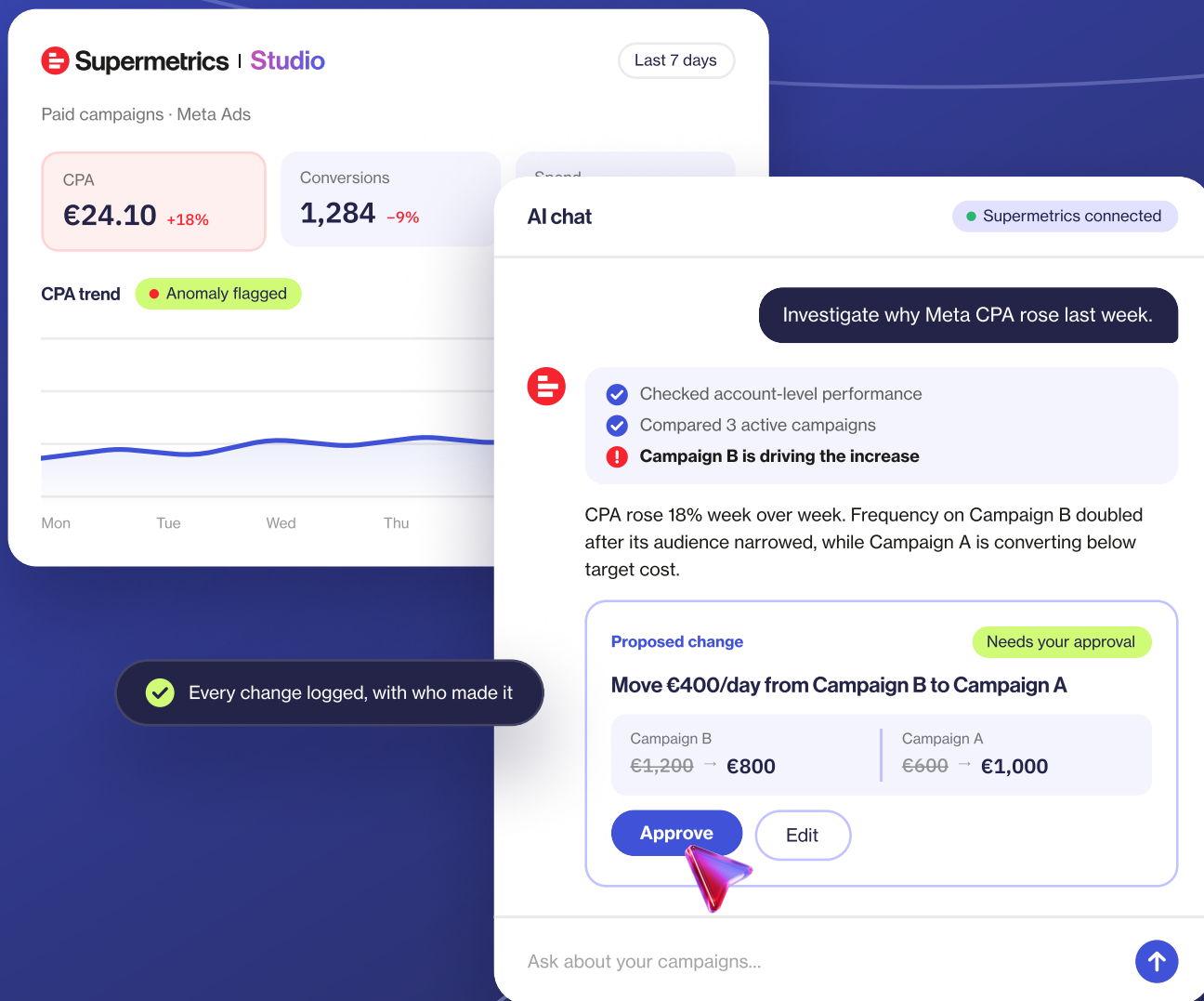


Agentic campaign management

How to give an agent enough freedom to be useful while keeping control of your campaigns



The image shows a screenshot of the Supermetrics Studio interface and an AI chat window. The Studio interface displays campaign performance metrics for Meta Ads, including CPA (€24.10, +18%) and Conversions (1,284, -9%). A CPA trend line graph shows an anomaly flagged for the last 7 days. The AI chat window, titled 'AI chat', shows a conversation where the user asks to investigate why Meta CPA rose last week. The AI responds with a list of actions: 'Checked account-level performance', 'Compared 3 active campaigns', and 'Campaign B is driving the increase'. The AI then explains that CPA rose 18% week over week due to frequency on Campaign B doubling and Campaign A converting below target cost. A 'Proposed change' is shown: 'Move €400/day from Campaign B to Campaign A'. The change is approved, and the AI suggests logging the change.

