From Zero to a Live Daily Measurement Loop in Two Weeks

Leading mobile photo-editing and enhancement app · subscription revenue and new-customer acquisition · digital-only mix

THE LATENCY PROBLEM

Campaign decisions were being taken daily while attribution arrived monthly and disagreed with itself across platforms. Nothing in the measurement stack ran at the speed of the media buying it was supposed to govern.

AI AND AGENTIC AI APPLIED

MODELS Daily-grain causal attribution across 100+ levers on an ensemble ML path-to-ML path-to-purchase structure, replacing platform-reported numbers with one consistent one consistent read

AGENTS Deployed as agents in two weeks: ingestion, benchmarking and simulation simulation agents close the loop daily and fire threshold alerts without anyone querying a anyone querying a dashboard

WHAT THE AGENTIC LAYER DOES EVERY DAY

1 Daily ingestion

Platform, search, programmatic and influencer data pulled and reconciled at daily grain for every country

2 Path-to-purchase modelling

Cross-channel attribution estimated on a single causal structure rather than platform-reported numbers

3 Continuous benchmarking

Efficiency thresholds monitored per channel, so drift in acquisition cost surfaces the day it starts.

4 Plan simulation

Each campaign and plan simulated to its to its best available outcome before before commitment.

OUTCOME – LIVE MEASUREMENT LOOP GUIDING GROWTH CHANNELS

2 weeks

from kick-off to a live, deployed measurement measurement system

~5X

faster to deploy than alternative platforms

93%

prediction accuracy at daily and weekly grain grain

+13.7%

sign-up growth, with revenue up 7.5%