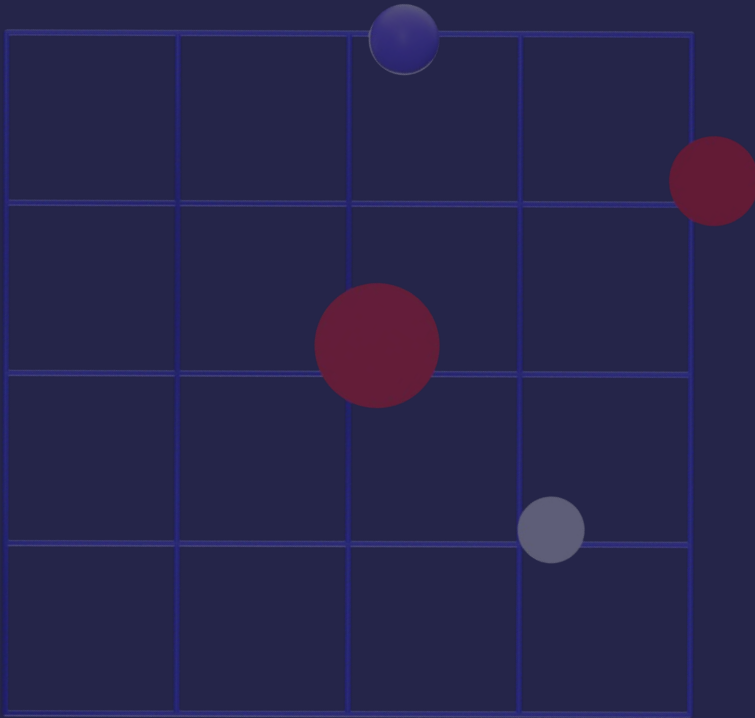


Supermetrics for Claude:

The comprehensive prompt playbook *for marketing data analysis*

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Manual marketing analytics is a bottleneck. Teams spend hours acting as data janitors, exporting CSVs, fixing columns, and building pivot tables just to see what happened yesterday. By the time a report is finished, the data is stale and the chance to optimize an active campaign is gone.

[Supermetrics for Claude](#) removes this friction. Connecting your clean, unified marketing data directly to Claude via the Supermetrics integration lets you skip the spreadsheet phase entirely. You can chat directly with your live performance data, ask complex questions, spot cross-channel trends, and build data-backed strategies using plain English.

To get the best work out of Claude, treat it like a new senior analyst on your team. It needs clear briefs, strong boundaries, and logical workflows. This playbook provides the specific, battle-tested prompt sequences required to uncover hidden trends and make proactive decisions fast.

How to get started

Before diving into the workflows, the first step is to connect your marketing data to Claude. The installation process is quick and can be done in one of two ways.

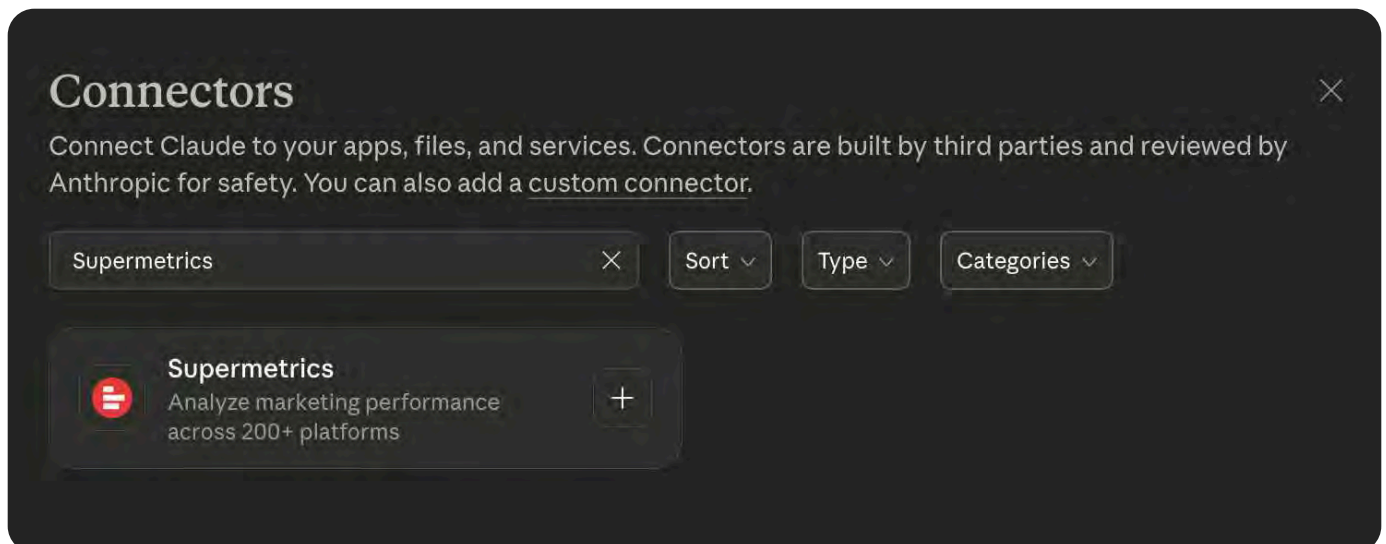
Option 1: Connect via the Supermetrics website

