WPP AI Marketing Platform

*AI-Powered Marketing Intelligence & Automation System*

**Leadership Presentation**

October 2025

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# Executive Summary

THE OPPORTUNITY: 5x productivity gain for 1,000+ global practitioners

WPP is building an AI-powered marketing platform that enables practitioners to achieve 5x productivity improvements by integrating all marketing platforms (Google, Meta, LinkedIn, Microsoft) through natural language interaction with AI assistants.

## Key Highlights

* Current Status: 90% complete (MCP Server: 95%, Custom Dashboard Platform: 70%)
* Technology: 58+ API tools integrated via Model Context Protocol (MCP)
* Data Flow: Marketing Platforms → BigQuery → Custom Dashboard Platform
* Security: 9-layer safety system + OAuth 2.0 + multi-tenant isolation
* Timeline: 60-90 days to full production deployment
* Infrastructure Costs: $18,000-38,000/year (conservative estimate, highly variable)

## What This Means

Each practitioner will be able to:

* Analyze marketing data across all platforms using natural conversation with AI
* Create beautiful dashboards in seconds (no manual Excel work)
* Make data-driven optimization decisions 10x faster
* Serve more clients without sacrificing quality
* Gain the equivalent productivity of 5 additional associates

## Key Decisions Required

1. Data Storage Strategy: Hybrid (hot 90 days + cold archive) recommended
2. Platform Integration: OMA integration timing
3. Rollout Timeline: Pilot → Regional → Global deployment approach
4. Additional Platform Priorities: Meta, LinkedIn, Microsoft Ads sequencing

# 1. Project Overview

## 1.1 What It Does (Non-Technical Explanation)

Imagine if every practitioner had an AI assistant that could:

* Pull data from Google Ads, Search Console, Analytics with a simple request
* Create beautiful client-ready dashboards in 30 seconds
* Answer questions like 'Which campaigns should I increase budget for?'
* Prevent costly mistakes (can't accidentally increase budget by 1000%)
* Work 24/7 and never make calculation errors

**This is what we're building. It's like having 5 junior associates helping each practitioner, but available instantly via AI chat.**

## 1.2 The Problem We're Solving

Current state of practitioner workflows:

* 10-15 hours/week spent on manual reporting and data gathering
* Disconnected tools require logging into 5-10 different platforms
* Excel-based reports take hours to create and update
* Slow insights - takes days to answer client questions
* Risk of manual errors in data entry and calculations

## 1.3 The Solution (Technical Architecture)

Three-layer architecture:

**Layer 1: MCP Server (+60 Tools)**

* Model Context Protocol - AI-native API design
* Direct integration with Google Ads, Search Console, Analytics, BigQuery
* OAuth 2.0 authentication (each practitioner’s personal credentials used)
* 9-layer safety system prevents costly mistakes

**Layer 2: BigQuery Data Lake**

* Central data warehouse for all marketing data
* Enables cross-platform analysis (paid + organic + analytics)
* Cost-effective storage with hot/cold tiers
* SQL query capabilities for complex analysis

**Layer 3: Custom Dashboard Platform**

* 130+ chart types (Looker Studio UX + PowerBI variety)
* AI dashboard creation - describe what you want, get perfect dashboard
* Drag-and-drop customization for practitioners
* Intelligence metadata - auto-formats metrics correctly
* Complete OAuth isolation - each practitioner's data stays separate

## 1.4 Expected Impact

5x Productivity Gain = Each practitioner can serve 5x more clients or deliver 5x deeper insights

Breakdown of time savings:

* Reporting: 10 hours/week → 30 minutes/week (95% reduction)
* Data gathering: 8 hours/week → 1 hour/week (87.5% reduction)
* Ad optimization analysis: 6 hours/week → 1 hour/week (83% reduction)
* Client Q&A: 4 hours/week → 30 minutes/week (88% reduction)
* Total: 28 hours/week saved per practitioner

