jAI by Specificity

Your audience. Everywhere.

Bots optimize, humans make the call

Stop letting platforms prescribe your ROI. Own the audience.

The marketing-optimization platform built to source fresh audiences from the live data market, run one audience on every channel, and optimize every metric, with people approving every change.

Specificity Inc · CEO Jason Wood

jai.specificityinc.com

jAI is in development; features and availability may change.
Contains forward-looking statements and illustrative sample data. Not an offer to sell securities. See the notice on page 10.

EXECUTIVE SUMMARY

jAI by Specificity is a marketing-optimization platform built to analyze and optimize every marketing metric, in every digital campaign, across every channel. It starts where we believe the real advantage is: the audience. Instead of renting targeting from the ad platforms, jAI is built to source a fresh audience from the live data market for each campaign, activate that one list on major ad platforms, and then let bots optimize around the clock while people make the final call.

Live data-market audiences | **One list, every channel** | **Every metric optimized** | **Humans approve**

The problem: platforms prescribe your ROI

Most marketing today is bought on the platforms' terms: their audiences, their measurement, their automation. That leaves marketers renting reach they cannot see and results they cannot verify.

01

In our experience, platforms grade their own homework.

The same platforms that sell the inventory define who you reach and report what worked. In our experience, much of their targeting data is unreliable, and each platform counts every conversion it can see.

02

Owned data goes stale.

The data market changes in real time. A static file is aging the day it is bought, and a list built last year is not the audience that is in market this week.

03

Channels live in silos.

Social, search, display, CTV, email, text, and voice each have their own audience, dashboard, and optimizer. Nobody is optimizing the whole picture.

04

Automation without accountability.

Auto-bidding tools move money with no person in the loop and no plain-English reason for the change.

Stop letting platforms prescribe your ROI. Own the audience.

jAI is built to move the audience off the ad platforms and back into your hands.

THE jAI ANSWER

Audiences from the live data market, not the ad platforms

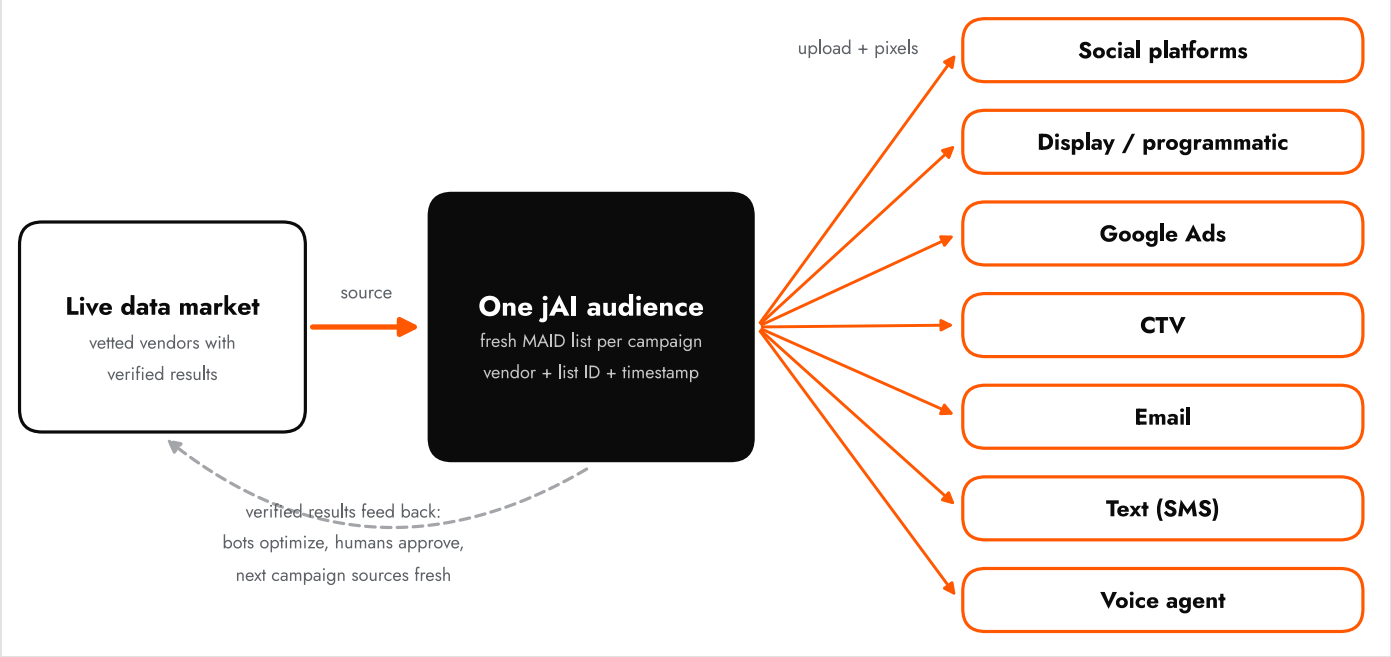
Owning a static data asset is a weakness when the market moves every day. jAI is built to treat the audience as something you source fresh, verify, and own for each campaign.

