EMPOWERING YOUR TEAM WITH AI PRECISION

WHO ARE WE?

At Gyre & Gimble, we combine human creativity with AI precision to revolutionise campaign management. Our specially trained GPT, **Snifferdog**, isn't just about automation— it's customised to the unique needs of our clients, ensuring real-time precision, faster results, and smarter strategies.

Like its canine counterparts, Snifferdog exists to streamline processes and free up your team to focus on what matters: strategy, creativity, and client relationships. Just as dogs can use their powerful noses to sniff out trouble, allowing humans to focus on more complex tasks and decisions, Snifferdog efficiently handles the repetitive, data-driven aspects of advertising.

Your team leads the creative vision and strategy, with Snifferdog as the ultimate support system—executing, optimising, and evolving campaigns in ways that a fully human team simply couldn't.

HOW IT WORKS

Snifferdog seamlessly integrates human intelligence with machine efficiency. It does the behind-the-scenes work, adapting in real-time to changing markets—like the way financial algorithms adjust in the stock market.

Here's how the perfect partnership between humans and AI comes together:

1 CLIENT BRIEF ANALYSIS
Snifferdog analyses objectives and market data, crafting tailored campaign strategies.

2 CAMPAIGN EXECUTION
Campaigns are deployed across platforms, reacting instantly to market shifts.

3 REAL-TIME OPTIMIZATION
Snifferdog refines the ad spend, creative elements, and targeting in real time.

4 POST-CAMPAIGN LEARNING
It evolves with every project, continuously improving results for future campaigns.

A PROVEN RECORD

Gyre & Gimble was created by visionary founders who recognized the transformative potential of social media in its early days. These initial founders capitalized on the rise of platforms like Facebook and Instagram. Now, they see the same revolutionary potential in AI-driven advertising.

KEY ADVANTAGES

Precision Meets Creativity: Snifferdog eliminates human error from repetitive, data-driven tasks, so your team can focus on the bigger picture—creating brilliant, engaging campaigns.

Speed and Agility: In a world where trends change by the second, Snifferdog's ability to make real-time adjustments keeps your campaign agile, maximising impact even during tight sales windows.

Efficiency and Budget Friendly: Snifferdog streamlines operations, cutting out time-consuming data entry and reducing overhead. You get campaigns turned around faster with less manual intervention.

Continuous Evolution: Snifferdog isn't static. It gets smarter with every campaign, refining its approach to market trends and consumer behaviours. Each campaign delivers better results because Snifferdog is always learning.

JOIN THE FUTURE OF ADVERTISING

At Gyre & Gimble, we believe in the power of partnership—between AI precision and human creativity. Snifferdog handles the technical, data-driven tasks, empowering your team to focus on strategy, innovation, and client relationships. By blending the best of both worlds, we deliver smarter, faster, and more effective campaigns. Join us, and let's shape the future of advertising together.

GYRE & GIMBLE