MMA
Marketing + Media Alliance

strong metrics
Every Impression Smarter

AI Use Cases

Presented by strongmetrics

A Rushfoil Ventures Company

Use Case 1

Measurement & Insights

From data to revenue truth

AI-assisted revenue intelligence that delivers instant data insights, predicts source performance, and proactively identifies profit and loss - reducing manual analysis and the manpower required for daily reporting and costing.

The Challenge

With revenue spanning 200+ apps and multiple agency partners, daily reporting required complex fraud adjustments, source-level costing, and cross-currency reconciliation. Teams had to manually query raw event data across apps and agencies every day, consuming significant manpower while allowing mis-attribution, revenue leakage, and anomalies to go unnoticed for weeks.



Ingest

Pulls data feeds across every app and agency folder.



Clean

Dedupes by device ID, subtracts post-attribution fraud, pins each campaign to its important event.



Compute

Applies per-source payouts for costing and advertiser payouts for DRR.



Flag

Surfaces unconfigured and fraud source anomalies the same day.

How AI was applied

A natural-language reporting engine (MCP query layer) sits over MMP raw data and runs one agentic pass.

200+

apps under automated daily DRR & costing, across 5 agency partners

~10X

AI makes insight generation and reasoning 10x more efficient, significantly reducing manual tasks and accelerating decision-making

Same - day

fraud-adjusted, FX-normalised workbooks - zero manual queries

AI turned DRR from manual reconciliation into proactive revenue intelligence-
providing real-time insights, predicting source performance, and surfacing profit, loss, and anomalies early.