

Specificity Advances Agentic AI Speed-to-Lead Technology With Consumer Permission Architecture Built for TCPA Compliance

New permission-based technology links consumer intent to agentic voice engagement while allowing consumers to control the level and purpose of their interaction

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Specificity, (OTCID: SPTY), a digital marketing technology company specializing in identifying and engaging verified consumer intent, today announced advancements to its agentic AI and [Speed-to-Lead](#)

technology, including a new permission architecture governing how AI voice agents may interact with consumers based on the permission affirmatively selected by each consumer.



(OTCQB: **SPTY**)

The advancement represents an important step in Specificity's strategy to connect consumer intent, AI-powered engagement and rapid human connection within one technology ecosystem. It also introduces new revenue opportunities for Specificity that are ready for deployment. The company has signed its first client for the technology and expects to launch it in the coming days.

At the center of the architecture is a tiered structure allowing website visitors to select the level of interaction they authorize.

Low and Medium Permission Levels permit cookie acceptance and authorize agentic voice interactions specifically for scheduling. At these levels, the agent's function is intentionally limited and is not designed to transition into broader product or service selling.

High Permission Level provides expanded authorization. In addition to the functionality available at lower levels, consumers may authorize an agentic voice interaction capable of answering

questions and discussing the company's products or services.

This creates an important technological distinction: The AI agent's capabilities can be governed by the permission granted by the individual consumer.

From Consumer Intent to Conversation in Seconds

Specificity believes one of digital advertising's largest remaining inefficiencies is what happens after consumer intent is identified, particularly as internet activity becomes increasingly non-human.

Businesses spend billions of dollars generating clicks, form submissions and leads, yet traditional marketing technology can leave interested consumers waiting minutes, hours or days before meaningful contact occurs.

Specificity's Speed-to-Lead architecture was developed to compress that gap dramatically.

The technology combines verified consumer intent signals, digital engagement, permission capture and agentic voice capabilities. This enables an authorized AI agent to engage a consumer rapidly, qualify or schedule the interaction within the scope of the consumer's permission, and connect the opportunity with the appropriate human representative.

The objective is simple: Identify demand, obtain permission, engage immediately and connect the consumer with a human while buying intent remains high.

"Speed-to-lead isn't simply about making a phone ring faster," said Jason A. Wood, Founder and CEO of Specificity. "The real opportunity is connecting verified consumers showing intent with intelligent engagement at the exact moment that intent exists. But that technology has to respect the permission the consumer actually gave. We built our architecture around that principle."

Wood continued, "An AI agent authorized to schedule an appointment should not automatically become an AI salesperson. Our technology is designed so the scope of the agent's interaction corresponds with the permission selected by the consumer. When a consumer provides broader permission, the agent can have a broader conversation. We believe that distinction is extremely important as agentic AI becomes a larger part of customer acquisition."

Building the Infrastructure for Agentic Customer Acquisition

Specificity's technology strategy extends beyond standalone voice AI.

The company has developed an integrated demand-capture and engagement ecosystem combining human-verified consumer intent, bot and algorithmic traffic filtering, cross-channel digital activation, agentic AI engagement, Speed-to-Lead technology, human handoff and attribution. Each step is documented in a customized dashboard designed to help users optimize campaign efficiency. Calls are logged, clicks are measured and platforms are assessed.

Permission-controlled agentic voice capabilities add another layer to that infrastructure.

Rather than viewing AI voice technology solely as a replacement for traditional call-center functionality, Specificity is positioning agentic voice as the connective tissue between digital consumer intent and the businesses competing to serve that consumer.

"The next generation of advertising technology will be measured by much more than impressions, clicks and form fills," Wood added. "The winners will be the companies that identify real human demand, engage that demand intelligently and with appropriate permission, and create meaningful human connections faster than their competitors. That is the infrastructure we are building at Specificity."

Wood continued, "This is not about ceding communication to AI. It is about using AI to connect humans faster, creating an AI offramp. Ads, chatbots and inbound calls handled by AI can become barriers to human connectivity. Our technology uses voice agents to provide a faster path to human connection while preserving the benefits of AI-powered analytics and automation."

"With every touchpoint captured in the dashboard, marketers gain a clear view of campaign performance, from ad delivery and clicks to website visits, AI adoption, success rates and conversions, within an ecosystem requiring exceptionally low effort from the customer."

The company believes its combination of human-verified intent, permission-based agentic engagement and Speed-to-Lead technology can create significant opportunities across industries where response time and consumer intent materially affect conversion, including home services, automotive, healthcare, financial services, marine and other high-consideration categories.

About Specificity

Specificity, (OTCID: SPTY) is a digital marketing technology company focused on identifying and engaging verified human consumer intent. Its technology and services combine proprietary audience intelligence, bot and algorithmic traffic filtering, cross-channel digital advertising, AI-driven engagement, Answer Engine Optimization, Generative Engine Optimization and Speed-to-Lead technology. These capabilities are designed to help businesses identify, reach and engage consumers demonstrating real purchase intent.

[Specificity focuses](#) on connecting data, advertising technology and artificial intelligence to create

measurable customer-acquisition outcomes.

Forward-Looking Statements

This press release may contain forward-looking statements, including statements concerning Specificity's technology, product development, commercialization plans, anticipated capabilities, market opportunities and expected benefits. Forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from those expressed or implied. Readers should not place undue reliance on these statements. Specificity undertakes no obligation to update forward-looking statements except as required by applicable law.

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