

Market360 - Self-Driving Agency Platform

Complete Product Feature Document v2.0

Executive Summary

Market360 is India's first AI-native, self-driving marketing agency platform that combines the power of **24 LLMs, 886 AI models**, and **267 autonomous agents** to deliver end-to-end marketing automation across 7 verticals. Built on the WAI SDK Orchestration Platform, Market360 eliminates the need for traditional agency teams by automating strategy, content creation, campaign execution, and performance optimization.

Key Differentiators:

- First Multi-LLM Marketing Platform (24 providers, 886 models)
 - 267 Autonomous Agents across 7 Marketing Verticals
 - ROMA L0-L4 Progressive Automation Levels
 - 22 Indian Languages + Voice Agents (Sarvam AI)
 - Razorpay Payment Integration with GST/IGST Compliance
 - Production-Grade Enterprise Services
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Platform Overview

What is Market360?

Market360 is a **Self-Driving Agency Platform** that transforms how brands manage their entire marketing lifecycle. Unlike traditional marketing tools that require constant human intervention, Market360 uses **ROMA (Reactive, Optimized, Managed, Autonomous)** orchestration levels (L0-L4) to progressively automate marketing tasks.

Core Capabilities

Capability	Description
24 LLM Providers	OpenAI GPT-4o/o1/o3, Anthropic Claude 4, Google Gemini 2.5, Groq, Cohere, Sarvam AI, DeepSeek, Mistral, Perplexity, Together AI, OpenRouter (400+ models), xAI Grok, and more
886 AI Models	From direct providers and aggregators for every use case

Capability	Description
267 Autonomous Agents	Distributed across 7 marketing verticals
22+ Indian Languages	Full multilingual support via Sarvam AI
Voice Agents	Text-to-Speech (Bulbul v1), Speech-to-Text (Saarika v2), WhatsApp voice
MCP Protocol	156+ registered tools for advanced orchestration
Razorpay Integration	GST/IGST compliant invoicing, UPI, cards, subscriptions

Unique Selling Propositions

1. First Multi-LLM Marketing Automation Platform

Unlike HubSpot (single AI), Salesforce Einstein (proprietary only), or Marketo (limited AI), Market360 dynamically routes tasks to the best-fit LLM based on:

Routing Factor	Example LLM Selection
Cost optimization	DeepSeek V3 for budget reasoning (90% savings)
Speed requirements	Groq Llama 3.3-70B for sub-second responses
Quality needs	GPT-4o/Claude 4 Opus for premium content
Language requirements	Sarvam-2B for Indian languages
Specialization	Cohere Command R+ for RAG, Perplexity for real-time search
Multimodal tasks	Gemini 2.5 Pro for vision + text
Code generation	Claude 3.5 Sonnet or Codestral

2. True Autonomous Marketing (ROMA L0-L4)

Level	Name	Capability	Agent Count	Status
L0	Reactive	Responds to manual triggers	45 agents	Active
L1	Proactive	Suggests actions based on patterns	67 agents	Active
L2	Autonomous	Executes approved strategies automatically	89 agents	Active
L3	Collaborative	Multi-agent coordination across verticals	44 agents	Active
L4	Self-Evolving	Learns and adapts strategies independently	22 agents	Experimental

3. India-First Multilingual Support

INDIAN LANGUAGE SUPPORT

FULL SUPPORT (Voice + Text + Translation)

└ Hindi (हिन्दी)

└ Bengali (বাংলা)

└ Tamil (தமிழ்)

└ Telugu (తెలుగు)

└ Marathi (मराठी)

└ Gujarati (ગુજરાતી)

└ Kannada (ಕನ್ನಡ)

└ Malayalam (മലയാളം)

TEXT SUPPORT (Translation + Content)

└ Punjabi (ਪੰਜਾਬੀ)

└ Odia (ଓଡ଼ିଆ)

└ Assamese (অসমীয়া)

└ Urdu (اردو)

└ Sanskrit (संस्कृत)

└ Konkani, Manipuri, Nepali

└ Bodo, Dogri, Maithili

└ Santali, Sindhi, Kashmiri

VOICE CAPABILITIES

└ Sarvam Saarika v2 (Speech-to-Text)

└ Sarvam Bulbul v1 (Text-to-Speech)

└ WhatsApp Voice Notes

└ IVR & Call Center Automation

4. Unified 7-Vertical Platform

Single platform replacing:

Category	Replaced Tools	Market360 Vertical
Social Media	Buffer, Hootsuite, Sprout Social	Social Media Marketing
SEO	Ahrefs, SEMrush, Moz	SEO & GEO
Website	Webflow, Framer, Wix	Web Development
Sales	Outreach, SalesLoft, Apollo	Sales SDR Automation
WhatsApp	Wati, Interakt, Gallabox	WhatsApp Marketing
LinkedIn	Taplio, Shield, AuthoredUp	LinkedIn B2B
Ads	AdCreative.ai, Pencil, Omneky	Performance Advertising

5. Cost Efficiency at Scale

Platform	Monthly Cost (Enterprise)	Agents	LLMs	Indian Languages
HubSpot Marketing Hub	\$3,200/mo	0	1	0
Salesforce Marketing Cloud	\$10,000+/mo	0	1	Limited
Adobe Marketo	Custom (high)	0	1	0
Zoho Marketing Plus	\$2,000/mo	0	1	Limited
Market360	Competitive	267	24	22

7 Marketing Verticals

Vertical 1: Social Media Marketing

Dashboard: `/market360/social`

Agent Distribution

- **45 agents** dedicated to social media automation
- Content creators, schedulers, analysts, engagement bots, crisis managers

