



Next-Generation Automated
Advertising System
Powered by an AI Algorithm Engine

White Paper



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Preface

Once, the growth logic of ad campaigns rested on three certainties: demographic dividends, media expansion, and human expertise. A quarter of the 21st century has passed. At this milestone in 2026, growth in the global advertising market is gradually slowing. Campaign performance is no longer a linear problem where more work guarantees better results. Instead, it has evolved into a highly non-linear, low-tolerance system that demands high-frequency decision-making.

The evidence is clear: within a traffic ecosystem defined by millisecond-level bidding and real-time competition, campaign models relying on human judgment and manual execution have hit the physical and cognitive limits of people.

Pan Yiming, Founder & CEO of Lightreach, led the team to tackle this structural and hyper-competitive challenge. The team built iMarketing, the next-generation commercial ad technology for cross-border global expansion. We firmly believe enterprises can only complete the transformation from a "manpower-heavy approach" to a "technology leap" by adopting fully automated systems that take ROI as the objective function, with predictive, game-theory and adaptive capabilities. The core value of iMarketing lies in translating top media buyers' expertise into replicable, scalable algorithmic capabilities that run sustainably 24/7. For the first time, campaign systems can make stable decisions around the clock.

Validated in real-world advertising environments, we reach a clear conclusion: future competition in ad campaigns will no longer hinge on gaps in human experience. It will be a contest of decision quality between different systems. Whether an enterprise owns a campaign system capable of continuous learning, real-time adjustment and result accountability will become the dividing line for maintaining stable ad efficiency and profits over the long run.

This is more than a tool upgrade. It marks a fundamental shift in how campaign teams operate and how growth is generated. At this turning point, this publication breaks down the pathways, methodologies and verifiable business value of moving ad operations from manual optimization to intelligent decision-making.

Chapter 1: Structural Challenges in the Advertising Market

Abstract: Over the past half-century, the global advertising market has shifted from a period of rapid expansion to a critical phase of structural transformation. Companies expanding internationally must now adapt to a digital advertising-dominated landscape characterized by high costs, limited tolerance for error, and deeply rooted structural challenges.

Human-led advertising operations are increasingly reaching their limits in both management capacity and execution efficiency. As the lifecycle of advertising creatives rapidly shrinks from weeks to hours—or even minutes—traditional growth strategies that rely on scaling teams of junior media buyers or depending heavily on elite optimization specialists are increasingly being replaced by AI-driven algorithmic systems.

1.1 The New Normal in the Advertising Market: Dual Challenges of Profitability & Efficiency

Looking back over the past five years from the beginning of 2026, businesses have entered an era of traffic acquisition driven by behavioral interests and algorithmic audience targeting. In contrast, over the past two to three decades, business growth was largely fueled by demographic dividends and demographic-based marketing strategies. Three to five years ago, companies focused on leveraging short-term traffic opportunities on social media platforms such as Facebook to achieve rapid growth. Today, the fundamental challenge has shifted toward maintaining advertising efficiency and stable profitability while navigating increasingly complex platform algorithms.

The current market is characterized by several irreversible trends:

1. Structural Increase in Advertising Traffic Costs

Tightening Privacy Regulations	Increased complexity in Ad measurement and tracking due to Apple's App Tracking Transparency (ATT) Framework and other privacy policies
Widespread Increases in CPM	One-third reduction in Ad impressions for the same budget compared to previous years ①
Shrinking Margin for Error	Higher costs mean that even minor decision-making errors can result in wasted budgets



Srouce: IAB, eMarketer andStatista

① According to data from IAB, eMarketer, and Statista, average CPMs in the North American and European markets have increased by more than 35% compared to 2024.

2. Significant Reduction in The Creative Lifecycle

Effective Lifespan of Creatives (Before The Decline Phase)



Impact: Advertising teams are increasingly caught in a relentless race to produce and deploy new creatives. To maintain business scale, teams must devote substantial time and resources to repetitive tasks such as creative uploads, approval processes, and performance monitoring, significantly reducing the time available for strategic decision-making.

