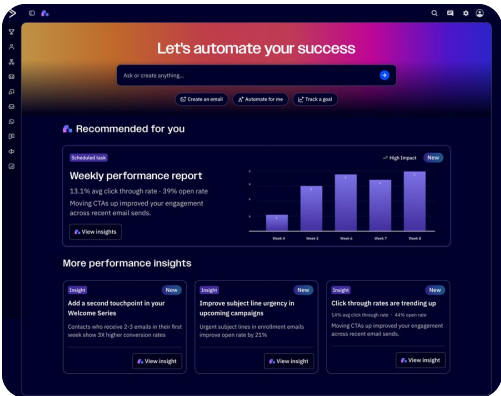


Active Intelligence 3.0: Wavelength

Capability Guide

A complete reference to every capability in the release, and what each one delivers on a client account.

One release, one shared foundation



Every capability draws on one shared context layer: a live read of each client's account, platform, content, and brand. The output is shaped to that client, never a template applied across every account.

What's inside	A clear breakdown of every capability, organized by the four areas below.
How it reads	What each capability does, where it fits, and the value it creates for you and your client.
What it's built on	The context layer underneath every capability, the reason it compounds across your book of business.

Four areas of capability

01

External Intelligence

Account-specific knowledge of history, patterns, performance, and benchmarks that grounds every recommendation.

02

Autonomous Actions

Proactive drafts, scheduled tasks, and monitoring that run in the background on each account's cadence.

03

Advanced AI

Generation, translation, and external signals that reach beyond the account into the wider market.

04

The Context Layer

The live foundation underneath the other three, the reason the same capability performs differently, and better, on every account.

01 · EXTERNAL INTELLIGENCE

The foundation. Deep knowledge of each client's account, platform, and content, so every recommendation is built from that client's own evidence rather than a playbook copied across accounts.

1 Adaptive memory

Learns each account and moves past generic advice.

It continuously reads each account's sends, engagement, and workflows, deepening what it knows with every interaction, so its guidance grows more precise the longer it works the account.

FOR YOU

Expertise that stays specific to each client as you scale.

FOR YOUR CLIENT

Guidance shaped by what has genuinely worked for them.

2 Content performance

Knows the content that lands with each audience.

It reads content-level results across each account, surfacing the specific creative and subject lines that drive opens and clicks and flagging the tired assets that are ready to retire.

FOR YOU

Clear evidence behind every creative call you present.

FOR YOUR CLIENT

Higher opens and clicks from content that resonates.

3 Industry benchmarks

Measures each account against real benchmarks.

It measures open and click rates against real industry benchmarks, giving every result honest context instead of a number in isolation, so targets reflect how comparable accounts actually perform.

FOR YOU

Credible, benchmark-backed conversations in every review.

FOR YOUR CLIENT

Honest targets set on real data rather than instinct.

01 · EXTERNAL INTELLIGENCE

Active Intelligence also reads how work is built and connects the dots across an entire book of business, not one account at a time.

4 Automation patterns

Learns what makes each account's automations work.

It reads how each account's automations are built and identifies the recurring structures that consistently produce results, turning what works into a repeatable pattern rather than a one-off.

FOR YOU Consistent automation quality across accounts, built faster.	FOR YOUR CLIENT Proven structures applied to their account, not guesswork.
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5 Cross-account intelligence

Wins on one account accelerate the next.

Patterns proven on one account inform the approach on similar ones, so every win compounds and a full book of business steadily grows smarter instead of learning each account from scratch.

FOR YOU A book of business that grows collectively smarter.	FOR YOUR CLIENT The benefit of wins already proven on comparable accounts.
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6 Multi-asset analysis

Reviews the full campaign as a single piece.

It assesses the full campaign in context, the copy, imagery, and structure together, rather than a subject line alone, so feedback reflects how the pieces actually work as one finished piece.

FOR YOU Fewer misses that would otherwise surface after the send.	FOR YOUR CLIENT Campaigns that land as one cohesive, considered piece.
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02 · AUTONOMOUS ACTIONS

Active Intelligence does not just advise, it acts. Autonomous Actions put drafts, tasks, and monitoring to work in the background on each account's cadence, so nothing waits on someone remembering to check.

7 Proactive drafts and ideas

Brings ready-to-review work forward first.