Detailed User Flow



- Content attribution modeling
- Competitor benchmarking
- AI recommendations for improvement
- Engagement rate tracking
- ROI calculation per post

AI Tools Available

Tool	LLM Used	Function
Content Generator	GPT-4o, Claude 3.5	Generate platform-specific posts
Hashtag Optimizer	Gemini 2.0 Flash	Research and suggest optimal hashtags
Image Creator	DALL-E 3, Gemini	Generate social media graphics
Caption Translator	Sarvam-2B	Translate to 22 Indian languages
Trend Analyzer	Perplexity pplx-70b	Real-time trend detection
Engagement Bot	Groq Llama 3.3	Quick response suggestions (<1s)
Sentiment Analyzer	Cohere	Classify audience sentiment
Crisis Detector	Claude 3.5	Identify PR issues early

Key Metrics (KPIs)

- Engagement Rate (likes, comments, shares)
- Reach & Impressions
- Follower Growth Rate
- Content Performance Score
- Share of Voice
- Sentiment Score
- Click-through Rate
- Video Watch Time
- Story Completion Rate

Vertical 2: SEO & GEO (Global Excellence)

Dashboard: `/market360/seo`

Agent Distribution

- **38 agents** for SEO and GEO automation
- Technical auditors, content optimizers, link builders, local SEO specialists, GEO trackers

Technical SEO Suite (Matching Ahrefs/SEMrush)

TECHNICAL SEO SUITE
<div><div>SITE AUDIT ENGINE</div><div><div>└ Core Web Vitals (LCP, FID, CLS, INP, TTFB)</div><div>└ Mobile-first indexing compliance</div><div>└ Schema markup validation (JSON-LD, Microdata)</div><div>└ Internal linking optimization</div><div>└ Crawlability analysis (Googlebot simulation)</div><div>└ XML Sitemap validation</div><div>└ Robots.txt optimization</div><div>└ Canonical tag verification</div><div>└ Hreflang implementation (22 Indian languages)</div><div>└ Page speed optimization recommendations</div><div>└ Duplicate content detection</div><div>└ Broken link checker</div></div></div>
<div><div>KEYWORD INTELLIGENCE</div><div><div>└ AI-powered keyword research (Perplexity + GPT-4o)</div><div>└ Search intent classification (Informational/Commercial/etc)</div><div>└ Keyword difficulty scoring (0-100)</div><div>└ SERP feature opportunities (Featured Snippets, PAA)</div><div>└ Competitor keyword gaps</div><div>└ Long-tail keyword discovery</div><div>└ Voice search optimization</div><div>└ Regional keyword variants (12 Indian languages)</div><div>└ Seasonal trend analysis</div></div></div>
<div><div>CONTENT OPTIMIZATION</div><div><div>└ AI content scoring (vs top 10 SERP results)</div><div>└ Semantic keyword suggestions (NLP-based)</div><div>└ Readability optimization (Flesch-Kincaid)</div><div>└ Featured snippet optimization</div><div>└ People Also Ask targeting</div><div>└ Entity-based content strategy</div><div>└ E-E-A-T signal enhancement</div><div>└ Meta title/description generation</div><div>└ Image alt text optimization</div></div></div>
<div><div>LINK BUILDING</div><div><div>└ Backlink opportunity discovery</div></div></div>

- └ Competitor backlink analysis
- └ Outreach email generation (personalized)
- └ Link quality scoring
- └ Toxic link identification
- └ Disavow file generation

GEO (Generative Engine Optimization) - Future of Search

GEO OPTIMIZATION SUITE

AI SEARCH VISIBILITY TRACKING

- └ ChatGPT mention monitoring
- └ Claude/Anthropic citation tracking
- └ Google AI Overviews / SGE targeting
- └ Bing Copilot optimization
- └ Perplexity answer sourcing
- └ Meta AI visibility
- └ Brand mention sentiment in AI responses

CONTENT FOR AI ENGINES

- └ Structured data for AI parsing
- └ FAQ schema optimization
- └ Knowledge graph building
- └ Entity disambiguation
- └ Authoritative source signals
- └ Citation-worthy content creation
- └ Fact-checkable claims formatting
- └ AI-readable content structure

GEO TRACKING & ANALYTICS

- └ AI citation monitoring (daily scans)
- └ Answer engine ranking position
- └ Zero-click search impact
- └ AI referral traffic attribution
- └ Competitor AI visibility comparison
- └ GEO score trending

OPTIMIZATION RECOMMENDATIONS

- └ Content gaps for AI visibility
- └ Authority building opportunities
- └ Citation improvement suggestions
- └ AI-friendly formatting fixes

Local SEO (India-Specific)

Feature	Description
Google Business Profile	Full optimization and management
Local Keywords	City + language variants (Mumbai Hindi, Chennai Tamil)
Regional Directories	JustDial, Sulekha, IndiaMART submissions
Review Management	AI-powered response generation
Local Link Building	Hyperlocal citation building
NAP Consistency	Name, Address, Phone verification
Multi-location	Franchise and chain management
Local Schema	LocalBusiness structured data

Vertical 3: Web Development

Dashboard: `/market360/web`

Agent Distribution

- **35 agents** for web development automation
- Page builders, code generators, animation specialists, A/B testers, SEO optimizers

AI-Powered Web Development

WEB DEVELOPMENT SUITE

DESIGN GENERATION

└ AI prompt-to-design (GPT-4o, Claude, Gemini 2.5)

└ Template library (1,700+ ready-to-use)

└ Component library (1,400+ components)

└ Visual asset library (20,000+ curated)

└ Image-to-HTML conversion

└ Figma-to-code export

└ Brand guideline application

VISUAL EDITOR (DESIGN MODE)

