



KLEVER'S GUIDE TO

AGENTIC ADVERTISING

What agents are, what they charge,
and what they mean for brands and agencies.

EXECUTIVE SUMMARY

Advertising is moving from tools that automate steps to **agents that own outcomes**. An agent takes a goal, reasons about how to reach it, uses data and systems on its own, and carries the work to a result a person can review. Applied across the campaign lifecycle, it shortens the distance between a question and a good answer, and frees experienced people to spend their judgment where it counts.

This paper makes three points:



Agents are specialists, not one system.

Research, planning, creative, buying, analysis, and measurement each become an agent, and they hand work to one another.



The advantage is the data underneath.

Klever's agents run inside KleverOne, our platform. Beneath them sits Proximity, the data engine that turns real-world movement into Movement Intelligence, well beyond the demographic models most planning leans on. That is the moat, not the agents alone.



The value is here now, with a person in the loop.

Full autonomy across Complex campaigns is further out. The agents that research and plan are already saving real time on live campaigns.

THE PROOF

In a live connected TV test, Klever ran media through PubMatic's AgenticOS using our own Planning Agent and a beta Buying Agent to choose the buying path. The client's goal was 250% ROAS. We hit 500%.

WHAT THIS MEANS FOR YOU

FOR AGENCIES

The pressure is not abstract. Media buying accounts for an estimated 75 to 80 percent of agency profit, the exact layer AI now compresses, according to former media analyst Ian Whitaker. And in Basis's 2026 Advertising Agency Report, 87 percent of agency professionals said the traditional model is already broken or will be within three to five years. Agentic advertising is one credible answer to that math.

For an agency the shift is about margin and leverage. The work that consumes junior hours, pulling data, formatting reports, building first-draft plans, is exactly what agents do well. That does not remove the planner or the analyst. It moves them up a level, so the same team can hold more accounts and spend its expertise on the judgment and the client relationship that actually get paid for.

75–80%

of agency profit sits in media buying, the exact layer AI now compresses.

87%

of agency professionals say the traditional model is already broken, or will be within three to five years

More output per person

Agents absorb the repetitive front end of planning and reporting.

A stronger pitch

Walk in with a grounded plan, and proof like the PubMatic result already in hand.

New services to sell

Insight and always-on analysis become an offering, not overhead.

FOR BRANDS

The promise for a brand is speed and clarity without giving up control. Questions that used to sit in a queue for a week get answered in the time it takes to ask them. Plans arrive grounded in where your customers actually are. Reporting becomes a conversation instead of a slide deck you receive after the decision is already made.

Faster answers

Research and performance questions resolve in minutes, not days.

Plans tied to reality

Recommendations grounded in real movement data, not templates.

Judgment where it matters

Your people spend time on strategy, not on assembling exports.

THE SHIFT ALREADY UNDERWAY

Advertising has spent the last decade automating the click. What programmatic buying, real-time bidding, and rules-based optimization did not change is who does the thinking.

A planner still framed the strategy. An analyst still read the report and decided what it meant. A trader still watched pacing and moved budget by hand.

An agent is not another dashboard or another automation rule. It takes a goal, reasons about how to reach it, uses tools and data on its own, and carries a task through to a result with limited supervision. The difference between automation and an agent is the difference between a workflow that runs when you trigger it and a colleague you can hand an objective to.

This matters now because the tools underneath have crossed a threshold. Large language models can read a brief, query a data warehouse, draft a plan, and explain their reasoning in language a client understands. Open protocols are emerging that let one company's agent talk to another's systems directly.

One caveat keeps the rest of this honest. In our view most campaigns are still too complex to run end to end with no human involved, and that is the right posture. The value in 2026 is not a machine that runs unattended. It is agents that collapse the slow steps between a brief and a decision, with an expert reviewing the result.



KleverOne is the platform: specialist agents on top, each reaching out to the systems it operates, all reasoning over Proximity, the data engine beneath them. Agents execute across platforms through open protocols such as AdCP.