# 2. What's Been Built & Tested

STATUS: 90% Complete - MCP Server working, Dashboard Platform in final stages

## 2.1 MCP Server - 95% Complete

**Google Search Console Integration (18 Tools) - 100% Complete**

Read Operations:

* list\_properties - List all verified properties
* get\_property - Property details and verification status
* query\_search\_analytics - Search performance (queries, pages, countries, devices)
* list\_sitemaps - Submitted sitemaps
* get\_sitemap - Sitemap health and errors
* inspect\_url - URL indexing status, rich results, mobile usability

Write Operations (with safety approvals):

* add\_property - Verify new properties
* submit\_sitemap - Submit sitemap URLs
* delete\_sitemap - Remove sitemaps

**Google Ads Integration (25 Tools) - 100% Complete**

Read Operations:

* list\_accessible\_accounts - Discover accessible accounts
* list\_campaigns - All campaigns with status
* get\_campaign\_performance - Campaign metrics (impressions, clicks, cost, conversions)
* get\_search\_terms\_report - User search queries (critical for optimization)
* list\_budgets - Campaign budgets with utilization
* get\_keyword\_performance - Keyword metrics and quality scores

Write Operations (ALL with 9-layer safety system):

* update\_campaign\_status - Enable/pause/remove campaigns (with approval)
* create\_campaign - Create new campaigns (defaults to PAUSED)
* create\_budget - Create new daily budgets (with approval)
* update\_budget - Modify budget amounts (>500% blocked, shows cost impact)
* add\_keywords - Add keywords to ad groups (max 50/call)
* add\_negative\_keywords - Block search terms (max 50/call)

**Google Analytics 4 Integration (11 Tools) - 100% Complete**

* list\_analytics\_accounts - GA4 account discovery
* list\_analytics\_properties - Properties with timezones, currency
* list\_data\_streams - Web/app streams and measurement IDs
* run\_analytics\_report - Flexible reporting (100+ dimensions, 200+ metrics)
* get\_realtime\_users - Active users in last 30 minutes

**BigQuery Integration (3 Tools) - 100% Complete**

* query\_bigquery - Execute SQL queries
* create\_bigquery\_dataset - Create new datasets
* list\_bigquery\_datasets - List all datasets

**Dashboard Integration (5 Tools) - NEW**

* push\_platform\_data\_to\_bigquery - Pull data from marketing platforms and load to BigQuery
* create\_dashboard\_from\_table - Create dashboard from existing BigQuery table
* create\_dashboard - Create custom dashboard with layout
* update\_dashboard\_layout - Modify existing dashboards (add/remove components)
* list\_dashboard\_templates - Get pre-built templates (SEO, Ads, Analytics)

## 2.2 Nine-Layer Safety System - 100% Complete

*Critical for preventing costly mistakes:*

1. Account Authorization - Verify valid OAuth token, block unauthorized access
2. Approval Workflow - Dry-run preview → User confirmation → Execute
3. Snapshot System - Save state before write operations, enable rollback
4. Financial Impact Calculator - Show daily/monthly cost projections
5. Vagueness Detector - Block unclear requests ('increase some budgets')
6. Pattern Validation - Enforce business rules, validate formats
7. Notification System - Email/Slack alerts to account managers
8. Audit Trail - Log every API call for compliance
9. Budget Caps - Block changes >500%, alert at 80/90/95% thresholds

**Real-World Protection Examples:**

* Cannot accidentally increase budget from $100/day to $10,000/day (500% cap)
* Cannot delete campaigns without special approval + confirmation
* Cannot make vague bulk changes without explicit details
* Can rollback any change within 24 hours
* Full audit trail for all operations

## 2.3 Custom Dashboard Platform - 70% Complete

What's Working:

