



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 hours pulling reports and interpreting dashboard data before they can make any real recommendations. CPA transforms that data into an interactive conversation so you 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 not only tells you <i>what</i> happened, but explains <i>why</i> it happened. Users can ask questions about metrics and receive AI-generated explanations and insights.
5	What are the biggest benefits of using CPA?	Faster campaign optimization, stronger creative decision making, less manual reporting, more actionable insights. ➔