

# FROM 15-DAY REPORTING CYCLES TO 24-HOUR DECISIONS

AI-DRIVEN MARKETING ANALYTICS AGENT ON UNIFIED DATA

Agentic Marketing Intelligence | Enterprise SaaS



## INFLECTION POINT

- Marketing data fragmented across ads platforms, website analytics, paid social, CRM, and revenue systems | No single unified performance view
- Reporting cycles of 7–30 days via weekly decks and Excel stitching | Optimization windows passed before insights arrived
- Decisions made on 15-day-old data | No ability to adjust media plans daily or identify underperforming channels in real time
- SQL expertise and data team dependency required to answer basic marketing questions | Analysts bottlenecked waiting on reports

## EXIQO™ ENGINEERED FIX

**OptimaAI Platform:** Multi-agent Analytics Platform with an orchestrating Analytics Agent coordinating a Data Analysis sub-agent and Visualization sub-agent, answering what happened, why, and what to change in seconds

**Context Engineering:** Semantic layer with 50+ domain-specific business entities — conversion rate, CAC, campaigns, ARR — providing the marketing context that makes agent answers accurate, not generic

**AI SDLC Playbook:** Tool layer automates schema discovery, SQL generation, query validation, and chart generation, enabling plain-English questions to resolve into full funnel analysis and scenario modeling

**AI-EV Program:** Full observability stack with tracing, evals, and telemetry; every agent decision auditable, systematically tested against golden datasets before any model update ships

15x

faster optimization cycles, from 15-day reporting to daily decisions

50+

domain-specific business entities powering marketing-specialized AI

24hr

optimization cycles replacing 15-day-old reporting via daily Snowflake refresh