1.2 Limitations of Traditional Ad Buying

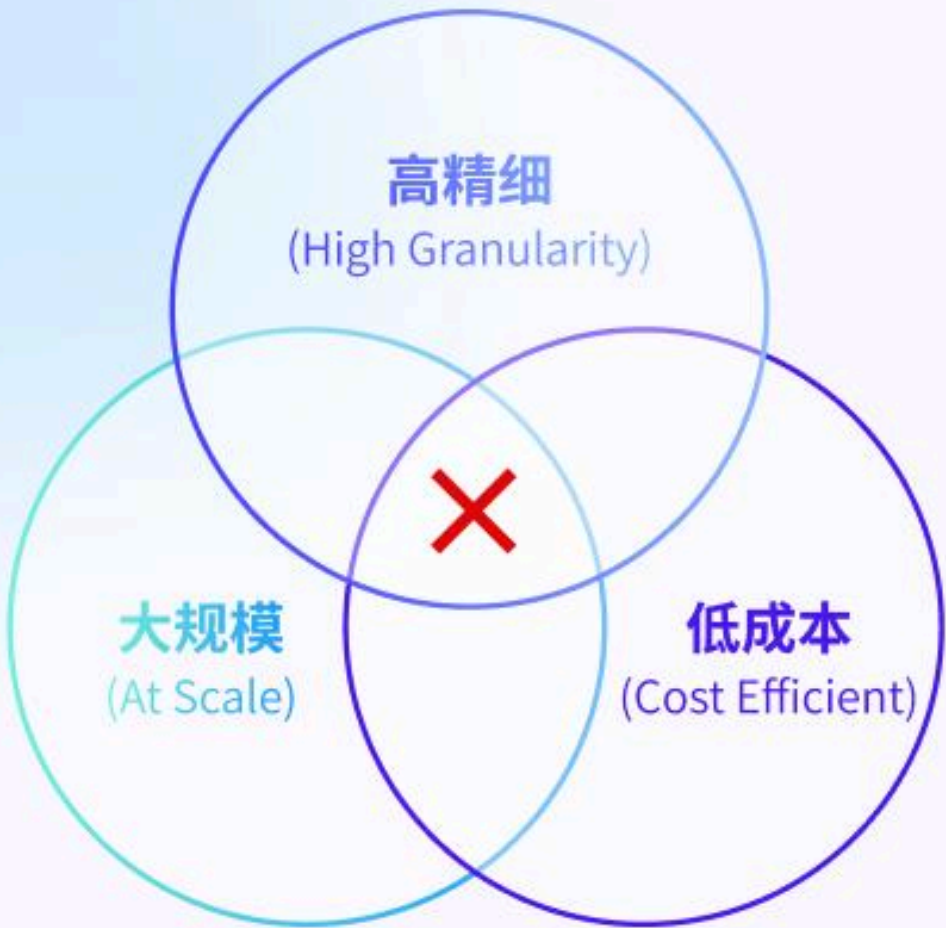
Faced with rising costs and declining creative performance, companies typically respond by expanding the size of their advertising teams.

Under a fully manual advertising management model, **three key factors** are inherently in conflict:

Pursuing large-scale operations at low cost (relying on junior media buyers)	Limited optimization granularity, leading to significant ROI fluctuations
Real-time campaign monitoring by top-tier optimization experts	Labor costs exceeding generated profits
Pursuing low costs and highly granular optimization	Severely limited advertising scalability, making it difficult to achieve business growth objectives

For teams with monthly ad spend of \$50000 or more, manual operations often face inherent limitations in both operational efficiency and cost-effectiveness.

The Impossible Trilemma of Manual Ad Campaign



- 高精细(High Granularity):**
Fine-grained audience targeting and bid adjustments for each ad unit.
- 大规模(At Scale):**
Stable management of dozens or hundreds of accounts across multiple platforms together with thousands of corresponding campaigns, to ensure efficient budget spend.
- 低成本(Cost Efficient):**
Maintain a balanced team mix of junior and senior optimizers, sustaining reasonable labor costs and professional standards.

1.3 Volatile Waste Caused by Manual

1. Time Difference Leads to a Decision-Making Vacuum

Overseas-targeting enterprises have audiences across the globe, and time lags of more than ten hours are commonplace. When high-value traffic windows emerge in overseas markets, domestic ad optimizers are usually off duty. During critical conversion periods, ad accounts remain unmonitored. Faced with traffic surges or performance collapses, optimizers cannot increase or cut budgets in a timely manner, resulting in missed opportunities and wasted ad spend.

2. Emotional Bias Undermines Decision Consistency

Ad campaign management is a high-frequency decision-making activity heavily reliant on real-time data feedback. Prone to cognitive biases and reactive behaviors, human operators struggle to maintain objectivity and consistency over the long run.

