

Clients don't pay us to analyse data. They pay us to be strategic, creative, insightful and adaptable.

Those are human skills, and we want our humans to have the time and the space to focus on them. For the rest, a properly trained AI deals with the repetitive tasks, sharpens the accuracy of our reporting and lets our teams draw conclusions from patterns at a scale that would take weeks to compile by hand.

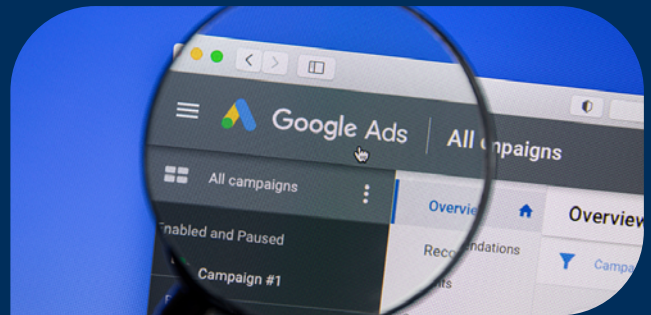
AI: used to free up the people to do what people do best.

Four things we've trained AI to do fast:



Campaign results

in an hour not a day: automated reporting to give immediate results, comparing like with like and enabling comparisons and analysis to inform next steps.



SEO

bespoke keyword strategy for Google and AI search. In minutes, freeing up time for more content and a bigger overall programme at the same cost.



Influencer video content and audience engagement analysis

Hours of video content analysed, assessing the visibility and value of coverage and the engagement of target audiences



Automating customised responses for Reddit engagement campaign

a way to engage in real time conversations without tying up your technical team in urgent approvals