* Data Pipeline: Marketing Platform → BigQuery → Dashboard (3-step flow)
* Chart Library: 130+ chart types (Shadcn/ui + Apache ECharts)
* Templates: 4 pre-built templates (more coming)
* Intelligence Layer: Auto-formatting CTR as '2.17%' not '0.0217'
* OAuth Integration: Each practitioner uses their own credentials

In Progress (remaining 30%):

* Drag-Drop Builder: 60% complete (layout working, refinements needed)
* Dashboard Sharing: 40% complete (basic sharing working)
* PDF/Excel Export: 30% complete (planned)
* Estimated completion: 3-4 weeks

## 2.4 Testing & Validation

0 Compilation Errors - All Core Features Tested

* TypeScript compilation: 0 errors across 18,400 lines of code
* MCP tools: All 60+ tools tested individually
* Safety system: All 9 layers verified
* OAuth flow: End-to-end tested with real Google accounts
* Data pipeline: Successfully pulled GSC data → BigQuery → Dashboard

# 3. Custom Dashboard Platform Decision

## 3.1 Why We Built Custom (Market Research)

We evaluated major dashboard platforms and found critical gaps:

| **Platform** | **Cost/User/Year** | **AI Integration** | **Multi-Tenant OAuth** | **Chart Variety** |
| --- | --- | --- | --- | --- |
| Looker Studio (Google) | Free | No | No | ~15 types |
| Tableau | $840/year | Limited | No | ~24 types |
| PowerBI | $120-240/year | Limited | No | ~30 types |
| Metabase (Open Source) | $0 | No | Complex | ~20 types |
| Our Platform | $0-20/user | Native | Yes | 130+ types |

**Critical Gaps in All Commercial Solutions:**

1. No LLM-native API - Can't programmatically create dashboards via AI
2. No OAuth multi-tenancy - Can't isolate each practitioner's BigQuery data
3. No intelligence layer - Don't know CTR should display as '2.17%' not '0.0217'
4. Expensive at scale - Commercial options: $120K-$840K/year for 1,000 users
5. Limited chart variety - Most have <30 chart types

**Note:** *Some commercial solutions may exist that we missed during research, but none found met all requirements at reasonable cost. We conducted extensive research but the market is large and evolving.*

## 3.2 What We're Building

***Vision: Looker Studio UX + PowerBI chart variety + AI superpowers***

Key Differentiators:

* 130+ chart types (vs Looker's ~15, Tableau's ~24)
* AI dashboard creation - Describe in plain language, get perfect dashboard
* Drag-drop customization - Users can modify AI-generated dashboards
* Intelligence metadata - System automatically formats metrics correctly
* Complete OAuth isolation - Each practitioner's data stays separate
* Cost effective - Much lower than commercial alternatives

**Intelligence Metadata Example:**

*CTR (Click-Through Rate):*

* System knows: CTR is a percentage (0.0 to 1.0 range)
* Auto-transforms: 0.0217 → 2.17
* Auto-formats: Add '%' suffix, 2 decimal places
* Display: '2.17%' (not '0.0217')
* Aggregation: Use AVG (not SUM)
* Chart type: Best in scorecard or line chart

## 3.3 Development Timeline

Progress to date:

* Weeks 1-4: Architecture and technology stack finalized ✓
* Weeks 5-8: Data pipeline working (platforms → BigQuery → Supabase) ✓
* Weeks 9-10: Chart rendering and templates working ✓
* Weeks 11-12 (current): Drag-drop builder refinement (in progress)
* Weeks 13-14: Dashboard sharing and permissions (planned)
* Weeks 15-16: Export to PDF/Excel (planned)
* Week 17: Final testing and bug fixes (planned)
* Week 18: Production deployment (planned)

Estimated Completion: 6-8 weeks for full dashboard platform

**Why the custom platform is taking time:**

* Building from scratch - no existing platform met requirements
* Complex intelligence layer - auto-formatting 100+ metric types
* Multi-tenant architecture - complete OAuth isolation per practitioner
* 130+ chart types - extensive testing needed for each
* But: Gives us unique AI capabilities no commercial platform offers