Supermetrics | Studio Last 7 days

Paid campaigns · Meta Ads

CPA **€24.10** +18%

Conversions **1,284** -9%

CPA trend **Anomaly flagged**

Mon Tue Wed Thu

AI chat Supermetrics connected

Investigate why Meta CPA rose last week.

- ✓ Checked account-level performance
- ✓ Compared 3 active campaigns
- ! **Campaign B is driving the increase**

CPA rose 18% week over week. Frequency on Campaign B doubled after its audience narrowed, while Campaign A is converting below target cost.

Proposed change Needs your approval

Move €400/day from Campaign B to Campaign A

Campaign B	Campaign A
€1,200 → €800	€600 → €1,000

Approve Edit

Every change logged, with who made it

Ask about your campaigns...

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AI agent this, AI agent that. Right now, it seems like that's all marketers are talking about.

But whether you're still unsure what makes a workflow agentic or have more trusted agents than the Secret Service, letting one near your active campaigns is another matter.

The hesitation makes sense. Nobody wants an agent to launch off-brand copy or make an expensive budget change. Yet with the right setup, an agent will be your trusted eyes and ears, overseeing live campaigns without you having to lift a finger.



01

It can diagnose problems before you've even spotted them.



02

It can monitor multiple platforms without you having to open a new tab, log in, and dig around the data yourself.

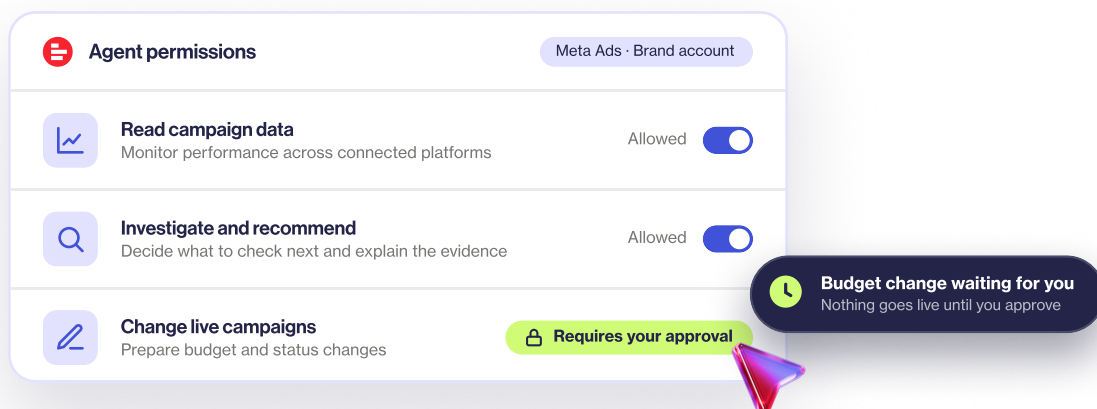


03

It can even suggest (and make) changes to live campaigns, with your permission.

So how do you give an agent enough freedom to be useful while keeping control of your campaigns?

This guide explains how agentic campaign management works and shows you three ways to get started. You'll also get a short checklist to help you give your agent the right data and set limits on what it can do.



01

What makes a campaign workflow agentic?

AI can support campaign management without the workflow being agentic. The difference comes down to agency.

🎯 Your goal

Investigate why Meta CPA rose last week.



Agent activity

● Investigating



Pulled account-level CPA

Meta Ads · last 7 days



Compared 12 active campaigns

3 are above target CPA



Isolated Campaign B

Frequency up 2.1x after audience change



Deciding what to check next...

Audience overlap

Creative fatigue

Bid strategy

What makes a campaign workflow agentic?

