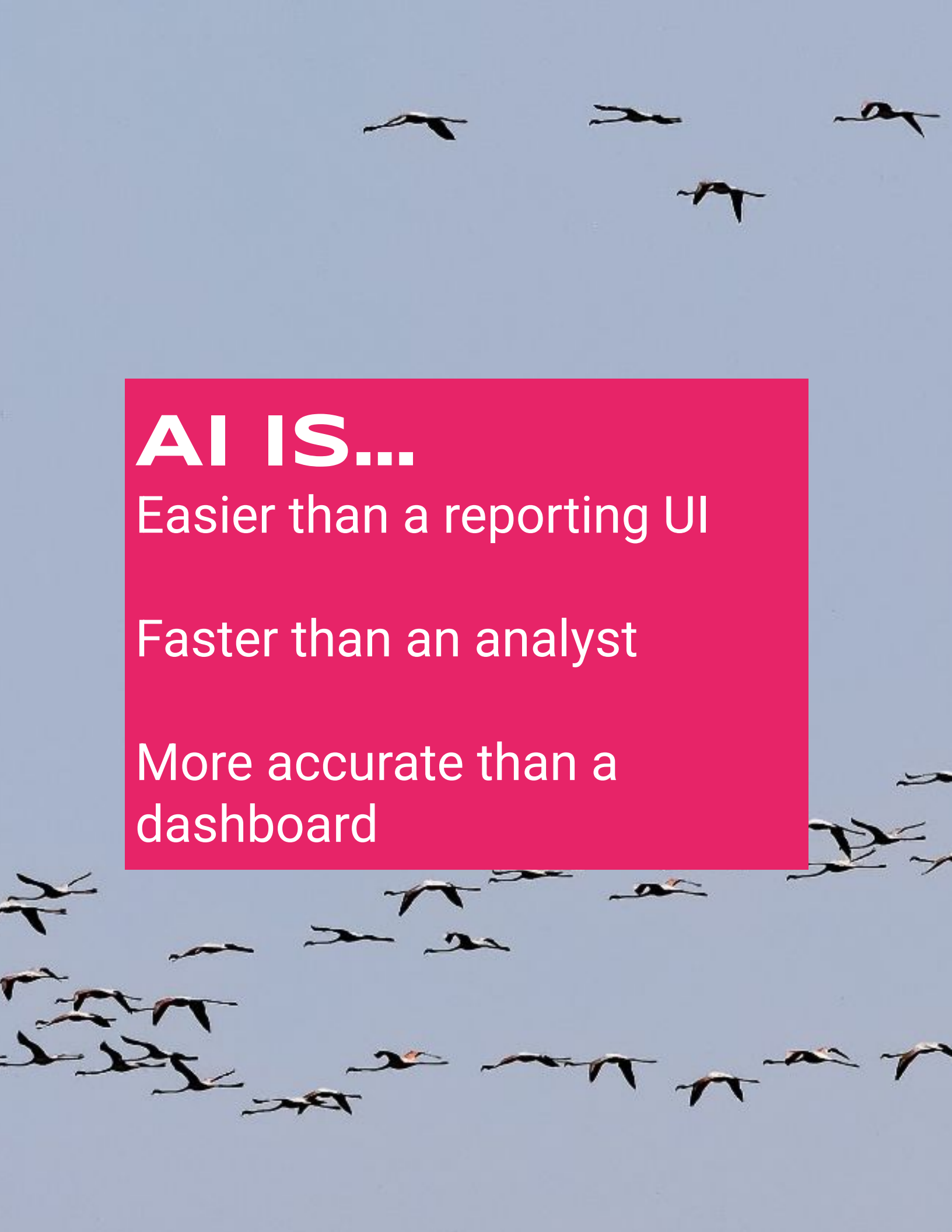




AI

THE ReBIRTH OF Performance Media Analytics

A GROW FASTER,
DIE SLOWER
DIGITAL Magazine

A large flock of birds, possibly swans or geese, is flying in a clear blue sky. The birds are scattered across the frame, with some in the foreground and others further back, creating a sense of depth and movement. The sky is a uniform light blue, providing a clean background for the text.

AI IS...

Easier than a reporting UI

Faster than an analyst

More accurate than a
dashboard

That doesn't mean you
should get rid of your ETL,
marketing data warehouse
and dashboard platforms...



...but it *does mean* you
should start to experiment
with **specialized AI tools**
to transform your
approach to analytics.



AI is up to
6X

faster than traditional
reporting



How do I know AI is 6X faster?

I clocked the time it takes to create a Year over Year Site Traffic chart.

I compared the manual, traditional approach to an AI approach.