- **Built in the data market, not on the ad platforms.** jAI is built to work from mobile ad IDs (MAIDs) acquired from vetted vendors, uploaded to the channels, with pixels to serve and retarget across platforms.
- **Vetted vendors, verified results.** jAI is built to trace every list to its vendor, list ID, and the time it was sourced, to honesty-check vendors with seeded test IDs that are never served, and to measure lift against a holdout group that sees no ads.
- **Fresh for every campaign.** jAI is built to source a new audience from the live data market for each campaign instead of recycling a static database.
- **Conversions that count.** Platforms report every conversion they see. jAI is built to count a conversion only when it came from the data-market audience, passed a contact check, and is not a duplicate.

ONE LIST TO EVERY CHANNEL

Your audience. Everywhere.

One audience list, built to activate across major ad platforms: social, search, display/programmatic, CTV, email, text, and voice. The same people, the same list ID, on the screens where they spend time.



Activation is designed to use MAID uploads where each platform's audience policies allow, and pixels for serving and retargeting. Channels shown are delivery channels, not partners.

CORE CAPABILITIES

Every metric, every campaign, every channel

jAI is not a single-channel tool with extras bolted on. It is one platform built to source the audience, run it everywhere, measure what is real, and keep optimizing.

01 Live data-market sourcing
Built to source a fresh audience per campaign from vetted vendors, with vendor, list ID, and timestamp on every list.

02 One audience, every channel
The same list, built to run on social, display / programmatic, Google Ads, CTV, email, text, and a voice agent.

03 Every metric, cross-channel
Designed to show spend, reach, frequency, CTR, CPA, ROAS, conversion rate, pacing, landing pages, lead quality, and speed-to-lead in one view.

04 Segments that compete
Built to slice one audience into segments that are scaled, tested, refreshed, or cut on verified results.

05 Vendor honesty checks
Seeded test IDs and holdout groups, built to show which data sources are real and which are not.

06 Performance alerts
jAI is built to tell the team which element is winning or losing and what to do about it, in plain English.

07 Human approval gate
Bots recommend. By design, they cannot send a budget or setting change. A person approves, declines, or modifies it.

08 Plain-English reporting
Designed to send a weekly note with a "Based on" line for every recommendation. Client views are designed to hide spend when needed.

09 Voice agent, as one channel
An optional add-on designed with consent, do-not-call, local calling windows, and daily caps on by default.

10 Specificity proprietary data
Specificity will feed jAI its proprietary marketing data, and jAI is built to ingest and use it across the metrics it tracks.

THE DATA BEHIND JAI

Specificity will feed jAI its proprietary marketing data, and every campaign is designed to add checked outcomes by segment, vendor, and channel. jAI is built to ingest that data and use it across the metrics it tracks.

PERFORMANCE ALERTS YOUR TEAM RECEIVES

Know what is winning, what is losing, and what to do next

jAI is built to watch every element of a campaign and send the team a plain-English alert when something moves: what changed, the metric, the recommendation, and what it is based on. Bots recommend. A person taps **Approve** or **Review**.

ILLUSTRATIVE EXAMPLE: sample data, not client results · Sample Campaign · Harborline Outdoor (fictional brand)

jAI alert · Mon 8:02 AM — ▲ Outperforming

AD PLATFORM / CHANNEL

CTV is outperforming Social on return

3.4x CTV ROAS, last 7 days
vs. 2.6x on Social

jAI RECOMMENDS

Shift 10% of Social budget (about $550/week) to CTV for 7 days, then re-check.

