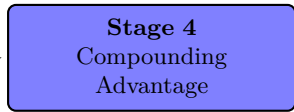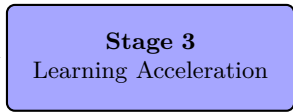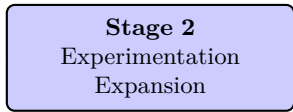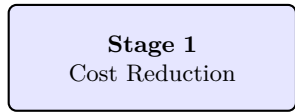*AI tools reduce artifact production time and cost*

3–5× increase in experiment capacity

Investment in measurement & interpretation

Better decisions compound into market advantage

Stage 1
Cost Reduction

Stage 2
Experimentation Expansion

Stage 3
Learning Acceleration

Stage 4
Compounding Advantage

Most stop here

Many stall here

Decisive stage

Efficiency without advantage