



Frequently Asked Questions

1	What is CPA?	CPA is an AI-powered tool that combines campaign performance metrics with creative assets to explain what's driving results and identify optimization opportunities.
2	Why was CPA created?	Teams spend a lot of time pulling reports and interpreting dashboard before they can make recommendations. CPA transforms that data into an interactive conversation so teams can uncover insights faster.
3	What business challenges can CPA help with?	• Identify which assets are driving performance • Discover optimization opportunities • Understand why campaigns are succeeding or not
4	How is CPA different from a traditional reporting dashboard?	CPA explains why it happened. Users can ask questions about metrics and receive AI-generated insights.
5	What are the biggest benefits of using CPA?	Faster campaign optimization, stronger creative decision making, less manual reporting, more actionable insights ✨