

MOMENTCAST

The predictive AI Marketing Command Center

Know what to do next before the market does.

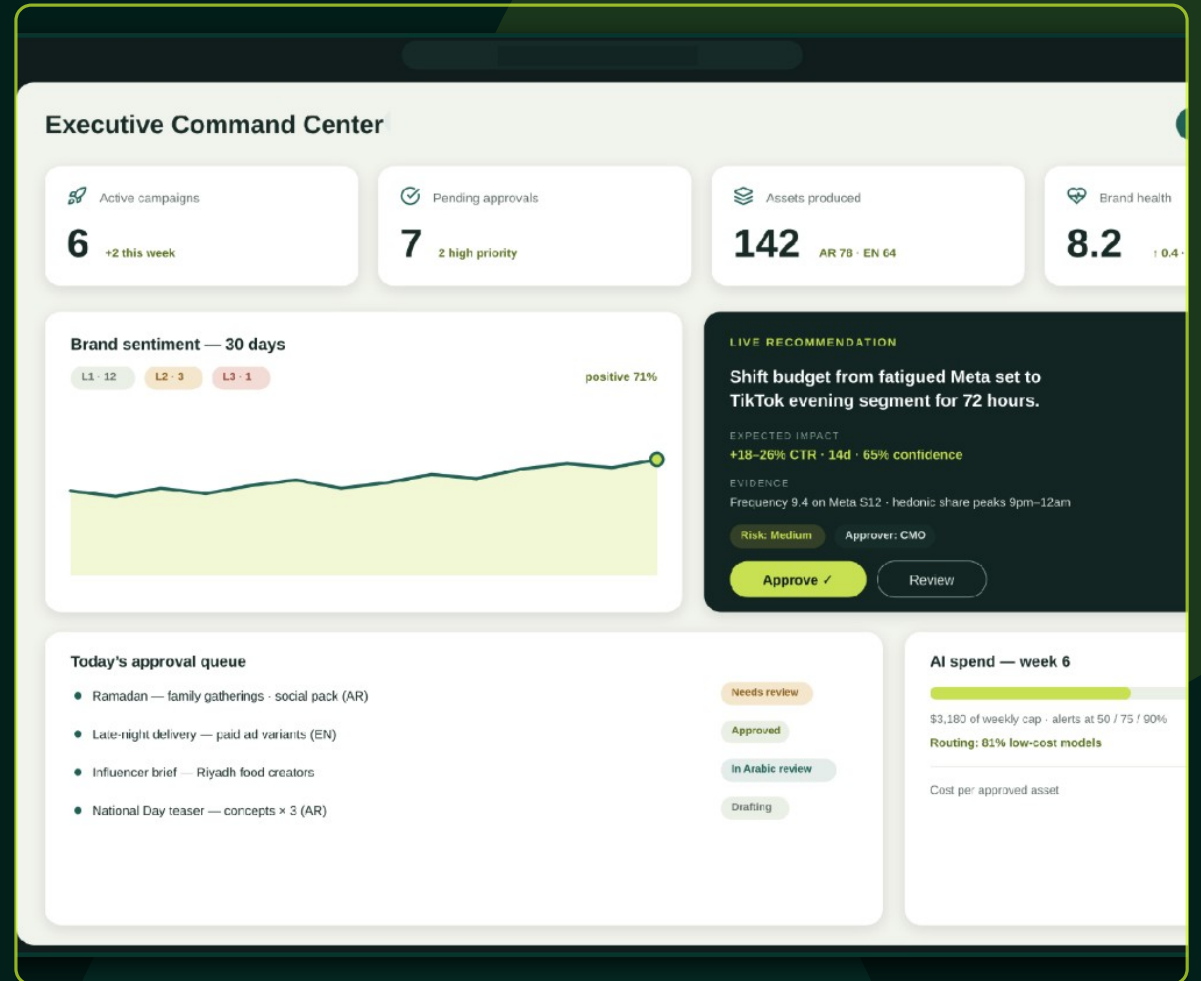
Predict who is ready to buy. Recommend the next best action. Approve with confidence. Measure what actually moved revenue.

Predict

Recommend

Approve

Learn



Marketing is still managed after the fact

Enterprise brands spend millions, then wait days or weeks to learn what happened. The real problem is not content volume. It is missing prediction.

Slow agency loop

Briefs, meetings, decks, revisions, approvals. By the time a campaign launches, the moment may be gone.

