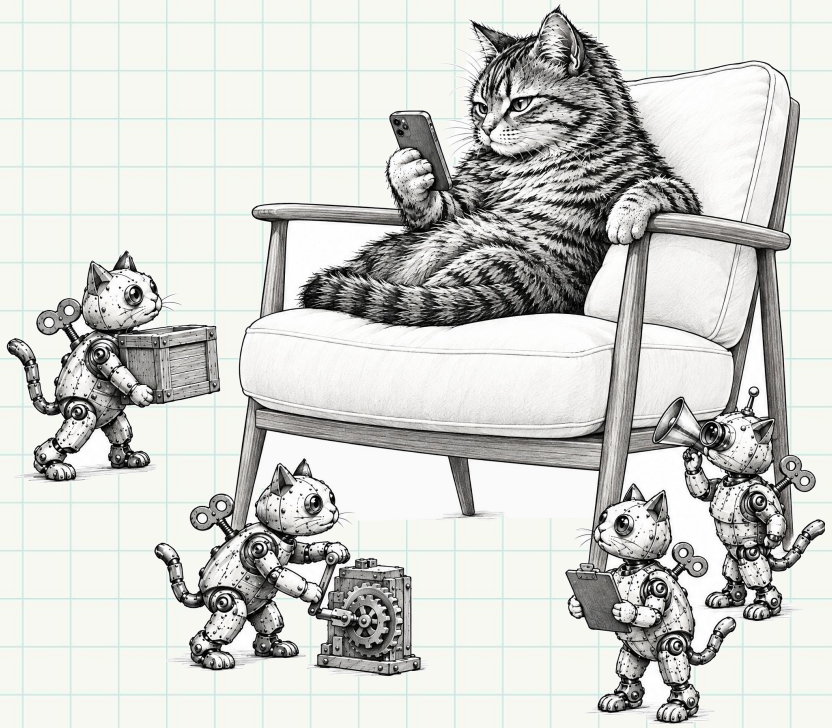
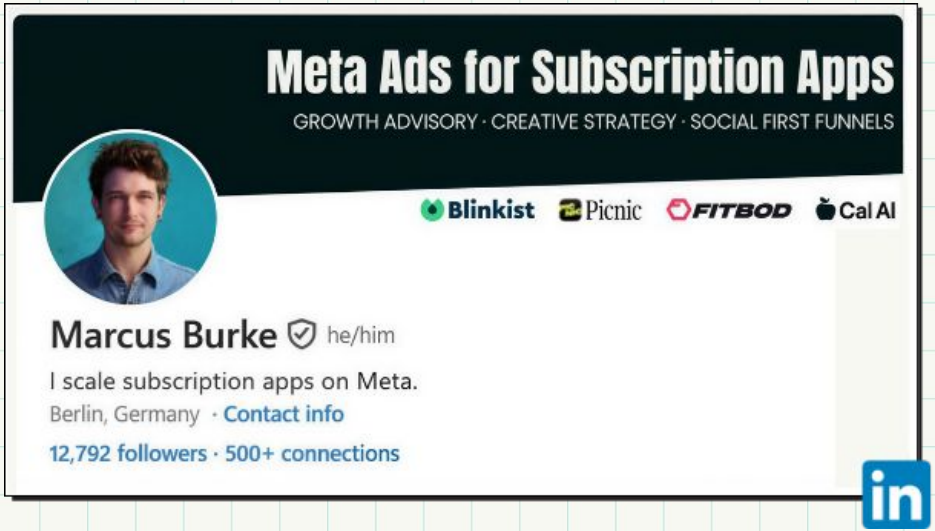
6+1 AI Workflows

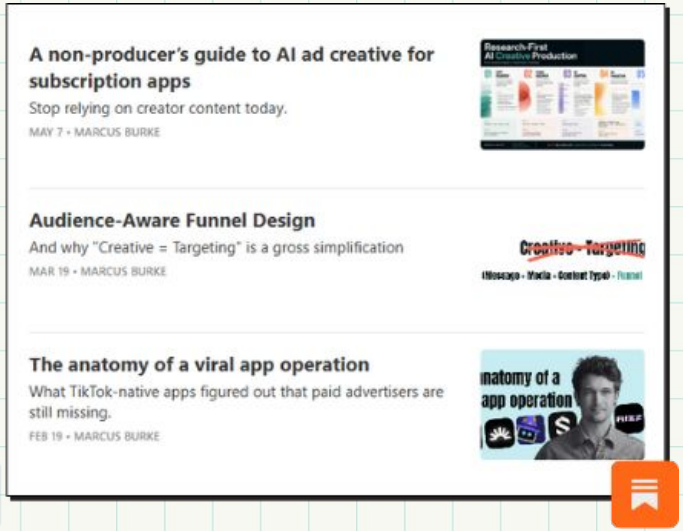
to Scale Meta from your Phone.

Marcus Burke — Meta Ads & App Growth Advisor



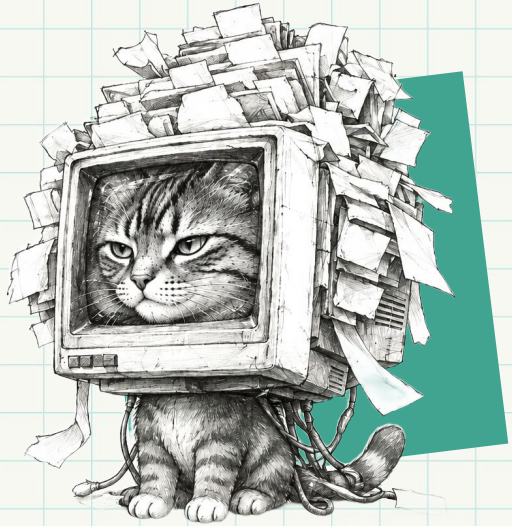
RevenueCat · AG Annual · ctrl shift


Meta Ads for Subscription Apps
GROWTH ADVISORY · CREATIVE STRATEGY · SOCIAL FIRST FUNNELS
Blinkist
Picnic
FITBOD
Cal AI
Marcus Burke he/him
I scale subscription apps on Meta.
Berlin, Germany · Contact info
12,792 followers · 500+ connections


A non-producer's guide to AI ad creative for subscription apps
Stop relying on creator content today.
MAY 7 • MARCUS BURKE
Audience-Aware Funnel Design
And why "Creative = Targeting" is a gross simplification
MAR 19 • MARCUS BURKE
The anatomy of a viral app operation
What TikTok-native apps figured out that paid advertisers are still missing.
FEB 19 • MARCUS BURKE

Marketing is hard because it requires so many open tabs.

