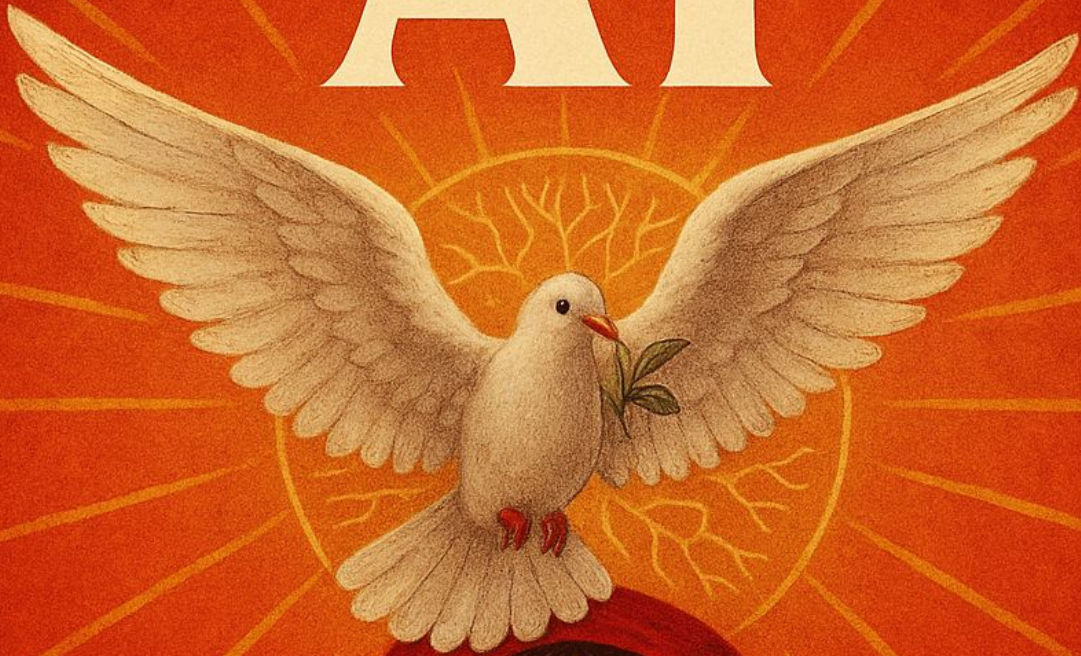
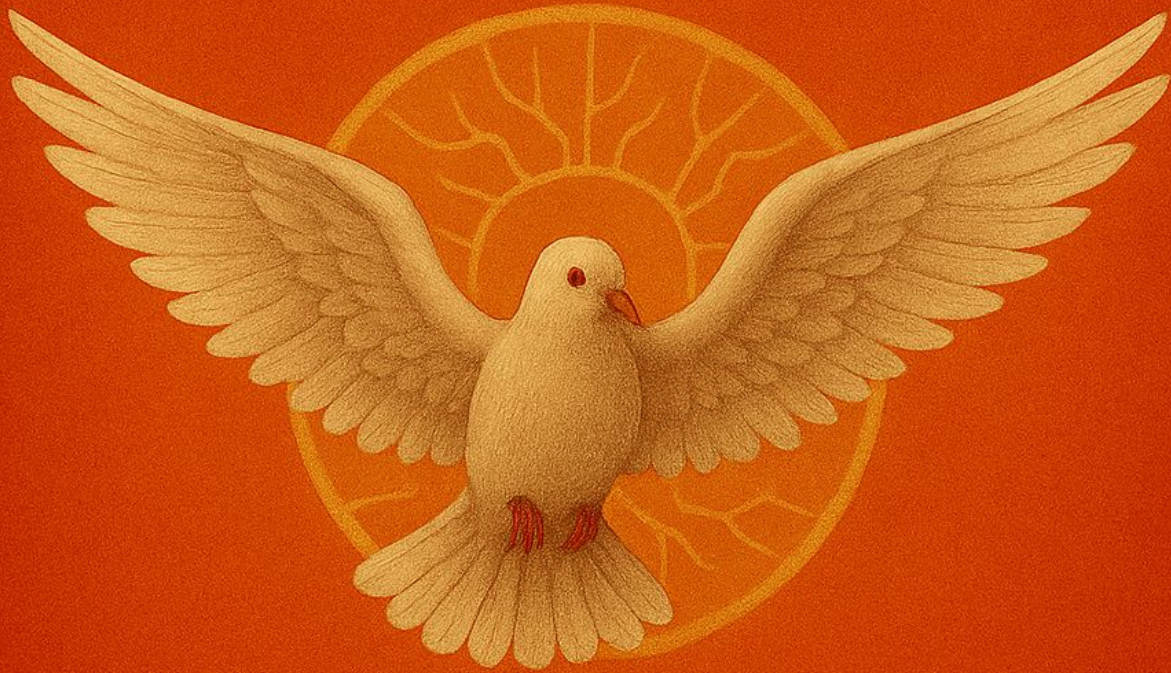


