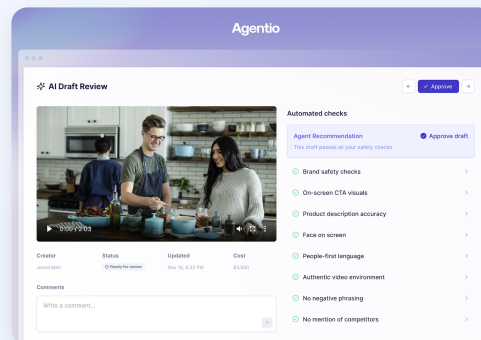


Investing in Agentio: Building the Agentic Marketplace for Creator Media

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Winter 2025



Two things are unequivocally true about marketing today: 1) it is changing, fast, with the decline of traditional search and rise of new discovery mechanisms, from conversational AI interfaces to TikTok trends, and 2) in a world of increased automation and AI-generated content, real, human connection with creators and communities becomes all the more important — and influential.

When people find new products through the people they follow, and people they trust — YouTube reviews, Instagram stories, and TikTok loops become far more effective drivers of purchase intent than traditional digital ads. That means creators aren't just influencers, they're tastemakers, community stakeholders, and powerful distribution engines for modern brands.

That drove us to lead the series B for Agentio, the AI-powered creator marketplace that's transforming how brands run creator campaigns across social channels.

Agentio's Approach:

For more than a decade, influencer and creator marketing has been hailed as the next big channel. But while it's grown into a multi-billion-dollar global force, it's remained fragmented and inefficient. Brands have long relied on manual outreach, spreadsheets, or agency intermediaries to manage creator partnerships, making it tough to scale.

Agentio changes that equation. The platform automates everything from intelligent matching between brands and creators to creative reviews, payment processing, and measurement analytics. This turns what was once a bespoke, ad-hoc workflow into a repeatable, structured performance channel.

We were drawn to the network effects inherent in this model: every new brand that joins the platform attracts more high-quality creators, improving matching speed and campaign outcomes. As those creators succeed, they bring new brands into the fold, creating a compounding loop of growth. Agentio's revenue model, which takes a

percentage of ad spend rather than charging fixed SaaS fees, aligns its incentives directly with performance. The more successful its brands and creators are, the more successful Agentio becomes.

The company's thesis is straightforward, yet powerful: AI enables a true marketplace for creator advertising that can rival Google and Meta's ad platforms in precision, measurement, and outcomes.

Proof in Performance:

Agentio's early traction speaks volumes. In just over a year, creators have joined in the thousands, finding a platform that respects their time and ensures fast, reliable payment. Brands using Agentio consistently cite it as one of their top-performing channels, often outperforming traditional digital ad platforms on customer acquisition cost.

The stories behind these numbers are even more compelling. Take Bombas, which scaled creator-driven spend by more than 300% in under a year while doubling CAC efficiency, or Tecovas, which saw remarkable lifts in awareness and purchase intent. Across verticals, from personal care to pet food to apparel, Agentio is proving that creator media can deliver performance that rivals or exceeds paid social.

The Bigger Picture:

We believe creator-driven media is entering its next chapter. What began as a fragmented ecosystem of one-off partnerships is becoming a scalable, measurable performance channel. As AI reshapes the broader marketing landscape, the need for creative that feels authentic, human, and trustworthy will only grow. Agentio sits at that intersection: a technology platform that amplifies human creativity.

Much like how AppLovin unlocked the mobile app advertising market by providing the optimization layer that made spend scalable, Agentio is poised to do the same for creator media. We couldn't be more excited to partner with the Agentio team on this journey.