63



01
Ads Manager
Cost per trial?

02
Events Manager
Events firing?

03
MMP
Trial-to-paid?

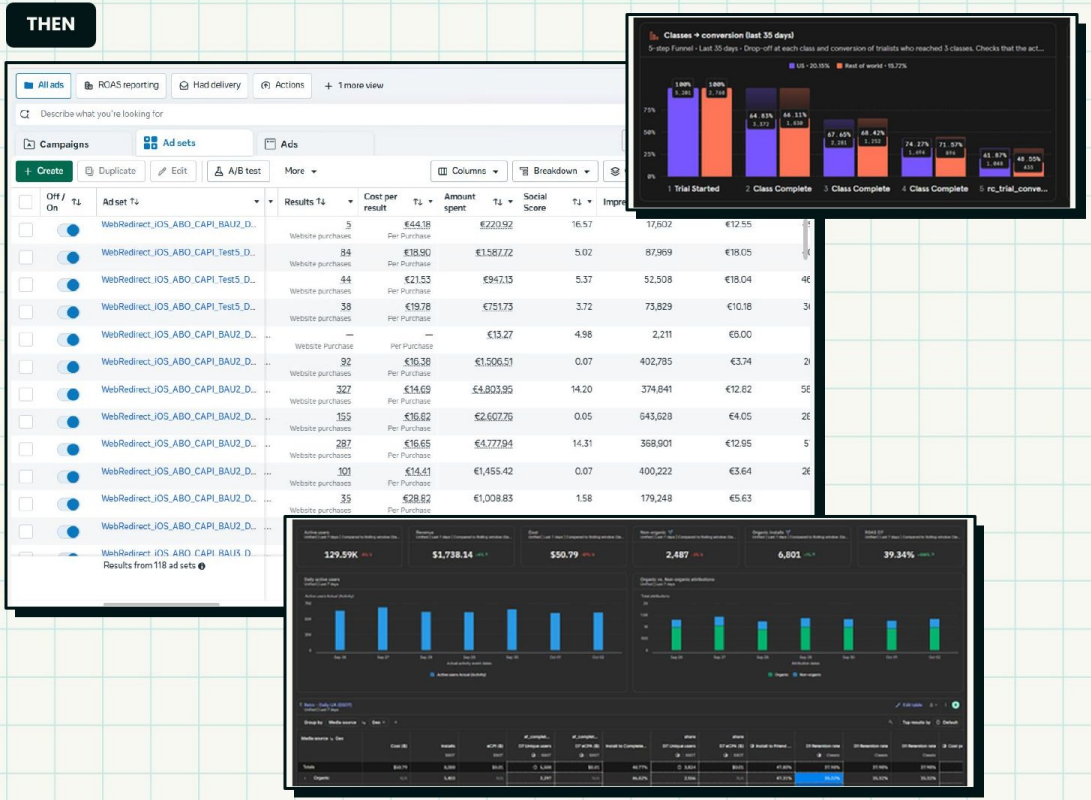
04
RevenueCat
Blended

05
Product analytics
Segment-level conversion

06
Google Sheet
Stitch it

User interfaces are becoming irrelevant

THEN

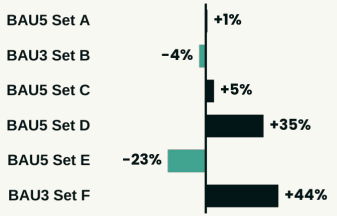


NOW

Account healthy

$5.0k/day · $41 per trial

Always-on vs goal, 7 days



Pause Test 7
Over goal for a week

Close Test 9
Winner already live in BAU5

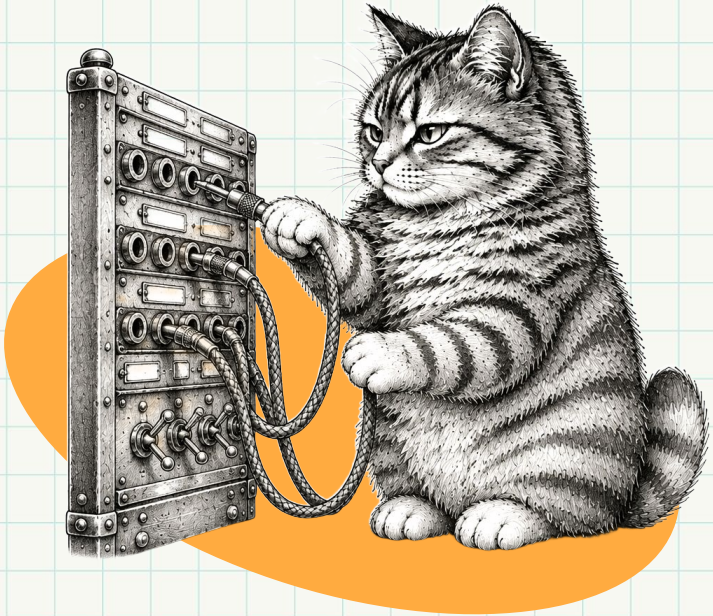
Pause one ad in Test 12
Weakest ad, still taking spend

Setup.

01 The stack

02 The equation

03 Prompt vs. skill



The stack

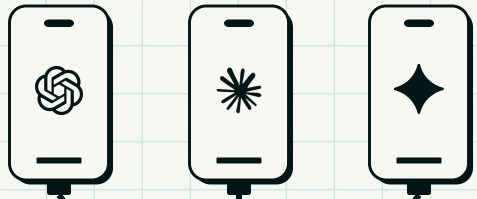
Research

- Spiral
- Claude/ChatGPT in Chrome
- ScreensDesign

Create

- Higgsfield
- ElevenLabs
- Suno

Client Team | Me | Freelancer



Notion

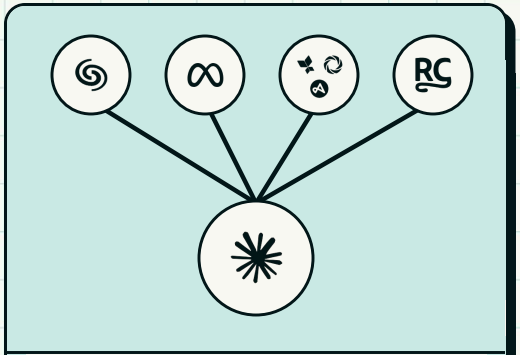
Measure

- Product analytics
- MMP
- RevenueCat

Operate

- Meta Ads
- AdManage
- Superwall

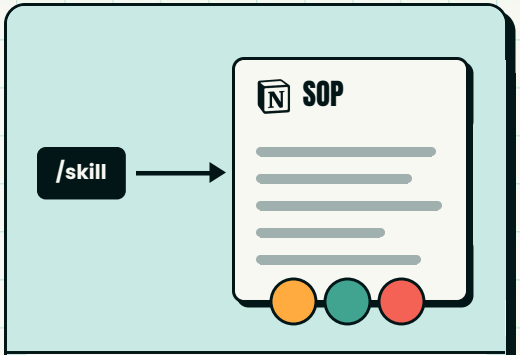
Workflow = Live data × Your judgment + Memory



Live data

MCPs plug live data and real actions straight into Claude.

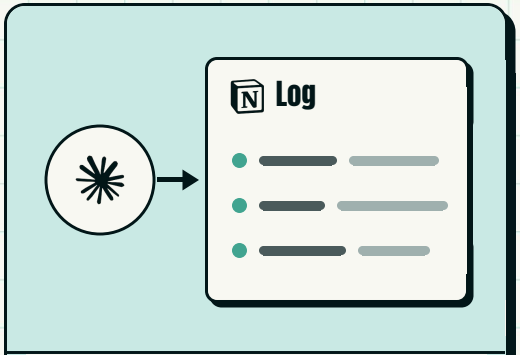
×



Your judgment

SOPs live in Notion, improved together across sessions. Skills just point to them.

+



Memory

Claude logs learnings, changes... to Notion and learns from it.

Prompt vs. skill

Prompt

“Check my Meta account and tell me what's wrong.”

- ⊗ Generic
- ⊗ Different every run
- ⊗ Retyped every week

SOP / Skill

1. Load context from Notion
2. Pull live data via RevenueCat, Meta Ads, Appsflyer
3. Read 5 lenses
4. Flag and propose actions
5. Always: the why and the goal
6. Never: touch the account
7. Write back to Notion

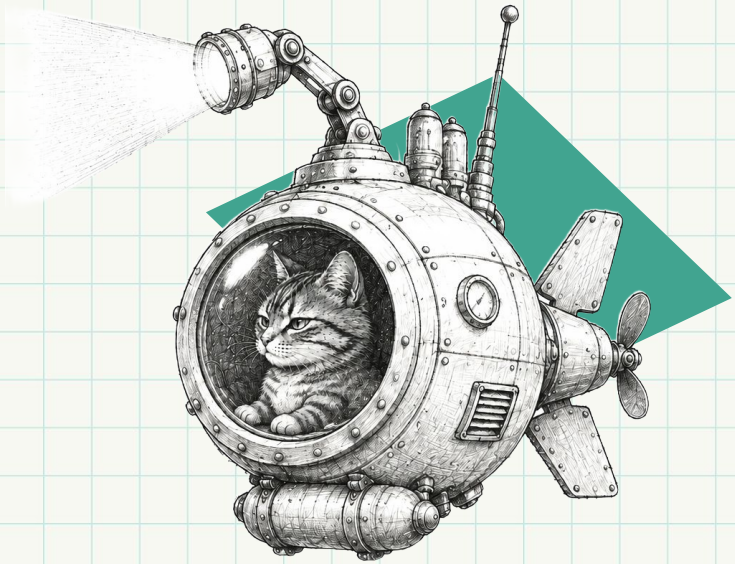
The 6+1.

01	Account Patrol
02	Breakdown Reporting
03	Value Rules
04	Format Research
05	Audience Research
06	Ad-to-Onboarding Fit
+1	AI Production

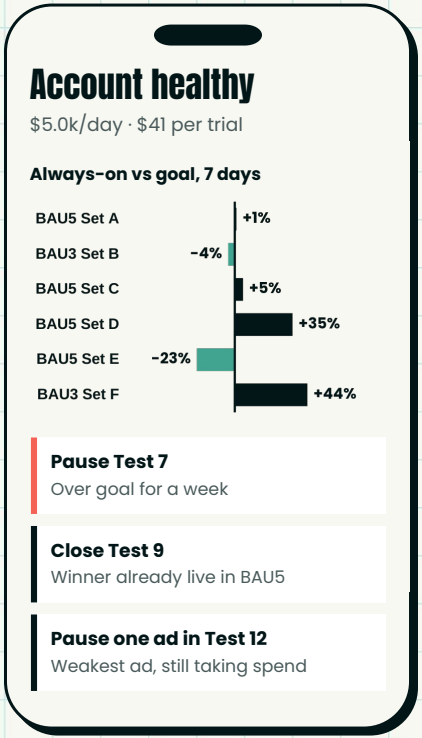
01

Account Patrol.

