For ecommerce agencies and larger online stores

More operating capacity. Without losing control.

Inferal connects changes in your store, ads and orders to the next agreed action. Recurring follow-through can run automatically, or come to your team for confirmation.

The work between the systems adds up.

A product sells out while its ads keep spending. An order runs late while the customer waits for an update. Across client accounts or a large store, these small checks compete for the same team's attention.



Take recurring coordination off your team's plate. Keep control of what runs. Prove the value on one workflow before extending it.

01 Connect the change to a response

Use the relevant operational facts to identify the next step across the systems involved in the workflow.

02 Choose how each responsibility runs

Allow agreed actions within your limits, or confirm proposed actions first. Creative publishing remains with your team.

03 Evaluate before handing over execution

Start read-only, inspect proposed actions in shadow mode, and enable execution when it meets your review criteria.

A conversation about your operations

The following seven cases show responsibilities you could discuss for your store or client accounts. They are illustrative, not customer results. Margin and checkout cases are pilot workflow examples to define together.

Illustrative scenario

More clients. More checking. The same team.

Every new account adds stock checks, ad decisions and order follow-ups. Routine coordination takes time from strategy and client work; delegate agreed tasks while your team keeps control.

Why it matters

More accounts mean more places to check whether a product sold out, an ad needs fresh creative or an order needs a follow-up. That routine work competes with strategy and client service, while each account still needs its own permissions and rules.

Store A

Stock-aware ads

Store B

Creative follow-up

Store C

Order follow-up



Your agency team

Set priorities. Review exceptions.

Set the mode for each responsibility

or



Automatic

Run agreed client tasks

Keep routine follow-through moving within each client's permissions.



Confirm first

Review proposed client actions

Send proposed actions to your team for confirmation before execution.

Keep client work moving as demand changes.

Separate client accounts. Agreed responsibilities for each.

The practical response

Give recurring responsibilities a defined next step under one team's direction. Begin with one client workflow, then judge whether the approach frees attention for priorities and exceptions.

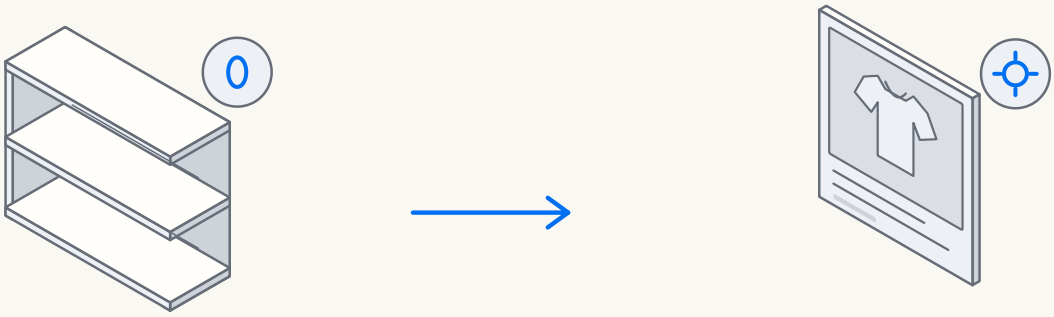
Illustrative scenario

Your ads are spending on sold-out products.

Clicks keep costing you when the product cannot sell. Connect stock changes to linked ads so they pause within your rules, or come to your team for confirmation.

Why it matters

Advertising an unavailable product can spend budget on demand the store cannot fulfil. Checking stock and finding every linked campaign by hand creates a gap between the stock change and the ad response.



A product sells out

Sellable stock reaches zero.

Linked ads identified

Prepare to pause this product's ads.

Set the mode for each responsibility

or



Automatic

Pause or resume linked ads

Only the affected product's campaigns change. Other ads keep running.



Confirm first

Confirm the ad change first

Review the affected product and campaigns before the change runs.

Keep spend away from products you cannot sell.

Only the affected product and its linked campaigns.

The practical response

Identify the ads linked to the affected product. Pause or resume them within the agreed rules, or ask the team to confirm first. Ads for other products keep running.

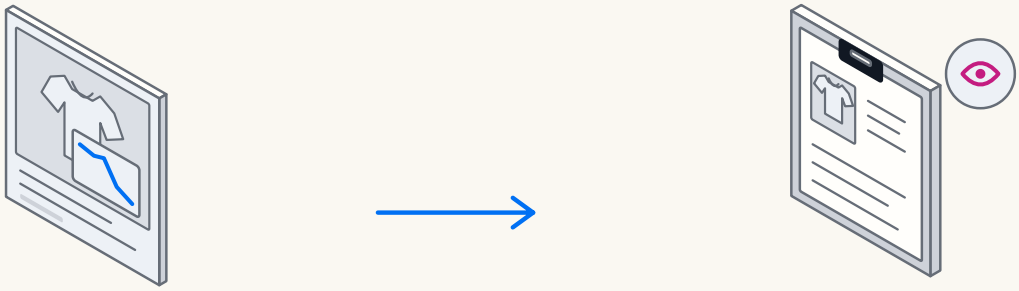
Illustrative scenario

Your ads keep spending. Response keeps falling.

