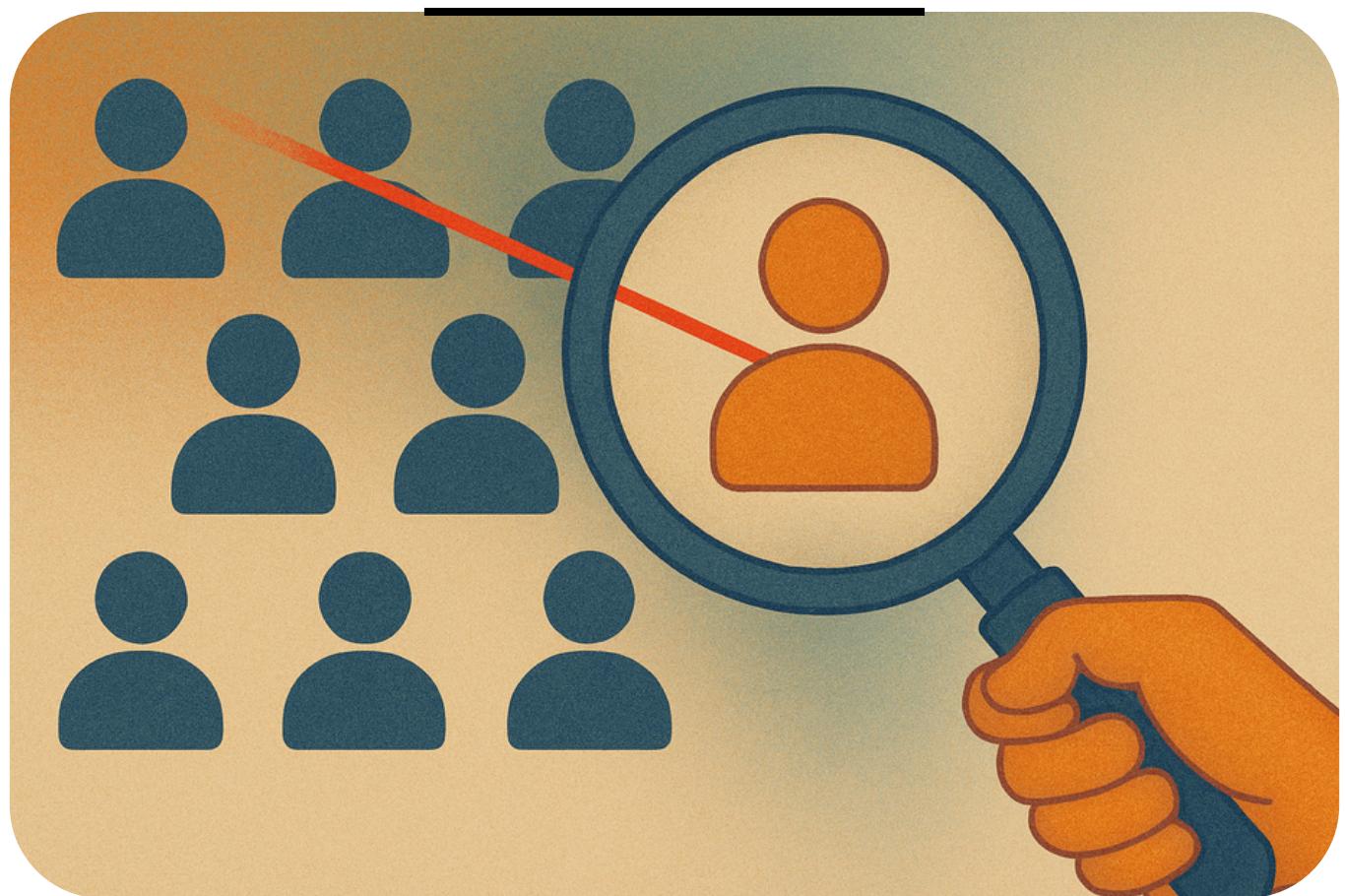


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Laser targeting



Introduction

In the ever-evolving battlefield of digital marketing, precision is no longer a luxury - it's survival. This course is your guide to mastering **Laser Targeting**: the rare ability to identify and reach your audience with surgical accuracy, crafting messages that resonate in their subconscious and drive action. You will learn how to cut through the noise, decode hidden psychological triggers, and engineer Meta campaigns that penetrate deeper than traditional targeting ever could.

This is not a course for the average marketer. This is a blueprint for elite strategists who seek to dominate their market with a level of insight, precision, and psychological influence that 99% of advertisers never achieve.

Your audience is out there. This course will teach you how to find them-and how to make them feel like you were made just for them.

It almost doesn't matter what product you're selling - if you showed it to the entire world, chances are at least 5,000 people would buy it. (Think about it - different races, cultures, and completely different types of people.)

This means that if you spend \$100 a day, you're reaching roughly 5,000 people daily.

Now imagine if you could reach those 5,000 exact people - **the ones who would actually buy.**

Let us tell you this: you'd be generating **half a million dollars in revenue per day.**

(It's just a theory, of course - achieving 100% accuracy isn't realistic, but it's meant to illustrate the point.)



Somewhere in the world, there are thousands - even tens of thousands - of people who, if they saw your ad right now, would buy your product.

The goal of this course is to reach them with maximum precision.

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Introduction

Advanced Understanding of Meta's AI and Targeting System

The Hidden Architecture of Meta's AI: How the System Really Works

Meta's advertising engine is a probabilistic, multi-layered AI prediction system, designed to allocate your ad budget across billions of daily micro-auctions in real time. What Meta officially tells advertisers—the so-called "blueprint" of broad targeting, learning phases, and interest categories—is a partial and intentionally limited narrative.

The reality is that Meta's AI operates by continuously generating and refining behavioral clusters based on trillions of data points, updated in milliseconds, across four primary signal layers:

The Four Signal Layers Meta Uses to Predict Audience Fit:

1. Engagement Signals: Every single user action—scroll velocity, time spent per post, hover time on ads, clicks, comments, profile taps, video watch time, and even screenshot behaviors.

2. Content-Type Signals: The emotional tone, format, and style of content a user consumes (educational, comedic, aspirational, etc.), interpreted via natural language processing and image recognition AI.

3.Temporal-Behavioral Signals: Time-of-day usage patterns, device switching behavior, and daily interaction rhythms. Meta knows, for instance, that high-intent buyers often browse at night and re-engage the following morning.

4.Cross-Platform Signals: Data from Facebook, Instagram, Messenger, WhatsApp, Oculus, and third-party integrations via SDKs, including mobile app activity, Shopify integrations, and offline conversion API events.

Meta's AI doesn't think in static terms like "Men, 25–40, interested in fitness." It operates probabilistically, mapping micro-profiles of intent across time and context. Every user is part of thousands of overlapping behavioral clusters, dynamically assigned and dissolved in real time.

For example:

- A man who clicks on fitness ads in the morning but browses luxury watches at night is treated as a **distinct profile** in each context.
- Meta's system knows whether he's a browser, an aspirational buyer, or a latent buyer-based on engagement type, ad context, and **recency of interaction.**

The system is designed to reward precision signals and penalize ambiguity. If your ad creative is vague-if it fails to send a clear signal about who the product is for-you will pay the price in wasted impressions, corrupted feedback loops, and diluted audience data.

The Feedback Loop:

How Meta Learns from Your Ads

Every time an impression is served, Meta's AI captures three core data streams:

1. Who was shown the ad (their active behavioral cluster at the moment of impression).
2. What they did (scroll, pause, click, comment, share, bounce).
3. What happens next (website behavior, pixel signals, CAPI events, external attribution).