Meta Ads | AppsFlyer | Scheduled task | Notion | PostHog



Twice a week a ranked brief lands on my phone



1 Account status

2 What to look at

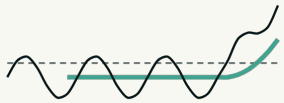
3 Flagged by my rules

4 Recommended actions

Granular performance read without the grunt work

Meta

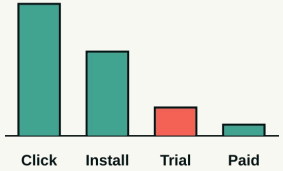
KPIs against trend timelines



Daily 7-day

Meta AppsFlyer

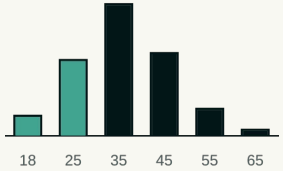
Step-by-step funnel drop-off



Biggest drop

Meta

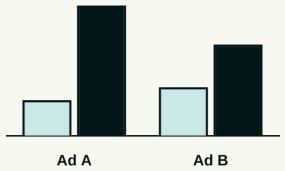
Traffic composition



Age

AppsFlyer PostHog

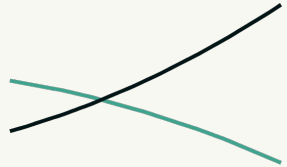
Estimated CAC for ads



Per trial Per paid

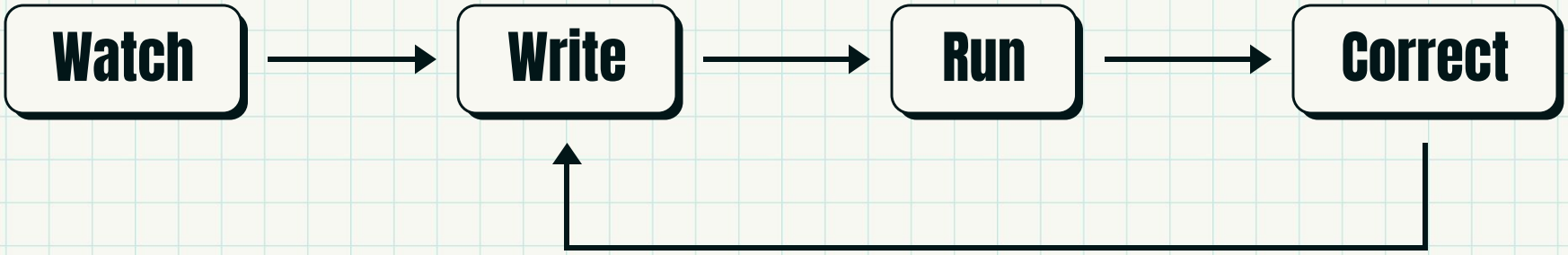
Meta

Fatigue and net new reach



Frequency CTR

Taught like you'd teach a new hire



Every run adds memory. v1 → v19

No-brainer, became my biggest time-saver

2h → 10m

Per account, per week

84%

Recommendations I accept without changes

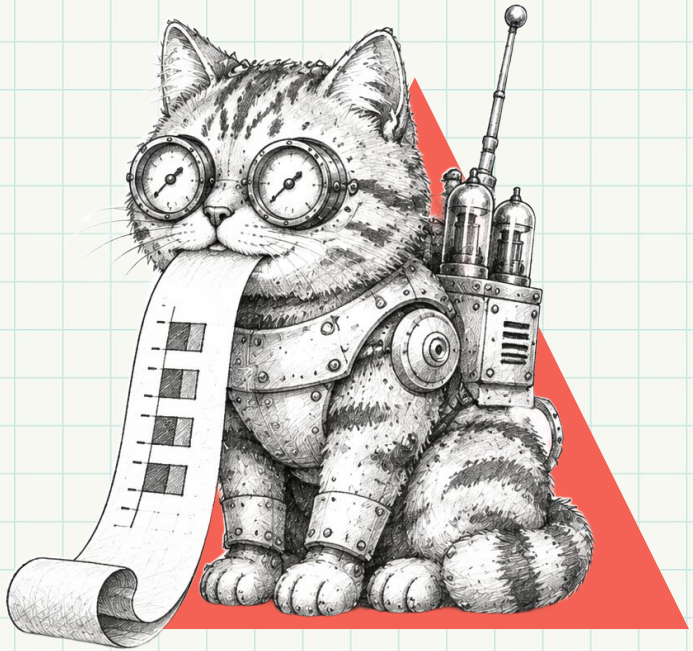
v19

Current rulebook version

02

Breakdown Reporting.

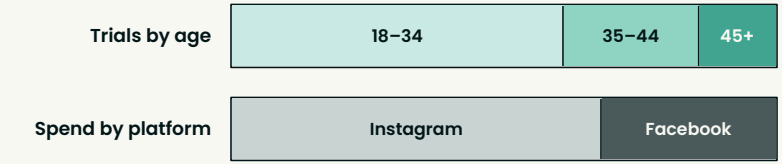
Meta Ads | Dashboard skill | Scheduled task