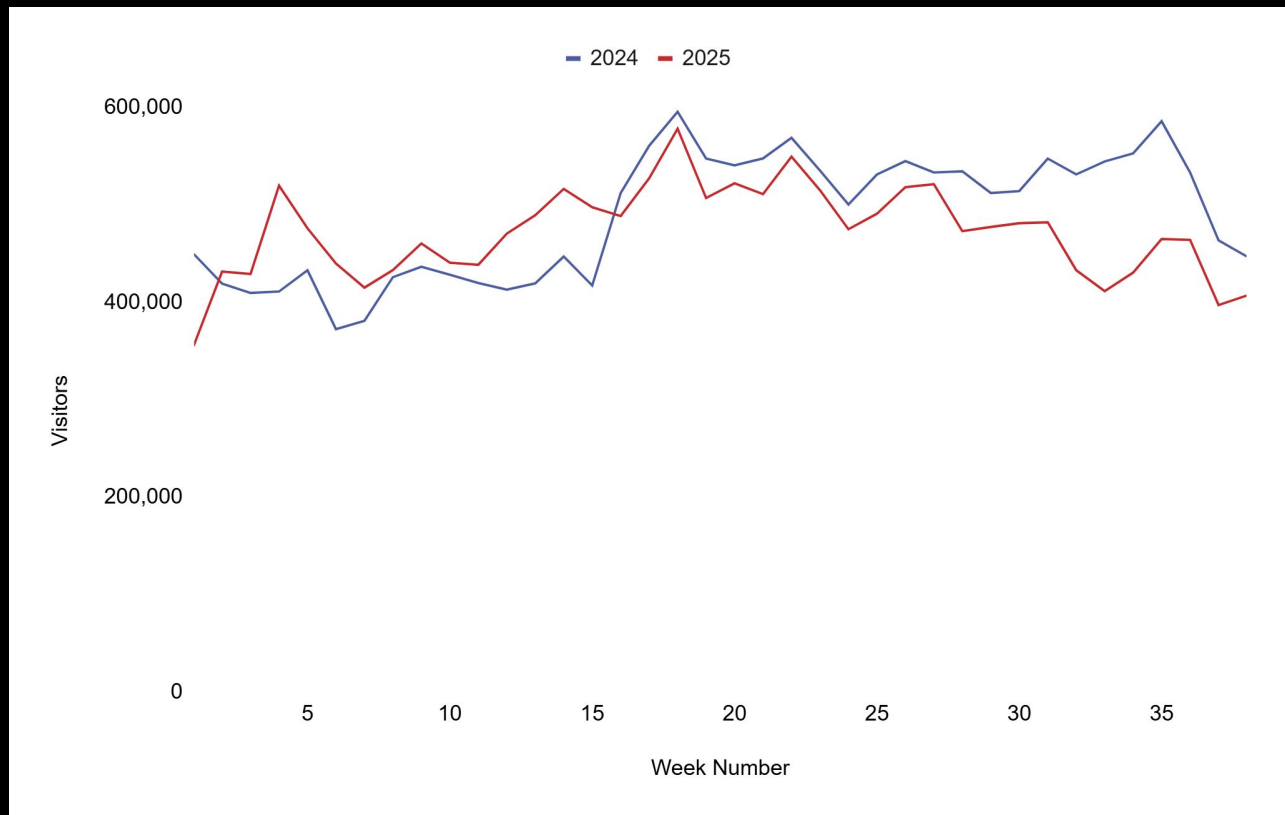
Manual Approach



AI Approach



The manual approach took me 30 Minutes




Google Analytics

Remembering how to
use GA4 Explorations

15 minutes

 Google Sheets

Importing and
transforming data in
Sheets

10 Minutes

 Google Sheets

Creating and Formatting
a Chart in Google Sheets

5 Minutes



The AI approach only took **5 minutes**
(and it was the first time I tried it)

