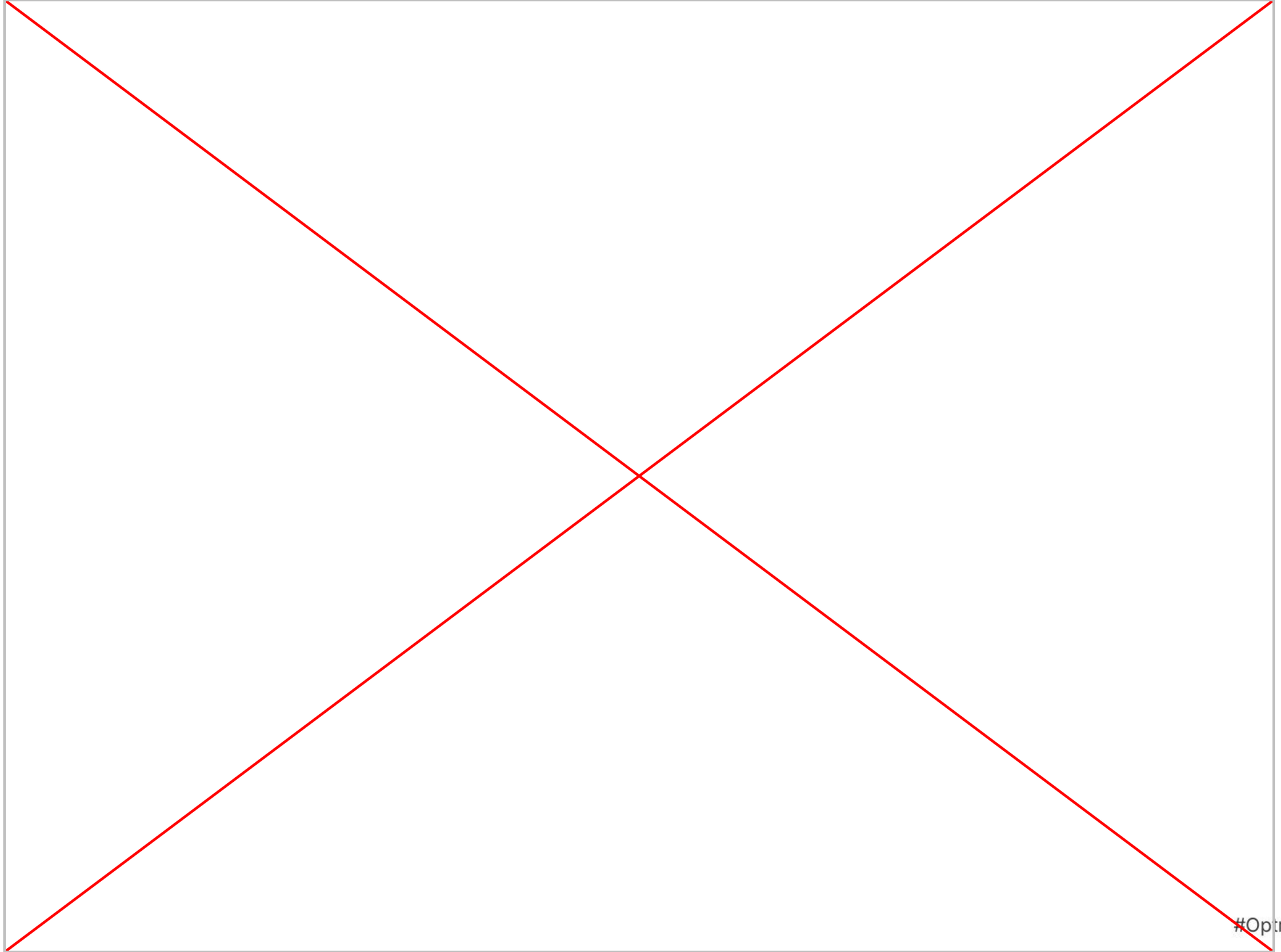
Google Ads Script

javascript Copy code

```javascript
function main() {
  // Define your target ROAS and email for alerts
  var TARGET_ROAS = 5.0; // 500%
  var EMAIL = "me@email.com";

  // Define the lookback window for performance data
```


FEBRUARY
11,
2022
Writing
scripts is
so 2022!



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/ Vibe Coding /

Instead of writing lines of code, users **describe what they want** their software to do, and the **AI handles the technical implementation**. This allows for a **more intuitive and accessible** way to build software, especially **for non-technical individuals**.

Ugh, Coding Isn’t For Me…

What You do NOT need:

- You do **not** need to look at even a single line of code
- You do **not** need to set up any software
- You do **not** need to know what the ‘Terminal’ is
- You do **not** need to set up a server

What You DO need:

