



PRACTICAL GUIDE

How Maralytics + AI Works

A step-by-step guide for business owners, marketing managers
and agencies on using Maralytics data with AI tools

Covers: ChatGPT · Claude · Google Gemini · Any AI assistant

Audience: All levels — no technical experience required

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INTRODUCTION

Why Your Marketing Data + AI Is a Powerful Combination

Artificial intelligence tools — like ChatGPT, Claude and Google Gemini — are transforming how businesses analyse information and make decisions. But there is one thing every AI tool has in common: **it can only be as insightful as the data you give it.**

This is where Maralytics becomes your strategic advantage. While most businesses feed AI tools vague questions and get generic answers, Maralytics users can provide structured, campaign-level marketing data — giving AI the raw material it needs to deliver genuinely useful analysis, forecasts and recommendations.

■ Business Owners

Understand your marketing spend clearly, then use AI to help you decide where to invest next — without needing a data analyst.

■ Marketing Managers

Export campaign performance data and use AI to identify patterns, build reports and propose strategy — faster than any spreadsheet.

■ Agencies

Use Maralytics data exports to generate instant client reports, benchmark performance and build AI-assisted recommendations.

What you will be able to do after reading this guide:

- ✓ Export your Maralytics campaign and ROI data in the right format
- ✓ Choose the best AI tool for your needs (no technical experience needed)
- ✓ Use proven prompt templates to get instant marketing analysis
- ✓ Interpret AI responses and turn insights into action
- ✓ Build a repeatable monthly AI review process for your business

THE PROCESS

5 Steps: From Maralytics Data to AI Insights

Follow these five steps to go from raw marketing data in Maralytics to actionable AI-generated insights. No technical experience required.

01

Collect your marketing data in Maralytics

Before you can use AI, you need clean data. Use Maralytics to track all your active campaigns — print, digital, email, social, events and loyalty. Ensure each campaign has: a clear name, the channel used, the spend/cost, and the sales or revenue it generated.

Tip: The more consistently you track in Maralytics, the richer your AI analysis will be. Even 30 days of data gives useful patterns.

02

Export your data from Maralytics

Once your campaigns are tracked, export your data from the Maralytics dashboard. Navigate to Reports, select the date range you want to analyse (e.g. last 30, 60 or 90 days), and export to CSV or copy the summary table. Include: campaign name, channel, spend, revenue, profit, customer count and ROI percentage.

Tip: Export at least 3 months of data for trend analysis. A single month gives a snapshot; multiple months reveal patterns.

03

Choose your AI tool

You do not need a specific AI tool — any of the major assistants will work well with Maralytics data. The most widely used options are ChatGPT (chat.openai.com), Claude (claude.ai) and Google Gemini (gemini.google.com). All offer free tiers that are sufficient for this process. Simply create a free account on any of these platforms to get started.

Tip: If you already use one AI tool regularly, stick with it. Consistency is more valuable than finding the 'best' tool.

04

Paste your data and use a prompt template

Open your chosen AI tool, paste your exported Maralytics data, and follow it with one of the prompt templates on the next page. The AI will read your data and provide analysis, patterns and recommendations within seconds. You do not need to explain what Maralytics is — just share the data table and ask your question.

Tip: Keep your data under 2,000 rows for the free tier of most AI tools. Monthly campaign summaries (not transaction-level data) work best.

05

Interpret, act and repeat monthly

Review the AI's response critically — it will highlight patterns and recommendations based on your data. Identify one or two clear actions (e.g. pause an underperforming channel, increase spend on a high-ROI campaign). Implement those changes, track them in Maralytics, and repeat the process the following month to measure impact.

Tip: Create a monthly AI review habit. 30 minutes per month of AI-assisted analysis can replace hours of manual spreadsheet work.

PROMPT TEMPLATES

Ready-to-Use AI Prompt Templates

Copy any of these prompts, paste your Maralytics data above it, and send to your AI tool. Adapt the bold sections in brackets to your business context.