Tired creative can keep using budget while the refresh waits. Turn agreed fatigue signals into a refresh request and hold further scaling; your team decides what gets published.

Why it matters

An ad can keep spending while fewer people respond. If nobody turns that change into a clear refresh request, the creative team has no defined next step and the same tired ad can keep running.



Response falls

Your fatigue conditions match.

Prepare a refresh request

Use the agreed fatigue conditions.

Set the mode for each responsibility

or



Automatic

Request fresh creative

When your fatigue rules match, request a refresh and hold further scaling. Publishing stays with your team.



Confirm first

Confirm the creative action

Review the proposed refresh request before the workflow acts. Your team chooses what gets published.

Give your creative team a timely next step.

Agreed fatigue conditions. No creative is published automatically.

The practical response

Use agreed fatigue conditions to request fresh creative and hold further scaling, or send the proposed action for confirmation. Your team retains the publishing decision.

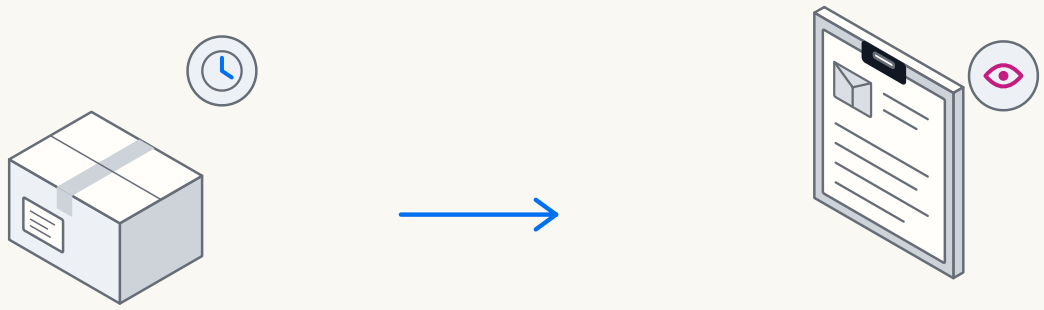
Illustrative scenario

Your customer asks before you send an update.

Late orders become support work when customers have to chase. Send updates with the order facts under your delivery rules, or review each message first.

Why it matters

When a promised date passes without an update, customers may have to ask what happened. The team then has to find the order facts and repeat the same follow-up work.



An order runs late

The promised date has passed.

Prepare the update

Attach the order facts.

Set the mode for each responsibility

or



Automatic

Send customer updates

Send the follow-up with order facts when your delivery rules match.



Confirm first

Approve the customer message

Review the proposed follow-up and approve the message before it is sent.

Give your team the facts for a useful follow-up.

Your delivery rules, recipients and sending limits.

The practical response

Connect overdue order facts to a customer update. Send it automatically when your delivery rules match, or approve each message first. Agree on recipients and sending limits before enabling it.

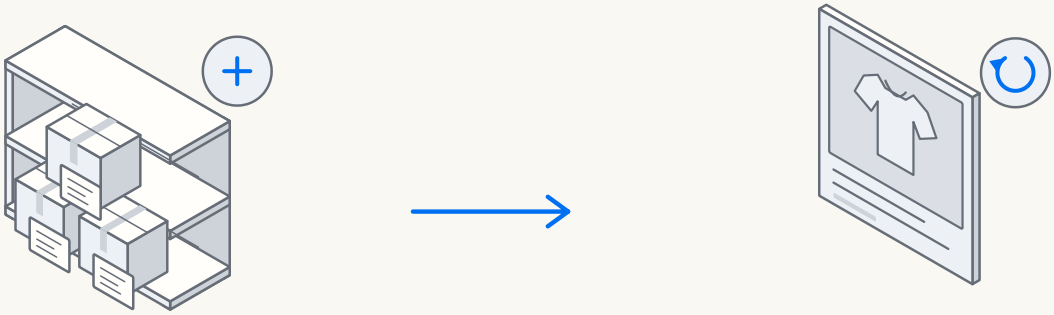
Illustrative scenario

Stock is back. Your ads are still off.

Available products can miss demand while the team catches up on restocks. Restart the affected ads within your spend caps, or confirm each restart first.

Why it matters

Restocked products are ready to sell, but the campaigns paused during the stockout may still be off. Waiting for someone to notice and restart them can mean missing demand for inventory you already have.



Stock returns

Sellable units are available.