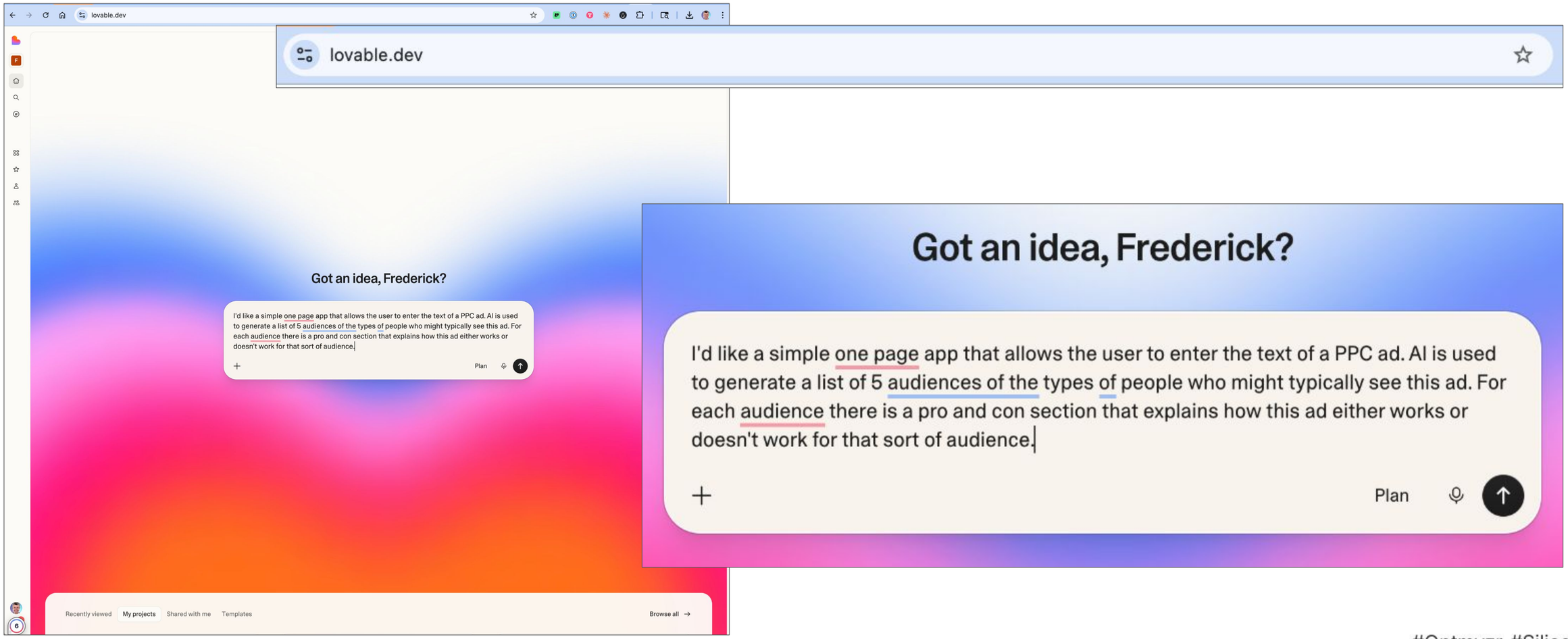
- ***What*** problem you want to solve

BONUS - Nice to Have:

- An idea about ***how*** you want to solve it

Let’s Vibe Code Something

Task: Build me a persona scorer for an ad



The AI is Now Coding…

Here is what the AI is planning to code for me:

Lovable Worked for 20s 2:55 PM on Oct 20

Thought for 14 seconds

I'll create a professional PPC ad analysis tool with a clean, modern design inspired by marketing platforms like Unbounce and AdEspresso.

Design vision:

- Clean, professional marketing tool aesthetic
- Blue-purple gradient theme for tech/marketing feel
- Card-based layout for audience insights
- Color-coded pros (green) and cons (amber)
- Smooth animations and modern typography

Features:

- Text input for PPC ad copy
- AI-powered audience analysis
- 5 audience cards with pros/cons breakdown
- Loading states
- Responsive design

Design system:

- Primary: Deep blue to purple gradient
- Success/Pros: Emerald green tones
- Warning/Cons: Amber tones
- Clean cards with subtle shadows
- Smooth transitions

Deciding ***what*** to vibe code

What Should We Try to Automate With Tools and Code?

Before Vibe Code: When writing automations and tools was expensive

Things that take are frequent work

Small tasks you do more than 3 times per month

1. Analyze new search terms
2. Review low quality placements
3. Check for negative keyword conflicts

Things that take a long time to do

Big tasks you do every month

1. Send reports with analysis
2. Propose a new account structure
3. Update RSA headlines and descriptions

Don’t forget tasks you wish you’d do more often but don’t because you don’t have time

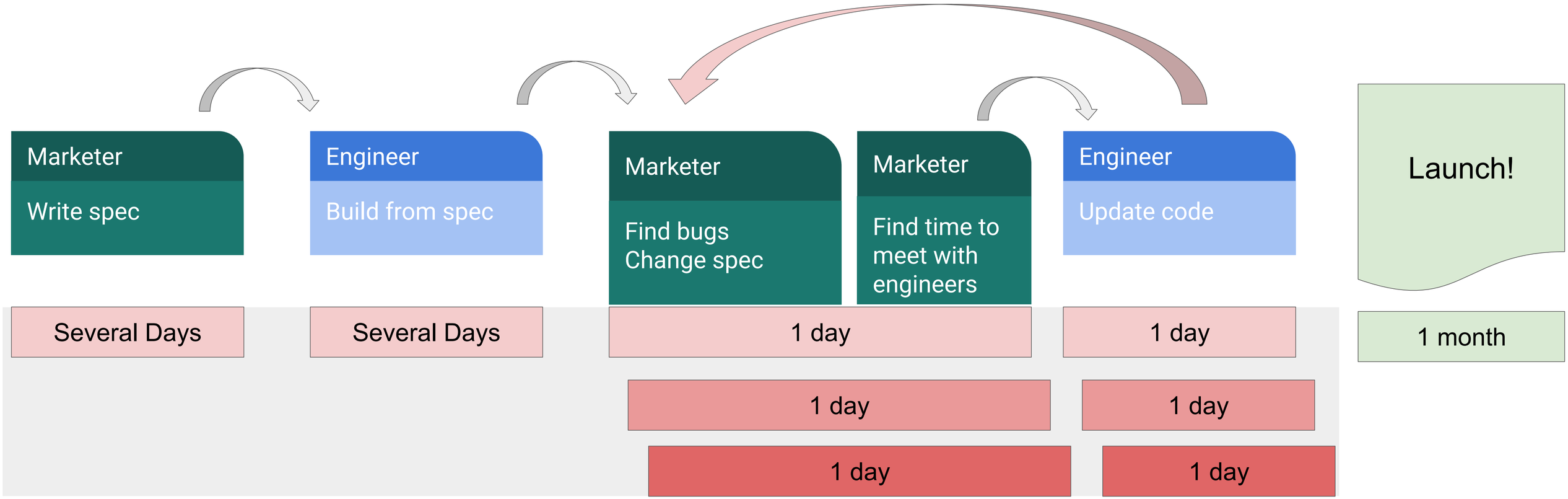
Reality Check

2 Problems We've Had With Writing Tools and Automations

Engineers don’t know PPC

Marketers don’t know code

The Process of Building Tools with Human Engineers



Scripts and Software Have Been Rigid

Software is Deterministic

- Follows fixed rules.
- Same input always gives same output.
- If X, then always Y.

Google Ads Script:

→ **If** Conv > 5, **then** add as keyword

Good

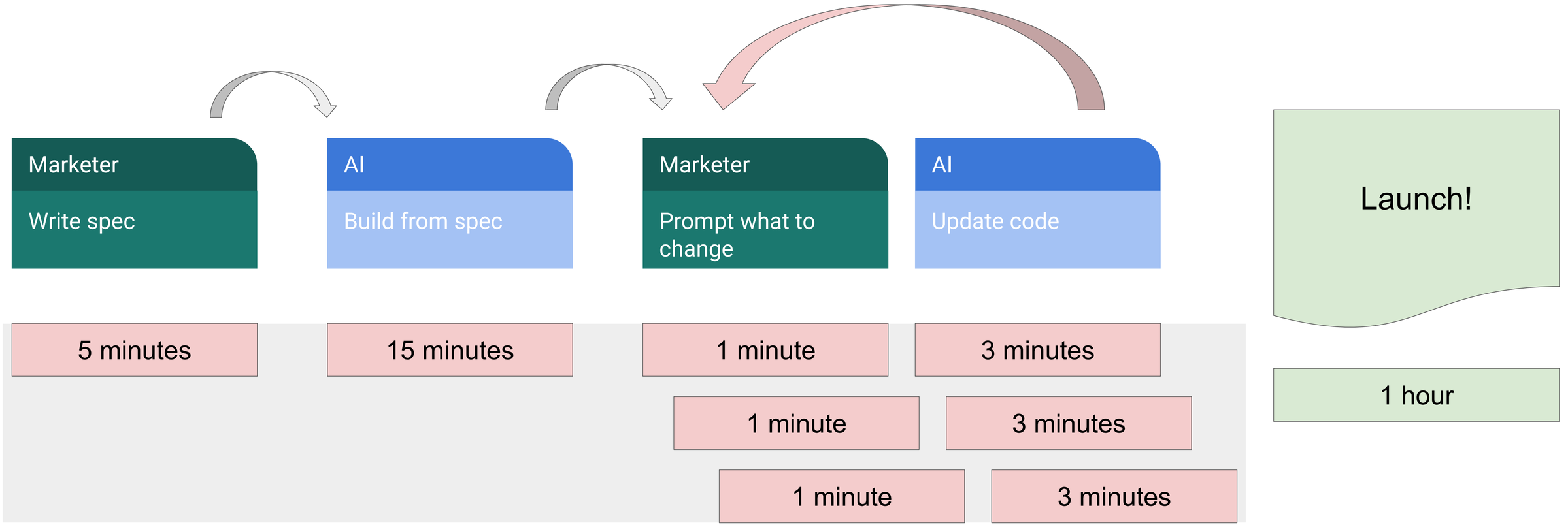
- **Predictable**
- **Auditable**

Bad

- **Misses nuance**
  - E.g. **If** search term has competitor brand, **then** exclude
  - A person is still needed, even for seemingly basic decisions

OpenAI Summer Update
On-Demand Software changes everything
GPT-5

The Process of Building Tools and Automations with Vibe Code



Whereas Code is Rigid, LLMs are Flexible

LLM: Flexible Programs

- Adapts to changing inputs, environment, or conditions.
- Same input can give different outputs.

ChatGPT

If Conv > 5 ***and seems relevant to the business***, **then** add as keyword

Human-in-the-loop

AI can make reasonable decisions for most things.

→ You only need to do a final signoff.

Deciding ***what*** and ***when*** to automate has changed

Now You Could Consider Automating Everything

The barrier to writing code has become so low that you can write scripts to automate tasks, even if those would only have taken a few hours of manual work.

Things You Can Vibe Code

- ❑ Landing pages
- ❑ Microsites
- ❑ Interactive web apps
- ❑ Mobile apps
- ❑ Browser extensions
- ❑ Wordpress plugins
- ❑ …

Push Beyond the Status Quo

I see a lot of people doing this:

→ Build me a website for _____

But few go beyond the status quo and do this:

→ Add an AI support bot

→ Add an API

→ Let the client update their own content through a CMS

How to Vibe Code

Tools for Vibe Coding

Options for Non-Coders

Claude Cowork (Anthropic):

- Great for operating a variety of tools via your computer and browser

ChatGPT (OpenAI)

- Great for scripts and quick data visualizations.

Lovable.dev / V0.dev / Replit / Base44:

- AI-powered platforms for building full applications. Lovable is notable as the fastest-growing AI company by valuation. A huge plus is that they allow you to “remix” tools others have built.

Options for Coders

For those who already have code in a developer interface (IDE), are generally comfortable with some coding concepts and need more technical control.

- GitHub Copilot
- Codex
- Claude Code

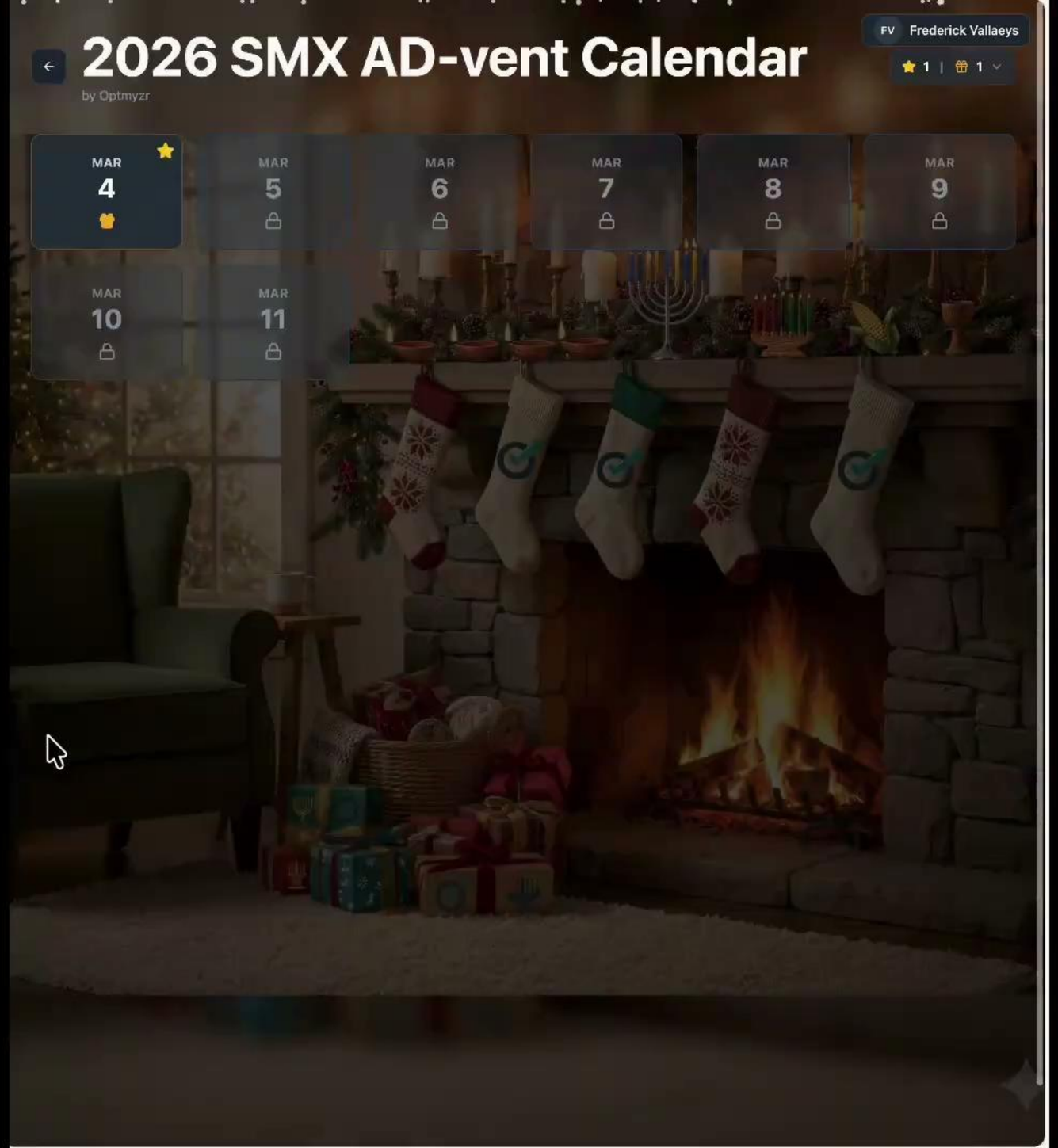
Cursor: A good bridge if you want to start learning more technical skills.

