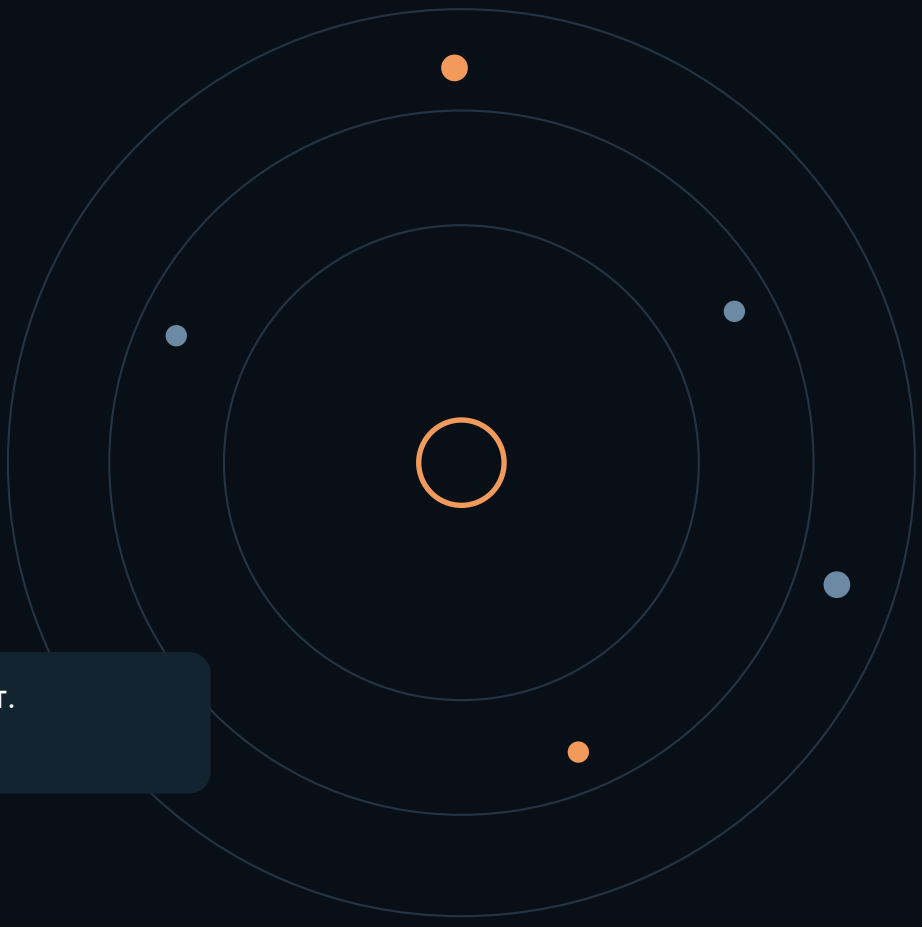
03 / WOLF ENGINE COLLECTION

WOLF ADS OPERATOR

An intelligent advertising command system. Plan campaigns, connect authorized Meta assets, understand results and investigate problems with Wolf Operator.



ONE ENGINE. ONE BUSINESS CONTEXT.

Specialized products. Connected by design.

01 / THE ADVERTISING OPERATING MODEL

From intent to intelligence.

Wolf Ads joins creative planning, provider-connected campaign delivery and measured results. Wolf Operator analyzes the evidence.

BUSINESS OWNER

A business objective, in plain language

Choose the goal, product, audience, media and allowable budget.

01

WOLF ADS

Plan, prepare and review

02

META ACCOUNT

Authorized provider execution

WOLF OPERATOR

Inspect campaign performance, spend, signals, funnel health and anomalies; return evidence-based findings and recommended next steps.

The customer owns the ad account. Access, spending, publishing, reporting and connected engines are each gated by their own permissions.

02 / ACCOUNT ACTIVATION

Connect your business, not passwords.

The product experience starts by linking the right company, approved Meta assets and advertising objective.

01 **SIGN IN**

Open the Wolf Ads product through its authorized account or linked Wolf OS workspace.

02 **AUTHORIZE META**

Grant official Meta permissions; discover and select the business ad account and related assets.

03 **CONFIRM ASSETS**

Verify Page, connected Instagram profile, available media, website or WhatsApp destination.

04 **CHOOSE THE OUTCOME**

Select conversations, visits, engagement, leads or commerce goals where supported.