AI



THE REBIRTH OF PERFORMANCE MEDIA ANALYTICS

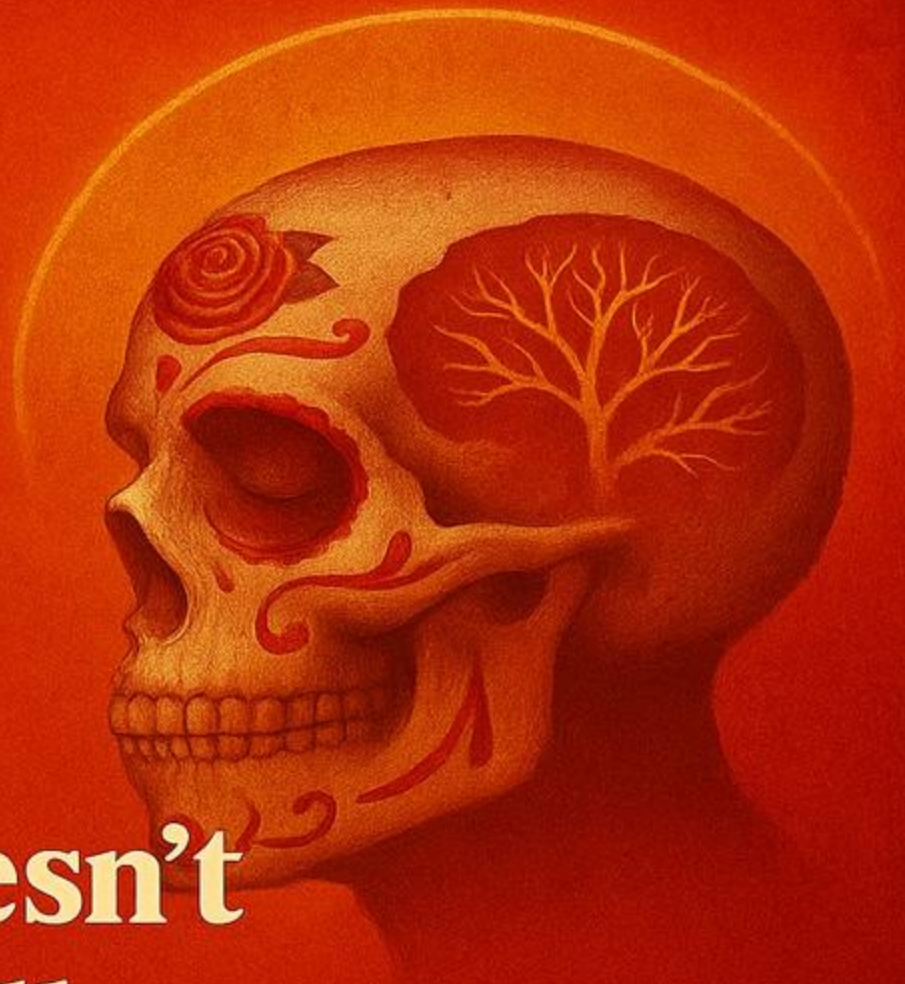
AIIS...



