MMA
Marketing + Media Alliance

strong metrics
Every Impression Smarter

AI Use Cases

Presented by strongmetrics

A Rushfoil Ventures Company

Use Case 4

Predictive Yield Intelligence

From hindsight to foresight - forecasting source yield before spend is committed

AI-driven propensity models that anticipate how every traffic source and campaign will perform against efficiency and margin targets - converting revenue history into forward-looking allocation intelligence.

The Challenge

Performance reporting is inherently retrospective - it explains what a source delivered yesterday. Investment decisions, however, are forward-looking: which sources will scale with quality, which will lose signal or drift toward invalid traffic, and which campaigns will still protect margin at period close. That judgement lived in individual expertise, so capital moved late - after a source had consumed budget, or after a high-yield one had been throttled.



Learn

Models trained on yield, cost-to-acquire, conversion velocity and traffic-quality history for every source and campaign.



Score

Each source and campaign scored daily on efficiency propensity, margin contribution and signal-decay risk.



Forecast

Period-end revenue & margin projected per campaign, so P&L exposure is visible in week one rather than at close.



Allocate

Scale, cap and pause calls issued ahead of spend commitment, then reconciled against actuals to retrain.

How AI was applied

A revenue-intelligence layer (MCP query engine) learns from historical yield, cost and traffic-quality signals and executes one predictive cycle every day.

Predictive

daily propensity scoring of every source and campaign on efficiency, margin and decay risk

Week 1

period-end revenue and margin exposure surfaced early, not at close

Margin-first

allocation optimised for profit contribution, not volume alone

AI moves strongmetrics from hindsight reporting to yield foresight-
anticipating source performance and margin so capital is allocated ahead of the outcome, not in response to it.