THE AGENTS

Agentic advertising is not one agent. It is a set of specialists, each owning a stage of the campaign lifecycle and able to hand work to the next. In KleverOne four agents sit on top of Proximity, our data engine. One brief goes in, Proximity shapes the strategy, and the agents execute.

Agent	What it does	What you get	Status
Planning	Reads the landscape and turns an objective into a structured plan: which markets, which audiences, how to split budget across channels, and why. Market research is the first step rather than a separate exercise.	A costed plan a human planner can review, adjust, and defend to a client.	Available Today
Buying	Executes an approved plan against live inventory. It can route through a DSP, or connect direct to supply through open protocols, depending on which serves the objective.	More routes to inventory, and a reasoned choice between them instead of one fixed path.	In Beta
Measurement	Connects ad exposure to verified outcomes: foot traffic, store visits, and lift, attributed against real locations.	An answer to the question most platforms cannot ask: did this move anyone in the physical world?	Rolling out 2026
Insight	Answers performance and market questions in plain language, generates the right chart, and adds competitive and behavioural context.	Insight without dashboard hunting, and a read on what to do next.	Rolling out 2026

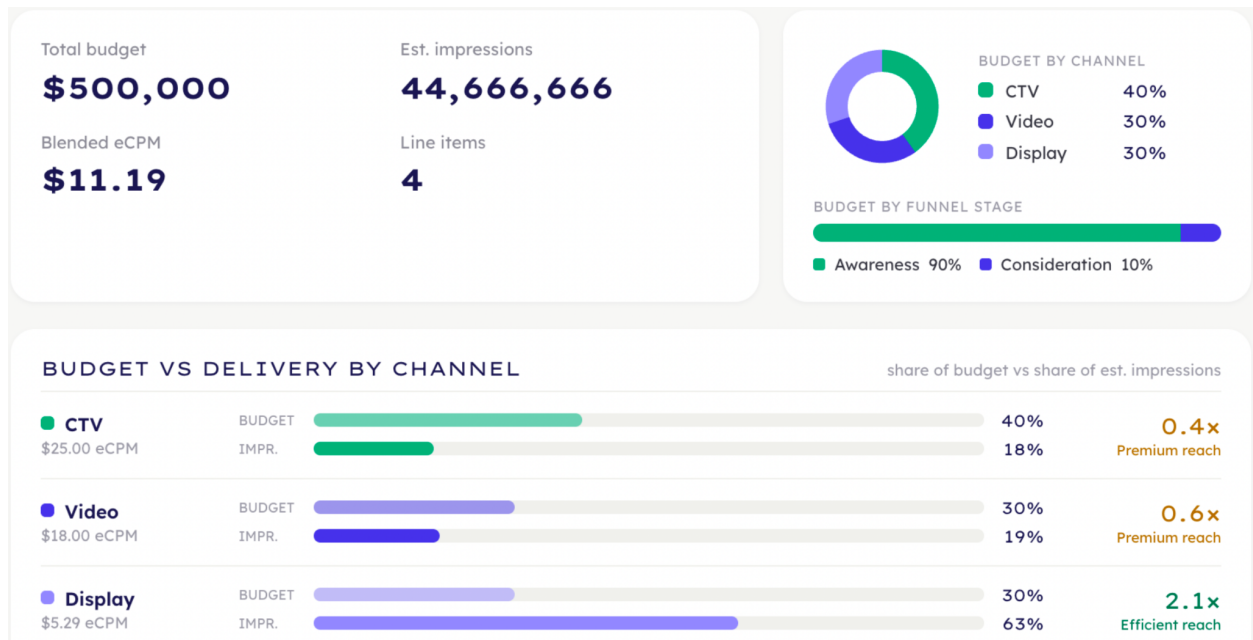
AT KLEVER : the Planning Agent is live today, working alongside the Proximity planning map and the same Movement Intelligence that powers live campaigns. The Measurement Agent reads real movement data to estimate store visits and lift. That signal is modeled rather than a perfect census, and coverage varies by market.

