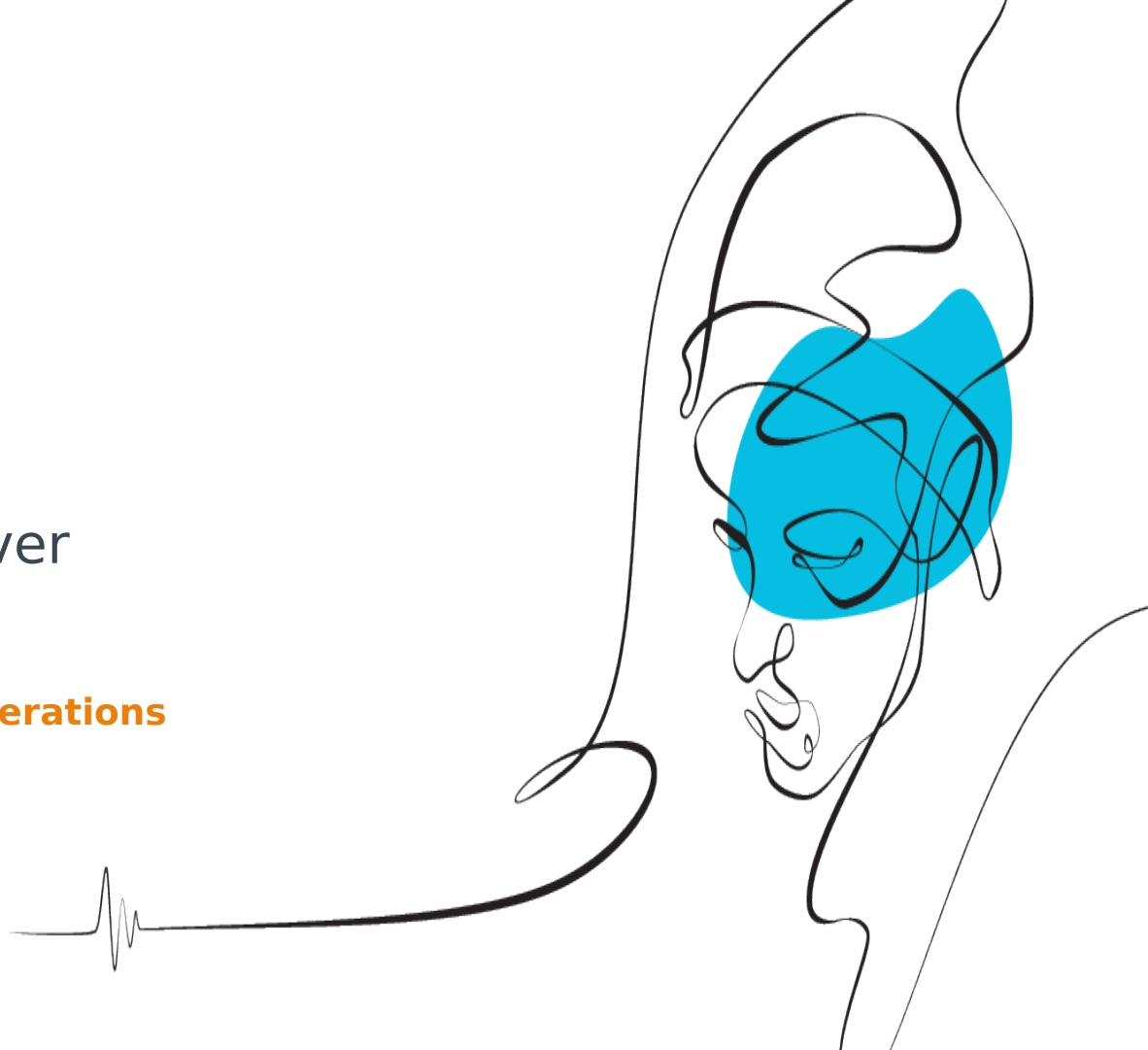


IQ.Proof

Did our campaigns deliver
what they promised?

Singula Decisions IQ · **For Operations
Teams**



THE QUESTION EVERY CAMPAIGN EVENTUALLY FACES

AI tools launch campaigns with confident numbers attached: subscribers to be saved, revenue to be recovered, viewers to be won back. Then the campaign runs — and the numbers are rarely seen again.

