



Vibe Coding: How Marketers Build Tools That Build Themselves

Frederick Vallaeyes

Friends of Search - Amsterdam - 2026

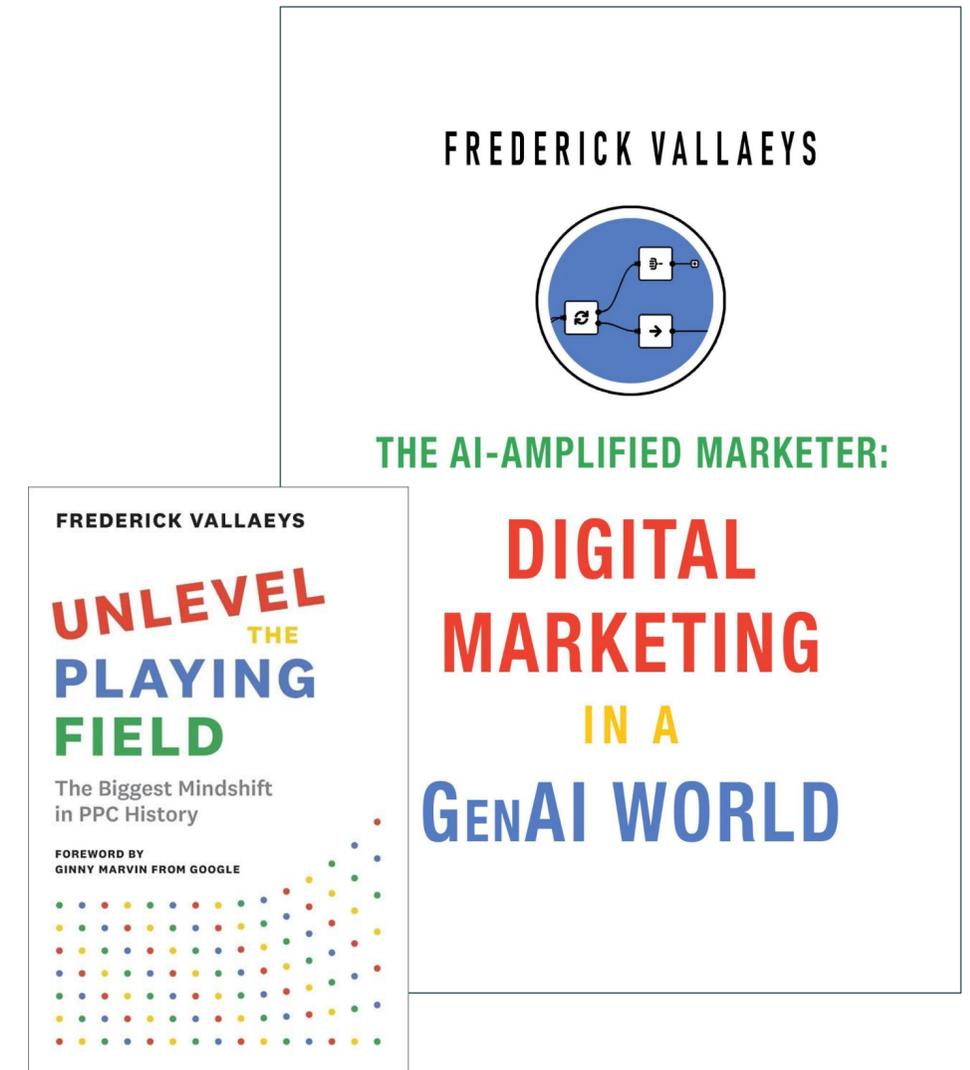
HELLO!

