



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

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HOW IT WORKS

Campaign brief

Brand taxonomy & hierarchy

Historic plans

Performance data

PLANX

AI Decision Layer



Funnel strategy

Audience plan

Budget allocation

Channel mix

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

NAME Logan Honeycutt
TITLE Senior Director of Enterprise Sales & Strategy
EMAIL logan.honeycutt@innovationforgeai.com
MOBILE (312) 259-1190
WEB innovationforgeai.com