For quick wins and personal tools, your existing subscription to GPT or Claude is often enough.

If you need something more interactive with features like email or databases, look at Lovable, V0, or Replit.

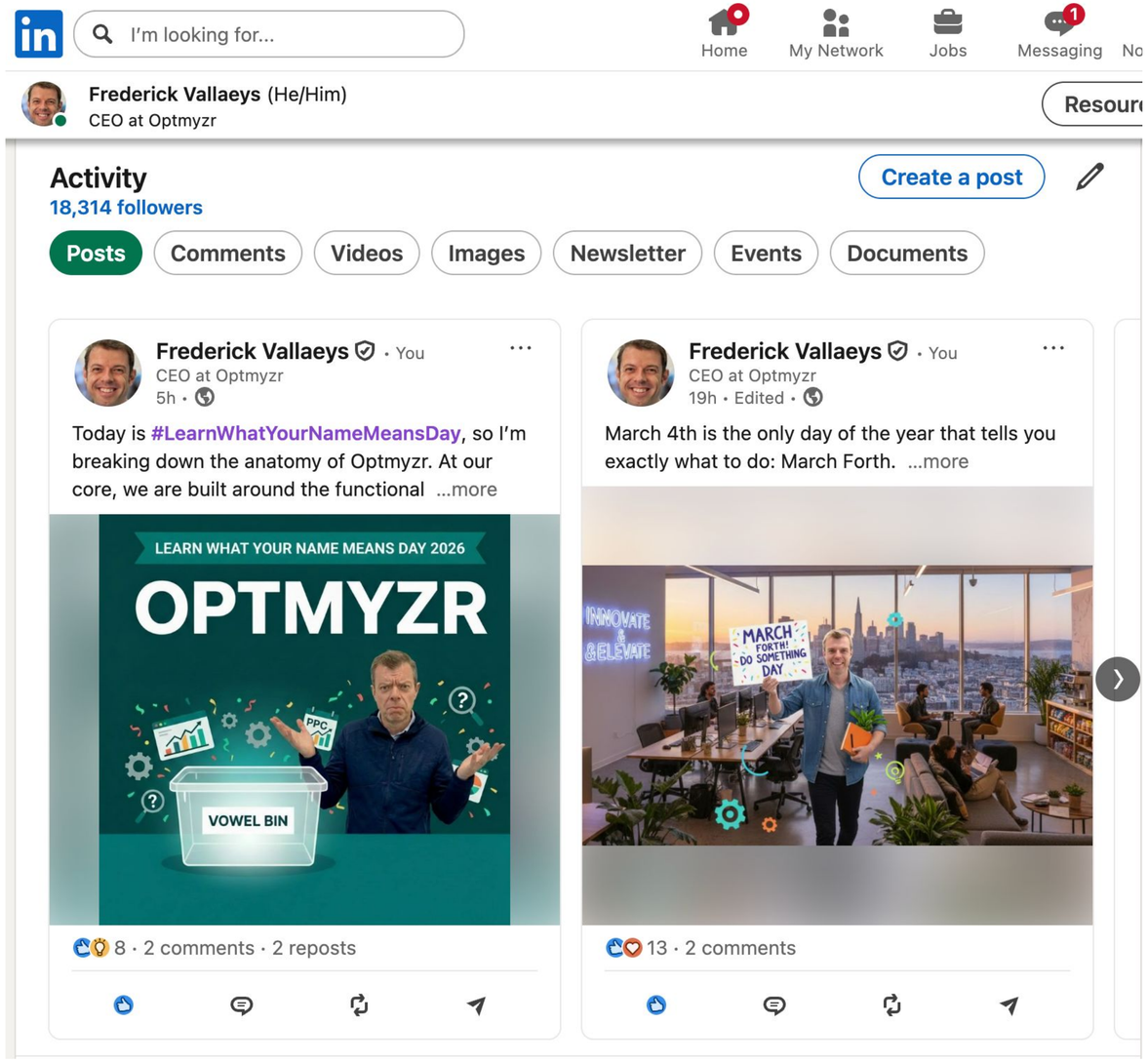
Case Studies:
3 Things I Could Only Do because of Vibe Code

What if there was an advent calendar with PPC prizes?


2026 SMX AD-vent Calendar
by Optmyzr
FV Frederick Vallaeys
1 | 1
MAR 4
MAR 5
MAR 6
MAR 7
MAR 8
MAR 9
MAR 10
MAR 11

What if I could have social media posts for random holidays?

The Idea



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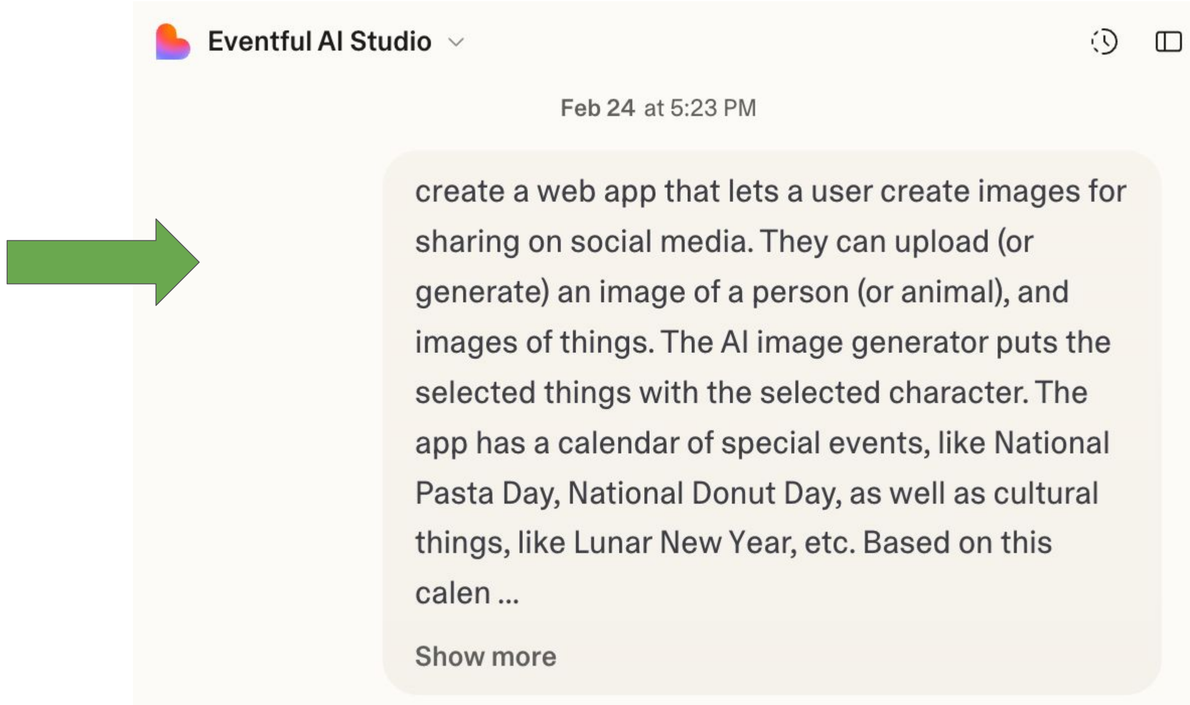
Branded Image Generator