THE AGENTS IN THE PRODUCT

The agents are not a roadmap slide. Two are in the product today, and the buying path is running live in beta.



Planning Agent, research step. A plain-language description of a business becomes three ZIP-level trade areas, each profiled by who lives and shops there. Demo environment, sample advertiser.

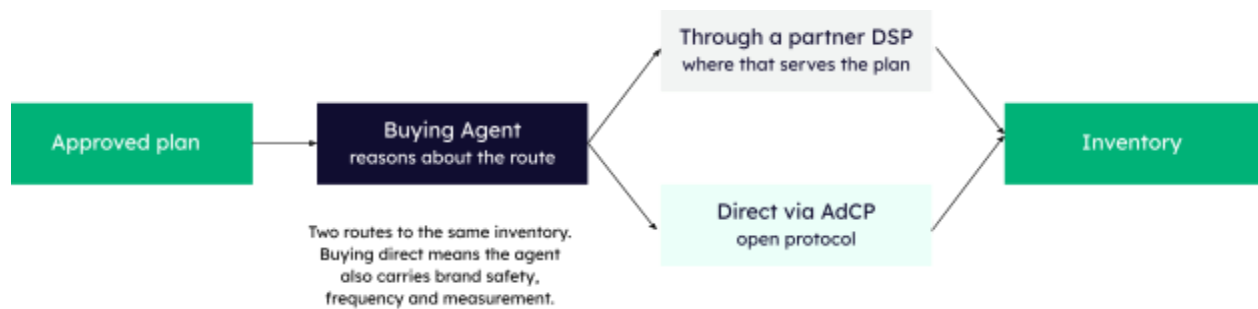


Planning Agent, plan step. A brief becomes a costed plan: budget by channel, blended eCPM, and share of budget measured against share of delivery, so an efficient channel is visible rather than assumed.