It comes down to agency

Does the AI simply answer the question you've given it, or can it decide what to investigate next based on what it finds?

Not agentic

You ask

"What was this Meta campaign's CPA last week?"

AI

It retrieves the relevant data that you've connected and answers your question. You've already told it what to examine.

Agentic

You ask

"Investigate why Meta CPA rose last week."



It needs to decide where to look. It might start at account level, identify the campaigns driving the increase, then examine what changed within them.

With access to supported campaign-management tools, the agent could also propose a response or help make an approved change. It doesn't need to change a campaign to be agentic.

Remember it this way: agentic workflows have agency. They decide what to do next based on what they find.



Agentic ≠ autonomous.

The agent works out how to investigate, but you decide what reaches the live campaign.

What makes a campaign workflow agentic?

AI-assisted vs agentic

AI-assisted workflow



You choose the steps.

Your prompt

"Show me last week's Meta CPA by campaign. Then compare CTR and conversion rate for the campaigns where CPA rose."

Steps set by you

1 Pull CPA by campaign



2 Compare CTR



3 Compare conversion rate



Answers to your questions

Same path every time

AI carries out the checks you specified.

Agentic workflow



You set the goal.

Your prompt

"Investigate why Meta CPA rose last week and recommend what we should do."

Next step chosen by the agent

Check account level



Campaign A
Ruled out

Campaign B
Driving increase

Campaign C
Ruled out



Examine what changed



Recommend a response

You decide what goes live

Path follows the evidence

AI decides what to check next based on what it finds.

02

Why use agents to help manage your campaigns?

A campaign agent can take on investigative work while you stay in control of what happens next.



Agent alert

08:02

Meta CPA rose 18% overnight

Campaign B looks like the main driver. Investigation ready to review.



Daily campaign check

Ran 08:00



Meta Ads

CPA +18% vs last week

Flagged



Google Ads

Within target

On track



LinkedIn Ads

Within target

On track



TikTok Ads

Spend pacing 4% under

On track

Why use agents to help manage your campaigns?

What a campaign agent can do



Improve campaign performance

Find problems sooner, understand what's driving them, and make more informed changes.



Catch problems sooner

A scheduled agent can flag a rise in CPA or a drop in conversions before your next manual check.



Monitor more campaigns

It can check performance across accounts and platforms without you opening each one.



Spend less time investigating

Give it a problem, and it can decide which data to examine next.



Understand why results changed

It can trace a shift from the account level to the campaigns most likely to explain it.



Find opportunities you might miss

It can surface strong performers or unused budget worth a closer look.



Make better-informed decisions

It can show the evidence behind a recommendation before you act.