- When metrics perform well, optimizers often become overly optimistic and aggressively raise bids.
- When results fall short of expectations, hesitation or wishful thinking frequently delays loss mitigation.
- Internal industry analysis estimates that 26%–50% of ad budgets are wasted due to invalid impressions, channel misalignment and audience overlap. Enterprises see their average customer acquisition cost rise by 15%–20% annually.

3. Response Speed Disparity by Orders of Magnitude

Within real-time bidding systems on major platforms such as Meta and TikTok, ad inventory allocation and pricing compete for placements on millisecond calculation cycles.

Manual workflow:

Refresh ➔ Review ➔ Analyze ➔ Formulate countermeasures ➔ Build plan ➔ Make adjustments ➔ Submit

Even with highly skilled operators, this workflow still takes several minutes to complete.

Automated workflow:

API data pull ➔ Algorithm rule evaluation ➔ Automatic adjustments

Response time at the second level

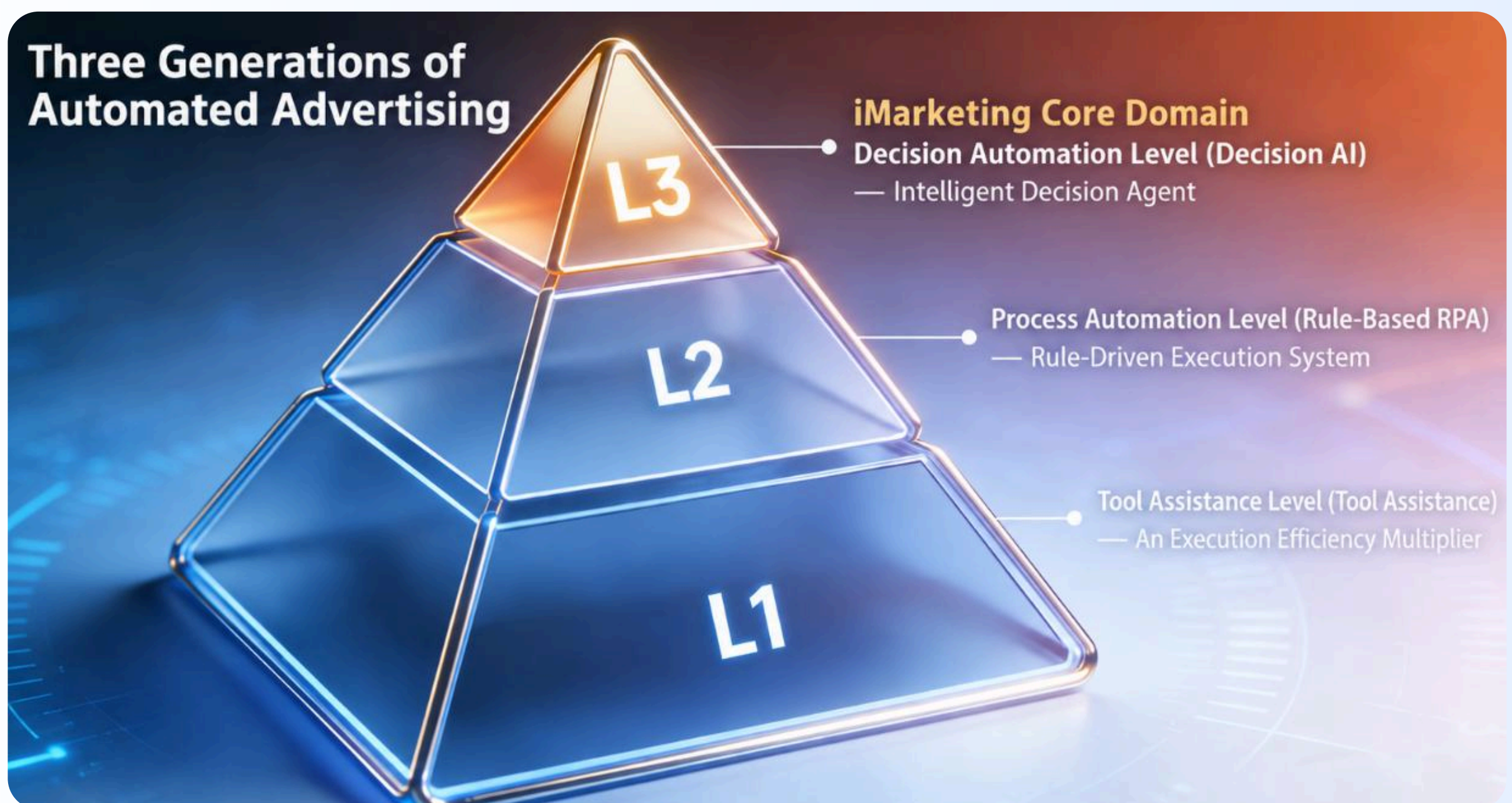
During periods of frequent traffic fluctuations, intense bidding, or major promotions and campaigns, gaps in response latency directly impact the efficiency of inventory acquisition and further shape overall campaign performance.