Dashboards without decisions

Most tools show what happened yesterday. They rarely say what to do today.

Wasted spend

Budget follows vanity metrics, last-click ROAS, and historical habits instead of true incremental impact.

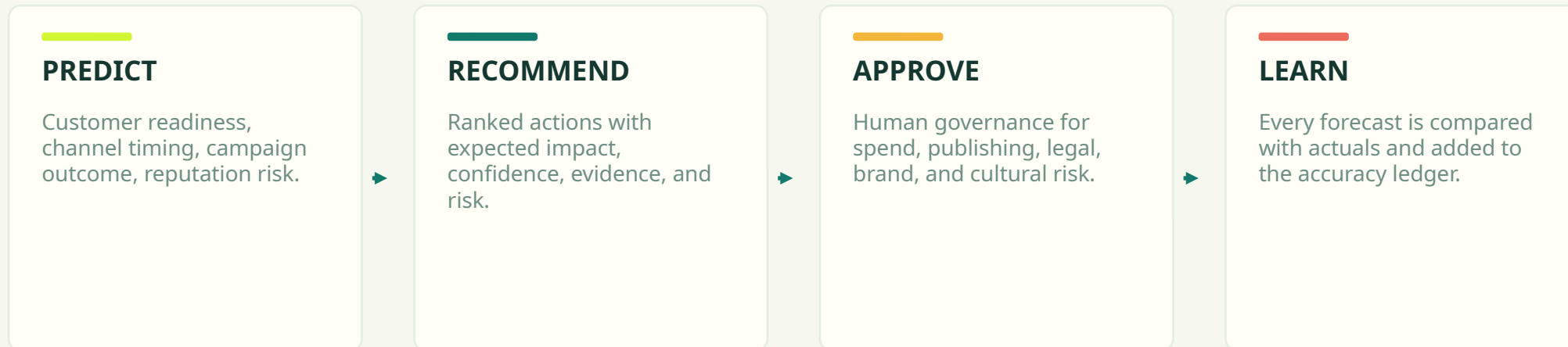
Reactive reputation

Brands notice crises after a topic is already visible, not when velocity first turns dangerous.

The question is no longer “what happened?” It is “what will happen next, and what should we do now?”

From reporting to prediction

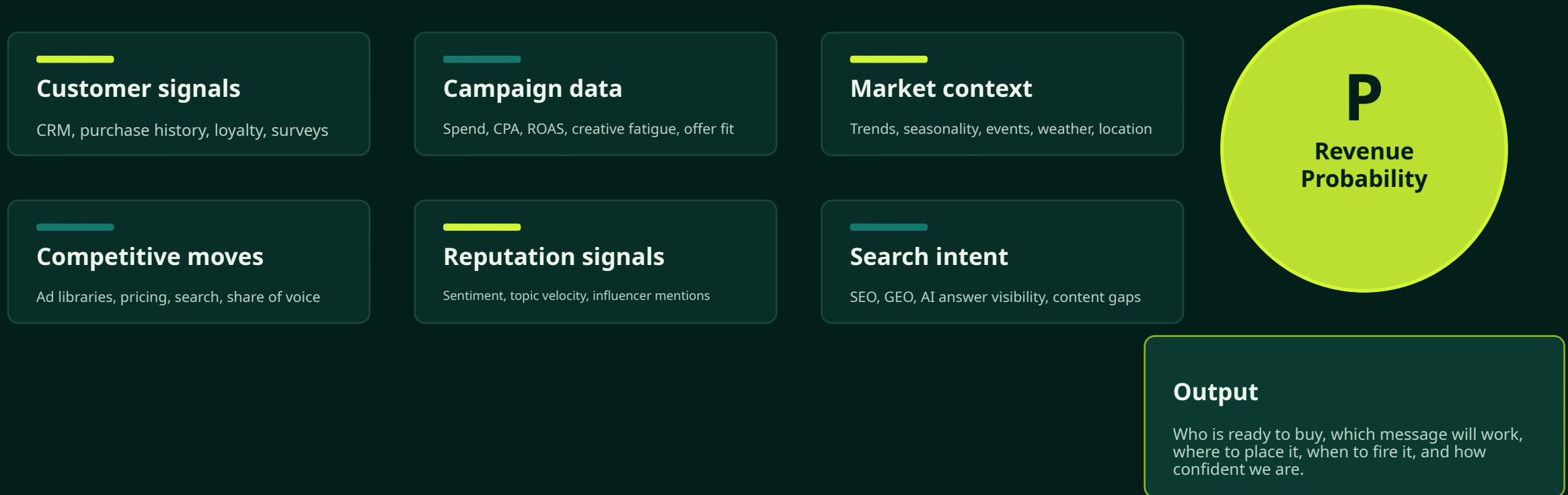
Momentcast turns fragmented data into confident next moves: who to target, what to say, when to act, where to spend, and what outcome to expect.



