SentientIQ™ Platform Architecture Manifesto V2

Emotionally Timed Orchestration at Agent Speed

info@sentientiq.ai | sentientiq.ai

Emotion at the Center

SentientIQ isn't a theory. It's an operating system for marketing that moves with emotion, not after it. This system isn't designed to automate, it's designed to think. Through live signal detection, explainable decision-making, and orchestrated agent consensus, SentientIQ brings the future of emotional timing to marketers in motion.
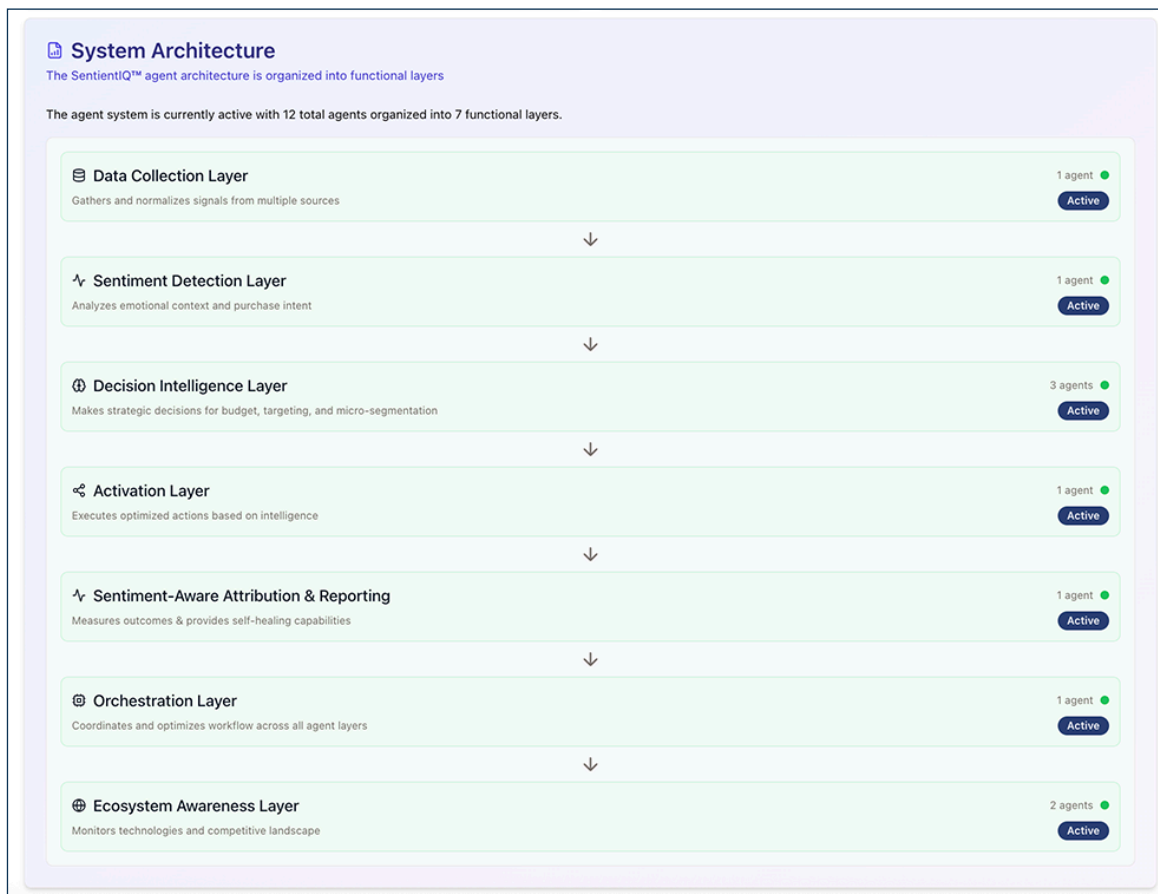
12 Agents. 7 Layers. One Coordinated Intelligence.