I am Frederick
Vallaeyes

I am the Cofounder of



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



What I Will Share Here Today

Using automation to become a more productive and effective marketer

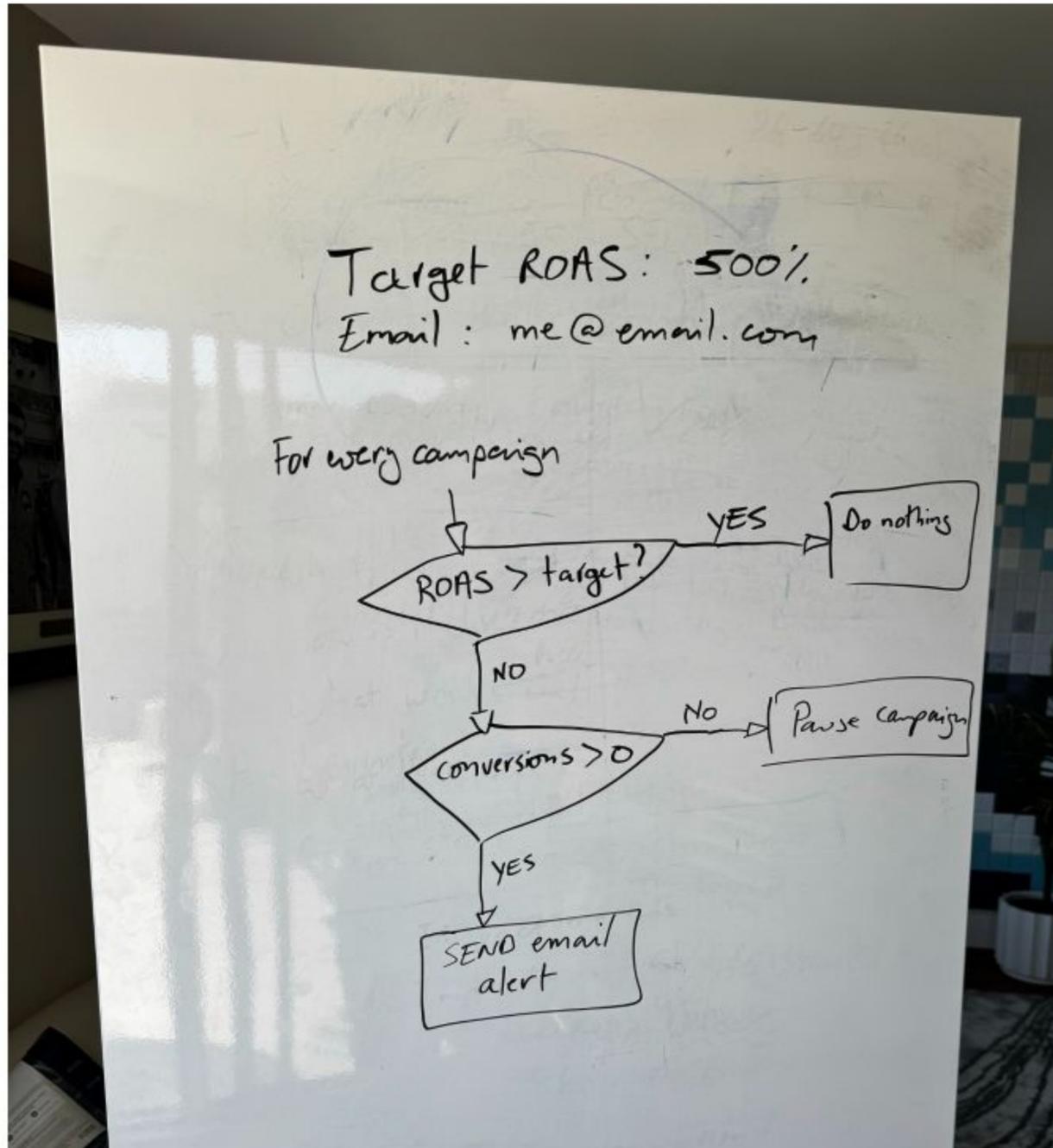
You^{GPT}= 

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

Need
automation?



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

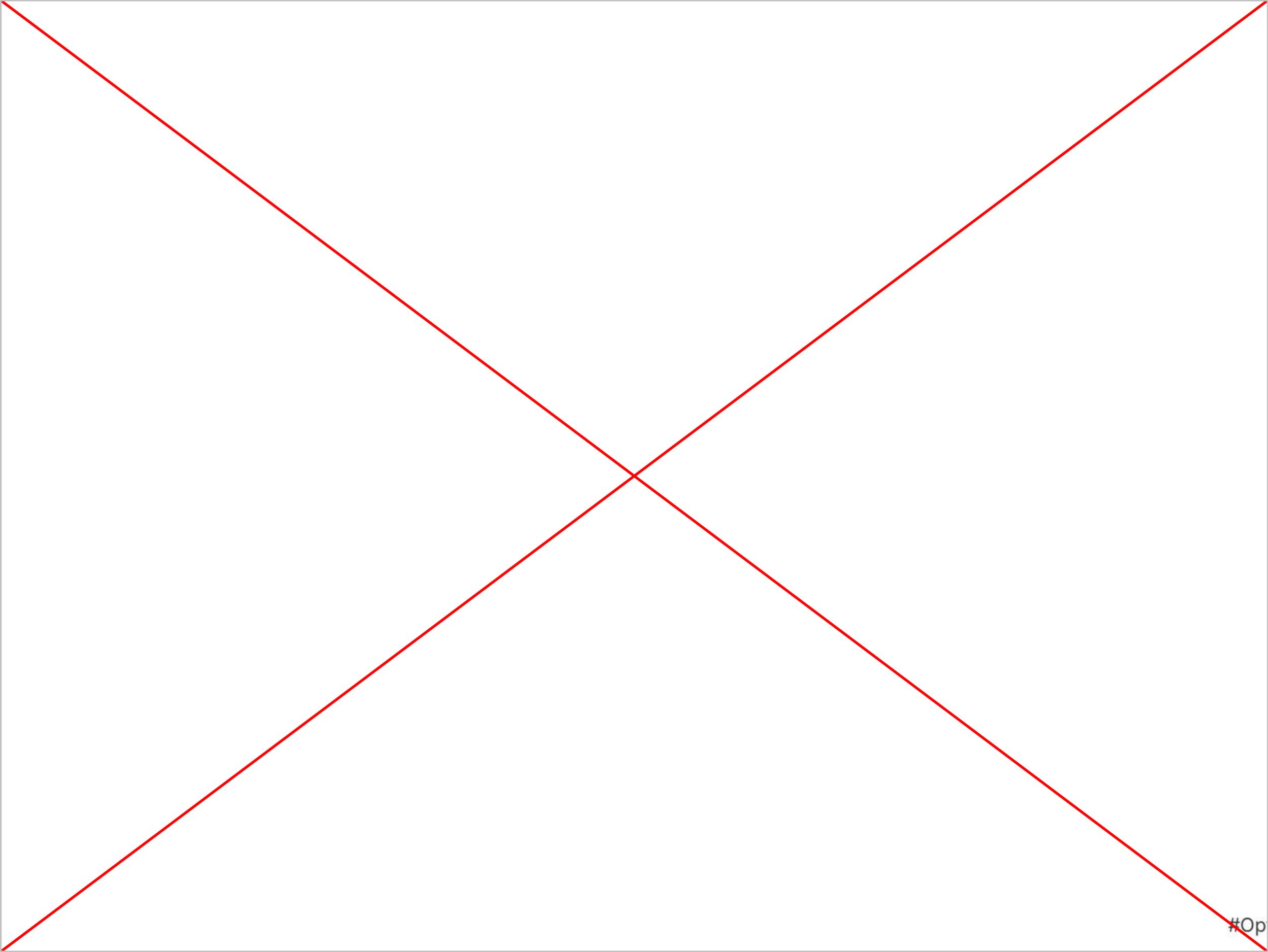
Copy code

```
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
```