**EASIER THAN
A REPORTING UI**

**FASTER THAN
AN ANALYST**

**MORE ACCURATE
THAN A DASHBOARD**



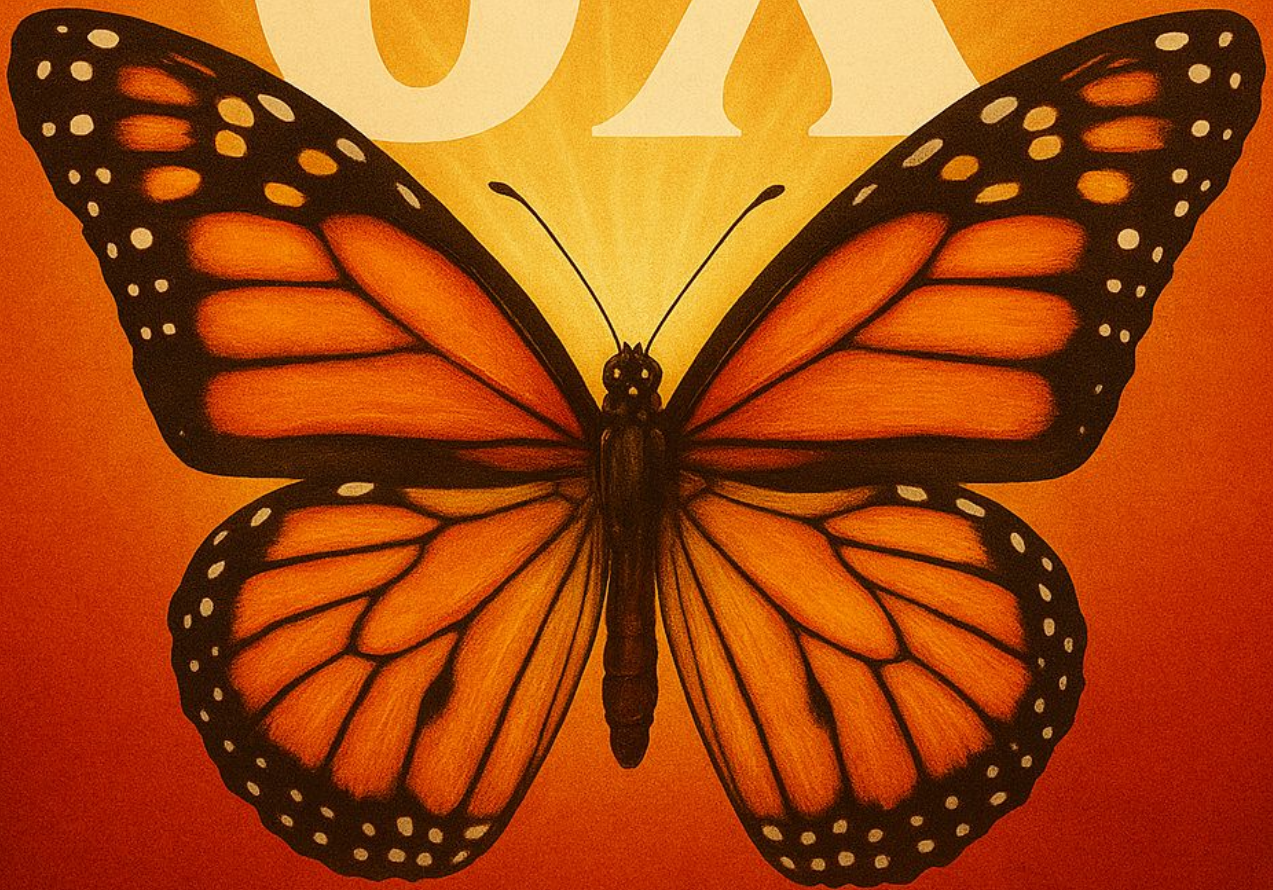
**That doesn't
mean you
should get rid
of your ETL,
marketing data
warehouse and
dashboard platforms...**



**...BUT IT DOES MEAN
YOU SHOULD
EXPERIMENT
WITH SPECIALIZED
TOOLS
TO TRANSFORM
YOUR ANALYTICS PRACTICE.**

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.