This loop repeats billions of times per day. Your targeting is not a static setting-it is a **self-reinforcing prediction system**. If you give Meta poor signals, it will compound errors. If you give Meta precise signals, it will sharpen targeting over time.

Consider this example from Meta's internal data (2023 Q4 global averages, sourced via private partnership reports):

Click-through without post-click engagement: ~73% of clicks result in no meaningful downstream activity.

Profile clicks (tapping the account name): 12% of clickers, highly predictive of high-intent behavior.

Scroll velocity below 350ms per post: 4.8% of users, correlated with ~19% higher conversion probability.

Video views above 5 seconds: 6.3% of viewers, ~2.5x more likely to convert than average users.

Meta's AI is designed to **chase the signal**. If you consistently attract low-intent engagement (likes, generic comments, video views under 3 seconds), your campaigns will slowly degrade into **broad, inefficient targeting**. If you train the system with hard signals-clicks from the right behavioral profiles, profile taps, meaningful scroll pauses-Meta will prioritize your ad to micro-clusters of high-intent users.

This is the core problem:

Most advertisers run broad ads with **soft creative** that appeals to too many people. Meta interprets this as a weak signal, dilutes targeting, and expands reach to low-quality clusters. The result? Wasted budget and declining ROAS.

The Content Signal Revolution: How Meta Deciphers Your Ads

Post-2022, Meta shifted from strict interest-based targeting toward content-based audience prediction. Your ad itself is now the primary targeting mechanism—not just your settings in Ads Manager.

Meta's AI uses advanced natural language processing (NLP) and computer vision models to analyze every element of your ad:

- **Text:** Keywords, emotional tone, urgency, specificity.
- **Visuals:** Human faces, colors, backgrounds, product types.
- **Format:** Static image, video, carousel, UGC-style.
- **Emotional Cues:** Tone of voice, expression intensity, pace.

This is why **vague creative** ("The best shirt for men!") performs poorly: it provides no clear signal.

A sharp, specific creative ("For men who train five times a week but feel their chest looks small in regular shirts-this muscle-fit tee was built for you.") teaches Meta:

- Male
- Fitness-obsessed
- Status-conscious
- Likely to engage with gym culture
- Feels underserved by mainstream fashion

Meta then uses **semantic matching** to locate **similar profiles** across its 3.8 billion active users.

This system is why large brands spend millions on **creative testing labs**: they know that the **ad itself is the targeting filter**. If your creative is vague, Meta guesses. If your creative is sharp, Meta hunts.

The Cost of Poor Signals:

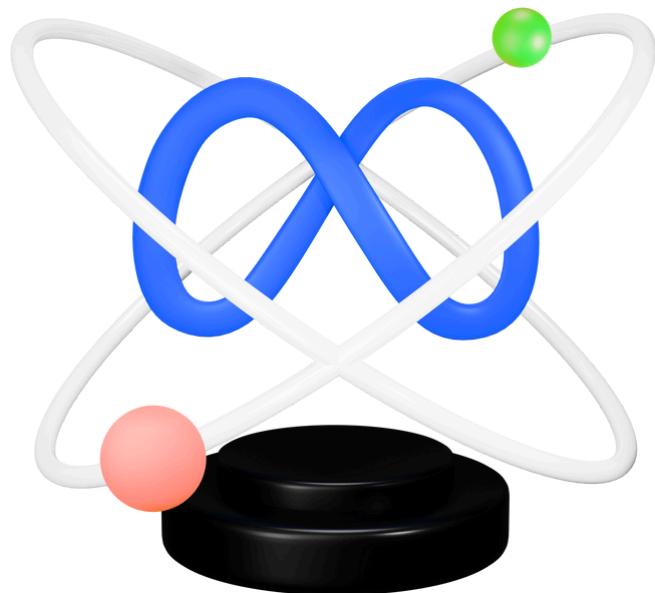
Why Broad Ads Destroy Targeting Over Time

Meta's internal performance data (2023 Global Advertiser Benchmark Report, confidential access) reveals the brutal math:

- Campaigns with **vague creative and no exclusions** lose ~37% targeting precision within 14 days.
- The **average ROAS decay rate** for broad campaigns without clear signals: ~0.25% per day.
- Over 60% of Meta advertisers **never recover** targeting precision once a campaign degrades into broad, low-intent clusters.

This is why you must build **ads as targeting tools**:

- Your **copy** teaches Meta who the product is for.
- Your **visuals** reinforce the identity filter.
- Your **audience settings** (broad vs. interest) only work if the ad signals are strong enough.



The Future: AI Training as the Core of Meta Marketing

The elite marketers—the ones spending \$10M–\$100M+ annually – do not "target" in the way beginners do. They **engineer AI training loops**:

- They design creative to send psychographic signals.
- They use CAPI and pixel data to inject verified conversion events.
- They integrate third-party data (Hyros, Triple Whale) to close attribution gaps and correct Meta's assumptions.
- They run hundreds of micro-tests, not to optimize performance, but to feed the algorithm high-quality signals.

Their goal is to **manipulate Meta's learning process**, not to "set targeting" in Ads Manager.

This is the level you must operate at.

This is how you stop **guessing** and start **engineering outcomes**.

This is Laser Targeting.

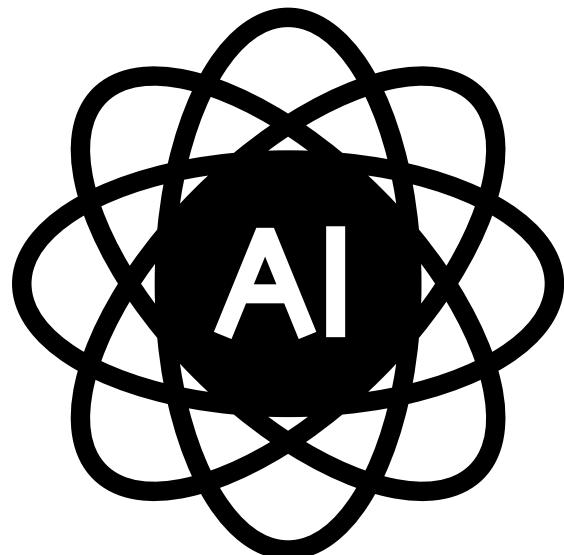
Module 1

Pixel Engineering – Building Your AI-Training Data Layer

The **True** Foundation Of Precision Targeting

Meta's advertising system is not a static platform; it is a real-time **prediction engine**, driven by the data you feed it. Without a properly engineered data system, your targeting will drift, your cost per purchase will climb, and your ability to reach the right audience will collapse.

This module is about building a precision data layer that allows you to control the AI's learning-**feeding it your truth instead of relying on incomplete guesses.**



The Myth of the Pixel: Why Most Advertisers Are Blind

Most advertisers believe the Meta pixel is a magic box: install it, let it learn, and it will find your customers. This is a **dangerous myth**.

The Reality:

- The Meta pixel is a basic tracking script. It collects surface-level events: page views, add to cart, purchases.
- It operates client-side (browser), which means it is blocked or degraded by iOS privacy restrictions, browser settings, ad blockers, and cookie consent systems.
- Since iOS 14.5, an average of **30–50% of purchases are no longer attributed** in Meta's system.
- When Meta cannot see a purchase, it **cannot learn from that data**. The algorithm begins to optimize based on **partial signals**-leading to wasted budget and diluted audience profiles.

If you rely on the pixel alone, you are operating with **incomplete vision**-and Meta will fill in the gaps with guesses.

The Real Role of the Pixel in Meta's AI System

The pixel is not a targeting system. It is an **event signaler**-a way to tell Meta what actions are happening on your site.

