USE CASE: MEASUREMENT & INSIGHTS

Replacing the Weekly Reporting Grind with Always-On AI Agents

CHALLENGE

Marketing teams at a global strategy consulting firm were stuck in manual weekly reporting cycles, spending most of their time assembling data rather than acting on it. There was little capacity left to optimise digital spend, and important signals were spotted too late.

HOW AI WAS APPLIED

Super-agents: Interpret high-level intent from marketers and orchestrate the work.

Specialised agents: Cover optimisation, audience, creative, value-at-stake and measurement per channel.

Sub-agents: Handle anomaly detection, pacing, scoring and attribution.

Persistent memory: Lets the system learn continuously and return context-rich recommendations.

OUTCOMES

80%
Engagement vs. static campaign creative

Always-on
Click-through to product pages

Zero
Hair types with personalised recommendations

Source: client-reported outcomes from the engagement. Figures are rounded.

Material is a global growth intelligence company.

For 50 years, Material has built behavioral science into the insights, strategies, brands, experiences and platforms that move markets. Its culture-shaping design studio, Aruliden, gives that work form, from identity and product to packaging and environments. Material is building the intelligence layer ambitious companies use to understand demand and act on it faster.

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