Power My Analytics

PMA MCP · THE PROMPT PLAYBOOK

Ask anything. Get *real* answers.

A practical guide to querying your live marketing data through natural language — workflows for every role, from performance marketer to CMO.

Table of contents

Introduction 3

Getting connected 4

Quick tips for better outputs 5

— Workflows for the performance marketer 6

— Workflows for marketing leadership 8

— Workflows for the demand generation manager 10

— Workflows for the content marketing manager 12

— Workflows for the agency & hub manager 14

— Workflows for the ecommerce growth marketer 16

WHAT IS PMA MCP?

Your marketing data, now conversational.

The PMA MCP server connects Claude, ChatGPT, and any MCP-compatible AI assistant directly to your Hub. Instead of building a report to answer a one-off question, just ask — and get a real answer from your actual data in seconds.

Manual marketing analytics is a bottleneck. This is how you stop being a data janitor.

Too much time in marketing analytics gets spent exporting CSVs, fixing columns, and building pivot tables just to see what happened yesterday. By the time the report is finished, the window to optimize the campaign is already closed.

The PMA MCP server removes this friction. Once connected, your AI assistant can browse your connected data sources, run analytics queries against your warehoused marketing data, detect anomalies, and build Data Builder datasets — all through plain-language conversation. It connects to the same warehoused, deduplicated, time-zone-normalized layer that powers your Looker Studio and Google Sheets reports.

This playbook gives you battle-tested prompt sequences for every role on your team. Think of your AI assistant like a sharp new analyst who's fast, never complains about pulling data, and is available at 2am before a board meeting — but who needs clear briefs, specific parameters, and logical workflows to do their best work.

THE CORE PRINCIPLE

Specific in, specific out.

Vague prompts cause the AI to make multiple tool calls to figure out what you need — which adds up fast. Always state the platform, the metric, and the date range up front. The workflows in this playbook are designed with that discipline built in.

What you can ask

Cross-platform comparisons, period-over-period trends, anomaly detection, spend pacing, ROAS analysis, schema exploration, and ad hoc diagnostics.

What stays in the Hub

Connecting new sources, managing sub-accounts, and setting sync schedules are still done in the Hub. MCP reads and queries; it doesn't change configuration.

SETUP

Connect your AI assistant in under 5 minutes.

MCP is now available to all PMA users — no request or early access required. Your token is created automatically through the OAuth flow when you connect a browser-based client. Here's how to get set up.

WHERE TO START

Go to MCP in your Hub

Navigate to your Hub → find **MCP** in the left nav (look for the BETA badge) → click **Connect AI**. From there, pick your client and follow the setup guide.

1. **Claude Desktop / Web / Code**
   Go to Settings → Connectors → Add Custom MCP → paste your MCP URL. Requires a Team or Pro plan. Your org Owner adds the connector once; all users then connect their own accounts.

2. **ChatGPT**
   Add PMA as a custom connector in your org settings, then select the PMA MCP app from the tools menu when starting a new chat — it won't activate automatically. Org Owner sets this up once for the whole team.

3. **Authenticate and select your Hub**
   Sign in with your existing PMA credentials — your Google SSO or email and password. No new passwords. The OAuth flow mints your token automatically.

4. **Start asking questions**
   Once connected, just type. Try: "Show me my connected accounts and their sync status." That confirms everything is live and data is flowing.

BEFORE YOU DIVE IN

Quick tips for optimal outputs.

AI assistants produce the best analysis when they receive clear, specific instructions. Follow these principles every time to get accurate, efficient results.

1

Use the two-step method

Always separate data retrieval from analysis. First prompt: pull the data. Second prompt: analyze it. Trying to do both in one prompt can cause context issues and produce incomplete results.

2

Be explicit with every parameter

Name the platform, the specific metric, the date range, and the output format you want. Vague prompts force the AI to guess — which means extra tool calls and less precise answers. Specificity is efficiency.

3

Name your campaigns explicitly

If you want data for a specific campaign, use its exact name or a phrase that appears in the campaign title. This prevents the AI from pulling data for unrelated campaigns in the same account.