Based on: Verified conversions only; 7-day window; 74 CTV conversions.

Approve | Review — No change until a person approves

ILLUSTRATIVE EXAMPLE: sample data, not client results

jAI alert · Mon 8:05 AM — ▼ Underperforming

DATA SOURCE / VENDOR

Sample Vendor D failed the honesty check

23 / 200 seeded test IDs matched
holdout lift only +1%

jAI RECOMMENDS

Pause the Vendor D list and source a replacement audience from a vetted vendor in the live data market.

Based on: Seeded test IDs are not real devices and are never served.

Approve | Review — No change until a person approves

ILLUSTRATIVE EXAMPLE: sample data, not client results

jAI alert · Mon 9:14 AM — ▼ Underperforming

DATA SEGMENT / AUDIENCE

"Recent movers" segment is going stale

−33% verified conversion rate
0.42% → 0.28% as list ages to 21 days

jAI RECOMMENDS

Refresh the segment with a newly sourced list from the live data market.

Based on: Same segment definition, fresh source; old list retired, not reused.

Approve | Review — No change until a person approves

ILLUSTRATIVE EXAMPLE: sample data, not client results

jAI alert · Tue 7:40 AM — ▲ Outperforming

CREATIVE VARIANT

Variant C2 headline is beating C1

1.42% C2 click-through rate
vs. 0.88% for C1

jAI RECOMMENDS

Rotate 80/20 in favor of C2. Retire C1 if the gap holds three more days.

Based on: Same audience, same placements, 240K C2 impressions.

Approve | Review — No change until a person approves

ILLUSTRATIVE EXAMPLE: sample data, not client results

jAI alert · Tue 7:41 AM — ▼ Underperforming

FREQUENCY / FATIGUE

Creative C1 is fatiguing

7.8 avg. frequency, last 7 days
CTR down 41% from peak

jAI RECOMMENDS

Pause C1 for this audience, cap frequency at 4 per week, and swap in fresh creative.

Based on: Daily CTR trend vs. frequency for the same segment.

Approve | Review — No change until a person approves

ILLUSTRATIVE EXAMPLE: sample data, not client results

jAI alert · Wed 10:22 AM — ▲ Outperforming

GEO

Tampa-St. Petersburg is converting under target cost

$34 CPA in this market
vs. $48 campaign average

jAI RECOMMENDS

Raise this market's budget 15% and hold the target CPA.

Based on: Verified conversions by DMA, last 14 days.

Approve | Review — No change until a person approves

ILLUSTRATIVE EXAMPLE: sample data, not client results

ILLUSTRATIVE EXAMPLE: sample data, not client results · Sample Campaign · Harborline Outdoor (fictional brand)

jAI alert · Wed 11:05 AM — ▼ Underperforming

DAYPART

Overnight hours are draining spend

14% / 3% of spend / of verified conversions
11 pm to 5 am, all channels

jAI RECOMMENDS

Cut bids 40% in the overnight window.

Based on: Hour-of-day rollup across every channel.

Approve | Review — No change until a person approves

ILLUSTRATIVE EXAMPLE: sample data, not client results

jAI alert · Thu 9:30 AM — ▼ Underperforming

DEVICE

Tablet cost per conversion is running high

$88 tablet CPA
vs. $49 on mobile

jAI RECOMMENDS

Apply a –30% bid adjustment on tablet.

Based on: Device split, verified conversions, last 14 days.

Approve | Review — No change until a person approves

ILLUSTRATIVE EXAMPLE: sample data, not client results

jAI alert · Thu 2:15 PM — ! Needs attention

BUDGET PACING

Display / programmatic is overpacing

128% of planned pace
budget runs out near day 23 of 30

jAI RECOMMENDS

Apply a $480 daily cap. The bot cannot write this cap itself; a person has to approve it.

Based on: Month-to-date spend vs. flight plan.

Approve | Review — No change until a person approves

ILLUSTRATIVE EXAMPLE: sample data, not client results

jAI alert · Fri 8:48 AM — ▲ Outperforming

LANDING PAGE / CONVERSION

Short-form page LP-B converts better

6.1% LP-B conversion rate
vs. 3.9% on LP-A

jAI RECOMMENDS

Route paid social traffic to LP-B and keep 10% on LP-A as a control.

Based on: Pixel-tracked sessions, verified conversions only.

