

AI-Powered Campaign Intelligence for a Global Oil & Gas Major



Background & Challenges

For the corporate media campaigns, the marketing teams lacked direct access to data-driven hypotheses and often relied on gut feel or agency-generated summary reports. This created delays in optimizing campaign performance across audiences, channels, and creative strategies.

The growing complexity of campaign data across social, search, and video platforms made it difficult to quickly and consistently uncover hidden performance patterns. The client needed a self-service, AI-enabled solution that could generate insights directly from raw campaign data, enabling faster, more informed optimization decisions.



Objectives

The engagement focused on improving campaign intelligence and accelerating campaign optimization through AI-driven insight generation. Key objectives included:

- Enabling self-service hypothesis generation directly from campaign data
- Reducing the manual effort involved in campaign analysis and validation
- Unifying campaign data across multiple media channels into a structured framework
- Accelerating decision-making for campaign optimization recommendations
- Improving campaign ROI through faster access to actionable insights



Approach

Straive developed an AI-enabled campaign intelligence framework designed to automate hypothesis generation and improve marketing analysis efficiency at scale.

Key elements included:

- Multi-source data ingestion across social, search, and video campaign platforms
- Unified taxonomy creation for structured hypothesis generation and analysis
- AI-driven identification of statistically valid campaign performance patterns
- Natural-language interaction capabilities for custom hypothesis testing
- Real-time campaign performance visibility across creative, targeting, and site dimensions
- Parallel processing and prompt-engineering frameworks for rapid insight validation



Solution Snapshot

Straive implemented an AI-powered campaign intelligence solution that enabled marketing teams to generate, validate, and act on campaign hypotheses in real time. The platform automates insight discovery directly from raw campaign data and simplified campaign analysis through AI-enabled workflows.

The solution improved visibility into campaign performance patterns while enabling users to explore campaign intelligence through natural-language queries and custom hypothesis testing.



Solution

- Multi-source data ingestion and profiling unified campaign data across social, search, and video platforms into a common taxonomy framework
- Automated hypothesis generation identified statistically valid performance insights directly from raw campaign data, reducing manual analysis effort
- Live data chat capabilities enabled users to ask natural-language questions and generate structured campaign analyses in real time
- Performance overview dashboards provided campaign visibility across creative, targeting, and site-level dimensions
- Faster and more accurate hypothesis testing capabilities enabled rapid validation of multiple campaign hypotheses through parallel processing and error-aware prompt engineering

Results and Impact

Straive's CampaignIQ Studio delivered measurable performance improvements and a fundamental shift in how the client's marketing teams access and act on campaign intelligence:

95%+

reduction in insight generation and validation time

\$2.5M+

value unlocked through faster campaign optimization

9-10x

faster decision cycles, from days to minutes



Conclusion

Straive enabled the global oil and gas major to improve campaign intelligence through AI-powered hypothesis generation and real-time analytical workflows. By automating insight discovery and simplifying campaign analysis, the solution accelerated optimization decisions, improved marketing agility, and unlocked measurable business value across enterprise media campaigns.

About Straive

As a data analytics and AI operationalization company, we don't just build top-tier data analytics and AI solutions—we integrate them seamlessly into your core workflows. This approach drives enhanced efficiency, improves user experience, and boosts revenue, setting you apart from the competition.

Serving a diverse range of industries—including Pharmaceutical & Life Sciences, Manufacturing & Supply Chain, Science & Research, EdTech, Banking & Financial services, Retail & CPG, GCCs, and Media & Entertainment—we have a global client base spanning over 30 countries.

Our strategically positioned resource pool operates across nine countries: the Philippines, India, the United States, Nicaragua, Vietnam, the United Kingdom, Singapore, South Africa, and Canada.