Measures delta in emotional readiness post-spot airing (e.g., uplift in scroll depth, intent behaviors, revisit rate)

SentientIQ is built on a 7-layer stack powered by 12 autonomous agents:

- Signal Collection
- Sentiment Detection
- Decision Intelligence
- Attribution
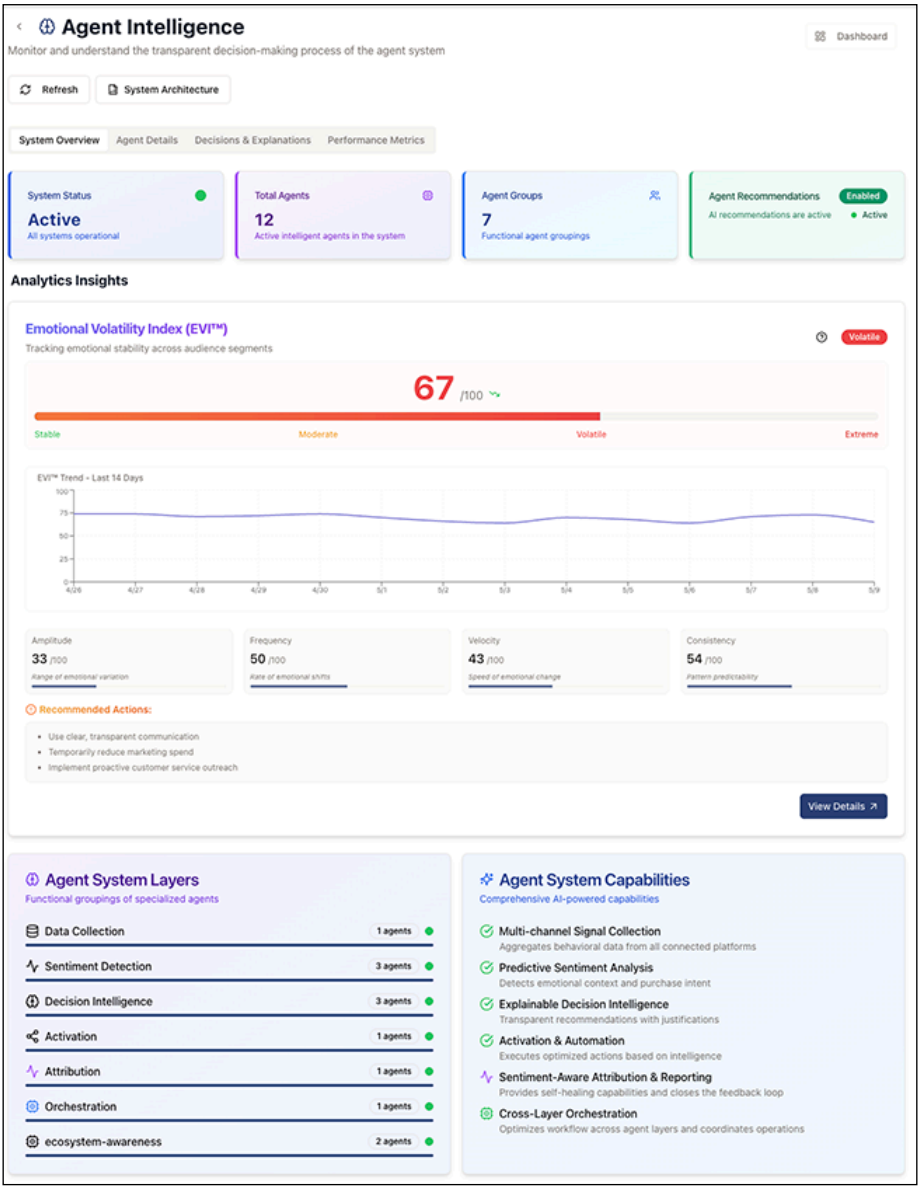- Activation
- Orchestration
- Ecosystem Awareness

🗎 System Architecture

The SentientIQ™ agent architecture is organized into functional layers

The agent system is currently active with 12 total agents organized into 7 functional layers.

Layer	Description	Agents	Status
🗄 Data Collection Layer	Gathers and normalizes signals from multiple sources	1 agent ●	Active
∿ Sentiment Detection Layer	Analyzes emotional context and purchase intent	1 agent ●	Active
⊕ Decision Intelligence Layer	Makes strategic decisions for budget, targeting, and micro-segmentation	3 agents ●	Active
⛬ Activation Layer	Executes optimized actions based on intelligence	1 agent ●	Active
∿ Sentiment-Aware Attribution & Reporting	Measures outcomes & provides self-healing capabilities	1 agent ●	Active
⊞ Orchestration Layer	Coordinates and optimizes workflow across all agent layers	1 agent ●	Active
⊕ Ecosystem Awareness Layer	Monitors technologies and competitive landscape	2 agents ●	Active

The System Is Running.

