blueprint

The "Push Button" Solve for Optimizing your Ad Budget

Built by marketers, for marketers

Founded inside of a digital media agency, Blueprint's AI is easy to set up, aggregates data across channels, and provides direction on how to scale ad spend. The technology solves how you can manage budget efficiently and focuses your team on how to increase spend profitably for your clients.

Your Time and Your Client's Money can be Better Spent

Data from digital advertising operations is siloed, disconnected, and controlled by various platforms and parties. To manage, scale, and succeed with your clients' advertising programs, you are relying on substantial human capital. Especially when working with multiple clients, your team doesn't have a viable "push button" option to evaluate advertising performance and provide direct insights on how to optimize ad spend and ad mix for the best results. Blueprint is a proprietary AI engine that can instantly review every ad, across every platform, presented to every audience, and provide you accurate insights on how to drive the most efficiency you're your clients' budgets.

Problem

- A universal data structure is hard to create
- Clients' advertising goals vary
- Many platforms are used to reach audiences
- Ad operations requires more automation to scale
- Reporting is time-consuming and incomplete
- Administrative overhead reduces profits

Solution

- Frictionless installation and management
- Universal tracking, data management, and powerful, complete reporting all-in-one step
- Enhance scale and sustainability of client programs
- Quantify the value of each strategy, campaign, and ad in the market
- Reduce administrative overhead
- Focus agency professionals on strategy and the variables that drive success

Agency Success Story with Blueprint:

+65%
Increase in Media Operations Capacity

+30%
Increase in Client Management Capacity

Outsized performance growth across media clients

Overcoming Advertising Data Silos: Streamlining Client Insights with Blueprint

Our optimization AI greatly simplifies reporting and cross-platform budget management. Using Blueprint, your employees focus on what matters most — refining their strategy and communicating value to your clients. You no longer have to develop testing frameworks, use multiple tools and methods to measure performance, and rely on employees to optimize your clients' media spend. Instead, Blueprint creates and connects all the necessary testing, measuring, and reporting components unique to each of your clients, and as the ads produce data, its AI suggests changes that increase your program's efficiency and performance.

Your clients care about three things: Spend, Results, and CPR. Blueprint's automated aggregation process seamlessly connects to each of the ad platforms you are using. Once data is collected, Blueprint presents it in easy-to-read dashboards, highlighting the core metrics you should use to optimize campaigns: Spend, Results, and CPR. Because campaigns have different goals, the Result and Cost Per Result are dynamic. Depending on which metric your strategy seeks to optimize, Blueprint presents CP(Acquisition), CP(Lead), CP(Click), CP(Engagement), or CP(Impression).

The Features

Blueprint delivers key insights by leveraging powerful AI to maximize campaign performance, letting you focus on your clients' ad spend ROI.

- **Cross Channel Advertising:** Understand how your campaigns, ads and creatives are performing across all ad platforms and audiences

- **Variable Testing:** Quickly identify what combinations of audiences, content themes, platforms, creatives, influencers, and landing pages create the most efficient results

- **Creative Auditing:** Know every creative variation you have in the market

- **Trend Identification:** Always be notified of where your ad engagement is growing as well as trend breaks and what is causing them

- **Predictions:** Predict your future results and offer budgetary changes to optimize success

- **Suggestions:** Analyze ad performance and receive recommended changes to optimize campaigns

Begin Automating Your Advertising Today
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