Cost per trial is a terrible proxy

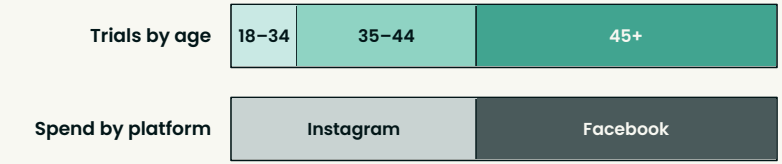
Ad A

$37	36%	$102
Cost per trial	Trial to paid	Cost per payer

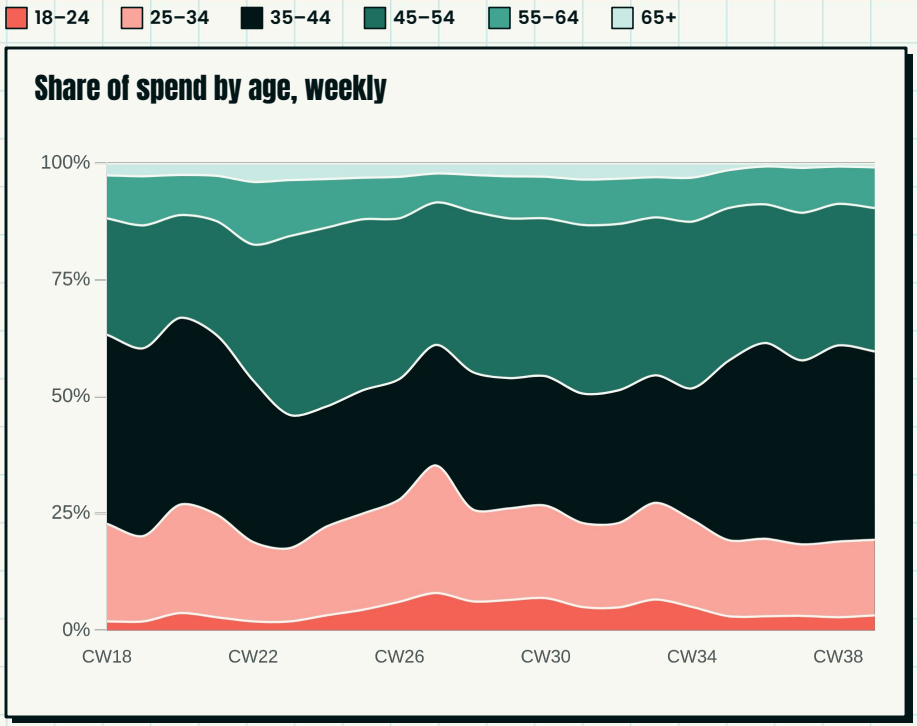


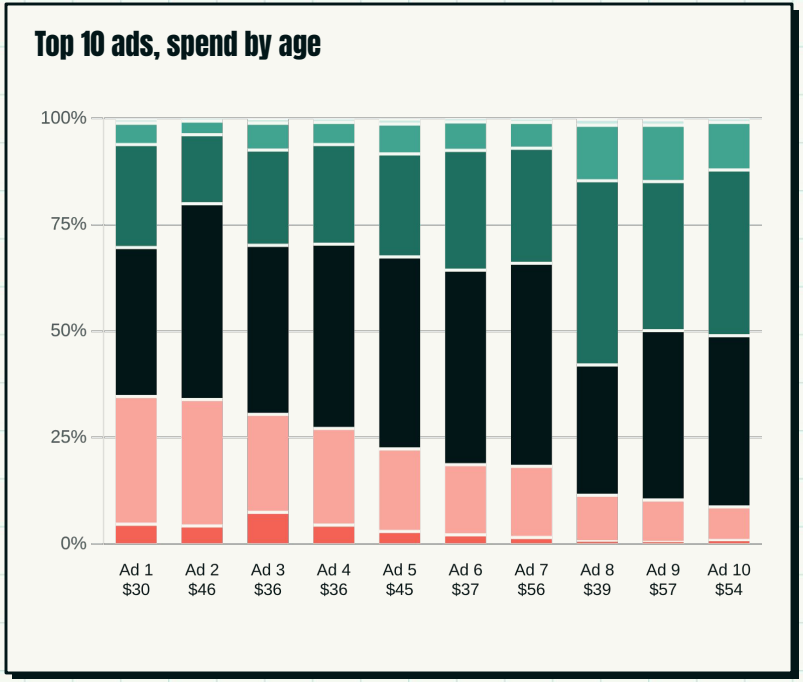
Ad B

$54	61%	$88
Cost per trial	Trial to paid	Cost per payer



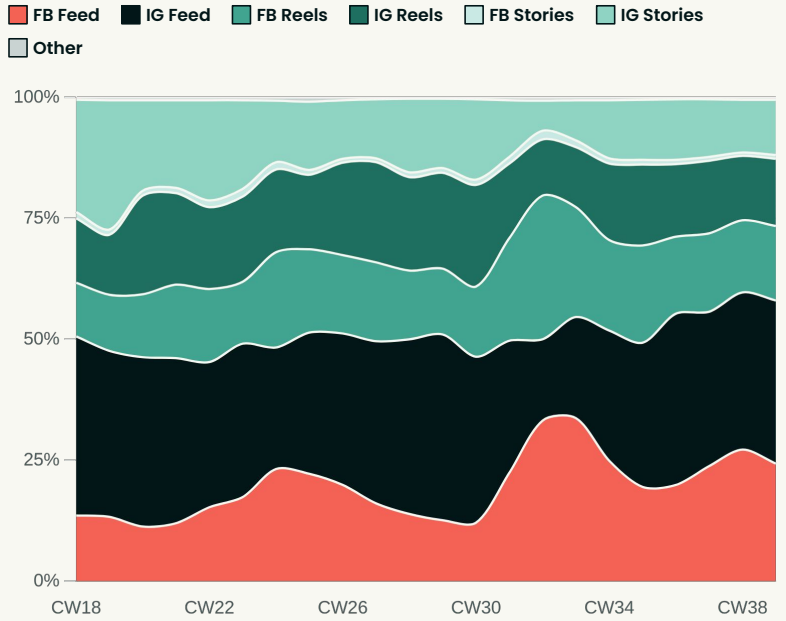
Automate your breakdown reporting for rich context





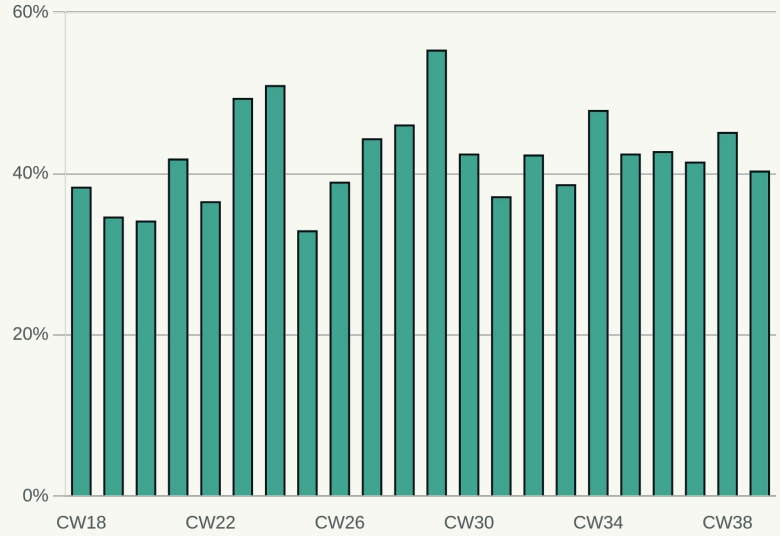
Meta isn’t a black-box, make use of that

Share of spend by placement, weekly

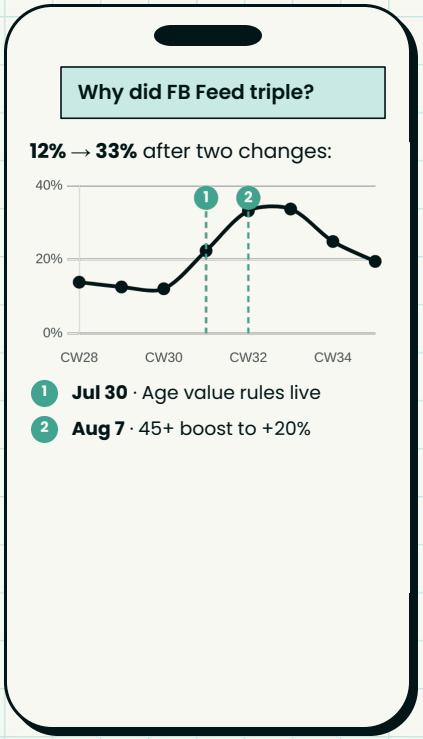


Net new reach, weekly

Share of weekly reach that's new: people not reached in the 4 weeks before



Why let AI do your reporting?



