The questions a marketer actually asks, answered in one prompt

Copy a question, get an answer you can act on. Written around the work that comes back every morning, every Monday and every month. Made for the Nexoya MCP connector.

How to use this pack

Start on the next page. Those questions work on their own: connect Nexoya to Claude, ChatGPT or Microsoft Copilot, and ask.

The longer prompts after them are for the work that comes back every week. Each one already says what to compare, where the limit is and how to sort the result. So the answer arrives ready to use, instead of as a table you still have to read.

> **What Nexoya does, and what the prompts do**
>
> Nexoya is still where your budget is split across channels and where optimizations are approved. MCP brings what Nexoya already knows into the AI assistant your team uses every day.
>
> MCP can read your data, it cannot change anything. You see what your Nexoya account already lets you see, and you still review and approve optimizations in the Nexoya app.

What to put in square brackets

Nexoya knows what you spent, what you got back, and what the optimization suggested. It does not know what you promised your business. So anything that lives in your plan and not in Nexoya, you type into the prompt inside square brackets. Every prompt below shows you where.

`[portfolio]`
Which portfolio you mean, when you have more than one.

`[your monthly plan]`
The spend and the conversions you planned for the month.

How to keep the answers honest

An assistant reads your Nexoya data, but it also knows a lot about marketing in general, and it would rather answer than admit a gap. Four habits keep the two apart. Three of them are already written into every prompt on this page. The second one is the line you type yourself, once at the start of a chat.

1. **Ask which dates it used**
   The most common mistake is the right analysis on the wrong window, and you cannot see it in the answer. Ask “which portfolio and which dates did you use”, every time.

2. **Say “only Nexoya data”, once per chat**
   Type “use only the Nexoya data and tell me if something is missing, do not fill the gap from your own knowledge” at the start. You only need it once, and it stops most guessing.

3. **Ask for the figures behind the finding**
   If it says cost per conversion improved, ask for the spend and the conversions next to it. Some Nexoya figures are per day and some are totals for the period, so a number can look right and be wrong by a whole week.

4. **Let it say it does not know**
   A campaign that started this year has nothing to compare with last year. A good answer says so. If a number is going into a deck, ask the same question a second way before you use it.

And always name the portfolio, the metric and the dates

“How did performance change?” has no good answer. “Compare the cost per conversion of the Italian portfolio between January and March with the previous three months” does. The more you tell it, the less room there is for a vague reply.

Start here: questions that work on day one

Short questions that work on their own. Replace anything in brackets with your own portfolio name, then just keep asking follow-up questions.

FIND YOUR WAY AROUND

Show me all the portfolios I have in Nexoya.

Which portfolios have an optimization running right now, and when does each period end?

Which of my portfolios have a target set, and what is it? Say so where a portfolio does not have one.

LOOK AT PERFORMANCE

Give me spend, conversions and cost per conversion for `[portfolio]` last month, broken down by channel.

Compare this quarter with the previous quarter for `[portfolio]`, channel by channel.

Which channel contributed most to the change?

Use only the Nexoya data for this, and tell me if anything is missing rather than filling the gap.

TURN IT INTO SOMETHING YOU CAN SEND

Summarise our performance over the last month and highlight the three most important changes.

Turn this into a short executive summary I can send to my manager.

Give me the same numbers as a table I can paste into a slide.

ASK ABOUT THE OPTIMIZATION

What does the latest optimization propose for `[portfolio]`? If none is waiting for review, show me the last one we applied.

Which campaigns did the last optimization leave alone, and why?

When was the last optimization applied on `[portfolio]`, and what has happened since?

ASK ABOUT ATTRIBUTION

Show me the attributed conversions for `[portfolio]` last month, per campaign.

Where does attribution disagree most with what the platforms report?

BEFORE STANDUP, ABOUT TWO MINUTES

Every morning

Morning wrap

01

WHEN TO USE IT

Every morning you open four platforms to answer one question: did anything break last night? Compared with the previous day the answer is always yes, because Monday never looks like Sunday. The comparison has to be with the same weekday.