05 **PREPARE THE PLAN**

Define audience, market, daily budget, creative source and destination.

06 **REVIEW & APPROVE**

Create a reviewable draft. Live delivery is a separate, authorized step.

CONNECTION STATUS IS LIVE-PROVEN PER ACCOUNT, NEVER ASSUMED.

03 / CAMPAIGN ARCHITECTURE

Build around a business outcome.

Campaign goals, Facebook / Instagram / Threads placements, audience and destination are validated against the connected Meta account.

01

CONVERSATIONS

Click-to-WhatsApp campaigns and messaging-oriented results, where the account and number qualify.

02

WEBSITE VISITS

Landing-page-view optimization and validated destination links for site traffic.

03

ENGAGEMENT

Promote an existing post with compatible engagement objectives and original-media checks.

04

LEADS

Lead-focused campaigns using approved destination and conversion evidence.

05

COMMERCE

Website purchase-oriented goals depend on verified Pixel purchase signals.

06

REACH

Awareness-oriented delivery where supported by the account and provider.

Audience controls include age, gender, city inclusion or exclusion, placements and eligible pixel-based warm or lookalike audiences. Provider eligibility remains account-specific.

04 / CREATIVE STUDIO

A creative is not a thumbnail.

Build or reuse exact source media, prepare compliant copy and verify the destination before any paid launch.

MEDIA SOURCES

EXISTING POST	Preserve original Page post, video or Reel identity when officially readable.
NEW MATERIAL	Upload image or video; request eligible creative services when activated.
SMART COPY	Generate variations from the business brief, with claim and destination checks.

THE CONTROLLED CREATIVE JOURNEY

1	**SELECT**	Choose exact media and goal.
2	**BUILD**	Create copy and compatible layout.
3	**CHECK**	Confirm identity, claims and CTA.
4	**REVIEW**	Show preview and provider truth.
5	**LAUNCH**	Only after explicit approval.

Original Instagram media can require additional Meta permission. Unverified source media must not be silently replaced.

05 / WOLF OPERATOR

The intelligence inside the engine.

Ten inspected client-scoped diagnostic tools help Wolf Operator analyze real advertising evidence. This toolbelt is read-only.

01 Campaign inventory

Which campaigns and ad objects exist?

02 Meta performance

What did the provider measure?

03 Spend diagnostics

Where is delivery budget going?

04 Budget pacing

Is delivery ahead or behind pace?

05 Signal / CAPI health

Are conversion signals measurable?

06 Funnel destination

Does the link or route behave correctly?

07 Business sales truth

Which business outcomes are verified?

08 Anomaly investigation

What unusual changes need attention?

09 Campaign comparison

How do campaigns differ on valid metrics?

10 Landing-page diagnosis

Where can the destination lose visitors?

MISSION MODES: CAMPAIGN DOCTOR / BUDGET BRAIN / INTELLIGENCE / MEMORY / FIX ALL

CONTROL BOUNDARY: the audited Operator toolbelt cannot independently change Meta campaigns, budgets, bids, tracking, payments or spend.

06 / OPERATOR MISSION

A diagnosis before a decision.

A realistic sequence showing how Wolf Operator can investigate a costly message campaign without inventing sales or spending authority.

OWNER ASKS WOLF OPERATOR

"Why are messages getting expensive? Compare my campaigns, inspect the destination and tell me what to fix."

01	SCOPE	Read only the authenticated company and connected ad account.
02	COMPARE	Check valid Meta reporting periods, cost, delivery and results.
03	DIAGNOSE	Review pacing, audience, creative, destination and conversion-signal health.
04	EXPLAIN	Separate confirmed causes from observations requiring additional evidence.
05	PROPOSE	Recommend creative, audience or funnel changes with reasoning and risk.
06	APPROVE	Escalate permitted changes for human confirmation and provider revalidation.

ILLUSTRATIVE MISSION. Analysis tools exist; any actual provider change depends on a separate enabled action path, current provider truth, and owner authorization.

07 / SIGNAL & ATTRIBUTION

Measure the event, not the guess.

Wolf Ads distinguishes clicks, landing visits, conversations, leads, purchases and business-confirmed revenue - they are not interchangeable.