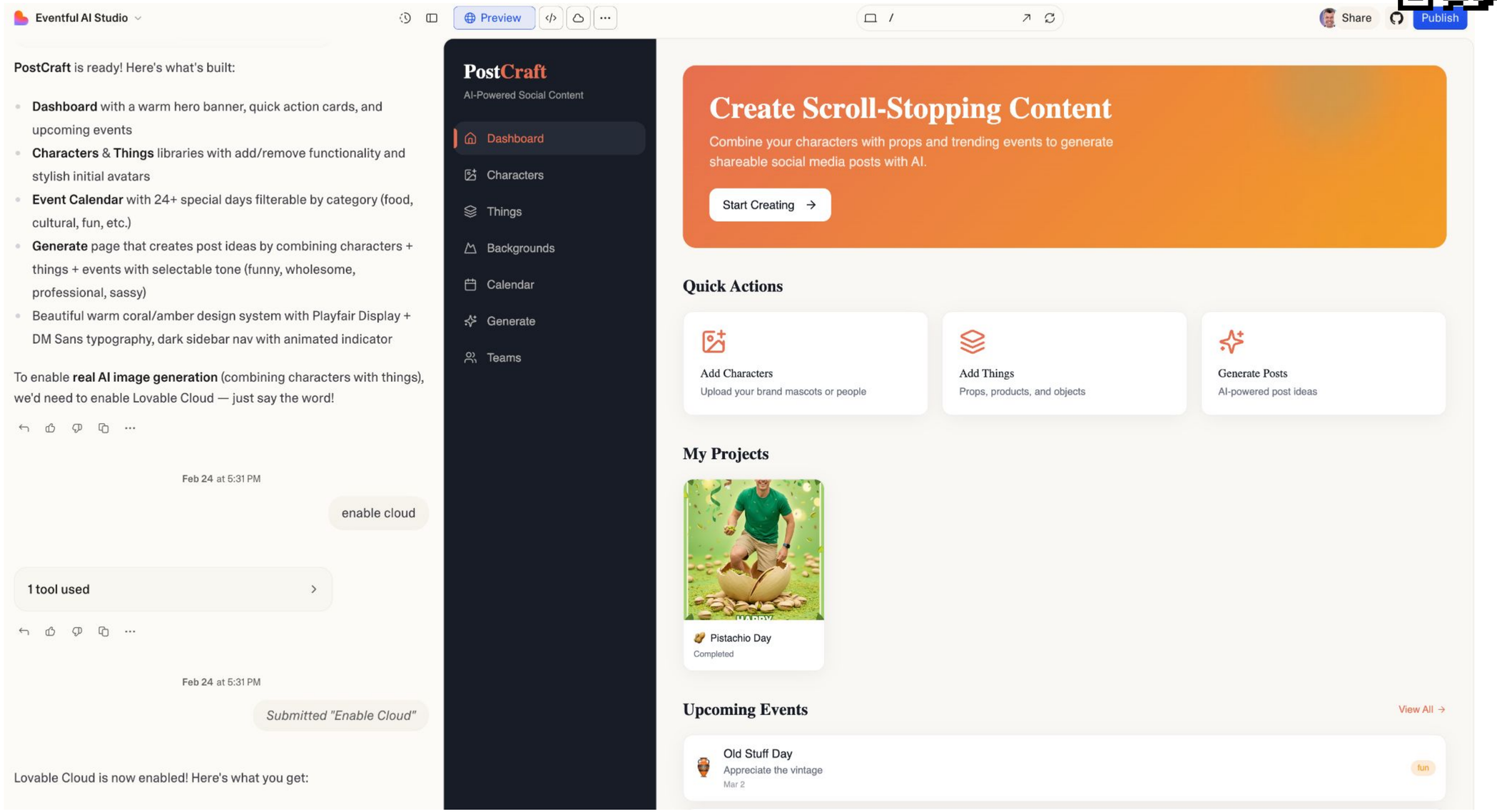
Ask yourself: “What’s the unique idea?”

- Am I building something my current tools don’t do?

💡 Images that combine my influencer, my product, and today’s random holiday



The App’s v1 in Lovable



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What if I could deploy the prompts someone shared as a process for my team?

Case Study: From SEO Keynote to Vibe Coded Tool

Andy shared this prompt on stage:

Evaluate the website at https://www.precisionfiltration.com/for AI discoverability and business identity clarity. Focus only on top-level, main-navigation-linked pages (e.g., homepage, about, services).

Ignore blog posts. Focus only on this website (not Linkedin). For each scanned page, analyze the following elements:

* How clearly the business describes what it does

* Target audience and buyer personas (job titles, industries, geographies)

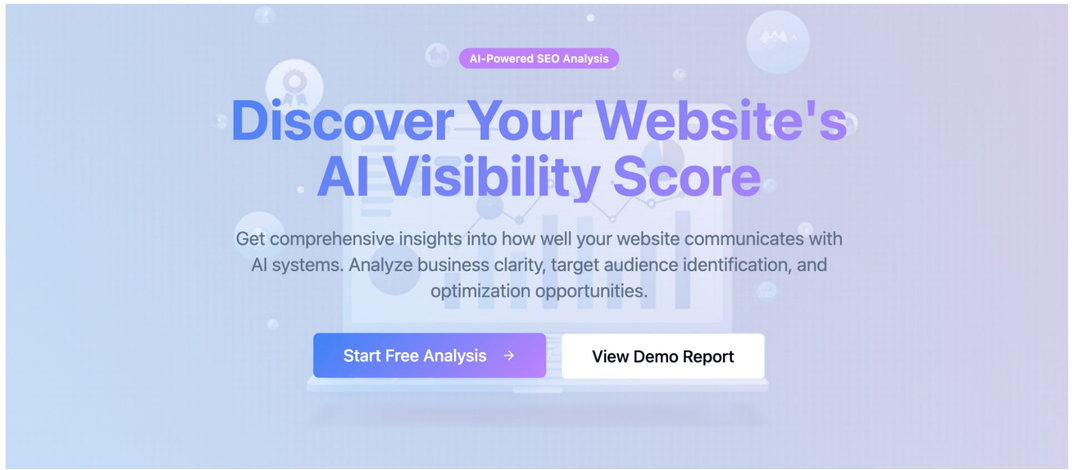
* Stated services, use cases, or product categories