THE PROMPT

Every morning, compare yesterday with the same weekday over the last four weeks, not with the previous day, and tell me whether this portfolio had a normal day. Walk down the funnel steps first, so I can see whether anything is off in spend, in traffic, or only at the conversion step. Then do the same campaign by campaign, so I can see whether one campaign caused it or they all moved together. If a step is off, say whether it looks like a real drop or a tracking break.

Want it stricter? Add: treat anything more than 20% away from its same-weekday average as a flag. Pull yesterday and the four same weekdays one day at a time, so the campaign detail comes back for each of them. And say when a campaign is too small for a percentage to mean anything.

WHAT YOU GET

Whether yesterday was normal, which funnel step moved, and whether one campaign caused it or all of them did.

THE MONDAY REVIEW

Every week

What changed last week, and does it matter?

02

WHEN TO USE IT

A campaign got more expensive. That could be a real problem, or a smaller budget, or just the time of year. One comparison cannot tell those apart. Two can.

THE PROMPT

Compare last week with the week before for every campaign, then add the same week last year. Tell me which campaigns cost more per conversion on both comparisons, because those are the real problems. Where the two disagree, say which one to trust and why. Leave the year comparison out for any campaign that did not exist last year. Name those campaigns instead of showing them as a drop to zero.

Want it stricter? Add: give me spend, conversions and cost per conversion for all three periods. Rank by the gap against last year rather than against last week, and treat anything inside 10% as no change.

WHAT YOU GET

The campaigns with a real problem, kept apart from the ones that just got less money.

Over or under budget?

03

WHEN TO USE IT

Budget pacing gets checked at the end of the month, when nothing can be done about it. On a Monday half way through, being a few points ahead on spend is still something you can fix.

THE PROMPT

Here is my plan for this month on this portfolio: `[your monthly plan]`. Compare the share of the budget we have spent with the share of the month that has passed. Do the same for conversions, so I can see whether we are ahead or behind on each. Then project both to the end of the month at the current rate. If we land off plan, tell me whether we are spending too fast, or each conversion is costing more than the plan assumed.

Write the plan out in full, for example `[€70,000 spend and 9,500 conversions]`. Want it stricter? Add: treat anything inside two points of the elapsed share as on pace. Tell me what cost per conversion the rest of the month would need for us to still land on plan. And say so if part of the month has no data yet, instead of projecting straight through it.

WHAT YOU GET

Whether you are ahead or behind at this point in the month, and which of the two numbers is causing it.

BEFORE YOU APPLY IT, AND AFTER

Every optimization

Where the money moved

04

WHEN TO USE IT

A new proposal arrives. Approving it without looking feels wrong, and checking it campaign by campaign takes half an hour.

THE PROMPT

For the latest optimization, show me for each campaign what it actually spends per day today, what its current daily budget is, and what the optimization proposes. Sort by the size of the change. Then list the campaigns the optimization could not control, with the reason for each. Finish with one sentence on what this proposal is betting on. If no proposal is waiting for review, use the most recent applied one and tell me that is what you did.

Want it stricter? Add: only campaigns whose proposed daily budget changes by more than 10%, with the predicted change in conversions and cost per conversion. And total how much spend sits in the campaigns that were left out.

WHAT YOU GET

Where the money goes, and why the budget caps and the real spend are not the same number.

Did the last optimization deliver?

05

WHEN TO USE IT

A total that lands on the forecast can still hide a campaign that missed badly. So the answer has to be checked twice: once for the portfolio, once campaign by campaign.

THE PROMPT

For the last applied optimization, check whether what Nexoya predicted actually happened. Give me the portfolio total first, predicted against actual conversions and cost per conversion, then the same per campaign. Say which campaigns landed close to the prediction and which did not, and set aside any that delivered nothing at all.