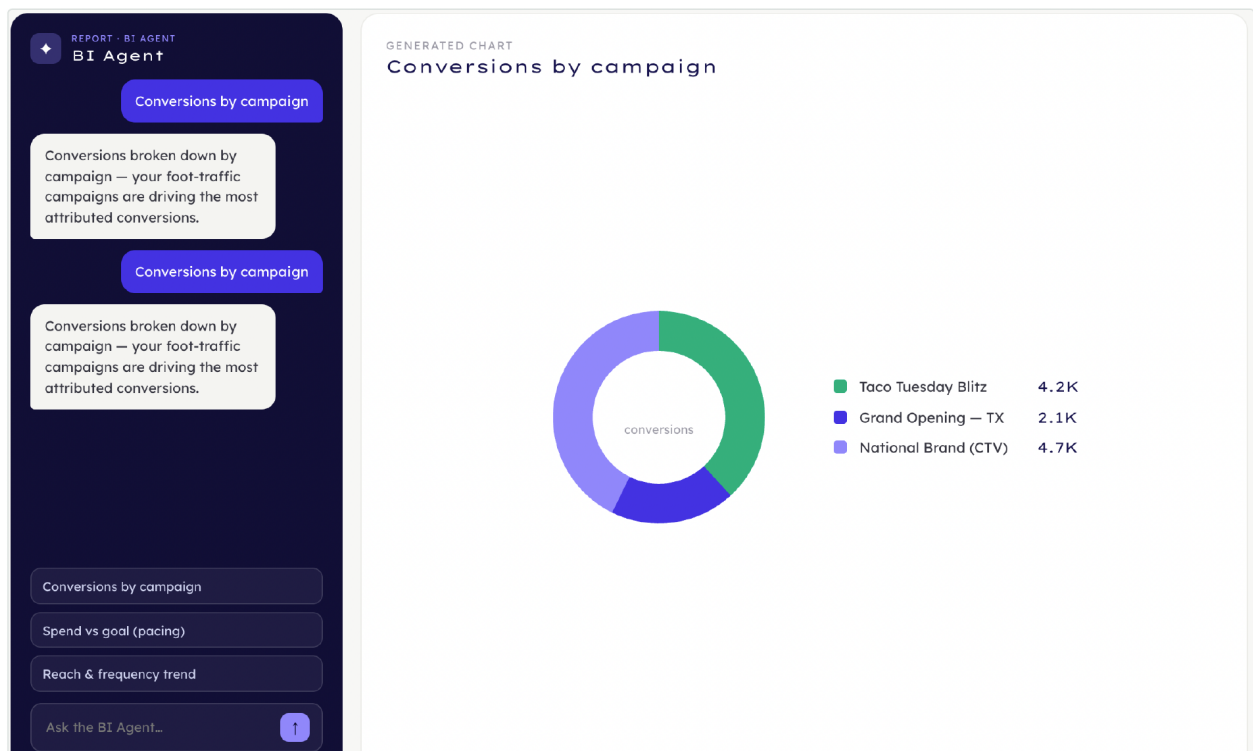
BUYING, AND READING RESULTS

Two stages sit at opposite ends of a campaign. One decides how a dollar reaches supply. The other explains what that dollar did.

HOW A PLAN REACHES INVENTORY



Buying Agent. The agent reasons about how an approved plan reaches inventory, then picks the most efficient route for the objective: through a DSP where that serves the campaign, direct through open protocols where it does not. Buying direct adds responsibilities the agent has to carry itself, which is why it matures in stages.



Insight Agent. A question in plain language returns a generated chart and a written read of what it shows. Shown in the product as the BI Agent.

PROOF: A LIVE TEST WITH PUBMATIC

The clearest way to judge agentic advertising is to run real money through it and see what happens. So we did.

This was the first time Klever ran live media through PubMatic's AgenticOS as a trading desk. The campaign was on connected TV. We used our own Planning Agent and a beta version of our Buying Agent to optimize the buying path, connecting straight into PubMatic through open protocols. The client set the goal at a 250% return on ad spend.

500% ROAS

delivered against the client's 250% goal: twice the target.

The rest of the campaign held up too. CPMs stayed efficient and video completion ran above 95%.

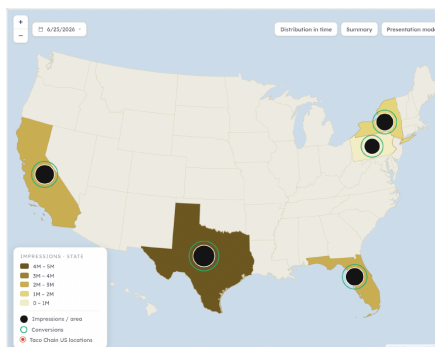
WHAT ACTUALLY CHANGED

The ROAS is the headline, but the shift we care about sits upstream of it. The team built about 80% of the campaign by handing the brief to the Planning Agent, and the brief-to-live timeline shrank against our pre-agentic workflow. Midflight delivery issues got caught and fixed faster. Traders spent less time on robot work and more on strategy. And they could test a new environment without first learning its interface. A scheduled daily brief now flags what is breaking and what is working. Ticket volume has not dropped yet, but the manual labor at launch and every week clearly has.

