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What the AI Actually Does

Thomas Bridge · May 22, 2026

There is a version of AI hype and a version of AI reality. For marketing teams, one of them costs money. The other saves it.

If you have watched the AI conversation in marketing long enough, you have developed a healthy suspicion of it. Tools that promised to automate everything. Dashboards that claimed to deliver insights. Platforms that described themselves as intelligent without ever explaining what that meant.

That suspicion is reasonable. It is also worth setting aside long enough to understand what AI is actually doing inside a tool like enso, because the answer is more specific, and more useful, than the marketing language around it usually suggests.

The AI Has a Defined Job

The Learnings feature in enso is built on Claude, made by Anthropic. Its job is specific: read the campaign performance data, compare it against benchmarks or the client's own targets, identify what is notable, and write the analysis in plain English.

That is the whole job. It does not set strategy. It does not make decisions. It does not replace the account manager or the in-house marketing manager who understands the client's business, their seasonality, their competitive environment, and their risk tolerance. Those things require human judgment, and nothing in enso tries to replace them.

What the AI replaces is the hour of work that happens before any of that judgment can be applied. The collection. The reconciliation. The first pass at interpretation. The writing of the summary. That work is time-consuming, it is largely mechanical, and it should not require a skilled person's morning.

> The AI's job is to prepare the insight. The human's job is to act on it.

What It Reads and What It Writes

Each morning, enso pulls the previous day's performance data from connected platforms. Google Ads, Meta, TikTok. It normalizes the numbers so they tell a coherent story across platforms, which is a problem anyone who has tried to reconcile Google and Meta conversion counts will recognize immediately.

It then runs that data against benchmarks. Industry averages where relevant. The client's own historical performance where available. Their stated targets where they have been set. The analysis it produces names specific numbers, identifies specific changes, and surfaces a specific recommended action. Not a general observation that performance shifted. A specific finding: your Google Ads CPA dropped 18% week over week, outperforming your target by 12 points, driven primarily by the branded search campaign.

That analysis is ready before the workday starts. It is waiting when the account manager opens their laptop or the in-house manager checks in before their first meeting.

What It Does Not Do

The AI does not know that a client just changed their pricing. It does not know that a competitor ran a big promotion last week. It does not know that the client is nervous about their Q3 budget and needs a cautious recommendation rather than an aggressive one. It does not know any of the things that make a good account manager irreplaceable.

It also does not decide. It surfaces. The difference matters. An AI that decides is opaque and difficult to trust. An AI that surfaces gives a skilled person more to work with, faster, without removing them from the loop.

The point is not that the AI is smarter than the person reading the analysis. The point is that it is faster at the part of the job that should not require human time, so that the human's time goes entirely to the part that does.

Why Specificity Matters

There is a version of AI in marketing tools that is difficult to trust because it is difficult to verify. Black-box outputs, vague recommendations, no cited sources. The skepticism that has built up around AI claims in this industry is largely a response to that version.

The Learnings feature is designed around the opposite principle. Every observation is tied to a number. Every benchmark is cited. Every recommendation is specific enough to act on or push back on. If the analysis is wrong, the account manager can see exactly why it is wrong and correct it. If it is right, they can act on it in minutes rather than building toward it for an hour.

That is what useful AI looks like in practice. Not a replacement for expertise. A tool that respects it.