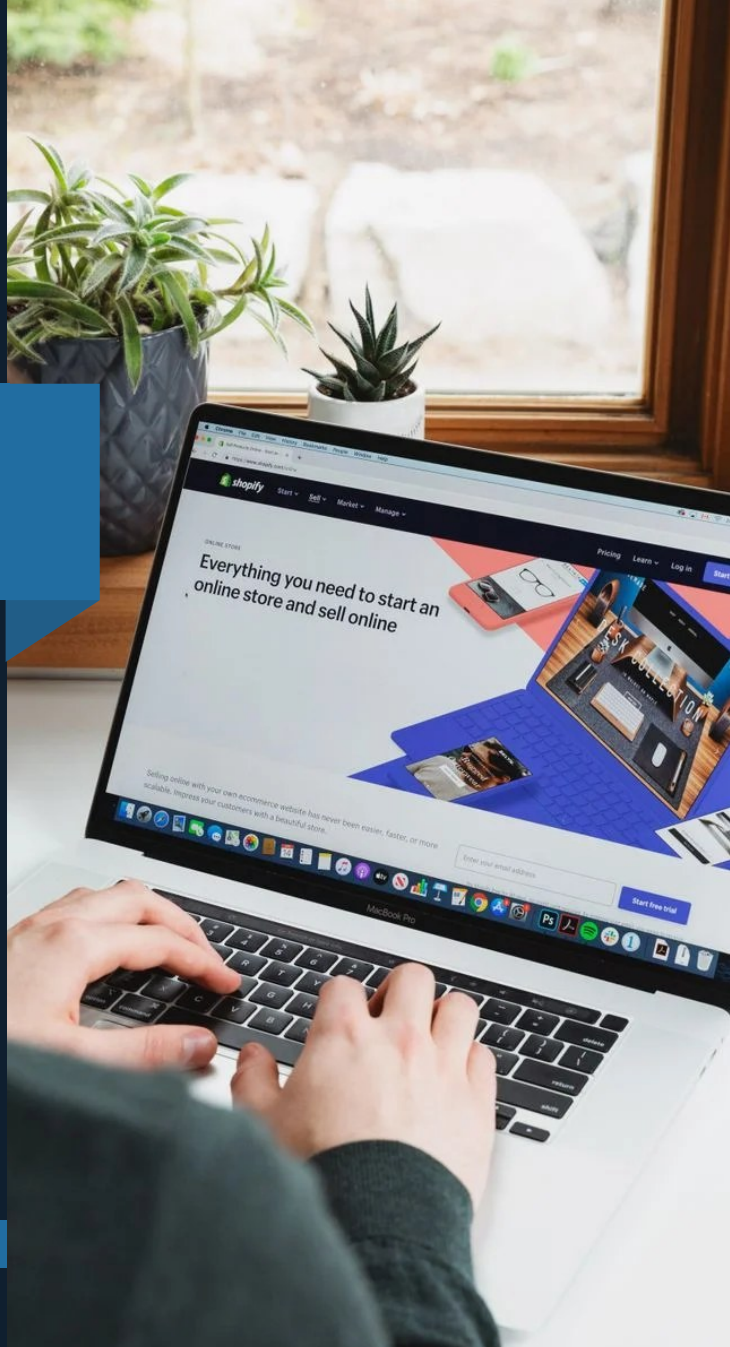




TRANSFORMING ANALYTICS WITH MEDIAMINT INTELLIGENT ASSISTANT

Publisher and SSP performance data was analyzed through Mia to automate monitoring, identify changes, and deliver faster insights.



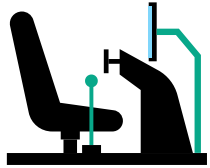
BACKGROUND

Campaign workflows across reporting, planning, and communication were highly manual and time-intensive, involving multiple teams and repetitive operational steps across regions and campaigns.



THE GOAL

REDUCE MANUAL EFFORT,
IMPROVE SPEED, AND
STANDARDIZE CAMPAIGN
OPERATIONS AT SCALE.



30-50% lower
manual effort



4-6 hrs to
<30 mins

For publisher solutions...

GET IN TOUCH

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COO

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APPROACH

Mia (MediaMint Intelligent Assistant), MediaMint's agentic platform for automating analytics and campaign workflows, was deployed to streamline operations across reporting, planning, and communication. Mia integrated campaign data sources and reporting systems, applied business rules for pacing and planning, identified trends, anomalies, and action triggers, and delivered structured insights. It also supported on-demand queries such as revenue changes, CPM drops, and partner or geo-level shifts. Mia generated client-ready reports, decks, emails, and planning files through scheduled or one-click delivery, improving speed, consistency, and operational efficiency.