For Business Owners — Overall Marketing Review

PROMPT

"Here is my marketing campaign data from the last [90 days] for my [retail/hospitality/e-commerce] business. Each row shows the campaign name, channel used, money spent, revenue generated and ROI percentage. Please: (1) identify my top 3 performing campaigns and explain why they are working, (2) identify any campaigns with negative or low ROI I should consider pausing, (3) suggest where I should shift my marketing budget based on this data. [PASTE YOUR MARALYTICS DATA HERE]"

For Marketing Managers — Channel Performance Analysis

PROMPT

"Below is marketing performance data across multiple channels for the past [60 days]. Please analyse which channels are delivering the best return on investment, identify any seasonal patterns or trends, and recommend how I should allocate next month's budget of [\$X] across these channels to maximise ROI. Present your findings as a brief executive summary followed by a channel-by-channel breakdown. [PASTE YOUR MARALYTICS DATA HERE]"

For Agencies — Client Report Generation

PROMPT

"I need to prepare a marketing performance report for a [industry] client. Here is their campaign data from Maralytics covering [date range]. Please write a professional 3-paragraph summary suitable for a client presentation that covers: overall performance highlights, what is working and why, and 2-3 strategic recommendations for the next period. Use plain language — the client is not a marketing expert. [PASTE YOUR MARALYTICS DATA HERE]"

For All — Trend & Forecasting

PROMPT

"I am sharing 6 months of marketing campaign data from my business. Based on the trends you can see in this data, what patterns emerge across channels and seasons? If these trends continue, what should I expect in the next 60–90 days, and what marketing activities should I prioritise? [PASTE YOUR MARALYTICS DATA HERE]"

GETTING THE BEST RESULTS

How to Format Your Data for AI

AI tools work best when your data is clean and clearly labelled. When exporting from Maralytics, follow these guidelines to get the highest quality analysis:

Do include:

- ✓ Campaign name (descriptive, not a code)
- ✓ Marketing channel (e.g. Facebook Ads, Email, Print)
- ✓ Date range or period
- ✓ Total spend / cost
- ✓ Revenue or sales generated
- ✓ Calculated ROI percentage
- ✓ Number of customers or transactions

Avoid:

- Pasting raw transaction logs (too long)
- Using internal codes instead of plain names
- Including personal customer data
- Mixing currencies without labelling them

Best data range:

30 days — snapshot analysis

60–90 days — trend identification

6–12 months — seasonal patterns + forecasting

Column header example:

Campaign | Channel | Period | Spend | Revenue | ROI% | Customers

Frequently Asked Questions

Q: Is my business data safe when I paste it into an AI tool?

Major AI tools like ChatGPT, Claude and Gemini do not store or train on data you paste into their interfaces by default (check each platform's privacy settings to confirm). As a best practice, avoid including any personally identifiable customer information — use aggregated campaign data only, which Maralytics exports naturally.

Q: Do I need to explain what Maralytics is to the AI?

No. The AI does not need to know where the data came from — it simply reads the table you provide. Just paste your data and follow it with your question or prompt.

Q: What if the AI gives me wrong or confusing advice?

AI tools can occasionally misinterpret data or make assumptions. Always review recommendations with your own business knowledge. If a recommendation doesn't make sense, ask the AI to explain its reasoning, or re-paste the data with clearer column headers.

Q: Can I use this process every month?

Absolutely — in fact, monthly AI reviews are recommended. Export the previous month's data from Maralytics, run your prompts, note the top recommendations, implement one or two changes, and track them in Maralytics the following month.

Q: Does Maralytics integrate directly with AI tools?

Currently, the process involves exporting data from Maralytics and pasting it into your AI tool. This is quick and requires no technical setup. Direct integrations may be available in future — check maralytics.com for the latest updates.

WHAT TO EXPECT

A Sample AI Analysis Output

Here is an example of what a well-structured AI response looks like when you paste Maralytics data and use one of the prompt templates. Your actual results will reflect your specific campaigns and data.

EXAMPLE AI RESPONSE**Executive Summary**

Based on your 90-day campaign data, your email marketing campaigns are generating the highest ROI at 340%, while your print catalogue promotion is returning only 18% ROI despite being your second-highest spend item.

Top Performing Campaigns

1. Monthly Email Newsletter — 340% ROI, \$4,200 revenue on \$950 spend
2. Facebook Event Promotion — 210% ROI, \$2,100 revenue on \$680 spend
3. Loyalty Program Re-engagement — 180% ROI, \$3,600 revenue on \$1,280 spend

Recommendations

1. Increase email marketing frequency or list size — this is your highest-returning channel with room to scale.
2. Review the print catalogue ROI against alternatives — redirecting even 50% of that budget to email or Facebook could increase overall returns.
3. Expand the loyalty re-engagement campaign — high ROI suggests strong customer retention potential.

Ready to start? Here is your quick-start checklist:

- ✓ Log into Maralytics and ensure your last 30–90 days of campaigns are tracked
- ✓ Export your campaign summary report (Reports → Export → CSV)
- ✓ Create a free account at chat.openai.com, claude.ai or gemini.google.com
- ✓ Copy a prompt template from page 4 of this guide
- ✓ Paste your data + prompt and review your AI analysis

✓ Identify one action to implement this week

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