Momentcast is not a dashboard. It is a predictive AI Marketing Command Center.

The Revenue Probability Model

Momentcast estimates which audience, message, channel, and timing are most likely to convert before budget is committed.



Not “AI magic.” A business prediction system calibrated by every campaign outcome.

Find the customers most likely to move

Momentcast does not claim to read minds. It predicts intent, timing, and response using approved business data and market signals.



Likely buyers

People most likely to convert in the next window.



Upsell targets

Customers likely to buy a higher-value bundle.



Churn risks

Customers at risk of lapsing or defecting.



Dormant reactivation

Past customers likely to respond to a specific reason to return.



VIP / high-CLV segments

Customers worth protecting, rewarding, or expanding.



Lookalike quality

Which new audiences resemble actual profitable buyers.

The outcome: fewer generic campaigns, more targeted moments that feel relevant and timely.

Predict the campaign before you spend

Before launch, Momentcast estimates likely impact, risk, and channel fit so teams can choose the highest-probability move.

Campaign forecast

Ramadan Family Gatherings · Riyadh · premium food delivery

Expected ROAS

4.1x

+0.8 vs baseline

CPA range

SAR 22-28

within cap

Confidence

72%

medium-high

Best window

9:00pm-12:00am

Best channels

TikTok · Snap · WhatsApp

Expected revenue SAR 180k-260k incremental gross sales

Audience fit Premium family delivery customers, Riyadh

Creative risk Low fatigue risk for first 5 days

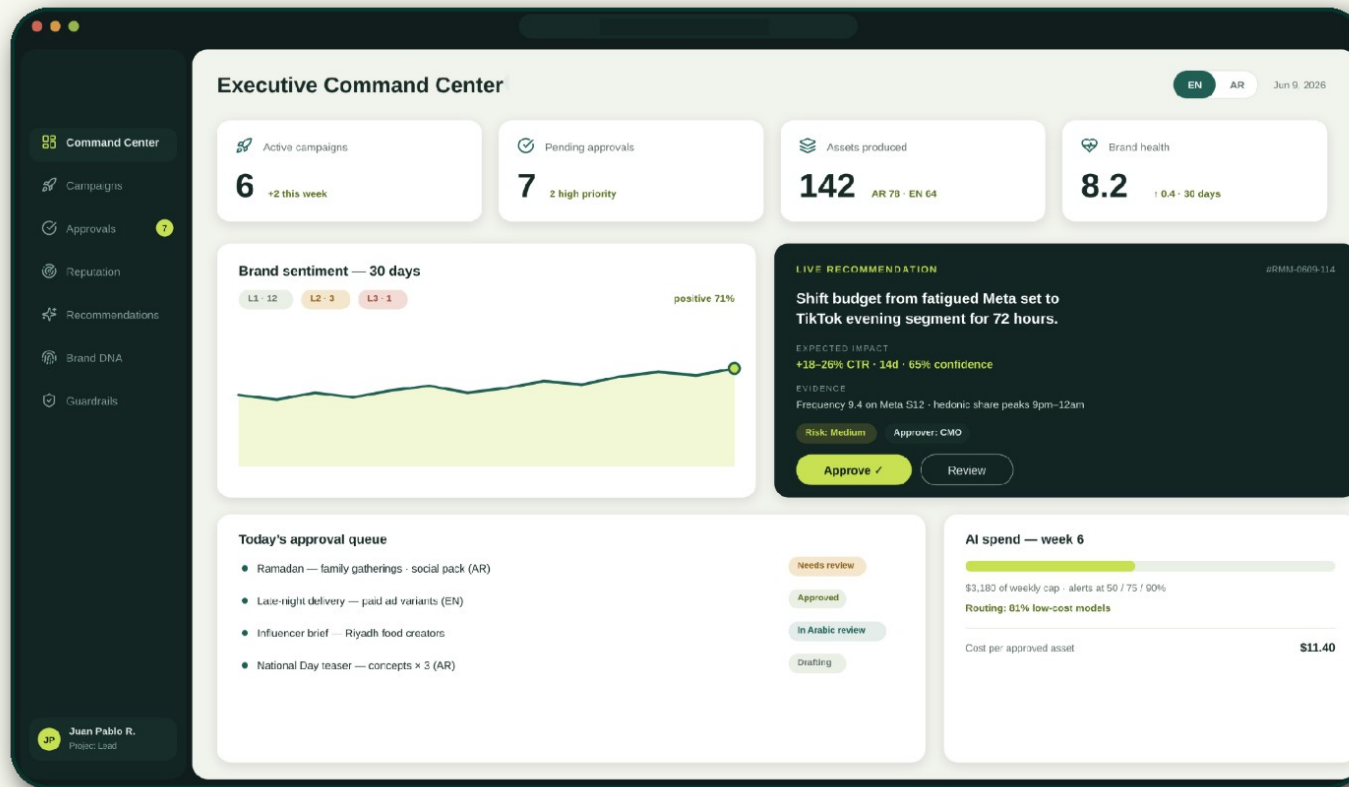
Measurement 5% holdout to confirm lift

Approval path Brand + Arabic review + CMO

No launch should start from a vague prompt. Every campaign starts with a measurable prediction.

Executives see decisions, not data dumps

The Command Center compresses campaign performance, approvals, brand health, AI cost, and recommendations into one decision surface.



What the screen answers

- What is growing revenue?
- What is wasting spend?
- What needs approval?
- What risk is rising?
- What should we do next?

Every card points to an action, owner, evidence, and expected impact.

A plain request becomes a structured forecast