The easiest way to configure your setup is to head directly to our product page. Simply visit <https://supermetrics.com/products/claude> and start a free trial.

Option 2: Install directly inside Claude

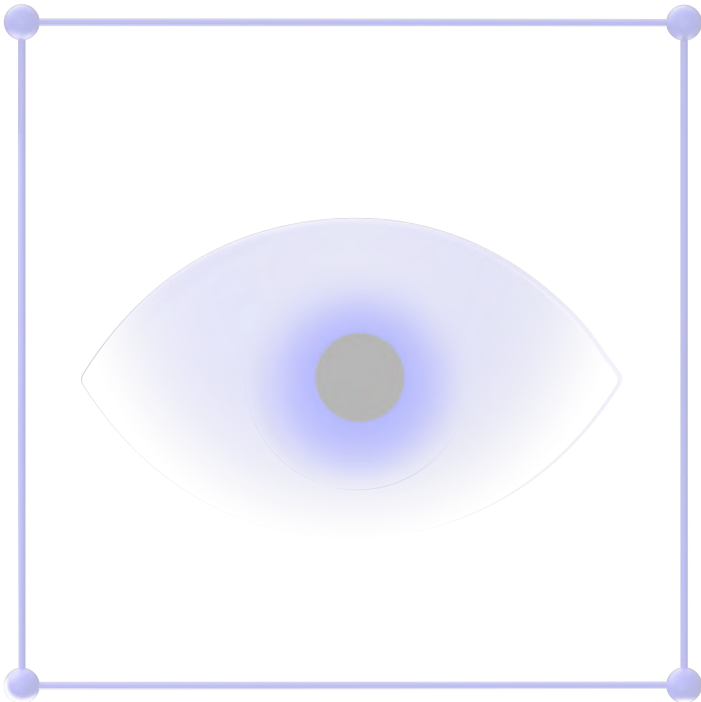
If you already have Claude open, you can add the integration right from your workspace.

1. Click on Customize in Claude.
2. Select Connectors from the menu.
3. Search for Supermetrics.
4. Click the plus icon to add the connector and authenticate your account.



Once the Supermetrics connector is active, you are ready to start pulling your performance data and using the prompt workflows in this playbook. Note that if you are a new user, you may need to connect your marketing data sources to Supermetrics. For more instructions, [check out our support documentation](#).

Quick tips for optimal outputs



AI models can get confused if they receive too many tasks at once or if instructions are vague. For accurate, reliable results every time, follow these principles:

- 1. The two-step method:** Always separate your requests. Ask Claude to pull the data first. Once it retrieves the data, then ask it to analyze it. Trying to do both in one prompt might cause context issues.
- 2. Be highly explicit:** Tell Claude exactly what formatting, charts, or titles you want. Vague prompts force the AI to guess, which leads to charts without titles or analysis that misses the mark.

Workflows for the performance marketer

Performance marketers need to manage rising acquisition costs, spot ad fatigue early, and shift daily budgets to the most efficient channels without getting stuck in pivot tables.

Workflow 1: Week-over-week campaign optimization

Goal: Spot early signs of declining efficiency, like a rising cost per click or dropping conversion rate, before they drain your monthly budget.

Prompt 1

"Pull performance data for the Q3 North America Brand Awareness campaign running on LinkedIn Ads and Facebook Ads. Retrieve data for the last 7 days and the previous 7-day period."

Prompt 2

"Provide a cross-channel visual performance analysis of the campaign, comparing this week versus the previous week."

Prompt 3

"Provide a document that includes recommended optimizations for the campaign. Tell me which specific ads to pause, where to shift the remaining budget, and what demographic segments are currently overperforming."

Workflow 2: Ad fatigue and frequency check (with email automation)

Goal: Find exactly which ad creatives are burning out your audience and automatically notify your design team for a visual or copy refresh.

Prompt 1

"Pull the last 30 days of performance data for the Facebook Ads and Google Ads accounts, specifically looking at impressions, frequency, click-through rate, and cost per click."