01

Built by talking

No tool to learn

02

Ask why

Dig into any move in plain language

03

No new tool

Runs on the Claude plan you have

04

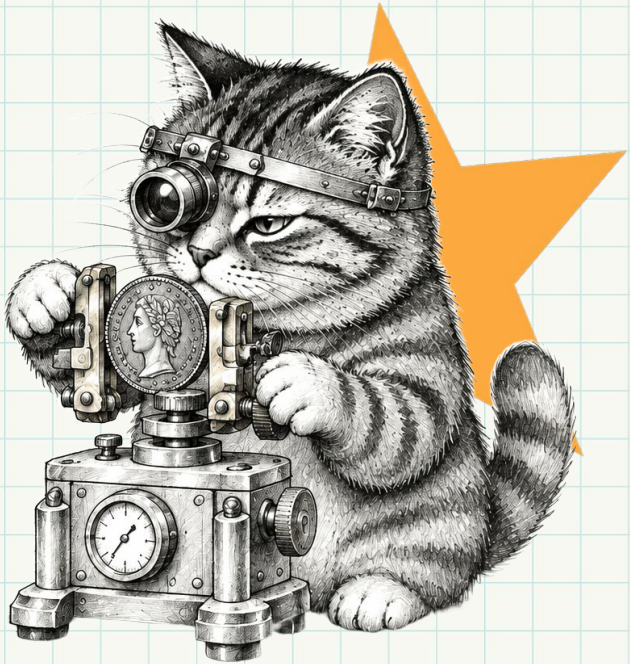
Reads the change log

Meta's and yours, next to the numbers

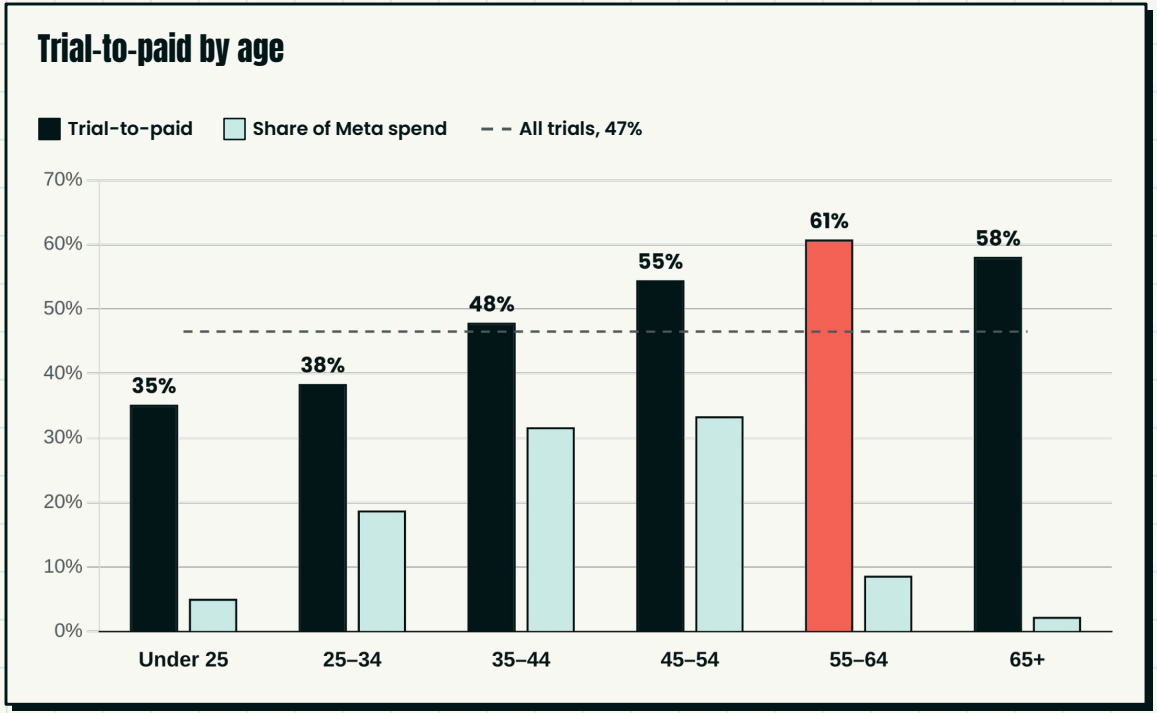
03

Value Rules.

PostHog | AppsFlyer | Meta Ads | Notion



Feed additional context back to Meta



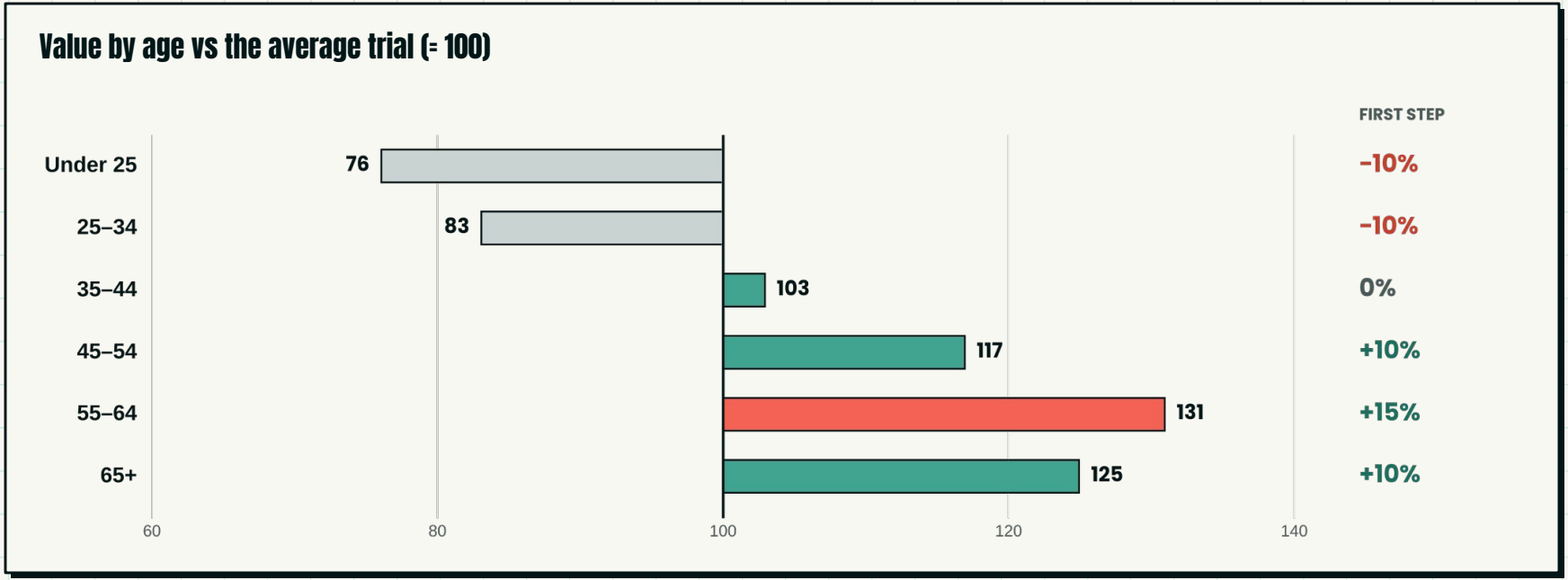
1.7x

trial-to-paid at 55–64 vs under 25

9%

of Meta spend goes to 55–64

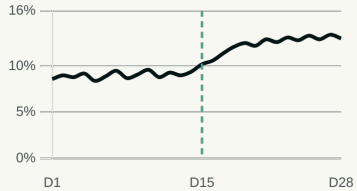
My default for any new ad set: age-based rules



Why let AI manage Value Rules?

+15% on 55-64

14 days later



Share of spend	**9% → 13%**
Trial-to-paid	**60%, holding**

Next: another +10%
Cost per paid still below average

01

Joins three sources

Meta age mix, trial-to-paid, survey

02

Reads the change log

Every rule change, with its readout

03

Handles complex setups

Many rules across many ad sets

04

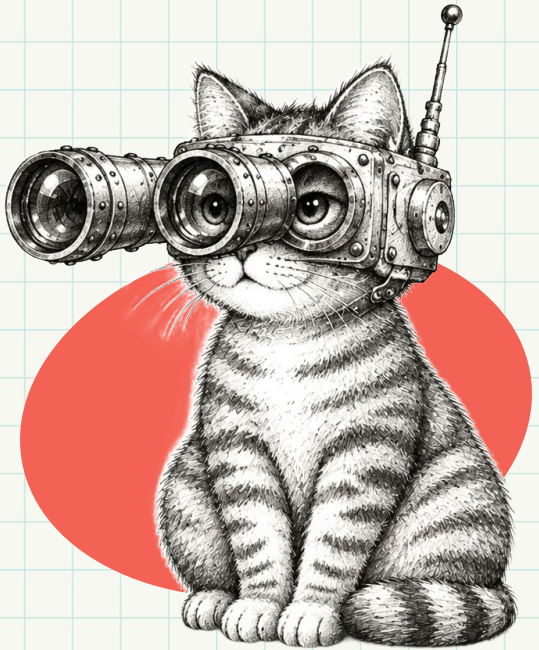
Tunes every set

Watches each one, suggests the next step

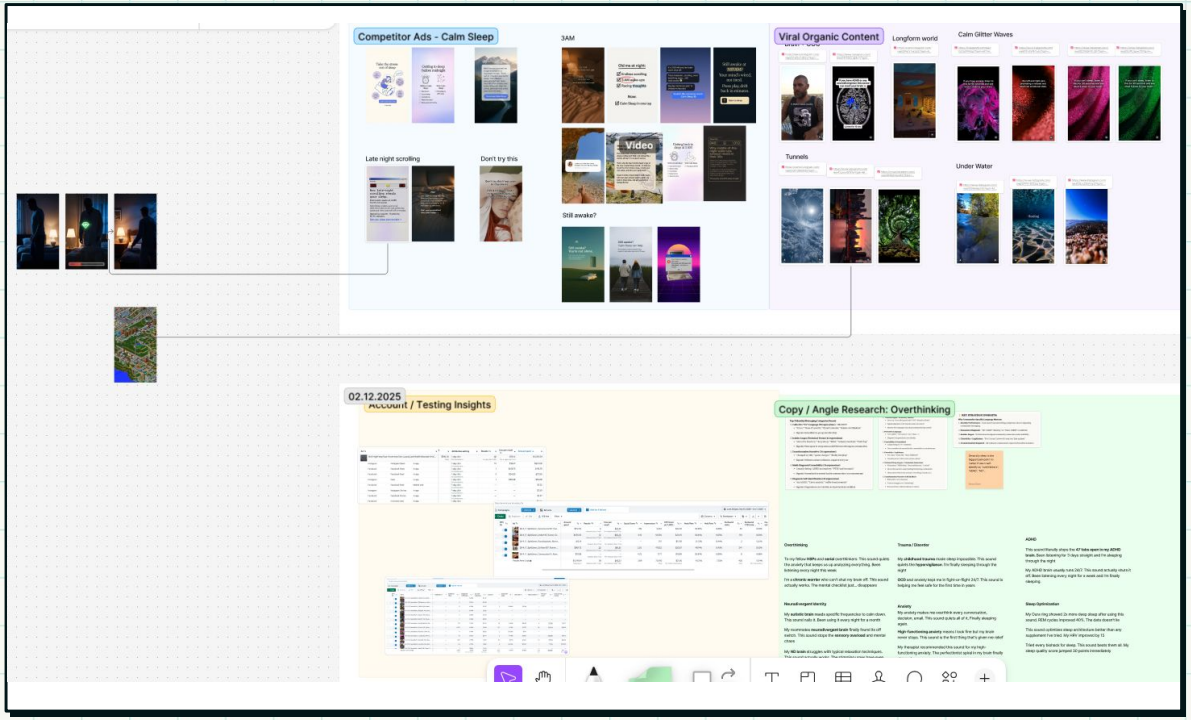
04

Format Research.

