2 MIN READ

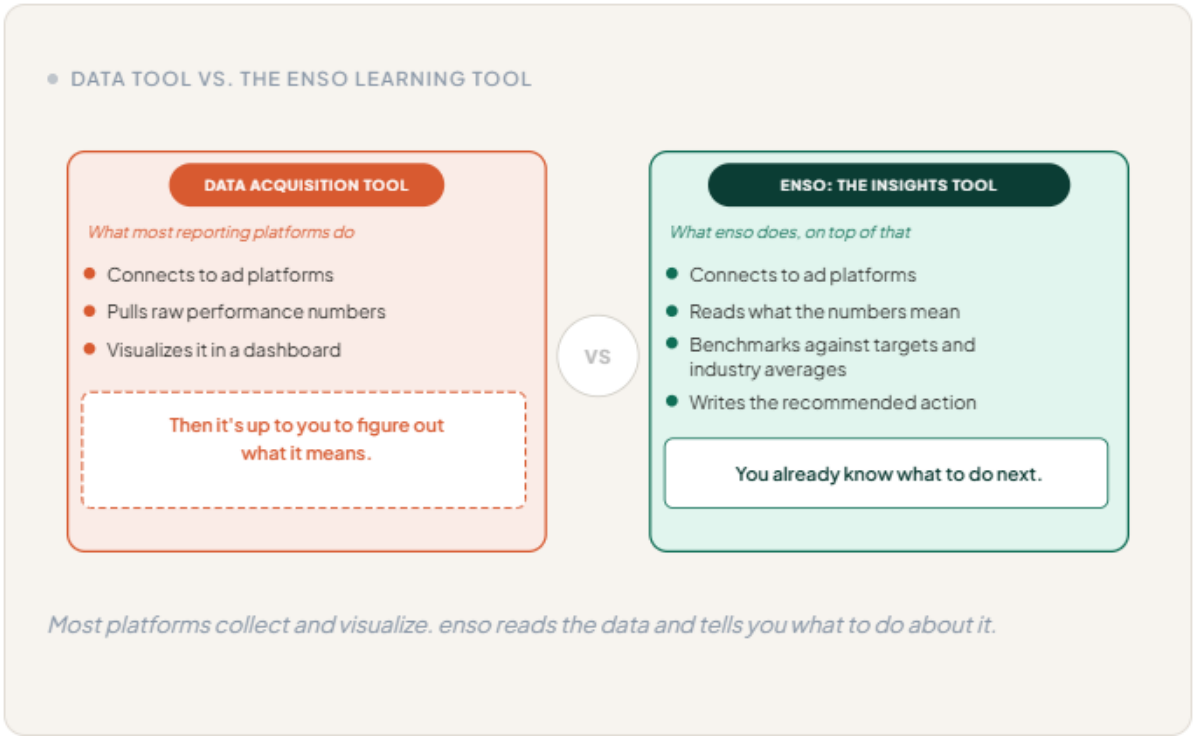
Time Back for Marketing Teams

Thomas Bridge · June 29, 2026

There are two kinds of reporting platforms. One kind connects to your ad accounts, pulls the numbers, and shows them to you in a clean dashboard. That is a data acquisition tool, and it solves a real problem.

The other kind goes a step further. It reads the data, applies the right context, and tells you what to do about it. That is an insights tool, and it solves the problem that actually costs money: knowing what to do with what you just learned.

enso is built to be the second kind. Plenty of platforms can show you a chart. Few can tell you what the chart means and what to do next. That is the gap enso closes, and it is the entire reason enso exists.



What enso Does

Reports. Live performance data from every connected platform, visualized clearly in one dashboard. Spend, ROAS, CPA, CTR, conversions, and impressions, without three separate logins every morning.

Learnings. AI-generated, plain English performance analysis. The Learnings feature is built on Claude, made by Anthropic. It reads the numbers, applies benchmarks, and writes a specific recommendation, the kind of analysis a skilled analyst would produce, delivered automatically for every client.



The same engine behind the Learnings feature, running automatically for every client, every day.