

Transform your marketing agency with the power of data and AI

Make smarter marketing happen.

GenAI and conversational analytics are transforming how agencies plan, create, and measure campaigns. AstraFY helps agencies connect their data, design scalable architectures, and deploy AI models that elevate every client interaction — from campaign optimization to creative generation.



The AstraFY Solution

Your marketing agency deserves an **end-to-end data & AI foundation** to move beyond reporting and start predicting.

We help you centralize marketing, CRM, and performance data; build clean, unified data layers; and apply AI to uncover insights, automate operations, and drive measurable ROI.

You'll be able to:

- Integrate **marketing and CRM data** sources for a single source of truth.
- Forecast performance and optimize budgets with **predictive models**.
- **Generate creative** and audience insights automatically.
- Access **real-time dashboards** and unified client reporting.
- **Empower your teams** to self-serve and innovate with AI tools.



Results that matter

From prototype to production.
We design tailored solutions to help your agency achieve:

Speed on reporting

Faster client reporting through unified and automated dashboards.

Efficiency

Cost reduction by **automating** manual campaign analysis.

Client retention

Higher client retention thanks to improved reporting and **personalized** experiences.

New revenue streams

Unlock new **growth** opportunities through data-driven services and AI-powered offerings.



How it works

We combine data engineering, analytics, and AI expertise to turn your agency's data into actionable intelligence. Here's how we make it happen through high-impact use cases:

1. **Marketing Analytics** - Unlock conversational analytics and real-time dashboards for your clients. Automate campaign performance reporting and optimization to deliver faster insights and measurable results.
2. **Generative AI for Content** - Accelerate content creation with GenAI tools that write copy, captions, and ads tailored to audience interests. Save time and let your teams focus on strategy and storytelling.
3. **Customer 360 View** - Connect every client interaction into a unified profile to better understand audiences and increase LTV. Combine CRM, ad, and web data to personalize engagement across touchpoints.

Ready to make Data and AI work for your agency?

We'll help you identify, build, and scale the use cases that drive real value.