└ Full Layers panel with drag-and-drop

- └ Auto Breakpoints for responsive design
- └ Measurement overlays (margin, padding, gap)
- └ Component replacement with contextual search
- └ Touch-optimized mobile editing
- └ Real-time preview
- └ Collaborative editing

ANIMATION CAPABILITIES

- └ Smooth scroll animations
- └ Page transition effects
- └ Interactive hover/click animations
- └ Parallax scrolling
- └ Micro-interactions
- └ Loading animations
- └ Staggered reveal effects
- └ Custom CSS animation presets

CODE SNIPPETS & EFFECTS

- └ Border gradients
- └ Progressive blur effects
- └ Gradient alpha masks
- └ Glassmorphism
- └ Neumorphism
- └ Custom reusable snippets
- └ No vendor lock-in (standard HTML/CSS/JS)

IMAGE GENERATION (Integrated)

- └ AI hero images (DALL-E 3, Gemini)
- └ Product mockups
- └ Team/About page images
- └ Blog featured images
- └ Infographics with data
- └ Logo and brand assets
- └ Testimonial graphics

OPTIMIZATION

- └ Core Web Vitals optimization
- └ Image compression (WebP, AVIF)
- └ Lazy loading implementation
- └ SEO meta tag generation
- └ Schema markup injection
- └ Performance scoring

A/B TESTING

- └ Variant generation
- └ Traffic splitting
- └ Conversion tracking
- └ Statistical significance
- └ Winner auto-selection

Landing Page Types Supported

Page Type	Use Case	AI Features
Hero Sections	Brand awareness	Dynamic content, A/B testing
Pricing Tables	SaaS conversions	Competitor-aware pricing
Feature Grids	Product showcase	Benefit-focused copy
Testimonial Carousels	Social proof	Auto-curation from reviews
FAQ Accordions	Support reduction	AI-generated from queries
Contact Forms	Lead generation	Smart field validation
Lead Capture	Email collection	Incentive optimization
Product Showcases	E-commerce	Dynamic product cards
Blog Layouts	Content marketing	SEO-optimized templates
Portfolio Galleries	Creative showcase	Visual-first design
Event Pages	Registrations	Countdown, urgency
Comparison Tables	Decision support	Competitor research

Vertical 4: Sales SDR Automation

Dashboard: `/market360/sales`

Agent Distribution

- **42 agents** for sales development automation
- Lead researchers, qualification bots, outreach writers, follow-up managers, meeting schedulers

Enterprise Sales Features

SALES SDR AUTOMATION

LEAD INTELLIGENCE

- └ AI lead scoring (0-100 score with explanation)

- └ Predictive qualification (BANT analysis)
- └ Company enrichment (firmographics, technographics)
- └ Contact enrichment (social profiles, job history)
- └ Intent signal detection (website visits, content)
- └ Website visitor identification
- └ Social profile aggregation
- └ Buying committee mapping
- └ ICP (Ideal Customer Profile) matching

OUTREACH AUTOMATION

- └ AI email sequence generation (GPT-4o/Claude)
- └ Hyper-personalization at scale
- └ Multi-channel sequences (email + LinkedIn + phone + WhatsApp)
- └ Optimal send time prediction
- └ A/B testing automation
- └ Reply detection and routing
- └ Meeting scheduling integration (Calendly, Cal.com)
- └ Follow-up cadence optimization
- └ Out-of-office detection

CRM INTEGRATION

- └ Salesforce bi-directional sync
- └ HubSpot bi-directional sync
- └ Contacts, Leads, Accounts sync
- └ Deal/Opportunity management
- └ Activity logging
- └ Real-time webhook updates
- └ Custom field mapping

PIPELINE MANAGEMENT

- └ Deal stage automation
- └ Revenue forecasting (AI-powered)
- └ Activity logging
- └ Task prioritization
- └ Handoff to AE workflows
- └ Stalled deal detection
- └ Win/loss analysis

ANALYTICS & REPORTING

- └ SDR performance dashboards
- └ Sequence effectiveness metrics
- └ Reply and meeting rates
- └ Pipeline contribution
- └ Revenue attribution
- └ Conversion funnel analysis
- └ Activity benchmarking

AI Lead Scoring Algorithm

Signal	Weight	Data Source
Website visits	15%	Analytics

Signal	Weight	Data Source
Content downloads	20%	CRM
Email engagement	15%	Email platform
Company size	10%	Enrichment
Industry fit	15%	ICP matching
Budget signals	15%	Intent data
Timeline urgency	10%	Behavioral

Sales Workflow

1. LEAD CAPTURE
 - └ Form submission → Auto-enrichment → AI Scoring → Assignment
2. QUALIFICATION
 - └ AI analysis → BANT scoring → Prioritization → Routing
3. OUTREACH
 - └ Sequence selection → Personalization → Multi-channel execution
4. ENGAGEMENT
 - └ Response handling → Meeting scheduling → Demo booking
5. HANDOFF
 - └ Qualified → AE assignment → Full context transfer

Vertical 5: WhatsApp Marketing

Dashboard: `/market360/whatsapp`

Agent Distribution

- **28 agents** for WhatsApp marketing and support
- Chatbots, broadcast managers, flow builders, voice agents, commerce bots

WhatsApp Business API Features

WHATSAPP AUTOMATION SUITE

CONVERSATIONAL AI

- └ AI chatbot (24 LLMs available for routing)
- └ Natural language understanding (multi-intent)
- └ Multi-language support (22 Indian languages)
- └ Voice message transcription (Sarvam Saarika v2)
- └ Voice response generation (Sarvam Bulbul v1)
- └ Context memory across conversations
- └ Human handoff triggers (sentiment-based)
- └ Smart routing to departments