Writing
scripts is
so 2022!

FEBRUARY
11,
2022



/ 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:

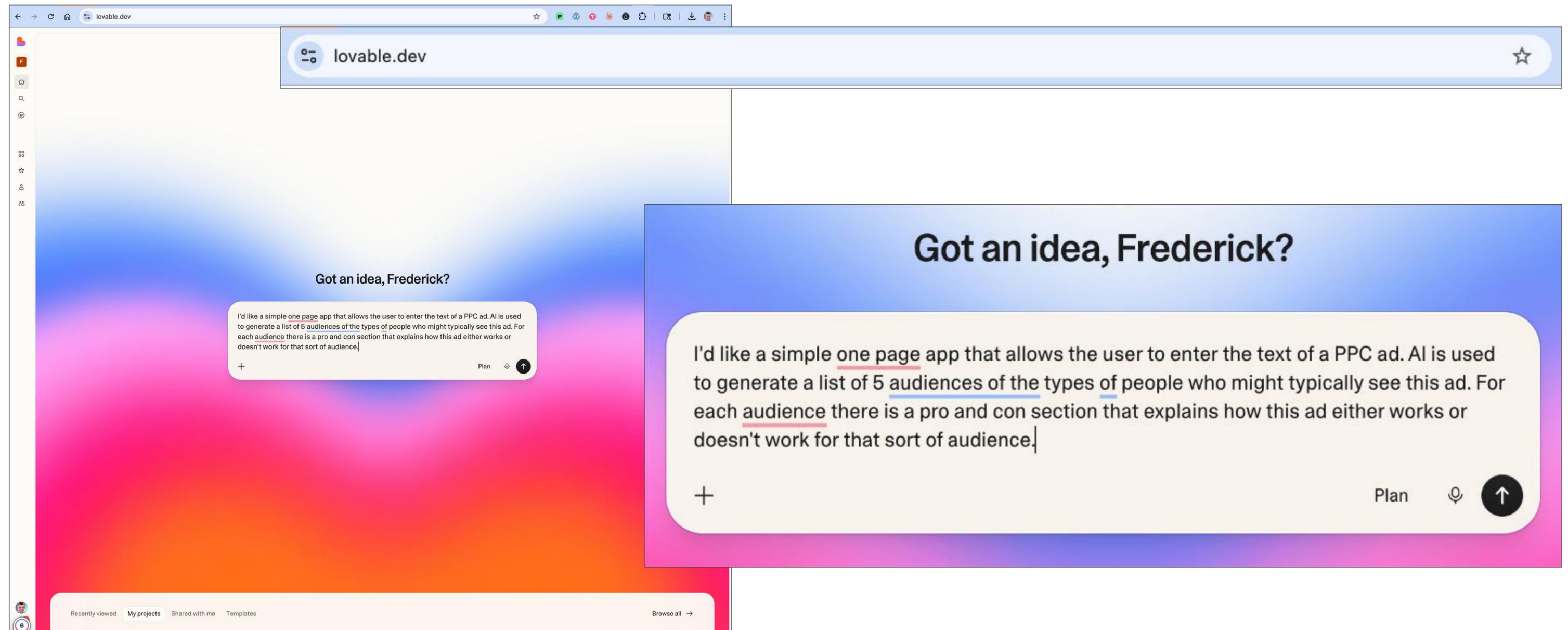
- ❑ **What** problem you want to solve

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

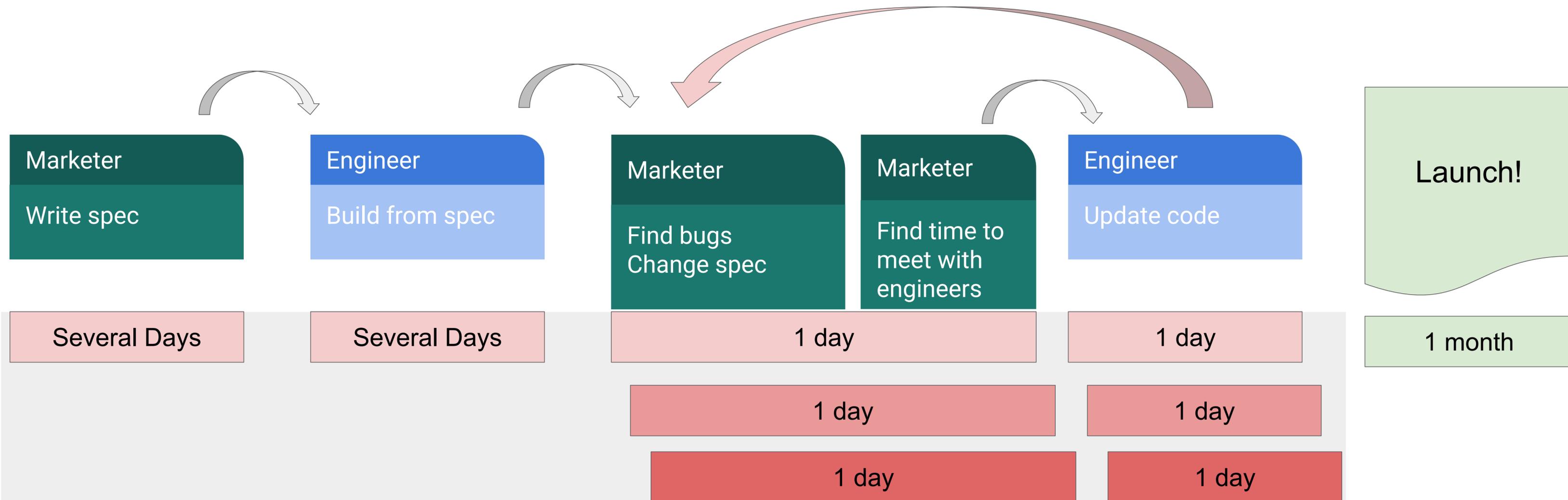
