

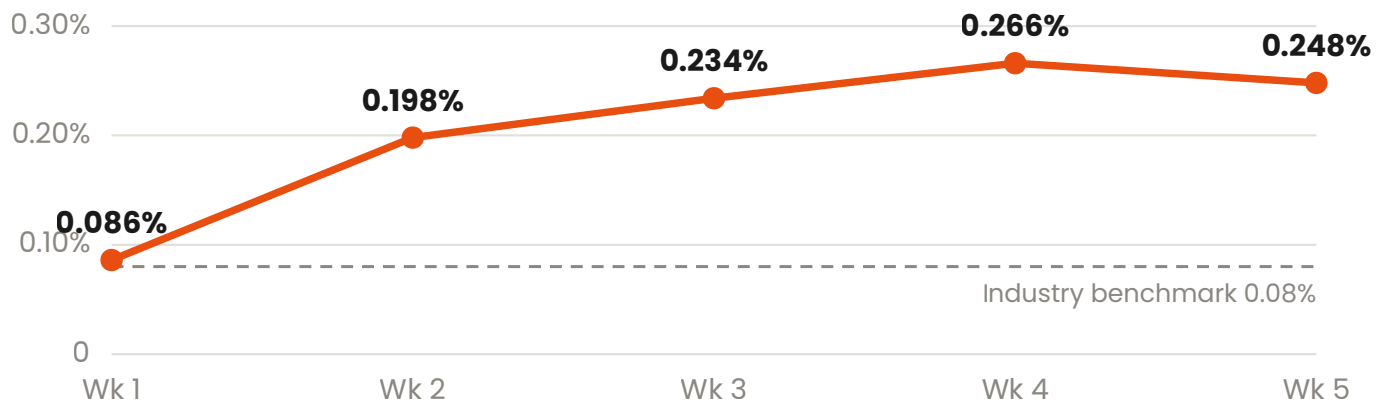
PROVEN PERFORMANCE

Better engagement. Better prices. Better results.

3x**Higher CTR** vs
display benchmark**19x****CTR lift** week 1 →
week 6**68%****Video completion** vs
40–60% norm**56%****Cheaper CPMs** vs
programmatic
guaranteed

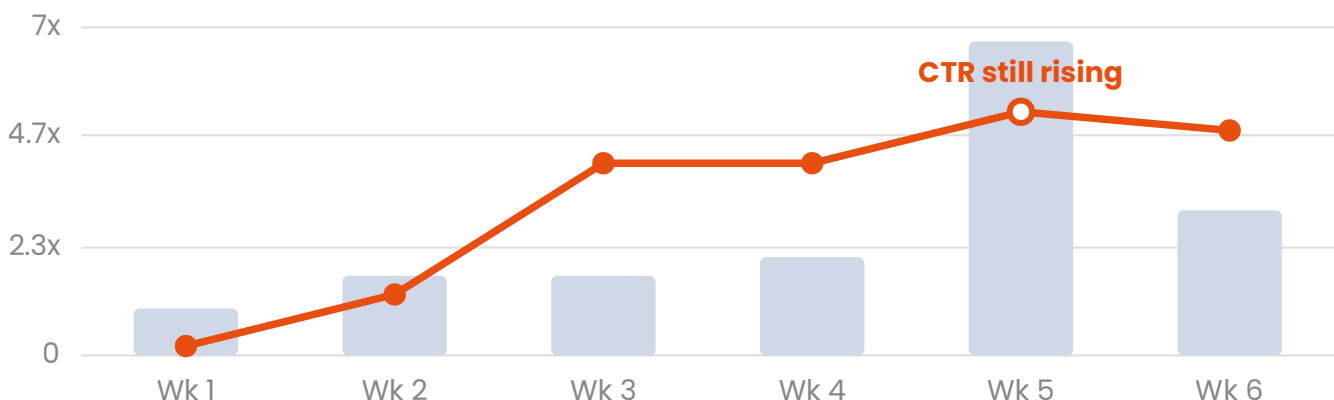
Engagement climbs as agents optimise

CTR week over week vs the programmatic display benchmark



Quality holds as volume scales

Bars: delivery volume vs week 1 • Line: CTR



AGENTIC MEDIA BUYING

Premium publisher inventory, negotiated agent to agent.

Buying agents and sales agents negotiate directly, AI to AI, on first-party publisher data pulled at source — open-web scale with walled-garden simplicity.

HOW AGENTIC BUYING WORKS

01	02	03	04
Brief	Negotiate	Activate	Optimise
Objective, KPI, audience, budget — in plain language.	Agents price against verified first-party data.	Terms agreed, creative live as direct buys.	Delivery rebuilt against KPI, in flight.

WHAT THIS CHANGES FOR BUYERS AND PUBLISHERS

- **Less tech tax**
78% of budget reaches the publisher, not 43%.
- **Minutes, not weeks**
The RFP-to-IO cycle collapses into minutes.
- **One pipe to premium supply**
Direct quality without per-partner integrations.
- **Optimised after launch**
Strategy rebuilds mid-flight, not locked at the IO.
- **The full media kit**
Packages and deals never sold programmatically.
- **First-party, verified at source**
Audiences built on owned signal, not inference.
- **Decisions you can audit**
See why every dollar moved, and where.
- **No replatforming**
Runs alongside your existing stack.

WHY AGENTIC OUTPERFORMS

Audience building humans can't staff

Hundreds of segments built, tagged and retired live.

Quality holds as spend grows

KPIs improve as volume multiplies — no weaker placements.

Every format from one brief

Display, video, mobile and CTV — a single access point.

**BUILT ON OPEN
STANDARDS**

Built against **AdCP, AAO and IAB** specifications, pricing **IT+** programmatic auctions a year. Budget follows expected outcome.

Performance drawn from settled delivery data on live pubX campaigns. Advertiser and publisher identities withheld under commercial confidentiality. Benchmark ranges from published 2025 programmatic industry sources. Campaign-level detail available under NDA.