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QKS AI Maturity Matrix™

Intelligent Creative & Media Optimization for AdTech Platforms, 2026

Most Valuable Pioneer

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Executive Summary

Advertising has entered a new phase of AI adoption. The first wave focused primarily on generative AI for creating copy, images, videos, and creative variations, helping marketing teams accelerate individual activities within the advertising lifecycle. The next phase is broader: connecting creative intelligence with audience signals, media investment, campaign execution, measurement, and optimization so that AI can influence decisions across the advertising lifecycle rather than operate as a collection of standalone tools. This report introduces the concept of Intelligent Creative & Media Optimization, where AI connects what is created, who receives it, where media is invested, how campaigns perform, and what actions should follow.

The underlying market challenge is fragmentation. Creative development, audience intelligence, media activation, campaign operations, and measurement have traditionally operated across different platforms, teams, and data environments. Generative AI can accelerate individual activities within these functions, but acceleration alone does not create connected decision-making. A creative variation may be generated without being informed by media performance; audience insights may remain disconnected from creative development; and campaign measurement may arrive too late to influence the next optimization cycle. The emerging opportunity is therefore to establish a connected intelligence layer in which creative performance, audience response, media delivery, and business outcomes continuously inform subsequent advertising decisions.

The centrepiece of this analysis is the QKS AI Maturity Matrix: AdTech Platform 2026, focusing on Intelligent Creative & Media Optimization which evaluates vendors across AI Product Maturity & Execution and AI Vision & Roadmap. The evaluation emphasizes four capability clusters: AI-native creative and media intelligence, connected decisioning across the advertising lifecycle, cross-platform interoperability and data connectivity, and governed automation and agentic execution. The findings indicate a market moving from isolated AI-assisted functions toward increasingly coordinated advertising operations. Many platforms can generate creative, analyze campaign data, or provide conversational assistance; fewer demonstrate the ability to connect these capabilities with campaign activation, measurement, optimization, external platforms, and controlled AI execution. Innovid by Mediaocean is recognized

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as an Intelligent Creative & Media Optimization Leader, distinguished by its NIVO AI and orchestration architecture, specialized AI capabilities across creative and campaign operations, predictive creative intelligence, cross-channel measurement, and growing interoperability with external agents and advertising environments.

The market is also moving beyond optimization performed after campaigns have generated sufficient data. Intelligent platforms are increasingly using predictive and real-time signals to influence creative selection, audience personalization, media allocation, campaign quality assurance, and in-flight optimization. Dynamic creative optimization can adapt combinations of creative elements to audience and contextual conditions, while measurement signals can connect exposure, reach, frequency, and conversion activity to subsequent decisions. This creates a more continuous operating model in which creative is not treated as a fixed asset and measurement is not treated as the final reporting stage, but both become active inputs into campaign management.

The next stage of development will be defined by agentic advertising operations. Specialized AI agents are beginning to support activities such as creative versioning, campaign setup, trafficking, quality assurance, reporting, optimization, and decision support. Interoperability mechanisms such as APIs and the Model Context Protocol are also creating pathways for external agents and intelligence services to participate in advertising workflows. However, the progression toward autonomous execution will require permissions, governance, human approvals, transparency, and clearly defined boundaries around agent actions. Through 2029, QKS expects the market to progress from connected AI-assisted workflows toward governed agentic execution, adaptive cross-channel optimization, and increasingly outcome-oriented advertising operations. For technology buyers, the strategic question is therefore no longer simply whether an AdTech platform offers generative AI, but whether its AI capabilities can connect creative intelligence to audience, media, measurement, and business outcomes while remaining interoperable, controllable, and measurable.

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Introduction: From Creative Automation to Intelligent Advertising Orchestration

Advertising technology has moved rapidly from rule-based automation and isolated optimization toward AI-assisted execution. Traditional AdTech workflows separated creative development, audience management, media activation, campaign operations, and measurement across specialized platforms and teams. Generative AI initially addressed individual activities within these workflows, particularly content creation, copy generation, image and video production, and creative variation. The market is now moving beyond this task-level model. The emerging requirement is to connect these capabilities so that intelligence generated in one part of the advertising lifecycle can influence decisions elsewhere.

This shift is driven by the growing relationship between creative effectiveness, audience response, and media investment. Creative is no longer simply an asset produced before campaign activation; its characteristics and performance can provide signals for audience selection, media allocation, personalization, and in-flight optimization. Similarly, audience and media signals can inform which creative should be generated, adapted, or prioritized. When these signals are connected, advertising platforms can move from optimizing individual activities toward making coordinated decisions across the campaign lifecycle.

The limitations of fragmented workflows become more significant as advertisers operate across CTV, video, display, social, audio, retail media, and other environments. Creative assets may be produced in one system, audience intelligence maintained in another, media activated through multiple buying platforms, and measurement consolidated only after campaign activity has occurred. AI can improve each individual function, but when these capabilities remain disconnected, organizations continue to face duplicated work, inconsistent data, delayed feedback, and limited visibility into how creative and media decisions collectively influence business outcomes.

The next stage is therefore the transition from AI-assisted tasks to connected advertising decisions. Intelligent creative and media optimization brings creative generation, versioning, personalization, predictive intelligence, campaign execution, measurement, and optimization into a more continuous operating model.

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Performance signals from live campaigns can influence creative decisions, while creative and audience signals can contribute to media optimization. This creates a feedback loop in which advertising activity becomes progressively more responsive to audience behavior, campaign conditions, and measured outcomes.

This evolution also changes the role of the AdTech platform. Rather than serving only as a collection of execution or optimization functions, the platform increasingly acts as an independent coordination layer across advertising technologies and data sources. Connectivity across DSPs, walled gardens, measurement environments, identity frameworks, and external AI services becomes critical to avoiding another generation of technology silos. The longer-term direction is toward agent-enabled advertising operations, where specialized AI agents can perform bounded activities such as creative versioning, trafficking, quality assurance, reporting, and optimization, while platform controls, permissions, and human oversight determine where autonomous execution is appropriate. The objective is not unrestricted automation, but a more connected and adaptive advertising operating model in which AI can continuously translate creative, audience, media, and measurement intelligence into better decisions.

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Fragmented AI Problem: Why more AI does not mean better Optimization

The rapid adoption of AI across advertising has created a paradox: adding more AI capabilities does not necessarily produce better optimization. Advertisers can now generate creative variations, analyze audiences, predict performance, automate campaign activities, and surface recommendations through a growing collection of AI-enabled tools. Yet when these capabilities operate independently, the additional intelligence can increase operational complexity rather than improve decision quality. The central problem is not the availability of AI, but the fragmentation of the intelligence, data, decisions, and actions required to optimize advertising as one connected system.

The Creative Scaling Trap

Generative AI has made it considerably easier to produce creative variations, but increasing the volume of creative does not automatically increase creative effectiveness. Advertisers can generate multiple versions for different audiences, formats, markets, and messages, while still relying on fragmented processes to review, approve, traffic, test, and optimize those assets. Without a connection between creative characteristics and campaign performance, creative scaling can result in more assets to manage rather than more effective advertising.

The problem becomes more pronounced when creative generation is separated from live media signals. A platform may identify which creative is performing better, but if that intelligence does not flow back into creative development and versioning, the learning remains isolated. Intelligent optimization therefore requires more than automated production. It requires a continuous connection between creative attributes, audience response, media conditions, and performance signals so that the system can determine which variations should be developed, tested, prioritized, or retired.

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Data and Context Fragmentation

Advertising decisions increasingly depend on signals distributed across creative platforms, DSPs, identity environments, audience systems, measurement providers, walled gardens, and business applications. Each environment may contain valuable information, but the absence of shared context can prevent AI systems from understanding the relationship between those signals. Creative performance may be measured separately from audience behavior, while media delivery and conversion data remain in different environments.

This fragmentation limits the quality of AI-driven decisions. A model can optimize against the data available to it without understanding the wider campaign context, producing recommendations that may be locally effective but globally suboptimal. Intelligent creative and media optimization requires a connected data foundation in which creative metadata, audience characteristics, exposure, reach, frequency, media investment, conversion activity, and relevant performance signals can be interpreted together. Without this context, AI remains capable of analysis but constrained in its ability to make coordinated advertising decisions.

