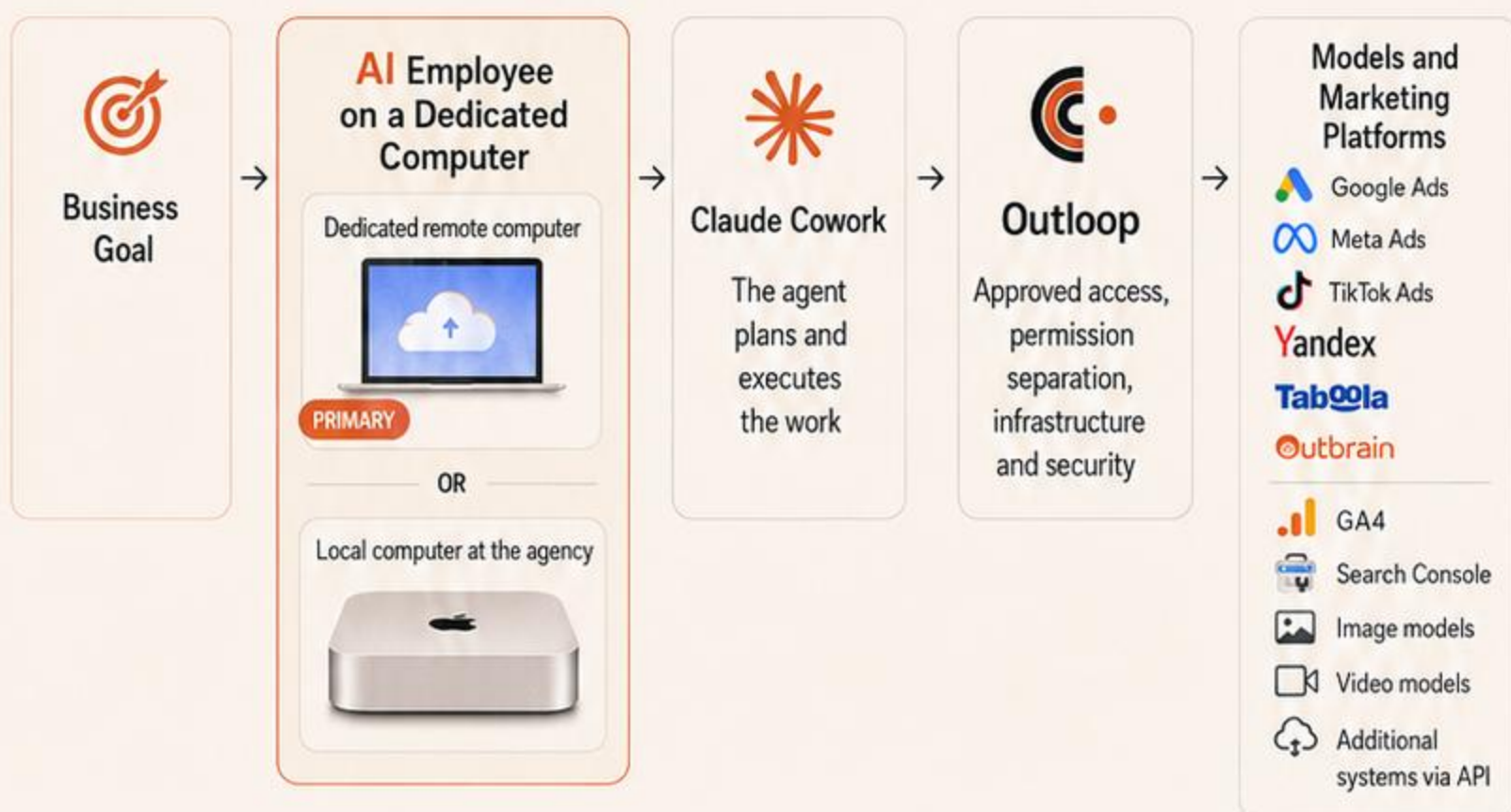


When you hire a new employee, you give them **a computer.**

Your AI agent is your new employee — and it needs a computer too.

The agent runs on a dedicated remote computer — or on a local computer at the agency — and works across the company's systems, models, and clients.

Outloop gives it approved access to the entire work environment, without exposing passwords or keys and without mixing up clients.



Today: A Collection of Separate SaaS Tools

- One tool for image creation
- Another tool for video creation
- A tool for campaign optimization
- A tool for reports and data analysis
- A tool for memory and organizational knowledge
- Separate subscription, setup and data in every system
- Each tool is limited to the tasks it was built for

VS

The New Way: An AI Employee with Its Own Work Environment

- A dedicated remote computer or local computer at the agency
- A general-purpose agent that understands goals and plans the work
- Access to text, image and video models
- Works across advertising and analytics platforms
- Memory, processes and knowledge stay in the agency environment
- Clear separation between clients and permissions
- Infrastructure that expands as models and computers improve

How It Works

1. Give the AI Employee a Goal

Analyze performance, build a new campaign, and prepare creatives for approval.



2. Claude Cowork Plans and Executes

Claude Cowork brings the agentic power of Claude Code to business work — no coding knowledge required.



3. Outloop Provides Controlled Access

Outloop connects the agent to the approved systems of the correct client — without exposing passwords or keys and without mixing up clients.



4. The Agent Works Across the Entire Marketing Stack

Google Ads · Meta Ads · TikTok Ads
Yandex · Taboola · Outbrain
GA4 · Search Console · Image models
Video models · Additional systems via API

What the Agency Gets

Execution power across departments and systems



Less manual work and fewer tool switches



More workflows and more clients without rebuilding setup



Start with human approval and expand authority after proof



Infrastructure that improves as models and computers improve



Less dependence on point SaaS tools and their limitations



THE VISION

In the future, every company will have a computer that runs its **agentic workforce.**

As computers become more powerful, more models and work will run in the company's local environment.

Outloop builds the infrastructure layer that enables AI agents to truly work across the company's systems, models and clients.

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