2 Problems We've Had With Writing Tools and Automations



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

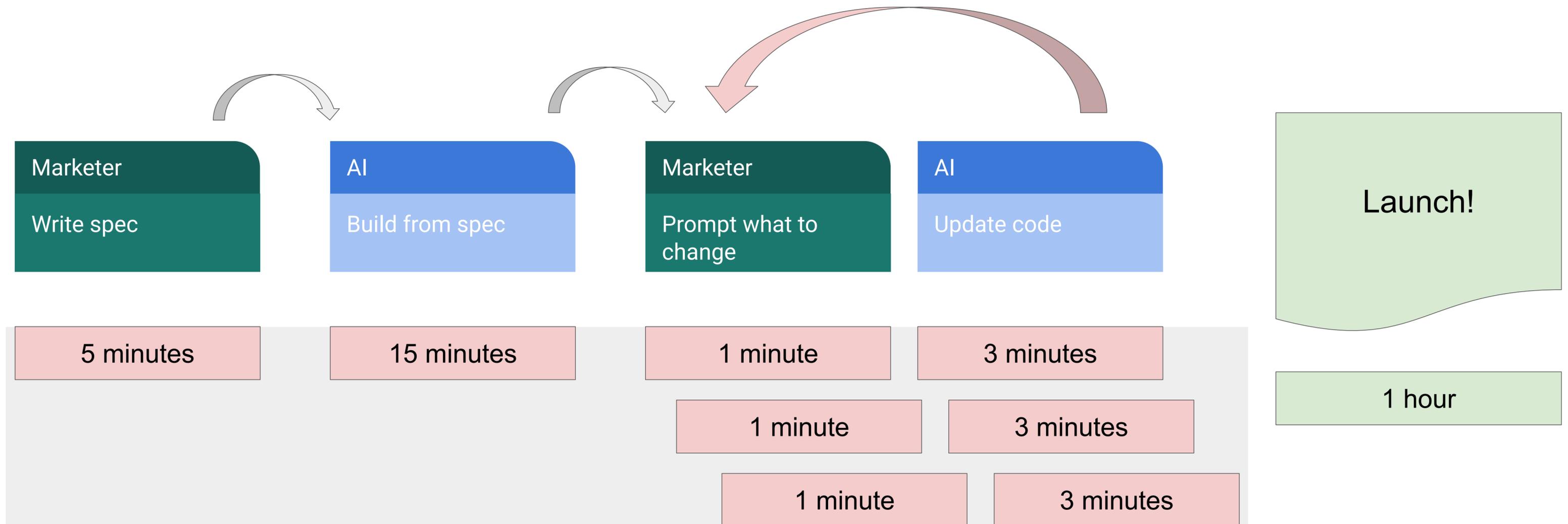
- **Misses nuance**
 - E.g. **If** search term has competitor brand, **then** exclude
 - A person is still needed, even for seemingly basic decisions