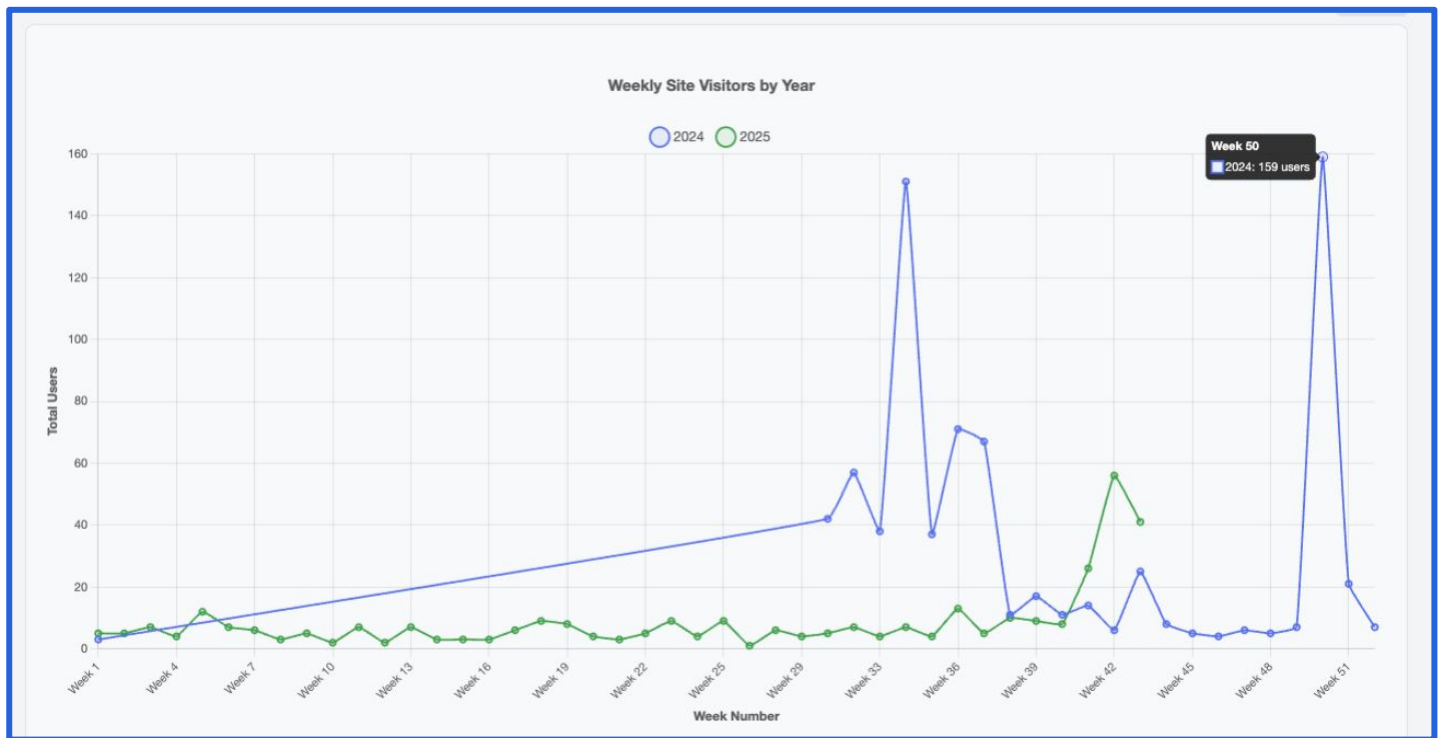


Table Generation via
Fuse

2.5 Minutes

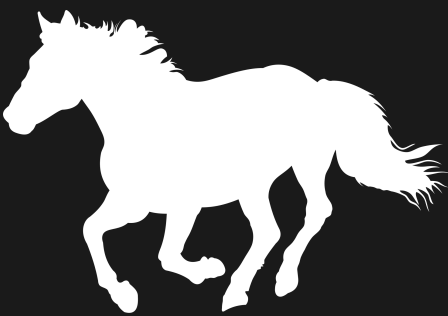


Visualization via Fuse

2.5 Minutes

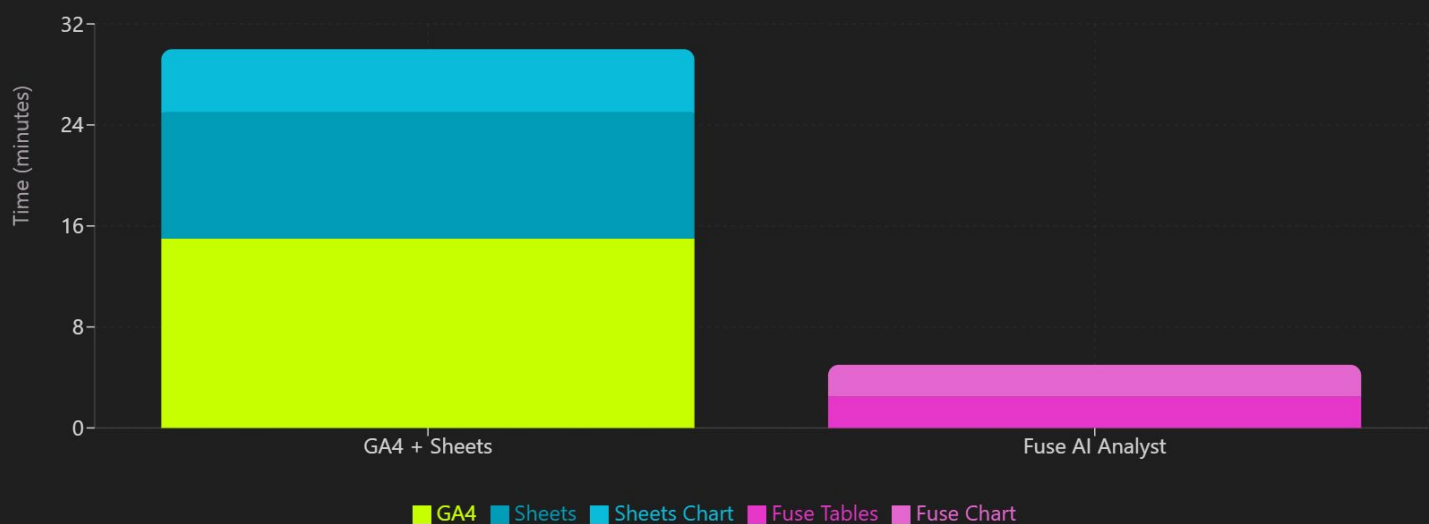


AI reduced the time spent to make a chart from GA4 data by **80%**



Building a YoY Traffic Chart

Time comparison: Traditional approach vs Modern stack



GA4 + Sheets Workflow

Total: **30 minutes**

- GA4 setup & data export: 15 min
- Sheets processing: 10 min
- Sheets chart creation: 5 min

Fuse AI Analyst Workflow

Total: **5 minutes**

- Fuse tables setup: 2.5 min