BROADCAST & CAMPAIGNS

- └ Template message management (pre-approved)
- └ Audience segmentation (unlimited segments)
- └ Personalized broadcasts (merge fields)
- └ Rich media messages (images, videos, documents, audio)
- └ Scheduled campaigns (timezone-aware)
- └ Delivery and read tracking
- └ Opt-out management
- └ Campaign analytics

FLOW BUILDER (Visual)

- └ Drag-and-drop conversation flow designer
- └ Conditional branching (if/else logic)
- └ Quick reply buttons (up to 3)
- └ List messages (up to 10 options)
- └ Product catalogs (WhatsApp Commerce)
- └ Payment collection (Razorpay UPI)
- └ Order status updates
- └ Appointment booking
- └ Survey and feedback collection

COMMERCE INTEGRATION

- └ Product catalog sync (up to 500 products)
- └ Cart abandonment recovery
- └ Order confirmation
- └ Shipping updates
- └ Review collection
- └ Reorder reminders
- └ Payment links via WhatsApp

VOICE AGENT (Sarvam Integration)

- └ Voice note transcription (12 languages)
- └ Voice response in customer's language
- └ Voice-to-text commands
- └ IVR-style voice menus

WEBHOOK & API

- └ Real-time message handling
- └ Delivery status webhooks
- └ Read receipt webhooks
- └ Business-initiated messaging

Message Template Types

Template Type	Use Case	Example
Marketing	Promotions, offers	"🎉 Diwali Sale! Get 50% off..."
Utility	Order updates, OTP	"Your order #1234 has shipped"
Authentication	2FA, verification	"Your OTP is 123456"
Service	Support, feedback	"How was your experience?"

WhatsApp Metrics

- Message delivery rate
- Read rate
- Response rate
- Average response time
- Conversion rate
- Customer satisfaction (CSAT)
- Bot containment rate
- Human handoff rate

Vertical 6: LinkedIn B2B Marketing

Dashboard: `/market360/linkedin`

Agent Distribution

- **32 agents** for LinkedIn optimization
- Content creators, profile optimizers, connection managers, InMail writers, company page managers

LinkedIn Automation Features

LINKEDIN B2B SUITE

PROFILE OPTIMIZATION

- └ AI headline generator (role + value prop)
- └ About section optimization (storytelling)
- └ Experience description enhancement
- └ Skills recommendation (industry-relevant)
- └ Featured section curation
- └ Profile photo analysis and tips
- └ Banner image recommendations
- └ SSI score improvement

CONTENT CREATION

- └ AI post generator (thought leadership)
- └ Carousel document creator (PDF slides)
- └ Article outline generator
- └ Poll creation (engagement-focused)
- └ Comment reply suggestions (context-aware)
- └ Newsletter content
- └ Video script generation
- └ Hashtag strategy

OUTREACH AUTOMATION

- └ Connection request personalization
- └ InMail sequence generation
- └ Follow-up automation
- └ Profile visit tracking
- └ Response management
- └ LinkedIn voice messages
- └ Event invitations

COMPANY PAGE MANAGEMENT

- └ Company update scheduling
- └ Employee advocacy programs
- └ Job posting optimization
- └ Showcase pages
- └ Analytics dashboard
- └ Follower growth tracking
- └ Competitor benchmarking

SALES NAVIGATOR INTEGRATION

- └ Lead list building
- └ Account mapping
- └ Buyer intent signals
- └ CRM sync
- └ TeamLink connections
- └ Saved searches

Content Strategy Templates

Template	Best Time	Format	Goal
Thought Leadership	Tue/Wed 8-10am	Text + Image	Authority
Industry Insights	Mon/Thu 9am	Carousel	Engagement
Case Study	Wed 2pm	Article	Trust
Team Spotlight	Fri 12pm	Photo	Culture
Event Promotion	Tue 10am	Video	Registration
Product Launch	Wed 11am	Multi-post	Awareness
Customer Success	Thu 3pm	Video	Social proof
Hiring	Mon/Fri 8am	Job post	Recruitment

Vertical 7: Performance Advertising

Dashboard: </market360/performance>

Agent Distribution

- **47 agents** for paid advertising optimization
- Ad copy writers, bid managers, audience builders, performance analysts, creative testers

Multi-Platform Ad Management

PERFORMANCE ADVERTISING SUITE

SUPPORTED PLATFORMS

└ Google Ads (Search, Display, YouTube, Shopping, PMax)

└ Meta Ads (Facebook, Instagram, Audience Network, Messenger)

└ LinkedIn Ads (Sponsored Content, InMail, Lead Gen)

└ Twitter/X Ads

└ Microsoft Ads (Bing, Edge)

└ Pinterest Ads

└ Programmatic (DV360, Trade Desk, Amazon DSP)

AD CREATIVE GENERATION

└ AI ad copy writer (GPT-4o, Claude 3.5)

- └─ Headline variants (15+ per campaign)
- └─ Description optimization
- └─ Image generation (DALL-E 3, Gemini)
- └─ Video script creation
- └─ Responsive ad assets
- └─ Carousel ad creation
- └─ Story/Reel ads
- └─ Dynamic creative optimization

AUDIENCE INTELLIGENCE

- └─ AI audience builder
- └─ Lookalike expansion (1%-10%)
- └─ Interest targeting suggestions
- └─ Custom audience creation
- └─ Remarketing lists
- └─ Customer match
- └─ Exclusion management
- └─ Audience overlap analysis

BID OPTIMIZATION

- └─ Automated bid strategies (tROAS, tCPA)
- └─ Budget pacing
- └─ Dayparting optimization
- └─ Geographic bid adjustments
- └─ Device optimization
- └─ Placement optimization
- └─ Seasonality adjustments

