

A FOCUSED PROPOSAL FOR ECOFLOW · SEPTEMBER 2026

Turn product truth into growth loops.

One governed AI system for discovery, content, customer decisions and paid social — designed around EcoFlow's real product facts.

30-DAY PILOT

THE CONTEXT

One brand. Many energy decisions.

EcoFlow spans home energy, portable power, solar and smart living. The opportunity is to help each person find the right system without losing technical accuracy.

01 Home energy

Storage · backup · circuit management

02 Portable power

Home · outdoors · off-grid

03 Solar generation

Panels · generators · charging

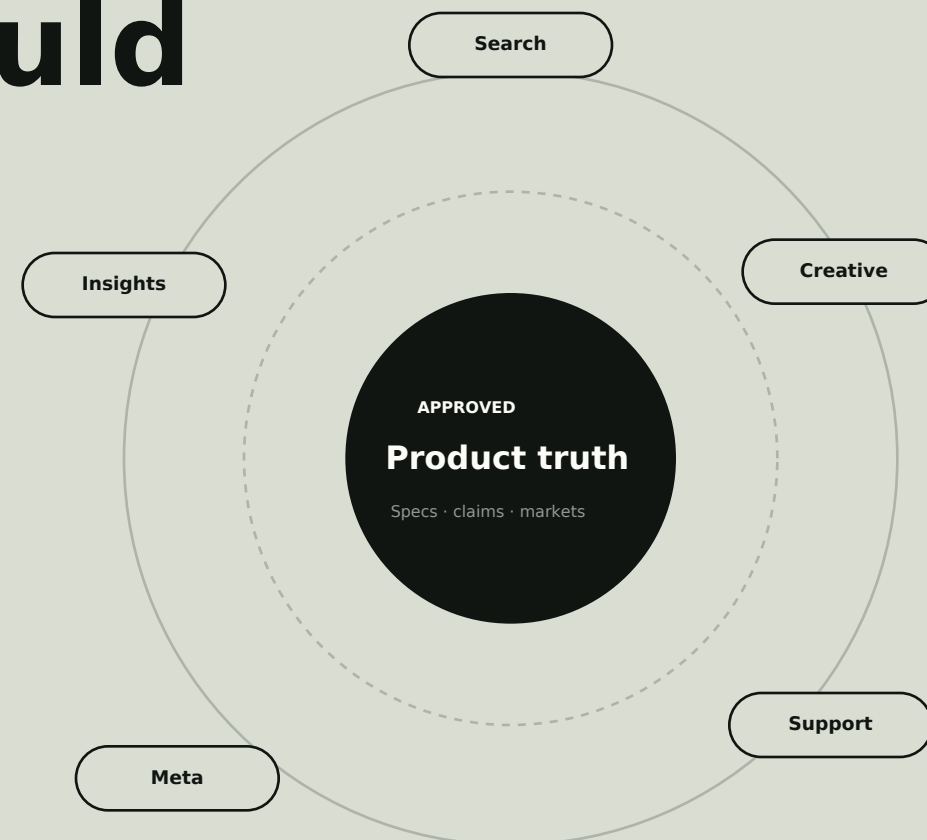
04 Smart living

Cooling · refrigeration · mobility

THE OPPORTUNITY

A product fact should travel intact.

From a product page to an AI answer, support conversation, localized video and Meta ad — every claim can come from one approved source.



The goal is not “more AI content.” It is a controlled system that makes every channel faster to operate and easier to trust.

01 · DISCOVERABILITY

SEO for search and AI answers.

“What size battery keeps essentials running?”

ANSWER ARCHITECTURE

Use case → load profile → capacity range → compatible systems → assumptions → source links

01 Map

Questions by product, use case, market and funnel stage.

02 Build

Source-backed briefs, schema, comparisons and internal links.

03 Measure

Rankings, non-brand clicks, AI citations and journeys.

02 · STRATEGY & CUSTOMER INTELLIGENCE

Listen across signals Decide with evidence.

Search queries

Support themes

Reviews

Campaign comments

On-site behavior

With approved access, Octo can organize customer language into a weekly decision layer — without pretending to know what EcoFlow's internal data says today.

WEEKLY INSIGHT BRIEF

Questions rising**Claims confusing****Creative angles to test****Content gaps to close****GUARDRAIL**

Permissioned access · minimized PII · every insight linked to evidence

03 · CREATIVE PRODUCTION

One approved brief. Many market-ready cuts.

Image, short-form video and localized variations — without separating creativity from product accuracy.

BRIEF

FACT PACK

CONCEPTS

HUMAN APPROVAL



WAVE 3 · PRODUCT CUT



RAPID PRO X · PRODUCT CUT

Official EcoFlow public product imagery shown for proposal visualization only; production usage is subject to EcoFlow permissions.