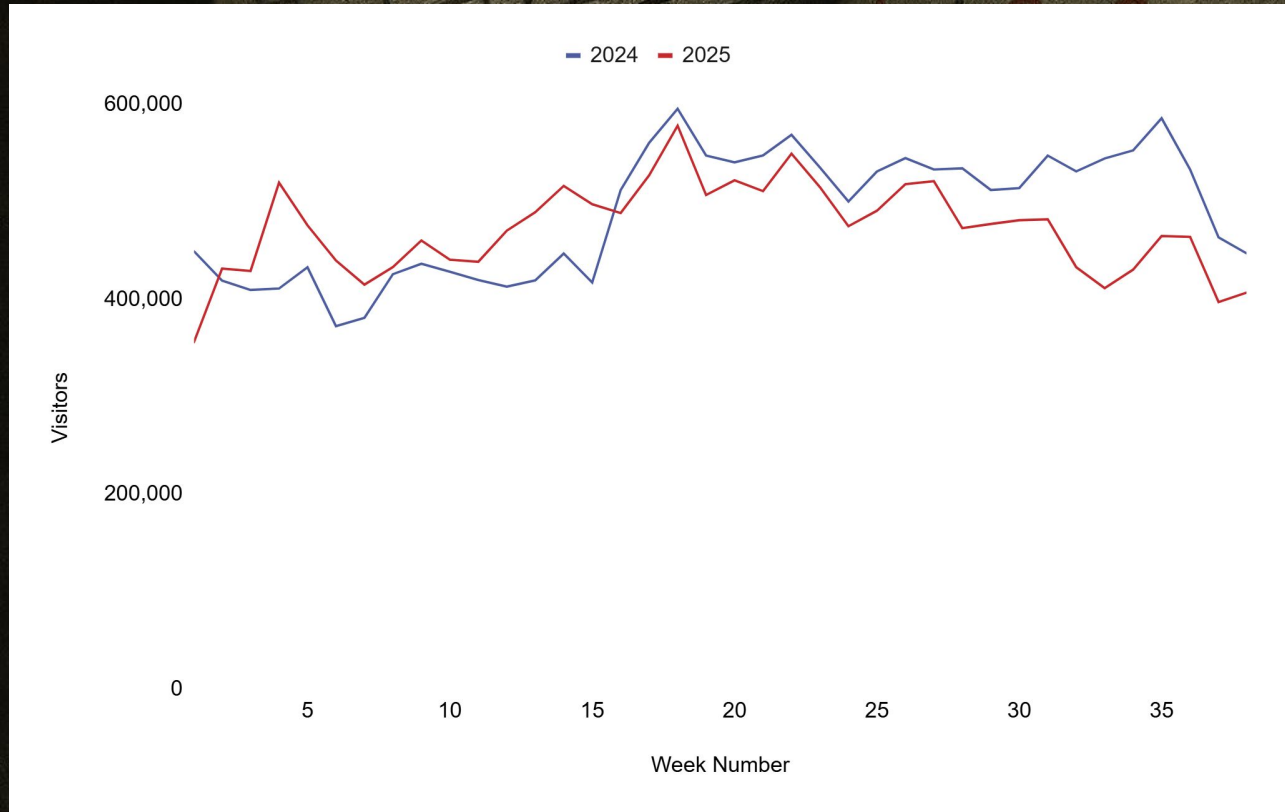
MANUAL APPROACH


AI APPROACH

 Google Sheets

 **FUSE**

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)