Automation without Control

AI can increasingly automate activities such as creative versioning, campaign setup, trafficking, quality assurance, reporting, and optimization. The challenge is determining how much authority should be given to these systems and under what conditions automated actions should occur. An AI recommendation is fundamentally different from an AI system that can modify campaign settings, move media investment, change creative, or initiate actions across connected platforms.

Uncontrolled automation introduces risks around brand consistency, campaign integrity, inappropriate optimization, data access, and unintended downstream actions. These risks increase as advertising platforms begin incorporating specialized AI agents and external agents into campaign workflows. Mature intelligent

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optimization therefore requires permissions, approval mechanisms, defined operating boundaries, auditability, and human intervention where appropriate. Automation should reduce operational friction without removing the controls required to protect brand, budget, compliance, and campaign objectives.

The Outcome Measurement Gap

The final problem is the disconnect between AI activity and measurable advertising outcomes. Platforms can report the number of creative variations generated, recommendations produced, campaigns optimized, or operational tasks automated, but these measures do not demonstrate whether AI improved advertising performance. The relevant question is whether the intelligence applied to creative and media decisions produced stronger campaign and business outcomes.

This requires measurement to extend beyond isolated creative or media metrics. Creative performance needs to be connected with audience response, exposure, reach, frequency, conversions, media investment, and ultimately the outcomes that the campaign is designed to influence. Without these connections, optimization can become a continuous cycle of activity without a clear understanding of incremental value. Intelligent advertising platforms must therefore establish feedback loops in which measurement informs subsequent creative and media decisions, allowing optimization to be evaluated through performance as well as operational efficiency.

The underlying issue across all four challenges is disconnection. More AI tools can increase the number of capabilities available to advertisers, but they do not automatically connect the decisions those capabilities produce. The market is therefore moving toward platforms that can bring creative intelligence, audience context, media signals, execution, and measurement into a controlled operating environment. The differentiator is no longer how many AI functions a platform can offer, but how effectively those functions work together to improve advertising decisions and outcomes.

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Shift to Connected Creative and Media Intelligence

The next stage of intelligent advertising is defined by the ability to connect functions that have traditionally operated independently. Creative generation, audience intelligence, media activation, and measurement each produce valuable signals, but their value increases when those signals can inform one another. The progression can be represented as **fragmented functions → connected signals → coordinated decisions → adaptive execution.** Each stage represents a deeper level of integration between intelligence and advertising operations.

Fragmented functions: Creative production, audience analysis, media buying, campaign operations, and measurement typically operate through different platforms, teams, and data environments. AI may be embedded within each function, but its output remains largely confined to the activity for which it was generated. Creative AI can produce variations without understanding media conditions, while media optimization can adjust investment without incorporating detailed creative attributes or creative-level performance.

Connected signals: The first requirement for intelligent optimization is establishing relationships between these previously separate signals. Creative metadata and performance, audience characteristics and responses, media delivery, exposure, reach, frequency, and conversion information need to become available within a shared decision context. This allows advertising platforms to understand not only whether a campaign is performing, but also which creative, audience, placement, or media conditions are contributing to that performance.

Coordinated decisions: Once signals are connected, AI can move beyond isolated recommendations toward decisions that consider multiple aspects of campaign performance simultaneously. Creative performance can influence which assets are prioritized, audience insights can inform personalization, and media signals can guide where and when investment should be adjusted. The objective is not to optimize every component independently, but to identify combinations of creative, audience, and media variables that are more likely to support the campaign objective.

Adaptive execution: The most mature model closes the loop between intelligence and action. Performance signals continuously inform subsequent creative, media,

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and operational decisions, allowing campaigns to respond to changing audience behavior, creative fatigue, delivery conditions, and performance trends. Automated versioning, trafficking, quality assurance, dynamic creative optimization, and media adjustments can increasingly be coordinated within defined controls. Human oversight remains important for strategic and high-impact decisions, while bounded automation can manage repetitive or time-sensitive activities.

This progression changes the role of AI within AdTech. Intelligence is no longer valuable simply because it can generate an asset, produce a recommendation, or automate an individual task. Its strategic value increasingly depends on where its output goes next and whether that output can influence another part of the advertising lifecycle. Platforms that connect creative, audience, media, and measurement signals can therefore create a more continuous optimization cycle, while fragmented AI deployments risk producing more activity without a corresponding improvement in decision quality or campaign outcomes.

The implication for technology buyers is that connectivity should be evaluated as a core AI capability rather than an integration afterthought. The ability to exchange data across creative systems, DSPs, walled gardens, measurement environments, identity frameworks, and external AI services increasingly determines whether an AdTech platform can support coordinated optimization at scale. The market is consequently moving toward an operating model in which connected intelligence informs coordinated decisions, and coordinated decisions enable adaptive execution.

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Architecture of Intelligent Creative & Media Optimization in AdTech

Intelligent creative and media optimization is increasingly defined by how effectively an AdTech platform connects intelligence across the advertising lifecycle. A mature architecture cannot be reduced to a generative AI layer or a collection of optimization features. It requires a sequence of interconnected capabilities that can transform creative and audience signals into media decisions, execute those decisions across advertising environments, measure their impact, and feed the resulting intelligence back into subsequent actions. QKS identifies six architectural layers that provide a practical framework for assessing this maturity.

Layer 1 - Creative Intelligence Layer

The Creative Intelligence Layer forms the foundation for understanding, producing, and optimizing advertising content. It encompasses AI-powered creative generation, asset classification, versioning, personalization, content analysis, and predictive creative scoring. The layer should be capable of working with existing brand assets and guidelines while generating or adapting creative for different audiences, formats, channels, and campaign objectives.

Its maturity is determined not simply by the ability to generate creative, but by whether creative intelligence remains connected to campaign performance. Predictive scoring, historical performance analysis, similarity analysis, and creative-level signals can help identify which assets or combinations are more likely to perform. This enables creative development to become a measurable optimization activity rather than a production process that ends when an asset is approved.

Layer 2 - Audience & Context Intelligence Layer

The Audience & Context Intelligence Layer provides the information required to determine which creative should reach which audience, in which context, and under what conditions. It brings together audience characteristics, identity signals, contextual information, exposure history, behavioral signals, and other relevant campaign data.

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The importance of this layer is its ability to provide context to creative and media decisions. Audience intelligence can inform personalization and creative selection, while exposure history can influence decisions around frequency and sequencing. When connected with creative performance, the platform can move beyond broad audience targeting toward more granular understanding of how different audience segments respond to specific creative treatments and media environments.

Layer 3 - Media Decisioning Layer

The Media Decisioning Layer translates creative, audience, and contextual intelligence into investment and activation decisions. This includes targeting, bidding, budget allocation, channel selection, reach and frequency management, placement decisions, and other optimization activities.

A differentiated architecture does not treat media optimization as an isolated function. Creative effectiveness, audience response, delivery conditions, and business objectives should be considered together when determining where and how media investment is deployed. This creates the basis for coordinated optimization in which media decisions can respond to creative performance and creative decisions can respond to media and audience signals.