CAMPAIGN AUTOMATION

- └─ Rule-based automation
- └─ Budget alerts and auto-pause
- └─ Creative rotation
- └─ Underperformer pausing
- └─ Winner scaling
- └─ Cross-platform budget allocation

ANALYTICS & ATTRIBUTION

- └─ Multi-touch attribution (First, Last, Linear, Time Decay)
- └─ Cross-platform reporting
- └─ ROAS/CPA tracking
- └─ Creative performance analysis
- └─ Audience insights
- └─ Conversion path visualization
- └─ Assisted conversions
- └─ Incrementality testing

NATIVE AD PUBLISHING

- └─ One-click campaign creation
- └─ Cross-platform publishing
- └─ Unified campaign management
- └─ Consolidated reporting

AI Ad Generation Workflow

- 1. CAMPAIGN SETUP
 - └ Goal selection → Budget allocation → Platform selection → Audience definition
- 2. CREATIVE GENERATION
 - └ AI generates 20+ variants → A/B testing setup → Approval workflow → Launch
- 3. OPTIMIZATION
 - └ Real-time bid adjustment → Creative rotation → Budget reallocation → Scaling
- 4. REPORTING
 - └ Performance dashboards → Attribution modeling → ROI calculation → Recommendations
- 5. ITERATION
 - └ AI identifies opportunities → New creative generation → Continuous improvement

Ad Performance Metrics

Metric	Description	Benchmark
CTR	Click-through rate	>2% (Search), >0.5% (Display)
CPC	Cost per click	Industry dependent
CPM	Cost per 1000 impressions	\$5-15 average
ROAS	Return on ad spend	>3x
CVR	Conversion rate	>3%
Quality Score	Google Ads quality	>7/10
Relevance Score	Meta relevance	>7/10
Frequency	Average ad views	<3 per week

AI Infrastructure

LLM Provider Registry (24 Providers, 886 Models)

Tier 1: Premium Providers (Highest Quality)

Provider	Key Models	Best For	Cost/1M tokens
OpenAI	GPT-4o, GPT-4-Turbo, o1, o3	Premium content, complex reasoning	\$15-30
Anthropic	Claude 4 Opus, Claude 3.5 Sonnet	Long-form content, analysis, code	\$15-75
Google	Gemini 2.5 Pro, Gemini 2.0 Flash	Multimodal, image gen, speed	\$3-15

Tier 2: Performance Providers (Speed + Quality)

Provider	Key Models	Best For	Cost/1M tokens
Groq	Llama 3.3 70B, Mixtral	Real-time responses (<500ms)	\$0.59-0.79
Together AI	Mixtral, Llama, Qwen	Cost-effective speed	\$0.20-2.00
Fireworks	FireFunction v2	Function calling	\$0.20-1.00
Mistral	Mistral Large 2, Codestral	European AI, code	\$2-8

Tier 3: Specialized Providers

Provider	Key Models	Specialization	Cost/1M tokens
Sarvam AI	Sarvam-2B, Saarika, Bulbul	Indian languages (22), Voice	Custom
Cohere	Command R+, Embed v4	Enterprise RAG, Search	\$1-15
Perplexity	pplx-70b-online	Real-time web search	\$1-5
DeepSeek	DeepSeek V3, Coder	Budget reasoning (90% savings)	\$0.14-0.28
xAI	Grok-2, Grok-3	Real-time knowledge	\$2-10

Provider	Key Models	Specialization	Cost/1M tokens
Zhipu AI	GLM-4V	Chinese market, multimodal	Custom

Tier 4: Aggregators & Open Source

Provider	Models Available	Best For	Notes
OpenRouter	400+ models	Model diversity, fallback	Unified API
Replicate	100+ models	Open source, custom	Pay per compute
HuggingFace	50+ models	Research, fine-tuning	Variable
Ollama	Local models	Privacy, offline	Self-hosted

Enterprise Cloud Providers

Provider	Models	Best For
AWS Bedrock	Claude, Titan, Llama	Enterprise, AWS stack
Azure OpenAI	GPT-4, Embeddings	Enterprise, Microsoft stack
VertexAI	Gemini, PaLM	Enterprise, Google Cloud

Voice & Vision Models

Capability	Provider	Model	Languages
Speech-to-Text	Sarvam	Saarika v2	22 Indian
Text-to-Speech	Sarvam	Bulbul v1	12 Indian
Image Generation	OpenAI	DALL-E 3	Universal
Image Generation	Google	Gemini 2.5	Universal
Image Analysis	Google	Gemini 2.5 Pro Vision	Universal
Video Generation	Runway	Gen-3	Coming Soon

Intelligent Model Router

Multi-Factor Scoring Engine

MODEL ROUTING ALGORITHM

INPUT FACTORS

└ Task complexity (0-100)

└ Quality requirements (draft/standard/premium)

└ Latency requirements (real-time/batch)

└ Cost budget (per-request limit)

└ Language requirements (English/Hindi/etc.)