Prompt 2

"Create a table identifying ads with a frequency higher than 3.5 where the click-through rate has declined over the last two weeks."

Prompt 3

"List out actionable recommendations on which specific ad creatives need to be refreshed immediately to prevent further increases in the cost per click."

Prompt 4

"Draft an email to the creative team summarizing these specific ad refresh recommendations and save it as a draft in my email."

Workflow 3: Creative concept testing and iteration

Goal: Figure out which creative angle drives the cheapest conversions, then immediately write new variations of the winners.

Prompt 1

"Pull the performance data from the last 14 days for the Fall Product Launch campaign across Facebook Ads and LinkedIn Ads, broken down by individual ad name and ad format."

Prompt 2

"Analyze the dataset and rank the top three performing ad creatives based on the lowest cost per acquisition. Build a table comparing the performance of video ads versus static image ads."

Prompt 3

"Based on the winning creatives, write three new variations of ad copy that use the same successful emotional hook but introduce a slightly different call to action."

Workflows for marketing analytics and leadership

Marketing leaders focus on macro trends, strict budget pacing, and executive reporting rather than daily ad fluctuations.

Workflow 1: The 90-day executive overview (with Google Drive automation)

Goal: Turn months of dense cross-channel data into a clean presentation outline and save it as a ready-to-print meeting handout doc.

Prompt 1

"Pull the last 90 days of performance data from the LinkedIn Ads and Facebook Ads accounts."

Prompt 2

"Create a marketing performance overview as a slide-ready deck. Include different slides for a summary intro, individual channel-level deep dives, cross-channel comparisons, strategic recommendations, a next-period forecast, and actionable next steps. Structure it into a clean, concise slide outline with titles, subtitles, bullet points, and insight callouts."

Prompt 3

"Write a concise email summarizing the key findings from this deck to share with the Chief Marketing Officer."

Prompt 4

"Convert this slide outline into a formatted Google Doc and save it directly to my Google Drive in the Q3 Reporting folder so I can use it as a meeting handout doc."

Workflow 2: Budget pacing and financial forecasting

Goal: Make sure advertising spend stays strictly on track and predict exactly where your conversions will land by month end.

Prompt 1

"Pull the daily ad spend and total conversions for the current month so far from Google Ads, LinkedIn Ads, and Facebook Ads."

Prompt 2

"Calculate the current daily run rate across all channels. Based on this daily spend average, create a structured table forecasting what the total spend and total conversions will be by the end of the month."

Prompt 3

"Highlight any specific channels that are currently pacing to overspend or underspend their typical monthly budgets by more than 15 percent."

Workflow 3: Cross-channel ROAS benchmarking

Goal: Find out which platform gives you the highest return on investment so you can confidently justify budget shifts.

Prompt 1

"Pull the total spend, total revenue, and overall return on ad spend metrics for the last 60 days across Google Ads, Facebook Ads, and LinkedIn Ads."

Prompt 2

"Compare the return on ad spend across all three platforms. Build a table ranking the platforms from most efficient to least efficient."

Prompt 3

"Write a short strategic justification explaining why 20 percent of the budget currently allocated to the lowest-performing platform should be shifted to the highest-performing platform next month."

Workflows for the demand generation manager

Demand gen managers bridge the gap between top-of-funnel ad spend and bottom-of-funnel sales leads. These workflows ensure you are buying engaged traffic rather than just cheap clicks.

Workflow 1: The traffic-to-conversion audit (with email automation)

Goal: Connect ad platform clicks to actual website behavior to see which channels drive truly engaged traffic, and instantly update sales leadership on your strategy.

Prompt 1

"Pull the last 30 days of spend and click data from the Google Ads and LinkedIn Ads accounts. Then, pull the session and goal conversion data for the same 30-day period from Google Analytics 4."

Prompt 2

"Analyze this dataset to find the correlation between channel spend and website conversion rates. Build a table comparing the cost per click from the ad platforms against the actual cost per acquisition recorded in Google Analytics."

Prompt 3

"Write a short paragraph recommending how the budget should be reallocated next month to prioritize the channel driving the highest quality website traffic."

Prompt 4

"Draft an email to the VP of Sales summarizing this budget reallocation plan and save it as a draft in my email."

Workflow 2: Lead generation efficiency comparison

Goal: Figure out which B2B advertising platform provides the most efficient, cost-effective pipeline growth.

Prompt 1

"Pull the last 60 days of campaign performance from LinkedIn Ads and Facebook Ads, specifically isolating campaigns that include the phrase B2B Lead Generation in the title."