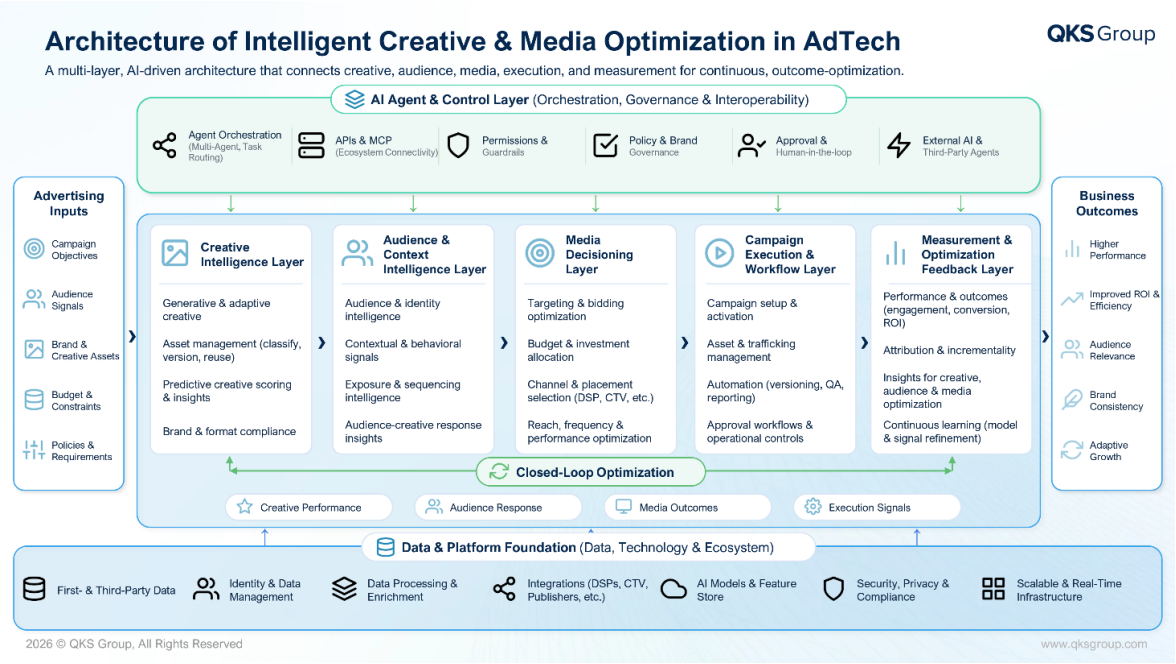


Figure 1: Visual representation of Architecture of Intelligent Creative & Media Optimization in AdTech

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Layer 4 - Campaign Execution & Workflow Layer

The Campaign Execution & Workflow Layer converts decisions into operational activity. It includes campaign setup, asset management, trafficking, activation, quality assurance, approvals, reporting workflows, and connections with downstream advertising platforms.

This layer is particularly important because operational friction can limit the practical value of AI-generated recommendations. A platform may identify an optimal creative or media action, but the benefit is reduced if implementation still requires multiple manual handoffs. Increasingly, AI-enabled workflows can automate repetitive activities such as campaign configuration, creative versioning, trafficking, QA, and reporting, while retaining approval controls for activities that require human intervention.

Layer 5 - Measurement & Optimization Feedback Layer

The Measurement & Optimization Feedback Layer closes the relationship between advertising activity and observed outcomes. It brings together exposure, reach, frequency, engagement, conversion, attribution, incrementality, and other performance signals to evaluate whether creative and media decisions are producing the intended results.

The distinguishing characteristic of this layer is that measurement is not treated as the final reporting stage. Performance intelligence should flow back into the creative, audience, and media layers. Creative performance can inform future asset development and allocation, audience response can refine personalization, and media outcomes can influence subsequent investment decisions. This establishes a continuous feedback loop through which the advertising system can learn from actual campaign execution.

Layer 6 - AI Agent & Control Layer

The AI Agent & Control Layer provides the intelligence, interoperability, and governance mechanisms required to coordinate the layers above. It includes specialized AI agents, agent orchestration, APIs, external AI services, Model Context

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Protocol (MCP), permissions, approval mechanisms, governance policies, and human oversight.

The emergence of agentic AI makes this layer increasingly important. Specialized agents can perform defined activities such as creative versioning, trafficking, QA, reporting, analysis, or optimization, while an orchestration mechanism determines how those capabilities interact. MCP and other interoperability mechanisms can extend the architecture to external agents and services, allowing AdTech platforms to participate in broader agentic ecosystems rather than operating as closed environments.

However, autonomous execution should remain bounded by permissions, campaign objectives, brand requirements, and human approval thresholds. The control layer therefore serves two purposes: enabling AI to act across the advertising workflow and determining where that action is permitted. This distinction separates controlled agentic execution from unrestricted automation.

From Six Layers to a Continuous Optimization Architecture

The six layers are most valuable when they operate as a connected architecture rather than as independent technology components. Creative intelligence generates and evaluates assets; audience and context intelligence determines relevance; media decisioning determines investment and activation; execution converts decisions into campaign activity; measurement evaluates the resulting performance; and the AI agent and control layer coordinates these activities while enforcing governance.

The resulting architecture creates a closed optimization loop:

Creative Intelligence → Audience & Context Intelligence → Media Decisioning → Campaign Execution → Measurement & Feedback → AI/Agent Control → Continuous Optimization

The maturity of an AdTech platform increasingly depends on the strength of the connections between these layers. Platforms with sophisticated capabilities confined to individual layers may deliver strong point functionality, but platforms that can connect signals, coordinate decisions, automate execution, and govern agent activity have a stronger foundation for intelligent creative and media optimization. This

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architectural distinction provides a more meaningful basis for evaluating AI maturity than the number of AI features a vendor makes available.

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QKS AI Maturity Matrix: Intelligent Creative & Media Optimization for AdTech Platforms 2026

To assess vendors in the rapidly evolving intelligent advertising market, QKS Group has structured the 2026 AI Maturity Matrix around a central question: how effectively can an AdTech platform connect AI-driven creative intelligence, audience and media intelligence, advertising decisioning, and governed execution to improve campaign outcomes? The framework is purpose-built around the realities of modern advertising, where AI value increasingly depends not on isolated capabilities, but on how effectively intelligence moves across the creative, media, activation, and measurement lifecycle.

The QKS AI Maturity Matrix evaluates vendors across two primary dimensions:

AI Product Maturity & Orchestration: The depth of AI capabilities that are productized and operational today, and the extent to which these capabilities work together across the advertising lifecycle. The assessment considers the vendor's ability to generate, version, personalize, classify, and score creative; connect creative intelligence with audience and contextual signals; support media decisioning and optimization; automate campaign setup, trafficking, quality assurance, and activation; and use measurement signals to continuously inform subsequent decisions. It also evaluates cross-platform connectivity, interoperability, governance, and the degree of controlled automation demonstrated in the product.

AI Vision & Roadmap: The clarity, ambition, and credibility of the vendor's strategic direction toward increasingly adaptive and autonomous advertising. This includes the vendor's vision for connected creative and media intelligence, continuous optimization, agentic advertising workflows, interoperability with external platforms and AI agents, governed automation, and outcome-oriented decisioning. The assessment considers whether the roadmap represents a credible progression from AI-assisted tasks toward coordinated and increasingly autonomous advertising operations.

Under these dimensions, QKS evaluates vendors against four core capability clusters that define maturity in Intelligent Creative & Media Optimization:

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Creative Intelligence: The ability to generate, adapt, version, personalize, classify, and evaluate advertising creative using AI. This includes brand-guideline integration, dynamic creative optimization, creative performance analysis, and predictive creative scoring.

Connected Media Intelligence: The ability to combine audience, identity, contextual, exposure, campaign, and media performance signals to inform advertising decisions. Mature platforms connect creative performance with targeting, investment, reach, frequency, and channel-level intelligence rather than treating creative and media data as separate domains.

Advertising Orchestration: The ability to coordinate intelligence across campaign planning, creative development, activation, optimization, and measurement. This includes connections across DSPs, CTV, social, display, audio, walled gardens, measurement environments, and other components of the advertising ecosystem.

Governed & Adaptive Execution: The ability to translate AI recommendations into controlled campaign actions while maintaining brand safety, permissions, transparency, human oversight, and auditability. This cluster also considers the maturity of automated workflows and the progression toward agent-driven execution through APIs, external agents, and emerging interoperability standards such as MCP.

Using these dimensions and capability clusters, QKS Analysts rate each vendor across underlying criteria including AI capability depth, creative intelligence, audience intelligence, media optimization, orchestration, personalization, predictive intelligence, measurement connectivity, interoperability, governance, controlled automation, roadmap credibility, and execution track record. Vendors are then plotted on the 2026 Matrix according to their normalized ratings. The framework distinguishes between capabilities that are demonstrated and operational today and capabilities that remain emerging, limited, or primarily roadmap-driven.

Vendors fall into four maturity stages:

Functional AI Executors: Vendors at this stage have operationalized individual AI capabilities, such as creative generation, automated recommendations, predictive analytics, or campaign optimization, but these capabilities remain largely discrete. Connections between creative intelligence, audience signals, media decisions, and

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measurement are limited, and automation typically requires substantial manual intervention or separate platform workflows. These platforms provide useful AI-assisted functionality but have limited ability to coordinate intelligence across the advertising lifecycle.