Chapter 2 Technological Transformation

–iMarketing Automated Ad Platform

Abstract: Ad campaign management is undergoing a critical technological leap from “manual optimization” to “intelligent decision-making”. This chapter defines three generational tiers — L1 Tool-Assisted Tier, L2 Process Automation Tier, and L3 Decision Automation Tier — to distinguish the fundamental differences between conventional ad tools and truly intelligent ad delivery systems. Building upon this framework, the chapter further deconstructs the three core capabilities of the “AI Campaign Operator”: infrastructure capability, risk control capability, and response capability. As execution tasks are taken over by AI, human optimizers can shift focus to high-level strategy and creative decisions, bringing about further structural improvements in manpower efficiency and campaign returns.

2.1 Definition – Three Generations of Automated Ad Buying



In the context of the technological landscape in 2026, iMarketing by LightReach categorizes advertising automation systems into three distinct levels, please assess your team's current situation:

L1: Tool Assistance – Amplifier of Execution Efficiency

- **Typical features:** Supports bulk creative upload, campaign duplication and editing, structured account management, as well as data import/export and basic report compilation via Excel.
- **Core positioning:** An execution-oriented tool designed to boost manual operational efficiency. Its primary function is to cut the cost of repetitive work and shorten the time for account setup and maintenance.
- **Limitations:** The tool cannot interpret data, identify trends or predict outcomes. It only accelerates the execution of predefined decisions. When decision assumptions fail or judgments deviate, the tool can only amplify such impacts at the execution level, with no capacity for correction or self-adjustment.

L2: Rule-Based RPA – Rule-Driven Execution System

- **Typical features:** An automated rule system operating on preset thresholds and logical If-Then conditions. Examples include "automatically pause campaigns when spend exceeds a certain amount with no conversions", and "automatically increase budget when CPA falls below the target value".
- **Core positioning:** Fixed script logic to standardize routine ad operations, partially mitigating operational delays caused by human oversight and time zone differences.
- **Limitations:** Fixed rule logic statically reflects historical experience, lacking dynamic understanding of trend shifts, phased scaling processes and platform algorithm feedback mechanisms. Judgements rely on single or limited metrics. In environments with volatile traffic and sensitive learning phases (e.g., TikTok), rules are often triggered only after outcomes materialize. This leads to lagged responses or rigid rules that prematurely shut down high-potential winning creatives, exerting unintended restraining effects on ad campaigns still in the learning or scaling stage.

L3: Automated Decision AI—Intelligent Decision Agent

- **Typical features:** Dynamically optimizes strategies centered on the core business target of ROI. The algorithm-enabled system adaptively adjusts ad bids, budget allocation and pacing in real-time data streams.
- **Core positioning:** Forecasting and game theory. It evaluates conversion probability and potential returns for each auction through data modeling and predictive algorithms.
- **Capabilities & value:** The L3-level system encodes and algorithmizes the experience and judgment capabilities of top optimization specialists, making expertise replicable and workflows productized for large-scale deployment across organizations. The AI module can adjust account status and delivery intensity in real time at different campaign stages in response to market fluctuations and creative performance.

2.2 Three Core Capabilities of the AI Ad Specialist



1. High-Speed Infrastructure – Systematic and Scalable Campaign Setup to Counter Rapid Creative Decay

- **Manual:** A skilled optimizer typically spends around 15 minutes building one ad campaign with 5 creatives, including audience selection, copywriting, video upload and other configurations.
- **AI:** The iMarketing system integrates with Meta/TikTok APIs to enable concurrent campaign creation. It supports the management of massive volumes of creatives and ad campaigns for scalable deployment.
- **Scenario demo:** An enterprise uploads 100 video creatives and sets targeting parameters such as location, gender and age (US, males aged 25–35), daily test volume (10 tests) and tests per creative (6). Based on the real-time account status, the system automatically builds campaign entries and distributes creatives.
- **Value:** It drastically shortens the creative validation cycle for enterprises, allowing promising creatives to be validated and optimized faster. In the highly competitive overseas market, it improves ad performance and decision responsiveness with millisecond-level efficiency.