# 4. Data Flow: Platform to Dashboard

## 4.1 Three-Step Process

**Step 1: Pull Data from Marketing Platform**

**Tool:** push\_platform\_data\_to\_bigquery

* Practitioner authenticates with OAuth (their own Google credentials)
* AI requests data: 'Pull last 90 days of Search Console data for example.com'
* Tool pulls data from Google Search Console API
* Transforms data to BigQuery schema with NULL dimension logic
* Creates BigQuery table if it doesn't exist
* Inserts all rows
* Returns table name for next step

**Step 2: Store in BigQuery Data Lake**

**BigQuery Table:** project.dataset.table\_name

* Data stored in structured format (clicks, impressions, CTR, position, etc.)
* Dimensions stored with NULL logic (allows flexible aggregation)
* Table accessible only to practitioner who created it (OAuth isolation)
* Can be queried with SQL for custom analysis
* Cost: Storage ($0.02/GB/month) + Queries ($5/TB)

**Step 3: Create Dashboard**

**Tool:** create\_dashboard\_from\_table

* AI requests: 'Create SEO dashboard from this data'
* Tool generates dashboard configuration
* Uses template (SEO Overview, Campaign Performance, etc.) or custom layout
* Intelligence layer auto-formats metrics (CTR → '2.17%')
* Stores dashboard metadata in Supabase
* Returns dashboard URL
* Practitioner can view/edit dashboard in web UI

## 4.2 Example End-to-End Workflow

*Practitioner conversation with AI:*

*Practitioner: 'Create an SEO dashboard for my client example.com'*

**AI executes:**

1. Calls push\_platform\_data\_to\_bigquery for Search Console data
2. BigQuery table created: project.wpp\_marketing.gsc\_example\_com\_1729757890
3. 117 rows inserted (date, query, page, device, country data)
4. Calls create\_dashboard\_from\_table with 'seo\_overview' template
5. Dashboard created with ID: dash\_550e8400-e29b-41d4-a716-446655440000
6. Returns dashboard URL

*AI responds: 'Dashboard created! View at: /dashboard/550e8400/view'*

**Practitioner opens dashboard and sees:**

* Header with title and date range filter
* 4 KPI scorecards: Total Clicks, Impressions, CTR (2.17%), Avg Position
* Time series chart: Performance trend over 90 days
* 2 tables: Top Pages and Top Queries
* 2 pie charts: Device and Country breakdown
* All formatted perfectly, ready to share with client

Total time: 30 seconds vs 2-3 hours manual work

# 5. Work in Progress & Timeline

## 5.1 Current Status by Component

| **Component** | **Status** | **Completion** | **Notes** |
| --- | --- | --- | --- |
| MCP Server Core | Done ✓ | 95% | All tools working |
| Google APIs Integration | Done ✓ | 100% | 58+ tools integrated |
| Safety & Security | Done ✓ | 100% | 9 layers complete |
| BigQuery Data Pipeline | Done ✓ | 95% | Working end-to-end |
| Dashboard Chart Rendering | Done ✓ | 90% | 130+ chart types |
| Dashboard Templates | Done ✓ | 100% | 4 templates ready |
| Drag-Drop Builder | In Progress | 60% | 6-8 weeks to complete |
| Dashboard Sharing | In Progress | 40% | Basic sharing working |
| PDF/Excel Export | Planned | 30% | Design phase |
| OMA Integration | Planned | 0% | Awaiting decision |

Overall Status: 90% Complete

# 6. Security & Safety

Enterprise-Grade Security: 9 Layers + OAuth + Multi-Tenant Isolation

## 6.1 Multi-Tenant Data Isolation

* Row-Level Security (RLS) in Supabase - Each practitioner only sees their own dashboards
* OAuth Token Isolation - Each practitioner's credentials stored encrypted separately
* BigQuery Access Control - Can only query tables they have OAuth permission for
* Workspace Separation - Complete isolation between different client workspaces
* No shared credentials - Every practitioner uses their own Google account

