



Customized AI Media Buying System Deployment For \$50M/Year High-Ticket Financial Call Funnel

How we built & deployed a **production-grade AI media buying system** for Decentralized Masters — **\$1M+/mo ad spend** across Meta & Google, in a **highly regulated crypto industry**, booking up to **50+ appointments per day** through direct-response VSL call funnel.

RUNS ON



Claude



Hyros



Meta Ads



Google Ads



Slack

35 DAYS

DEPLOYMENT TIME

20 HRS/WK

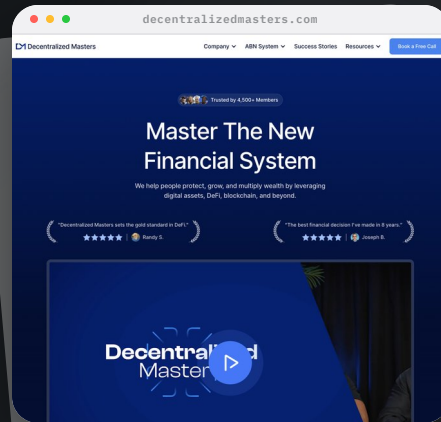
ESTIMATED TIME SAVED

\$100K+/YR

ESTIMATED ROI (CONSERVATIVE)

\$1M+/MO

LIVE AD SPEND



PROBLEM

Decentralized Masters runs **\$1M+ per month in ad spend across 10+ Meta & Google ad accounts** — in a highly regulated crypto vertical where accounts run through agency structures, get banned regularly, and ads face constant disapprovals. Performance data sits fragmented across the platforms and Hyros attribution, spread over 5+ separate funnels and three product tiers. The CMO is an elite media buyer — but at a \$50M/year company, his time has to go to bigger things. The challenge: **encode his expertise** — when to cut, when to scale, how to read a market cycle that flips winning angles overnight — into a system that **guides junior media buyers to his standard without consuming his personal time**.

OUR APPROACH

- Built Media Buying Playbook**
The CMO's daily calls, distilled into ~80-page methodology files per platform (Meta + Google): CPQC gates, cut & scale thresholds, rescue checks, market-regime detection. Every rule traces to his own recorded calls — **his judgment, in writing**.
- Data Collection & Backtesting**
Six Hyros time windows unified into one machine-readable snapshot, ad IDs matched, direct vs. SDR calls tagged — then backtested against his live decisions: **~80% match in week one**, plus cuts he hadn't caught.
- Forward Testing + Daily Feedback Loop**
The report ships to Slack every morning and gets reviewed live on the daily call. Every correction voiced becomes next-day logic within 24 hours — disagreements get argued and encoded, not lost.
- One-Tap Execution With Claude MCP**
Claude connects straight into Meta through MCP — the report sees live account state, and approved recommendations execute with **1-click** instead of manual platform work, closing the loop from insight to action.
- Final Results**
Within five weeks, the system went from skeptic-tested to **trusted daily infrastructure**. Junior media buyers now execute scaling, cut, and duplication decisions directly off the report — it **matches the CMO's own judgment, catches what he misses**, and surfaces genuine strategy, not just hygiene. The full workflow runs as a **short daily SOP** — his expertise guiding every account without his personal time.

**Decentralized Masters**

decentralizedmasters.com

COMPANY PROFILE

DeFi education & advisory company selling high-ticket programs through VSL funnels and booked sales calls.

REVENUE

\$50M/year

TEAM SIZE

150+

DEAL SIZE

\$25K–\$40K programs

FUNNEL MODEL

Meta/Google Ads → VSL → Application
→ Schedule Call [Direct Inbound & Outbound SDR] → Sales Call → High-Ticket **\$25K–\$40K** Closed Deals

MEDIA BUYING SETUP

10+ Meta/Google Ad Accounts
5+ Separate Funnel Campaigns
3 Low/Mid/High-Ticket Product Tiers

NORTH-STAR METRIC

CPQC ≤ \$1,000

Cost per qualified call

35-DAY DEPLOYMENT TIMELINE

Day-by-day deployment with exact, verified quotes — time-stamped from recorded Zoom calls with Thomas K. [Head Of Growth] using Fathom.

TK Thomas K. [Head Of Growth]

"I don't know how AI is going to do that, but that'd be really cool if it could."

Skeptical AI could automate his media buying — too many ad accounts, constant ad bans, fragmented data.

DAY 1

SKEPTICAL

TK Thomas K. [Head Of Growth]

"This is pretty crazy. ... let's start posting it every day."

Reviewing only the second report ever — moved to daily posting with a Slack bot, on the spot.

DAY 8

DEPLOYMENT

TK Thomas K. [Head Of Growth]

"Like, this report is amazing."

Impressed with the report's boosted performance and new upgrades built from his past week of feedback.

DAY 20

OPTIMIZATION

TK Thomas K. [Head Of Growth]

"This is great. It's right that I need to duplicate to other audiences."

Highly impressed by a recommendation he hadn't considered — executed same-day and ranked the #1 needle mover for the account.

DAY 30

EXECUTION

TK Thomas K. [Head Of Growth]

"Yup. Yup. Yup. Yup. Yup. I agree with all that."

Five straight confirmations down the cut list — the report, the CMO & his buyer converging. Now calibrated to the point of near-mirroring his exact decisions.

DAY 34

CALIBRATED