5 ways GenAI

is reshaping data extraction in marketing analytics

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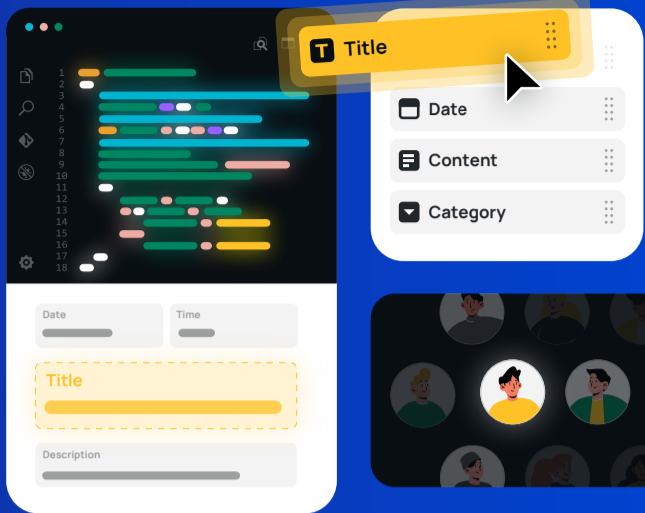
Traditional data extraction was time-consuming and complex, relying on SQL queries and manual integration. Now GenAI is changing the game by making it easier for everyone.

See how GenAI is streamlining every step of data extraction.

Data Extraction	Without GenAI	With GenAI	Use Case
Natural Language Query Processing	30–60 mins per query	Under 1 min	An e-commerce company slashed query time by 95%, empowering teams to focus on insights over syntax.
Automated Data Integration	4–8 hours	30 mins	A retail brand saved 5.5 hours/week by automating manual data merges.
Real-Time Data Insights	1–2 hours	5 mins	A digital agency reduced client report prep from 3 hours to 10 minutes.
Dynamic Report Generation	2–4 hours	5–10 mins	An ad firm used to spend 1.5 hours analyzing live campaign data—now it's just 5 minutes.
Ad-Hoc Data Exploration	Several hours	10–15 mins	A financial services firm cut customer trend analysis time from 4 hours to just 15 minutes.

GenAI isn't just accelerating data extraction—it's transforming how teams work.

GenAI simplifies marketing analytics, enabling agility and faster decision-making. Adopting these workflows is crucial for future success.