Prompt 2

"Compare the cost per lead and the lead conversion rate between the two platforms. Create a clear summary detailing which platform is currently more efficient at capturing information."

Prompt 3

"Identify the top two best-performing ad creatives across both platforms based on conversion rate, and explain why their messaging is likely resonating with the target audience."

Workflows for the content marketing manager

Content is expensive to produce. These workflows help you diagnose where readers are dropping off and prove the ROI of your content creation.

Workflow 1: Landing page performance diagnosis (with Google Drive automation)

Goal: Find out which specific content pages are leaking valuable traffic and automatically document the needed fixes for your web team.

Prompt 1

"Pull the top 20 landing pages by traffic volume from Google Analytics 4 over the last 30 days, including bounce rate, average time on page, and conversion rate."

Prompt 2

"Identify any landing pages that have high traffic but a bounce rate over 70 percent and a conversion rate below 1 percent."

Prompt 3

"List these underperforming pages and suggest three potential reasons why visitors might be bouncing based on standard content marketing benchmarks and user experience principles."

Prompt 4

"Generate a Google Doc summarizing these underperforming pages alongside the suggested UX updates, and save it to my Google Drive so I can share it with the web development team."

Workflow 2: Paid promotion content analysis

Goal: Determine which content assets perform best when you put actual ad dollars behind them.

Prompt 1

"Pull the last 60 days of data from the LinkedIn Ads and Facebook Ads campaigns that are promoting downloadable content assets."

Prompt 2

"Rank the promoted content assets by the lowest cost per click and the highest click-through rate in a structured table."

Prompt 3

"Write a brief recommendation on which two content assets should receive the majority of the paid promotion budget for the remainder of the quarter based on their superior engagement."

Workflows for the field marketing manager

Field marketers manage localized events on incredibly tight timelines. Fast, accurate data analysis is critical to getting people in the door.

Workflow 1: Pre-event channel ROI (with Slack / Email automation)

Goal: Figure out which channel is driving the cheapest event registrations and immediately notify the regional team about the budget shift.

Prompt 1

"Pull the last 30 days of performance data for campaigns containing the word Webinar or Event across LinkedIn Ads and Google Ads."

Prompt 2

"Compare the cost per registration between LinkedIn and Google. Generate a clear table displaying the total spend, total registrations, and cost per registration for each channel."

Prompt 3

"Generate a brief recommendation on where the marketing team should allocate the remaining advertising budget for the final two weeks of event promotion based on this efficiency data."

Prompt 4

"Draft a quick update message summarizing this budget shift and the current registration numbers, and save it as a draft to send to the regional sales team."

Workflow 2: Post-event geo-targeted follow-up

Goal: Prove that your expensive physical event drove a measurable lift in local digital engagement.

Prompt 1

"Pull the performance data from the last 14 days for the Facebook Ads and LinkedIn Ads campaigns that are geographically targeted to San Francisco."

Prompt 2

"Create a brief summary showing how many clicks and conversions were generated in that specific region over the last two weeks."

Prompt 3

"Compare these regional metrics against the overall national average for the same period, and conclude whether the localized event successfully created a measurable lift in local digital engagement."

Workflows for the ecommerce growth marketer

Ecommerce marketers live in the numbers, relying on profitable ROAS and adapting to daily consumer purchasing behaviors.

Workflow 1: Cross-platform ROAS and purchase behavior

Goal: Calculate your true blended return on investment across both search and social networks, and identify the most profitable days to run ads.

Prompt 1

"Pull the daily ad spend, purchase conversion value, and return on ad spend for the Winter Clearance campaign running on Google Ads and Facebook Ads over the last 30 days."

Prompt 2

"Calculate the blended return on ad spend across both platforms. Create a table comparing the daily total spend against the daily total revenue."

Prompt 3

"Provide a summary identifying which specific days of the week generated the highest return on ad spend, and recommend how the daily budget should be weighted by day of the week moving forward."

Workflow 2: Promotional campaign anomaly detection (with email automation)

Goal: Catch massive cost spikes or tracking breaks during high-spend retail events and immediately alert media buyers to pause bleeding ads.

Prompt 1

"Pull the daily cost, impressions, and purchase conversions for the Black Friday Early Access campaign across Google Ads and Facebook Ads for the last 7 days."

Prompt 2

"Analyze the daily trends and identify if yesterday's cost per purchase was more than 3 times higher than the previous 6-day average."

Prompt 3

"If an anomaly is detected, flag the specific ad sets responsible for the spike so they can be reviewed for bidding errors or broken links."

Prompt 4

"Draft an urgent email to the media buying team flagging these specific ad sets so they can investigate or pause them immediately, and save it to my drafts."

Learn more at supermetrics.com