└ Content type (text/code/image/voice)

└ Token length (short/medium/long)

└ Agent capabilities (specialized tools)

ROUTING LOGIC

└ If language == Indian → Sarvam-2B primary

└ If latency < 500ms → Groq Llama 3.3

└ If complexity > 80 → GPT-4o or Claude 3.5 Sonnet

└ If cost_sensitive → DeepSeek V3 (90% savings)

└ If code_generation → Claude 3.5 Sonnet or Codestral

└ If real_time_data → Perplexity pplx-online

└ If multimodal → Gemini 2.5 Pro

└ Default → Tier 2 balanced model

FALLBACK CHAIN

└ Primary model timeout → Tier 2 alternative

└ Tier 2 failure → Tier 3 fallback

└ All providers down → Cached response + alert

└ Rate limited → Queue + retry with backoff

OPTIMIZATION

└ KIMI K2 cost optimization (90% savings)

└ Request batching for efficiency

└ Response caching (semantic similarity)

└ Load balancing across providers

Example Routing Decisions

Task	Routed To	Reason
Hindi social post	Sarvam-2B	Native Indian language support
Complex strategy doc	Claude 3.5 Sonnet	Long-form reasoning

Task	Routed To	Reason
Quick chatbot reply	Groq Llama 3.3	<500ms latency
Budget blog post	DeepSeek V3	90% cost savings
Code generation	Claude 3.5 Sonnet	Best code quality
Real-time news summary	Perplexity pplx-online	Web-grounded
Image description	Gemini 2.5 Pro Vision	Multimodal
Voice transcription	Sarvam Saarika v2	Indian accent support

Enterprise Services

Service Architecture

ENTERPRISE SERVICES

/api/whatsapp

→ WhatsApp Business API (Meta)

/api/crm

→ CRM Integration (Salesforce, HubSpot)

/api/social

→ Social Publishing (Meta, LinkedIn, X)

/api/voice

→ Voice Agents (Sarvam Saarika, Bulbul)

/api/email

→ Email Campaigns (SMTP/ESP)

/api/payments

→ Payment Processing (Razorpay)

/api/portal

→ Client Portals (White-label)

/api/influencers

→ Influencer Marketplace

/api/predictive

→ Predictive Analytics

/api/ads

→ Native Ad Publishing

ALL SERVICES

└ Authentication required (Replit Auth)

└ Brand-level access control

└ Rate limiting (per-endpoint)

└ Audit logging

└ WAI SDK orchestration (no direct LLM calls)

└ Webhook support

Service Status

Service	Endpoint	Status	Credentials Needed
WhatsApp Business	/api/whatsapp	Ready	META_WHATSAPP_TOKEN
CRM Integration	/api/crm	Ready	SALESFORCE_*, HUBSPOT_*
Social Publishing	/api/social	Ready	OAuth tokens
Voice Agents	/api/voice	Active	☐ SARVAM_API_KEY
Email Campaigns	/api/email	Ready	SMTP/ESP credentials
Payments	/api/payments	Ready	RAZORPAY_KEY_ID/SECRET
Client Portal	/api/portal	Active	None
Influencer Marketplace	/api/influencers	Active	None
Predictive Analytics	/api/predictive	Active	None
Native Ads	/api/ads	Ready	Google/Meta tokens

Payment & Invoicing (Razorpay)

Indian Market Compliance

RAZORPAY PAYMENT SUITE

PAYMENT METHODS

└ UPI (Google Pay, PhonePe, Paytm, BHIM)

└ Credit Cards (Visa, MasterCard, Amex, Diners, RuPay)

└ Debit Cards (All Indian banks)

└ NetBanking (50+ banks)

└ Wallets (Amazon Pay, Freecharge, Mobikwik, Ola Money)

└ EMI (Credit card EMI, Cardless EMI)

└ Pay Later (Simpl, LazyPay, ZestMoney)

└ International Cards (with 3DS)

INVOICING (GST COMPLIANT)

└ GST/CGST+SGST/IGST automatic calculation

└ HSN/SAC code support

└ GSTIN validation

└ e-Invoice ready (IRN generation)

└ e-Way bill support

- └ Multi-currency (INR primary)
- └ Tax invoice templates
- └ Proforma invoices
- └ Credit notes

SUBSCRIPTION MANAGEMENT

- └ Monthly/Quarterly/Annual billing
- └ Trial periods
- └ Proration
- └ Dunning (failed payment retry)
- └ Subscription pause/resume
- └ Plan upgrades/downgrades
- └ Cancellation workflows

PAYMENT LINKS

- └ Shareable payment links
- └ SMS + Email notifications
- └ Expiry dates
- └ Partial payments
- └ Custom branding
- └ UTM tracking

WEBHOOKS

- └ payment.captured
- └ payment.failed
- └ invoice.paid
- └ subscription.activated
- └ subscription.charged
- └ refund.processed

ANALYTICS

- └ Revenue dashboards
- └ Payment method breakdown
- └ Success/failure rates
- └ Average order value
- └ MRR/ARR tracking
- └ Churn analysis

API Endpoints

Endpoint	Method	Description
/api/payments/status	GET	Check Razorpay configuration
/api/payments/orders/:brandId	POST	Create payment order
/api/payments/verify	POST	Verify payment signature
/api/payments/invoices/:brandId	GET	List invoices

Endpoint	Method	Description
/api/payments/invoices/:brandId	POST	Create invoice
/api/payments/invoices/:brandId/:id/issue	POST	Issue invoice
/api/payments/subscriptions/:brandId	GET	List subscriptions
/api/payments/subscriptions/:brandId	POST	Create subscription
/api/payments/payment-links/:brandId	GET	List payment links
/api/payments/payment-links/:brandId	POST	Create payment link
/api/payments/payments/:brandId	GET	List payments
/api/payments/revenue/:brandId	GET	Revenue analytics
/api/payments/webhook	POST	Handle Razorpay webhooks

Voice Agent Capabilities

Sarvam AI Integration

VOICE AGENT SUITE

SPEECH-T0-TEXT (Sarvam Saarika v2)

└ 22 Indian languages supported

└ Real-time transcription

└ Batch audio processing

└ Accent adaptation

└ Punctuation and formatting

└ Speaker diarization

└ Noise reduction

└ Confidence scores

TEXT-T0-SPEECH (Sarvam Bulbul v1)

└ 12 Indian languages

└ Natural voice quality

└ Multiple voice options per language

└ Speed control (0.5x - 2x)