4

Tell it what format you want

Do you want a table? A ranked list? A short paragraph? A downloadable doc? Say so explicitly. Outputs improve dramatically when the AI knows what shape the answer should take.

5

Check data freshness first

Ask "What is the last sync date for my [platform] account?" before pulling performance data. PMA syncs daily by default (hourly on Custom plans), so knowing your data's timestamp helps you interpret the results correctly.

WORKFLOWS FOR

the performance marketer

Performance marketers need to manage rising acquisition costs, catch ad fatigue early, and move budgets to the most efficient channels — without getting buried in pivot tables.

WORKFLOW 1 · Week-over-week campaign efficiency check

> Catch early signs of declining efficiency — rising CPCs or dropping conversion rates — before they drain your monthly budget.

Prompt 1

"Pull performance data for [campaign name] running on [Platform A] and [Platform B]. Retrieve data for the last 7 days and the 7-day period before that."

Prompt 2

"Compare this week versus the prior week across both channels. Show me spend, CPC, CTR, and conversions side by side in a table."

Prompt 3

"Which specific ads or ad sets should I pause, where should the remaining budget go, and which audience segments are currently overperforming?"

WORKFLOW 2 · Ad fatigue and frequency check

> Find exactly which creatives are burning out your audience so you can brief a refresh before it costs you.

Prompt 1

"Pull the last 30 days of performance data for [account], specifically impressions, frequency, CTR, and CPC."

Prompt 2

"Build a table of ads where frequency is above 3.5 and CTR has declined over the last two weeks."

Prompt 3

"List the specific creatives that need an immediate refresh to stop CPC from climbing further."

WORKFLOWS FOR

marketing leadership

Marketing leaders need macro trends, tight budget pacing, and board-ready reporting — not daily ad fluctuations. These workflows get you from raw data to executive narrative fast.

WORKFLOW 1 · 90-day cross-channel executive overview

> Turn three months of cross-channel data into a clean executive narrative — without spending a day in a spreadsheet.

Prompt 1

"Pull the last 90 days of performance data across all connected ad accounts."

Prompt 2

"Create a slide-ready overview. Include: executive summary, channel-level deep dives, cross-channel comparison, strategic recommendations, and a next-period forecast. Use clear titles, bullet points, and insight callouts."

Prompt 3

"Write a concise email to the CMO summarizing the three most important findings and what we're doing about each."

WORKFLOW 2 · Budget pacing and month-end forecast

> Know exactly where spend will land by month end — with enough time to adjust before you're over or under budget.

Prompt 1

"Pull daily ad spend and total conversions for the current month to date across all connected ad accounts."

Prompt 2

"Calculate the current daily run rate per channel. Forecast total spend and total conversions by month end based on this pace."

Prompt 3

"Flag any channel pacing to overspend or underspend its typical monthly budget by more than 15 percent, and explain what's driving the variance."

WORKFLOWS FOR

the demand gen manager

Demand gen bridges top-of-funnel spend to bottom-of-funnel pipeline. These workflows make sure you're buying engaged traffic, not just cheap clicks.

WORKFLOW 1 · Traffic-to-pipeline conversion audit

> Connect ad platform clicks to actual pipeline quality — and identify which channels are generating engaged prospects versus wasted spend.

Prompt 1

"Pull the last 30 days of spend and click data from [ad platforms]. Then pull session and goal conversion data from the same 30-day period."

Prompt 2

"Build a table comparing cost per click from the ad platforms against the actual cost per acquisition. Which channel is driving the highest-quality traffic?"

Prompt 3

"Write a short recommendation on how to reallocate next month's budget to prioritize the most efficient pipeline channel."

WORKFLOW 2 · Lead generation efficiency comparison

> Find out which platform generates the most cost-effective leads — so you can confidently shift budget to the channel that fills pipeline faster.

Prompt 1

"Pull the last 60 days of performance data from campaigns tagged as lead generation across [Platform A] and [Platform B]."