* Outcomes promised (e.g., metrics, business transformation)

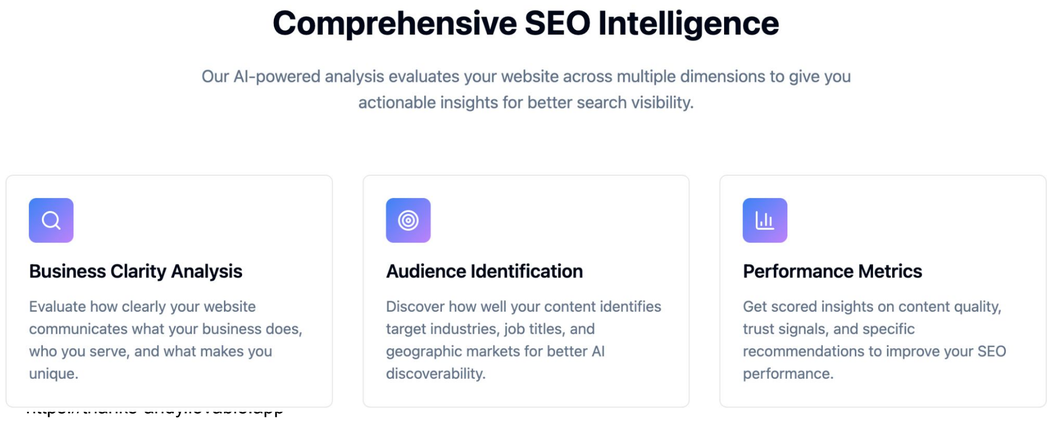
* Differentiators or trust signals (e.g., testimonials, lase studies) are present. If they are visual (e.g., client logos, awards badges) they are also provided as text.

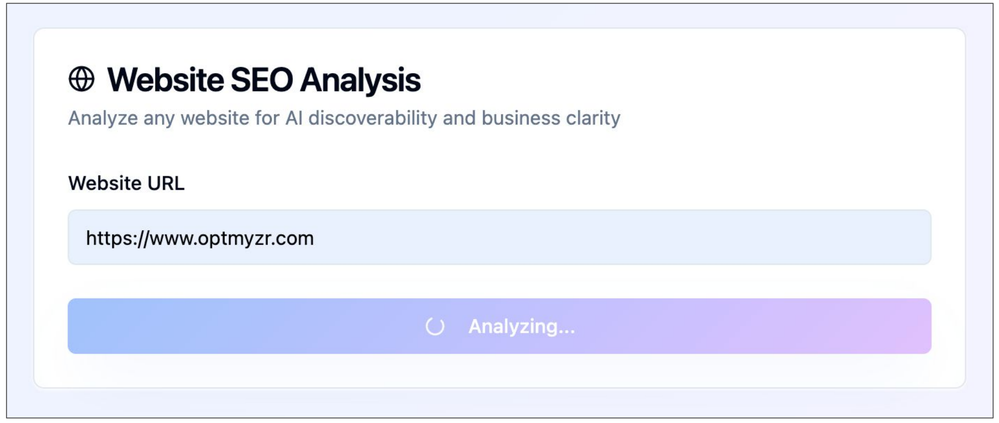
* Whether content is clear, specific, and prominent (headers vs. body)

Ask Lovable to Turn it Into an App



1. ask GPT to turn the prompt response into structured output
2. Ask Lovable to turn this into an app
3. Done!





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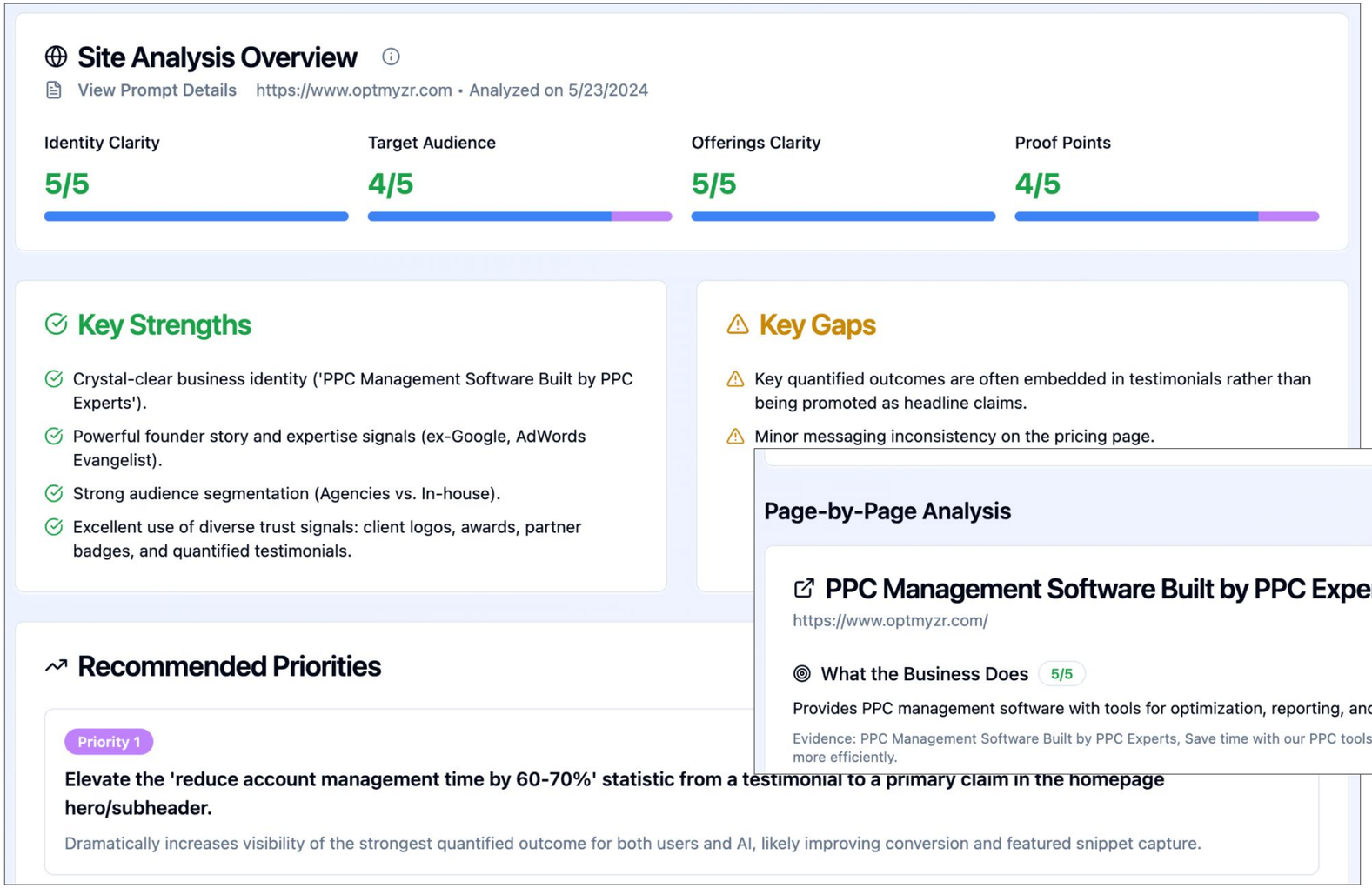
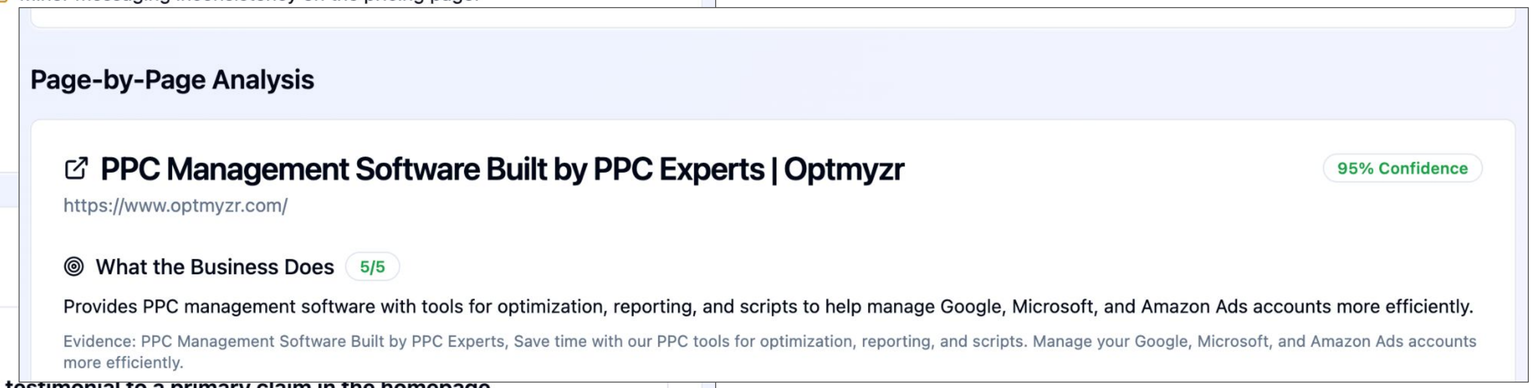
The SEO Audit Results