└ Pitch adjustment

└ SSML support

└ Emotion modulation

└ Audio format options (MP3, WAV, OGG)

USE CASES

- └ WhatsApp voice notes (transcribe + respond)
- └ IVR systems (phone automation)
- └ Voice-enabled chatbots
- └ Audio content creation
- └ Podcast transcription
- └ Meeting transcription
- └ Voice search
- └ Accessibility features

API ENDPOINTS

- └ POST /api/voice/transcribe
- └ POST /api/voice/synthesize
- └ POST /api/voice/conversation
- └ GET /api/voice/languages
- └ GET /api/voice/voices

Supported Languages

Language	Code	STT	TTS	Native Script
Hindi	hi	☑	☑	हिन्दी
Bengali	bn	☑	☑	বাংলা
Tamil	ta	☑	☑	தமிழ்
Telugu	te	☑	☑	తెలుగు
Marathi	mr	☑	☑	मराठी
Gujarati	gu	☑	☑	ગુજરાતી
Kannada	kn	☑	☑	ಕನ್ನಡ
Malayalam	ml	☑	☑	മലയാളം
Punjabi	pa	☑	☑	ਪੰਜਾਬੀ
Odia	or	☑	☑	ଓଡ଼ିଆ
Assamese	as	☑	☑	অসমীয়া
English (India)	en-IN	☑	☑	English

Predictive Analytics Engine

PREDICTIVE ANALYTICS SUITE

TREND FORECASTING

- └ ML-powered trend prediction (7/30/90 days)
- └ Seasonal pattern detection
- └ Market trend analysis
- └ Confidence intervals

ANOMALY DETECTION

- └ Automatic alert on unusual patterns
- └ Traffic spike/drop detection
- └ Conversion rate anomalies
- └ Cost anomalies
- └ Engagement outliers

LEAD SCORING

- └ Predictive conversion probability (0-100)
- └ Multi-factor scoring algorithm
- └ Behavioral signals
- └ Demographic scoring
- └ Intent prediction

CHURN PREDICTION

- └ At-risk customer identification
- └ Churn probability scoring
- └ Contributing factors analysis
- └ Retention recommendations
- └ Intervention triggers

BUDGET OPTIMIZATION

- └ AI-recommended spend allocation
- └ Channel mix optimization
- └ ROI prediction per channel
- └ Diminishing returns detection
- └ Seasonal budget adjustments

CAMPAIGN PERFORMANCE FORECASTING

- └ Expected reach/impressions
- └ Predicted engagement
- └ Conversion forecasts
- └ Revenue projections
- └ Comparison vs benchmarks

AUTO-REMEDIATION

- └ Automated issue resolution
- └ Budget reallocation on underperformance
- └ Creative rotation on fatigue
- └ Audience expansion on saturation
- └ Alert escalation workflows

Security & Compliance

Authentication & Authorization

SECURITY ARCHITECTURE

AUTHENTICATION

- └ Replit Auth SSO integration
- └ Session-based authentication
- └ Secure cookie management
- └ Automatic session expiry
- └ CSRF protection
- └ Rate limiting per user

AUTHORIZATION (RBAC)

- └ Super Admin (full platform access)
- └ Admin (brand management, all features)
- └ Editor (content creation, publishing)
- └ Viewer (read-only dashboards)

API SECURITY

- └ Helmet.js security headers
- └ CORS configuration
- └ Rate limiting (express-rate-limit)
- └ Input validation (Zod schemas)
- └ SQL injection prevention (Drizzle ORM)

DATA PROTECTION

- └ Secrets management (Replit Secrets)
- └ Environment variable isolation
- └ Database encryption (PostgreSQL)
- └ API key rotation support
- └ Audit logging

COMPLIANCE

- └ GDPR-ready data handling
- └ GST compliance (India)
- └ RBI payment regulations
- └ Data residency options

Audit Logging

Event Type	Logged Data	Retention
Authentication	Login/logout, IP, device	90 days
Content Changes	Create/update/delete, user, timestamp	1 year
API Calls	Endpoint, method, response code	30 days
Payment Transactions	Amount, status, customer	7 years
Permission Changes	Role updates, access grants	1 year

Competitive Advantages

vs. HubSpot Marketing Hub

Feature	HubSpot	Market360
AI Models	1 (HubSpot AI)	886
LLM Providers	1	24
Autonomous Agents	0	267
Indian Languages	0	22
Voice Agents	No	Yes (Sarvam)
WhatsApp Voice	No	Yes
Payment Integration	Stripe only	Razorpay (India)
GEO Optimization	No	Yes
Pricing (Enterprise)	\$3,200/mo	Competitive

vs. Salesforce Marketing Cloud

Feature	Salesforce	Market360
AI Models	Einstein (1)	886
LLM Providers	1	24
Setup Time	Weeks	Hours
Indian Market Focus	Limited	Full
Regional Languages	Limited	22
WhatsApp Commerce	Basic	Full
Local Payments	Limited	Razorpay native
Cost	\$10,000+/mo	Competitive

vs. Adobe Marketo Engage

Feature	Marketo	Market360
AI Automation	Limited	ROMA L0-L4
Content Generation	Basic	24 LLMs
Indian Languages	0	22
Voice Capabilities	No	Full
Self-Driving	No	Yes
Cost	Very High	Competitive

vs. Indian Competitors (WebEngage, MoEngage, CleverTap)

Feature	Indian Players	Market360
LLM Integration	1-2	24
Autonomous Agents	0	267
SEO/GEO	No	Full suite

Feature	Indian Players	Market360
Web Development	No	Full suite
Sales SDR	No	Full suite
LinkedIn B2B	No	Full suite
Performance Ads	Basic	Full suite
Voice Agents	Limited	Full (Sarvam)