Millisecond-Level Risk Control



2. Millisecond-Level Risk Control — Data-Driven, Instant Loss Prevention

- **Manual:** Human media buyers often make decisions influenced by subjective judgment or wishful thinking, potentially leading to further losses or excessive adjustments that negatively impact ROI. Such situations are particularly common when budgets are tight and traffic fluctuations are significant.
- **AI:** The iMarketing system features a built-in real-time monitoring module that scans all active advertising campaigns at minute-level intervals. By continuously comparing key performance indicators, such as ad spend and conversions, against predefined risk control models, the system automatically executes actions—including pausing campaigns, reducing delivery priority, or adjusting budgets—with millisecond-level response latency.
- **Value:** AI-powered risk control enables 24/7 monitoring and rapid response without manual intervention, significantly reducing wasted advertising spend and ROI fluctuations caused by human fatigue, time zone differences, or cognitive biases.



3. ROI-Driven Dynamic Response and Optimization

- **Manual:** Media buyers tend to focus primarily on cost per acquisition (CPA), often overlooking the actual return on investment generated downstream. This may result in campaigns attracting large volumes of low-quality users. Although short-term acquisition costs may appear low, overall ROI can decline.
- **AI:** The iMarketing algorithmic model dynamically manages and optimizes advertising campaigns based on ROI objectives.
- **Input:** Users set their target ROI within the system.
- **Computation:** the algorithm works backward from the target ROI to calculate operational strategies across key advertising processes, including bidding, budget allocation, and ad portfolio optimization, to predict the overall return on advertising investment.
- **Execution:** Based on real-time advertising performance data, the system automatically adjusts bids, reallocates budgets, pauses underperforming campaigns, or duplicates successful campaigns during each optimization cycle, enabling continuous dynamic optimization.
- **Value:** This mechanism helps ensure accurate and efficient budget allocation, minimizes inefficient advertising spend, and improves overall advertising ROI and operational efficiency.

2.3 Cross-Platform Campaigns: Integrated Meta & TikTok Dual Engines

Advertising algorithms and optimization mechanisms differ significantly across platforms. Traditional advertising teams often establish separate operational groups for each platform, resulting in information silos, fragmented data, and limited opportunities to share and reuse optimization expertise. The iMarketing system enables centralized cross-platform advertising management through two core capabilities:

Asset integration: the system provides unified management of advertising creative assets, allowing creatives to be shared and tested across Meta and TikTok. This reduces repetitive creative production efforts and improves asset reuse efficiency.

Strategy integration: based on real-time performance monitoring, the system dynamically evaluates advertising performance across platforms. For example, when traffic acquisition costs on TikTok rise in the short term, the system can automatically reallocate budgets to Meta if it demonstrates more stable performance, optimizing advertising costs and resource allocation across both platforms.

Chapter 3 Economic Analysis

Abstract: The iMarketing automated advertising system adopts a pricing model combining a fixed technology service fee with a percentage-based advertising spend management fee, aligning the system's revenue with its clients' business performance.

Through 24/7 risk monitoring, rapid loss prevention, and ROI-driven dynamic bid adjustments, the system significantly reduces operational costs and financial losses caused by human error. By presenting profit-and-loss simulations, this analysis demonstrates the economic advantages of iMarketing over traditional manual advertising operations, providing clients with a quantifiable framework for evaluating its financial value.

3.1 Labor Costs

Cost	Mid-Level Media Buyer	iMarketing AI
Base Cost	¥15,000 - ¥25,000 /month (indlucing salary, social insurance, housing fund, office equipment, etc.	¥10,000/account/year (platform usage fee)
Training Period	1-3 months (product familiarity, ramp-up period, lower output duringthe period)	0 day (ready upon setup, cold startonly takes a few hours)
Stability	Low (turnover, leave, emotional fluctuations,etc.)	Very High (24/7 online)
Scale Limit	Manage up to 5-10 accounts (risk of errors and efficiency decline increases significantly beyond this)	Unlimited (computing power supports parallel processing of massive numbers of accounts)

Experienced Media Buyer vs. iMarketing

iMarketing as a virtual media buyer with top-tier optimization capabilities, automatically monitoring, adjusting, and optimizing advertising campaigns around the clock. It can replace costly human resources and significantly reduce personnel expenses.

3.2 Loss Mitigation & Risk Control

Beyond direct advertising costs, the value of an AI-powered system lies in its ability to control risks and prevent financial losses. In daily advertising operations, it is common for a single account to incur tens of thousands of dollars in ad spend, while a single human error can result in losses ranging from several thousand to tens of thousands of dollars.

