

From 50 Hours to 5 - Grey Group Leverages Datasaur AI for Efficiency and Accuracy



01 Introduction

Grey Group, a global creative agency specializing in digital marketing and audience insights, partnered with Datasaur to modernize and automate their competitive audit workflow.

Their team regularly analyzes hundreds of marketing activations for enterprise clients—and previously relied on fully manual review, resulting in lengthy turnaround times and inconsistent classifications. With Datasaur's AI-assisted annotation and custom model deployment, Grey Group transformed a multi-day process into a streamlined, automated workflow completed in under five hours.

02 Grey Group Mission Statement

Grey Group focuses on curating data-driven digital marketing strategies for enterprises worldwide. Their teams help brands understand audience behavior, competitive positioning, and campaign effectiveness by collecting, analyzing, and categorizing market insights across digital channels.

Their commitment to evidence-backed insights requires highly accurate classification of marketing activations, including paid and organic posts, search ads, and social content. Ensuring consistency in these classifications is core to delivering reliable strategic guidance for clients.

03 Problem Statement

Grey Group conducts comprehensive competitive audits involving up to 300 digital activations per competitor for a key financial services client. These activations span social posts, digital advertising, and content across various platforms.

Historically, a single analyst would manually determine whether each activation aligned with themes such as reach, business ownership, or B2B messaging. This approach took a minimum of 40 hours per competitor and often introduced subjectivity, inconsistency, and high cognitive load.

Grey Group needed a scalable, accurate system to classify activations consistently—and dramatically reduce review time without sacrificing the quality of their strategic insights.



04 Proposed Solution & Deployment

Datasaur deployed a full AI-powered annotation and classification workflow tailored to Grey Group's needs.

First, Datasaur's team reviewed Grey Group's data and helped identify inconsistencies, including duplicated group classifications and typographical errors. Datasaur then extracted rows from all documents, aligned them with predefined categories, and prepared the dataset for model training.

Next, Datasaur's AI team designed a custom classification model to automatically generate labels and surface new patterns beyond the existing taxonomy. This allowed Grey Group to identify emerging trends, reduce manual oversight, and fully automate label generation for their entire dataset.

The solution offered:

- End-to-end deployment managed privately and securely
- A customized classification model tuned for B2B digital activations
- Fully automated label creation across the entire dataset
- A seamless, collaborative implementation experience

05 Outcomes of Project & Success Metrics



10× reduction in classification time

From 40 hours per competitor to **4–5 hours total**



Fully automated labeling supported by a custom AI model



Improved consistency and accuracy, eliminating subjective interpretation



Significantly faster turnaround times for client deliverables



Identification of new patterns beyond their existing group classifications



Their team reported strong satisfaction with both the accuracy and the speed of the solution.

“

Everybody was very helpful at Datasaur. Seamless. Everything was a smooth transition.

“

Very easy, very collaborative but not demanding at all — just a very flexible experience.

“

Nice to know that we were able to continually train the model which helped our consistency. The process was painless.

“

Datasaur is fast and efficient. Everything we saw was much faster than expected.

06 What's Next in Their Journey

Grey Group is exploring how Datasaur's private LLM infrastructure can further scale their marketing analysis. Future steps include automated trend detection across competitors, cross-channel semantic analysis, and deployment of real-time classification pipelines to support continuous insights and ongoing campaign intelligence.

About Datasaur

Datasaur is a private LLM provider and data labeling platform designed for companies to build their AI ecosystem with ease and efficiency. It assists organizations and universities in setting up custom LLMs and annotating data more efficiently and accurately through automation, quality control, and human-in-the-loop workflows. For more information, visit www.datasaur.ai.

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