Meta's AI uses this event data to:

- Map **user intent signals**.
 - Build **behavioral clusters** based on engagement, time on page, scroll depth, add to cart events.
 - Train its prediction engine to match new users to the profiles that historically convert.
-

But here's the key:

The pixel is only as good as the data you feed it. If your pixel data is corrupted by attribution loss, soft events, or irrelevant traffic, your targeting will collapse.

The Limitations of the Pixel Post-iOS 14.5

(and the Silent Attribution Crisis)

The introduction of iOS 14.5 fundamentally broke the pixel's reliability:

- **30–50% of conversions are invisible** to Meta because of Apple's App Tracking Transparency (ATT) framework.
- Users who click an ad, leave the platform, and later purchase-without direct attribution-are often **missed entirely** by the pixel.
- Meta's AI begins to believe these buyers did not exist-causing the algorithm to learn from incomplete data.

This is known as the **Silent Attribution Crisis**:

- You are paying for ads that drive conversions,
- but Meta doesn't see the result,
- so your targeting becomes less precise over time.

Without a solution, this is an unsolvable problem.

The Multi-Layered AI Data Stack: How to Build a Precision Feedback Loop

To overcome these limitations, you must build a multi-layered data system that feeds Meta **verified, cross-platform, post-purchase data**.

Your AI-Training Data Stack must include:

1. **Pixel Events (Basic Layer)** – On-site browser events (page views, add to cart, purchase).
2. **Conversion API (CAPI) Events (Server-Side Layer)** – Server-verified events that bypass browser limitations.
3. **Third-Party Data Layers (The Sharpener)** – Tools like Triple Whale or Hyros that stitch together purchase data across devices, platforms, and timeframes-recovering lost attribution.
4. **Post-Purchase Feedback Loop (LTV Audiences)** – Feeding Meta the true value of each customer, not just the fact that they purchased.

This is the system the top 1% of advertisers use-those running \$10M+ per month. **Without it, you are operating blind.**

The Truth Injection Framework: Teaching Meta Who Your Buyers Are

Triple Whale is not optional-it is essential.

Here is how it works:

- It tracks full customer journeys across platforms.
- It assigns persistent IDs and recovers post-purchase data-even across devices and delays.
- It pushes verified purchase events back into Meta via CAPI, ensuring Meta learns from real buyer behavior, not guesses.
- It enables LTV segmentation and advanced audience creation-critical for precise targeting.

Pixel alone captures ~50–60% of conversions.

With Triple Whale, attribution **accuracy rises to 98%**.

This is how you **inject truth into Meta's AI**-correcting data loss and sharpening your targeting over time.

Note: In this module, we focus on the strategy. Later, we will cover the full step-by-step implementation: how to connect Triple Whale, set it up, and use it to build high-precision targeting systems in your campaigns.

For now, understand this: **Triple Whale is a core weapon.** Without it, you are guessing. With it, you are in control.

Event Prioritization Strategy: What Data Signals Matter Most

Not all events are equal. Meta's AI weighs signals based on relevance and intent strength. Your job is to feed it **only the most meaningful data**:

- **Purchase Events** – The single most important signal.
- **Add to Cart** – A clear intent indicator.
- **Initiate Checkout** – A secondary signal.
- **Page Views, Video Views** – Low-value signals that often dilute targeting.

In this module, we focus on the theory.

Later, you will learn exactly **how to prioritize events in the pixel, configure CAPI, and structure data flows** for maximum accuracy.

Pixel Training Myths

(Debunked by Data)

The most dangerous misconception in Meta advertising is “Let Meta learn.”

Without precise data, Meta learns the wrong patterns.

Common myths you must unlearn:

Myth: Interest and broad targeting are enough.

Reality: Without strong creative signals and verified purchase data, Meta wastes your budget.

Myth: Scaling weakens targeting.

Reality: When you build a data-driven system, scale sharpens targeting-because the algorithm learns from consistent, verified signals.

The practical steps for testing, structuring events, and creating learning environments will be covered in detail later in the course.

The Long Game: Building a Self-Optimizing Targeting Machine

The ultimate goal is not a "good campaign."

It is a precision system that self-optimizes over time.

With the right data layers, Meta's AI will:

- Identify and expand **true buyer profiles**.
- Refine targeting based on verified behavior, not guesswork.
- Create a feedback loop that **sharpens with every purchase**.

The full execution of this system—**how to set it up technically, monitor performance, and troubleshoot data issues**—will be explained in dedicated modules.

Case Studies: The Proof in the Data

Triple Whale's internal benchmarks (2024 global data) prove the system works:

- **21% CPA reduction in 7 days** after activating the full data stack.
- Attribution accuracy up to **98%**, compared to ~55% with pixel alone.
- Campaigns scaled **3x faster**, with more stable targeting over time.

Later in the course, we will walk through live examples and step-by-step case studies-showing exactly how top brands structure their targeting systems, **and how you can implement the same strategies in your own campaigns.**

Triple Whale Setup Guide



1. Create Your Triple Whale Account

- Go to Triple Whale.
- Sign up for an account.
- Connect your store (Shopify/WooCommerce) through the Integrations page.
- Authorize access so Triple Whale can sync your orders and customer data.

2. Install the Triple Pixel (for Shopify)

- Go to Settings > Pixel Settings in your Triple Whale dashboard.
- Click Enable Pixel.
- Follow the prompt to add the Triple Whale pixel to your Shopify theme.
- In Shopify:
 - Go to Online Store > Themes > Customize.
 - Add the Triple Whale pixel block.
 - Save the changes.

3. Configure UTM Parameters

- In Triple Whale, go to Settings > UTM Settings.
- Set up your UTM structure (campaign source, medium, etc.) for accurate tracking.
- Make sure UTM parameters are consistent across your marketing channels.

4. Connect Your Ad Platforms

- Go to Settings > Integrations in Triple Whale.
- Connect Meta, Google, TikTok, and other platforms.
- Authorize each one to allow data sharing.

5. Input Cost Data

- Go to Settings > Cost Settings.
- Add your costs:
 - COGS
 - Shipping
 - Payment processing fees
- This makes sure your profit and ROAS data is accurate.

6. Check Your Data

- After setup, go to your Triple Whale dashboard.
- Verify that:
 - Sales and orders are tracked.
 - Pixel events are firing.
 - Attribution is working across platforms.

42%

average increase in new customer revenue 90 days after signing up with Triple Whale

After setting up Triple Whale, you must now stop relying on Meta's Ads Manager reports for accurate attribution and performance tracking. From this point forward, make all your marketing decisions based on the verified data in your Triple Whale dashboard. Your Meta campaigns will continue to run as usual, but now Meta's AI is being fed real, server-verified purchase events through Triple Whale's CAPI connection.

This improves the **AI's understanding of your ideal customer**, sharpens targeting, and ensures every ad impression is a learning signal based on true outcomes.

Your responsibility is to monitor Triple Whale daily, optimize campaigns based on Triple Whale's data, and refine your creative to match the emotional signals that drive purchases-because now you have the data system that reveals the full picture.

Step 2

Avatar Mapping

(Identifying Your Dream Customer)

Avatar Mapping (Identifying Your Dream Customer)

Creating a precise customer avatar is one of the most critical steps in achieving laser-focused targeting. Without knowing exactly who your ideal customer is - their personality, desires, and motivations - you're essentially shooting in the dark.

Why Is This Step So Important?

Your customers don't just buy products - they buy outcomes, emotions, and transformations. Understanding this will allow you to craft ads, designs, and messaging that helps Meta's algorithm understand exactly who your customer is - **sharp as a knife**.

Think beyond surface-level demographics like age, gender, or location. Instead, ask yourself:

- What do these people want to feel?
- What is their personality like?
- Do they care about appearing masculine?
- Is it important for them to look muscular?