Approve | Review — No change until a person approves

ILLUSTRATIVE EXAMPLE: sample data, not client results

How alerts work

1. jAI detects
Continuous checks across every channel are built to compare each element to its peers, its own trend, and the campaign's goals.

2. jAI recommends
Each alert is designed to name one specific action, such as shift budget, pause a creative, refresh a segment, or cap spend, with a "Based on" line.

3. A person decides
Approve, decline, or modify. By design, the bot cannot send a budget or setting change on its own, and every decision is designed to be logged.

DIMENSIONS jAI ALERTS ON

Ad platform / channel · Data source / vendor · Data segment / audience · Creative and variant · Frequency / fatigue · Geo · Daypart · Device · Budget pacing · Landing page / conversion

ANALYTIC REPORT EXAMPLES

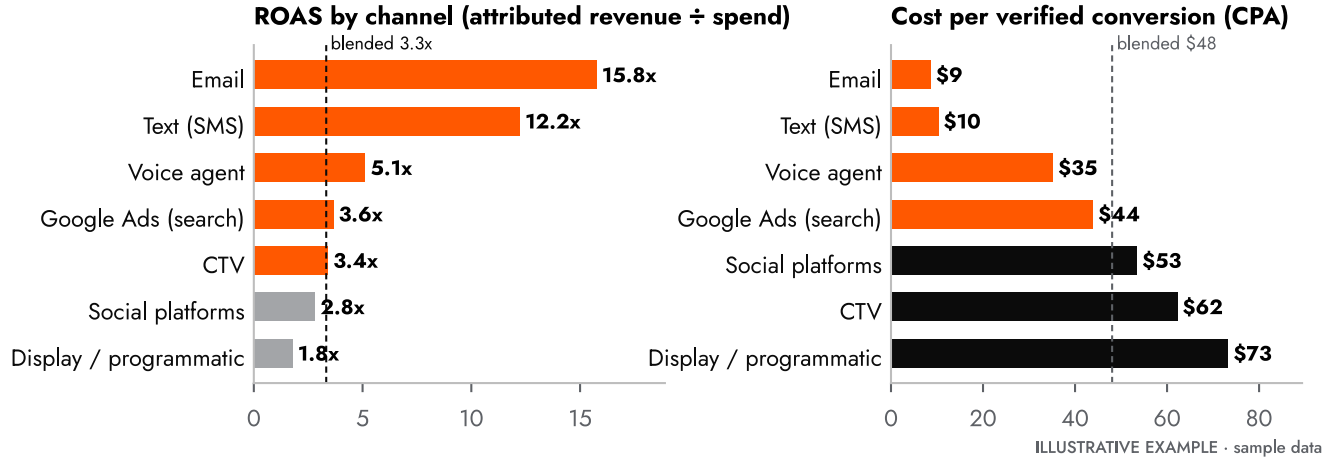
Reports that show the whole picture, then say what to do

Five sample report panels from jAI. Each report is built to use verified conversions, cover every channel in one place, and end in a recommendation a person can approve.

REPORT 1 Cross-channel performance summary

Last 28 days

ILLUSTRATIVE EXAMPLE: sample data, not client results · Sample Campaign · Harborline Outdoor (fictional brand)



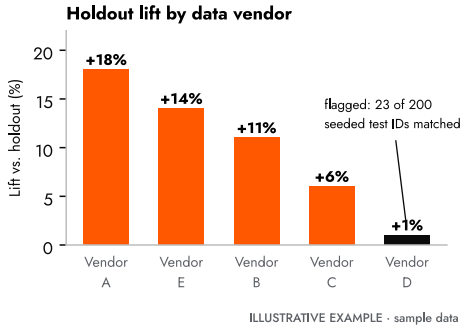
Channel	Spend	Impr.	CTR	Verified conv.	CPA	ROAS
Email	$1,200	180K	3.00%	140	$9	15.8x
Text (SMS)	$900	45K	5.00%	88	$10	12.2x
Voice agent	$2,600	3,900*	n/a	74	$35	5.1x
Google Ads (search)	$16,000	410K	5.00%	365	$44	3.6x
CTV	$18,400	980K	n/a	296	$62	3.4x
Social platforms	$22,000	2.45M	1.10%	412	$53	2.8x
Display / programmatic	$14,500	3.10M	0.30%	198	$73	1.8x
All channels	**$75,600**	**7.17M**	n/a	**1,573**	**$48**	**3.3x**

* Voice agent row shows connected calls in place of impressions. CTV and voice have no click metric (n/a). ROAS uses revenue attributed to verified conversions.

