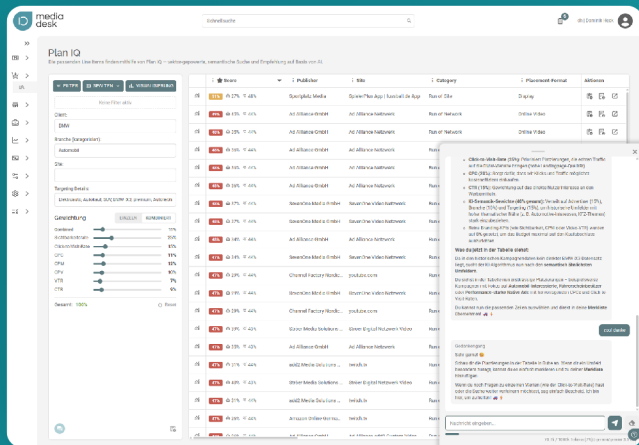
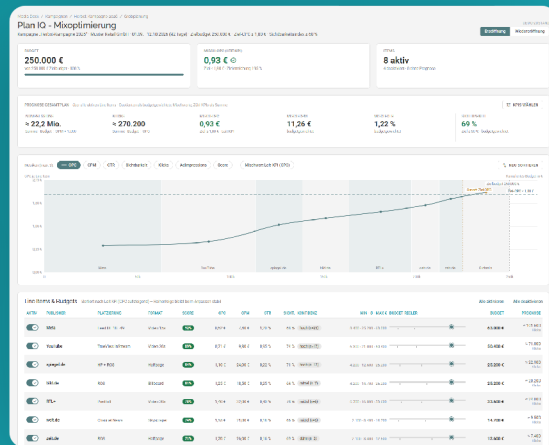




Analysis — find & score line items



Planning — optimize mix & allocate budgets

AI PLANNING AGENT · MEDIA DESK

PRODUCT OVERVIEW

Plan IQ

Finds line items. Builds media plans. Optimizes them — and explains why.

Plan IQ finds the best placements for your campaign across your company-wide data foundation and turns them into complete media plans — including continuous optimization and orchestration of automated RFP and booking workflows. Instead of relying solely on classic ad-server figures or market studies, the agent scores every booking with **AI-powered models** — across all relevant KPIs and based on the **real data** from all connected platforms and systems.

From the line items it identifies, Plan IQ proposes the best media plans using **marginal-efficiency models** — with full forecasting before planning even starts. In the campaign optimization dashboard, planners review, weight and refine every recommendation **human-in-the-loop** before anything is booked and activated.

AT A GLANCE

BROAD DATA FOUNDATION



All KPIs, all sources

The **data foundation** spans **many systems** — not just the ad server.



Real performance data

Real figures from our own data pipeline (**ETL**) — closer to reality than static study models.



Cross-channel

One analysis across every channel — **programmatic, walled gardens, IO** and more.

INTELLIGENT SCORING



Scoring models

AI models score every booking (**line items**) — all on your own data foundation.



Explainable

Every score is **transparent**, the **weighting** is adjustable — humans stay in charge.



Briefing & guidance

Dialogue in **natural language** — about goals, individual bookings and more.

HOW PLAN IQ WORKS

- 1 Briefing**
You describe the client, objective and target audience in natural language. The agent asks focused follow-up questions and helps sharpen the goal.
- 2 Goal matrix**
Your objective is automatically translated into KPIs (reach, visibility, VTR, CPV, CPA, ROAS ...) — fully adjustable to your goals and measured metrics. Beyond hard KPIs, Plan IQ uses vector similarities between industries, objectives and media.
- 3 Model scoring**
The scoring models rate every booking against the campaign briefing and goal matrix, on the full Intelligence Qube data foundation.
- 4 Recommendation**
A ranked list with scores, re-weighting and a joint discussion of which bookings truly fit.
- 5 Media plan**
Your selection becomes the media plan — executed directly: automated RFPs, plan transfer and line-item activation in walled gardens and DSPs.

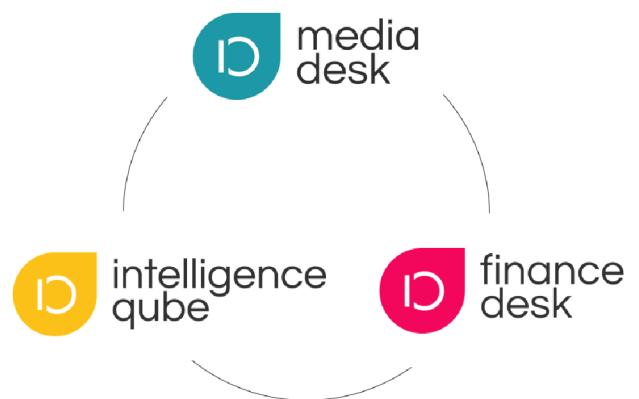


Around 40 % faster Less planning time per campaign — more time for strategy.

ONE CONTINUOUS DATA FOUNDATION

The Paid Media Operating System

Plan IQ is part of **Media Desk** (planning, booking, ad management). Together with **Intelligence Qube** (data integration & analytics) and **Finance Desk** (billing & controlling), it forms a complete buying and operating system for the entire paid media process — for agencies, publishers and advertisers.



ISO 27001 & GDPR

Isolated data storage, hosted in Germany.

In brief: Line item — a single ad booking · Walled gardens — closed platforms (Google, Meta, Amazon) · ETL — consolidating data from many sources.