For example, if you're selling a leather jacket for men that gives a masculine look, you're not just selling a leather jacket - you're selling masculinity.

So, you're looking for someone who loves hardcore fashion, someone who wants to feel masculine, stand out, and appear dominant.

It's crucial that you deeply understand what the person buying your product is truly seeking - **behind the scenes**.

A man buying a **muscle-fit** t-shirt isn't just buying fabric - he's buying confidence. He wants to feel **powerful, masculine, and attractive.**

A woman buying **skincare** isn't just buying cream - she's buying flawless skin that turns heads. She's investing in beauty, **self-esteem**, and admiration.

A parent buying a toy isn't just buying plastic - they're buying their child's happiness. The laugh, the smile, the pure joy - that's what they're paying for.

Someone buying home décor isn't just buying furniture - they're buying a vibe, an atmosphere, a sense of luxury.

People buy based on emotion and justify it with logic. Your job is to find that emotion.

Avatar Mapping – Going Deeper Than Anyone Else

Success in marketing never happens by accident.

It always starts from one place: your ability to understand your customer - **deeper than they even understand themselves.**

The mistake 99% of businesses make is treating customers as statistical profiles: age, gender, interests.

But customers don't buy based on labels - they buy to solve a burning emotional need.

Our mission is simple yet rare: to **penetrate directly into the exact pain or hidden desire that drives them to act.**

This is the true meaning of "Laser Targeting."

To achieve this level of precision, your avatar mapping must be built on three levels:

1. The Customer's Internal Language

The words someone says to themselves - in the quiet moments no one hears - are more powerful than any demographic survey.

When you understand what your customer says silently in their mind, you can create marketing that grabs them instantly.

Examples of Internal Language:

- "I'm weak."
- "No woman could ever truly want me."
- "I don't have what it takes."
- "I don't look like someone who wins."
- "People don't really respect me."

Your mission is to speak directly to this internal dialogue - in a way that makes them stop scrolling and feel: "**They're talking to me.**"

2. Specific Fears

Fear is one of the strongest emotional drivers - but not vague fears.

We must uncover concrete fears that your customer feels physically, not just intellectually.

Examples of Specific Fears:

- "I will never find love."
- "People will laugh at me behind my back."
- "No one will ever take me seriously."
- "I'll live a small, forgettable life."
- "One day, I'll regret not becoming more."

Big ads aren't built on promises - they're built on the knowledge that failure is just around the corner unless action is taken now.

3. Hidden Desires

Beyond all conscious needs, there are desires people almost never admit - even to themselves.

These desires sit deep beneath the surface, dressed up with excuses like "self-improvement" or "personal growth," but at their core, they are raw and simple.

Examples of Hidden Desires:

- "To feel like a king."
- "To be admired."
- "To have people envy me."
- "To feel powerful and irresistible."
- "To command respect effortlessly."

When your creative speaks to these hidden desires, you create an irresistible magnetic force.

Building an Avatar Is Not a 5-Minute Task

If you want to truly achieve precision targeting, you must be willing to sit down and think seriously.

No shortcuts. No slogans. No lazy guesses.

You must ask yourself - and answer - a serious, structured series of questions.

Here's a 30-point avatar-building process you must complete.
It's the foundation for every profitable campaign you'll ever build.

(See next page)

30 Questions for Building a Laser-Sharp Avatar

Basic Profile

- Is your customer male or female?
- What is their exact age range (e.g. 25–30)?
- Are they single, in a relationship, or married?
- Do they have kids?
- What city or country do they live in?
- What's their job or main occupation?
- How much do they earn per month (roughly)?

Self-Image & Internal Language

- What physical feature are they most insecure about?
- What personality trait makes them feel “not enough”?
- What negative thought do they repeat to themselves often?
- What do they secretly wish others admired in them?
- What would they never dare to say about themselves out loud?

Fears

- What result are they afraid won't happen, no matter how hard they try?
- What situation would be their "worst-case scenario" in life?
- What are they terrified others might notice about them?
- What failure are they constantly trying to avoid?
- What future do they fear if nothing changes in the next 3 years?

Desires & Fantasies

- What moment would make them feel like a winner?
- What's a compliment they dream of hearing?
- What do they want to prove - and to who?
- If they could change one thing in their life instantly, what would it be?
- What does their “ideal version of themselves” look, act, and live like?

Online Behavior

- Which Instagram or YouTube pages do they follow daily?
- What kind of content do they save or screenshot often?
- What types of ads make them stop and click?
- What topics do they Google late at night?
- What do they type into TikTok or Instagram search bars?

- **Buying Behavior & Objections**

- What's the first thought that stops them from buying your product?
- What burned them in the past when buying something similar?
- What guarantee, feeling, or result would remove all hesitation?

Tip for using this section:

Instead of guessing - use actual data:

-
- Read DMs from customers.
- Screenshot emotional reviews.
- Ask your audience directly in polls or private calls.
- Spy on comment sections under competitor ads.

The more real, the more sharp. The more sharp, the more profitable.

Module 3

Precision Creative Engineering: How to Build Ads That Act as AI Signals

Introduction: Building Ads That Train Meta to Target Emotion

As we already understood, Meta knows more about your customer than he knows about himself.

It does not target based on simple categories like "men who work out" or "women who like skincare."

It predicts who will buy based on **psychological patterns**-the invisible signals you leave behind as you move through their ecosystem, second by second, day after day, year after year.

Meta doesn't just see what you do.

It sees:

- How fast you scroll past a post.
- Where your eye pauses for 0.3 seconds longer than the average user.
- How many times you replay a video but never comment.
- Which posts you save late at night but never share.
- What you engage with at 2 a.m. vs. 9 a.m.
- How long you hover on an ad, even if you don't click.
- Your Whatsapp messages
- And foreign entities report that they are even listening to your conversations, tracking your location (if you went to the gym, if you are in the bathroom at home)

Meta connects billions of these data points-across platforms, devices, and years-to map you into a **psychological profile**.

Let's make this concrete.

Psychological Targeting: How Meta Sees Your Audience

Surface-Level Category	What Meta Really Knows	Emotional Craving That Drives Purchase	What Our Ad Must Signal to Meta's AI – The Emotional Filter
Men who go to the gym	Feels weak, overlooked, wants to feel respected	Craves power, dominance, admiration	Men who fear weakness, seek power, courtship, dominance, and want to stand out as much as possible
Women who buy skincare	Feels insecure, overlooked, disappointed by broken promises	Craves confidence, radiance, being noticed	For the woman who's tired of hiding-who's ready to glow, to feel confident, to be the one everyone notices when she walks into a room.
Men who like luxury	Feels insignificant, jealous of others' success	Craves status, envy, respect	For the man who refuses to blend in-who wants to walk into any room and be the one they talk about.
Women into fitness	Feels stuck, frustrated, like she's not living up to her potential	Craves control, transformation, admiration	For the woman who's tired of starting over-who's ready to feel proud, disciplined, admired, unstoppable.

Targeting an interest is nice. Targeting an identity is for professionals.

Once we manage to get Meta to identify which human identity is suitable for the ad with **100% overlap**-that is the point where we achieve **laser targeting**.

Meta collects all its data points and connects them to build **emotional identities**:

insecure people who want confidence / self-confident people / cowards / brave people / those who crave attention / those who avoid attention / people who want intimacy without sexual communication / people who seek direct sexual communication / men who are only interested in women / men who are interested in everything.

Meta has thousands of identity clusters.

Our goal, if we are selling a watch that looks like a luxury watch, is not to simply give Meta a picture of a watch, set an interest in "accessories," and target "men." Our goal is to give Meta a **clear signal about who the avatar is**-at the emotional, psychological level.

