

Usermaven Launches Agentic Maven AI 2.0 for Marketing Attribution and Growth

Autonomous AI Agents continuously analyze marketing and attribution data, while Maven AI helps teams uncover changes, risks, and revenue opportunities.

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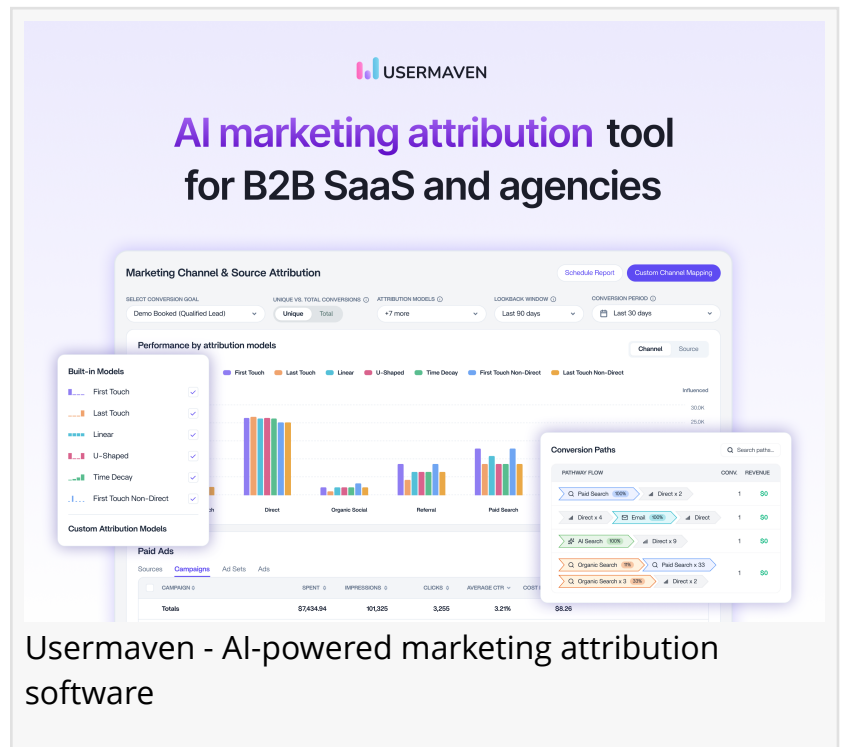
EINPresswire.com/ -- Usermaven, a [marketing attribution platform](https://www.usermaven.com/), today announced [Maven AI](#) 2.0, expanding its AI analytics capabilities with autonomous Agents that continuously analyze marketing, attribution, customer journey, and revenue data.

Unlike one-time AI queries, Maven AI Agents can run recurring analyses on a schedule, monitor selected areas of performance, and automatically surface findings to marketing and growth teams.

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The opportunity for AI isn't to add another place to look for answers, but to continuously work through data, understand changes, and surface what matters to revenue. Maven AI 2.0 takes this further.”

*Waqar Azeem, CEO of
Usermaven*



Usermaven - AI-powered marketing attribution software

Maven AI 2.0 also introduces multimodal analysis, voice input, file uploads, and interactive visual answers, giving marketers more ways to investigate performance, understand customer journeys, and turn complex marketing data into actionable insights.

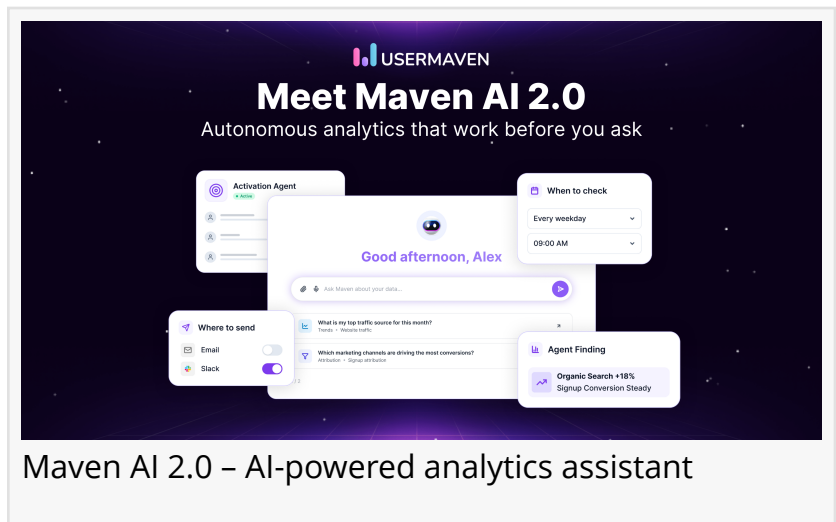
Explore Attribution and Revenue Data With Maven AI

Maven AI is Usermaven's AI assistant for exploring data, answering questions, creating reports and dashboards, and turning complex data into clear insights.