04 · SUPPORT & PRODUCT SELECTION

Guide the simple. Escalate the complex.

01 Grounded

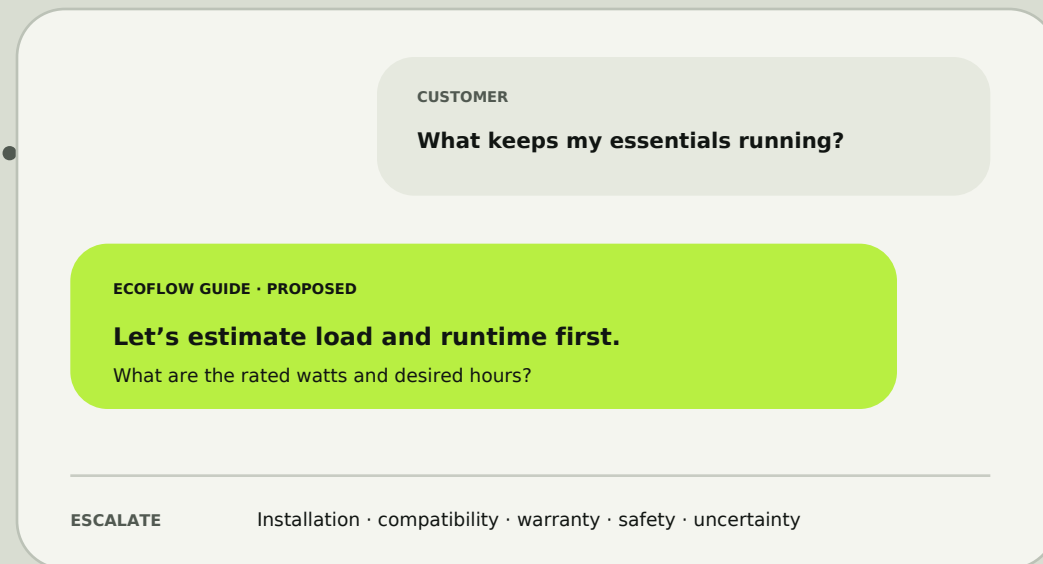
Approved manuals, regional pages and availability.

02 Transparent

Visible assumptions, confidence and source freshness.

03 Human-safe

Complex or regulated questions route to the right team.



05 · META PIPELINE

From brief to learning loop.

Approval stays human.



PROPOSED INTEGRATION

No account access exists today. Nothing publishes automatically until permissions, review roles and rollback rules are agreed.

THE OPERATING SYSTEM

Automation where it helps. Control where it matters

SOURCE OF TRUTH

Product data Manuals Approved claims Regional rules

OCTO ORCHESTRATION

Retrieval Generation Validation Routing Observability

HUMAN GATES

Product Marketing Brand Legal

APPROVED OUTPUTS

Search Support Creative Meta Insights

A BOUNDED PILOT

One line. One market.

~30 days.

Small enough to govern properly. Broad enough to measure a real operating loop.

DAYS 1-5	Baseline + scope	Choose product/market, access, claims, workflow and KPI baselines.
DAYS 6-12	Knowledge layer	Structure facts, source rules, roles, escalation and evaluation.
DAYS 13-22	Build one live loop	SEO/AI brief → localized creative → human approval.
DAYS 23-30	Controlled run	Operate, review failure modes and decide scale/no-scale.

SUGGESTED CANDIDATE

DELTA 3 family or WAVE 3 · one priority market · one primary language

Final choice follows access and priority review.

DELIVERABLES & EVALUATION

Measure the system, not the promise.

Targets are agreed only after the baseline. No invented uplift percentages.

TRUTH LAYER

Source coverage · factual error rate · stale-source flags

WORKFLOW

Time to approved asset · review cycles · rework causes

DISCOVERY

Non-brand visibility · qualified clicks · AI citations

SUPPORT

Answer quality · safe escalation · unresolved intents

META*

Creative throughput · approval time · CTR/CPA/ROAS

*Meta metrics require approved access and a sufficient controlled test window. Deliverables: baseline, operating playbook, evaluation report, roadmap.

THE NEXT USEFUL CONVERSATION

Choose one journey. Make it work end to end.

60-MINUTE PILOT WORKSHOP

Align on product line, market, source owners, approval roles, available access and the baseline we can honestly measure.

Prepared by Octo · Proposal, not a completed audit

Official sources: EcoFlow About, Global, Home Energy, Portable Power and Smart Living pages · accessed 05 Sep 2026. Product imagery © EcoFlow, shown for proposal visualization.