

How General Assembly Unifies Global Media Process and Increases Operational Efficiency by 20% With MINT



GENERAL ASSEMBLY

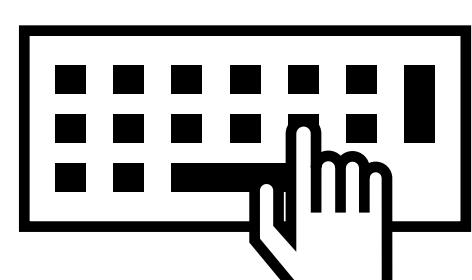
COMPANY PROFILE

General Assembly, a global education and training leader, partnered with MINT to introduce an AI-driven operational layer across its global marketing organization. Facing increasing complexity across regions, channels, and revenue lines, General Assembly needed a system capable of anticipating risks, guiding decisions, and reducing human dependency on manual coordination.

By combining unified data governance with agentic AI — built with **IBM watsonx** — for planning, forecasting, and reconciliation, MINT enabled General Assembly to move away from spreadsheet-based workflows and reactive reporting. The result is a self-optimizing marketing operations foundation.

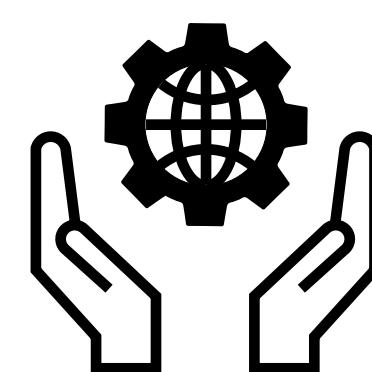
Nº of Brands	1
Business Model	B2C/B2B/B2G
Revenue Lines	3
Data Complexity	High
Agency	Yes
Operation Model	Hybrid
Nº of Campaigns	+45
Campaign Types	Brand & Performance

1. CUSTOMER'S PAIN POINTS & PRIORITIES



MANUAL LIFT & OPERATIONAL DRAG

- Significant manual effort due to spreadsheet-based workflows across planning, budgeting, reporting and financial reconciliation



LIMITED VISIBILITY & DATA GOVERNANCE

- Inconsistent taxonomies across markets and regions
- Difficult coordination with external agencies on version control, budget tracking, and spend alignment



FRAGMENTED REPORTING & REACTIVE DECISION-MAKING

- Fragmented reporting with no system actively reasoning over data to produce consistent insights
- Reactive decision-making driven by delayed reports rather than AI-assisted and scenario-driven guidance

2. MINT'S SOLUTION

**UNIFIED DATA
THROUGH A
SINGLE SOURCE
OF MEDIA TRUTH**

- Clear comparison of **CAC, ROAS, and spend** across global markets
- Unified views across **Marketing, Finance and Leadership teams**
- Increased collaboration with **external vendors and agencies**

Enabling Features:

- Integrations
- Data Exploration
- Custom Dashboards
- Multi-Market Reporting

**FULL
AUTOMATION TO
SUPPORT GLOBAL
OPERATIONS**

- Automated **budget tracking and reconciliation**, which used to be the highest-volume day-to-day workflow (replacing spreadsheet-based processes)
- **Standardized taxonomies and definitions** across all teams, regions and business lines

Enabling Features:

- Workflow Management
- Taxonomy Management

**AGENTIC AI-
SUPPORTED
PLANNING &
FORECASTING**

- Enable AI-supported **media planning** to evaluate different budget and channel mix options
- Supported **faster, more reliable forecasting** with clear oversight into budget burn and pacing across regions

Enabling Features:

- Agentic AI - built with IBM watsonx
- Predictive Planning



MINT has given us something we didn't have before: a consistent and reliable view of our marketing financials across regions, channels, and business lines. By moving away from spreadsheets, inconsistent taxonomies, and manual reporting, we now operate with unified definitions and structured workflows that make it far easier to move quickly and make confident decisions.

Jourdan Hathaway, Chief Business & Marketing Officer



3. IMPACT

20%**TIME SAVED
ACROSS
PLANNING &
REPORTING****1****UNIFIED DATA
MODEL REPLACING
REGIONAL
TAXONOMIES****100%****VISIBILITY
INTO
BUDGET
AND PACING****0****INCREMENTAL
HEADCOUNT
REQUIRED TO
SCALE FURTHER**