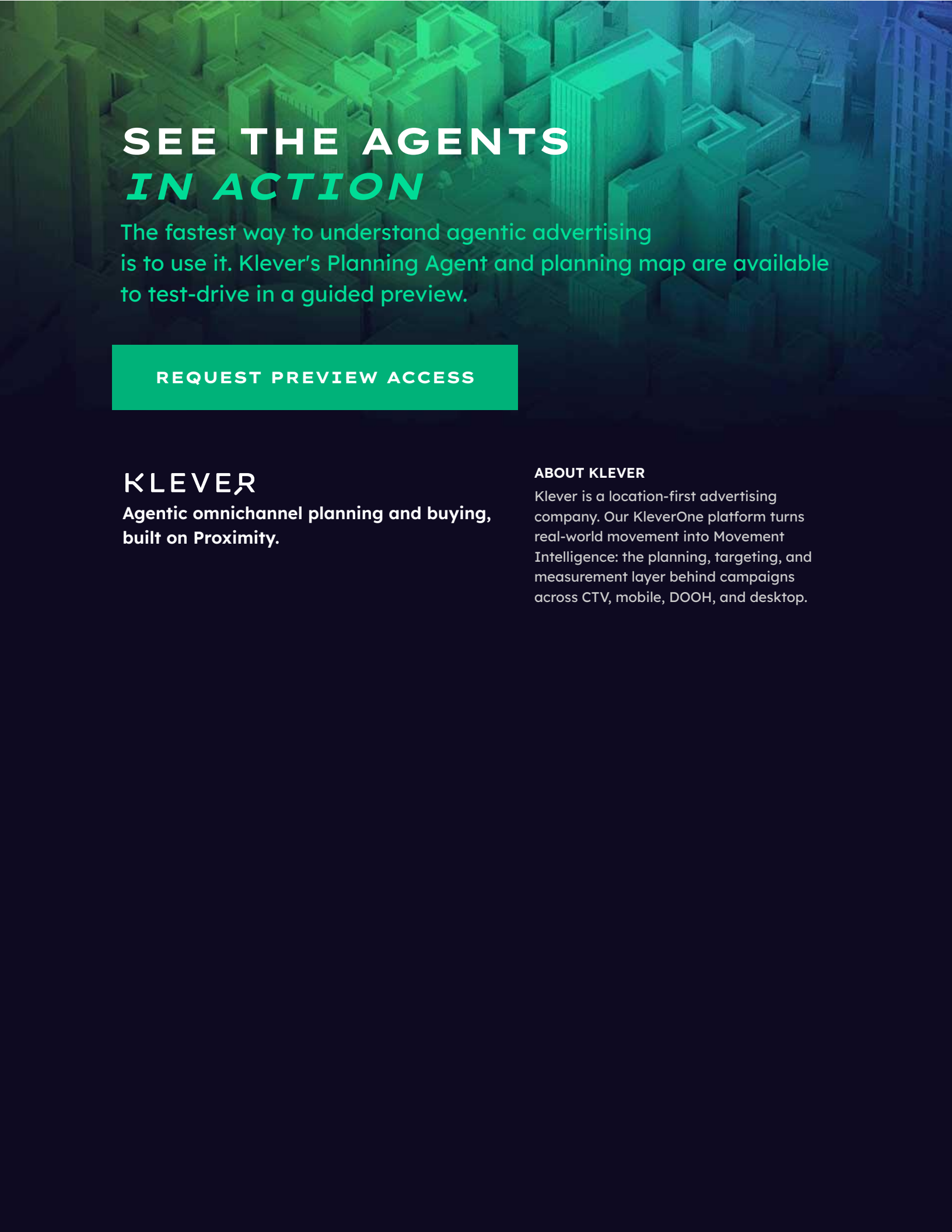
WHY IT WORKED

The number is nice. What matters more is why it happened. Because the agents can reach supply directly as well as through a DSP, Klever had more routes available and could lean into an efficient one for this objective instead of a single fixed path. An agent that reasons about the path can notice when a particular source is unusually efficient for an objective, and lean into it. A Klever trader stayed in the loop the whole time, steering and checking the agents' calls. That is how we think this should run today: agents do the legwork, an expert signs off.

That is the point of building the agents ourselves, on our own data, rather than renting someone else's. The Planning Agent is ready today. The Buying Agent is in beta, and the other agents are rolling out through the year.



Measured in geography. Delivery and conversions against real store locations, so the outcome question is answered in the physical world rather than in clicks. Demo environment, sample data.



SEE THE AGENTS *IN ACTION*

The fastest way to understand agentic advertising is to use it. Klever's Planning Agent and planning map are available to test-drive in a guided preview.

[REQUEST PREVIEW ACCESS](#)

KLEVER

**Agentic omnichannel planning and buying,
built on Proximity.**

ABOUT KLEVER

Klever is a location-first advertising company. Our KleverOne platform turns real-world movement into Movement Intelligence: the planning, targeting, and measurement layer behind campaigns across CTV, mobile, DOOH, and desktop.