Continuous Optimisation for maximum ROI

Brief Description:

Managing and optimizing live media campaigns across fragmented ad platforms traditionally required performance marketers to manually monitor performance dashboards, spot underperforming ads, and adjust budgets or bids across multiple ad accounts. Because performance data is fragmented across channels, identifying fatigued creative, budget bottlenecks, or audience saturation often took days. Consequently, media spend was frequently wasted on underperforming placements before optimizations could be applied, leaving marketing teams reacting to past performance rather than proactively improving ROI.

How AI Was Used:

Maia by Shopalyst is an agentic OS for modern marketing teams, grounded in the brand's knowledge graph. A Campaign Optimiser agent read live performance across Meta, Google and TikTok to analyse campaign performance, and suggest reallocation of budget to top-performing creative and placements using predictive ROAS models, and triggered pre-vetted creative swaps as assets decayed, with human in the loop approvals as needed.

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.