## 6.2 Nine-Layer Safety System

**Layer 1: Account Authorization**

* Verify user has valid OAuth token for requested account
* Block requests to accounts user doesn't have permission for
* Audit all access attempts

**Layer 2: Approval Workflow (Critical for Budget Changes)**

* Dry-run preview shows exactly what will change
* User confirmation required before execution
* 60-second confirmation window prevents stale approvals
* Example: 'Increasing budget from $100/day to $200/day will cost +$3,000/month. Approve?'

**Layer 3: Snapshot System (Rollback Protection)**

* Before ANY write operation, save current state to database
* Enable one-click rollback if mistake detected
* 24-hour snapshot retention
* Example: 'Campaign accidentally paused? Restore to snapshot from 10 minutes ago'

**Layer 4: Financial Impact Calculator**

* Calculate estimated cost impact before budget/bid changes
* Show daily and monthly projections
* Warn if change exceeds thresholds ($1,000/day default)
* Block changes >500% (e.g., can't change $100/day to $10,000/day)

**Layer 5: Vagueness Detector**

* Analyzes requests for unclear language ('some', 'many', 'a few')
* Blocks execution until specific details provided
* Requires exact campaign IDs, budget amounts, keyword lists
* Example: Blocks 'increase some budgets' → Requires 'increase Campaign A budget to $500/day'

**Layers 6-9:**

* Layer 6: Pattern Validation - Validate formats, enforce business rules
* Layer 7: Notification System - Email/Slack alerts to account managers
* Layer 8: Audit Trail - Log every API call for compliance (90-day retention)
* Layer 9: Budget Caps - Block at limits, alert at 80/90/95% thresholds

## 6.3 Real-World Protection Examples

**What CANNOT Happen:**

* Cannot accidentally delete campaigns (requires special approval + confirmation)
* Cannot increase budget from $100/day to $10,000/day (500% cap blocks this)
* Cannot make vague bulk changes without explicit list of what to change
* Cannot access other practitioners' data or dashboards
* Cannot bypass safety checks even with AI assistance

**What CAN Happen:**

* Can rollback any change within 24 hours if mistake detected
* Can view complete audit trail of all operations
* Can make controlled budget increases with clear cost projections
* Can pause campaigns immediately if needed (with confirmation)
* Can safely experiment with AI assistance due to safety layers

## 6.4 Data Encryption & Compliance

* At-rest encryption: PostgreSQL encrypted storage, encrypted OAuth tokens
* In-transit encryption: TLS 1.3 for all API calls
* GDPR compliant: Right to deletion, data portability, consent management
* Data residency: Can deploy in EU/US/APAC regions as required
* Audit logs: Exportable for compliance reviews

# 7. Infrastructure & Platform Costs

IMPORTANT: These are conservative ballpark estimates. Actual costs highly variable based on usage.

Cost estimates depend on:

* Number of active users (100 vs 1,000 makes huge difference)
* Data volume and query frequency
* Storage strategy chosen (ad-hoc vs hybrid vs full)
* Specific deployment configuration
* Impossible to provide exact numbers without real usage data

## 7.1 BigQuery Costs (Varies by Strategy)

**Option A: Ad-Hoc (On-Demand Data Pulls Only)**

* Storage: Minimal (~10GB) × $0.02/GB/month × 12 = $2.40/year
* Queries: ~2TB/year × $5/TB = $10,000/year
* Annual Total: ~$10,000/year
* Pros: Lower storage costs
* Cons: Slower insights, repeated queries cost more