For example, if in the previous chapter we decoded that the audience for this kind of watch is **men who want to feel dominant, admired, noticed**, and who crave the feeling of walking into a room like they own it - then the creative must embed signals like this:

"This watch is for men who break conventions and mesmerize every room they walk into.

Warning: This watch will draw eyes to you the moment you step into any space. If you want to feel what true dominance is-this is exactly for you."

Is it still recommended to use interest targeting? Yes! One interest per ad set is recommended, ideally with a large audience (depending on the size of the target audience).

Now Meta understands exactly who the audience is:

men who are interested in watches (Meta learns this from the product image and video) / men who want to feel unique / men who want **to stand out** / men who **crave attention** / men who chase the **feeling of dominance**, power, and admiration.

That is the game.

Not just targeting by category.

Not just targeting by interest.

But **feeding Meta the emotional signals** that sharpen the targeting to a psychological and identity-level precision.

This module is where we build a **precision targeting system** through creative - training Meta's AI to find the right audience by filtering based on identity, intent, and psychological signals.

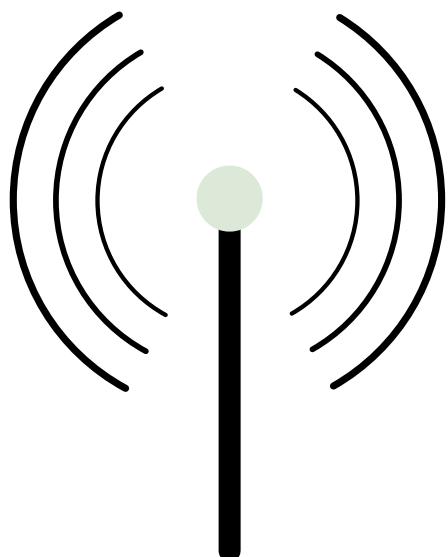
By the end of this module, we will have:

- Ads that act as **AI signals**, guiding Meta's algorithm to focus budget on the exact profiles who are most likely to buy.
- Ads that filter the audience with precision, excluding irrelevant viewers and sharpening targeting over time.
- A practical framework for engineering creative that supports targeting-not persuasion.

This is not a copywriting course. We do not focus on selling techniques, emotional hooks, or storytelling for conversions.

This is about building creative that functions as a **data signal**-a system that aligns your creative with Meta's AI logic and audience clustering models.

This is applied knowledge, built step-by-step, so we create assets that sharpen Meta's targeting and make campaigns more efficient over time.



The Ad-as-Filter Principle: How Meta Reads Creative

The creative you produce is not just a message for customers. It is a training tool for Meta's algorithm.

Meta does not interpret ads the way humans do. It reads creative through a layered AI system designed to map user behavior, intent, and psychology. Each ad you publish is broken down into data components:

- **Natural Language Processing (NLP)** – Meta scans your ad copy for keywords, semantic tone, and emotional markers. Words like "unstoppable," "elite," "risk-free," or "secure" are not just descriptive-they signal intent clusters and emotional profiles that feed the AI.

- **Computer Vision AI** – The AI analyzes visual elements: human faces, age, gender, body language, settings, color schemes, and objects. A gym-focused ad with masculine postures and dark color tones triggers different targeting behavior than a family-centered ad with soft color palettes and warm lighting.

- **Engagement Behavior** – Meta tracks how users interact with your ads: scroll speed, hover time, video replay, profile taps, and post-click actions. These behaviors inform the AI's prediction model-telling it who is most likely to engage and, more importantly, who is most likely to convert.

When you upload creative, you are not just placing an ad. You are feeding **algorithmic signals** that shape your targeting.

If your creative is vague, broad, or generic, Meta expands delivery to wide, low-intent audiences-because the system cannot distinguish who the ad is for.

If your creative is specific, sharp, and exclusionary, Meta refines its audience model -narrowing delivery to high-intent clusters.

This is the **Ad-as-Filter Principle:**

Every ad is a filter.

Every word, visual, and format element acts as an instruction for the AI.

Your goal is to build ads that teach Meta exactly who your customer is-and actively exclude those who are not.

In the next pages, we will build the Creative Targeting Framework that operationalizes this principle.

The Psychological Layer: How Meta Reads What You Don't Say

Before we build your ads, we need to understand a fundamental truth:

Meta's AI does not think like you.

It doesn't target based on demographics. It doesn't care about "interests" the way marketers were taught.

Meta's AI connects psychological patterns across billions of data points—scroll speed, time of day, device switching, video views, post engagement, abandoned carts - **and it knows who people really are**, often better than they know themselves.

- Meta knows if a man is chasing confidence because he feels small and weak.
- It knows if a man is using gym workouts as a way to regain control over a life that feels chaotic.
- It knows if a man is attracted to dominance because he secretly feels insignificant - and that buying the right product can make him feel powerful.
- It knows if a woman feels like she's been manipulated by beauty brands for years, and now she wants to reclaim control.
- It knows if she's chasing results because she feels like she's falling behind her peers.

Meta reads the patterns you don't see.

It's not "men 25–40, fitness enthusiasts." It's:

- Men who feel small in a group of big men.
- Men who crave dominance because they feel ignored.
- Women who have been lied to by beauty ads and are tired of feeling disappointed.
- Buyers who want to feel envied. Buyers who want to feel respected. Buyers who want to feel seen.

If your creative speaks in **vague, generic terms**, Meta will treat it as a weak signal. It will show your ads to random clusters, hoping for the best.

If your creative is built as a **precision filter**, Meta will connect your ad to the exact 0.001% of buyers who are ready-because they see themselves in it.

Let's build that system now.

The Creative Targeting Framework: Building Ads That Train Meta

This is the most important part of the course.

Everything until now-understanding Meta's AI, building your data layer, mapping the Avatar-was **preparation**.

Now, we turn knowledge into **precision targeting power**.

Here's the core principle you must understand:

Meta AI cares less about what you sell, they are more interested in who the target audience is, and what their identity (avatar) is.

Not the reason they give in a survey-but the **emotional hole** they're trying to fill:

- The man who buys a shirt not because he “likes the fit,” but because he feels small and wants to feel powerful.
- The woman who buys skincare not because it “hydrates,” but because she feels invisible and wants to feel radiant, admired, in control.
- The buyer who buys a luxury watch not for the time, but for the feeling of being envied.

Meta's AI sees none of this in your targeting settings.

It learns it from your **creative signals**.

Your ad is the **bridge** between the emotional profile of the Avatar and the AI's audience clustering system.

Your creative is a **psychological fingerprint**-a filter that says:

"This is for them. This is not for anyone else."

If you get this right, Meta finds the 0.001% who are emotionally primed to buy-at scale. Let's build the system.

The 5 Emotional Signals You Must Embed in Every Ad

Every single ad you run must include these five signals.

Not in a formulaic, copy-paste way. But in a way that **feeds Meta's AI** the deepest truths about your buyer's emotional state.

These signals are not "nice to have."

They are the data points Meta's AI reads to cluster the audience.

Without them, Meta guesses.

With them, Meta filters.

1. The Pain Signal – What They Feel Now

This is the **emotional discomfort** that drives the buyer to seek a solution.

You must show Meta who this buyer is by describing the pain they feel-without sugarcoating it.

- / The man who feels small, invisible, overlooked.
- / The woman who feels disappointed, lied to, not enough.
- / The person who feels stuck, frustrated, out of control.

If Meta doesn't see this pain in your creative, it assumes the ad is for everyone-and it dilutes your targeting.

Example Signals:

- / "Just gave birth and struggling with acne?"
- / Working out at the gym but still feeling insecure?"

This pain is not about the product.