REPORT 2 Data source / vendor scorecard

Current flight

ILLUSTRATIVE EXAMPLE: sample data, not client results



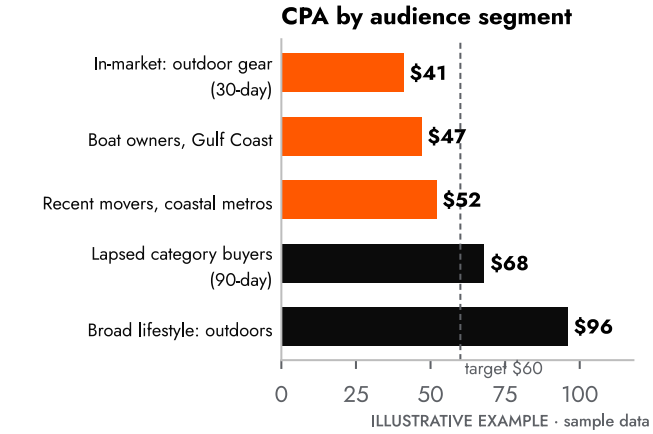
Vendor	Seeded IDs matched	Holdout lift	Verified CPA	List age	Check	jAI rec.
Sample Vendor A	0 / 200	+18%	$48	6 d	Pass	Scale
Sample Vendor E	0 / 200	+14%	$55	9 d	Pass	Keep
Sample Vendor B	1 / 200	+11%	$61	12 d	Pass	Keep
Sample Vendor C	0 / 200	+6%	$79	15 d	Pass	Watch
Sample Vendor D	23 / 200	+1%	$112	18 d	Flagged	Pause + replace

Seeded test IDs are known fake IDs mixed into a vendor list. They are not real devices and are never served. A vendor that matches too many is flagged.

REPORT 3 Audience segment performance

Last 28 days · target CPA $60

ILLUSTRATIVE EXAMPLE: sample data, not client results · Sample Campaign · Harborline Outdoor (fictional brand)



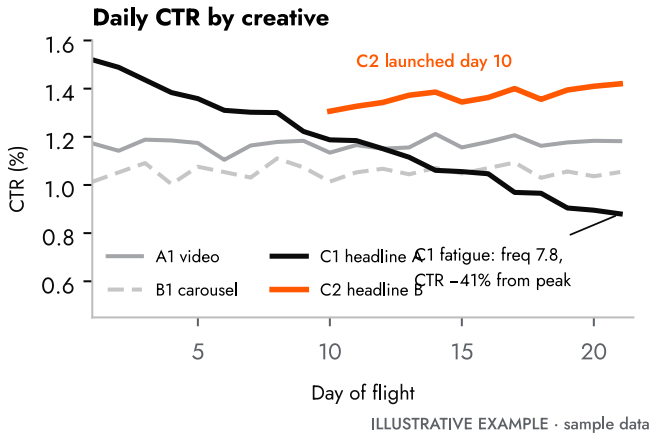
Segment	Verified conv.	CPA	List age	jAI rec.
In-market: outdoor gear (30-day)	310	$41	5 d	Scale
Boat owners, Gulf Coast	145	$47	8 d	Scale
Recent movers, coastal metros	180	$52	21 d	**Refresh list**
Lapsed category buyers (90-day)	96	$68	11 d	**Keep testing**
Broad lifestyle: outdoors	61	$96	14 d	**Cut**

Segments are designed to come from the live data market. When a list ages and its results slip, jAI is built to recommend refreshing it from a new source rather than reusing it.

REPORT 4 Creative leaderboard with fatigue

Last 21 days

ILLUSTRATIVE EXAMPLE: sample data, not client results · Sample Campaign · Harborline Outdoor (fictional brand)



WINNER
Variant C2 leads on CTR at 1.42% with low frequency. jAI recommends an 80/20 rotation in its favor.

FATIGUED
C1 has hit 7.8 average frequency and its CTR is down 41% from peak. jAI recommends pausing it for this audience.

WATCH
D1 trails on CTR and conversion rate. jAI recommends testing new copy before more spend.