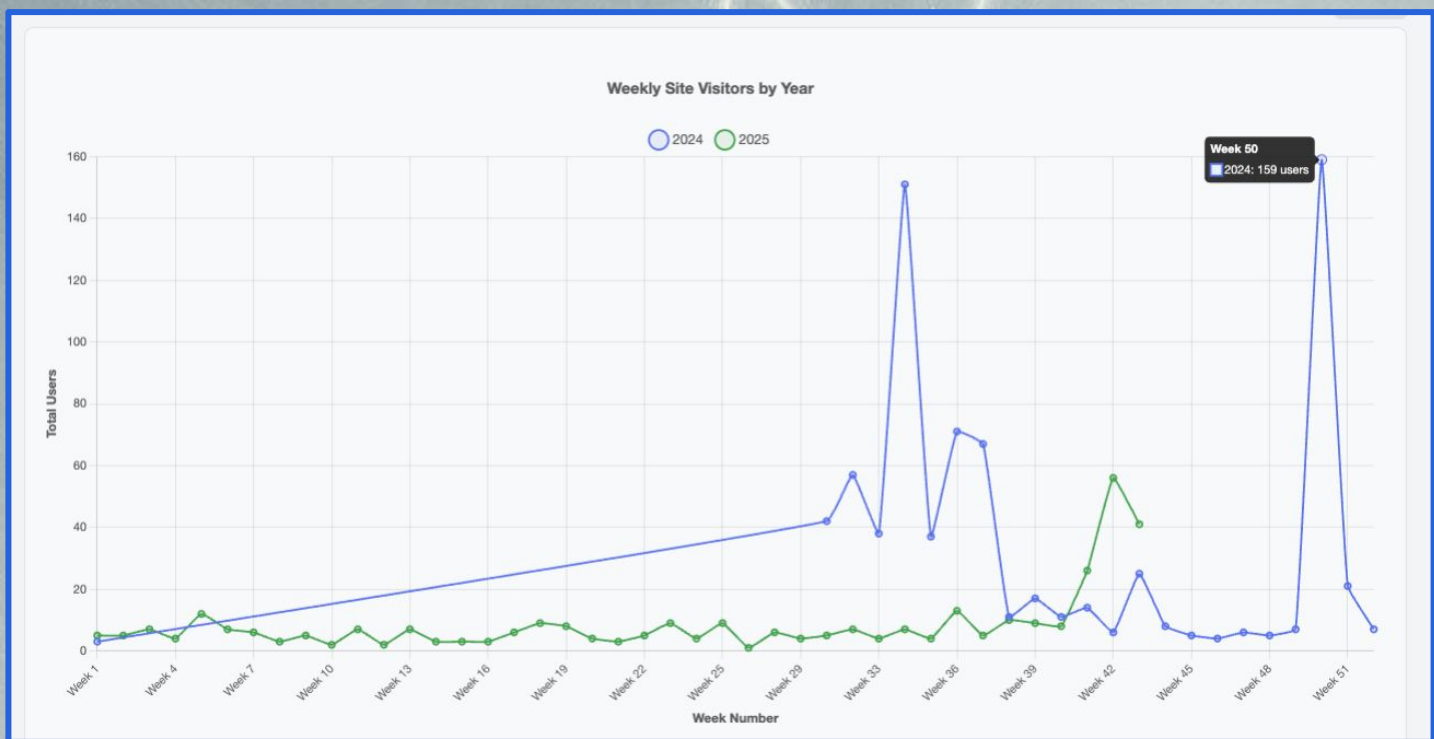


Table Generation
via Fuse

2.5 Minutes



Visualization via
Fuse

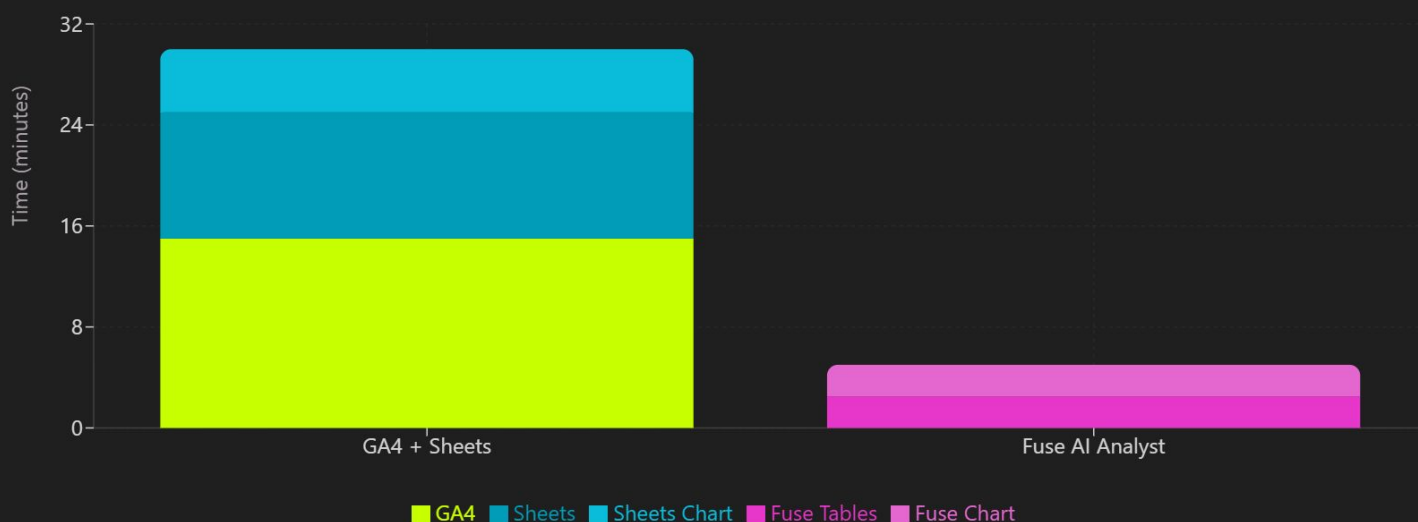
2.5 Minutes

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

(This chart was also generated by AI via Lovable)

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 pacing,
preparing analysis
and making
recommendations
from platform data.