Technical Architecture

System Design

SYSTEM ARCHITECTURE

FRONTEND (React 18 + TypeScript)

└ TailwindCSS + shadcn/ui

└ Framer Motion animations

└ TanStack Query (data fetching)

└ Wouter (routing)

└ Vite (build system)

└ Responsive design (mobile-first)

BACKEND (Express.js + TypeScript)

└ RESTful API architecture

└ Session-based authentication

└ Rate limiting (express-rate-limit)

└ Security headers (Helmet.js)

└ CORS configuration

└ Compression middleware

DATABASE (PostgreSQL + Drizzle ORM)

└ Drizzle ORM (type-safe queries)

└ Drizzle-Zod (schema validation)

└ Connection pooling

└ Automatic migrations

└ Neon serverless (production)

AI BACKBONE (WAI SDK Orchestration)

└ 24 LLM provider integrations

└ Intelligent model routing

└ Fallback handling

```
|─ Cost optimization (KIMI K2)
|─ Response caching
|─ Fire-and-forget async pattern

EXTERNAL INTEGRATIONS
|─ Razorpay (payments)
|─ Sarvam AI (voice)
|─ Meta Business API (WhatsApp, Social)
|─ Google Ads API
|─ LinkedIn Marketing API
|─ Salesforce API
|─ HubSpot API
```

File Structure

```
market360/
├─ client/                                # React frontend
│  └─ src/
│     ├── components/                    # Reusable UI components
│     ├── pages/                         # Page components
│     ├── hooks/                         # Custom React hooks
│     ├── lib/                           # Utilities
│     └─ App.tsx                         # Main app component
│  └─ index.html
├─ server/                                # Express backend
│  └─ services/                          # Enterprise services
│     ├── wai-sdk-orchestration.ts
│     ├── razorpay-payment-service.ts
│     ├── sarvam-voice-agent-service.ts
│     ├── whatsapp-business-service.ts
│     ├── crm-integration-full-service.ts
│     ├── social-publishing-full-service.ts
│     ├── email-campaign-service.ts
│     ├── client-portal-service.ts
│     ├── influencer-marketplace-service.ts
│     └─ predictive-analytics-service.ts
│  └─ routes/                            # API routes
│  └─ middleware/                        # Express middleware
│  └─ index.minimal.ts                   # Server entry point
├─ shared/                               # Shared types/schemas
│  ├── schema.ts                         # Database schema
│  └─ market360-schema.ts                # Agent definitions
├─ docs/                                 # Documentation
└─ replit.md                             # Project configuration
```

API Reference

Base URL

```
https://[your-domain]/api
```

Authentication

All enterprise endpoints require authentication via session cookie.

Endpoint Summary

Category	Base Path	Key Endpoints
Health	/api/health	GET /
Auth	/api/auth	GET /user, POST /login, POST /logout
Brands	/api/brands	CRUD operations
Agents	/api/agents	GET /, GET /:id, POST /execute
Orchestration	/api/orchestration	POST /task, GET /models
WhatsApp	/api/whatsapp	/messages, /templates, /broadcasts
CRM	/api/crm	/contacts, /leads, /deals, /sync
Social	/api/social	/posts, /schedule, /analytics
Voice	/api/voice	/transcribe, /synthesize
Email	/api/email	/templates, /campaigns, /automations
Payments	/api/payments	/orders, /invoices, /subscriptions
Portal	/api/portal	/portals, /reports, /approvals
Influencers	/api/influencers	/search, /campaigns, /deliverables
Predictive	/api/predictive	/forecast, /anomalies, /leads

Category	Base Path	Key Endpoints
Ads	/api/ads	/campaigns, /creatives, /publish

Product Roadmap

Phase 1 (Completed)

- ☒ 24 LLM provider integration
- ☒ 886 model registry
- ☒ 267 autonomous agents
- ☒ 22 Indian language support
- ☒ Voice agents (Sarvam TTS/STT)
- ☒ 7 vertical dashboards
- ☒ WhatsApp Business API
- ☒ CRM Integration (Salesforce/HubSpot)
- ☒ Social Publishing APIs
- ☒ Razorpay Payment Integration
- ☒ Client Portal Service
- ☒ Influencer Marketplace

Phase 2 (Completed)

- ☒ Predictive Analytics Engine
- ☒ AI Visibility Tracker (GEO)
- ☒ Native Ad Publishing
- ☒ Omnichannel Smart Inbox
- ☒ Advanced Model Router

Phase 3 (In Progress)

- ☐ Cross-Vertical Journey Builder
- ☐ Social Listening Engine
- ☐ Advanced A/B Testing Framework
- ☐ Custom Agent Builder
- ☐ White-label Mobile App

Phase 4 (Planned)

- ☐ Account-Based Marketing (ABM)
 - ☐ Conversational Marketing
 - ☐ Advanced Attribution Modeling
 - ☐ Marketplace for Third-Party Agents
 - ☐ Enterprise SSO (SAML, OIDC)
-

Conclusion

Market360 represents the next generation of marketing automation platforms, purpose-built for the Indian market with global capabilities. By combining:

- **24 LLM providers** with intelligent routing
- **267 autonomous agents** across 7 verticals
- **22 Indian language support** with voice capabilities
- **Razorpay integration** for Indian payment compliance
- **WAI SDK orchestration** for production-grade AI

Market360 delivers a truly self-driving agency experience that reduces costs, increases efficiency, and enables brands to compete at the highest level.

Document Version: 2.0

Last Updated: January 2026

Platform Version: WAI SDK v7.0+

Total Features: 200+

Active Agents: 267

Supported Languages: 22 Indian + English