BLUEPRINT

PRACTICAL AI FOR MANAGING & SCALING BIG IN ADVERTISING

YOUR ADVERTISING AI COMPANION

YOU BE CREATIVE - WE'LL CRUNCH THE NUMBERS

Managing millions of dollars in advertising spend is a serious responsibility. Companies manage multiple tools, platforms, and reporting systems to understand ad performance.

With all these tools, quickly getting to insights and recommendations about your creative campaigns is a challenge. Brands spending heavily across many ad channels cannot easily see, control, scale, and succeed with their advertising programs.

Blueprint is a "push button" top layer to your current technology environment that delivers instant insights for optimizing ad spend and ad mix.

THE EASIEST SOLVE FOR OPTIMIZING YOUR ADVERTISING PROGRAM

Blueprint's AI automatically collects, models, and reports on all critical advertising data. Connect your accounts, and Blueprint starts learning your unique ad program and delivers recommendations.

The insights provided by Blueprint help you identify where, whom, and why your creative ideas are performing. Blueprint makes recommendations on how to best spend your current or scaling budget, in real-time. It's proven AI drives down your CPA while increasing conversions, engagement, or your other key goals.

This enables the collaboration needed between your strategy, media, and creative team so they can launch hundreds of ads across networks with instant, automatic reporting and analysis.

AI is here to stay; let it help you be a great marketer.
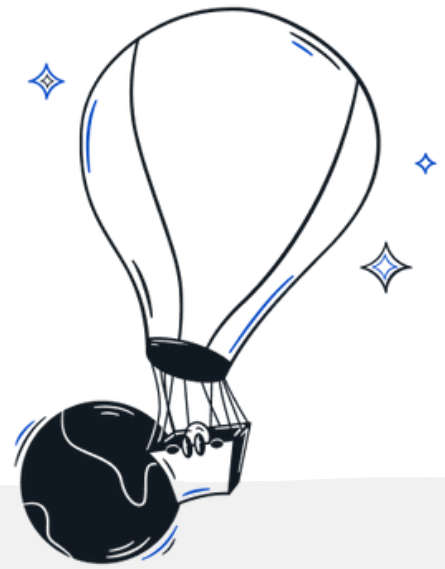
Even the most sophisticated advertisers struggle to gain insights and recommendations on how to increase performance.

PROBLEM:

- Meaningful insights are hard to find
- Optimizations are limited
- Marketing is focused on reporting

BLUEPRINT'S SOLUTION:

- AI-optimized insights & recommendations to improve campaigns.
- Automated reporting & accurate data
- Frictionless deployment & management.

30%+ DECREASE IN CPA IN FIRST SIX MONTHS USING BLUEPRINT

BLUEPRINT'S AI CRACKS THE CROSS-PLATFORM CODE

Blueprint is designed for performance marketers who make significant media purchases across 3+ media platforms, empowering their media teams with direction, not past performance.

Blueprint integrates with a marketer's current workflows and tech stacks, without lengthy deployments and implementation efforts. The platform streamlines the aggregation and modeling processes, enabling marketers to concentrate on how their results should shape their strategies and which creatives are generating revenue.

WHAT MATTERS MOST

Blueprint's AI connects to each ad platform, models the data automatically, and presents it in an easy-to-read dashboard, highlighting the key optimizations and insights on the creatives, audiences, and budget allocations while dynamically adjusting to campaign goals.

Let Blueprint's AI power your success.

MEASURING SUCCESS

Blueprint analyzes the key variables in any advertising program—Creatives/Content, Audiences/Targeting, Landing Pages, Platforms/Channels, and Influencers—providing insights and optimizing each.

WHERE THE MAGIC HAPPENS

Blueprint's AI instantly reviews every ad across platforms and provides real-time insights on managing your marketing mix and creative ideas.

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> ## " YOU BE CREATIVE - WE'LL CRUNCH THE NUMBERS

Digital Advertising has become Data Management

Managing millions of dollars in advertising spend is a serious responsibility. Companies struggle to manage multiple tools, platforms, and reporting systems to understand ad performance.

Complex ad environments limit creativity, with siloed data controlled by various platforms and parties. Before Blueprint, there wasn't a viable "push button" method for evaluating advertising performance with direct insights on optimizing ad spend and ad mix for the best results. Brands spending heavily across many ad channels could not easily see, control, scale, and succeed with their advertising programs.

The Instant Solve for Optimizing Your Advertising Program

Blueprint's AI automatically collects, models, and reports on all critical advertising data. Once the ad accounts are connected, Blueprint starts learning your unique ad program and delivers recommendations.

The insights provided by Blueprint help you identify where, whom, and why your creative ideas are performing. Blueprint evaluates your media mix in real-time, making recommendations on how to best spend your current or scaling budget. It's proven AI drives down your CPA while increasing conversions, engagement, or your other key goals.

Removing data management from your team lets them focus on creativity, launching hundreds of ads across networks with instant, automatic reporting and analysis.

AI is here to stay; let it focus on data while you focus on being a great marketer.

Problem:

⚠ Demystifying performance is complex and takes time.

⚠ Marketing is focused on KPIs.

⚠ Marketing cannot be creative.

Blueprint's Solution:

💡 AI-optimized recommendations to improve campaigns.

💡 Be creative, and let Blueprint crunch the numbers.

💡 Frictionless deployment and management.