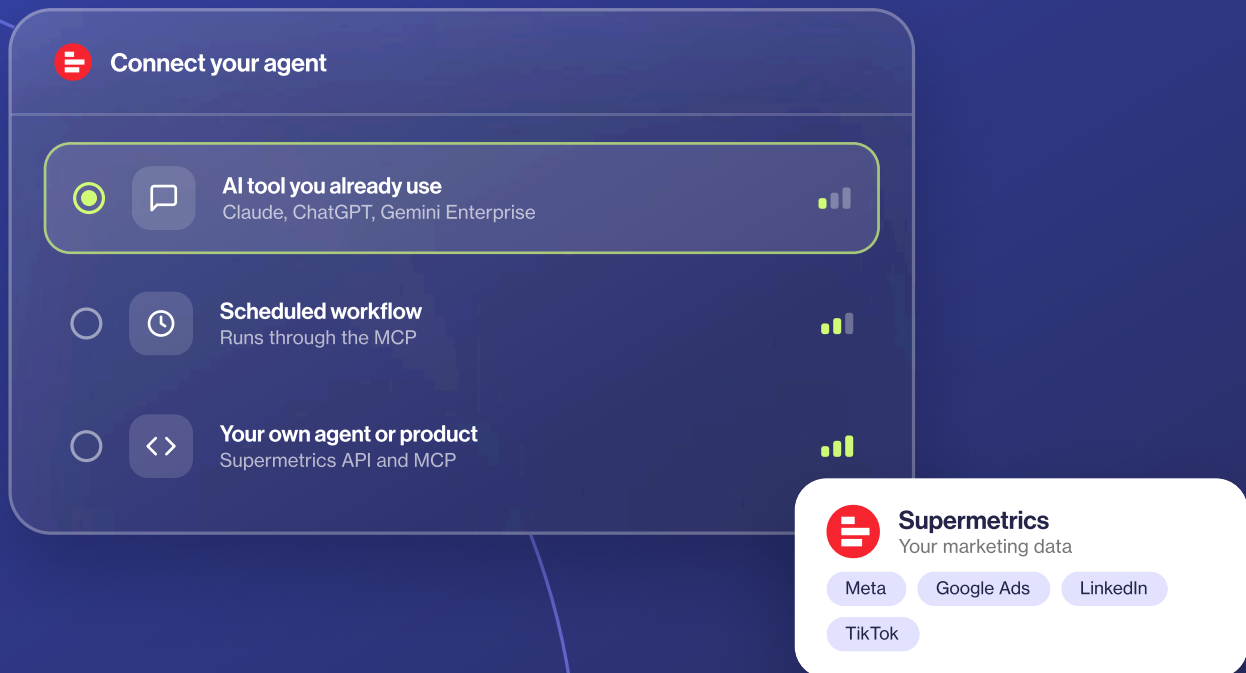
Move from finding to action faster

With the right permissions, it can prepare or make supported changes within the limits you set.

03

The 3 ways to access campaign management agents

Most marketers can access agentic campaign-management capabilities through an AI environment they already use.



The 3 ways to access campaign management agents

Choose your starting point

Supermetrics supports campaign management in [Claude](#), [ChatGPT](#), [Gemini Enterprise](#), and [Supermetrics Studio](#), all of which support agentic workflows. More technical teams can connect other AI tools through the [Supermetrics MCP](#) or build a proprietary agent on top of Supermetrics.

1

Use an AI tool you already work in

Technical lift  Low

For

Marketers who want to start with a prompt

Connect

Your marketing accounts



Supermetrics



Claude, ChatGPT, or Gemini Enterprise

Or work in Supermetrics Studio.

Set up

Add your targets, metric definitions, and rules for campaign changes.

Then

Ask the AI to investigate a problem. It checks the relevant data, follows the evidence, and recommends a response. Where supported and permitted, it can prepare campaign changes.

Example

"Find out why Meta CPA rose last week and recommend what to do."

2

Run a scheduled workflow

Technical lift  Medium

For

Teams that want investigations to happen automatically

Connect

Supermetrics

↓ through the MCP

A compatible AI tool or workflow builder

Set up

Build the scheduled workflow, define what it checks, and set its alert and approval rules.

Then

The workflow checks campaigns, investigates material changes, and alerts your team with its findings.

Example

Check paid campaigns every morning and flag changes that need attention.

3

Build your own agent or product

Technical lift  High

For

Teams that need a custom experience

Connect

Your agent or product



Supermetrics API and MCP

Set up

Build the interface, business logic, and approval process around your use case.

Then

Your agent uses the [Supermetrics API](#) to access marketing data and the [MCP](#) for supported campaign-management actions.

Example

Add campaign investigation to an internal marketing platform.

04



Your campaign agent readiness checklist

You don't need to prepare every account or automate any changes. Start with one campaign question and check three things.



Test mode

Read-only

Campaign changes are switched off for this test.



Agent readiness

● 3 of 3 ready



Data connected

Meta Ads · Google Ads · Conversions



Success defined

Target CPA €20 · Protect ROAS



Shows its work

Evidence and gaps flagged



Your campaign agent readiness checklist

Before you test a campaign agent

Start with one campaign question and check three things:

1

It can see the right data

Connect the relevant ad accounts and the conversion data you use to judge their performance.



2

It knows what success means

Give it the campaign goal, your target, and any outcome it should protect.



3

It can show its work

Ask it to explain the evidence behind its conclusion and flag gaps or uncertainty.



Keep the first test read-only

If you later allow campaign changes, choose which accounts can be managed via AI and when a person must approve a change.

05

How to test your first campaign agent

Keep the test read-only so you can compare the agent's investigation with what you know happened.