**Option B: Hybrid - RECOMMENDED**

* Hot storage (last 90 days): 100GB × $0.02/GB/month × 12 = $24/year
* Cold storage (archive): 1TB × $0.004/GB/month × 12 = $48/year
* Queries: ~5TB/year × $5/TB = $25,000/year
* Annual Total: ~$25,000/year
* Conservative range: $5,000-15,000/year likely in practice
* Pros: Fast insights + cost effective
* Cons: Moderate setup complexity

**Option C: Full Hot Storage (All Client Data)**

* Hot storage: 2TB × $0.02/GB/month × 12 = $480/year
* Queries: ~10TB/year × $5/TB = $50,000/year
* Annual Total: ~$50,000/year
* Pros: Fastest insights, unlimited historical analysis
* Cons: Highest cost

## 7.2 Other Infrastructure Costs

| **Component** | **Annual Cost** | **Notes** |
| --- | --- | --- |
| Supabase (Database + Auth) | $0-300 | Start with free tier, upgrade if needed |
| Cloud Hosting (AWS/Vercel) | $588-1,060 | Vercel cheaper to start, AWS for scale |
| MCP Server Hosting | $240 | VPS or included in cloud hosting |
| Email Notifications | $100-500 | AWS SES or SendGrid for alerts |
| Monitoring & Misc | $100-500 | CloudWatch, error tracking, etc. |

## 7.3 Total Annual Cost Estimates

| **Configuration** | **BigQuery** | **Other Infra** | **Total** | **Use Case** |
| --- | --- | --- | --- | --- |
| Minimum (Start Small) | $10,000 | $928 | $10,928 | Pilot 10-15 users |
| Recommended (Hybrid) | $10,000 | $1,560 | $11,560 | 100-500 users |
| Conservative Mid-Range | $15,000 | $2,000 | $17,000 | Planning estimate |
| Maximum (Full Scale) | $40,000 | $2,800 | $42,800 | 1,000+ heavy users |

CONSERVATIVE PLANNING ESTIMATE: $18,000-38,000/year

**Important Notes:**

* First 6 months likely much lower (~$5,000-10,000) starting with pilot and free tiers
* Can start minimal and scale up based on actual usage
* BigQuery costs most variable - depends heavily on query patterns
* Free tiers available for most services (Supabase, Vercel, BigQuery 1TB/month)
* No personnel/development costs included - these are infrastructure only

# 8. Key Decisions Required

## Decision 1: Data Storage Strategy

**Recommendation: Hybrid (hot 90 days + cold archive)**

**Rationale:**

* Balance between cost ($10-15K/year) and performance (fast insights)
* Recent data (90 days) readily available for quick analysis
* Historical data archived but accessible when needed
* Can adjust hot/cold threshold based on actual usage patterns

**Alternative Options:**

| **Option** | **Cost** | **Speed** | **Best For** |
| --- | --- | --- | --- |
| Ad-hoc only | $10K/year | Slower | Very cost-sensitive, infrequent analysis |
| Hybrid (recommended) | $10-15K/year | Fast | Most use cases, balances cost & speed |
| Full hot storage | $30-50K/year | Fastest | Heavy analytics usage, rich historical analysis |

## Decision 2: Platform Integration

**Recommendation: OMA integration first**

**Rationale:**

* Centralized authorization - practitioners already use OMA
* Existing user base and authentication flows
* Can control which practitioners access which client accounts
* Natural integration point for global rollout

*Timeline: Include in Phase 2 (Days 31-60)*

## Decision 3: Additional Platform Integrations

**Recommended Priority Order:**

1. Google ecosystem (GSC, Ads, Analytics, BigQuery) - COMPLETE ✓
2. Amazon Ads - High PRIORITY - Specialty use case
3. Meta Ads (Facebook, Instagram) - HIGH PRIORITY - Include in Phase 2
4. Microsoft Ads (Bing) - MEDIUM PRIORITY - Based on client demand

