

# Placements ai

The dashboard features a sidebar with navigation options: Home, Notifications, Accounts & Vendors, Proposals, Delivery, Finance & Billing, Reports, Change History, Knowledge Base, and Admin. The main content area is titled "Hi Morgan! How can I help you today?" and includes three AI-powered tools:

- AI-Powered Campaign Builder:** Generate 3 campaign plans using your budget, timeline, and historical insights to maximize ROAS.
- Identify underperforming campaigns:** Analyze campaign performance and highlight at-risk campaigns with recommendations for improvement.
- Generate Customer Performance Report:** Create a performance report for a specific customer, including campaign delivery, spend, and key engagement metrics over time.

A summary card for "\$2411 Acme Holiday Season Sale" shows a Clicks CTR of 432 (1.689%), 25,750 Impressions, a Planned media cost of \$18,240.00, Total spend of \$3,500, and a Budget at Risk of \$14,740.00. Below this is a table of campaign details with columns for Name, Status, Ad Server, Start, and Cost Basis. The table lists four campaigns: #Smith Audience extension, #GSM - Smith-Fab Placement, #Wala - Smith Sales Objective, and #4 Starburst Creative.

A "Report" section displays key metrics: Ad Spend (\$14,840), Sales Revenue (\$27,371), CTR (1.288%), ROAS (194.60%), Impressions (142,724), and Clicks (1,242). A "Key Metrics Over Time" section includes a bar chart for Revenue & Cost and a line chart for Impressions & Clicks over five weeks. A table below the charts shows data for the #Smith Audience extension campaign.

An "Invoice Reconciliation" section shows a Google invoice for \$15,984.06, with a breakdown of charges and a summary table.

At the bottom, there is a text input field "Enter your prompt here..." and a note: "Copilot can make mistakes, so double-check it."

## MarketerOS

# Tame the chaos of media buying

MarketerOS is the AI-powered orchestration platform that helps brands streamline planning, track & optimize budgets, and reduce costs.

Managing omnichannel media buying, brand reputation, costs, and ROI across a fragmented advertising ecosystem is a recipe for diminishing returns and spiraling costs.

MarketerOS is an intelligent automation layer that unifies your existing ad tech stack. Plan, activate, optimize, and manage omnichannel campaigns from a single interface.

# A unified marketing platform for modern brands



Improve planning and execution while reducing costs



Optimize working media in real time with an omnichannel view



Streamline financial reconciliation via AI automation



Combine operational data to unlock AI-powered executive insights

## Power your end-to-end omnichannel media operations

### Productivity & Cost Management

- Centralized planning and execution workflows reduce duplicate work
- Enable consistent processes across platforms & teams
- 50+ bidirectional ecosystem integrations

### Optimize Budget & ROI

- Track spend and performance in real time
- Compare plan vs. delivery across channels
- Make informed investment decisions more quickly

### Financial Precision & Automation

- AI-powered auto matching of invoices to actual delivery
- Flag billing discrepancies automatically
- Shorten approval and close cycles

### AI-Driven Intelligence

- Highlight pacing and delivery risks
- Identify anomalies and variance earlier
- Support faster, more confident strategic decisions

Operational intelligence to support brand in-housing