“Did any of this actually work?”

- Ops teams shouldn't need a data analyst to find out whether last month's winback delivered.
- Finance shouldn't hear about a struggling campaign for the first time at the post-mortem.
- And the answer shouldn't live in a spreadsheet someone builds by hand every quarter.

WHAT IQ.PROOF IS

One screen of receipts. Every campaign launched by an IQ tool, three facts each — built for the operations team, not the analyst.

1

What it promised

The number attached at launch — “save 62 Gold members”, “win back 20 lapsed rugby fans”. In subscribers and pounds, exactly as pitched.

2

What it delivered

The actual outcome — final for completed campaigns, tracking live for ones still running, judged against pace.

3

The verdict

One chip, plain English: beat its promise, delivered, on track, falling short, or too early to judge. Readable at a glance.

No tabs. No drill-downs. No technical vocabulary. The detail exists underneath — the screen doesn't make you visit it.

ONE CARD PER CAMPAIGN

Rugby lapsed winback — March

BEAT ITS PROMISE

Launched by IQ.Copilot · completed

PROMISED

20 won back

DELIVERED

26 won back

VALUE

£11.2K
promise



Won back 6 more subscribers than promised — £2.6K of annual revenue ahead of plan.

→ The promise, exactly as the IQ tool stated it at launch

→ Actual outcome, colour-coded against the promise marker

→ One key message — written the way an ops person would say it

FIVE VERDICTS, PLAIN ENGLISH

Every campaign gets exactly one verdict. Live campaigns are judged against pace — where the promise says they should be by today — so a slow start is visible in week two, not month three.

BEAT ITS PROMISE

Completed and exceeded the launch number.

DELIVERED

Completed and met the promise.

ON TRACK

Live and at or ahead of pace.

FALLING SHORT

Live and behind pace — attention needed now.

TOO EARLY

Just launched — no verdict from thin data.

A wall of green would not be credible — and would not be useful. The product's value shows most when something is falling short.

THE MOMENT THAT SELLS IT

Expiring discount retention — August. Promised 29 subscribers kept; tracking 11 at day 18 of 30.

Day 18

NOT DAY 30

The miss is flagged mid-flight, while there is still time to act — not at the post-mortem.

£7.9K

AT RISK, NAMED

The shortfall is quantified in pounds, not percentages — the number finance actually cares about.

1 lever

OBVIOUS NEXT STEP

The key message points at the fix: a stronger lead offer. Back into IQ.Copilot, relaunch, keep tracking.

Catching one miss at day 18 can be worth more than the whole quarter's reporting.

BUILT FOR THE TEAM IN THE ROOM

Subscribers and pounds, never rates

“26 won back, £11.2K” — not conversion percentages, confidence intervals or model scores.

One key message per campaign

A single sentence, written the way an ops person would say it out loud in the Monday stand-up.

At a glance, not after a deep dive

Headline, three tiles, cards. The whole story lands in the first ten seconds on screen.

Honest by design

Completed-campaign money only — the revenue tiles are a receipt, never a projection. And misses are shown, not hidden.

WHY IT MATTERS

It sells the suite

Every IQ campaign launches with a number attached. IQ.Proof is where those numbers come true in public — the credibility engine behind every other IQ tool.

It earns the renewal

“Did it work?” is answered inside the product, continuously — not assembled by hand for a quarterly review. Tools that prove value get renewed.

It catches the misses

Falling-short campaigns surface mid-flight with the shortfall in pounds and the obvious lever named. That saves real money, not reporting time.

Campaigns with receipts — nobody else in the category leads with this, because nobody else's tools state a number at launch and stand behind it.

WHAT IT NEEDS TO RUN

IQ.Proof reads; it never writes. The requirements are deliberately light:

Campaign promises

Already produced: every campaign an IQ tool launches carries its promise in the decision log. No new pipeline.

Outcome events

Saves, recoveries, conversions returned from the client's marketing platform (Braze, Klaviyo, SFMC, Dotdigital, Mailchimp).

Nothing else

No new PII. No write access to campaigns or subscriber records. Deployable alongside any IQ tool already in place.

A deeper analyst layer — per-action performance, signal quality, model calibration — exists in the platform for teams that want it. This screen never makes the ops team visit it.

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Campaigns with receipts.

IQ.Proof · part of the Singula Decisions IQ suite

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