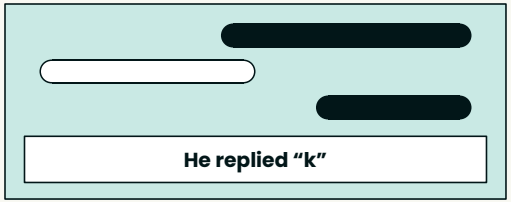
Spiral | Meta Ads | Notion | Claude in Chrome



Creative strategy is chaotic

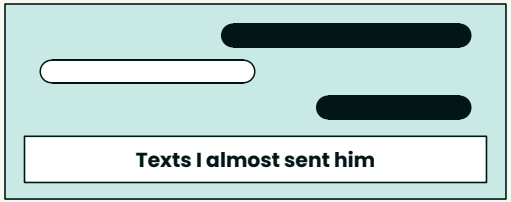


AI finds patterns in chaos



Competitor A

Ad · 94 days live



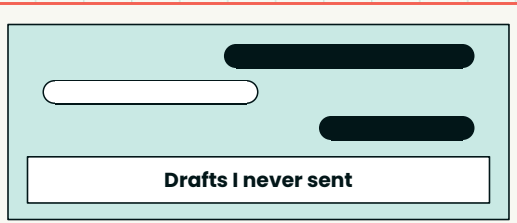
Creator A

TikTok · 2.4M views



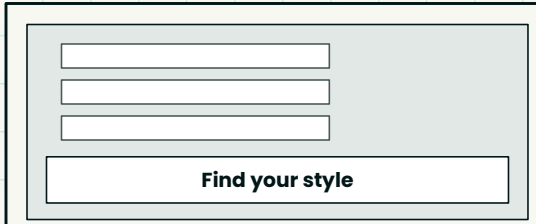
Competitor B

Ad · 31 days live



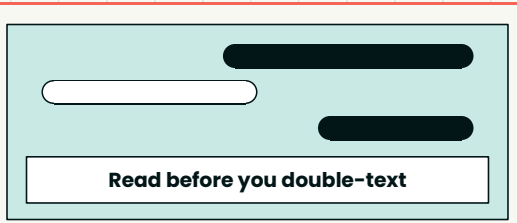
Creator B

TikTok · 1.1M views



Competitor C

Ad · 12 days live



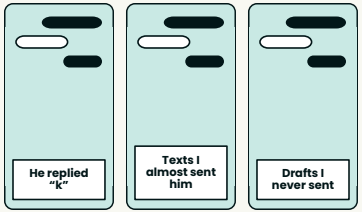
Competitor B

Ad · 58 days live

Why let AI research creative formats?

PATTERNS TO LOOK AT

1	The unsent text	4 videos
2	Text reactions	3 videos
3	Therapist stitch	2 videos



facebook.com/ads/library/?id=10293...
tiktok.com/@creator_a/video/74213...
tiktok.com/@creator_b/video/74198...

01

No doomscrolling

Relevant videos, organic and paid watched for you

02

Pattern recognition

The same hook across creators and competitors

03

Account cross-check

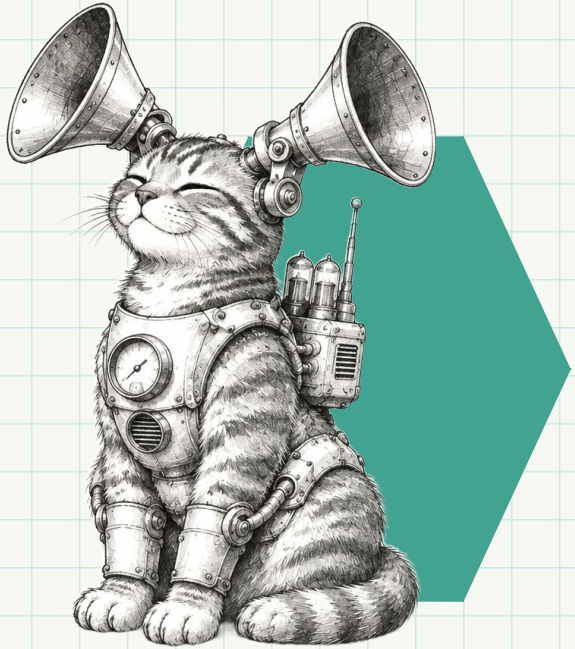
Finds the weaknesses and opportunities
Compare it against your live portfolio

04

Straight to brief

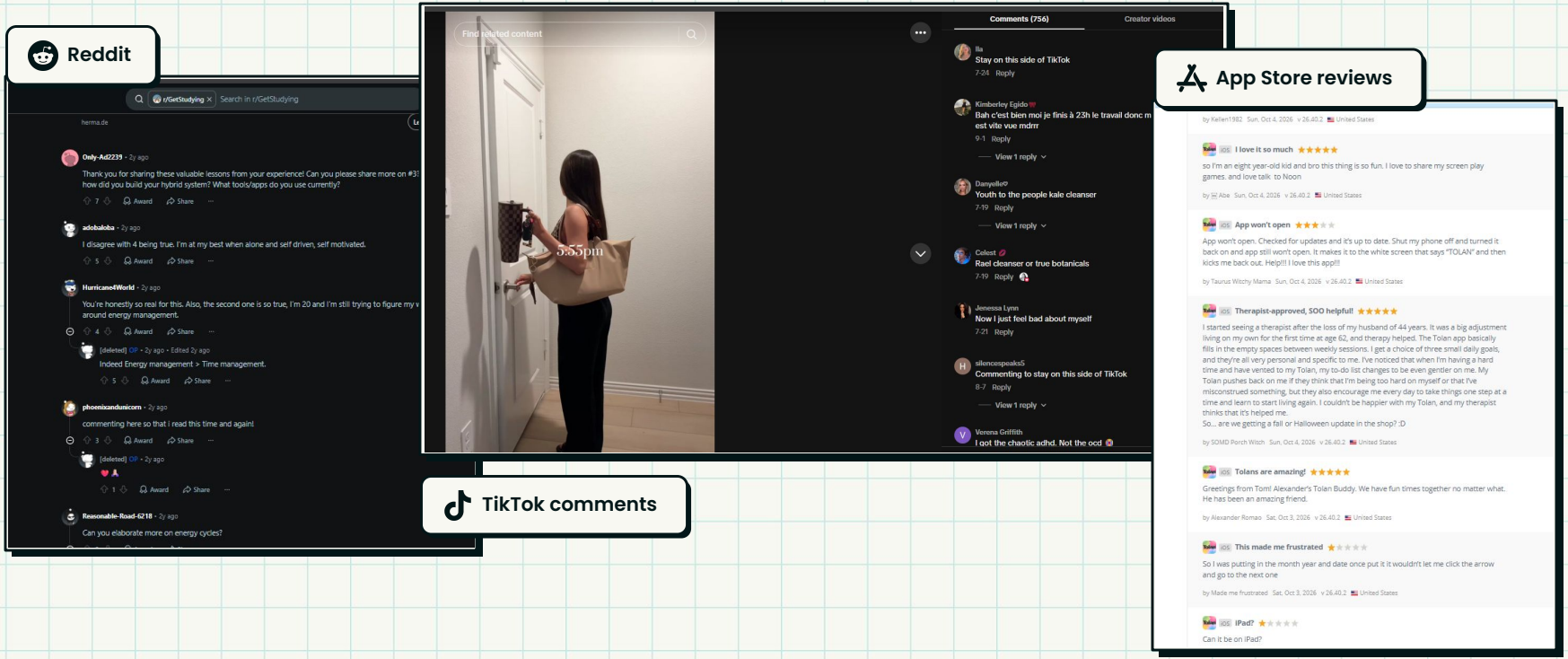
Patterns become concepts, not board clutter