Scenario Simulation:

- **Problem:** In the early hours of one day, a newly launched ad creative shows an abnormally high click-through rate while its conversion rate is nearly zero.
- **Manual operation:** The optimizer is off-duty. The campaign keeps running for around 6 hours, accumulating a spend of \$5,000 USD. It is only paused when the issue is spotted in the morning.
- **AI operation:** The system automatically detects the anomaly based on real-time ROI prediction and risk control thresholds. The ad campaign gets paused automatically before the spend reaches \$1,000 USD.
- **Economic value:** This single risk containment saves \$4,000 USD in wasted expenditure. When incidents like this may occur on a daily basis, the AI system delivers rapid response and automated risk control, substantially cutting costs incurred during cold start and ad misconfiguration, while ensuring ad budget is allocated to high-efficiency delivery.

3.3 Profit & Loss

Simulation of small-to-medium-sized team as an example:

Item	Traditional Manual	Automated Hybrid Model (1 Person + AI)
Team Setup	3 Media Buyers + 1 Designer	1 Media Buyer
Labor Cost/Year	¥960,000 ((¥20k average fully loaded cost per person/ month))	¥240,000
System Cost/Year	0	¥10,000 ((platform usage fee)
Total Operating Cost (OPEX)	¥960,000	¥250,000
Night / Weekend Loss	~5% (conservative estimate)	<0.5% (significantly reduced)
Estimated Annual Savings	—	¥710,000
Efficiency Improvement	—	Creative testing volumeincreased by ~3x

Total operating expenses (OPEX) are reduced by approximately 74%. Budgets previously allocated to repetitive manual operations are redirected toward computing power and intelligent optimization strategies, enabling a more efficient allocation of resources. This shift transforms the operational model from one heavily dependent on human resources to one driven by technology and system capabilities. By improving the stability of advertising operations during nights, weekends, and public holidays, the system maximizes the value of every advertising dollar spent.

Chapter 4 Scenario-Based Solutions

Abstract: This chapter presents iMarketing's solutions for two major international advertising scenarios: e-commerce retail and mobile applications.

Although these two sectors differ significantly in average order value (AOV), conversion cycles, and key performance indicators, they face a common challenge: human-led advertising teams struggle to maintain consistent decision-making and execution under high-frequency, large-scale advertising operations.

Both scenarios highlight a fundamental reality: the value of AI-powered automation and algorithms lies in translating business objectives into rules that machines can execute reliably and consistently. By maintaining operational consistency, disciplined decision-making, and effective control under intensive advertising workloads, AI-powered systems enable businesses to scale sustainably without sacrificing operational stability or losing control over advertising performance.

4.1 E-commerce Retail (Direct Sales / Self-hosted Storefront / Cash on Delivery)

From Creative Fatigue to Systematic Product Testing

E-commerce advertising is a constant race against time and creative fatigue. Media buyers spend approximately 80% of their time, both day and night, on repetitive tasks: launching new creatives, pausing underperforming campaigns, cutting losses, and restarting the cycle.

1. Pain Points:

- **Short creative lifespan:** creatives that initially achieve break-even performance often experience a significant decline in ROI within just a few days due to ad frequency limitations, competitive pressure, and audience fatigue.
- **Low testing efficiency:** while effective advertising strategies require simultaneous testing of multiple SKUs and creative combinations, the operational costs of campaign setup and continuous monitoring often limit testing coverage.
- **Time zone misalignment:** peak conversion periods in overseas markets often occur during late-night or early-morning hours in the advertiser's local time zone. Gaps in manual monitoring and optimization can lead to inefficient budget allocation and lost profits.

2. iMarketing Solution (Fully Automated Testing Engine)

- **Strategy 1: batch testing — automated generation of multidimensional testing matrices**
- The system supports Cartesian product-based algorithms that generate comprehensive advertising test matrices across three dimensions: creatives × ad copy × audiences.
- Users only need to provide basic assets, such as videos and corresponding ad copy, along with predefined rules. The system automatically deploys dozens to hundreds of test campaigns within minutes, enabling comprehensive testing across multiple combinations.
- **Proven results:** clients have achieved approximately a 10-fold increase in creative testing speed, ensuring that no potentially high-performing products are overlooked.