Agent conclusion

Audience overlap drove the CPA spike

High confidence

1 data gap flagged



Test run · Known case

No changes made

- ✓ Right data and comparison period
- ✓ Sensible line of inquiry
- ✓ Acknowledged weak evidence
- ✓ Recommendation follows findings

Matches what your team found

4/4

How to test your first campaign agent

Run a read-only test

1

Pick a known case

Choose a campaign change your team has already investigated.

2

Give it a goal

 Prompt template

Investigate why **[metric]** changed by **[amount]** between **[periods]** across **[accounts or channels]**.
Decide what to examine, check for data or tracking problems, and explain the evidence behind your conclusion. Flag anything uncertain and recommend a next step that protects **[business constraint]**.
Don't make campaign changes.

3

Review its investigation



Did it use the right data and comparison period?



Did it follow a sensible line of inquiry?



Did it acknowledge weak evidence?



Does the recommendation follow from its findings?

4

Improve and repeat

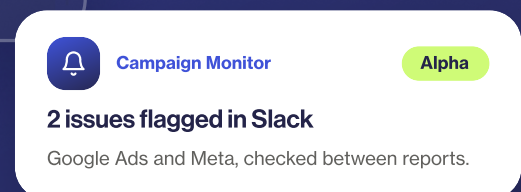
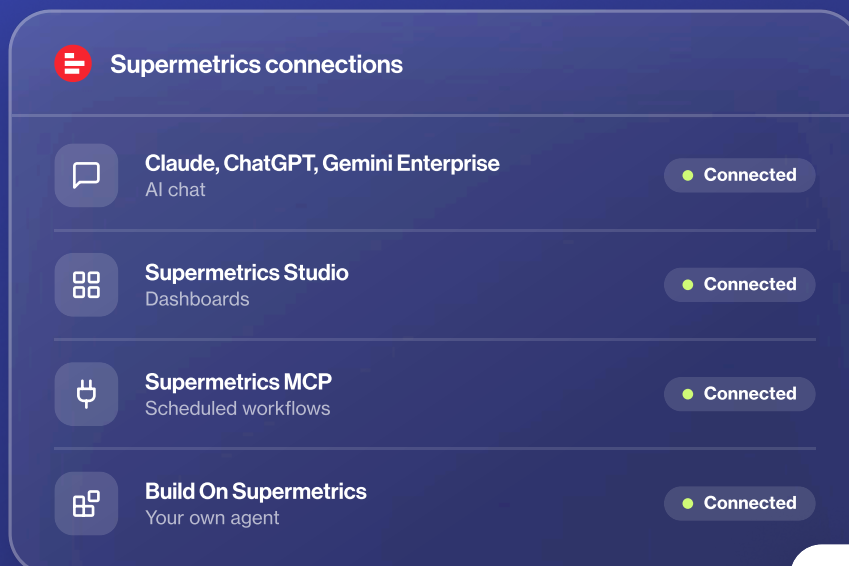
If it falls short, improve the data, context, or instructions and run another test.

Give it more responsibility only after it performs reliably across several known cases.

06

Start managing campaigns with responsible agents

Use Supermetrics in the tool your team already works in, or build it into your own workflow.



Start managing campaigns with responsible agents

How Supermetrics powers agentic campaign management

Supermetrics gives AI access to your connected marketing data and, where enabled, supported campaign-management actions. You can use those capabilities in the tool your team already works in or build them into your own workflow.



Claude, ChatGPT, or Gemini Enterprise

For marketers who want to investigate campaign problems and prepare a response through an AI chat.

[Supermetrics for Claude](#)[Supermetrics for ChatGPT](#)[Supermetrics for Gemini Enterprise](#)

Supermetrics Studio

For teams that want to review performance and make supported campaign changes from a dashboard.

[Start your free Studio trial](#)

Campaign Monitor Alpha

For teams managing Google Ads and Meta accounts that want problems flagged automatically in Slack or email between reports.



Supermetrics MCP

For teams building scheduled investigations or connecting another compatible AI tool.

[Start your free MCP trial](#)

Build On Supermetrics

For product and engineering teams creating their own agent or adding campaign intelligence to a product.

[Request a demo](#)



supermetrics.com