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 Vallaes

★ 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



Frederick Vallaeys (He/Him)
CEO at Optmyzr

Activity
18,314 followers

Posts Comments Videos Images Newsletter Events Documents

Frederick Vallaeys · You
CEO at Optmyzr
5h · 🌐

Today is [#LearnWhatYourNameMeansDay](#), so I'm breaking down the anatomy of Optmyzr. At our core, we are built around the functional ...more

8 · 2 comments · 2 reposts

Frederick Vallaeys · You
CEO at Optmyzr
19h · Edited · 🌐

March 4th is the only day of the year that tells you exactly what to do: March Forth. ...more

13 · 2 comments

Today is [#LearnWhatYourNameMeansDay](#), so I'm breaking down the anatomy of Optmyzr. At our core, we are built around the functional ...more

LEARN WHAT YOUR NAME MEANS DAY 2026

OPTMYZR

VOWEL BIN

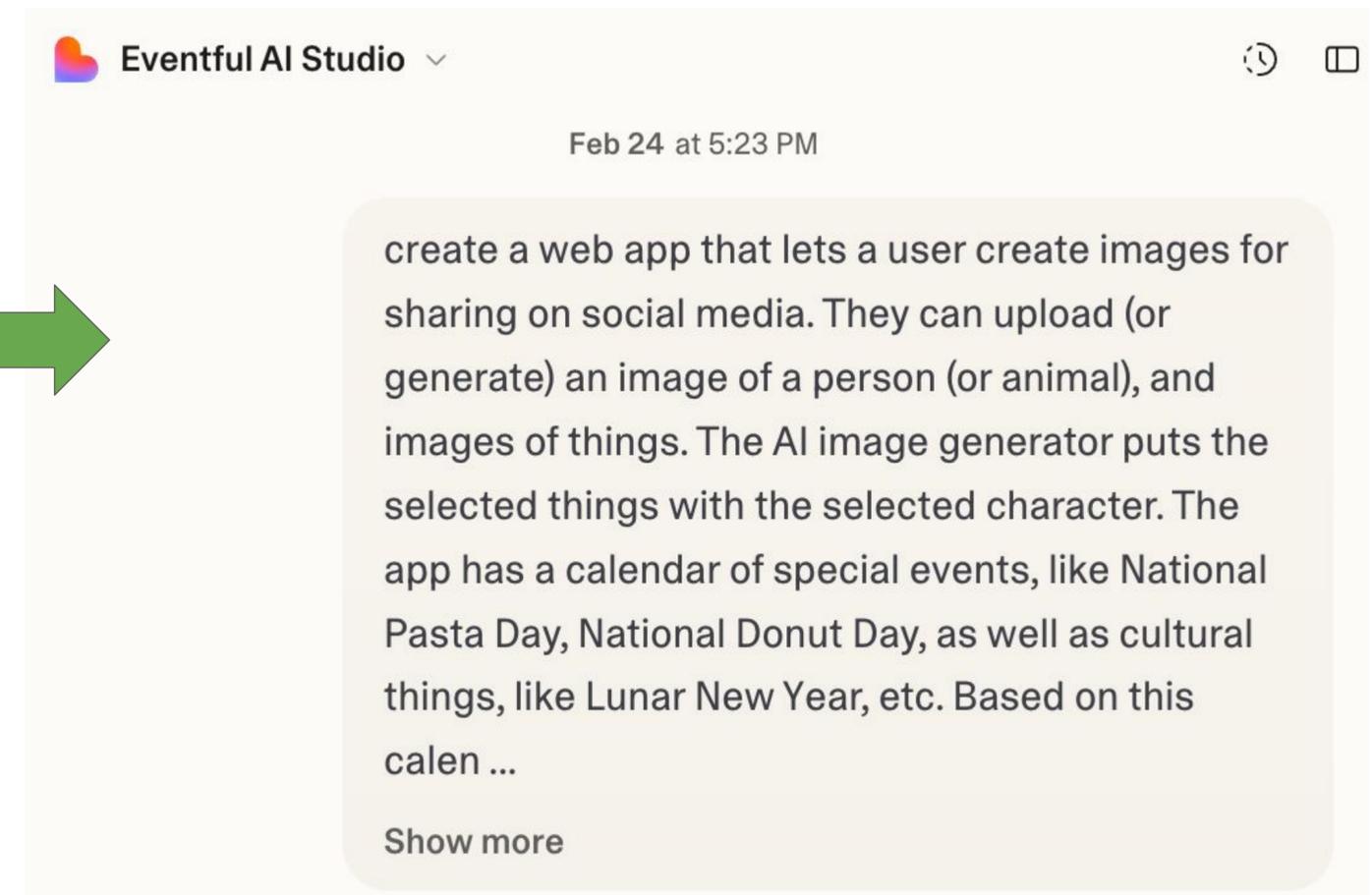
Branded Image Generator



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



Eventful AI Studio

Preview

Share Publish

PostCraft is ready! Here's what's built:

- **Dashboard** with a warm hero banner, quick action cards, and upcoming events
- **Characters & Things** libraries with add/remove functionality and stylish initial avatars
- **Event Calendar** with 24+ special days filterable by category (food, cultural, fun, etc.)