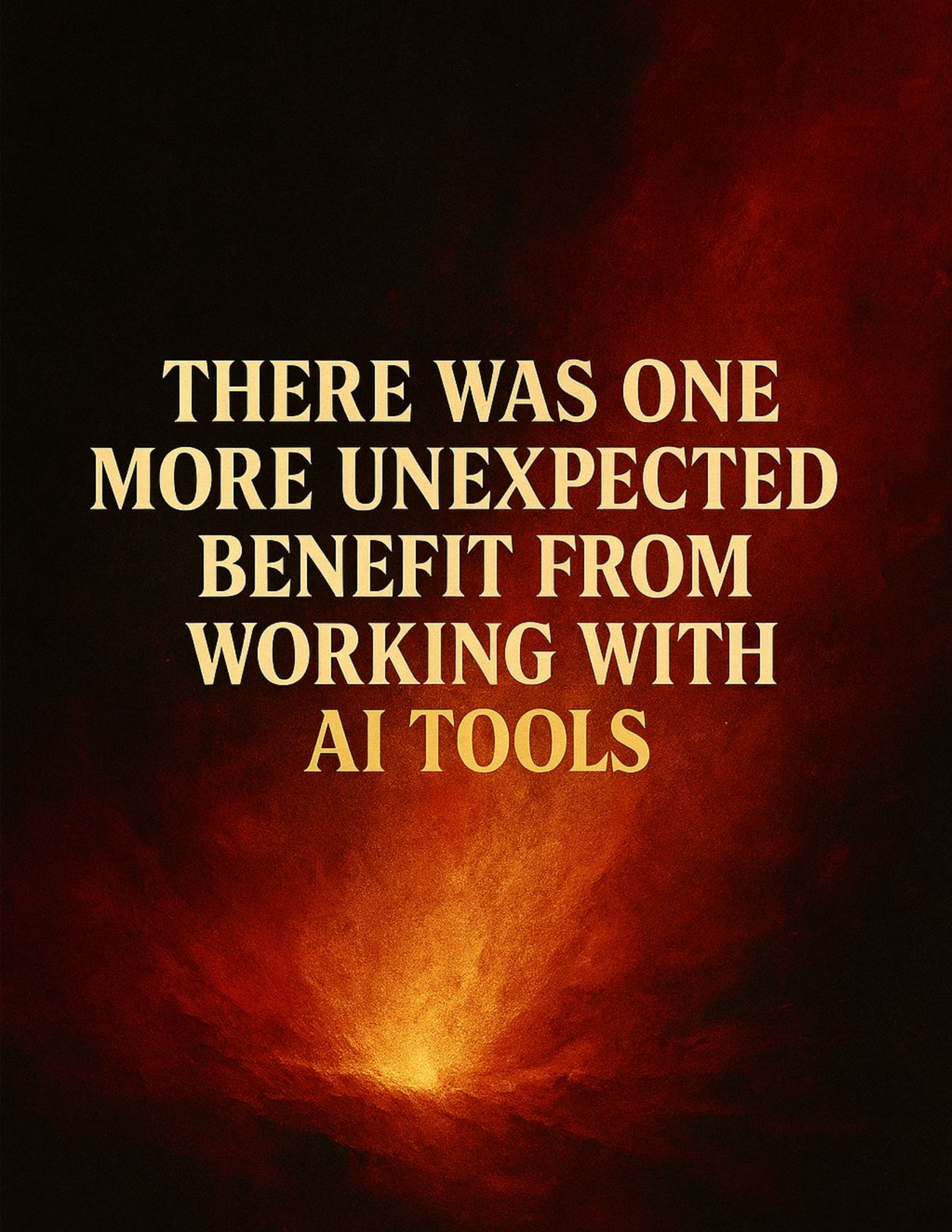
An analytics team spent
over 15%
of their time on data
requests from business users

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 PRECISE

and easier to QA than a reporting stack
because it pulls direct from platforms
in real-time

