Omni Media Consulting Expands Strategy-First Model Through OmniCommand

The developing AI-powered platform will extend Omni's consulting model by connecting strategic expertise, marketing intelligence and decision support.

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>
> *Saurav Chhabra*

BUFFALO, NY, UNITED STATES, September 29, 2026 /EINPresswire.com/ -- Omni Media Consulting is expanding its strategy-first consulting model through OmniCommand, its developing AI-powered marketing intelligence platform, as the firm increases its investment in the technology and decision infrastructure surrounding client engagements.

The development represents a broader evolution in how Omni Media Consulting intends to combine strategic expertise, connected marketing data and artificial intelligence within its consulting model. Rather than developing OmniCommand as a standalone reporting environment, the firm is building the platform to strengthen the intelligence layer between marketing performance and strategic decision-making.

OmniCommand is currently undergoing internal testing, with active Omni Media Consulting clients intended to become the first external group invited to use the platform once it meets the firm's internal readiness standards.

Extending a Strategy-First Consulting Model

Omni Media Consulting has positioned strategy as the starting point of its client engagements, with execution, measurement and optimization structured around defined growth objectives. The development of OmniCommand extends that model into a dedicated technology environment. The platform is being designed to bring together marketing performance information, intelligence, prioritization, recommendations, and collaborative action so teams can move more systematically from understanding performance to deciding what deserves attention next.


Saurav Chhabra

For Omni Media Consulting, the objective is not to replace strategic judgment with technology. Instead, OmniCommand is being developed to give strategists, marketing leaders, and teams a stronger intelligence environment in which to make those decisions. This direction follows a wider series of investments by the firm in marketing intelligence, competitive intelligence and specialist expertise. In its August 2026 client communication, Omni Media Consulting outlined three areas of investment: OmniCommand, expanded competitive intelligence capabilities and increased specialist capacity.

Creating a Stronger Decision Layer

Marketing teams increasingly operate across multiple platforms and performance data sources. Within OmniCommand's current testing environment, information from Google Ads, Meta advertising, Google Analytics 4 and Google Search Console can be brought together to create a more connected view of marketing performance.

The platform is being developed to analyze this information for patterns, anomalies, critical gaps and opportunities, including campaign and keyword findings, geographic waste, organic improvement opportunities and changes across reporting periods. Artificial intelligence supports analysis, reporting, summaries and narrative interpretation within the platform.

OmniCommand's decision model then progresses through four stages:

1. Data: What is happening?
2. Intelligence: Why is it happening?
3. Priority: What deserves attention?
4. Action: What should happen next?

Omni Media Consulting introduced the framework to active clients as part of OmniCommand's development direction, reflecting the firm's intention to create a clearer path between performance information and strategic action.

Technology Designed to Support Strategic Judgment

A central principle behind OmniCommand is that access to more information does not, by itself, determine what to do next. The platform's prioritization layer is therefore being developed around estimated impact and what may be at stake when a finding is identified.

Findings with greater estimated implications can receive higher priority, helping teams focus attention where it matters most rather than treating every observation as equally significant. OmniCommand then connects those findings with recommendations and collaborative ownership. Team members can work around identified findings, establish responsibility for follow-up, and maintain visibility into which recommendations are being addressed.

At the current stage of development, users implement recommended changes manually within the relevant external marketing platforms. This keeps execution under human control while Omni Media Consulting tests and develops the intelligence and decision-support environment around it. "Technology should strengthen strategic judgment, not replace it. We are building OmniCommand to give teams greater clarity around what matters, what is at stake, and where action should begin", Saurav Chhabra, Director, Omni Media Consulting

Bringing AI Into the Consulting Environment

Artificial intelligence is a core component of OmniCommand and is being incorporated into multiple parts of the platform. Ask OmniCommand provides a conversational layer that lets users ask questions about their marketing performance and receive answers based on connected information within the platform.

AI is also used to support reports, summaries, narratives, and interpretation of performance information. Within Omni Media Consulting's broader model, these capabilities are intended to complement strategic expertise by making it easier to investigate performance, identify significant findings, and bring relevant intelligence into the decision process. The longer-term roadmap extends this model further. Omni Media Consulting plans to explore controlled automation within OmniCommand, allowing selected activities to gain greater autonomy while marketers retain visibility and oversight.

The firm is also planning additional integrations and deeper intelligence across a broader marketing environment.

Expanding the Intelligence Ecosystem

The current OmniCommand testing scope is primarily centered on paid advertising and connected performance signals. Planned integrations include Microsoft Clarity, HubSpot, Bing advertising and search data, TikTok, X, Snapchat, and other platforms. Future development is also intended to deepen intelligence across organic search, social media, email marketing, CRM

and website performance. These roadmap capabilities are separate from the functionality currently undergoing testing.

The longer-term direction is to create an environment in which a wider range of marketing information can contribute to a common intelligence and decision layer while allowing marketers and strategic teams to maintain oversight of the actions that follow.

Investment Beyond Technology

OmniCommand forms one component of Omni Media Consulting's wider investment in its consulting capabilities. Alongside platform development, the firm has expanded its competitive intelligence work through one-to-one benchmarking designed to provide additional external context around market position, customer strategy, acquisition and growth opportunities.

Omni Media Consulting also reported a 27% expansion of its team in its August 2026 client communication, increasing specialist capacity across strategy, intelligence, creative, execution and technology. Together, these investments are intended to strengthen three interconnected components of the consulting environment: human expertise, market intelligence and technology-supported decision-making.

A Client-First Path Forward

Internal testing of OmniCommand continues across workflows, intelligence outputs, usability, and decision-support scenarios. Active Omni Media Consulting clients remain the intended first external group to receive access once the platform meets internal readiness standards.

The firm has not announced a general public release date.

As OmniCommand progresses through development, Omni Media Consulting intends to continue evaluating how technology, artificial intelligence, and strategic expertise can work together within its consulting engagements while maintaining human oversight over marketing decisions and execution.

About Omni Media Consulting

Founded in November 2023, Omni Media Consulting is a marketing consulting firm that helps organizations connect strategy, data, and technology to measurable growth objectives. The firm provides consulting and execution capabilities across digital strategy and transformation, revenue growth and optimization, market expansion, social media marketing and engagement, branding and creative solutions, SEO and organic growth, website design and development, data

analytics and reporting, and email marketing and automation.

Through its strategy-first consulting model, Omni Media Consulting works with organizations to strengthen marketing decision-making, improve performance, and develop more scalable approaches to growth.

Saurav Chhabra
Omni Media Consulting
hello@omnimediaconsulting.com
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