MEASUREMENT SOURCES

Official Meta account insights / Pixel and permitted server events / First-party destination signals / Independently verified sales

DELIVERY	Spend, impressions, provider clicks and placements	Meta account / period
DESTINATION	Link clicks and measured landing visits	Website or landing events
CONVERSATIONS	Messaging results and initiated conversations	Meta reporting
LEADS	Form or contact events from permitted sources	Validated tracking source
SALES	Paid orders or confirmed business outcomes	Independent evidence required
RETURN	Revenue / ROAS calculations	Only comparable verified cohorts

Signals require valid Pixel/CAPI setup and attribution. An ad click cannot be reported as a sale. Missing outcomes remain unverified.

08 / PERFORMANCE & REPORTING

Know what the campaign delivered.

The client portal and reporting services organize provider-backed performance, verified periods, campaign results and alerts.

WOLF ADS

PERFORMANCE / CONCEPTUAL VIEW

ACCOUNT	PERIOD
Verified Meta connection	Provider time range required

SPEND	RESULTS	COST / RESULT
—	—	—
Meta-authoritative	Goal-specific	Same scope & dates

CAMPAIGN COMPARISON

CAMPAIGN A	Account-verified insights
CAMPAIGN B	Evidence pending

THE REPORTING SYSTEM

ACCOUNT REPORTS	Spend, impressions, delivery and messaging outcomes
CAMPAIGN VIEWS	Creatives, objective, link and destination checks
WATCH & ALERTS	Tenant-specific issues, provider drift and safety findings

INTERFACE ILLUSTRATION - NOT A LIVE CUSTOMER SCREENSHOT

09 / AUTOMATION & GOVERNANCE

Guardrails before growth.

Wolf Ads includes monitoring, optimization analysis and protected provider action paths. Their existence never means all are enabled to spend autonomously.

PROVIDER-TRUTH CHECKS

Read back account, campaign, budget, objective and creative identity before activation.

PAUSED DRAFT MODEL

Create or validate drafts before any authorized paid delivery.

BUDGET GUARDRAILS

Budget pacing, floor checks and controlled governance; no unproven revenue-based spending.

HEALTH WATCH

Monitor tenant connection, event pipelines, campaign evidence and operational errors.

DISCREPANCY DETECTION

Flag local-vs-Meta budget or creative differences rather than silently rewriting history.

TEST & SHADOW MODES

Creative A/B test planning and shadow optimization where available; restricted modes avoid provider mutations.

Actual changes require feature entitlement, user permission, valid provider ownership and approval. Some autonomous write flags are explicitly disabled in the inspected Operator module.

10 / CONNECTED WOLF ENGINE

Advertising belongs to the business.

Wolf Ads is part of the wider operating environment: the owner reviews results through connected systems while staff work in their company workspace.

OWNER / CHATGPT

WOLF MANAGEMENT

Ask about verified advertising results and request follow-up with the appropriate business team.

TEAM / COMPANY WORKSPACE

WOLF OS

Linked performance card, authorized account entry, tasks, leads and recorded follow-up.

SPECIALIST ENGINE

WOLF ADS + WOLF OPERATOR

Campaigns, Meta evidence, creative, performance diagnosis and provider-authorized actions.

A product card or integration listing does not prove that a particular company has purchased, connected or activated all services. Cross-engine missions require per-tenant end-to-end verification.

11 / PRODUCT SPECIFICATION

A complete advertising discipline.

Capabilities are grouped by responsibility. Backend modules, service availability and verified account permissions remain separate facts.

CONNECT	Official Meta OAuth; Page, Instagram and ad-account selection	Account approval
PLAN	Goal, market, audiences, locations, placements, budgets	Provider eligibility
CREATE	Copy, source media, video/image inputs, A/B tests and draft preview	Source verification
ACTIVATE	Meta draft identity, provider preflight, explicit launch approval	Protected write
OPERATOR	Ten campaign, spend, funnel, signal and anomaly diagnostic tools	Read-only toolbelt
MEASURE	Meta account insights, event signals, verified sales evidence	Source dependent
MONITOR	Health watch, discrepancies, budget checks and alerts	Services present
INTEGRATE	Wolf OS account bridge, briefing signals and business context	Per-tenant link

DELIVERY & TRUST

Software access, connected accounts, optional creative services and supervised management can be packaged by agreement. This brief describes code-inspected capabilities; it is not a claim of universal provider approval, guaranteed ROAS or unattended spending.