Propose reopening

Only the affected campaigns.

Set the mode for each responsibility

or



Automatic

Restart the affected ads

Resume ads for the restocked product within your spend caps.



Confirm first

Confirm the restart first

Review the affected campaigns and confirm before ads resume.

Reconnect available stock with customer demand.

Spend caps and message rules still apply.

The practical response

Connect the restock signal to the affected campaigns. Restart within your agreed spend caps, or review the proposed restart first. Existing spend and message rules still apply.

Pilot workflow example

Rising costs are eating your margin.

When product costs rise and prices stay fixed, each sale earns less. In a pilot, check costs against your minimum margin and prepare price changes for your team to approve.

Why it matters

A store can keep making sales while earning less on each one. When higher product costs go unnoticed, unchanged prices can slip below the margin you intended to keep. The team needs current cost data and a clear price decision.



Costs change

Use your agreed cost data.

Check your margin

Prepare the price review.

Set the mode for each responsibility

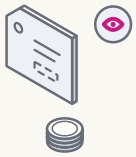
or



Automatic

Check your product margins

Compare costs with your minimum margin and prepare a price proposal.



Confirm first

Approve a price change

Your team confirms any price adjustment before it is applied.

Bring the margin decision to your team.

Agree on the cost data, minimum margin and allowed price changes during your pilot.

The practical response

Explore a pilot that checks costs against your minimum margin and prepares a price proposal. Your team confirms the adjustment before it is applied; agree on allowed changes during the pilot.

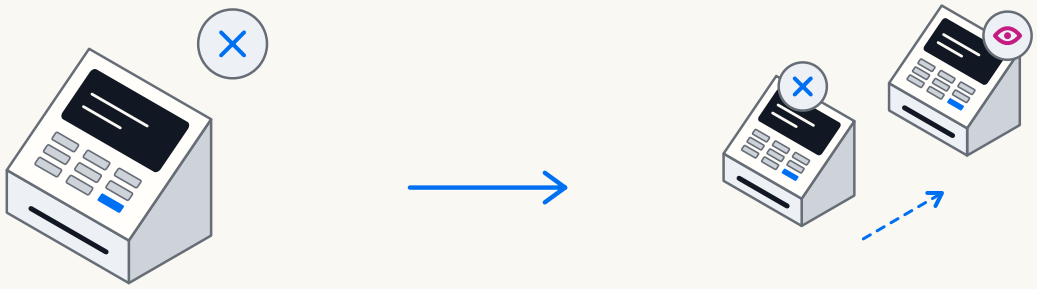
Pilot workflow example

A failed checkout can cost you the order.

Customers may leave while your team looks for a working checkout route. Explore a pilot that prepares an allowed fallback for review, within your provider rules.

Why it matters

A customer ready to buy may leave when checkout fails. While the team investigates, the order is at risk. Any alternative still has to satisfy the providers, conditions and fallback rules the business permits.



A route is unavailable

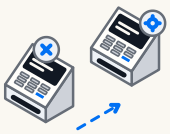
An agreed condition is met.

Prepare the fallback

Use permitted providers only.

Set the mode for each responsibility

or



Automatic

Find an available checkout route

Check your fallback rules and prepare an alternative from your approved providers.



Confirm first

Confirm a routing change

Review the fallback provider and conditions before changing the checkout route.

Make the next checkout decision explicit.

Agree on the providers, fallback rules and allowed routing changes during your pilot.

The practical response

Explore a pilot that checks the permitted alternatives and prepares the next routing decision. Your team reviews the provider and conditions before changing the route.

Choose one responsibility to start

Prove the value on one workflow.

Choose a recurring responsibility that matters to your store or a client account. Use the pilot to find out whether the follow-through is useful, correct and ready to run within your limits.

01 Connect read-only

Choose a workflow from your store or a client account and connect the data it needs with read-only access.

02 Run in shadow mode

Review proposed actions against your policies without handing over execution.

03 Activate when ready

Enable execution once the proposed actions meet your review criteria and boundaries.

Who should be involved

Include the person accountable for the workflow, the people who handle it today, and whoever controls access to the relevant systems.

What to agree before starting

Agree on the data connections, triggering conditions, allowed actions, permissions, confirmation rules, review criteria and commercial terms before starting.

What to evaluate together

Manual effort
Does the workflow reduce repeated checking and coordination?

Correctness and control
Are proposed actions useful and consistent with your rules and limits?

Response time
Does the right next step follow the operational change sooner?

Team capacity
Does your team have more attention for priorities, client work and exceptions?

Delegate the work. Keep the authority.

Permissions and caps are enforced outside the model. Choose automatic execution or confirmation for each responsibility.

Bring one workflow your team keeps having to chase. We can discuss the connections, actions and review criteria together.

Discuss your pilot ↗

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