Agents are online. Signals are flowing. Decisions are being made in production, in real time.

Key agent systems:

- Emotional volatility scoring
- Audience segmentation
- Attribution re-weighting
- Budget reallocation

Every Decision. Justified. Auditable.

Every agent response includes:

- Confidence interval
- Supporting factors
- Decision rationale
- Alternatives considered
- Full audit trail

"Trust isn't a feature. It's a function of clarity."

Optimize TV campaign for Cartoon Network during Overnight (1-6 AM) ⏱ High TV Attribution

Created May 12, 2025, 12:31 AM • 6 days remaining

Based on emotional impact analysis, we should focus TV ad spend on Cartoon Network during Overnight (1-6 AM) using 45s spots with Creative-5 creative assets. This combination has shown an emotional impact score of 74 with strong audience engagement and high conversion potential. The Reality Competition program type shows particularly strong emotional resonance with our target audience. Recommended action: Increase allocation to this specific combination by 35% and decrease spend on lower-performing combinations.

👥 Agent Consensus Analysis `3 Agents`   ⌄

🖥 Agent Consensus Analysis

Analysis Results	3 agents
Approvals	100% (3)

Agent Consensus Analysis   3 agents

📊 TV Sentiment Agent	91%	Approve
💲 Budget Allocation Agent	87%	Approve
👥 Audience Segmentation Agent	85%	Approve

