Launch everywhere from a single brief

Brief Description:

Deploying a single marketing campaign across fragmented media platforms like Meta, Google Ads, DV360 and TikTok required people-intensive, manual setup inside each individual platform manager. Teams had to manually set campaign naming conventions, upload hundreds of creative assets, re-key targeting parameters, configure tracking pixels, and set bidding strategies—a process prone to errors, inconsistencies, and launch delays.

How AI Was Used:

Maia by Shopalyst is an agentic OS for modern marketing teams, grounded in the brand's knowledge graph. A Campaign Activator agent converted media plans into channel-specific parameters with standardised tracking tags, ran automated compliance checks against brand guardrails, then published campaigns, budgets, audiences and bidding across every platform simultaneously through unified APIs.

Impact:



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.