**Business Case: AI Agent for Marketing Campaign Optimization**

**Use Case:**
Marketing – Digital Campaign Management

**Problem Definition:**
Many companies struggle to optimize their digital marketing campaigns across channels. Manually tracking performance metrics, segmenting audiences, and adjusting bids or creative assets leads to delays and inefficient spending. This often results in wasted budget and inconsistent customer engagement.

**Proposed AI Agent:**
The AI Marketing Optimizer Agent will automatically monitor campaign performance in real time, recommend budget reallocations, and generate personalized ad content. It will:

* Analyze engagement data (click-through rates, conversions)
* Suggest and implement A/B tests
* Auto-adjust audience targeting
* Interact with marketers via a chat interface embedded in the campaign dashboard

**Impact:**
**Time Saved:** Reduce manual campaign optimization hours by **50%** per month
**Cost Reduced:** Decrease cost per acquisition by **20%** through intelligent budget allocation

**User Interaction Sketch (Optional):**
Users will interact through a **text-based chat panel** integrated into their existing marketing platform. They can ask for performance summaries, approve suggested changes, or request new audience segments—all in natural language.