Momentcast turns “create a campaign” into a measurable plan: audience, offer, channel, timing, approvals, success metric, and predicted impact.

app.mmm.as / briefs / new

New Campaign Brief

Saudi guardrails: ON

Describe the campaign — English or Arabic

"Create a Ramadan campaign for premium food delivery customers in Riyadh, focused on family gatherings and late-night orders. Launch two weeks before Ramadan."

Structure brief →

The system converts plain language into a structured, measurable brief — nothing generates from a vague prompt.

Guardrails applied at generation

- Religious sensitivity
- Ramadan tone
- modesty & family rules
- prohibited claims
- influencer disclosure

Structured brief

Auto-built

- OBJECTIVE**
Orders from existing premium customers, Ramadan window
- AUDIENCE**
Premium delivery customers · Riyadh · families
- OFFER**
Family iftar bundles · late-night free delivery
- CHANNELS**
TikTok · Snap · Meta · WhatsApp
- TIMING**
2 weeks pre-Ramadan → Eid · iftar & suhoor windows
- FORMATS**
Social × 8 · paid × 6 · video script · influencer brief
- APPROVALS**
Brand → Arabic review → CMO
- SUCCESS METRIC**
Incremental orders vs. holdout · CPA cap SAR 28

Generate campaign pack →

Forecast generated

Objective: incremental orders
Audience: premium Riyadh families
Timing: pre-Ramadan + iftar/suhoor windows
Channels: TikTok, Snap, Meta, WhatsApp
Predicted ROAS: 3.8x–4.4x
Risk: medium · needs Arabic review
Measurement: CPA cap + holdout

Generate campaign pack →

The feed is ranked by expected business impact

Momentcast recommendations are not generic insights. They are specific actions with evidence, risk, owner, deadline, and measurement plan.

Shift budget

Move SAR 80k from fatigued Meta set to TikTok evening window for 72 hours.

+SAR 140k-220k revenue

65% confidence

Launch offer

Bundle premium family iftar meals for Riyadh customers with high delivery frequency.

+18-24% order lift

72% confidence

Close content gap

Create Arabic comparison page for “premium delivery Riyadh” before competitor captures AI search.

+9-14% organic demand

Medium risk

Reputation action

Delivery delay topic velocity has doubled. Prepare holding response and pause playful posts.