Strategic Architects: These vendors have established a coherent vision for connected creative and media intelligence and are building the architectural foundations required to support it. They typically demonstrate stronger data connectivity, APIs, cross-channel integrations, personalization, and early forms of AI coordination. However, the breadth and depth of productized capabilities, automated decisioning, and governed execution may still trail the strategic vision. Their platforms provide a foundation for advanced advertising use cases, although greater configuration or ecosystem integration may be required to achieve broader automation.

AI Executioners: Vendors at this stage demonstrate AI at meaningful scale across multiple advertising functions, with capabilities embedded across creative intelligence, audience analysis, media optimization, activation, or measurement. They can automate a broader range of campaign activities and increasingly connect performance signals to subsequent decisions. What separates this stage from leadership is the completeness of the connected operating model. One or more areas such as cross-platform orchestration, predictive creative intelligence, closed-loop optimization, external interoperability, governed autonomy, or measurement-to-action connectivity may remain less mature.

Orchestrated AI Leaders: These vendors demonstrate the most complete implementation of Intelligent Creative & Media Optimization. Their platforms connect creative intelligence, audience and media intelligence, advertising decisioning, execution, and measurement within a coordinated operating model. AI is applied across multiple stages of the advertising lifecycle, with performance signals continuously informing creative and media decisions. These platforms demonstrate strong cross-platform connectivity, governed automation, interoperability, and a credible path toward agent-driven execution. Rather than positioning AI as a collection of individual features, they establish the foundation for adaptive advertising operations in which intelligence can continuously influence what is created, where it is activated, how investment is allocated, and how outcomes are measured.

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The QKS AI Maturity Matrix therefore evaluates the connectedness and operational maturity of AI across advertising, rather than simply counting AI features or assessing the sophistication of a generative AI interface. The framework distinguishes vendors that can generate or recommend from those that can connect signals, coordinate decisions, and execute actions across the advertising lifecycle. This provides technology buyers with a clearer view of both current capability and future readiness as the market moves toward increasingly intelligent, adaptive, and agent-enabled advertising operations.

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QKS AI Maturity Matrix™

Mapping the Market: AdTech Vendors on the QKS AI Maturity Matrix

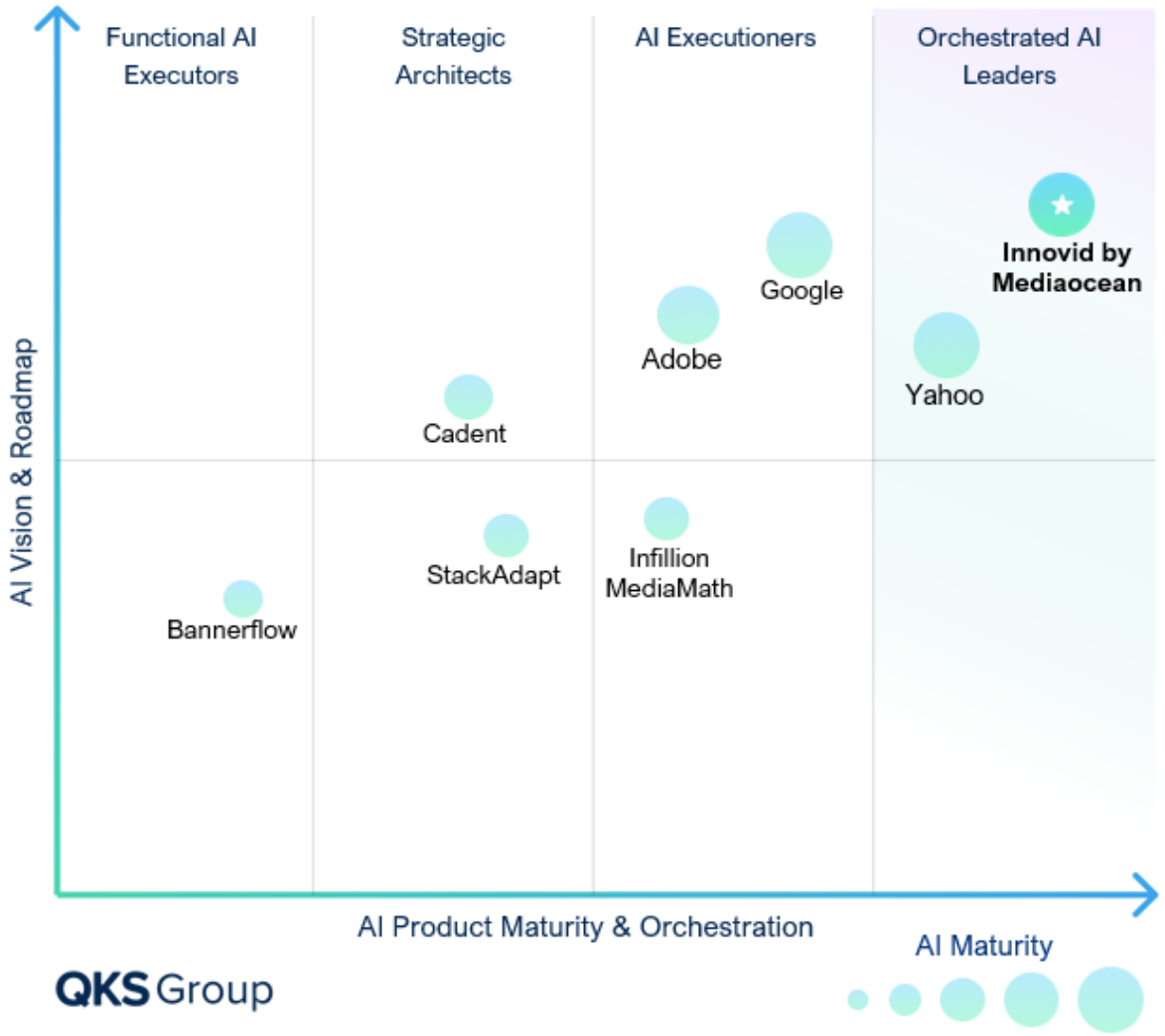


Figure 2: QKS AI Maturity Matrix positioning leading AdTech vendors by AI Product Maturity & Orchestration and AI Vision & Roadmap. Vendors range from Functional AI Executors to Orchestrated AI Leaders. Innovid by Mediaocean is highlighted as the MVP (Most Valuable Pioneer) and an Orchestrated AI Leader for its excellence in omnichannel AI execution and vision.

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Key Differentiators in the 2026 Evaluation

Four capability clusters proved most decisive in separating the stages this year. Creative intelligence: whether AI can generate, personalize, score, test, and optimize creative assets based on audience, contextual, and performance signals, or merely provide standalone content-generation capabilities. Connected media intelligence: whether creative performance, audience insights, media investment, and campaign outcomes are connected within a common decision framework, or remain distributed across separate advertising workflows. Advertising orchestration: whether AI capabilities can coordinate activities across campaign planning, activation, optimization, and measurement, rather than automating individual tasks in isolation. Governed and adaptive execution: whether platforms can extend intelligence across channels and external systems while maintaining brand controls, transparency, human oversight, and the ability to dynamically adapt decisions as audience behavior, media conditions, and campaign objectives change. Vendors strong across all four clusters demonstrate the characteristics of intelligent creative and media optimization leaders; most of the market remains stronger in selected capabilities while continuing to develop the broader connected architecture.

Comparative Analysis of Vendors in the QKS AI Maturity Matrix

Each AdTech vendor approaches Intelligent Creative & Media Optimization from a different technology heritage, including creative technology, programmatic media buying, audience intelligence, predictive advertising, and integrated advertising platforms. These foundations influence where vendors have developed the greatest depth. The market is increasingly moving beyond individual AI capabilities toward connected intelligence across creative, audience, media, activation, optimization, and measurement. The following profiles highlight the principal strengths and development areas of vendors evaluated in the 2026 QKS AI Maturity Matrix.

