Increase attentive reach, at scale

Brief Description:

Advertisers frequently face a challenge of building attentive reach on popular media platforms. Traditional workflows rely on static demographic assumptions and siloed platform data, making it difficult to drive higher relevance and engagement from ads. Marketers need an alternative precision-targeting solution to capture high-intent category shoppers without sacrificing scale or inflating media costs.

How AI Was Used:

Maia by Shopalyst is an agentic OS for modern marketing teams, grounded in the brand's knowledge graph. An Audience Builder agent turned signals of what people buy, browse and watch into platform-specific custom-intent audiences, deployed them into live campaigns on Meta, Google Ads, DV360 and TikTok through API integrations, and refreshed targeting monthly against actual performance.

Impact:

100%
Of targeted reach goals achieved

15%+
Increase in CTR and VTR

Lower CPMs
Planned reach at lower media cost

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.