AI IS MORE ACCURATE

than humans since it understands
platform measures better than most
analysts

**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



Periodic API Pulls

improvado

ETL Platform



Google
Big Query

Data Platform

Looker
Dashboard



Users

AI ANALYSTS

are designed to provide **answers** in **real-time**



AI Analyst




Users



Users

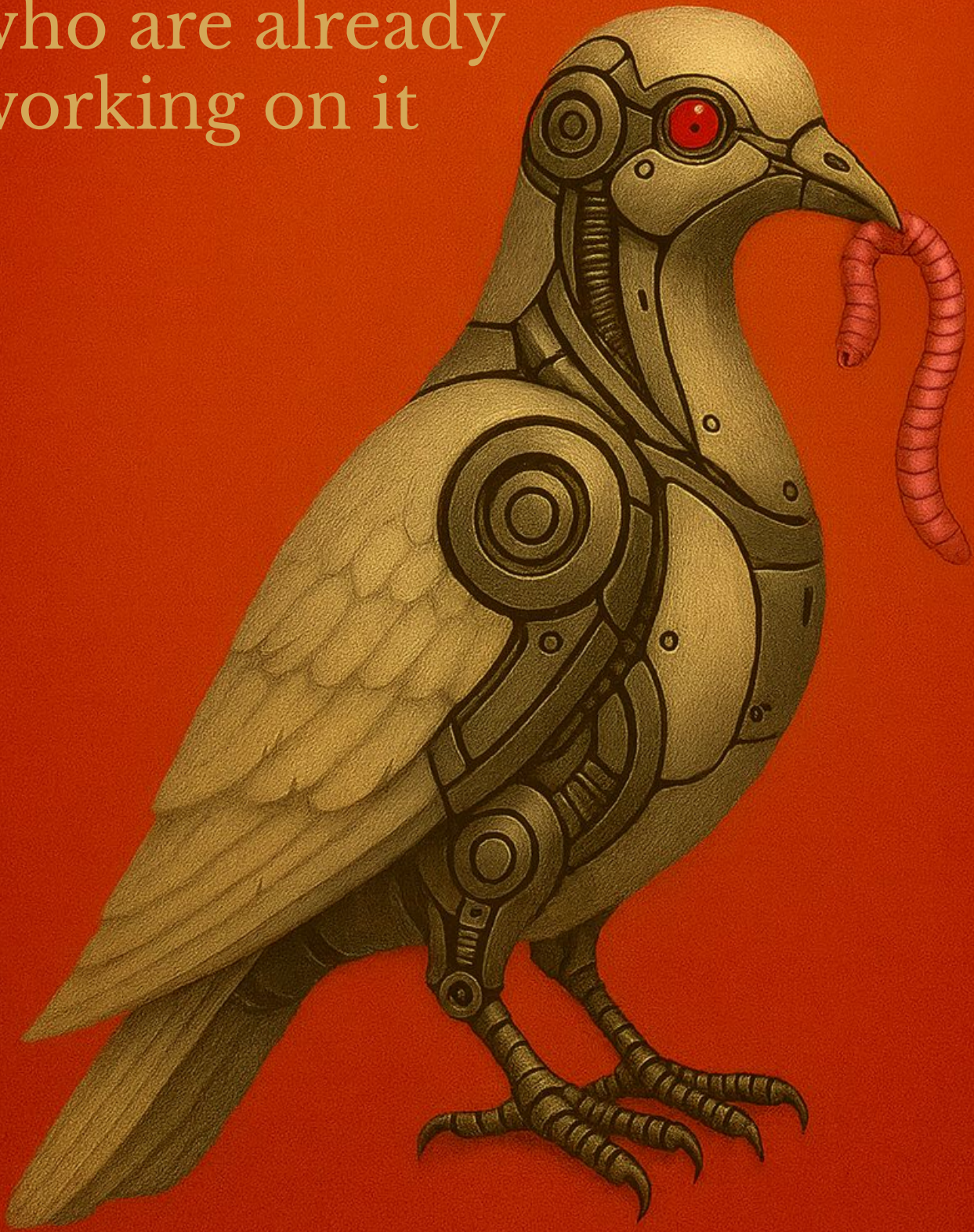
AI ANALYSTS

are not a replacement for humans or a reporting stack



**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



ASA



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 of 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 ~~ADAPTERS~~ **ADAPTERS** WITH A GROWTH STRATEGY WILL THRIVE

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



**THANKS FOR
SCROLLING**

My name is John Gladysz
I work with brands and technology
I help brands grow through media

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<https://growfasterdieslower.com/>