



Portfolio overview

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The campi portfolio is a small set of products that share tooling and branding but not roadmaps. The first product to reach customers is the one we lead with. campi is one company; Platforms, Labs, and Inc were only candidate names we considered when incorporating, not separate ventures.

1 The problem

Marketing infrastructure is underbuilt. Growth teams run spend across ad platforms through slow, disconnected web dashboards. Campaigns are configured by hand, with no version control, no change planning, and no audit trail. Meta reports over 10 million advertisers and Google over 7 million, and nearly all of them work inside each platform's own tools. The team that runs, measures, and rolls back cleanly wins the spend.

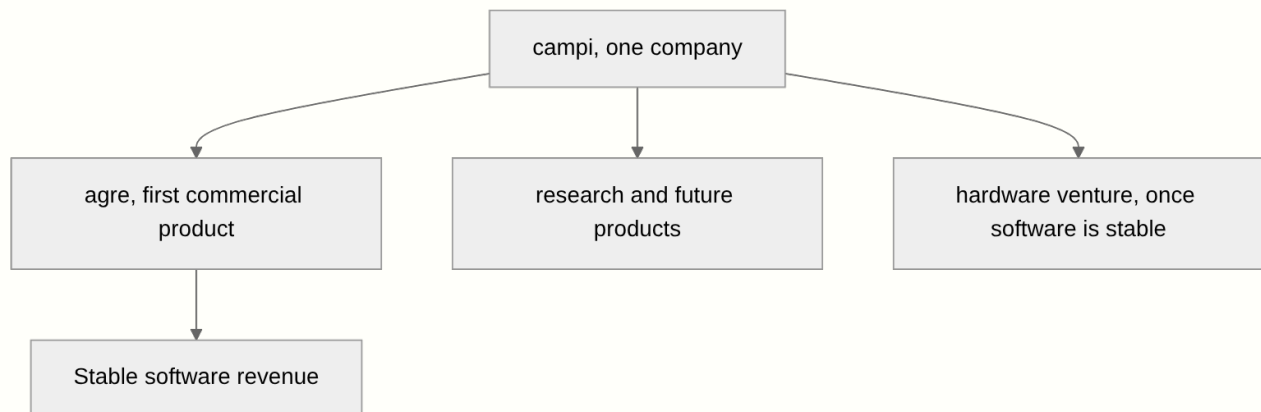


Figure 1

Each product is a repository. They are all one company; the repositories are not separate corporate entities.