- **Strategy 2: real-time campaign optimization — AI-driven performance prediction and dynamic decision-making**
- **Loss prevention logic:** During the cold-start phase, the system continuously analyzes real-time performance data and predicts future campaign outcomes, rapidly pausing campaigns that fail to meet predefined performance targets. During the scaling phase, it monitors rising acquisition costs and signs of creative fatigue, promptly reducing budgets or pausing underperforming campaigns.
- **Scaling logic:** For campaigns that meet performance targets, the system conducts a two-stage performance verification before progressively adjusting budgets, bids, and frequency caps. High-performing campaigns are rapidly duplicated and scaled horizontally to maximize delivery potential and fully utilize available scaling capacity.

- **Strategy 3: closed-loop optimization — creative asset library**
- **Asset reuse:** the system's machine memory automatically identifies, tags, and organizes historical high-converting creatives. In subsequent testing cycles, it prioritizes recommending similar creatives and combinations of high-performing elements, helping junior media buyers leverage historical optimization experience instead of starting from scratch.
- **Proven results:** a women's fashion e-commerce website increased its daily new campaign launches from 50 to 300, achieving a 40% improvement in the success rate of identifying winning products.

4.2 Mobile Applications (Tools / Games / Social Apps)

Managing scale and quality — eliminating reliance on luck.

Mobile app advertising campaigns often involve high budgets, large-scale concurrent operations, and extended performance evaluation cycles.

1. Pain Points:

- **Audience dilution and quality deterioration:** Aggressive budget increases often result in campaigns reaching marginal or irrelevant audiences, leading to higher cost per install (CPI), lower retention rates, and declining in-app purchase conversion rates.
- **Complex multi-region and time zone management:** Managing advertising campaigns across multiple countries and time zones makes it difficult for human teams to maintain 24/7 real-time monitoring. This creates operational gaps during peak traffic periods, creative fatigue, and bidding fluctuations.
- **Frequent fraudulent and abnormal traffic:** Bot-generated installs, incentivized traffic, and low-intent users may appear legitimate during the installation phase, with quality issues only becoming apparent in downstream performance data. This results in delayed feedback cycles and substantial financial losses.

2. iMarketing Solution:

- **Strategy 1:**
- **Event-level optimization (AEO/VO advantages + shopping ads + value optimization):** The system optimizes advertising campaigns based on user behavior events that more closely reflect actual business value, such as account registrations, trial usage, first-time purchases, and subscriptions. Rather than predicting users' long-term or lifetime value (LTV), the AI module incorporates high-quality behavioral signals at an earlier stage to guide campaign optimization.
- **Strategy 2:**
- **Intelligent monitoring by time zone and region:** The system incorporates foundational time zone data and traffic pattern models covering over 200 countries and regions worldwide. These models support automated campaign activation, pausing, and budget intensity adjustments across different markets, helping avoid clearly underperforming time periods and minimize wasted ad spend. The system also maintains consistent execution of algorithmic strategies during hours when human monitoring is unavailable.
- **Strategy 3:**
- **Smooth budget pacing for large-scale campaigns:** For campaigns with daily budgets exceeding \$10,000, the system employs a proportional-integral-derivative (PID) control algorithm to dynamically regulate budget pacing. This helps prevent excessive bidding competition during the cold-start phase, reduces fluctuations in traffic quality caused by rapid budget scaling, and ensures continuous ad delivery throughout the day rather than concentrating ad spend within a few peak periods.

3. Proven Results: A Social Dating App

- The system completed the cold-start, testing, and scaling phases within a single day. Daily advertising spend increased by approximately 7.5 times within just a few days, while ROI rapidly exceeded the target threshold. The system also doubled the time before creative fatigue set in and consistently maintained daily ROI at the target level ahead of each creative performance decline.
- iMarketing's AI is designed to understand human business objectives and translate them into mathematical models and executable algorithms. While competitors continue to rely on manual experience, subjective judgment, and emotional decision-making to anticipate market trends, iMarketing operates directly within the ecosystem of major advertising platforms, establishing a stable, data-driven closed-loop system of execution, feedback, and continuous optimization.

Chapter 5 Performance Test — Human vs. Machine

Abstract: Before the official commercial launch of iMarketing, the team conducted a three-month testing program in an internal experimental environment. The system was subjected to high-intensity advertising workloads far exceeding normal operating conditions, with one objective: to determine whether machines could truly outperform humans in operational reliability.

5.1 Benchmark Test

To demonstrate the effectiveness of automation, the team conducted a competition lasting several consecutive weeks.

Group A: Three experienced media buyers, each with 3–5+ years of professional experience.

Group B: The iMarketing automated advertising system (Version 1.0).