- Fuse chart generation: 2.5 min

⚡ **6x faster workflow!**

Data visualization powered by modern tooling

Lovable

(This chart was also generated by AI via Lovable)

Yes, this is just one, simple use case, but when I polled some agency folks...

A trader spent **over 50%** of their time checking pricing, preparing analysis and making recommendations from platform data



An analyst spent **over 15%** of their time on data requests from business users

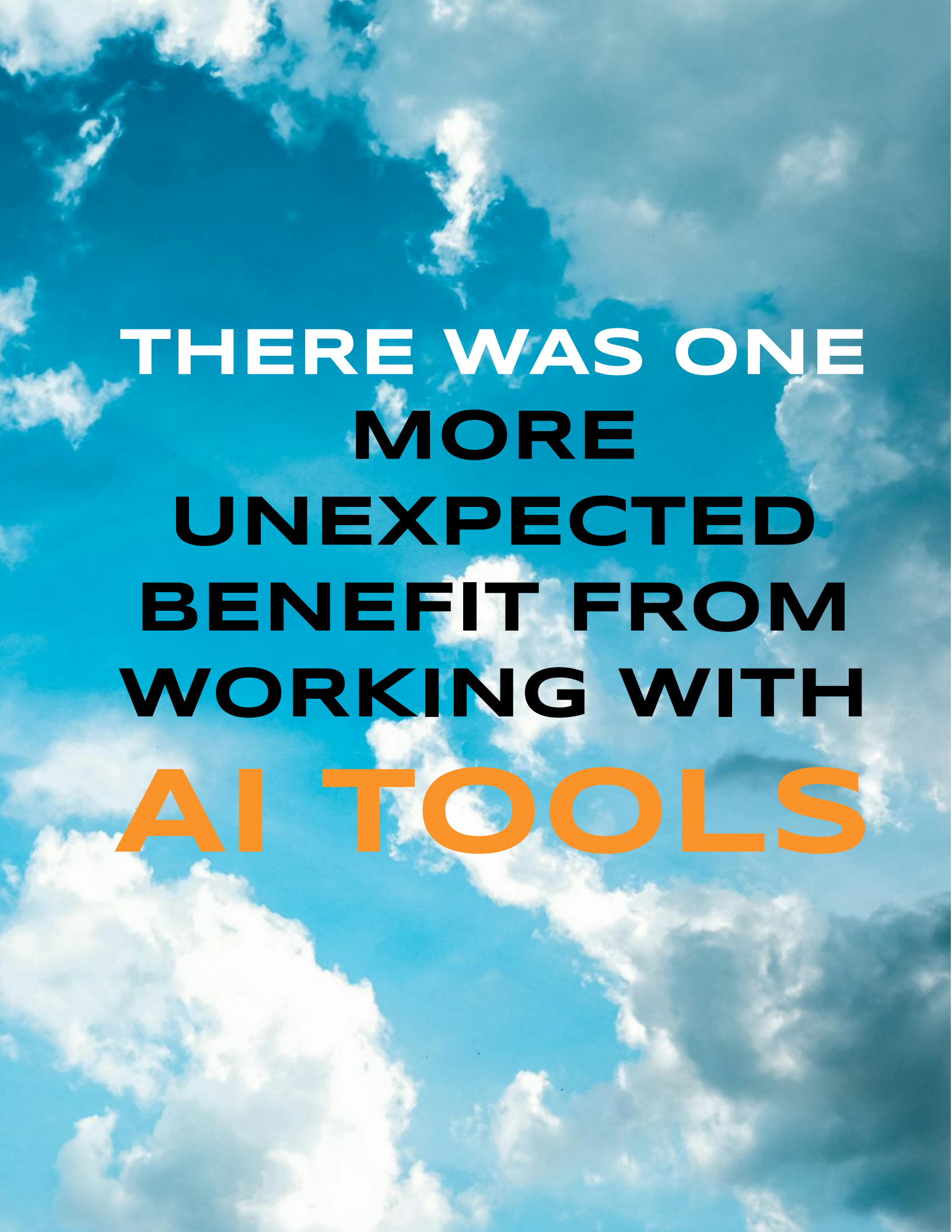
90% of business users preferred instant self-service to “waiting in a data request queue”



