Activate dynamically personalised brand experiences

Brief Description:

Brands running high-intent search campaigns send thousands of distinct queries — each carrying its own details (Ex: city, service, search query, consideration stage) — to a handful of static landing pages. Building a dedicated page per geo–keyword combination is tough: traditional workflows required 2–3 weeks per batch across brief, design, copy, dev, and compliance sign-off, and every new location or offer restarts the cycle. So the consumer who searched for a specialist in her own neighbourhood lands on the same national page as everyone else, inflating cost per lead and capping the volume of leads a fixed media budget can deliver.

How AI Was Used:

Maia by Shopalyst is an agentic OS for modern marketing teams, grounded in the brand's knowledge graph. A multi-agent workflow (*Experience Builder, Campaign Activator and Campaign Analyst*) decomposed the brief into service lines, segments and geographies, then built one destination that resolves nearest centre, local specialists and testimonials live per search query, published straight against live ad groups.

Impact:

1 day
Build-to-live, down from weeks

1 destination
Replaces thousands of static pages

–25%
Cost per action

About Maia by Shopalyst | Maia by Shopalyst is an agentic OS for marketers that helps brands drive growth from digital media. With Maia, brands can orchestrate intelligent workflows using specialised AI agents that operate across the 5C's - Culture, Creative, Campaigns, Commerce and Community.