- **Generate** page that creates post ideas by combining characters + things + events with selectable tone (funny, wholesome, professional, sassy)
- Beautiful warm coral/amber design system with Playfair Display + DM Sans typography, dark sidebar nav with animated indicator

To enable **real AI image generation** (combining characters with things), we'd need to enable Lovable Cloud — just say the word!

Feb 24 at 5:31 PM

enable cloud

1 tool used

Feb 24 at 5:31 PM

Submitted "Enable Cloud"

Lovable Cloud is now enabled! Here's what you get:

PostCraft
AI-Powered Social Content

- Dashboard
- Characters
- Things
- Backgrounds
- Calendar
- Generate
- Teams

Create Scroll-Stopping Content

Combine your characters with props and trending events to generate shareable social media posts with AI.

Start Creating →

Quick Actions

- Add Characters**
Upload your brand mascots or people
- Add Things**
Props, products, and objects
- Generate Posts**
AI-powered post ideas

My Projects

- Pistachio Day**
Completed

Upcoming Events

- Old Stuff Day**
Appreciate the vintage
Mar 2

View All →

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

Case Study: From SEO Keynote to Vibe Coded Tool



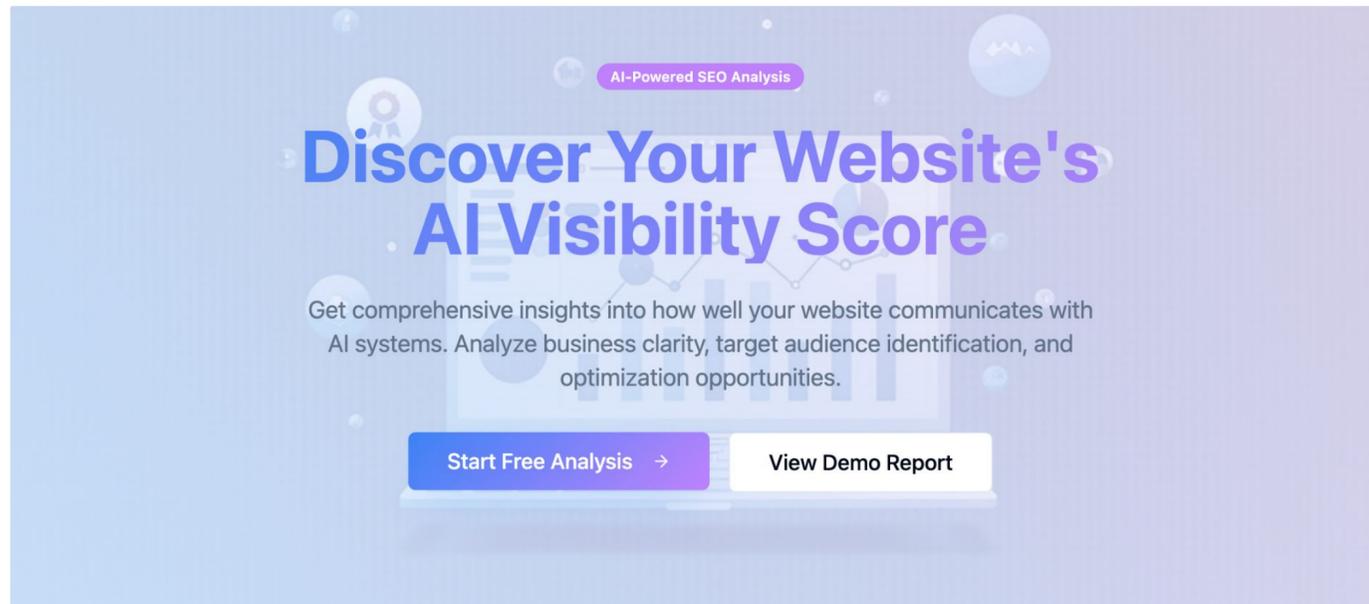
Andy shared this prompt on stage:

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, case 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!