EVERYBODY WANTS

**AN AI
ANALYST**

**BUT THAT'S NOT ALL I
DISCOVERED**



**THERE WAS ONE
MORE
UNEXPECTED
BENEFIT FROM
WORKING WITH
AI TOOLS**

AI REDUCED ERRORS



AI IS MORE ACCURATE

AND EASIER TO QA THAN A REPORTING
STACK BECAUSE IT IS DIRECT FROM THE
PLATFORMS IN REAL-TIME

AI MADE LESS MISTAKES

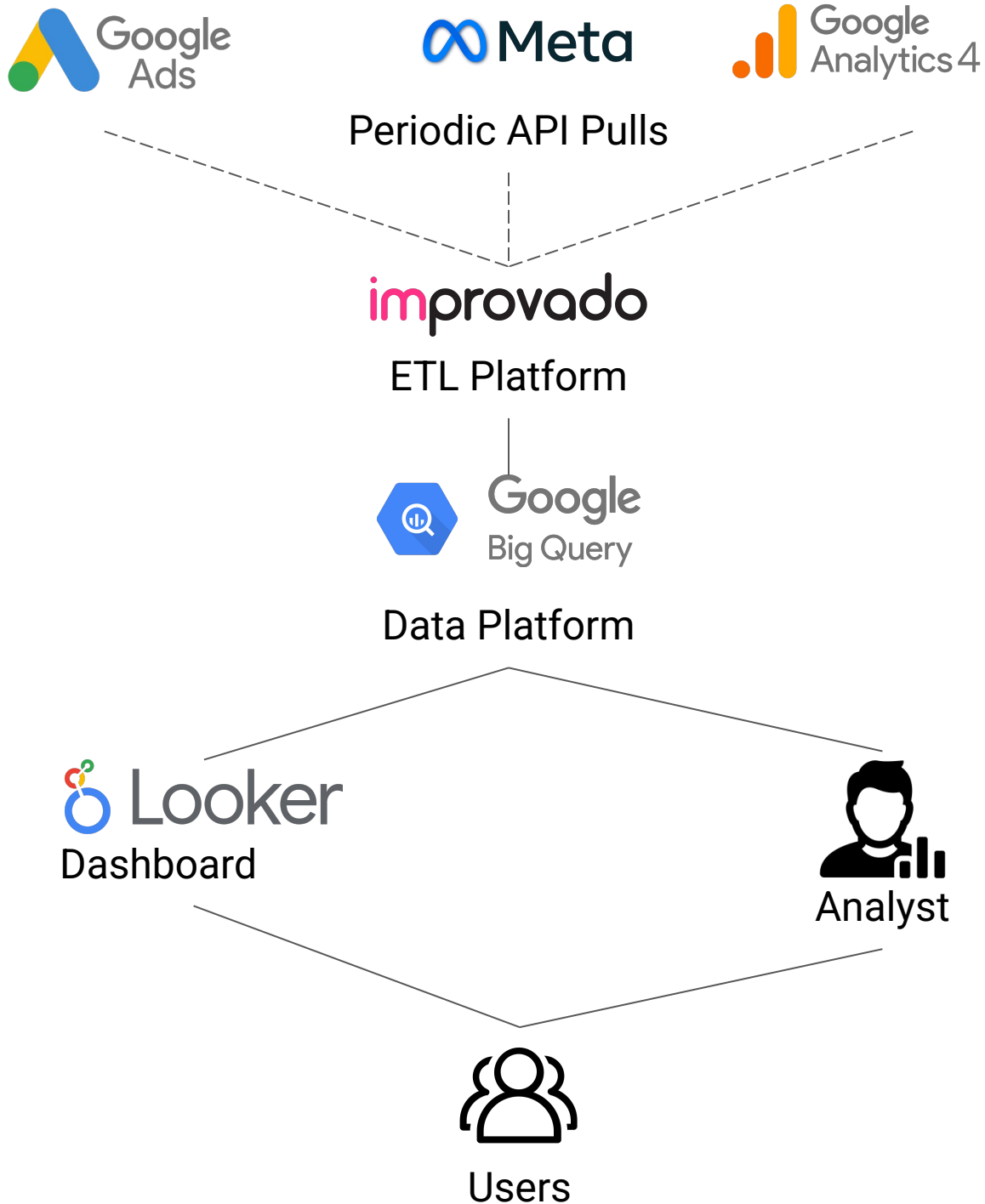
THAN HUMANS AND UNDERSTOOD THE
THE REPORTING REQUESTS BETTER
THAN AN ANALYST



