



☆ CUSTOMER SUCCESS STORY

A Marketing Agency Increases Client Campaign Performance by 40% and Cuts Reporting Time by 55% with AI

A growing marketing agency was losing clients because results were taking too long to show and reporting was slow. The team was stretched and the workload was piling up. They came to GSDC AI Consulting to change how the agency operated — and ten weeks later, campaigns were performing better, clients were staying, and the team had hours back every week.

55+

Staff Impacted

10

Weeks Engagement

40%

Campaign Performance Increase

55%

Reporting Time Cut

AI for marketing agencies is changing how agencies work and compete. Client expectations are high, deadlines are constant, and the pressure to show results never goes away. Most agencies are still building reports manually, making campaign decisions on limited data, and spending hours on tasks that could be automated. AI tools for marketing agencies make it possible to run smarter campaigns, deliver better results, and take on more clients without burning out the team.



The Challenge

Program Profile

AI Focus: Campaign Intelligence & Marketing Automation

Industry: Marketing & Advertising

Region: North America, UK & Europe

Audience: Account Managers, Strategists & Operations Teams

The agency was losing clients not because the work was bad — but because results were taking too long to show and communication was not good enough. Clients wanted faster updates and clearer reporting. New briefs were sitting in the queue longer than they should.

Campaign budgets were being spread across too many channels without a clear picture of which ones were actually working. And when a campaign underperformed, there was no quick way to identify why or make changes before more budget was wasted.

Client Retention Issues

Clients were close to leaving due to slow results and poor communication.

Slow Campaign Turnaround

New briefs sat in the queue far longer than acceptable.

No Real-Time Data

Campaign decisions were made too late, after budgets were already wasted.

Budget Wastage

No clear view of which channels were delivering actual results.



Consulting Approach

GSDC looked at how campaigns were being planned, how data was being used, how reports were being produced, and where the team was losing the most time. From there they focused on changes that would have the biggest impact on client retention and campaign performance.



AI Campaign Optimisation

Monitors performance in real time and shows where budgets and targeting need to be adjusted before more money is wasted.



Automated Reporting

Pulls data from all platforms and produces clear, client-ready reports without any manual work.



AI Content Generation

Speeds up production of ad copy, social content, and campaign messaging so the team can focus on strategy.



AI Audience Segmentation

Identifies the right audience for each campaign based on real behaviour and engagement data from day one.

i A live performance dashboard gave the whole team a single view of how every client account was performing at any time — plus practical training with simple guides left with the team.

Implementation Plan

The ten-week engagement was structured to deliver fast, measurable impact — starting with a deep audit and ending with a fully trained team running smarter campaigns.

Weeks 1–2: Discovery & AI Readiness Audit

Reviewed campaign planning, data usage, reporting processes, and time allocation across accounts. By end of week two, the biggest problems and highest-impact AI tools were clearly identified.

Weeks 4–6: AI Campaign Optimisation & Audience Segmentation

An AI optimisation tool tracked performance across all platforms in real time and flagged budget waste. An audience segmentation tool identified the right audience from day one based on actual engagement data.

Weeks 7–9: AI Content Generation & Workflow Automation

An AI content tool accelerated production of ad copy, social posts, and email campaigns. Workflow automation handled repetitive tasks like approval reminders and campaign scheduling.

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Week 3: Use Case Identification & Business Case

Conversations with account managers, strategists, and operations staff surfaced four consistent pain points: slow client updates, late campaign decisions, slow content production, and no real-time performance view.

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Weeks 5–8: Automated Reporting & Performance Dashboard

A reporting tool pulled data from every platform automatically, producing client-ready reports in a fraction of the previous time. A live dashboard gave the team a single place to monitor all accounts.

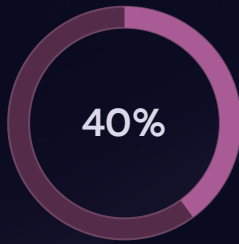
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6

Week 10: Staff Training & Outcome Review

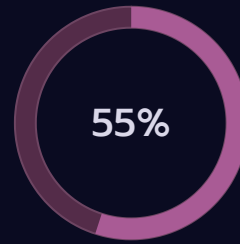
Practical training for all staff with simple guides left with the team. Final week reviewed campaign performance, reporting time saved, content output, and client response to faster communication.

Outcomes



Campaign Performance Increase

Decisions based on real-time data drove measurably better results across all client accounts.



Reporting Time Cut

Automated reporting freed up hours every week that the team reinvested into strategy and growth.

Ten weeks in and the agency felt very different. Campaigns were performing better because decisions were based on real data. Reports were going to clients faster. Content was moving through production more quickly. And clients who had been close to leaving were now seeing consistent results and staying. AI for marketing agencies had turned a reactive and stretched team into one that was organised, faster, and growing.

"We were losing clients not because our work was poor but because we could not show results fast enough. GSDC helped us fix that. Our campaigns are performing better, reporting is faster, and our clients can actually see the value we are delivering. It has changed how we run the whole agency."

— **Managing Director, Marketing Agency, North America** ★★★★★

- ✔ **Ready to replicate these results?** Talk to our team about how AI for marketing agencies can work for your business. We will look at where your team is losing time and put together a simple plan that fits your agency and your clients.

[Talk to Our Team](#)