

CASE STUDY



MediaBuyerLabs



RoboMarketer

Customized AI Media Buying System Deployment For 7-Figure AI Agency Software Company

How we built & deployed a **production-grade AI media buying system** for RoboMarketer — **\$40K+/mo ad spend** across Meta & Google, acquiring agency customers through an **automated webinar funnel** — live in 18 days.

RUNS ON



ChatGPT



Hyros



Meta Ads



Google Ads

18 DAYS

DEPLOYMENT TIME

30 HRS/WK

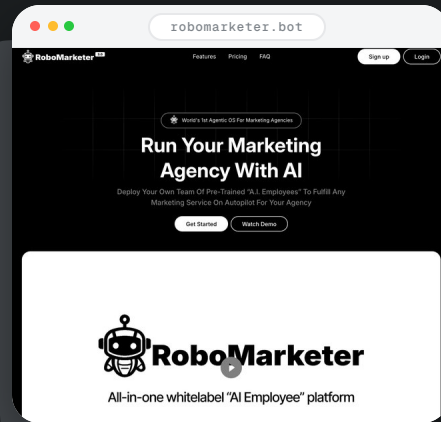
ESTIMATED TIME SAVED

\$1M+ /YR

REVENUE

\$40K+ /MO

LIVE AD SPEND



PROBLEM

RoboMarketer **sells an AI agency automation software platform** — a lean startup team shipping product and supporting customers. What it didn't have: **a full-time media buyer**. **\$40K+/mo across Meta & Google** — an automated webinar funnel and a free trial funnel — where scale, cut, and hold decisions land on someone every single day. The team's time should go to **marketing strategy that moves the needle** — not living inside ad accounts.

OUR APPROACH

- Built RoboMarketer Media Buying Playbook**
Offer, webinar-funnel economics, targets and decision rules — pulled from the team, written down as versioned playbook logic — **the \$50M media buying playbook encoded on top**.
- Data Collection & Revenue Truth**
Meta & Google wired on the platform side, **Hyros on the truth side** — six attribution windows unified into one machine-readable snapshot, **revenue classified before any decision is made**.
- Morning Intelligence + Daily Feedback Loop**
A report ships every morning: the day's scale, cut & hold calls with **full reasoning shown**. Corrections voiced become **next-day logic** — argued and encoded, not lost.
- One-Tap Execution**
Recommendations reviewed right in chat and **approved with one click** — changes push live to Meta & Google in seconds, **every action logged with its outcome**, creative briefs daily.
- Final Results**
Live in 18 days: every scale / cut / hold decision flows through the system daily, **~30 hours a week** of manual reporting gone — a **10–15 minute morning review** any operator can run.

**RoboMarketer**

robomarketer.bot

COMPANY PROFILE

AI marketing software company — a whitelabel "AI employee" platform for agencies, with pre-trained AI staff on scheduled autopilot.

REVENUE

\$1M+ /yr

PRICING

\$997–\$2,997 /yr

FUNNEL MODEL

Meta/Google Ads → Automated Webinar Funnel → Platform Signup → **Business & Agency Plans** (whitelabel subaccounts)

MEDIA BUYING SETUP

3+ Meta/Google Ad Accounts
\$40K+/mo Meta & Google Ad Spend
⦿ Automated Webinar Funnel
🎁 Free Trial Funnel
2 Business/Agency Product Tiers

NORTH-STAR METRIC

CPA ≤ \$500

Cost per acquisition — Agency plan

18-DAY DEPLOYMENT TIMELINE

Day-by-day build — from onboarding form to a live production system the team approves daily.

Offer, webinar economics, targets & rules written down as playbook logic.

The \$50M media buying playbook encoded on top of the team's own rules.



DAY 1

CAPTURE

Meta, Google & Hyros unified into one machine-readable snapshot.

Platform numbers one side, Hyros-verified revenue the other.



DAY 4

CONNECT

First morning intelligence report ships to the team.

The day's scale / cut / hold calls with reasoning — corrections encoded.



DAY 7

DEPLOY

Approvals go one-tap; changes push live to Meta & Google.

Every decision through the system daily — actions logged with outcomes.



DAY 12

RUN

Live in production. ~30 hrs/week of manual work gone.

A 10–15 min morning review any operator runs — calibrating on live data.



DAY 18

IMPROVE