It's about the identity gap they feel-and Meta reads that as an emotional tag.

2.The Desire Signal – The Emotional Outcome They Crave

People don't buy products. They buy a **feeling**-a transformation of identity.

Your ad must embed the emotional state your buyer is chasing:

- / The man who wants to feel dominant, respected, admired.
- / The woman who wants to feel radiant, powerful, noticed.
- / The buyer who wants to feel in control, smart, envied.

Example Signals:

- / "The shirt is designed for men who want to look dominant, massive, and masculine."
- / "The serum is designed for women who want radiant skin that draws attention from everyone (only if you want your confidence sky-high.)"

Meta reads these signals as emotional intent filters.

This is how it knows who to target.

3.The Identity Signal – Who They Want to Become

Your creative must make the buyer say:

"This is me." Or, "This is who I want to become."

This is about **self-image**: the hidden identity they are chasing.

- / The man who sees himself as the guy who commands respect, not the guy who gets ignored.
- / The woman who sees herself as radiant, admired, the one who has it all together.
- / The buyer who wants to feel smarter, more decisive, more in control than the average person.

Example Signals:

- / "This isn't for men who blend in. It's for the men who want to feel like the most powerful guy in the room."
- / "This is for women who are done chasing trends-and are ready to feel radiant, admired, unstoppable."

This tells Meta: Find people who already want to feel like this.

4.The Belonging Signal – The Tribe They Want to Be Part Of

Humans are tribal. We buy to belong.

Your creative must signal who this is for-and who it is not for.

/ The men who are chasing dominance, not the casual gym-goers.

/ The women who are tired of hype, not the ones chasing every influencer.

/ The buyers who want to feel like leaders, not followers.

Example Signals:

/ "Over 30,000 men who want to look MASSIVE small wear this shirt every day."

/ "Over 50,000 women who want sky-high confidence use the serum daily."

Meta reads this as a tribe marker-and builds audience clusters accordingly.

5.The Rejection Signal – Who This is Not For

If your ad doesn't repel the wrong audience, you're wasting budget.

Your creative must tell Meta who to **exclude**-sharpening the filter.

Example Signals:

/ "If you're fine with feeling small as a men, this isn't for you."

/ "If you don't want more radiant skin, this isn't for you."

This teaches Meta:

This is not for everyone. This is for the 0.001% who feel this specific pain, chase this specific desire, and want to feel this specific emotion.

The Bottom Line

Your creative is not just an ad.

It's an emotional fingerprint.

It's the signal that tells Meta's AI:

- Find the man who feels small and wants to feel powerful.
- Find the woman who feels invisible and wants to feel radiant.
- Find the buyer who is chasing the identity this product delivers.

Without these signals, you're guessing.

With them, you're targeting with **surgical precision**.

This is how we build creative that doesn't just sell-it filters.

It dojust describe a product-it trains the algorithm to find the exact person who needs it.

This is the Creative Targeting Framework.

This is how we build ads that train Meta.

Let's go deeper into each part and build it **step-by-step** together.

(see next page)

Comparison Between Bad Lines and Precise (Good) Lines

A bad line is a general, soft line that speaks to everyone-and therefore speaks to no one. A good line is sharp, precise, identifies the pain, speaks directly to the frustration, and sends a psychological signal to Meta that cannot be missed.

Example 1 – Product: Flattering Gym Shirt

Bad Line:

"Looking for a quality gym shirt that fits you well?"

- This is a product-focused line. It's soft, generic, and doesn't speak to a deep emotion.

Good Line:

"Train for hours at the gym, but still feel a bit physically insecure? This is for you."

- The line exposes the pain: the feeling of being too small despite the effort. It surfaces

insecurity, and Meta understands: this isn't for men who just go to the gym-it's for men who feel small and want to feel big and dominant.

Example 2 – Product: Skincare Serum

Bad Line:

"The serum that will help you get perfect, healthy skin."

- A superficial, generic line that could apply to anyone-therefore it speaks to no one specifically.

Good Line:

"If your skin matters to you, but right now it's only making you feel insecure... this is for you."

- The line speaks to the pain: the feeling of insecurity. It speaks directly to women who feel unseen and want others to look at them differently.

Example 3 – Product: Business Planner

Bad Line:

"The planner that will help you manage your time easily."

- This is a line that describes a function, not an emotion. It's weak, doesn't express a deep pain or inner desire.

Good Line:

"If you work all day, but still want to be more productive-this is for you."

- The line exposes the pain: the feeling of lack of control, self-frustration, the sense of 'I could be more, but I'm not.' This is a message aimed exactly at the person who needs to feel control, success, and self-confidence.
-

Example 4 – Product: Luxury Watch

Bad Line:

"Upgrade your look with a luxurious, impressive watch."

- A general, external line that speaks about the product-not the emotion.

Good Line:

"Man, if you're looking for true confidence, the kind that doesn't compromise, that draws eyes without mercy and turns heads-and you're looking for the item that gives you real masculinity, this watch is for you."

- The line speaks to the man who watches others, feels small, envious, and wants to be the one everyone looks at.

Ad Examples

Ad 1: Flattering Gym Shirt

Headline:

Train for hours at the gym, but still feel a bit physically insecure? This is for you.

Body:

Meet our best-selling gym shirt.

The shirt is designed for men who want to look dominant, massive, and masculine. So if you're a man who wants to feel big, strong, and dominant...

we've found your solution.

The stretch fiber fabric gives the look of expanded arm muscles and adds bulk to your frame.

But pay attention: This shirt is only for men who want to look big and dominant. Join over 30,000 massive men who turn heads every day.

Signals:

- Pain: Feeling insecure in the gym.
- Emotional Outcome: Feeling powerful, confident, and seen.
- Identity: The man who draws attention, not the one who fades into the background.
- Rejection: If you don't want to feel strong-this is not for you.

Ad 2: Skincare Serum

Headline:

Tried every product and still suffering from acne? This is for you.

Body:

This serum isn't just another product making empty promises.

It's for women who've decided they're done feeling invisible.

The serum is designed for women who want radiant skin that draws attention from everyone (only if you want your confidence sky-high).

If you want to feel radiant, powerful, and like the woman everyone notices-this is exactly for you.

Join over 50,000 women who want sky-high confidence and use this serum daily.

Signals:

- Pain: Feeling invisible, overlooked.
- Emotional Outcome: Radiant, strong, seen.
- Identity: The woman no one can ignore.
- Rejection: Women who are satisfied being ordinary-this is not for them.

Ad 3: Business Planner

Headline:

If you work all day, but still want to be more productive-this is for you.

Body:

If you work around the clock, but still want to get more done-here's the solution for you..

Our planner is built for ambitious entrepreneurs-those who are always pushing to achieve more.

It increases the average productivity by 27%.

So if you're an entrepreneur with big goals and you're ready to level up-this is exactly for you.

Signals:

- Pain: Feeling overwhelmed, out of control, frustrated with yourself.
- Emotional Outcome: Control, order, calm, leadership.
- Identity: The manager, the leader, the ambitious entrepreneur who doesn't waste time.

Creative Targeting Checklist

Use this to evaluate every ad you write:

Question	Why It Matters
Does the opening line sound like something the customer might say privately?	Signals deep relevance
Am I writing to one specific person - not a broad audience?	Creates sharper emotional targeting
Have I mentioned a clear desire or pain the algorithm can “understand”?	Helps Meta match intent
Are my words raw, real, and human - not fluffy or polished?	Builds authenticity
Did I remove all unnecessary adjectives and filler words?	Sharpens focus
Would the customer immediately think: “Yes. That’s me”?	Validates targeting accuracy
Does this creative attract the right people - and repel the wrong ones?	Prevents wasted spend

Module 4

Meta Remarketing Unlocked

(Attacking Until They Buy)

Introduction: The Brutal Truth About Conversions

Bringing the right audience to an ad is only the first half of the battle. The harsh reality is that the majority of visitors-over **95%-do not purchase on their first interaction.** They hesitate. They get distracted. They tell themselves they will “think about it.”