Want it stricter? Add: treat within 20% on conversions as landed. For anything outside it, tell me whether the campaign spent what it was given, because a campaign that never ran its budget says nothing about the forecast.

WHAT YOU GET

Whether the forecast held overall, and which campaigns carried it or broke it.

THE LOOK BACK THAT DECIDES WHAT YOU REPEAT

Every month

Did the promotion actually work?

06

WHEN TO USE IT

Every promotion looks good next to the week before it. The real question is whether it beat the normal trend, and whether it just borrowed sales from the week after.

THE PROMPT

List every event recorded on my portfolios in the last 90 days. For each one, compare the week the promotion started with the week before it. Then check the week after it ends for a dip, which would mean we pulled demand forward. Score both windows together against the extra money we spent. Skip any promotion that has another one running next to it, because there is no clean week to compare with, and say which ones you skipped.

Want it stricter? Add: compare with the four weeks before the promotion too, so normal growth is not credited to it. Give me spend and conversions for each window. And for promotions longer than two weeks, compare windows of the same length instead of a single week.

WHAT YOU GET

Which promotions to run again, with borrowed sales kept apart from real ones.

Is the optimization getting better?

07

WHEN TO USE IT

Every cycle gets judged on its own, so nobody ever sees the line. Over a quarter the useful question is not whether last week landed. It is whether the whole thing is improving.

THE PROMPT

Look at the last several applied optimizations on this portfolio, oldest first. For each one show what it predicted, what actually happened, and the cost per conversion it ended on. Then tell me whether the forecast is getting more accurate and whether the cost per conversion is coming down. Say so if there is no trend, rather than reading one into the noise.

Want it stricter? Add: give me the average forecast error for the first half of the period against the second half. And set aside any cycle where the budget changed by more than a third. Those are harder to predict and prove nothing on their own.

WHAT YOU GET

The line, not the last point. Enough to answer “is this working” in a review.

ONLY IF ATTRIBUTION IS SWITCHED ON

Attribution

Where attribution and the platforms disagree

08

WHEN TO USE IT

Every platform counts the conversions it thinks it earned. Add those numbers up and you get more sales than the business actually made, because the same one gets claimed twice.

THE PROMPT

For last month, compare the conversions the platforms report with the conversions Nexoya attributes, per attribution rule. Tell me which rules get too much credit and which get too little. Then sum up in two lines how our real channel mix differs from the reported one, written so a finance stakeholder can follow it.

Want it stricter? Add: give me the cost per attributed conversion next to the reported one, and rank the rules by the size of the gap rather than by their size. Say so if attribution is not switched on for this portfolio, or if a rule has no volume to compare.

WHAT YOU GET

Which channels the platforms over-claim, in a form that survives a finance review.

Is the budget going where attribution says it should?

09

WHEN TO USE IT

Attribution is only worth having if it changes what you spend. So put the proposed budget next to the cost per attributed conversion, campaign by campaign. Then you can see whether the money is walking towards the cheap end.

THE PROMPT

For the latest optimization, show me each campaign's cost per attributed conversion and the budget change the optimization proposes, side by side, sorted from cheapest to most expensive. Tell me whether the money is moving towards the cheaper campaigns overall, and give me the portfolio's cost per attributed conversion before and after. Then list every campaign that moves against that ranking, with Nexoya's reason where there is one. If no proposal is waiting for review, use the most recent applied one.

Want it stricter? Add: show the predicted cost per attributed conversion after the change too, so I can see the campaigns getting more budget also getting slightly more expensive. Treat a budget change under 5% as no change, and say which campaigns have too few attributed conversions to rank.

WHAT YOU GET

Whether attribution is actually steering the budget, and the campaigns where it is not.

Every long prompt in this pack is also on the Nexoya website, each with an example of the answer it gives back. The examples use invented figures on invented campaign names, never client data. If you have trouble connecting, contact your Customer Success Manager.