Functional AI Executors

- **Bannerflow:** Bannerflow remains focused on scaling creative production, versioning, testing, and optimization. Its capabilities extend beyond basic creative generation into dynamic creative optimization, A/B and multivariate testing, automated scaling of higher-performing variants, and performance-led creative delivery. The platform connects creative assets with performance

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signals and can shift delivery toward stronger-performing variations, providing a practical foundation for creative optimization. Its primary strength remains the creative execution layer, with comparatively less depth across audience intelligence, media investment, campaign activation, and measurement. The platform is well suited to organizations prioritizing scalable creative operations and performance-led optimization, while broader creative-to-media decisioning requires additional ecosystem connectivity.

Strategic Architects

- **Cadent:** Cadent has evolved its television and video advertising heritage into a predictive advertising platform spanning audience planning, media activation, optimization, and outcome measurement. Its capabilities emphasize predictive audience intelligence, impression-level decisioning, and data-driven media optimization, with AI and machine learning supporting audience discovery and campaign performance. Conversational and agent-oriented capabilities are also expanding access to campaign intelligence and optimization workflows. Cadent therefore has a strong foundation in connected media intelligence, particularly for audience-led planning and activation. Its comparatively narrower emphasis on creative generation, creative versioning, and creative-to-media optimization limits the breadth of its intelligent creative proposition. Its trajectory increasingly connects audience intelligence with media decisioning, while the creative intelligence layer remains an area of further development.
- **StackAdapt:** StackAdapt has built a broad advertising platform spanning campaign planning, audience targeting, creative, activation, optimization, and measurement, with AI increasingly connecting these functions. Ivy and related AI capabilities support campaign analysis, planning, forecasting, optimization, and execution, while the platform continues to expand its capabilities across video, connected TV, display, social, native, and other channels. Its broader direction is toward proactive campaign intelligence rather than isolated optimization recommendations. StackAdapt's breadth provides a strong foundation for connecting creative, audience, media, and measurement signals. However, fully autonomous coordination across these functions, particularly agent-to-agent execution and independent orchestration across heterogeneous advertising environments, remains less mature than the most

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advanced platforms. Its expanding AI capabilities position it well for the transition toward more adaptive advertising operations.

AI Executioners

- **Infillion MediaMath:** Infillion, incorporating MediaMath's programmatic heritage, brings a strong foundation in programmatic decisioning, campaign optimization, and automated media execution. Its Infillion Brain applies predictive intelligence to media decisions, while the Infillion Agent Connector extends programmatic capabilities into emerging agentic workflows through MCP-based connectivity. This enables compatible AI systems to interact with campaign management, reporting, inventory, and optimization capabilities. The combination of established programmatic infrastructure and agent interoperability gives Infillion considerable depth in intelligent media execution. Its capabilities remain more concentrated around media decisioning and activation than the complete creative intelligence lifecycle, with creative generation, creative performance intelligence, and deeper creative-to-media feedback less central to the overall proposition.
- **Adobe:** Adobe combines one of the industry's strongest creative technology foundations with marketing, content, and advertising capabilities. Its ecosystem brings together generative AI, brand intelligence, content creation, asset management, creative governance, performance insights, and advertising activation. GenStudio for Performance Marketing increasingly connects content creation and approval with cross-channel performance insights, creative recommendations, Next Best Creative capabilities, and activation workflows. Adobe Advertising also applies AI to media optimization, including budget allocation and bidding against campaign objectives. The combination gives Adobe substantial depth across creative and media intelligence, with a particularly strong connection between brand-governed content and advertising performance. Its architecture remains closely integrated with the Adobe ecosystem, while broader neutral coordination across heterogeneous external AdTech environments continues to evolve. Adobe's expanding interoperability and agentic capabilities make this an increasingly dynamic area of competitive differentiation.
- **Google:** Google brings an exceptionally broad advertising ecosystem spanning creative development, audience intelligence, media activation,

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optimization, and measurement. Gemini is increasingly embedded across Google advertising and marketing products, supporting activities such as campaign setup, optimization, monitoring, reporting, recommendations, and media planning. Display & Video 360 provides additional depth across programmatic buying, audience management, bidding, optimization, and measurement, while Google's broader data and measurement ecosystem strengthens the connection between campaign activity and performance intelligence. The breadth of Google's advertising infrastructure gives it significant depth across creative, media, and measurement. Its principal distinction is the highly integrated nature of these capabilities within the Google advertising ecosystem. Cross-platform neutrality and independent coordination across competing advertising environments remain a different architectural proposition from ecosystem-level integration. Google's rapid expansion of Gemini-powered advertising capabilities also makes its position particularly dynamic through the forecast period.

Orchestrated AI Leaders

- **Yahoo:** Yahoo DSP has developed one of the market's more comprehensive approaches to agentic advertising, extending AI across planning, audience activation, campaign optimization, diagnostics, creative, reporting, and measurement. Yahoo Blueprint provides the underlying intelligence layer, while its agentic capabilities support campaign setup, performance analysis, audience discovery, delivery diagnostics, optimization, and reporting. Yahoo's approach also extends beyond native AI through APIs, MCP, and advertiser-controlled agents, allowing external AI systems to interact with DSP capabilities within defined permissions. Its Agent Network further supports collaboration between platform-native and external agents across advertising activities. This combination of media intelligence, agentic execution, interoperability, and controlled automation provides strong coverage across the advertising lifecycle. Its creative intelligence capabilities continue to develop relative to platforms with deeper creative technology heritage, making the expansion of creative-to-media feedback and optimization an important area of its evolution.
- **Innovid by Mediaocean (MVP):** Innovid by Mediaocean demonstrates a strong integrated approach to Intelligent Creative & Media Optimization,

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connecting creative intelligence, audience signals, media execution, measurement, and optimization through NIVO AI. NIVO provides an agentic operating layer with specialized capabilities for creative generation and versioning, predictive creative intelligence, trafficking, quality assurance, reporting, and optimization. Its creative workflows support brand-consistent variations using approved assets and requirements, while dynamic creative optimization adapts content to audience, contextual, product, geographic, and campaign signals across CTV, video, display, social, audio, and other formats. Predictive creative scoring uses historical performance, creative similarity, and relevant benchmarks to assess potential effectiveness and identify improvement opportunities before and during deployment. Live performance signals can then inform further creative and media optimization, creating a feedback loop between creative effectiveness and campaign outcomes, especially when combined with data and capabilities in Prisma by Mediaocean and Protected by Mediaocean. NIVO also automates operational activities such as campaign setup, trafficking, QA, and reporting, reducing manual effort across repetitive execution workflows. NIVO Vision extends this intelligence to executive decision-making by consolidating creative, media, delivery, and measurement signals to surface performance trends, delivery issues, creative fatigue, and optimization opportunities. Audience intelligence, identity resolution, and exposure-to-conversion measurement further connect media activity with downstream campaign outcomes. Through NIVO Action, Innovid uses APIs, external integrations, and Model Context Protocol (MCP) to enable external agents and systems to interact with platform capabilities under defined permissions and controls, supporting a more interoperable approach to agentic advertising. Human oversight and governance remain integral, allowing automation of bounded operational activities while retaining control over strategic and higher-impact decisions. The combination of creative intelligence, predictive scoring, dynamic optimization, automated campaign operations, cross-channel measurement, and agentic interoperability positions Innovid by Mediaocean at the leading edge of the shift toward adaptive, outcome-oriented advertising operations.

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Intelligent Creative & Media Optimization Leader - Innovid by Mediaocean

As the QKS Most Valuable Pioneer and an Orchestrated AI Leader, Innovid by Mediaocean represents a mature approach to intelligent creative and media optimization, combining creative intelligence, campaign execution, measurement, and optimization within a connected advertising environment. Its differentiation lies in the ability to move intelligence across these functions, allowing creative and media signals to influence decisions throughout the campaign lifecycle. NIVO provides the framework for this model by bringing specialized AI capabilities, advertising data, workflows, and external platform connections into a coordinated operating environment.

“Innovid by Mediaocean has progressed from applying AI to individual advertising tasks toward connecting intelligence across the creative, media, measurement, and optimization lifecycle. NIVO brings specialized AI capabilities together with advertising data and workflows, enabling performance signals to inform campaign decisions and increasingly coordinated execution. Its approach demonstrates how intelligent advertising can evolve beyond isolated AI features toward adaptive, outcome-oriented operations, while maintaining interoperability, governance, and human control.”

