

Facebook Ads OS

Facebook Ads OS – Vision & System Blueprint

1. Vision (Why We Are Building This)

The Big Idea

We are not building tools to "run Facebook ads".

We are building a **Facebook Ads Operating System (Ads OS)** — a plug-and-play, AI-powered performance layer that sits **on top of Meta ads** and optimizes what actually matters:

- Speed of response
- Lead quality
- Message-market fit
- Creative iteration velocity

The Ads OS should be:

- **Used internally** by our agency
- **Sold externally** to advertisers and agencies
- **Composable** (each module works independently)
- **Human-safe** (AI assists, humans decide where risk is high)

Our competitive edge is **systems + feedback loops**, not media buying tricks.

2. Core Design Principles (Non? Negotiable)

1. **Speed beats optimization**

Fast follow-up and iteration outperform perfect targeting.

2. **Offer & creative > targeting**

The OS optimizes messaging, not audiences.

3. **AI generates, humans approve when risk is high**

Especially for video, claims, and brand tone.

4. **Everything must be measurable**

If it cannot be measured, it does not exist.

5. **Sheets-first, DB-ready**

Google Sheets is temporary UI, schema is permanent logic.

3. High-Level System Architecture

FB Ads / Website / Outbound

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Lead Ingestion Layer

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Google Sheets (Canonical Schema)

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Automation Orchestrator

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AI Call + Qualification Engine

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Dashboards + Notifications

Parallel Systems:

- Creative OS (Text / Image / Video)
 - Ad Intelligence OS (Scraping + Patterns)
 - Growth OS (Outbound selling of Ads OS)
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4. System 1: Universal Lead Handling & Qualification OS

Purpose

Convert leads faster than competitors and surface *qualified intent*, not raw leads.

Inputs

- Facebook Lead Forms
- Website forms
- Manual / outbound leads

Core Flow

```
New Lead
→ Google Sheets (lead_id created)
→ Telegram notification
→ AI call triggered
→ Call status updated
→ AI summary + qualification score
→ Dashboard updated
```

Canonical Lead Schema (v1)

```
lead_id (uuid)
source (fb / web / outbound)
campaign_id
ad_id
timestamp

call_status
call_attempts
call_duration
call_recording_url

qualified (yes / no)
qualification_score (0-100)

ai_summary
next_action
assigned_human
```

Call State Machine

```
NEW
NOTIFIED
CALL_ATTEMPTED
CONNECTED
NO_ANSWER
QUALIFIED
NOT_QUALIFIED
CALLBACK_SCHEDULED
ESCALATED_TO_HUMAN
```

Non?Negotiables

- No silent failures
 - Every lead must always have a state
 - AI summaries must be readable by a client
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5. System 2: Creative OS (Ad Creation Engine)

Purpose

Generate high-quality ads faster than human teams using AI + critique loops.

Inputs (Client Intake, Mandatory to write down always)[Make web/form to take these details]

- ICP definition
 - Core pain points
 - Desired outcome
 - Client story / belief
 - Offer details
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5.1 Text Ads System

Flow:

Claude → strategy & angle
Kimi → copy generation
Claude → persuasion critique
Policy checker → compliance
Human (optional) → approval

Outputs:

- Primary text
 - Headlines
 - CTA variants
 - Angle tagging
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5.2 Image Ads System

Flow:

Claude → visual concept
Kimi → image prompt
Nano Banana → image
Claude → clarity + compliance review

Outputs:

- Image
 - Prompt
 - Angle & message metadata
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5.3 Video Ads System (Human-in-the-loop)

Flow:

Claude → hook + script
ChatGPT → clarity & pacing feedback
Claude → refined script
Claude → ArcAds/HiggsField
Human → approval / edits

Why Human Required:

- Brand risk
 - Policy risk
 - Claim risk
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6. System 3: Ad Intelligence OS (Scraping & Pattern Mining)

Purpose

Never start creatives from scratch.

Capabilities

- Scrape FB ads in same market
- Identify:
 - Long-running ads
 - Repeated hooks
 - Offer framing

Stored Metadata

- Runtime duration
- Hook type
- Angle category
- CTA structure

Output

- "Pattern-based" ad drafts mapped to **our offer**
 - Never direct copying
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7. System 4: Growth OS (Selling the Ads OS)

Purpose

Use our own system to acquire clients.

Flow

```
Scrape advertisers / agencies
→ Enrich contact
→ Personalized outreach / form fill
→ Monitor response time
→ If no callback < 1 hour
→ Pitch Ads OS
```

Positioning

Not:

“You didn’t call us”

But:

“Your response time was X minutes. Here’s what happens at 60 seconds.”

Attach:

- Sample dashboard
- AI call summary

8. System 5: Website Analytics (Optional / Later)

Purpose

Understand intent, not vanity metrics.

Track

- Pages before conversion
- Time to submit
- Entry source

Later used to:

- Improve ad messaging
 - Improve AI call context
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9. Build Phases (For the Team)

Phase 1 (Must Ship First)

- Lead handling OS
- AI calls + summaries
- Telegram alerts
- Dashboard (basic)

Phase 2

- Text Ads Creative OS
- Client intake form

Phase 3

- Image Ads System

Phase 4

- Video Ads (human-in-loop)

Phase 5

- Scraping + Growth OS
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10. What We Are NOT Building (Important)

- Auto-publishing ads without approval
 - Fully autonomous video ads
 - Complex audience hacks
 - Over-engineered infra
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Final Note to the Team

We are building an **Ads OS**, not an agency workflow.

Every system must:

- Reduce time
- Increase clarity
- Improve decisions

If a feature does not do this — it does not ship.

Revision #2

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