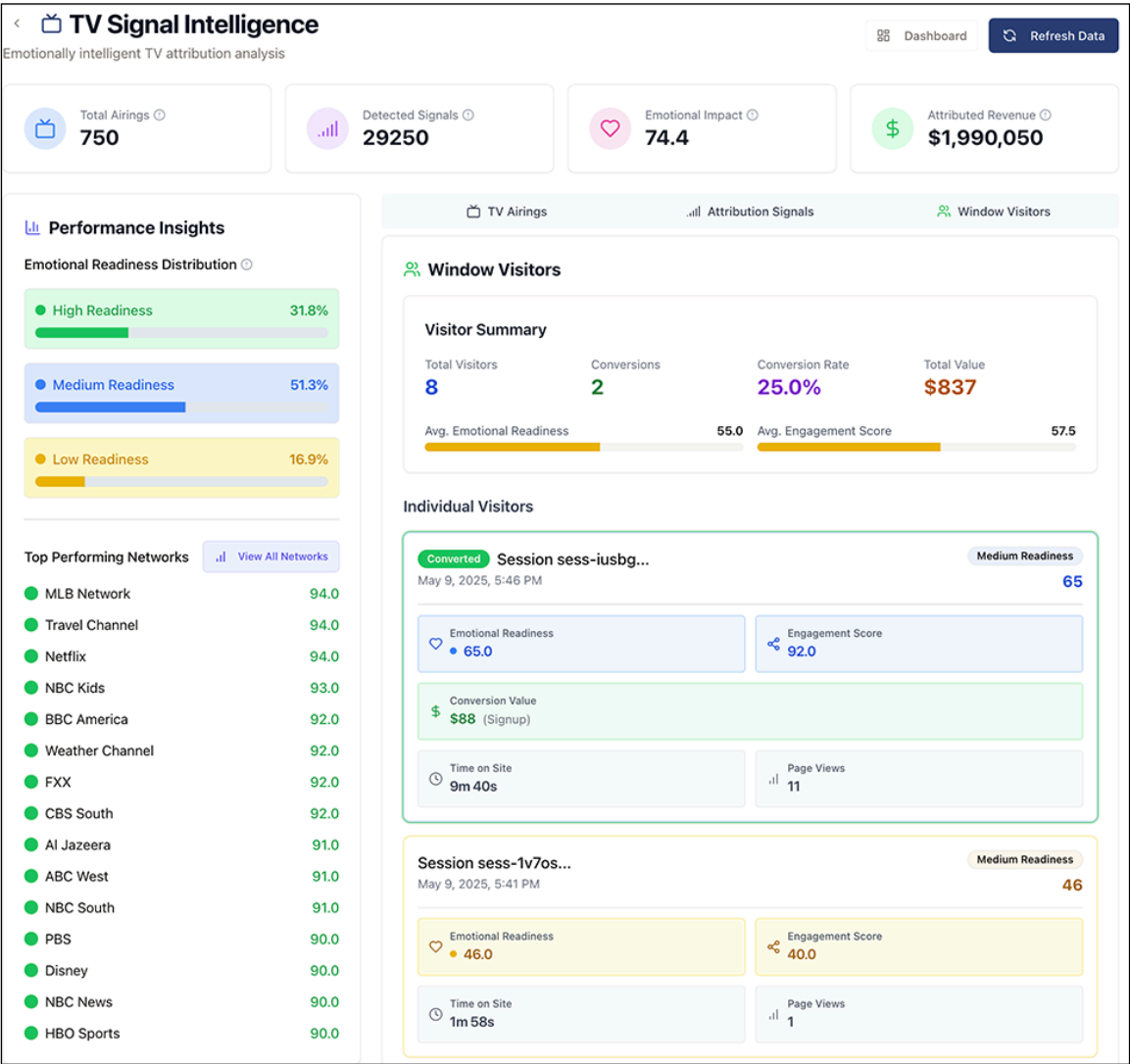More details ⌄   ✓ Approve   ⊗ Reject

What the Spot Moved - Not Just What It Cost

SentientIQ processes emotional readiness windows for each TV spot (3, 5, and 10 minutes post-airing).
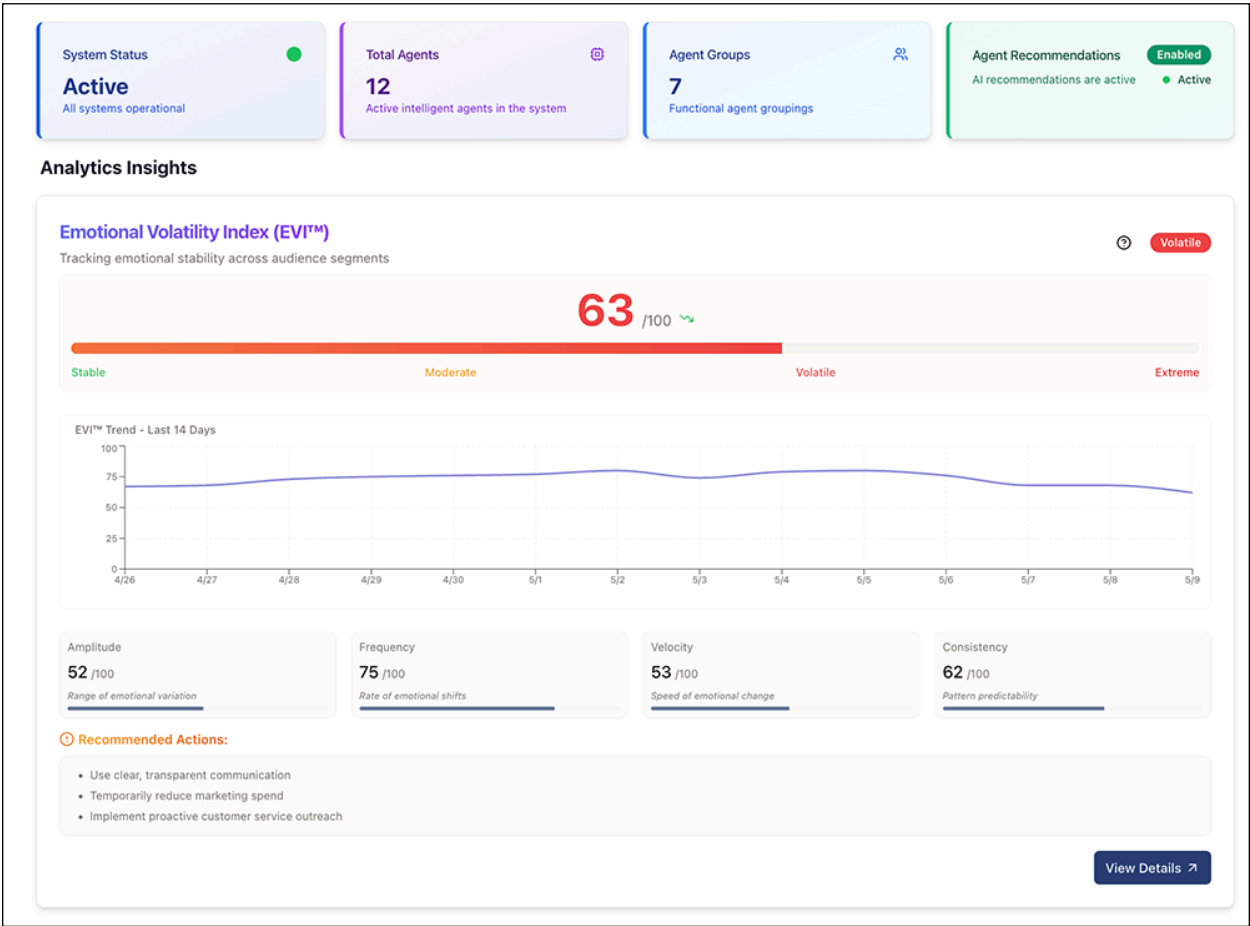
Output includes:

- Emotional lift score
- Creative volatility index
- Attribution update
- Budget trigger recommendations

Predictive Emotion. Not Just Retrospective Sentiment.

Using its Emotional Volatility Index (EVI), SentientIQ forecasts audience readiness 24–48 hours ahead of time. This allows campaigns to act before the spike, not after it.

System Status
Active
All systems operational

Total Agents
12
Active intelligent agents in the system

Agent Groups
7
Functional agent groupings

Agent Recommendations — Enabled
AI recommendations are active · Active

Analytics Insights

Emotional Volatility Index (EVI™)
Tracking emotional stability across audience segments — Volatile

63 /100

Stable · Moderate · Volatile · Extreme

EVI™ Trend - Last 14 Days

Amplitude	Frequency	Velocity	Consistency
52 /100	**75** /100	**53** /100	**62** /100
Range of emotional variation	Rate of emotional shifts	Speed of emotional change	Pattern predictability

⚠ **Recommended Actions:**

- Use clear, transparent communication
- Temporarily reduce marketing spend
- Implement proactive customer service outreach

View Details ↗

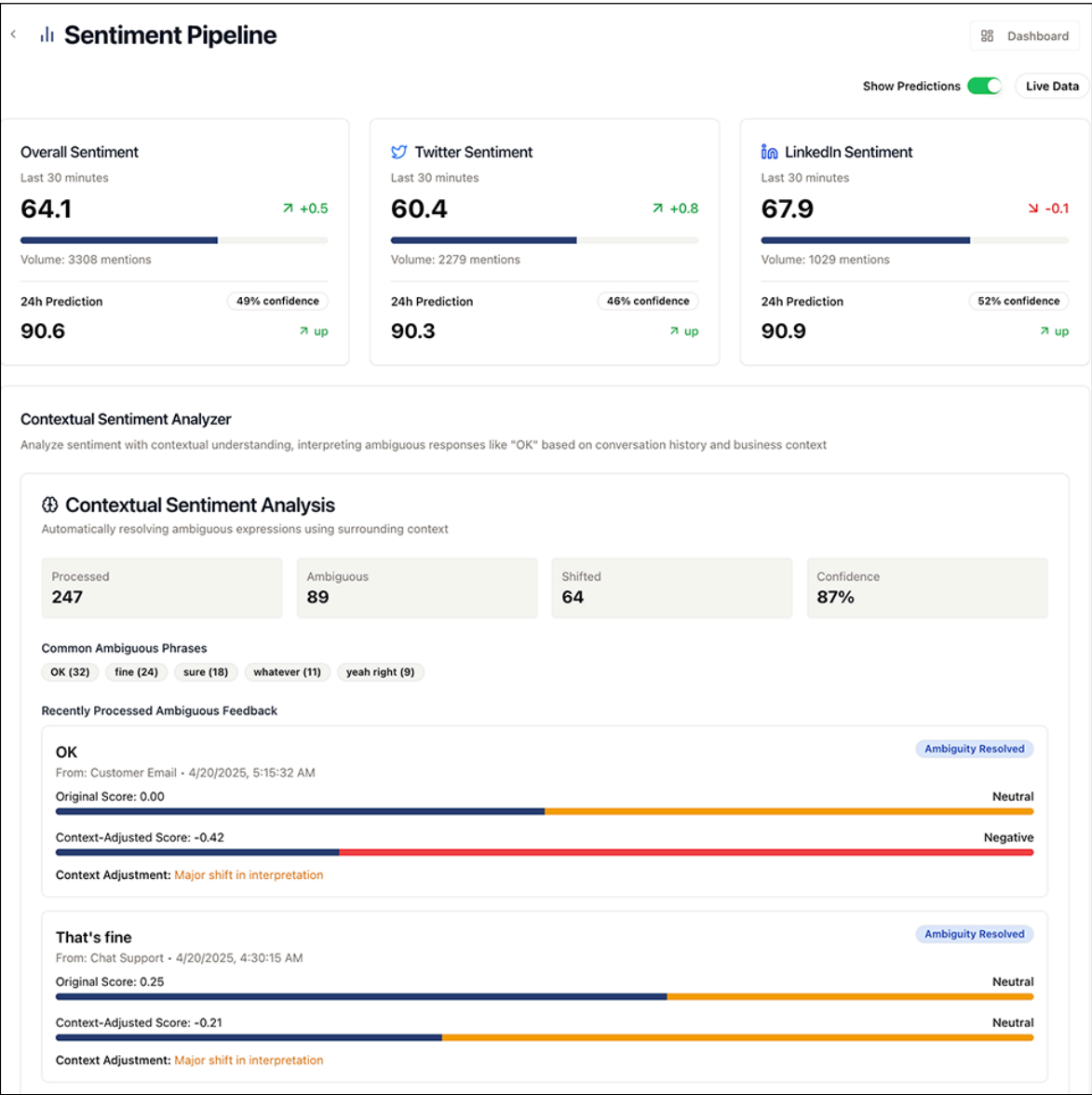## The Pulse Behind the Platform

The system digests and scores live social signals from X (Twitter) every 60 seconds. It maps shifts in engagement to emotional patterns, triggering agent review when thresholds are crossed.

Not All Signals Speak Clearly. We Listen Anyway.

Language is messy. Sarcasm and ambiguity are constant threats to accurate emotional scoring. SentientIQ's contextual intelligence layer interprets subtle sentiment, correcting emotional misreads before they cascade downstream.
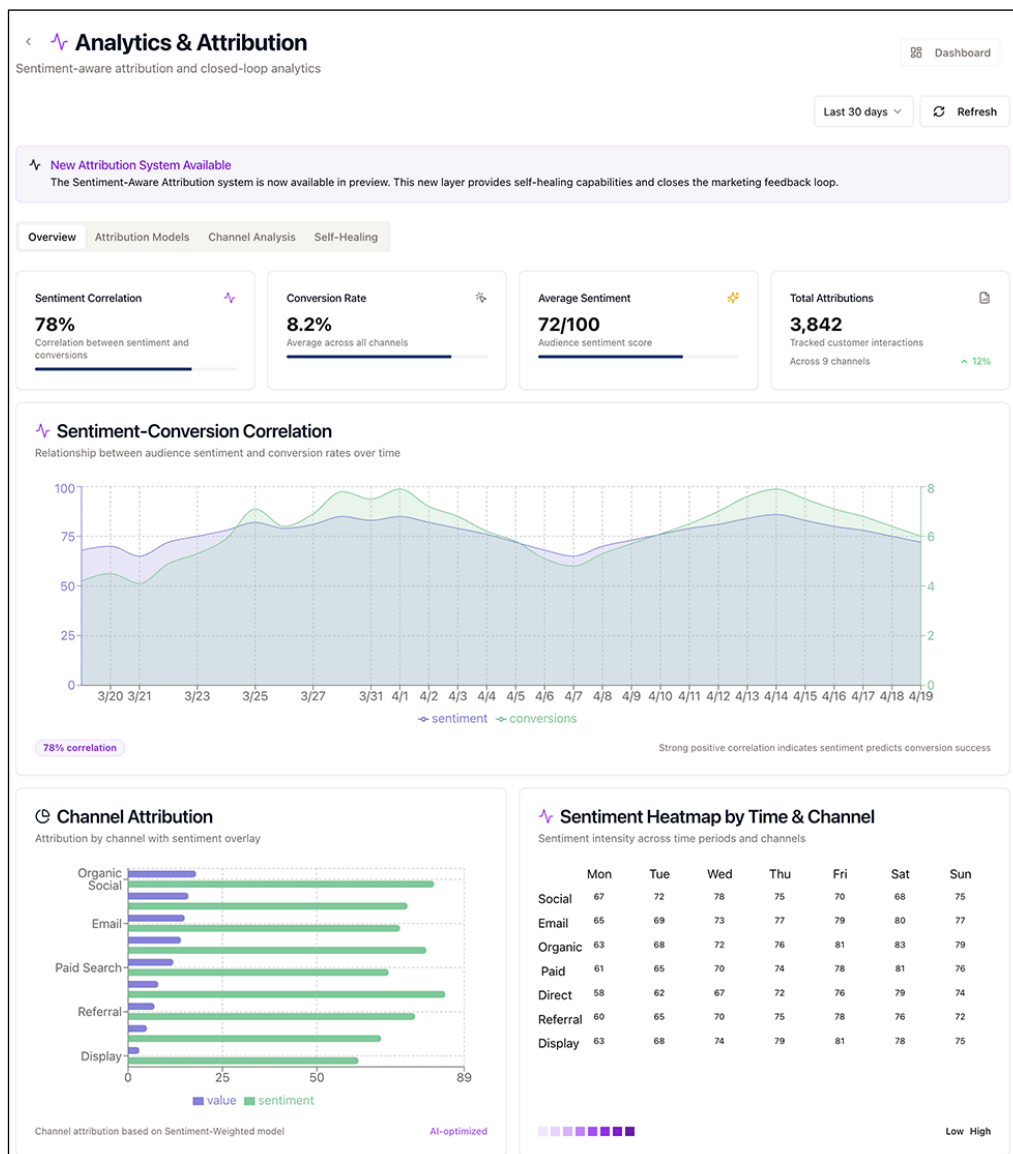
Attribution That Reflects Readiness