- Richa Choubey, Principal Analyst, QKS Group

Innovid by Mediaocean capability assessment

The table below summarizes QKS’s assessment of Innovid by Mediaocean against the evaluation dimensions of the AI Maturity Matrix.

Evaluation dimension	How Innovid by Mediaocean delivers	Assessment
Creative intelligence	Creative generation, creative insights, predictive scoring, dynamic decisioning, creative optimization, and creative-level performance analysis. NIVO agents can generate, score, and	**Leading**

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	dynamically render creative using performance signals.	
Media optimization	Creative and campaign optimization across all channels, reach and frequency intelligence, decisioning, and in-flight optimization using campaign and performance signals.	**Leading**
Workflow automation	Campaign trafficking, QA, taxonomy, decisioning, reporting, and other repetitive advertising operations are supported through specialized NIVO agents.	**Leading**
Cross-channel connectivity	Supports advertising workflows across CTV, video, display, social, audio, and other environments, with connections to DSPs, publishers, and external advertising platforms.	**Leading**
Measurement & data intelligence	Connects campaign, creative, exposure, reach, frequency, conversion, and incrementality signals to support measurement-led optimization. Harmony Signals provides cross-buy reach, frequency, and conversion intelligence across connected DSPs and publishers.	**Leading**
Governance & controlled execution	Human-in-the-loop workflows, permissions, authenticated connections, campaign QA, configurable rules, and visibility into agent actions support controlled automation.	**Leading**
Ecosystem interoperability	NIVO Action supports external tools and agents, while MCP partnerships provide authenticated access to partner intelligence and approved actions. The Meta Ads MCP integration demonstrates this direction in social advertising.	**Strong and expanding**
Vision & roadmap	Clear progression from specialized AI agents and workflow automation toward coordinated, outcome-oriented advertising operations, with additional NIVO-powered agents and integrations continuing to expand across Innovid, Prisma, and Protected.	**Leading**

Table 1: Innovid by Mediaocean capability assessment

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Positioning and Architecture

Innovid's architecture is built around a combination of NIVO's AI capabilities and workflow orchestration. NIVO provides specialized agents and intelligence for activities such as creative generation, predictive scoring, trafficking, quality assurance, decisioning, reporting, and optimization, while connecting these capabilities across the advertising workflow on all channels. This allows individual AI functions to operate as components of a broader execution model extended to Prisma by Mediaocean and Protected by Mediaocean.

The architecture builds on Innovid's established capabilities in dynamic creative optimization, ad serving, campaign measurement, and cross-channel intelligence. Creative assets and performance signals can be processed within the same environment, enabling insights from one activity to inform subsequent actions. External integrations and emerging MCP-based connections further extend this model beyond Innovid's native environment, allowing external advertising platforms, tools, and AI agents to participate through controlled interactions. The resulting architecture provides a foundation for progressively more connected advertising operations without requiring unrestricted autonomous execution.

NIVO: The Intelligence Layer for Advertising Operations

NIVO is designed around specialized AI agents rather than a single general-purpose assistant. Its agent portfolio includes capabilities supporting creative generation and refinement, predictive scoring, campaign trafficking, quality assurance, decisioning, taxonomy management, reporting, creative insights, and optimization. These capabilities allow different advertising activities to be handled by purpose-specific AI functions while remaining connected through the broader platform architecture.

This approach is particularly relevant to advertising operations, where creative, campaign, and media workflows often involve multiple systems and repetitive handoffs. NIVO can take inputs such as campaign requirements, creative assets, performance information, and media instructions and translate them into downstream activities. The architecture also provides a foundation for combining internal capabilities with external tools and agents, allowing NIVO to operate within a broader advertising technology environment rather than only within Innovid's native capabilities.

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Creative Intelligence

Innovid extends AI across the creative lifecycle, including creative generation, versioning, personalization, predictive evaluation, and in-flight optimization. Its Creative Generator capabilities support the development and adaptation of creative variations across audiences, formats, and campaign requirements, while brand assets and requirements can be incorporated into the workflow.

The connection to live campaign performance is particularly important. Creative does not remain a static asset once deployed; performance signals can be used to identify stronger-performing variations and inform subsequent optimization. Innovid's dynamic creative capabilities provide the operational foundation for adapting creative elements according to audience, context, product, geography, and other campaign signals. This connects creative effectiveness more directly with media performance and reduces the traditional separation between creative production and campaign optimization.

Predictive Intelligence

Predictive creative intelligence adds a forward-looking layer to the optimization process. Innovid's Predictive Scoring Agent evaluates creative variations against performance objectives using factors including historical performance, similarity to previously deployed creative, and relevant benchmarks. This enables advertisers to identify potential strengths and weaknesses before committing significant media investment and prioritize variations with stronger expected performance.

Predictive intelligence is complemented by AI-supported campaign operations. NIVO's agents can assist with campaign setup, trafficking, quality assurance, decisioning, and reporting, reducing the manual effort required to translate campaign requirements and creative strategies into executable advertising activity. The combination of prediction and execution is significant because performance intelligence becomes more useful when it can be translated into operational action without requiring every intermediate step to be performed manually.

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Cross-Channel Measurement

Innovid's measurement capabilities provide the performance context required to connect creative and media decisions. The platform brings together signals related to exposure, reach, frequency, conversion, creative effectiveness, and campaign performance across advertising environments.

This enables measurement to function as an input into optimization rather than simply as a post-campaign reporting activity. NIVO Vision extends this capability by providing a higher-level view of campaign intelligence, helping users identify performance trends, delivery issues, creative fatigue, and potential optimization opportunities. The combination of measurement data and AI-supported interpretation creates a pathway from executive-level insight to operational decision-making.

MCP and Interoperability

Advertising increasingly operates across DSPs, social platforms, publishers, CTV environments, and specialized technology providers. Innovid's approach addresses this fragmentation through APIs, external integrations, and Model Context Protocol (MCP) rather than requiring all intelligence to originate within a single platform.

MCP provides a mechanism for connecting external AI agents and advertising-platform capabilities with NIVO through authenticated and controlled interactions. The integration with Meta's Ads MCP Server illustrates this direction by allowing NIVO to access campaign intelligence from an external advertising environment and use that information for analysis and recommendations. The current model remains controlled and human-in-the-loop for external actions, making the capability more accurately characterized as governed agentic assistance and connected decisioning rather than unrestricted autonomous campaign management.

This interoperability is strategically important because it allows Innovid's intelligence layer to participate in a heterogeneous advertising ecosystem. Advertisers can increasingly bring together data, tools, and specialized agents without requiring every capability to reside within one technology stack.

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Governance and Agentic Roadmap

Innovid's agentic direction emphasizes controlled autonomy rather than unrestricted execution. Specialized agents can perform defined activities, while permissions, authentication, workflow controls, and human oversight determine how those capabilities can be used. This is particularly important when AI interacts with external advertising platforms or can influence campaign execution.

The progression is therefore from individual AI-assisted tasks toward coordinated agent activity across creative, media, measurement, and optimization. As external agents and MCP-connected services become more prevalent, the ability to control what an agent can access, recommend, and execute becomes as important as the underlying intelligence itself.

Innovid's roadmap points toward increasingly outcome-oriented advertising operations, in which advertisers can move from manually coordinating individual campaign activities toward defining objectives and allowing connected AI capabilities to determine and execute appropriate actions within established controls. The combination of specialized agents, shared advertising intelligence, interoperability, and governed execution provides a credible foundation for increasingly adaptive campaign operations. Extending NIVO across Prisma by Mediaocean and Protected by Mediaocean will deliver additional efficiencies.

Overall, Innovid's leadership is defined by the breadth and connectivity of its intelligent advertising capabilities. Through NIVO, creative intelligence, predictive scoring, campaign operations, measurement, external interoperability, and agentic execution are increasingly connected within one advertising environment. This gives Innovid a differentiated position in the transition from isolated AI-assisted advertising functions toward a more adaptive model in which creative and media decisions continuously inform one another.

