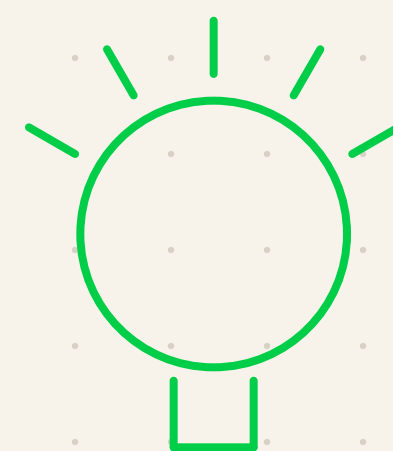


Topic: **AI x Performance Marketing**

THE AI USE CASE NOBODY'S TEACHING



Hint: It has nothing to do with writing copy.



Swipe to learn the framework >>>

The problem:

**EVERYONE
USES AI
~~TO WRITE.~~**

**NOBODY
USES IT
TO LISTEN.**

Your customer is already telling you what they want, why they hesitate, and what words trigger action.

It's buried in reviews, Reddit, comments, and support tickets.

AI can extract all of it.
Systematically.

DEMAND SIGNAL EXTRACTION

Mine the raw language your customer already uses. Turn it into copy that converts.



OLD WAY

Guess what customer wants.
Write. Hope. Iterate.

SIGNAL WAY

Extract what they said.
Mirror it. Convert.

Best ads are not written. They are extracted.

