



Campaign Performance Assistant (CPA)

The Strategic Advantage for Your Brand

Turning dashboards into actionable decisions takes time. Performance data, creative assets, and optimization opportunities often live in separate places, making it difficult to understand *why* campaigns succeed and what to improve next.

Here's the current landscape:

Static Performance Reports

Teams spend valuable time reviewing dashboards instead of identifying performance insights.

Fragmented Campaign Data

Creative assets, performance metrics, and optimization recommendations exist across disconnected platforms.

Slow Optimization Cycles

Campaign improvements usually happen after opportunities have already been missed, reducing efficiency.

What is CPA?

Campaign Performance Assistant (CPA) helps MTP teams transform campaign reporting into an interactive conversation. By combining creative assets with live campaign performance, CPA identifies the drivers behind results and delivers actionable recommendations.

How CPA Works

CPA connects campaign performance data with creative execution, allowing teams to ask questions in natural language and understand what is driving success. Rather than manually analyzing data, users receive insights that explain trends, identify optimization opportunities and support smarter decisions.



Key Features



Decode Creative Performance

Analyze how headlines, imagery, messaging and CTA buttons influence campaign results.



Accelerate Campaign Optimization

Identify optimization opportunities and improve campaign efficiency.



Enable Conversational Analytics

Replace static dashboard with an AI-powered conversation explaining campaign insights.

Why CPA Matters

Make Faster Optimization Decisions

Reduce manual reporting and quickly spot changes that will have the greatest impact on campaign performance.

Connect Creative with Results

Understand how individual elements contribute to performance so you can optimize future campaigns.

Turn Performance into Strategy

Move beyond reporting metrics to identify insights that guide smarter planning.

See CPA in Action

See how MTP teams can use CPA to uncover performance drivers, optimize campaigns, and turn reporting into strategic decision making.

[Watch Product Demo](#)

