

# TURN BRIEFS INTO WINNING MEDIA PLANS.

PlanX transforms campaign briefs into strategic, execution-ready media plans — in minutes, not days. AI purpose-built for how modern media planning actually works.

You own the intelligence layer so you get better results from your data, and imbue **your** way of doing media, at a lower total cost.

GET STARTED

[innovationforgeai.com](https://innovationforgeai.com) →

## HOW IT WORKS



## BUSINESS IMPACT

**DAYS → MIN**

Faster planning cycles

**10×**

More campaigns per planner

**100%**

Explainable AI recommendations

**GLOBAL**

Standardized planning quality

## CORE CAPABILITIES



### AI-Powered Strategic Planning

Converts any brief format into structured plans with funnel strategy, channel allocations, audience and geo recommendations.



### Decision Intelligence Layer

Confidence scoring, scenario modeling, and what-if analysis — powered by your historic campaign and performance data.



### Workflow Automation

Standardizes planning methodologies, reduces manual effort, and integrates with downstream buying and execution systems.



### Enterprise Governance

Role-based controls, human oversight, full auditability, and multitenant architecture built for enterprise security standards.

## BUILT FOR

Advertising Agencies

Media Planning Teams

Brand Marketing

Retail Media Networks

Media & Entertainment

Enterprise Marketing Ops

## CONTACT US

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