Step 1: Raw inputs + tools

WHAT YOU FEED INTO CLAUDE

1. Amazon / Google Reviews

Apify: amazon-reviews-scraper

2. Reddit Threads

Apify: reddit-scraper + API

3. Instagram Comments

Apify: fast-instagram-post-scraper

4. YouTube Comments

Apify: youtube-comment-scraper

5. Support / CS Tickets

Intercom / Zendesk CSV export

6. Quora / Forum Posts

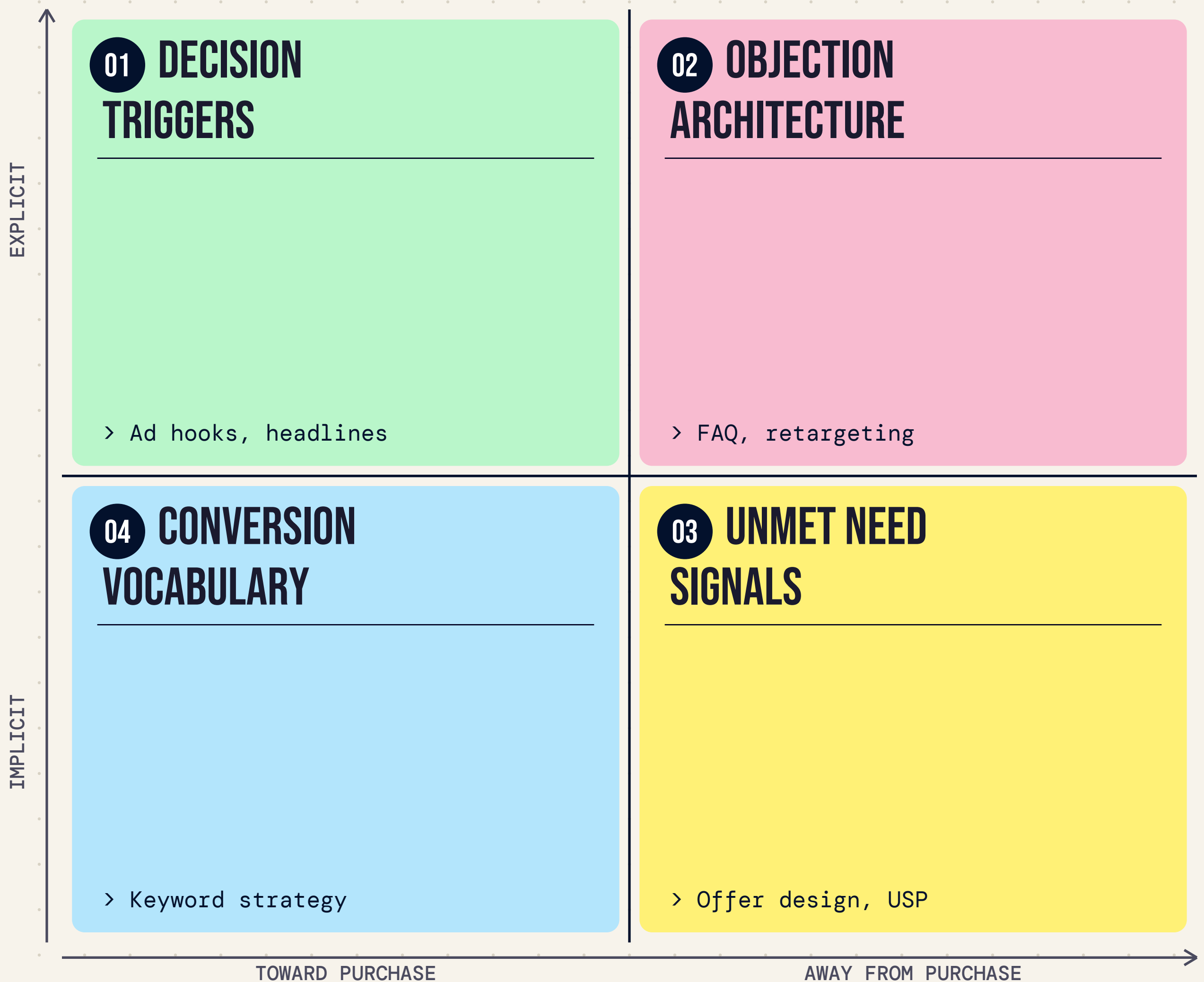
Apify: quora-scraper

FASTEST PATH: Build a Claude agent or n8n workflow that scrapes all 6 sources into one structured CSV.

One prompt. All signals. 10 minutes.

Step 2: The extraction framework

THE DEMAND SIGNAL MATRIX



Layer 01

DECISION TRIGGERS

What finally pushed them to buy or switch.

Prompt to Claude:

```
"From these reviews, extract every phrase where a customer describes what finally made them purchase. Look for: I switched when..., I finally bought because..., The moment I decided..."
```

What you get:

"I switched when their competitor raised prices"

"I bought it after my friend posted results"

"I finally decided after the 3rd retargeting ad"

"The free trial sealed it for me"

USE THIS FOR: Ad hooks, landing page headers

Layer 02

OBJECTION ARCHITECTURE

What held them back. In their exact words.

Prompt to Claude:

```
"Extract every hesitation, doubt,  
or concern customers expressed.  
Categorize into: Price, Trust,  
Timing, Comparison, Feature-gap"
```

What you get:

PRICE "Loved it but felt overpriced"

TRUST "Not sure if this brand is legit"

TIMING "Waited for a sale or discount code"

COMPARE "Went with X because better reviews"

USE THIS FOR: FAQ sections, ad copy, retargeting

Layer 03

UNMET NEED SIGNALS

Gaps the market has not filled yet.

Prompt to Claude:

```
"Identify every instance where a customer expresses a wish or gap no current product solves. Look for: I wish..., Why doesn't anyone..., If only there was..."
```

What you get:

"I wish they had a smaller size option"

"Nobody offers a trial without a card"

"Why can't I just buy one without a bundle"

"Would pay more if they had local support"

USE THIS FOR: Offer design, product roadmap, USP

Layer 04

CONVERSION VOCABULARY

The exact phrases that signal purchase intent.

Prompt to Claude:

```
"Separate language into two buckets:  
HIGH INTENT (ready to buy) vs  
LOW INTENT (just browsing).  
Map the specific words and phrases  
that distinguish each bucket."
```

HIGH INTENT

"best price for..."
"where to buy..."
"discount code..."
"vs [competitor]"
"alternative to..."

LOW INTENT

"what is..."
"reviews of..."
"how does it work"
"is it worth it"
"pros and cons"

USE THIS FOR: Keyword strategy, ad targeting, SEO

THIS IS THE STEP BEFORE CREATIVE.

SIGNAL FIRST. COPY SECOND.

Before you write a single headline,
before you brief your creative team,
before you launch that campaign:

Extract the demand signal.

1. Decision Triggers = Your ad hooks
2. Objection Architecture = Your FAQ + retargeting
3. Unmet Need Signals = Your offer design
4. Conversion Vocabulary = Your keyword strategy

SAVE THIS. TRY IT. SHARE IT.

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