Marketing teams can ask which campaigns generate the

most revenue, which channels bring higher-value customers, where prospects drop off before converting, how customer journeys differ across segments, and how channel and campaign performance changes across attribution models.

Maven AI works directly with Usermaven data to answer questions, explain findings, create reports, and build dashboards through conversation. Users can describe what they want to understand, and Maven AI can create relevant reports and dashboard views without requiring them to manually find, build, and compare individual reports.



With Maven AI 2.0, that experience now extends beyond text. Users can upload images, PDFs, and spreadsheets to add context to their analysis, use voice input to ask questions, and receive interactive visual answers including funnels, charts, and adoption curves.

AI Agents Bring Continuous Analysis to Marketing Attribution

The biggest addition to Maven AI 2.0 is Maven AI Agents, which bring recurring, autonomous analysis to Usermaven.

Instead of waiting for someone to ask a question, an Agent can analyze selected areas on a schedule and automatically identify findings that deserve attention.

Usermaven includes nine ready-made Agent templates covering activation, weekly growth reviews, expansion opportunities, retention risk, traffic and acquisition, conversion funnels, feature adoption, content performance, and campaign monitoring. Teams can also create Custom Agents by describing what they want analyzed in natural language.

Agents can run on a recurring schedule and focus on specific campaigns, audiences, accounts, features, funnels, channels, goals, or other areas teams want to monitor.

Every completed Agent run is retained as a report in Maven, creating a history teams can return to and review. Results can also be delivered through email or Slack, helping important findings reach the people responsible for acting on them.

Bringing AI Closer to Revenue Attribution

Maven AI 2.0 builds on Usermaven's core focus on connecting marketing activity to business outcomes.

Because Maven AI works directly with Usermaven's attribution, customer journey, product, and

CRM data, teams can investigate more than traffic or lead volume. They can examine which channels and campaigns influence pipeline and revenue, compare performance across attribution models, analyze paths to conversion, and understand how acquisition connects with downstream customer behavior.

For B2B and SaaS teams, CRM and revenue context can extend that analysis to opportunities and closed-won revenue, helping teams understand marketing performance beyond leads and form submissions.

With autonomous Agents added to this attribution layer, teams no longer have to rely only on one-time analysis. They can establish recurring areas of focus and have Maven continuously identify changes, risks, and opportunities as new data becomes available.

Connecting Marketing Attribution With the Broader AI Ecosystem

Maven AI 2.0 also builds on Usermaven's Model Context Protocol (MCP) integration, which connects Usermaven with external AI tools including ChatGPT, Claude, Codex, and Cursor. Teams can analyze Usermaven data from these tools and use approval-based actions to create or update dashboards, funnels, segments, journeys, reports, conversion goals, and attribution views.

Together, Maven AI, autonomous Agents, and MCP give teams three ways to work with their marketing data: ask questions directly, automate recurring analysis, or bring Usermaven data and approved actions into the AI tools they already use.

This extends Usermaven's approach to AI-powered marketing attribution from answering questions about what drives revenue to continuously analyzing performance and enabling teams to act on what they learn.

Availability

Maven AI Agents and the newly announced Maven AI capabilities are available immediately to Usermaven customers on both Business and Enterprise plans.

For plans and pricing, visit:

<https://usermaven.com/pricing>

To see Maven AI 2.0 and Usermaven in action, book a demo:

<https://usermaven.com/book-a-demo>

About Usermaven

Usermaven is an AI-powered marketing attribution platform that connects marketing spend and customer journeys to revenue, helping teams see what drives profitable growth, cut wasted budget, and invest more in what works.

The platform combines [multi-touch attribution](#), customer journey analysis, and AI-powered insights to help teams understand how marketing channels and campaigns contribute to business results. Maven AI lets teams explore their attribution and revenue data through natural-language conversations, while AI Agents automate recurring analysis across attribution and growth.

Usermaven serves SaaS companies, B2B organizations, ecommerce brands, and agencies across the United States, Europe, the Middle East, Asia-Pacific, and other international markets.

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