Try it here

https://thanks-andy.lovable.app

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Tips and Tricks

Prompting Tips

Clear prompts lead to clearer insights. Use these tips to guide your requests.

Include your use case in the prompt:

→ “*Show seasonal PPC trends*” rather than “*create time series analysis*.”

Ask for explanations:

→ “Where is the data about my clients stored?”

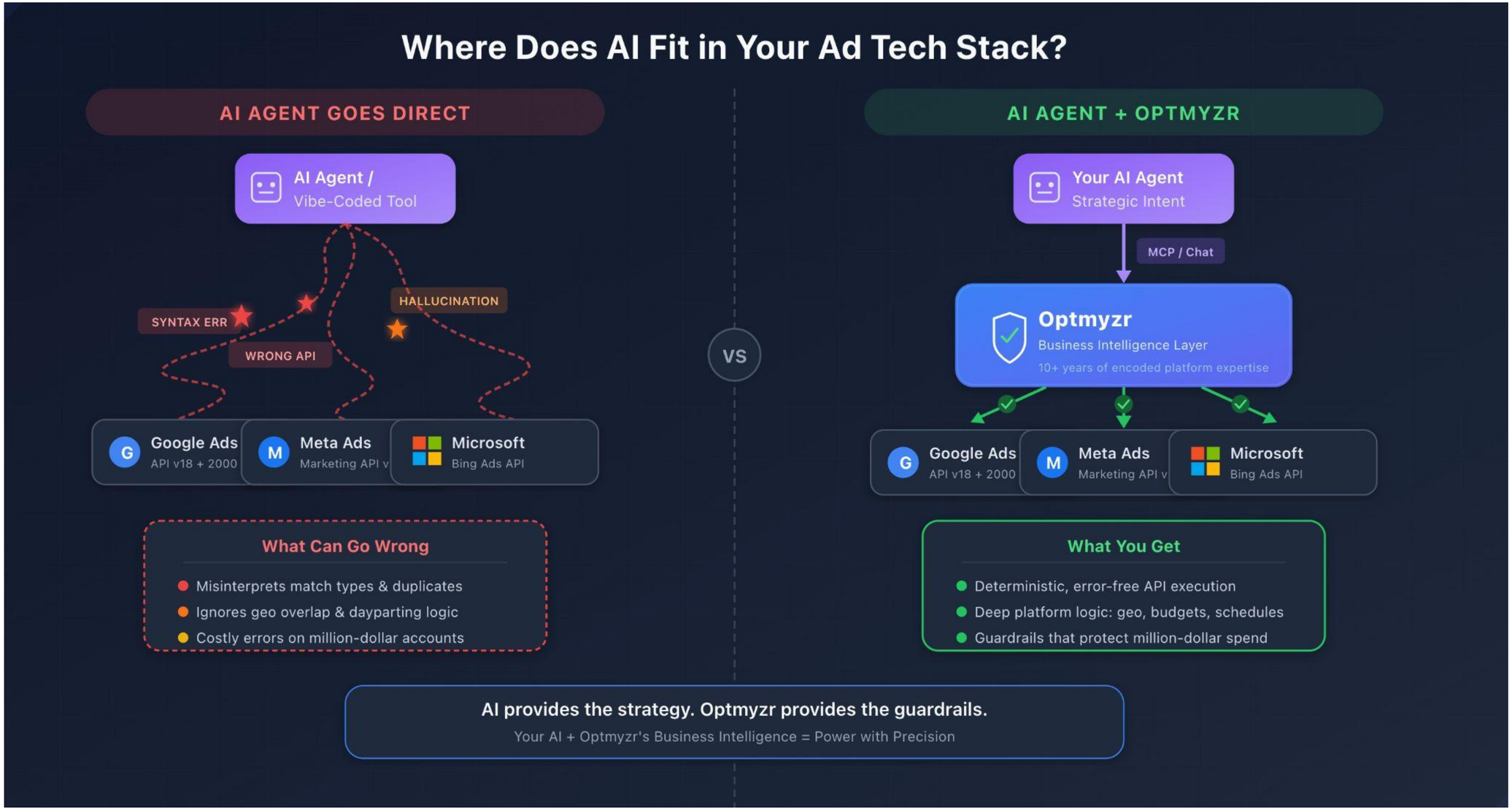
Test different approaches:

→ “Propose 3 different ways to add a loyalty program to our site.”