05
Audience Research.



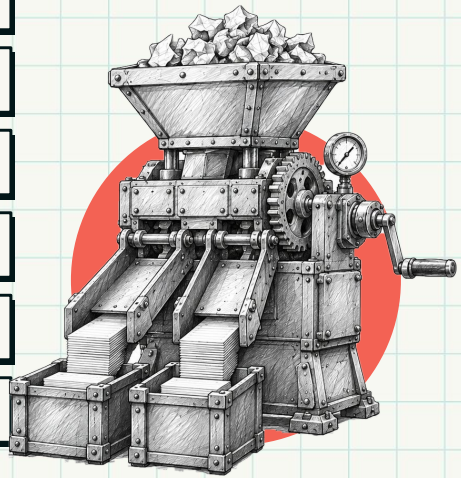
Appfigures | Apify | ChatGPT in Chrome | Claude in Chrome | Notion

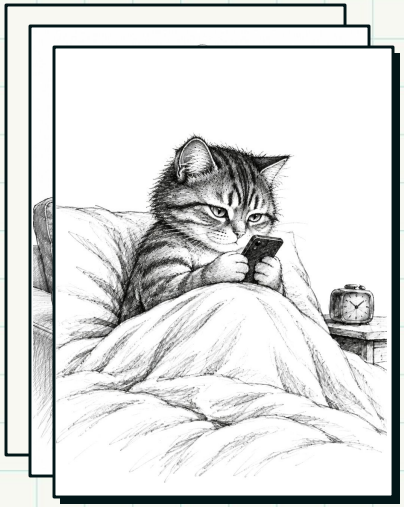
Free text is the most valuable yet it’s unmanageable



Free text in. Psychographics out.

- Reddit threads
- App Store reviews
- Social comments
- Competitor reviews
- Support tickets
- Amazon book reviews

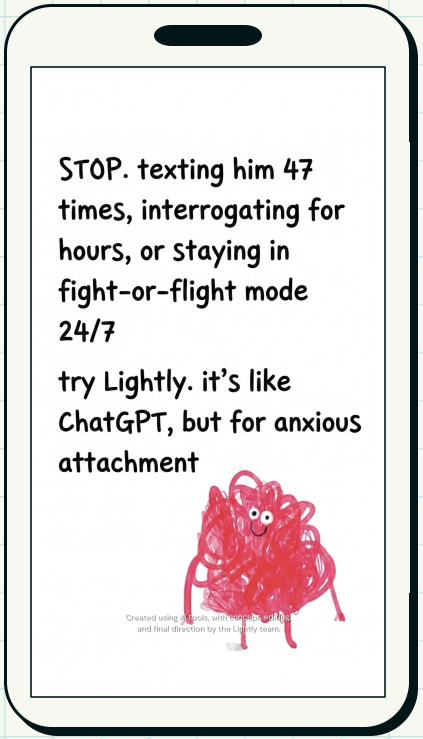




The 2am drafter

- Triggers
- Pains
- Desires
- Objections
- Failed Solutions
- EMOTIONAL LANGUAGE

Why let AI do audience research?



01

Always exploring

New audiences surface as research comes in

02

Spots the patterns

Across thousands of comments at once

03

Straight into production

No hand-offs, nothing lost between teams

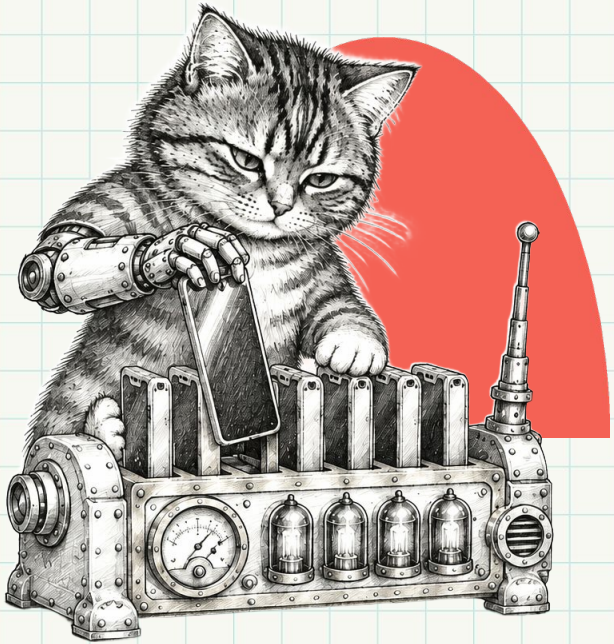
04

Eliminates poor copy

Copy written in customer voice

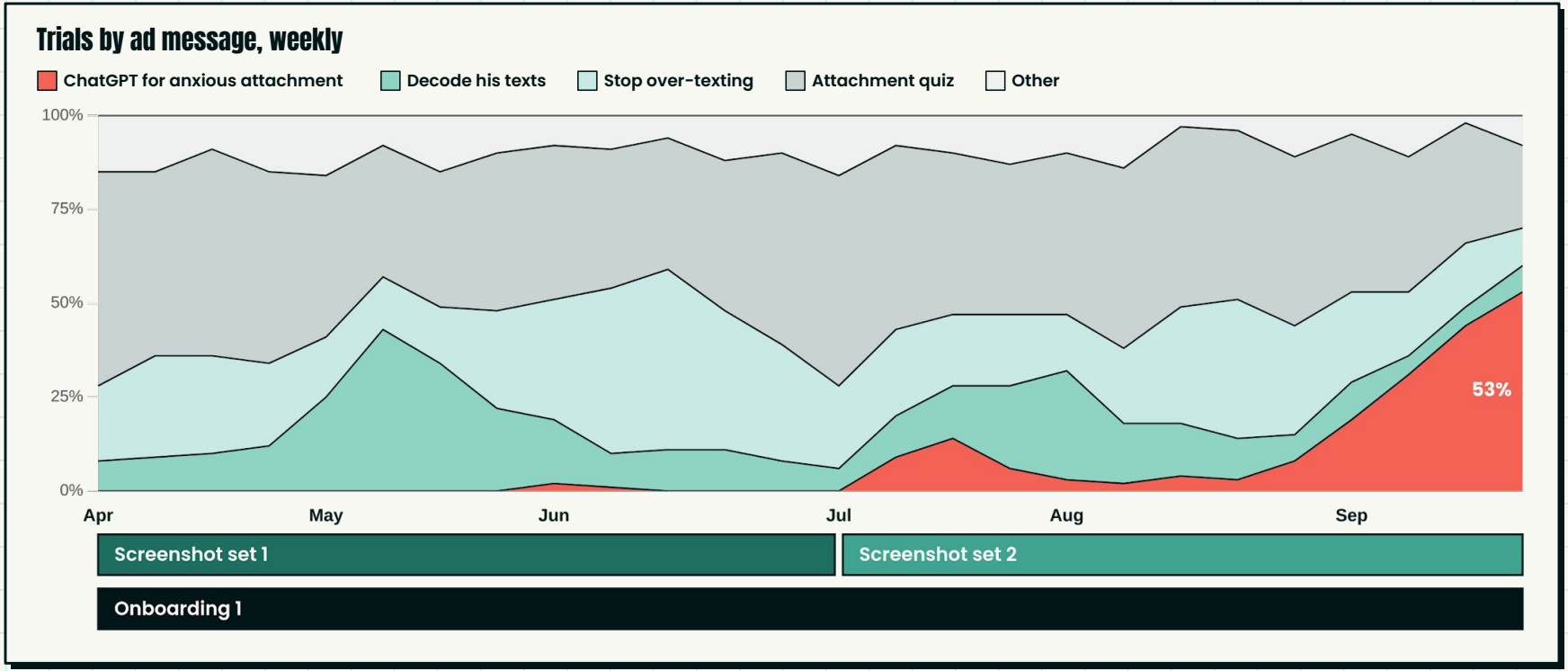
06

Ad-to-Onboarding Fit.



