Unlock Intelligence from Media Performance

Brief Description:

Large advertisers run media across platforms, agencies, brands, and formats that each report on their own definitions, taxonomies, and time windows. Answering a question like "which creative worked hardest this quarter, and how does that compare with last year?" meant manual exports, reconciling mismatched metrics, and rebuilding the same views every reporting cycle — days of work for a single answer, with cross-brand comparisons rarely trustworthy enough to reallocate budget on. Insight arrives after the decision window has closed, and years of accumulated media data sit unusable.

How AI Was Used:

Maia by Shopalyst is an agentic OS for modern marketing teams, grounded in the brand's knowledge graph. Deployed as a centralised intelligence layer, a Campaign Analyst agent standardised years of cross-platform data from the advertiser's connected ad accounts into one definition set across brands, markets and formats, then moved the organisation from descriptive reporting into creative diagnostics and YTD benchmarking, with the ability to in natural language.

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.