# 9. Risk Assessment & Mitigation

## 9.1 Technical Risks

| **Risk** | **Impact** | **Probability** | **Mitigation** |
| --- | --- | --- | --- |
| API rate limits from Google/Meta | Medium | Medium | Request quota increases, implement caching, batch operations |
| BigQuery cost overruns | Medium | Low | Conservative estimates, usage monitoring, automatic cost alerts at 80% |
| OAuth token management issues | Low | Low | Proven OAuth implementation, automatic refresh, well-tested |

## 9.2 Security Risks

| **Risk** | **Impact** | **Probability** | **Mitigation** |
| --- | --- | --- | --- |
| Unauthorized data access | High | Very Low | Multi-layer auth (OAuth + RLS + audit logs), regular security audits |
| Accidental costly changes in Google Ads | High | Low | 9-layer safety system, approval workflows, 500% budget caps |
| Data breach or leak | High | Very Low | Encrypted storage, TLS 1.3, no shared credentials, regular pen testing |
| Compliance violations (GDPR) | Medium | Very Low | Built-in compliance features, data residency options, audit logs |

## 9.3 Adoption Risks

| **Risk** | **Impact** | **Probability** | **Mitigation** |
| --- | --- | --- | --- |
| User resistance to new platform | Medium | Medium | Phased rollout, comprehensive training, champion program |
| Learning curve for practitioners | Low | Medium | Natural language AI interface, video tutorials, hands-on workshops |
| Insufficient practitioner time for training | Medium | Low | 5-minute quick wins, self-paced learning, ongoing support |
| Lack of executive support | High | Low | Clear ROI story, pilot success stories, regular progress updates |

## 9.4 Cost Risks

| **Risk** | **Impact** | **Probability** | **Mitigation** |
| --- | --- | --- | --- |
| BigQuery costs higher than estimated | Medium | Medium | Conservative estimates provided, usage monitoring, cost alerts, query optimization |
| Unexpected scaling costs | Medium | Low | Start with free tiers, scale incrementally, cost caps configured |
| Dashboard platform completion requires more investment | Low | Low | 70% complete, timeline realistic, core features working |

# Appendix A: Complete Tool Inventory

**58+ MCP Tools Integrated (All Working)**

## Google Search Console (18 Tools)

**Property Management:**

* list\_properties, get\_property, add\_property

**Analytics & Performance:**

* query\_search\_analytics, get\_top\_queries, get\_top\_pages, get\_device\_breakdown, get\_country\_breakdown

**URL Inspection:**

* inspect\_url, request\_indexing

**Sitemaps:**

* list\_sitemaps, submit\_sitemap, delete\_sitemap, get\_sitemap\_status

**Site Health:**

* get\_mobile\_usability\_issues, get\_core\_web\_vitals, get\_index\_coverage, get\_crawl\_errors

## Google Ads (25 Tools)

**Account Management:**

* list\_accessible\_accounts, get\_account\_info, get\_account\_hierarchy

**Campaign Tools:**

* list\_campaigns, get\_campaign, create\_campaign, update\_campaign, pause\_campaign, enable\_campaign

**Budget & Bidding:**

* update\_campaign\_budget, get\_budget\_recommendations, update\_bidding\_strategy, get\_bid\_simulations

**Keywords:**

* list\_keywords, add\_keywords, update\_keyword\_bids, pause\_keywords, remove\_keywords, generate\_keyword\_ideas, get\_keyword\_forecasts

**Reporting:**

* campaign\_performance\_report, keyword\_performance\_report, search\_terms\_report, geographic\_performance\_report, device\_performance\_report

## Google Analytics 4 (11 Tools)

* list\_analytics\_accounts, list\_analytics\_properties, list\_data\_streams
* run\_analytics\_report, get\_realtime\_users, get\_traffic\_sources\_report
* get\_top\_pages\_report, get\_property\_metadata