Creative	Format	Impr.	CTR	CVR	Freq. (7d)	Fatigue	jAI rec.
C2 "Weekend offer" headline B	Static	240K	1.42%	4.6%	2.2	Fresh	Scale (80/20)
A1 "Dockside" 15s video	Video	820K	1.18%	4.9%	3.1	Fresh	Keep
B1 "Gear checklist" carousel	Carousel	610K	1.05%	4.4%	3.6	Fresh	Keep
C1 "Weekend offer" headline A	Static	780K	0.88%	4.1%	7.8	Fatigued	Pause
D1 "Local dealer" static	Static	300K	0.71%	3.2%	4.4	Watch	Test new copy

REPORT 5 **Weekly optimization log** Sample week 4

ILLUSTRATIVE EXAMPLE: sample data, not client results · Sample Campaign · Harborline Outdoor (fictional brand)

Blended cost per verified conversion, week over week (with approved recommendations between weeks)



ILLUSTRATIVE EXAMPLE · sample data

Day	Element	jAI recommendation	Team decision	Sample effect (next 7 days)
Mon	**Data vendor**	Pause Sample Vendor D list; source a replacement from the live data market	**Approved**	Replacement list CPA $58 vs. $112 (7 days)
Mon	**Channel**	Shift 10% of Social budget to CTV	**Approved**	CTV ROAS held at 3.4x on higher spend
Tue	**Creative**	Pause C1; rotate C2 80/20	**Approved**	Creative CTR 0.88% → 1.31%
Wed	**Budget pacing**	Daily cap of $480 on Display / programmatic	**Approved, modified to $500**	Pace 128% → 101% of plan
Thu	**Daypart**	Cut bids 40% from 11 pm to 5 am	**Declined**	Client keeps an overnight test; revisit next week
Fri	**Landing page**	Route paid social traffic to LP-B (10% control on LP-A)	**Approved**	Conversion rate 3.9% → 5.8%
Fri	**Geo**	Raise Tampa-St. Petersburg budget 15%	**In review**	Pending decision

jAI is built to log every recommendation with who decided and what happened next. Declined and modified recommendations are kept, too: the team is in charge.

HOW IT WORKS

Six steps, with a person at the decision point

1
Set goals and guardrails
Choose the outcome, budgets, target CPA, channels, and who on the team approves changes.

2
Source a fresh audience
jAI is built to pull a new list from a vetted vendor in the live data market, stamped with vendor, list ID, and time.

3
Activate everywhere
The same audience is designed to be uploaded to each channel, where that platform's policies allow, with pixels to serve and retarget.

4
Measure what is real
Verified conversions, holdout lift, and vendor honesty checks are built to replace platform self-reporting.

5
Bots optimize and recommend
jAI is built to watch every metric continuously and send alerts with a specific recommendation and its basis.

6
Humans make the call
A person approves, declines, or modifies. Only then is the change applied, and every decision is designed to be logged.

WHY JAI

The advantage is the combination

Pieces of this exist in separate tools. jAI is built to combine all four in one place.

Live data-market audiences
sourced fresh for each campaign from vetted vendors with verified results

+

One audience everywhere
the same list on major ad platforms, plus email, text, and voice

+

Every metric, every channel
cross-channel optimization of channel, vendor, segment, creative, geo, daypart, device, frequency, pacing, and landing page

+

Bots recommend, humans approve
continuous optimization with a hard approval gate and a plain-English reason

	The typical approach	jAI by Specificity (as designed)
Where the audience comes from	Platform targeting, or a static file you own	**Fresh from the live data market, per campaign**
Where it runs	One audience per platform	**One list on every channel**
How results are counted	Each platform reports its own	**Verified conversions, holdouts, vendor checks**
What gets optimized	One channel at a time	**Every metric across every channel**
Who decides	Automated changes, applied silently	**Bots recommend; a person approves**
What data powers it	Generic platform signals	**Designed to use Specificity proprietary marketing data**

WHO IT IS FOR

Brands and marketing leaders
who want one audience, one view of performance, and the final say on every change.

Agencies and media teams
who run many channels for many clients and need alerts, approvals, and client-ready reports.

Local and multi-location businesses
that need the right people in the right markets, by geo, daypart, and device.

See jAI on your own audience.

Your audience. Everywhere. · Bots optimize, humans make the call.

Book a demo

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