



explained.consulting
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Atlas

AI for local marketing

3,000+

marketing assets
created

Generate · Localize · Publish

1,000 MARKETS · 1,000 VERSIONS · ONE BRAND

Problem: average creative works in no market

- ✗ Corporate creative is built for the average market
- ✗ A Houston ad in August is the wrong ad for Denver in February
- ✗ Most local teams cannot afford a marketing person
- ✗ Off-brand DIY posts go live before anyone reviews them

What it does

- ✓ Generates ads, social posts, and offers per local market
- ✓ Adapts to climate, season, demographics, and local language
- ✓ Holds your brand voice and approved imagery locked
- ✓ Stages content for local or head-office approval
- ✓ Publishable to Meta, Google, Instagram, and LinkedIn
- ✓ Reports performance per market, not just company-wide



Geo-aware

Every market gets creative written for its season and its customers.



Brand stays locked

Approved photo library, banned phrases, and regional pricing rules.



Publishes for you

Straight to the channels each location is cleared to post on.

Who is this for?

Franchise systems, 30 to 1,500+ units

Home services

Multi-location brands

SMBs tired of hiring for admin work

Book a free consult today!

Find out where we can save you money. Live in 48 hours. Month-to-month, no contracts.

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