

How CAKE Media Lab Cuts Daily Pacing Time by 89% and Operational Errors by 30% With MINT

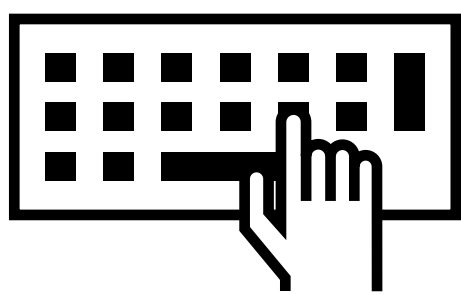
COMPANY PROFILE

CAKE Media Lab, a media agency, partnered with MINT to transform the way its team monitors, analyzes and optimizes campaigns. Previously, cross-channel planning and reporting relied heavily on manual data pulls, reconciliation and analysis, limiting the time available for proactive optimization and strategic client work.

By combining centralized cross-channel data with AI Agents for pacing, reporting and optimization, MINT gives the team a consistent intelligence layer across the media lifecycle. The result is faster execution, stronger quality control and more time focused on client learnings, strategy and what comes next.

Industry	Media Agency
Use case	Media Execution
Focus	AI-Supported Optimization
Data Complexity	Multi-Platform
AI Usage	Daily
Core Workflows	Reporting & Optimization

1. CUSTOMER’S PAIN POINTS & PRIORITIES



MANUAL MONITORING & OPERATIONAL DRAG

- Daily pacing checks required ~1.5 hours
- Reporting could take several days to build
- Data validation, reconciliation and approvals consumed significant team time



FRAGMENTED DATA & INCONSISTENT ANALYSIS

- Cross-channel data still required manual checking and reconciliation
- Reporting structure and depth could vary between cycles
- Manual handoffs increased the risk of errors



REACTIVE OPTIMIZATION & LIMITED STRATEGIC TIME

- Teams focused heavily on current/recent campaign performance
- Manual analysis reduced time available for proactive optimization
- Decisions were informed by a narrower view of performance rather than historical data

2. MINT'S SOLUTION

CENTRALIZED DATA FOR FASTER MEDIA EXECUTION

- Unified cross-channel campaign and historical performance data
- Reduced manual reconciliation across media platforms
- One trusted environment for pacing, reporting and analysis

Enabling Features:

- Data Integration
- Centralized Reporting
- Interactive Analysis
- Data Validation

AI-SUPPORTED DAILY MONITORING & OPTIMIZATION

- AI Agents provide daily summaries of pacing, anomalies and optimization opportunities
- Issues requiring attention are surfaced and prioritized automatically
- Optimization support enables faster identification of channel issues and budget reallocations

Enabling Features:

- AI Agents
- Optimization Agent
- Pacing Monitoring
- AI-Supported Recommendations

FROM REPORTING TO PROACTIVE DECISION-MAKING

- Automated data analysis accelerates reporting and performance interpretation
- Historical data provides a broader evidence base for planning and optimization
- Teams spend less time pulling data and more time identifying key learnings and next actions for clients

Enabling Features:

- Automated Reporting
- Performance Analysis
- Historical Data Intelligence
- Media Planning & Analysis

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MINT gives CAKE the consistency and analytical depth of a larger agency without losing senior-level thinking or flexibility. That makes the client partnership more proactive and strategic.

Cory Lorenz, Chief Executive Officer

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3. IMPACT

89%**TIME SAVED ON
DAILY PACING****-30%****OPERATIONAL
ERRORS****FASTER****REPORTING
& BUDGET
ALLOCATION****MORE****TIME FOR STRATEGY AND
CLIENT LEARNINGS**