Prompt 2

"Compare cost per lead and lead conversion rate between the two platforms. Which is more efficient right now?"

Prompt 3

"Identify the two best-performing ad creatives across both platforms based on conversion rate, and explain why their messaging is likely resonating."

WORKFLOWS FOR

the content marketer

Content is expensive. These workflows help you prove ROI, diagnose where readers are dropping off, and find the assets worth putting paid dollars behind.

WORKFLOW 1 · Landing page performance diagnosis

> Find which content pages are leaking valuable traffic — and get a prioritized fix list ready to hand off to your web team.

Prompt 1

"Pull the top 20 landing pages by traffic volume over the last 30 days, including bounce rate, average time on page, and conversion rate."

Prompt 2

"Which pages have high traffic but a bounce rate above 70% and a conversion rate below 1%?"

Prompt 3

"For each underperforming page, suggest three likely reasons for the drop-off and what changes would most improve engagement."

WORKFLOW 2 · Paid content promotion analysis

> Determine which content assets perform best when you put paid dollars behind them — so your promotion budget goes to what actually converts.

Prompt 1

"Pull the last 60 days of data from campaigns promoting downloadable content assets across [Platform A] and [Platform B]."

Prompt 2

"Rank the promoted assets by lowest cost per click and highest CTR in a table."

Prompt 3

"Which two assets should get the majority of paid promotion budget for the rest of the quarter, and why?"

WORKFLOWS FOR

the agency & hub manager

Agencies and Hub managers juggle multiple clients, multiple accounts, and reporting deadlines that never stop. These workflows cut reporting time down to minutes per client.

WORKFLOW 1 · Monthly client performance report

> Generate a complete, client-ready performance summary in minutes instead of hours — one per client, repeatable every month.

Prompt 1

"Pull the last 30 days of performance data across all connected accounts for [Client Name]."

Prompt 2

"Create a client-facing monthly summary. Include: total spend, total conversions, cost per acquisition, best-performing channel, and biggest change versus last month."

Prompt 3

"Write a brief narrative paragraph I can use as the introduction to the report — professional tone, focused on results and what we're optimizing next month."

WORKFLOW 2 · Cross-client ROAS benchmarking

> Spot which client accounts are underperforming relative to the rest of your book — and prioritize where to focus your optimization time.

Prompt 1

"Pull total spend and ROAS for the last 30 days across all client accounts in my Hub."

Prompt 2

"Rank all accounts by ROAS from highest to lowest. Flag any account more than 30% below the group average."

Prompt 3

"For the two lowest-performing accounts, what are the most likely causes of underperformance based on the data, and what would you recommend checking first?"

WORKFLOWS FOR

the ecommerce growth marketer

Ecommerce marketers live and die by ROAS, anomaly detection, and adapting fast to daily shifts in consumer behavior. These workflows keep you ahead of the curve.

WORKFLOW 1 · Cross-platform ROAS and daily purchase patterns

> Calculate your true blended ROAS across search and social, and find the most profitable days to concentrate budget.

Prompt 1

"Pull daily ad spend, purchase conversion value, and ROAS for [campaign] across [Platform A] and [Platform B] for the last 30 days."

Prompt 2

"Calculate the blended ROAS across both platforms. Show a table comparing daily total spend versus daily total revenue."

Prompt 3

"Which days of the week generate the highest ROAS? Recommend how daily budget should be weighted by day of the week going forward."

WORKFLOW 2 · Promotional campaign anomaly detection

> Catch cost spikes or tracking breaks during high-spend retail events before they become expensive problems.

Prompt 1

"Pull daily cost, impressions, and purchase conversions for [campaign] across [Platform A] and [Platform B] for the last 7 days."

Prompt 2

"Was yesterday's cost per purchase more than 3× the 6-day average? If yes, flag which ad sets are responsible."

Prompt 3

"Draft a quick alert message to the media buying team flagging these specific ad sets so they can investigate or pause immediately."

Power My Analytics

Connect your marketing data. Ask anything. Get answers in seconds.

Connect Your AI Assistant →

powermyanalytics.com/mcp