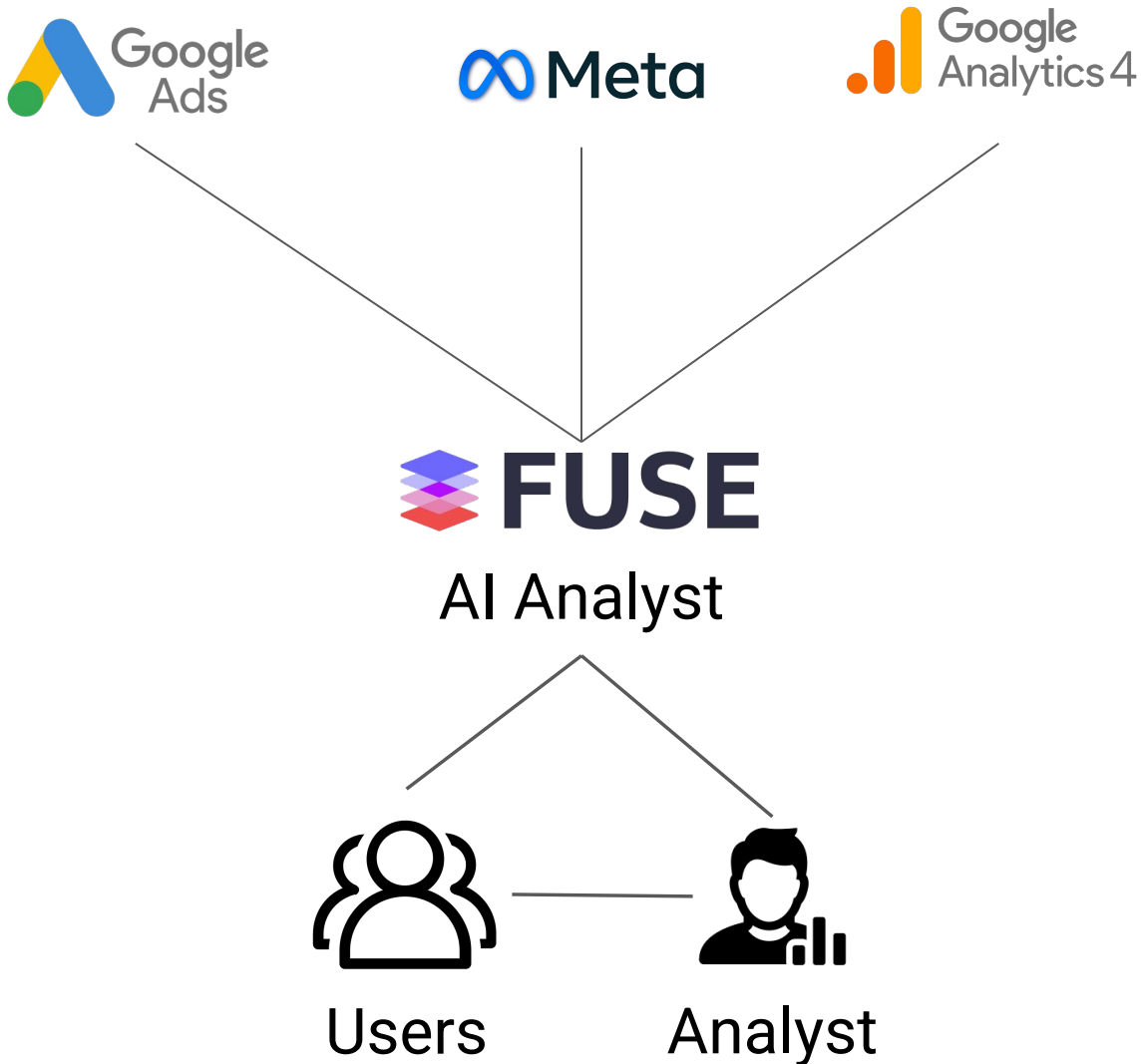
**THE AI ANALYST IS NOT
GOING TO REPLACE THE
TRADITIONAL REPORTING
STACK**

**AI SERVES A
DIFFERENT
PURPOSE**

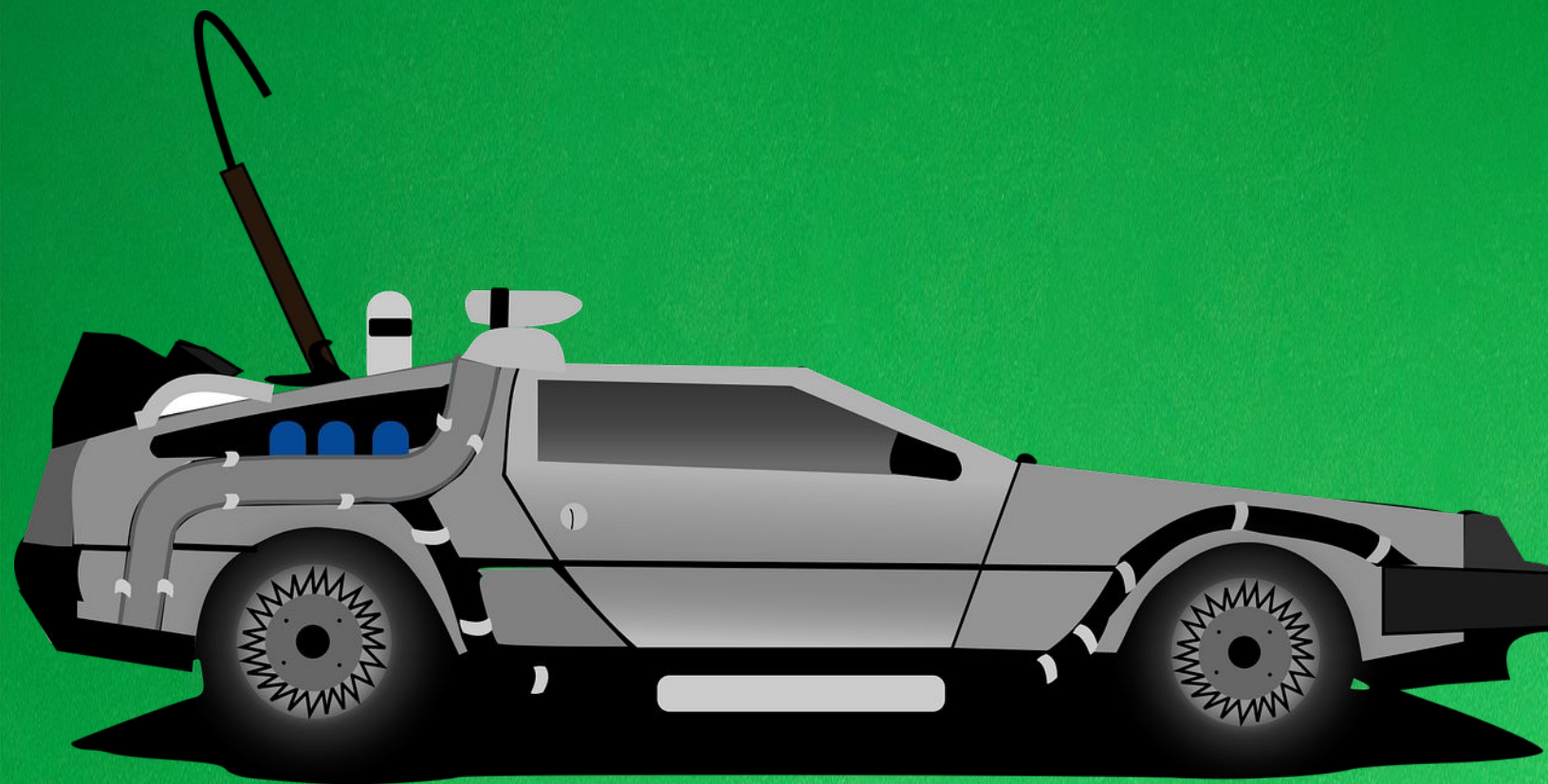
A REPORTING STACK IS DESIGNED FOR DATA STORAGE AND STANDARDIZATION



AI ANALYSTS ARE DESIGNED TO PROVIDE ANSWERS IN REAL-TIME



AI ANALYSTS ARE NOT
A REPLACEMENT FOR HUMANS
OR DATA STORAGE



**ONE DAY IN THE NEAR
FUTURE AN AI ANALYST
WILL GENERATE HOLISTIC
INSIGHTS AND
CONSTRUCT A NARRATIVE
BASED ON EVERYTHING
IN (AND OUT) OF YOUR
MARKETING DATA
WAREHOUSE**

In fact, there are startups like
Analytics Story Architects who are
already working on it



<https://www.analyticstoryarchitects.com/>

SO WHAT?
WHY DOES THIS matter?



C-O-D

No. **Not** Call of Duty.

COST OF DeLay.





Yes. Time is Money.

To fully realize the returns from AI, you need to *re-invest* the time saved into growing faster.