SentientIQ's Attribution Agent gives credit based on emotional influence, not just pathing or exposure.

Outputs include:

- Sentiment-weighted multi-touch attribution
- Creative + media impact map
- Forecasted conversion probability

From Signal to Sale. One Visitor at a Time.

Each visitor is tracked in real time — emotional lift, interaction, contribution to pipeline. This is attribution with gravity. It connects the scroll to the sale.

‹ ◎ **Conversion Opportunities**   ⊞ Dashboard

AI-identified leads with high propensity to convert, with recommended next actions

| **All** | New | In Progress | Converted |

Sarah Wilson
Chief Marketing Officer at Innovate Tech   `New` `High` Score: 85 ⌃

> ✦ **AI Analysis**
> This lead shows strong intent signals across multiple channels. Their engagement with pricing content and ROI materials suggests they're in the final stages of vendor evaluation. The timing is optimal for a personalized outreach that addresses their specific ROI requirements.

Triggering Signals

- Viewed pricing page 3 times in the last week   May 8   75
- Clicked ROI case study link in newsletter   May 9   80
- LinkedIn: Commented on product announcement post   May 10 90

Recommended Actions

✉ **Send personalized ROI calculator**
89% confidence   ↗ HubSpot   **Execute Action**

Lead has shown strong interest in ROI metrics and pricing information. An ROI calculator would address their specific evaluation criteria.

📅 **Schedule product demo with pricing specialist**
75% confidence   ↗ HubSpot   **Execute Action**

Lead is in active evaluation stage based on pricing page visits and engagement with case studies. A demo focused on ROI would help advance the sales process.

🕐 Identified on May 10, 2025   Latest activity: May 10   Collapse   Actions ⌄

Michael Chang
CTO at TechLeader Group   `In Progress` `Urgent` Score: 92 ⌄

🕐 Identified on May 4, 2025   Latest activity: May 10   Expand   Actions ⌄

Jennifer Patel
Director of Operations at Premier Medical Group   `New` `Urgent` Score: 92 ⌄

🕐 Identified on May 8, 2025   Latest activity: May 11   Expand   Actions ⌄

Want to See It Think?

SentientIQ isn't a prototype. It's a fully operational marketing intelligence system, live, explainable, and agent-powered.

Let the platform show you what it sees.