Some things to try in vibe code

1. Use **agentic** to find broken code, fix it, test it, and iterate until done
2. Connect with **your domain** in 3 clicks
3. Add **Google login** with one prompt
4. Add **tools** with one prompt (e.g. crawler, Stripe)
5. Automate on a **schedule** (ask it to set a cron job)
6. Ask your tool to find and fix **security** issues
7. Save your project to **GitHub**, then ask another AI code generator to work on it

Don’t Forget About Tools, Skills, MCPs



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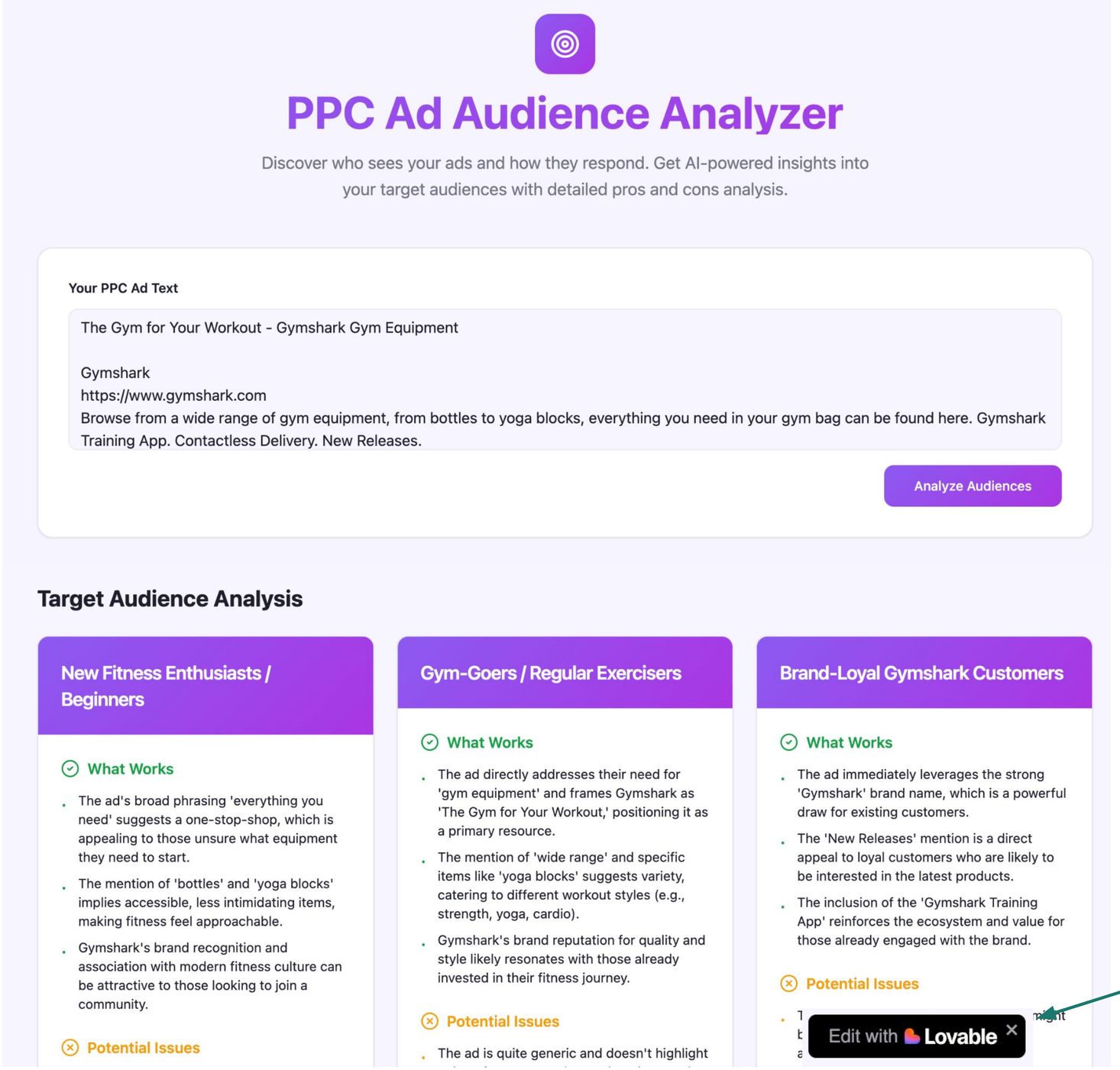
Watch Out for These Risks

- Careful when the memory gets compacted
- Never store API keys in the code
- Understand what are high risk areas in your business where more verification is needed before testing vibe code
- Leverage tools that AI can use rather than reinvent the wheel



… Our AI Finished Work on Our Site

Remember, I sent only ONE simple prompt

Next, try to:

- Change colors
- Create action items
- Save as pdf

Remix here

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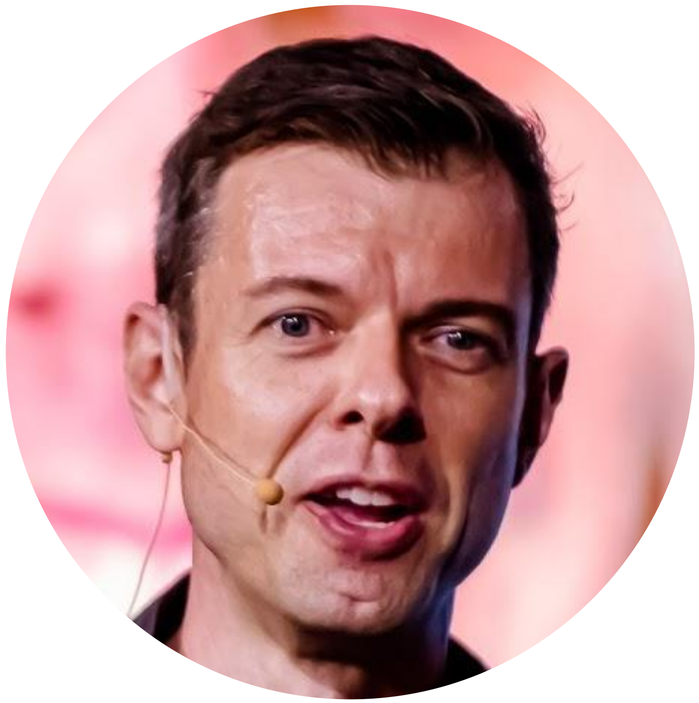
You are not competing against AI.

You are competing against advertisers who figured out how to use AI to their advantage.



Thanks!

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