

MTP INTELLIGENCE PLATFORM

Campaign Performance Assistant

Turn campaign performance into actionable insights.

Messaging Guide for MTP Employees

AGENDA

How You Can Use CPA

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| 01 | Faster Campaign Optimization | CPA helps teams identify what's working and what's not. |
| 02 | Smarter Creative Decisions | CPA connects creative assets to campaign performance. |
| 03 | Stronger Client Recommendations | CPA provides evidence-backed insights to support strategy. |
| 04 | Efficient Reporting | CPA reduces time spent manually analyzing data and dashboards. |
| 05 | Greater Campaign Confidence | CPA helps team make data-backed optimization decisions. |

Faster Campaign Optimizations

CPA helps teams spot optimization opportunities.

**Identify high
performing
campaigns**

**Spot
underperforming
creative**

**Prioritize
optimization
opportunities**

**Improve
campaign
efficiency**

Smarter Creative Decisions

CPA connects campaign performance directly to creative execution.

**Analyze
headlines and
messaging**

**Compare
creative
variations**

**Understand
what's working
and what's not**

**Improve future
creative
development**

Stronger Client Recommendations

CPA helps teams support campaign recommendations with evidence.

**Explain
campaign
performance**

**Validate
optimization
decisions**

**Support strategic
recommendations**

**Increase client
confidence**

More Efficient Reporting

CPA transforms reporting into an interactive conversation.

**Reduce manual
reporting**

**Ask questions
to learn more**

**Receive instant
AI insights**

**Spend more time
on strategy**

Greater Campaign Confidence

CPA helps teams make faster and more-informed decisions.

**Understand
performance
drivers**

**Optimize
campaigns with
confidence**

**Support client
conversations
with data**

**Maximize
campaign results
with insights**

CPA helps employees understand **why campaigns perform** the way they do by combining creative assets with campaign performance data to deliver actionable insights.

Strategy Team

Turn campaign performance into **data-backed** marketing strategy.

Campaign optimization • Creative insights •
Performance trends • Strategic recommendations

Creative Team

Learn which creative elements are driving **results.**

Headlines • Messaging • Imagery • CTA analysis

Account Team

Bring **stronger insights** into client conversations.

Performance storytelling • Optimization recommendations •
Campaign reporting • Strategic planning

Media Team

Optimize campaigns using **real-time** performance intelligence.

Media optimization • Budget efficiency •
Creative performance • Campaign analysis