

Cogya Launches Enterprise AI Platform From 15 Years of Marketing ROI Expertise

ROI MONITOR proves COGYA's core capability: turning a domain expert's proprietary methodology into a scalable AI system, repeated across industries.

MIAMI, FL, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- [Cogya](https://www.cogya.com/), a Miami-based AI development and strategy firm, today announced the launch of an enterprise AI platform that translates 15 years of proprietary marketing ROI methodology into a scalable analytics engine. The system was built for [ROI MONITOR](https://www.roimonitor.com/), an AI-powered marketing ROI platform founded by marketing ROI guru Pablo Turletti, and stands as the latest demonstration of the pattern Cogya has built its business around: taking deep, hard-won domain expertise that has historically lived in one expert's head and turning it into defensible, scalable software.

A Repeatable Pattern, Not a One-Off Build

Most enterprise AI vendors sell horizontal tools — chatbots, copilots, generic dashboards — that sit on top of a business rather than encoding how that business actually thinks. Cogya's approach is different. Using its proprietary AI Canvas methodology, Cogya's team works directly with domain experts to map their decision logic step by step, then architects an AI system capable of reasoning through that logic at scale. The company has applied this approach to build custom AI platforms for clients across marketing technology, engineering, hospitality, luxury distribution and the public sector, and is the developer of Cogxera, its own multi-agent AI operating platform.

"Every industry has someone like Pablo, an expert who has spent a decade or more building a methodology that actually works, but that only scales as far as their own time allows," said Damien Bonnefoux, Co-founder and CEO of Cogya. "Our job is to sit with that expert, take their intellectual property apart, and rebuild it as an AI system that reasons the way they do, at a scale no single consultant ever could. ROI MONITOR is the clearest proof of that so far, but it's a



Cogya co-founders Damien Bonnefoux and Mohamed Abdalhamid, alongside the ROI Monitor platform they built with founder Pablo Turletti.



Cogya understood the causation-based logic behind our methodology faster than any firm we evaluated, and built a system that reasons the way we do."

Pablo Turletti, Founder, ROI Monitor

pattern, not an exception."

Proof Point: 15 Years of ROI Methodology, Now an AI System

For more than 15 years, Pablo Turletti, Founder and CEO of ROI MONITOR INC., author of three books on marketing ROI, a Forbes contributor, and founder of the ROI Marketing Institute, refined a causation-based methodology designed to connect marketing activity with business and financial outcomes, rather than relying only on surface-level metrics such as clicks or impressions. After evaluating roughly ten development firms and AI

consultancies, Turletti engaged Cogya to translate that methodology into software. None of the other firms he evaluated and hired could fully grasp the underlying business logic well enough to turn it into a working platform architecture.

Cogya mapped the decision-making processes behind ROI MONITOR's evaluation framework and designed AI workflows that bring fragmented marketing, business and financial inputs into a structured intelligence layer. The resulting platform creates custom causal attribution models by product or service category and market, helping organizations validate proposed marketing investments before committing resources and evaluate their actual economic return after execution.

ROI MONITOR combines pre-investment planning and post-investment evaluation within a single platform. It helps marketing and finance leaders estimate forecast ROI, breakeven requirements, marginal sales and opportunity cost; compare alternative investment scenarios; and, once an initiative has been executed, assess actual ROI and the contribution of relevant decision factors. The platform was also presented to potential users at the F&B@Sea in Miami in April and at the Fancy Food Show in New York in June 2026. "This is a new and pragmatic vision about one of the fundamental aspects of marketing investment strategic planning," said Bernardo De Vicente, Group Chief Sales and Marketing Officer at Virgin Active.

Why It Matters Beyond Marketing Technology

"The interesting part isn't that we built a marketing analytics tool," said Mohamed Abdalhamid, Co-founder and Chief Product Officer of Cogya. "It's that we took fifteen years of a human expert's judgment and turned it into a system that can analyze multiple layers of performance data cohesively, instead of through isolated reports. That's the same architecture problem we solve for clients in engineering, hospitality and luxury distribution, it just happens to be marketing ROI this time. The methodology transfers."

For enterprise leaders sitting on their own proprietary frameworks, playbooks or evaluation models, the ROI MONITOR case offers a concrete illustration of what's now possible: a way to scale institutional expertise beyond the limits of any single expert's calendar, without diluting the rigor behind it.

What's Next: [Webinar](#) and Private Workshop

Cogya will host a webinar walking through the ROI MONITOR build in detail, how the underlying methodology was mapped and how the AI workflows were architected. Cogya will also open a limited number of private workshop sessions for executives who want to evaluate whether their own organization's proprietary expertise could be transformed into an AI system using the same approach. Details will be announced on www.cogya.com/webinar-cogya-roimonitor

About Cogya

Cogya is an AI strategy and product development firm based in Miami, Florida, that designs, architects and builds custom AI platforms for enterprise clients across marketing technology, engineering, hospitality, luxury distribution and the public sector. Using its proprietary AI Canvas methodology, Cogya leads clients from opportunity identification through implementation, specializing in transforming proprietary domain expertise into scalable, production-grade AI systems. Cogya is also the developer of Cogxera, its multi-agent AI operating platform. Learn more at www.cogya.com.

About ROI MONITOR

ROI MONITOR INC. is an AI-powered marketing ROI platform that helps organizations validate marketing and communications initiatives before investing and evaluate their actual economic return after execution. Founded by Pablo Turletti, ROI MONITOR applies custom causal attribution models tailored to each product or service category and market, connecting marketing activity with revenue, profitability and other relevant business outcomes. Learn more at www.roimonitor.ai.

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