Realizing ROAI

(Return on AI)

Harder Working

Improved scale, increased productivity

Better Service

Improved quality, increased retention

Faster Response

Faster speed-to-optimization and speed-to-market
increased revenue

Stronger Work

Stronger models and strategy, drive stronger gains
through optimization and innovation

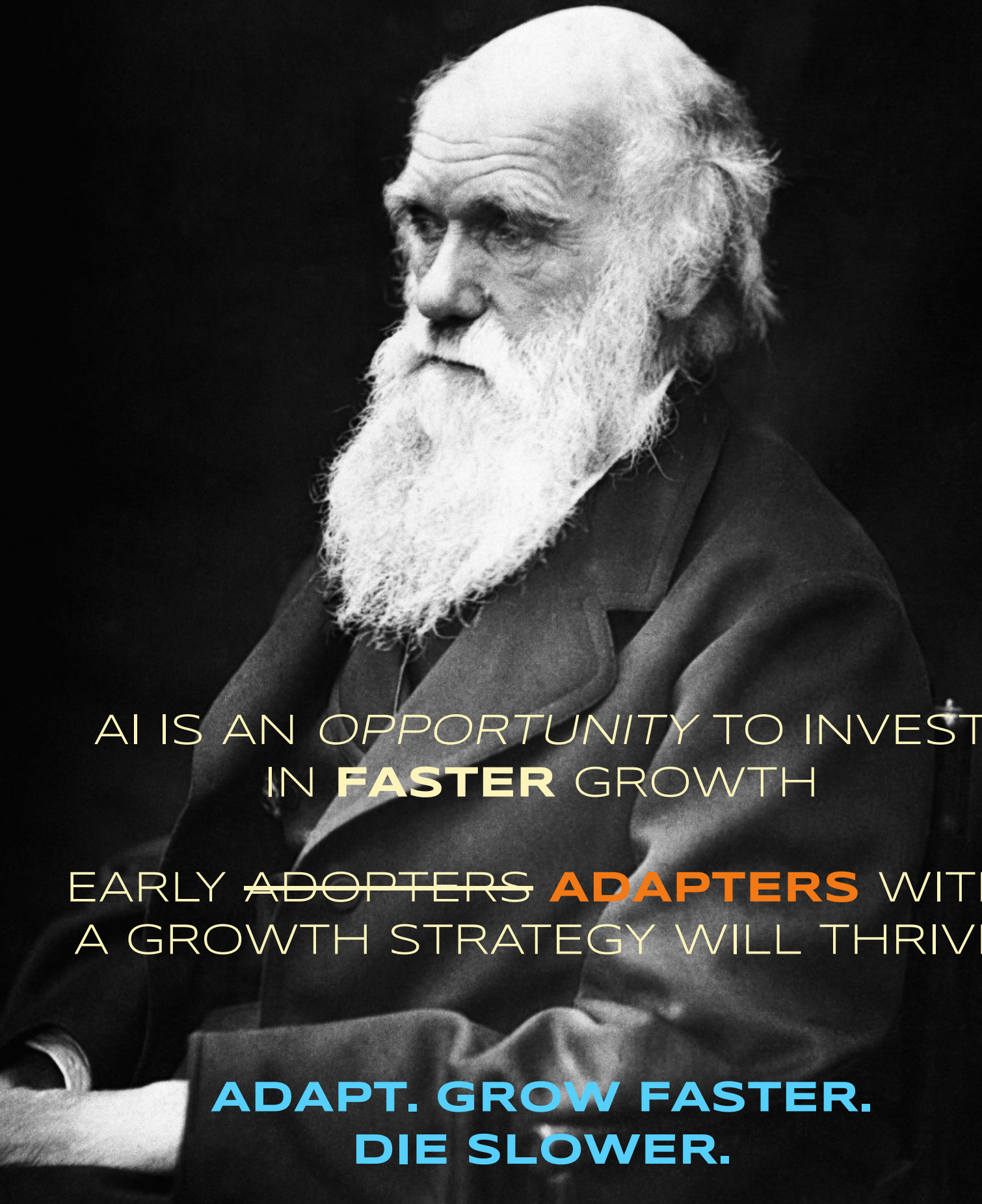
THE COST OF AI IS NOMINAL

TOOLS LIKE FUSE AND LOVABLE
ARE FREE TO TRY AND FAST TO
LEARN



WITH SUCH
LOW COSTS,
THE TRUE
INVESTMENT
IS IN YOUR
GROWTH
PLAN

AI IS NOT AN INVESTMENT



AI IS AN OPPORTUNITY TO INVEST
IN **FASTER** GROWTH

EARLY ~~ADOPTERS~~ **ADAPTERS** WITH
A GROWTH STRATEGY WILL THRIVE

**ADAPT. GROW FASTER.
DIE SLOWER.**



thank you

My name is John Gladysz

I work with brands and technology

I'd love to help you with AI, marketing,
media and growth

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<https://growfasterdieslower.com/>