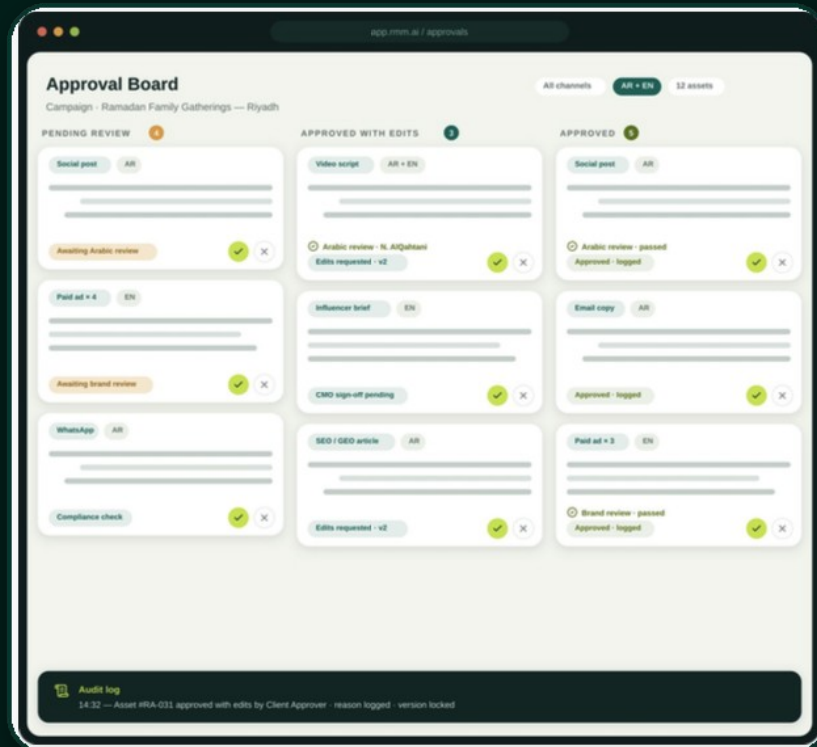
Avoid Level 4 escalation

High urgency

Every recommendation answers: what should we do, why now, what could go wrong, and how will we know it worked?

Prediction creates speed. Governance creates trust.

Momentcast is designed for enterprise brands: AI recommends, humans approve, every action is logged.



Approval card includes

- Expected impact
- Evidence and confidence
- Risk level
- Budget or publishing change
- Legal / brand / Arabic review
- Owner and deadline
- Audit trail
- Rollback notes

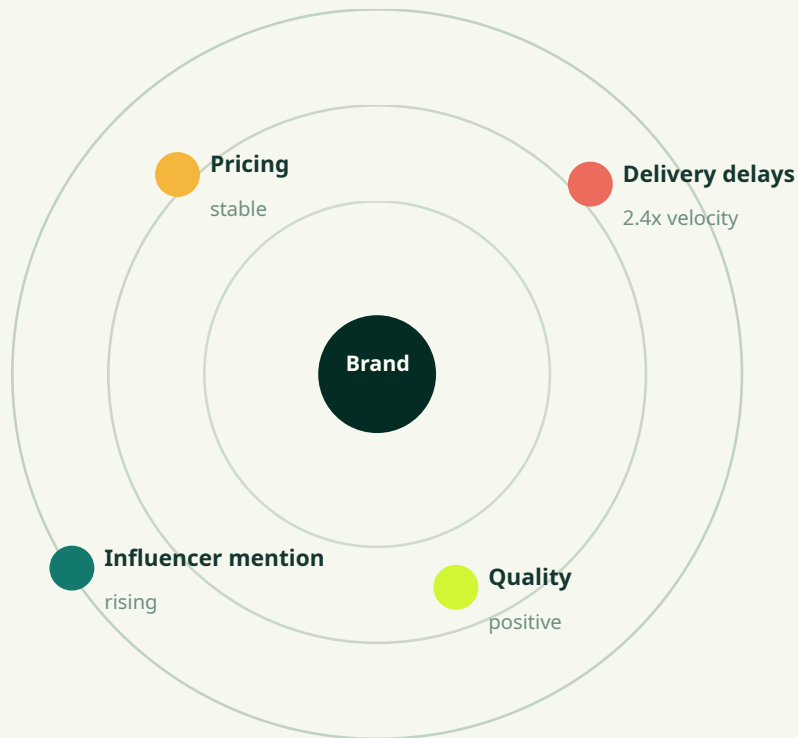
Approve

Request edits

Simulate

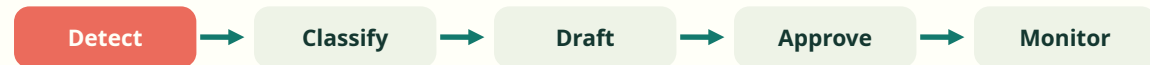
Not just sentiment. Topic velocity.