Grounded in what it already knows about the account, it prepares campaign drafts and suggested next steps before anyone asks, so work arrives ready to review instead of waiting on a request.

FOR YOU

A visibly proactive posture on every account you manage.

FOR YOUR CLIENT

Fresh ideas that reach them before they have to ask.

8 Scheduled tasks and actions

Runs recurring work on a set cadence.

Routine work runs automatically on each account's own rhythm, executing reliably in the background without a person triggering every step, so recurring tasks never slip through the cracks.

FOR YOU

More accounts served to a high standard at the same time.

FOR YOUR CLIENT

Recurring work handled dependably, with nothing dropped.

9 Monitoring and performance recaps

Watches every account and reports clearly.

It watches automation health and performance across the entire portfolio, surfaces whatever needs attention, and packages the results into clear, ready-to-share recaps for every account.

FOR YOU

Every client review opens with a recap already in hand.

FOR YOUR CLIENT

Issues caught and resolved before they ever notice them.

03 · ADVANCED AI

Capabilities that reach beyond the account, pulling in outside signals and producing finished creative, so the work is both informed by the market and ready to use.

10 External intelligence and brand monitoring

Surfaces outside signals worth acting on.

It factors in outside signals and brand mentions relevant to each client, so recommendations reflect the wider market and the moment, not just what is happening inside the account itself.

FOR YOU

You spot what matters before the client ever flags it.

FOR YOUR CLIENT

Timelier moves tuned to their market and their brand.

11 AI image generation

Creates campaign-ready visuals in context.

Imagery is generated within the flow of building a campaign and informed by the account's brand, arriving campaign-ready without a separate design pass or a wait on outside creative resources.

FOR YOU

Complete campaigns ship without a design bottleneck.

FOR YOUR CLIENT

On-brand visuals delivered on a noticeably faster turn.

12 AI email translations

Turns one email into audience-ready variants.

Campaigns translate into additional languages in place, reaching multi-market audiences without rebuilding each email, so expansion into new regions no longer means duplicating the work by hand.

FOR YOU

A clear market-expansion story you can take to clients.

FOR YOUR CLIENT

Reach into new markets without rebuilding each email.

THE CONTEXT LAYER

The payoff

Every capability in this guide is sharper because of the context layer beneath it. It is why the same capability performs differently, and better, on each client account, never as a generic template applied across the board.

What it reads, automatically

Nothing here is assembled by hand. The context layer continuously draws on four live streams for every account.

01

Account profile & history

The client, their industry and audience, and the full history of work done in the account.

02

Platform usage

How the account uses the platform, so recommendations fit the tools and workflows already in play.

03

Campaign performance & content

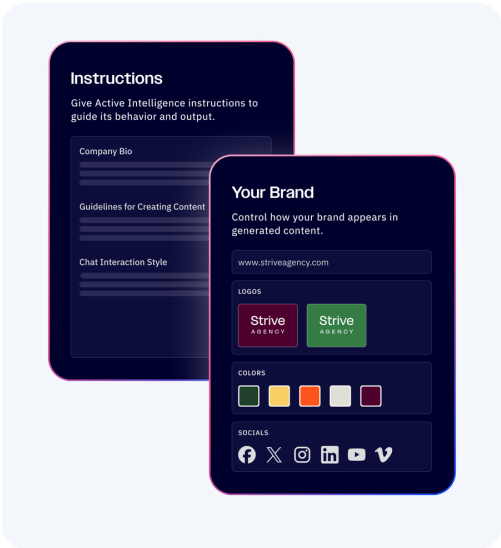
What is landing and what is not, across open and click patterns, content performance, and engagement.

04

Brand & external signals

The client's brand plus real-time signals beyond the account that shape the right next move.

What you add to it



You shape it per client

Learns each client's brand and how you work.

On top of what it reads on its own, you steer it per account with Brand Kit, custom instructions, and memory. The more context you give it, the more every draft, insight, and alert fits that specific client.

FOR YOU

Output that carries your judgment across every account.

FOR YOUR CLIENT

Everything tuned to their brand, never a generic default.

Ready to put it to work?

Complete your Active Intelligence: Wavelength training to put every capability to work across your book of business. Visit <https://acpartners.thinkific.com>

Start training →