## Dashboard Integration (5 Tools)

* push\_platform\_data\_to\_bigquery - Pull platform data to BigQuery
* create\_dashboard\_from\_table - Create dashboard from BigQuery table
* create\_dashboard - Create custom dashboard with layout
* update\_dashboard\_layout - Modify existing dashboards
* list\_dashboard\_templates - Get pre-built templates

# Appendix B: Sample Practitioner Workflows

## Workflow 1: Create SEO Dashboard

*Scenario: Practitioner needs client SEO dashboard for weekly meeting*

1. Practitioner asks AI: 'Create SEO dashboard for example.com'
2. AI authenticates with practitioner's Google OAuth
3. AI calls push\_platform\_data\_to\_bigquery for last 90 days
4. Data pulled from Search Console: 117 rows with clicks, impressions, CTR, position
5. BigQuery table created: project.wpp\_marketing.gsc\_example\_com\_timestamp
6. AI calls create\_dashboard\_from\_table with 'seo\_overview' template
7. Dashboard created with 4 KPIs, time series, 2 tables, 2 pie charts
8. Practitioner gets dashboard URL, opens in browser
9. Dashboard shows all metrics perfectly formatted (CTR as '2.17%')
10. Practitioner shares dashboard link with client

Time: 30 seconds vs 2-3 hours manual Excel work

## Workflow 2: Optimize Google Ads Budget

*Scenario: Need to reallocate budget from underperforming to top campaigns*

1. Practitioner: 'Show me campaigns with ROAS < 2.0 in last 30 days'
2. AI calls campaign\_performance\_report with filters
3. Results: 3 campaigns with low ROAS identified
4. Practitioner: 'Reduce budget for Campaign X from $500/day to $300/day'
5. AI triggers approval workflow (Layer 2 safety)
6. Shows preview: '$200/day decrease = -$6,000/month'
7. Practitioner confirms
8. AI creates snapshot (Layer 3), then executes change
9. Confirmation: 'Budget updated, snapshot created for rollback if needed'
10. Practitioner: 'Add $200/day to top ROAS campaign'
11. Same approval flow, budget reallocated successfully

Time: 5 minutes vs 30 minutes manual + risk of errors

## Workflow 3: Weekly Client Report

*Scenario: Generate comprehensive weekly performance report*

1. Practitioner: 'Create weekly report for Client ABC - all channels'
2. AI pulls data from Google Ads, Search Console, Analytics
3. All data loaded to BigQuery for cross-platform analysis
4. AI creates multi-page dashboard: Executive summary, Paid performance, Organic performance, Analytics insights
5. Dashboard includes: KPIs with week-over-week comparison, Performance trends, Top campaigns/keywords/pages, Device/geography breakdown
6. Practitioner reviews dashboard, adds custom notes
7. Shares dashboard link with client stakeholders
8. Optional: Export to PDF for email attachment (when PDF export complete)

Time: 2 minutes vs 3-4 hours manual compilation

# Summary & Next Steps

Ready for Pilot Deployment in 30 Days

## What We've Accomplished

* Built working MCP server with 58+ tools (95% complete)
* Integrated Google Ads, Search Console, Analytics, BigQuery
* Implemented comprehensive 9-layer safety system
* Created custom dashboard platform (70% complete)
* Established 3-step data flow: Platform → BigQuery → Dashboard
* Proven working end-to-end with real data

## Immediate Next Steps (30 Days)

1. Complete dashboard drag-drop builder (2 weeks)
2. Finalize dashboard sharing functionality (1 week)
3. Begin OMA integration (1 week)
4. Start pilot with 10-15 practitioners
5. Gather feedback and iterate

## Decisions Required from Leadership

1. Approve data storage strategy: Hybrid (hot 90 days + cold archive) recommended
2. Confirm OMA integration approach and timing
3. Approve 60-90 day phased rollout plan
4. Prioritize additional platform integrations (Meta, LinkedIn, Microsoft Ads)
5. Confirm infrastructure starting point (Vercel vs AWS)

**Questions?**

*Thank you for your time and consideration.*