

MTP Intelligence Platform

Campaign Performance Assistant

User Welcome Packet

Your guide to getting started with CPA — RADaR's unified campaign intelligence platform.

Welcome to CPA

We're excited to officially welcome you to the Campaign Performance Assistant (CPA) — RADaR's unified performance intelligence tool built on the MTP Intelligence Platform. CPA brings your entire media and creative ecosystem into a single command center, so you can move from fragmented reporting to real-time, conversational analysis. This is an internal tool, meant for cross-collaboration and to bring insights to our clients more quickly.

This packet covers everything you need to get started: how to log in, how to navigate the platform, what you can do, and how to get help.

Getting Access

Log In

- Log in using your MTP email address at: <https://cpa.intelligence-platform.ai/>

Support

- For login issues or technical questions, reach out in Slack: [#radar-mtp-intelligence-platform-help](#)

What Is CPA?

CPA is a unified performance intelligence tool that integrates your entire media and creative ecosystem into a single environment. It eliminates the disconnect between how ads are bought and how creative is executed — transforming fragmented data into a cohesive source of truth that anyone on the team can query in plain language.

Siloed Data → Solved

Disconnected creative and media data becomes a single unified view of your brand's performance.

Manual Analysis → Automated

Stop spending hours on reporting. Ask a question, get an instant, evidence-based answer.

Delayed Action → Real-Time

Surface winning patterns in time to act on them — not after the campaign ends.

Navigating CPA

CPA is designed to be intuitive, but here's a quick map to get you oriented:

- **Homepage:** The landing page after login. Houses all available Client Projects — each representing a client's full historical data and dedicated chat window.
- **Project Tiles:** Each tile shows the date range of data ingested into CPA and high-level performance metrics for that period.
- **Querying:** Once inside a Project, type queries directly into the chat or use the Pre-Built Reporting Templates in the left sidebar.
- **Starter Prompts:** Not sure where to begin? Click the starter prompts in the chat bar for examples of what CPA can handle.
- **Chat History:** Conversations are saved automatically within each Project. Access them in the left sidebar. Note: chat history is unique to your user profile — other users won't see your queries.

Your Dashboard Views

CPA includes four pre-built dashboard views, each designed for a different level of analysis. These are accessible from the left sidebar within any client project.

Dashboard View	What You Can Do
Media Overview	High-level view of total spend, impressions, clicks, CTR, CPM, CPC, and CPA. Includes impressions by source, spend by source, monthly spend vs. clicks trend, and a campaign scatter plot. The starting point for any campaign health check.
Campaign Performance	All campaigns listed with sortable metrics: spend, impressions, clicks, conversions, CTR, and CPA. Includes channel-level spend summaries and a channel spend mix by campaign chart. Ideal for comparing campaigns and digging into spend efficiency.
Creative Performance	A creative ranking table showing how individual assets are performing across spend, impressions, clicks, CTR, conversions, and CPA — filterable by tactic. Includes performance by tactic and a CTR vs. CPA by creative scatter plot.
Creative Asset Analysis	A visual gallery of individual creative assets with impressions, CTR, spend, and CPA displayed per asset. Searchable and filterable by campaign. Perfect for identifying which specific ad formats and visuals are driving results.

Key Capabilities

What CPA Can Do

Conversational Intelligence

Ask complex questions in plain language. Surface immediate, evidence-based insights without writing a single query or waiting on a report.

Pre-Built Reporting

Access unified media overviews with high-level visualizations and granular campaign breakdowns — all in one place.

Creative Analysis

Isolate the impact of specific creative variables — tone, CTA, imagery — directly mapped against your media KPIs.

What CPA Cannot Do (Yet)

To help you focus your queries, here's what's currently out of scope during this initial rollout:

- **Predictive Modeling:** No forecasting, sales projections, or spend recommendations.
- **Creative Automation:** No automated creative scoring or tagging.
- **Alerting:** No proactive alerts, reminders, or natural language scheduling.
- **Exporting:** No direct export of datasets or reports yet.
- **Cross-Project Navigation:** To switch between clients, return to the Homepage — there is no workspace selector within a chat.

Data Refresh

CPA data refreshes every morning to capture the previous day's performance. When reviewing metrics, note that real-time same-day data is not yet available.

Sample Prompts to Try

Use these as a starting point. Substitute your actual client campaign names, channels, and date ranges as needed.

Query Type	Example Prompt
Performance Trends	What was the month-over-month CTR difference between March 2025 and April 2025 for [Campaign Name]?
Top Performers	What was the top-performing campaign in Paid Search in Q1 2025?
Channel Comparison	Compare the conversion rate of Paid Social vs. Paid Search over the last 6 months.
Creative Insights	Which creative assets had the highest CTR in [Campaign Name]?
Spend Efficiency	Which campaigns had a CPA under \$20 in February 2025?
Campaign Breakdown	Show me impressions, clicks, and spend for [Campaign Name] broken down by month.

Why CPA Matters

Maximize Real-Time Optimization

Stop waiting for weekly reports to uncover opportunities. CPA surfaces immediate insights so your budget is always directed toward your highest-performing assets.

Gain Absolute Strategic Clarity

Replace intuition with evidence. Unifying creative and media data reveals exactly why a campaign succeeds or fails — every pivot relies on data, not guesswork.

Accelerate Learning Cycles

Turn every campaign into a testing ground. Isolate performance drivers in real-time, scale wins faster, and cut inefficiencies before they erode your ROI.

Getting Help & Giving Feedback

Your questions and feedback are essential — they help the team continue improving CPA for everyone.

Where to Go for Help

- Slack: Drop questions, bugs, wins, or "I wish it did this" thoughts into [#radar-mtp-intelligence-platform-help](#)
- Help Button: Use the Help button at the top of the CPA screen to flag any issues directly from within the platform.

How to Flag an Issue

If something doesn't look right, the most helpful thing you can do is send a screenshot to the Slack channel that includes:

1. **Project Name:** which client project you were working in
2. **Your Exact Prompt:** copy/paste what you typed
3. **The Full Response:** screenshot or paste the full CPA answer
4. **What Was Wrong:** e.g., "The math was wrong" or "The response was too vague to be actionable"

Ready to get started?

Log in at [cpa.intelligence-platform.ai](#) | Questions? Slack: [#radar-mtp-intelligence-platform-help](#)

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