Comprehensive SEO Intelligence

Our AI-powered analysis evaluates your website across multiple dimensions to give you actionable insights for better search visibility.



Business Clarity Analysis

Evaluate how clearly your website communicates what your business does, who you serve, and what makes you unique.



Audience Identification

Discover how well your content identifies target industries, job titles, and geographic markets for better AI discoverability.



Performance Metrics

Get scored insights on content quality, trust signals, and specific recommendations to improve your SEO performance.

A screenshot of the "Website SEO Analysis" tool interface. The title "Website SEO Analysis" is displayed with a globe icon. Below the title is the subtitle "Analyze any website for AI discoverability and business clarity". There is a label "Website URL" above a light blue input field containing the text "https://www.optmyzr.com". Below the input field is a large purple button with a white circular loading icon and the text "Analyzing...".

The SEO Audit Results



🌐 Site Analysis Overview ⓘ

📄 View Prompt Details <https://www.optmyzr.com> • Analyzed on 5/23/2024

Identity Clarity

5/5

Target Audience

4/5

Offerings Clarity

5/5

Proof Points

4/5

✅ Key Strengths

- ✅ Crystal-clear business identity ('PPC Management Software Built by PPC Experts').
- ✅ Powerful founder story and expertise signals (ex-Google, AdWords Evangelist).
- ✅ Strong audience segmentation (Agencies vs. In-house).
- ✅ Excellent use of diverse trust signals: client logos, awards, partner badges, and quantified testimonials.

⚠️ Key Gaps

- ⚠️ Key quantified outcomes are often embedded in testimonials rather than being promoted as headline claims.
- ⚠️ Minor messaging inconsistency on the pricing page.

↗️ Recommended Priorities

Priority 1

Elevate the 'reduce account management time by 60-70%' statistic from a testimonial to a primary claim in the homepage hero/subheader.

Dramatically increases visibility of the strongest quantified outcome for both users and AI, likely improving conversion and featured snippet capture.

Page-by-Page Analysis

🔗 PPC Management Software Built by PPC Experts | Optmyzr

95% Confidence

<https://www.optmyzr.com/>

📍 What the Business Does 5/5

Provides PPC management software with tools for optimization, reporting, and scripts to help manage Google, Microsoft, and Amazon Ads accounts more efficiently.

Evidence: PPC Management Software Built by PPC Experts, Save time with our PPC tools for optimization, reporting, and scripts. Manage your Google, Microsoft, and Amazon Ads accounts more efficiently.

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.”

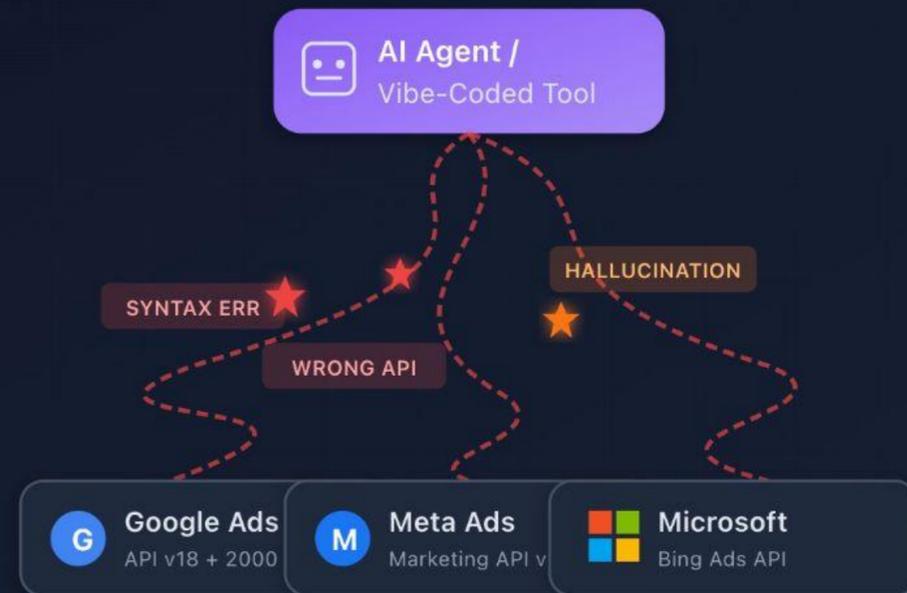
Some things to try in vibe code

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

Where Does AI Fit in Your Ad Tech Stack?

AI AGENT GOES DIRECT



What Can Go Wrong

- Misinterprets match types & duplicates
- Ignores geo overlap & dayparting logic
- Costly errors on million-dollar accounts

VS

AI AGENT + OPTMYZR



What You Get

- Deterministic, error-free API execution
- Deep platform logic: geo, budgets, schedules
- Guardrails that protect million-dollar spend

AI provides the strategy. Optmyzr provides the guardrails.