The role of remarketing is not optional. It is not a nice-to-have strategy. Remarketing is the mechanism that transforms potential into profit. It is the system that allows us to turn passive interest into decisive action.

This module reveals everything: the internal numbers Meta never shares publicly, the psychological triggers that drive conversions, and the precise, data-driven frameworks to implement remarketing at the highest level.

This is not a surface-level overview. This is a complete system-developed from a decade of insights, case studies, and Meta’s global conferences-**designed to turn remarketing into a revenue engine.**

1.The Data – Insights from Meta's Systems

The following insights are not general knowledge. They are the result of internal research from Meta's AI and advertising teams, aggregated from billions of impressions and trillions of user actions over the past decade.

- The average buyer requires **5–8 touchpoints** before making a purchase decision.
- If a user has not converted within **72 hours**, the probability of closing the sale decreases by **48%** every additional 72 hours.
- Cart abandoners have a 7X higher conversion rate than cold audiences-but only if they are engaged within the first **24–48 hours**.
- The optimal **ad frequency for remarketing** is **3–5 impressions per user within the first 72 hours**. After that, conversion rates begin to decline unless the messaging shifts to a new emotional angle.
- Brands that execute advanced remarketing strategies generate **30%–50% of their total revenue** from remarketing campaigns.
- The average **CPM for remarketing audiences** is **20–40%** higher than cold audiences-but the **return on ad spend (ROAS)** is **3X–5X greater**.

2.The Psychological Framework

Remarketing is not about reminders. It is not about “just following up.” It is about psychological warfare-systematically identifying the emotional hesitation that stopped the user from purchasing, and attacking it relentlessly.

Imagine if you asked 100 random people on the street, that you don't know, for a \$100 bill and that you would pay them back tomorrow, how many of them would agree? 0.

But if you met one person, 100 times (have you already become his friend)? He would agree.

The more they trust you, the more you enter their subconscious - the more likely they will buy.

To understand the psychology - just try to remember when you saw an advertisement for a brand you didn't know, and the first time you were exposed to them - you just took out the credit and bought? It probably didn't happen much, **if at all.**

Conclusion - attack sharply, and not just in any direction.

3. The Simplified Targeting Strategy – Let Meta Do Its Job

One of the biggest mistakes in remarketing is over-segmenting audiences.

Many advertisers are taught to create separate audiences for:

- Users who visited but didn't add to cart.
- Users who added to cart but didn't purchase.
- Users who watched the video but didn't click.

This is a **mistake**.

This approach breaks Meta's AI and prevents it from doing what it does best:
Finding the buyers for you.

Meta's machine learning model is not a set of static filters—it's a dynamic, self-learning system that connects patterns across billions of data points in real time. When we over-segment, we limit the AI's ability to see the full behavioral picture.

Here's the core principle:

We are not smarter than Meta.

Our job is to give Meta enough data—and the freedom to learn.

The Correct Audience Setup

Forget the complex segmentation.

Here's what we do:

- Create a single Custom Audience of All Website Visitors in the Last 180 Days (excluding purchases).
- That's it.

This approach works because Meta knows how to evaluate signals:

It sees:

- How long they spent on the page.
- How many times they visited.
- Which products they viewed.
- What they clicked on.
- What other behaviors they exhibited across Facebook, Instagram, and the web.

Meta connects the dots-better than any manual segmentation could ever do.

By creating one broad audience of non-buyers, we let Meta's AI learn the hidden patterns:

- Who is truly interested?
- Who is ready to buy?
- Who just needs a nudge?

How to Set It Up

1. Go to Meta Ads Manager → Audiences.
2. Click Create Audience → Custom Audience → Website.
3. Select Website Visitors in the last 180 days.
4. Exclude purchases by selecting Purchase Event → Exclude.
5. Name the audience clearly:
“Website Visitors (180 Days) – Exclude Purchases”

That's it.

No micro-segmentation.

No unnecessary rules.

4. Budget Strategy for Remarketing

Follow this simple formula to allocate your remarketing budget effectively:

1. Calculate Audience Size:

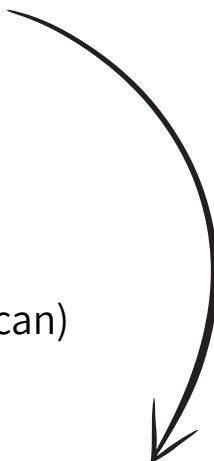
- Total visitors in the last 30-180 days.

2. Budget Formula:

- Audience Size ÷ 200 = Daily Remarketing Budget

3. Campaign Structure:

- ABO (Ad Budget Optimization) with 5-10 (Even 20 if you can) creatives inside each stage.



How to Calculate Your Warm Audience for Remarketing:

Go to your Shopify dashboard and check the number of unique visitors in the last 180 days.

Example: 10,300 unique visitors

Subtract the number of purchases from the total visitors.

Example: 10,300 visitors – 300 purchases = 10,000 (This is your estimated warm audience - people who visited but didn't buy).

Calculate your daily remarketing budget:

Divide the warm audience by 200.

Example: $10,000 \div 200 = \$50/\text{day}$

Maintain an optimal frequency:

Aim for a monthly frequency of 5-10, depending on your niche.

Warm Remarketing Budget Table

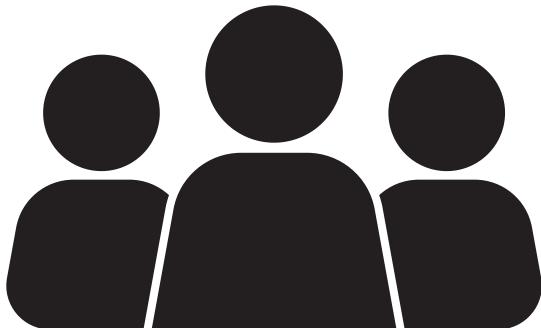
Audience size ÷ 200 = Daily budget

Warm Audience Size	Daily Remarketing Budget
1,000	\$5/day
2,000	\$10/day
3,000	\$15/day
5,000	\$25/day
7,500	\$37/day
10,000	\$50/day
15,000	\$75/day
20,000	\$100/day
30,000	\$150/day
50,000	\$250/day

How to Use This:

- Go to Shopify > Analytics > Unique Visitors (Last 180 days)
- Subtract total purchases
- Divide by 200 to get your daily warm budget
- Keep your monthly frequency between 8–15 MAX to avoid ad fatigue

A Realistic Scenario:



Warm Campaign

People who have visited the website before without placing an order.

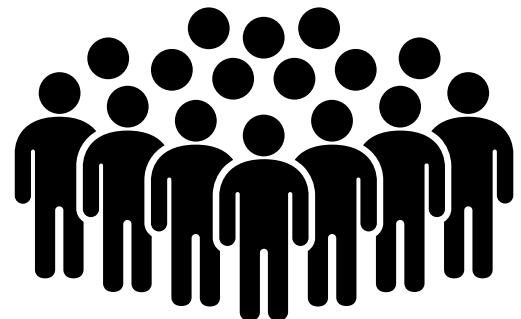
Daily budget: \$50

ROAS: 7

CVR: 6.5%



Daily Revenue: \$350



Cold Campaign

People who have never visited the website before.

Daily budget: \$300

ROAS: 2

CVR 1.5%



Daily Revenue: \$600

Total: \$950 revenue | ROAS 3.16

*Our advanced students who combined all the tactics together reached over 6% conversion rates on cold audiences and 15% on warm audiences, so this number is very achievable as a starting point.