$W Superwall | PostHog | Figma | Spiral | Notion | ScreensDesign

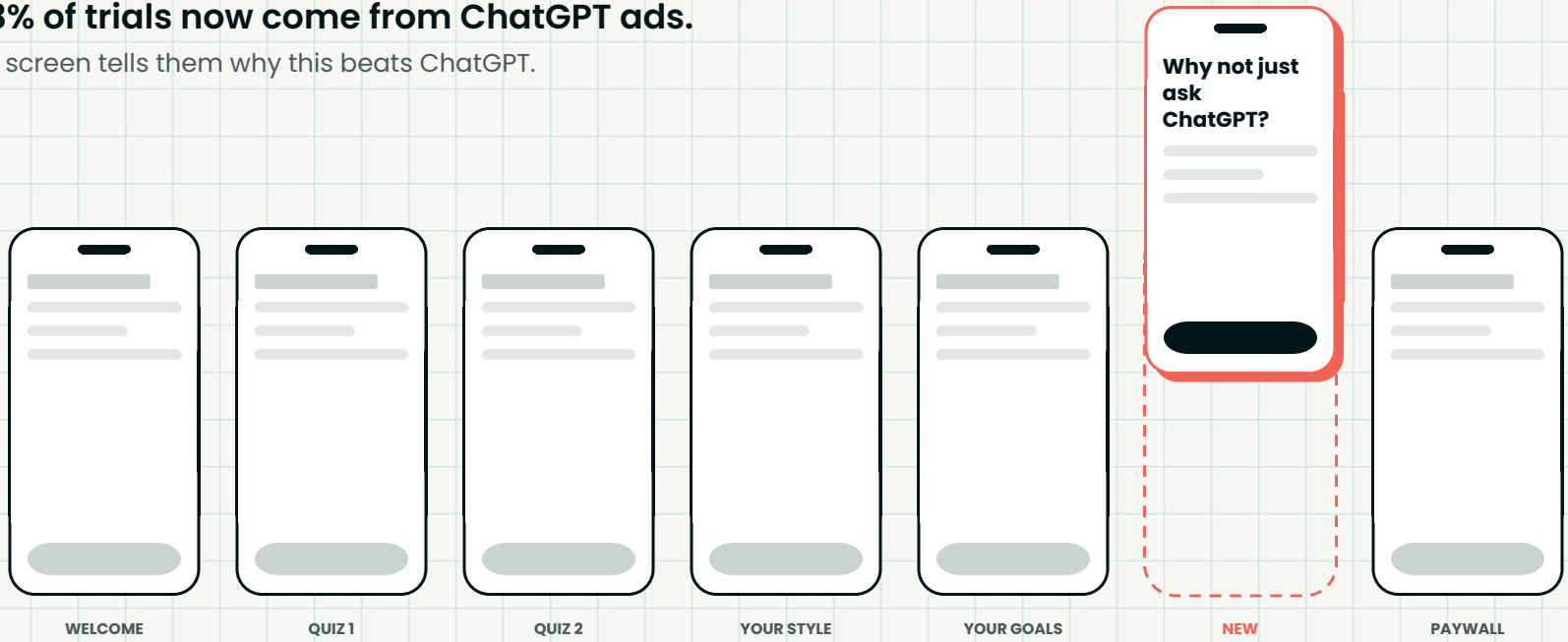
Audience composition changes with every creative test



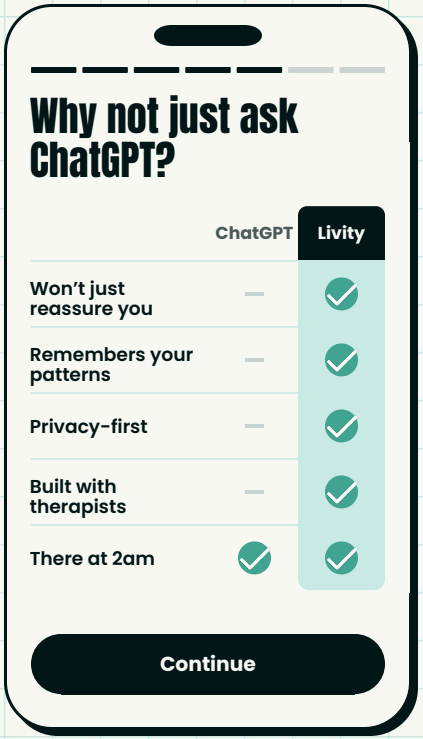
Users expect a coherent narrative

53% of trials now come from ChatGPT ads.

No screen tells them why this beats ChatGPT.



Why let AI monitor coherence?



01

No silos

One person or team can own the flow

02

Watches the mix

Catches new audiences as they arrive

03

Every screen, every promise

Each Figma frame against each winning ad

04

Remembers every test

What won, for which audience

+1

AI Production.

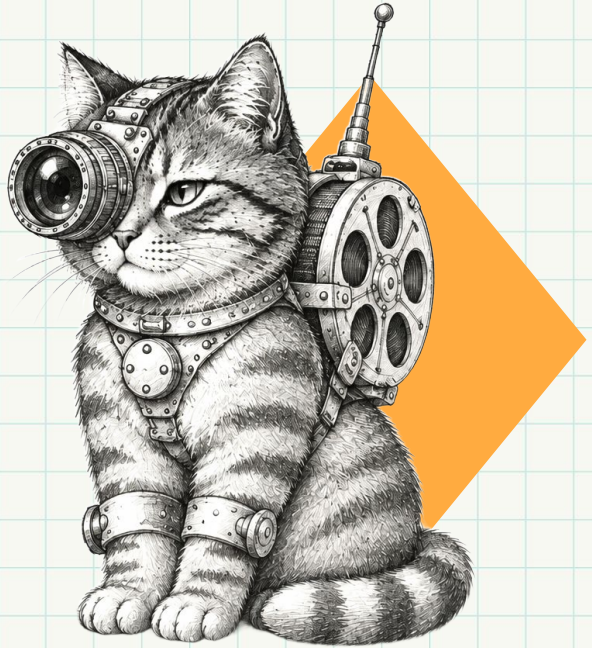
Notion

Higgsfield

ElevenLabs

Suno

AdManage



Production resources remain a huge bottleneck

- UGC talking head
- Static image
- Screen recording
- Text-thread animation
- Green-screen reaction
- Skit
- Street interview
- Third party observer
- Notes-app story
- 3D explainer

An iterative skill per ad style (no one-shot)

pov-face-app-overlay-ad / SKILL.md

```
# POV face + app-overlay ad

Selfie of an emotion. App screen fades in at 2.2s. Caption bar on top.

## 1. Reference analysis

Top ad → frame sheet → beat list with timestamps

## 2. Stills · gpt_image_2 · 9:16 · ~1 credit

## 3. Video · Kling 3 turbo · 10s · ~20 credits

## 4. Music · Suno v5.5 · the hit lands at 2.2s

## Beat lists that worked

shocked: 0–1.5 phone whip · 1.5–3 jaw drops, hand to mouth

## Copy rules

Use the audience's own words · name one specific moment

## Learned from tests

Shocked and skeptical takes hold best at 3s · max 2 caption lines

## Known gotchas

Video comes out at 24fps, not 30 · no colour emoji → use Apple PNGs
```

04 One skill per ad type

01 Started from a reference ad

05 Models, settings, cost

02 Kept what got closest

07 Research feeds it

08 Results steer it

06 Every fixed error, appended

Why let AI produce ads?



01

Any format, day one

Test what the data says, not what the team knows

02

Cheap to be wrong

Rough versions in hours, not weeks

03

Data-driven

Less room for research lost in translation

04

Accessibility

Anyone on the team can be creative

Account X-Ray

01 Download

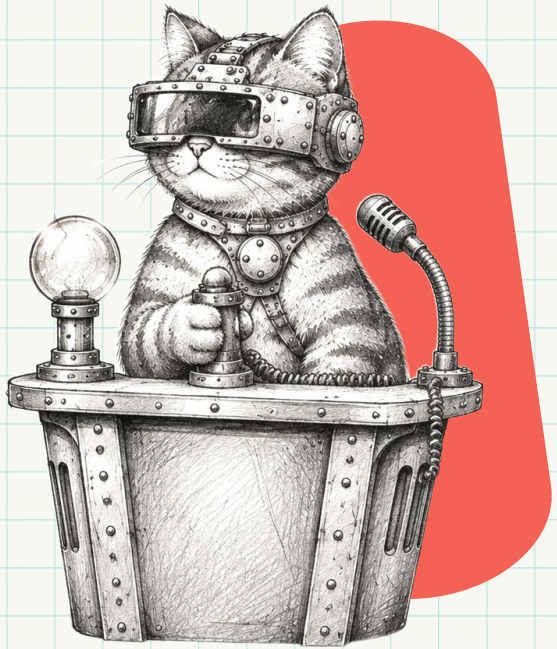
02 Connect Meta Ads MCP

03 Build your measurement bucket

Scan to download

Read-only: nothing in your account gets changed.

Questions?



Marcus Burke · Meta Ads & App Growth Advisor · ctrl shift