Your AI + Optmyzr's Business Intelligence = Power with Precision

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



PPC Ad Audience Analyzer

Discover who sees your ads and how they respond. Get AI-powered insights into your target audiences with detailed pros and cons analysis.

Your PPC Ad Text

The Gym for Your Workout - Gymshark Gym Equipment
Gymshark
https://www.gymshark.com
Browse from a wide range of gym equipment, from bottles to yoga blocks, everything you need in your gym bag can be found here. Gymshark Training App. Contactless Delivery. New Releases.

Analyze Audiences

Target Audience Analysis

New Fitness Enthusiasts / Beginners

What Works

- The ad's broad phrasing 'everything you need' suggests a one-stop-shop, which is appealing to those unsure what equipment they need to start.
- The mention of 'bottles' and 'yoga blocks' implies accessible, less intimidating items, making fitness feel approachable.
- Gymshark's brand recognition and association with modern fitness culture can be attractive to those looking to join a community.

Potential Issues

Gym-Goers / Regular Exercisers

What Works

- The ad directly addresses their need for 'gym equipment' and frames Gymshark as 'The Gym for Your Workout,' positioning it as a primary resource.
- The mention of 'wide range' and specific items like 'yoga blocks' suggests variety, catering to different workout styles (e.g., strength, yoga, cardio).
- Gymshark's brand reputation for quality and style likely resonates with those already invested in their fitness journey.

Potential Issues

- The ad is quite generic and doesn't highlight

Brand-Loyal Gymshark Customers

What Works

- The ad immediately leverages the strong 'Gymshark' brand name, which is a powerful draw for existing customers.
- The 'New Releases' mention is a direct appeal to loyal customers who are likely to be interested in the latest products.
- The inclusion of the 'Gymshark Training App' reinforces the ecosystem and value for those already engaged with the brand.

Potential Issues

- The ad is quite generic and doesn't highlight

Edit with Lovable

... Our AI Finished Work on Our Site



Remember, I sent only ONE simple prompt

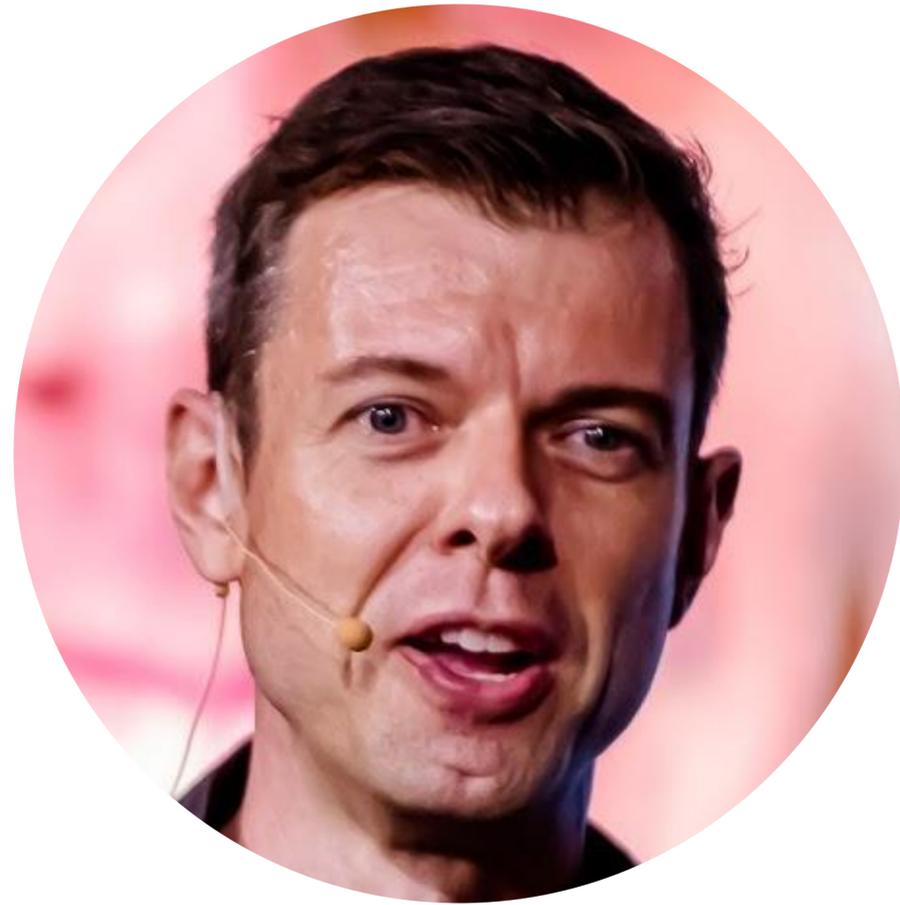
Next, try to:

- Change colors
- Create action items
- Save as pdf

Remix here

You are not competing against AI.

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



Thanks!

Fred Vallaey

Optmyzr

 @SiliconVallaey

 @Frederick-Vallaey

 www.optmyzr.com