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Real-World Use Cases: From Creative Intelligence to Connected Campaign Optimization

Intelligent Creative Scaling, Personalization, and Rotation Management

Advertisers increasingly need to produce and manage large volumes of creative variations across audiences, formats, devices, and channels while maintaining brand consistency and operational control. The challenge extends beyond creative production to determining which creative should be delivered to a particular audience, how different assets should rotate across placements, and how messaging should adapt to changing campaign conditions. Managing these activities manually becomes increasingly complex for advertisers operating across multiple markets and running frequent promotional campaigns.

Innovid by Mediaocean addresses these requirements through its dynamic creative infrastructure and NIVO's specialized AI agents. Its platform supports creative personalization across TV, video, display, and social, with dynamic headlines, images, video elements, and other creative components adapted using targeting, location, and other data inputs. NIVO extends this foundation through its **Decisioning Agent,** which translates targeting and campaign requirements into executable decision trees. These structures can govern audience-specific creative selection, keyword-based rules, geographic conditions, daypart sequencing, and creative rotation schedules. Advertisers can use natural-language instructions to modify decisioning logic and apply changes across existing structures, reducing the need to manually update individual rules and placements.

This capability makes creative personalization and rotation management part of the campaign decisioning process rather than treating them as separate production and configuration activities. For example, retail and grocery advertisers can assign catalogue-based creative variations according to time-of-day conditions and audience clusters. Travel and aviation advertisers can manage price-led promotional campaigns in which creative delivery needs to reflect changing offers and feed-driven pricing. Similar requirements arise in telecom, financial services, and consumer goods, where creative variations must be managed across different audience groups, geographic markets, and campaign conditions.

The combination of dynamic creative infrastructure, audience-based decisioning, and automated rotation management allows advertisers to expand creative coverage

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while maintaining greater consistency in how assets are selected, sequenced, and delivered. It also provides a foundation for connecting creative performance intelligence with subsequent campaign optimization.

Predictive Creative Intelligence and In-Flight Optimization

Creative testing traditionally depends heavily on live campaign performance, requiring advertisers to commit media investment before sufficient evidence becomes available to determine which creative variations are likely to perform effectively. Campaign performance can also change after launch as audience response, exposure levels, creative fatigue, and delivery conditions evolve. This creates a need for both pre-launch creative assessment and ongoing optimization.

NIVO's architecture connects **predictive creative assessment with campaign optimization through its Predictive Scoring Agent,** Creative Insights Agent, and Creative Optimizer Agent. The Predictive Scoring Agent is designed to assess creative performance before launch, helping teams evaluate and prioritize creative assets. The Creative Insights Agent provides visibility into creative performance, while the Creative Optimizer Agent supports in-flight optimization using campaign and performance signals. The Creative Generator Agent complements these capabilities by supporting creative generation within the broader workflow.

Together, these capabilities establish a workflow in which creative can be generated, assessed, deployed, and subsequently evaluated. Creative teams and media planners can incorporate predictive intelligence when prioritizing assets for testing and deployment. Once campaigns are live, creative insights and performance signals can help identify variations that may require refinement. This creates a feedback mechanism between creative characteristics, audience response, and campaign outcomes, rather than relying exclusively on post-campaign analysis.

The Decisioning Agent provides a complementary execution mechanism by translating targeting and creative requirements into decision trees and rotation logic. This is particularly relevant in retail and grocery and travel and aviation, where promotional offers, audience requirements, and pricing conditions can change frequently. The broader opportunity is to connect predictive creative assessment, decisioning, and in-flight optimization so that creative intelligence can increasingly influence asset selection and delivery throughout the campaign lifecycle.

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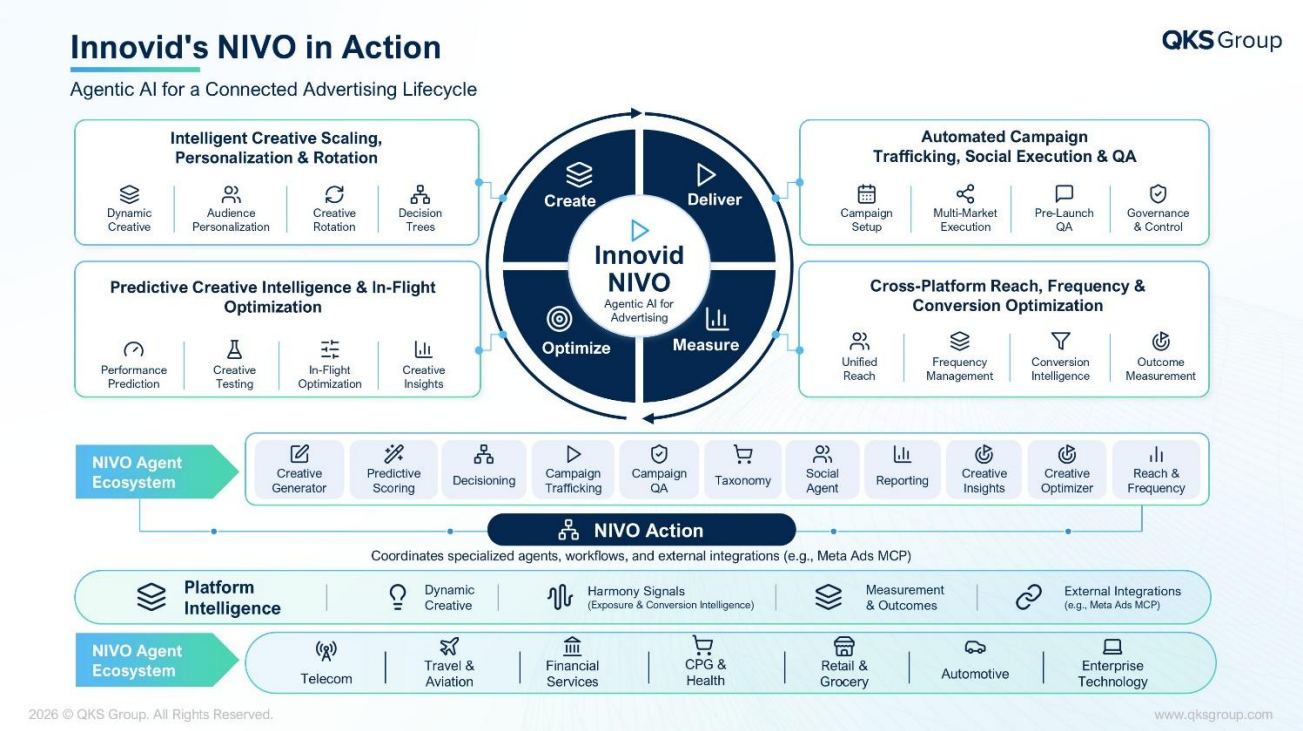


Figure 3: Innovid by Mediaocean AI Use-Cases

Automated Campaign Trafficking, Social Execution, and Quality Assurance

Campaign activation remains operationally intensive. Teams must translate media plans into campaign structures, configure placements, assign creative assets, establish flighting schedules, manage campaign duplication, and validate configurations before launch. These activities become particularly resource-intensive when campaigns span multiple formats, markets, and advertising environments. Manual configuration and validation can slow campaign readiness and increase the possibility of inconsistencies across campaign components.

NIVO addresses these requirements through its **Campaign Trafficking Agent, Campaign QA Agent, Decisioning Agent, and Taxonomy Agent.** The Campaign Trafficking Agent translates media plans and campaign instructions into campaign structures, placements, and creative assignments within Innovid's advertising infrastructure. The Campaign QA Agent checks campaign configurations against defined rules and identifies potential setup errors, missing information, or inconsistencies before launch. The Decisioning Agent manages targeting and

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creative-delivery logic, while the Taxonomy Agent supports the organization and application of campaign taxonomy requirements.

The **Social Agent** extends agent-assisted execution into paid social workflows. It combines trafficking, decisioning, and QA activities to support campaign duplication, target-set assignments, and localized execution across regional markets. This capability extends the broader NIVO agent ecosystem into social campaign operations. Human review remains relevant, particularly for final campaign validation and approval.

These capabilities connect campaign planning, activation, decisioning, and validation within a more coordinated execution process. Rather than generating recommendations that still require operators to perform every underlying configuration task, NIVO's agents can execute defined activities within Innovid's advertising infrastructure. This can reduce repetitive operational work, improve campaign readiness, and support more consistent execution across advertising environments.