Module 5

Squeeze the Lemon

*Email Marketing - Turning Warm Leads
into Hot Buyers*

Squeeze Every Sale: Email Marketing Mastery

Now that you've built precise audiences and attacked them with powerful remarketing ads, it's time to unlock one of the most overlooked yet powerful CRO strategies - Email Marketing.

This isn't just about sending reminders - this is about building an automated, strategic system that turns hesitant shoppers into committed buyers.

On average, for every **10 purchases**, there will be about **6 people** who abandon their checkout without completing it.

These people are **already interested** - maybe something distracted them, maybe they didn't have their credit card on hand, or perhaps they were waiting for their next paycheck.

If you manage to convert just 4 out of those 6 via email follow-ups, your revenue (and overall conversion rate) **will jump by 40%**.

And once you've built this email automation system properly - that's it. It runs on autopilot.

With a well-crafted email flow (quality is key!), you've just increased your revenue by 40% in pure profit - since email marketing costs next to nothing.

+40% Revenue

in 5 hours of a good work session.

(it can turn you from unprofitable - to profitable).

But! It's crucial to understand...

Emails that are poorly structured won't convert at all. Worse than that - they can damage customer trust, ensuring that the potential buyer will never purchase from you in the future.

That's why it's absolutely essential to build your email flow the right way - with value, relevance, and a clear path to conversion.

For every \$1 spent on email marketing, businesses earn an average of \$42 in return.

That's a 1:42 ROI.

However, most stores are leaking money because they're either:

- ✗ Not using email marketing at all.
- ✗ Sending weak, generic emails that no one reads.
- ✗ Failing to build trust, urgency, or excitement.

Your goal isn't just to remind - it's to motivate, inspire, and **close the deal**.

The Hidden Profit in Abandoned Checkouts – How to Go from Break-Even to SUPER Profitable

Imagine your store currently generates \$10,000/month in revenue. You're breaking even - your product costs, ads, and expenses equal your sales. You're working hard, but the profits just aren't there yet.

- 10,000 visitors per month
- 7% start checkout → 700 people
- 2% of total visitors complete checkout → 200 buyers

Revenue Calculation:

With 200 buyers and an Average Order Value (AOV) of \$50, your total revenue is \$10,000/month - which puts you at break-even.

The Hidden Opportunity

Out of 700 checkout starters, 120 people abandoned their cart but left their email.

That's \$6,000 in potential revenue lost every month.

Email Recovery Flow Impact

If you convert **70%** of those who abandoned checkout:

70% of 120 = 84 recovered orders

84 orders x \$50 AOV = \$4,200 in additional revenue

Turning Revenue into Profit

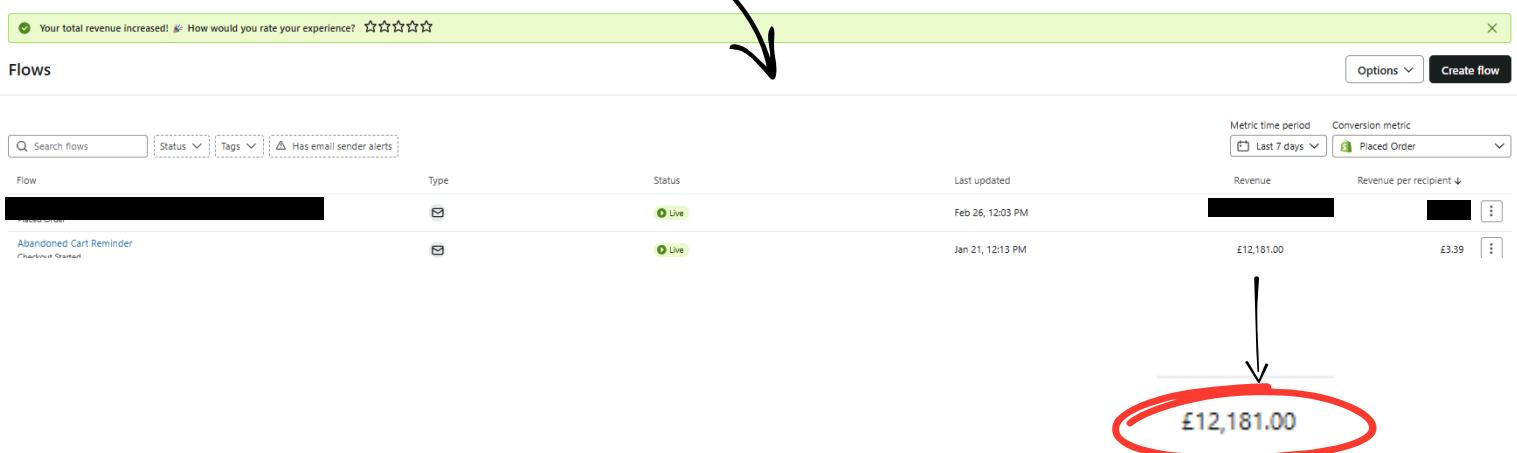
If your product pricing is 3x your cost (for example, a product that costs you \$17 sells for \$50):

- 84 recovered orders x \$33 profit per product = **\$2,772 additional net profit**

That's from **\$0** to **\$33,264** a year with one automation, without touching your ads.

This is exactly how we generate over **£12,000** per week - just by picking up money off the floor.

On average, for every email we send, we earn about **£3.39** - and each email costs us just **\$0.0002 to send**.



This means we can afford to **break even on our ads** - and still generate a profit of **£48,000 per month** just from email remarketing

For our Email Marketing Course - take a look [here](#):

For our Abandoned Cart Template that converted 82% of abandoned checkouts - check it out [here](#):

Closing Letter – What You've Learned Here is Power, But It's Just the Beginning

If you've made it this far, it means you now know how to turn Meta into an AI machine on steroids. And there's no one happier than us to see you reach this point and gain this knowledge.

Because what you've learned here-it's not just another course. It's not another technique.

It's a new way of thinking.

- You're no longer writing ads-you're training Meta.
- You're no longer just trying to persuade-you're filtering.
- You're no longer chasing everyone-you're attracting the few who truly need you.

When you sit in front of a blank screen and write an ad, you no longer ask:

- "What am I selling?"
- "What does the product do?"

You ask:

- Who is the person I'm writing for?
- What hurts them at night?
- What are they ashamed of?
- Where do they feel small, worthless, invisible?
- What do they want to feel so badly, they'd pay good money for it-even if they wouldn't admit it out loud?

And then you write them one line:

"Train for hours at the gym, but still feel small, not enough, like nothing is ever enough? This is for you."

That's it.

Meta sees it - and starts filtering.

Every time your ad is shown, it's a lesson for the machine:

- Who watches-it's a signal.
- Who scrolls-it's a signal.
- Who clicks-it's a signal.
- Who buys-it's a signal.

And most importantly?

Who doesn't engage-that's also a signal.

But now you need to understand-this is just **the first half of the battle**.

Because bringing the right person to your ad? That's important.

But what happens when they get there? **That's where the real fun begins.**

- How do you build a design that's scientifically proven to convert at insane rates-just because of how it looks?
- How do you add microcopy that sells anything to anyone-using words alone?
- How do you convert people through emails (for free)?
- And how do you layer 4 advanced tactics on top of all that?

These are exactly the things you still need to learn.

Because what you learned here is only the ability to find the right people.

Now you need to learn **how to convert them.**

How to turn them from scrolling-into buying.

This is just the opening of the gate.

The real battle starts now.

We love you,

And we truly believe in you-always.

We wish you success beyond anything you ever imagined.

Quantum Scale.