Under identical testing conditions, both groups managed advertising campaigns across multiple product categories for the same e-commerce brand. The following performance metrics were recorded:

Test Metric	Group A (3-Person Team)	Group B (iMarketing System)	Winner
Build Speed	4-5 hours (Each person sets up 100 ad plans)	<1minute (Sets up 300 ad plans)	Group B (10x faster)
Overnight Response	Average delay of 45 minutes (e.g., wake up, turn on computer, log in to the system)	Delay <1 second (Real-time API trigger)	Group B (Almost zero delay)
Operation Ratio	~10% (Focuses on key plans for making it difficult to continuously monitor a large number of plans with poor data)	~100% (Automatically manages all plans throughout cold start, testing, and scaling, with real-time marketdata and second-level responses)	Group B (Extremely granular control)
Calculation Error Rate	~10% (Human errors with small data,relying on manual calculationand Excel records)	0% ((Closed-loop logic)	Group B (Highly accurate)

Conclusion: Human expertise and business understanding remain essential for creative ideation and strategic direction and cannot yet be fully replaced by AI. However, AI significantly outperforms human operators in high-frequency execution, continuous monitoring, and large-scale data processing.

5.2 Extreme Scenario Test

The team designed two extreme advertising scenarios to evaluate the system's stability and risk control capabilities under non-ideal operating conditions.

Scenario A: Abnormal Decline in Traffic Performance

Test setup: Simulated an abnormal deterioration in platform traffic quality, resulting in an approximately 50% decline in the overall conversion rate within a short period.

iMarketing performance: The system immediately detected campaigns deviating from predefined performance thresholds and rapidly paused creatives in the testing phase. For campaigns already in the scaling phase, it activated a conservative risk control mechanism, reducing budgets and bids. As a result, overall advertising spend remained under control, while financial losses and ROI fluctuations were kept within manageable limits.

Scenario B: Short-Term Traffic Surge

Test setup: Simulated a scenario in which a single creative suddenly experienced an exceptional scaling opportunity on TikTok, with its click-through rate (CTR) rising to 7% within a short period.

iMarketing performance: While continuously monitoring conversion and return metrics, the system identified that ROAS had consistently exceeded a predefined threshold (e.g., 4.0). It then removed the original budget constraints, progressively increased budget allocation, and duplicated and scaled the high-performing creative, maximizing the efficiency of capturing short-term, high-value traffic opportunities.

Manual operations: Human media buyers rely on periodic performance reviews to identify and confirm sudden changes. During daytime advertising operations, comprehensive analysis may not take place until several hours later. For overnight and cross-time-zone campaigns, manual intervention is often delayed until the following day. During these delays, inefficient budget allocation may lead to further financial losses, while valuable peak traffic opportunities can easily be missed.

Chapter 6 Strategic Co-Creation Program

LightReach believes that exceptional automation products are built not only through technological innovation, but also through continuous validation and iteration in real-world, high-intensity business environments across a diverse range of enterprises.

iMarketing has completed the development of its core AI modules and algorithmic framework and has been tested and applied in real-world business scenarios across multiple enterprises. The system is now officially available to the global market, and we warmly invite businesses worldwide to explore and adopt iMarketing.

We look forward to establishing long-term, strategic partnerships with clients who possess strong advertising capabilities and share our vision for technological innovation.

Ideal Customer Profile



- Monthly advertising spend exceeding USD 200,000.
- Businesses with relatively mature e-commerce operations, mobile applications, or SaaS products.
- Companies whose business growth is constrained by operational inefficiencies and human resource limitations, seeking to unlock further growth through advanced technologies.

Partnership Benefits

1. Consultative Services

With extensive experience in managing complex digital advertising environments in China, as well as international media management and brand advertising, our team can develop tailored strategies based on each client's business needs and advertising requirements.

2. Priority Adjustments and Upgrades

Clients will work directly with our AI algorithm engineers and product operations team to make product adjustments and upgrades based on their specific needs.

3. Long-Term Commercial Terms

Clients can secure fixed rates for the long term.

Conclusion

On the journey of global expansion, unpredictable traffic fluctuations have always challenged those navigating the waters. Changing winds and rising waves continue to inspire us to build better ships.

From manpower-driven wooden boats to industrial shipping systems powered by systems and rules, and now to intelligent fleets capable of self-adjustment, every technological advancement reshapes the previous era.

iMarketing is ready.



We invite you to scan the QR code above
and join us in entering the era of "autonomous advertising,"
experiencing the certainty of "data-driven growth."