Momentcast detects which topics are gaining speed, predicts whether they may become a brand risk, and prepares the response path before the crisis peaks.



Early-warning system

When a topic crosses volume + velocity + influence thresholds, Momentcast escalates it with a clear incident summary, recommended response options, stakeholders to notify, and a monitoring cadence.



The predictive marketing chief of staff

Voice or chat with an AI operator that knows your goals, watches your data, and briefs you only when action is needed.



You ask

"What will drive sales this week?"

Jarvis answers

"Two high-intent segments are ready. I recommend one Snap burst and one WhatsApp reactivation."

You ask

"What is about to break?"

Jarvis answers

"Delivery delays topic has crossed Level 3 velocity. I drafted a response plan."

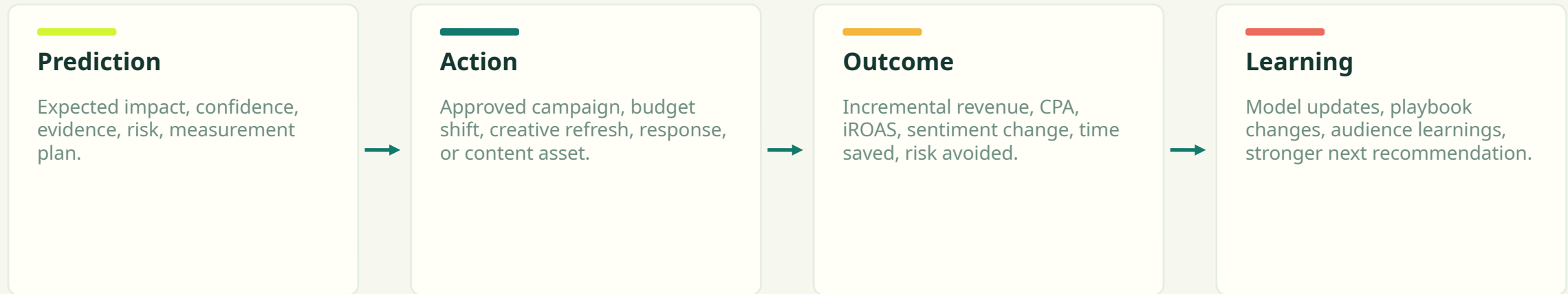
Proactive channels

In-app · Email · WhatsApp · SMS · Slack / Teams · Phone call for Level 4+ crisis only

Jarvis should feel persistent, not annoying: it escalates based on rules, risk, budget, and urgency.

Every prediction becomes accountable

The advantage is the forecast accuracy ledger: predicted outcome vs. actual result, captured after every approved action.



The quarterly report is not a PDF full of metrics. It is an audit of which predictions created value and which ones improved the model.

Agencies report. Momentcast predicts.

The product does not replace creativity or human judgment. It replaces slow guessing with daily evidence-backed decisions.

Traditional agency loop

- Wait for brief
- Produce concepts slowly
- Report after spend is gone
- Optimize by committee
- Limited visibility across sales, reputation, and market context
- Pricing tied to hours, retainers, or media spend

Momentcast loop

- Detect opportunities proactively
- Predict likely impact before spend
- Recommend daily with evidence
- Route approvals safely
- Measure incremental impact
- Improve the playbook after every campaign

The new pitch: fewer decks, fewer syncs, more predictable outcomes.

Ramadan campaign: from signal to sale

A concrete example of how Momentcast turns predictive intelligence into approved execution.

1. Signal

Premium family orders rise before Ramadan; competitors push late-night offers.

2. Prediction

Riyadh families 25–44 likely to respond 9pm–12am on Snap + TikTok.

3. Plan

Create family iftar bundle + suhoor free delivery test with CPA cap.

4. Approval

Arabic review, brand check, CMO budget approval, holdout setup.

5. Launch

Assets go live with tracking, monitoring, and fatigue prediction.

6. Learn

Results update audience timing, offer fit, and next-week recommendations.

This is not “launch more content.” It is “launch the right message at the right moment with a measurable expected result.”

MOMENTCAST

More predictable growth. Smarter spend. Faster decisions.

Momentcast becomes the AI Marketing Command Center for enterprise brands: predictive intelligence, actionable recommendations, human approval, and measurable outcomes in one place.

Predict

who is ready to buy

Recommend

the next best move

Approve

with enterprise governance

Measure

the impact that matters

Build the predictive AI Marketing Command Center

