mFilterIt

MPULSE - AGENTIC MEDIA OS

MMA Case Study

Media Optimization & Execution

For brands running multiple campaigns, tracking changing signals and managing each campaign individually can quickly become complex. Agentic AI brings these signals together, moving media from reactive intervention to continuous optimization.

Brief Description

A leading FMCG company deployed mPulse by mFilterIt to continuously monitor live campaigns, identify optimization opportunities and execute actions within human-defined governance.

How AI Was Applied

The Optimization Agent continuously monitored campaign performance across four live campaigns and executed 81 optimization actions across bidding, pacing, frequency, audiences, devices and supply quality.

The Setup Agent automated campaign configuration, validation, taxonomy and object creation, reducing the campaign setup process from approximately 72 hours to 30 minutes.

The Reporting & Insights layer linked optimization actions to outcomes for transparent performance tracking.

Impact

9.21%
Avg.reduction in CPV

10.34%
Avg. improvement in VTR

32.1% & 45.6%
CTR improvement in individual campaigns

72h → 30m
campaign setup time

99%+
reduction in manual setup effort

Outcome: AI moved media from reactive optimization to continuous decisioning, delivering measurable performance gains at speed while keeping human control intact.

About mPulse: An Agentic AI-powered Media Campaign Operating System orchestrating planning, setup, optimization and reporting across the media lifecycle.