Following are the points/or benefits we need to consider automation.

1. Able to complete a 15 person days a work in overnight , freeing up testing team to be analyst not executors. For example checking the brokeage of thousands of images and links
2. Expanding test coverage beyond what human could possibly achieve.
3. Repetitious data creation.
4. API level tests quickly implemented that had high ROI being fast, effective and stable.
5. Automation implemented in build process, fast feedback identfied varirances soon after check ins.