

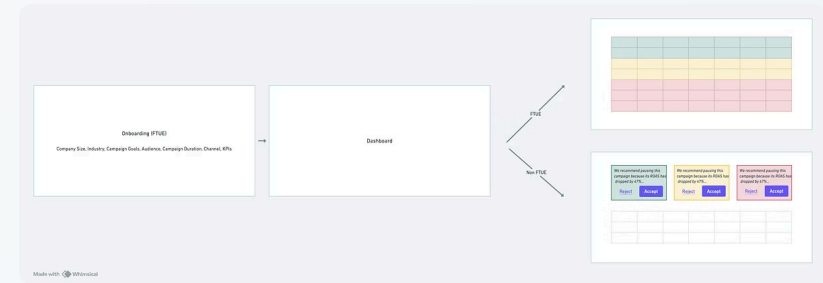
Aspire

Scaling Paid Campaigns is Hard – Aspire Assist Makes it Easier

Small brands and creators often lack in-house marketing expertise, which makes campaign setup, optimization and scaling major pain points. Aspire Assist leverages AI to simplify performance marketing for everyone.

FTUE vs Non-FTUE User Flow

Dashboard experience personalized for user context, adapting to both new users and experienced marketers.



Aspire Assist MVP

1

Smart Campaign Setup

AI-driven suggestions with clear rationale and confidence scoring to help users start.

2

Performance Dashboard

Consolidated view of cross-platform campaign metrics with intuitive visualizations that highlight critical KPIs and trends at a glance.

3

Smart Recommendations

AI-driven suggestions with clear rationale and confidence scoring to help users make informed decisions.

Post-MVP Features

A/B Testing: Automated testing framework to compare creative variations, audience segments and bidding strategies.

AI-powered Creative Generation: Dynamic ad creative production optimized for platform-specific requirements and audience preferences.

AI That Supports



Natural Language Explanations

Translates complex marketing data into clear, actionable insights that users can understand, regardless of expertise level.



Data-Driven Recommendations

Suggestions trained on both real-time and historical campaign data across thousands of similar businesses.



Predictive Performance Modeling

Identifies underperforming campaigns before they waste significant budget, with early intervention recommendations.

- ❏ Confidence indicators, no auto-apply and manual override & rollback options ensure users maintain control, while building trust in the system.

System Architecture

Data Ingestion

Real-time data collection from Meta, TikTok, Google and other ad platforms via secure API connections with automated error handling.

UI/UX Interface

Intuitive dashboard presents personalized suggestions and visualizations, with user feedback mechanisms that retrain ML models for increased accuracy.



ML Processing

Proprietary machine learning models evaluate performance metrics, identify patterns and predict campaign outcomes based on data points.

LLM Layer

Advanced language models generate human-readable insights and explanations, translating complex data into actionable recommendations.

Launch Plan & What Success Looks Like

Rollout Phases

1

Phase 1: Internal Testing

Four-week testing with internal marketing team to validate core functionality and establish baseline metrics.

2

Phase 2: Beta Testing

Four-week closed beta with select brand partners across various verticals to gather diverse feedback and refine features.

3

Phase 3: Controlled Rollout

Gradual expansion to users with continuous monitoring of system performance and user engagement patterns.

Success Metrics

1

Percentage of users implementing AI-recommended actions

2

Lift in KPIs (CTR, ROAS, etc) compared to non-assisted campaigns

3

Percentage decrease in manual campaign adjustments