

USER STORY

Winning the AI Infrastructure Narrative

How a leading chip company turned fragmented campaign data into a unified, compliant growth engine for share of voice.

The Situation

A major semiconductor company is at the center of the AI infrastructure boom. Their chips power the data centers behind every major AI model. The opportunity is enormous — but so is the competition for mindshare.

Their goal is simple to state and hard to execute: **win the AI infrastructure narrative** with the three audiences that matter most — enterprise executives making infrastructure decisions, the engineers who influence them, and the investors who fund them.

The challenge:

- **Long, complex buying cycles.** Enterprise infrastructure deals take 6–18 months. Staying visible and relevant across that entire arc requires sustained, coordinated messaging — not one-off campaigns.
- **No system of record for global content.** Multiple agencies across regions produce campaign content independently. Nobody can answer: what messaging is live, in which markets, targeting which audiences, and is it consistent?
- **Fragmented performance data.** Paid media runs across Google, LinkedIn, Meta, and programmatic channels. Each platform has its own dashboard, its own metrics, its own optimization logic. Nobody has the full picture — and platform-reported ROI is always inflated.
- **Compliance across regulated verticals.** Their customers span government, defense, healthcare, and financial services. Messaging claims about AI capabilities must be precise, defensible, and compliant with sector-specific regulations. One misstep in a government-facing ad is a legal problem, not just a brand problem.
- **ABM programs that can't adapt fast enough.** Account-based marketing efforts target hundreds of named accounts, but the feedback loop is slow. By the time performance data is compiled and analyzed, the window to act on it has passed.
- **Inconsistent narrative across channels.** The "AI infrastructure leadership" story sounds different depending on which team created the content and which channel it runs on. Engineers see one message, executives see another, investors see a third — and none of them reinforce each other.
- **Manual optimization burns budget.** Media teams spend days pulling reports, building pivot tables, and debating reallocation. Meanwhile, underperforming placements keep spending.

"We're spending eight figures a year on paid media to tell the AI infrastructure story. But we can't answer a simple question: is it working?"

What They Needed

Not another dashboard. Not another reporting tool. They needed a **Global Content Operating System** that could:

1. Serve as the system of record for all campaign content — what's live, where, approved by whom, targeting which audience
2. Automate compliance review for regulated verticals — government, defense, healthcare, financial services
3. Unify performance data across every paid media channel with position-based attribution (not platform-inflated metrics)
4. Analyze what's working by audience segment, message, and creative variant
5. Recommend — and eventually automate — spend reallocation toward what's performing
6. Ensure narrative consistency across all channels, agencies, and audience segments

How AURA Solves This

Content Lifecycle Orchestration

AURA serves as the system of record for the company's entire global content operation. Every piece of campaign content — across every agency, every region, every channel — is tracked from creation through deployment. For the first time, the CMO's office can see what messaging is live globally and whether it's consistent with the approved narrative architecture.

Compliance Automation for Regulated Verticals

AURA's compliance engine automates review for sector-specific requirements. Claims about AI capabilities in government-facing campaigns are flagged and verified. Healthcare messaging meets regulatory standards. Financial services content passes compliance before deployment, not after. The approval bottleneck that used to add weeks is reduced to hours — with a full audit trail.

Cross-Channel Performance Intelligence with Position-Based Attribution

AURA ingests campaign data from Google, LinkedIn, Meta, TikTok, and programmatic platforms into a single performance layer. Critically, **AURA** uses **position-based attribution** — measuring actual contribution across the full customer journey rather than relying on each platform's self-reported (and inflated) metrics. For the first time, the team sees real performance across channels, audiences, and geographies.

Audience-Aware Optimization

AURA segments performance by audience type — executives, engineers, investors — and surfaces which creative and messaging combinations drive the most engagement for each. The ABM team stops guessing and starts targeting with evidence.

Automated Spend Reallocation

When a creative variant underperforms in one channel but outperforms in another, **AURA** flags it and recommends reallocation. Over time, optimization moves from recommendation to automation — dollars shift toward performance without human bottlenecks.

Narrative Consistency Engine

AURA's AI agents are trained on the company's core messaging framework. Every piece of creative — whether it's a LinkedIn thought-leadership ad targeting CIOs or a technical deep-dive targeting ML engineers — is evaluated against the same narrative architecture. The story stays coherent at scale, across every agency and every market.

Competitive Ad Intelligence

AURA's built-in ad search surfaces what competitors are running across Google, LinkedIn, Meta, TikTok, and Reddit. The team sees competitor messaging in real time and adjusts positioning before the next campaign cycle — not after.

The Impact

- **System of record:** First-ever unified view of all campaign content live globally
- **Compliance:** Automated regulatory review for government, defense, healthcare, financial services — weeks reduced to hours
- **Attribution accuracy:** Position-based measurement replacing platform-inflated ROI metrics
- **Media efficiency:** 10–20% reduction in wasted spend through automated reallocation
- **Optimization speed:** Weekly manual cycles to real-time automated adjustments
- **Narrative consistency:** One coherent AI infrastructure story across all channels, agencies, and audiences
- **ABM precision:** Audience-specific creative performance data drives targeting decisions
- **Competitive awareness:** Real-time visibility into competitor messaging and creative strategy