The value becomes particularly relevant for advertisers managing high-volume campaigns, multiple creative formats, and geographically distributed campaign operations. Telecom providers can use campaign trafficking automation to accelerate paid social activation. Financial services organizations can manage complex multi-market configurations involving extensive creative variations. Consumer goods and healthcare companies can simplify regional social campaign replication and target-set assignments. Automotive advertisers can streamline trafficking and QA across creative files, tracking tags, and frequently changing promotional offers.

Cross-Platform Reach, Frequency, and Conversion Optimization

As campaigns increasingly span CTV, video, display, social, and other advertising environments, advertisers face a visibility challenge: individual platforms may optimize their own delivery without providing a complete view of audience exposure across the broader media buy. This can result in duplicated reach, excessive frequency, and inefficient allocation of advertising investment. Advertisers also need to connect exposure intelligence with downstream conversion outcomes to understand how advertising activity contributes to business performance.

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Innovid addresses cross-platform exposure management through **Harmony Signals,** which provides reach and frequency intelligence across connected DSPs and publishers. Its Exposure Intelligence capability provides DSPs with a pre-bid view of household frequency across the broader media buy. This can help identify overexposed households, support frequency suppression, and redirect investment toward incremental reach. The ecosystem connects with advertising environments and partners including Roku, LG Ad Solutions, Amazon DSP, Google DV360, and The Trade Desk.

NIVO's Optimize stage also includes a **Reach and Frequency Agent,** which extends the agentic architecture into reach and frequency management. This agent works within the broader Innovid environment, where Harmony provides the underlying exposure and frequency intelligence infrastructure.

Innovid's measurement capabilities provide further visibility into reach, frequency, creative, publisher, device, and outcome signals. Its Outcomes solution supports the measurement of activities such as purchases, registrations, add-to-carts, app activity, and QR-code scans. Through Harmony Signals, Conversion Intelligence can feed attributed conversion data into DSP buying algorithms during campaign execution. These signals can inform media delivery decisions, including reducing exposure to already-converted households and helping advertisers develop audiences based on conversion activity.

The combination of NIVO's Reach and Frequency Agent, Harmony Signals, and measurement capabilities creates a more connected approach to advertising optimization. Rather than evaluating reach, frequency, and conversion as isolated measurement activities, advertisers can use these signals to inform media delivery and investment decisions. This is particularly relevant for brands running omnichannel campaigns that require a more holistic understanding of audience exposure and business outcomes across different advertising environments.

Agentic Campaign Operations, NIVO Vision, and NIVO Action

The increasing complexity of advertising operations creates a strong use case for specialized AI agents that can perform defined activities rather than relying on a single general-purpose assistant. Campaign setup, trafficking, decisioning, QA, reporting, creative analysis, and optimization each require different data, rules, and

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execution capabilities. Automating these activities independently may reduce individual task effort but can still leave operational dependencies between different stages of campaign execution.

NIVO AI is structured around specialized agents spanning four stages of the advertising lifecycle: **Create, Deliver, Measure, and Optimize.**

- **Create:** Creative Generator Agent and Predictive Scoring Agent.
- **Deliver:** Taxonomy Agent, Campaign Trafficking Agent, Campaign QA Agent, and Decisioning Agent.
- **Measure:** Reporting Agent and Creative Insights Agent.
- **Optimize:** Creative Optimizer Agent and Reach and Frequency Agent.

NIVO Action operates as the coordination layer across these specialized agents. Its role is to connect workflows across the advertising lifecycle, coordinate activities between agents, and bring together human input, data, and external systems. It is distinct from the specialized execution agents themselves.

This orchestration layer addresses a broader operational challenge: individual AI agents can automate specific tasks, but their value is limited when they operate in isolation. For example, campaign trafficking, decisioning, and QA workflows can connect campaign creation, placement configuration, creative assignments, decision-tree management, and pre-launch validation. Reporting and creative insights can then inform subsequent optimization activities. The Orchestrator provides the connective layer through which these workflows can operate as part of a more coordinated advertising process.

NIVO Vision extends this orchestration proposition to provide a bird's eye view of the entire connected advertising ecosystem. Rather than representing another specialized agent, NIVO Vision emphasizes the ability to see across NIVO-powered agents, external agents, data, tools, and advertising platforms within an open operating environment. Its proposition includes Bring Your Own Agents (BYOA), integration with external systems, and the coordination of approved actions across connected environments. In this context, NIVO Action provides the underlying coordination capability, while NIVO Vision represents the broader vision of connecting intelligence with execution across the advertising ecosystem.

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The distinction is relevant as advertising workflows increasingly extend beyond a single platform. Media planning, campaign activation, measurement, billing, CRM, analytics, and publisher environments often operate through separate systems. NIVO Action positions orchestration as a way to reduce this fragmentation by connecting existing tools and specialized agents rather than requiring advertisers to replace every component of their technology environment. And NIVO Vision provides an executive view across all campaigns and components.

NIVO also extends its operating environment through Model Context Protocol (MCP) integrations. Its integration with Meta's Ads MCP Server allows NIVO to access authenticated campaign intelligence and use connected workflows to summarize campaign health, identify trends and anomalies, investigate issues such as creative fatigue and audience saturation, and surface optimization opportunities. MCP partnerships provide a pathway for bringing platform-native intelligence into a shared workflow while maintaining authentication, permissions, and governance. The level of action available depends on the connected platform and the permissions granted; external campaign modifications should not be assumed to be fully autonomous.

This direction reflects a broader shift from standalone AI assistants toward connected agentic advertising environments. The near-term value lies in reducing the manual effort required to interpret campaign information, coordinate operational tasks, and translate insights into approved actions. Over time, the ability to connect internal and external agents, data, and tools could support more continuous workflows across campaign planning, execution, measurement, and optimization.

Industry-Specific Applications

The application of agentic advertising varies across industries because campaign complexity, creative requirements, audience characteristics, and operational workflows differ by sector. NIVO's capabilities are relevant to seven industry environments, with each presenting a distinct application of campaign automation, decisioning, social execution, and quality assurance.

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Telecom

Telecom advertisers typically manage frequent promotional campaigns, changing service offers, regional targeting requirements, and multiple creative variations. Campaign trafficking automation can simplify the creation and configuration of paid social campaigns, while decisioning capabilities can support the management of audience-specific creative delivery. The application is particularly relevant to Meta campaign activation, where repetitive setup and trafficking activities can create operational overhead.

Travel and Aviation

Travel and aviation advertisers operate in a dynamic promotional environment in which fares, destinations, seasonal offers, and availability can influence campaign messaging. Feed-driven creative and decision-tree-based rotation can help align promotional content with changing pricing and audience conditions. Campaign automation also supports the execution of recurring, price-led campaigns across multiple markets.

Financial Services

Financial services campaigns often involve multiple products, audience segments, geographic markets, compliance requirements, and creative configurations. Campaign trafficking and decisioning capabilities can help manage complex campaign structures and creative assignments across markets. Automated QA can provide an additional validation layer for campaign configurations and tracking requirements before activation.

CPG and Health

Consumer packaged goods and healthcare advertisers frequently manage regional campaigns, product variations, audience segments, and localized social execution. The Social Agent can support campaign duplication and target-set assignments across regional markets, reducing repetitive operational work. Decisioning and creative personalization can further support the management of audience-specific messaging and campaign variations.

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Retail and Grocery

Retail and grocery campaigns often depend on product catalogues, changing promotions, local inventory conditions, audience clusters, and time-sensitive offers. Dynamic creative and decision-tree-based decisioning can help assign relevant catalogue content and promotional messages according to audience and daypart conditions. Creative rotation management is particularly relevant in this sector, where the relevance of an offer can change throughout the day or promotional cycle.

Automotive

Automotive advertisers manage campaigns involving multiple vehicle models, trims, promotional offers, creative formats, and tracking configurations. Campaign trafficking and QA can streamline the configuration and validation of standard and dynamic creative assets, including campaign tags and tracking requirements. These capabilities are relevant to campaigns where creative assets and promotional conditions change frequently across markets.

Enterprise Technology

Enterprise technology advertisers often run coordinated campaigns across products, markets, audience segments, and digital channels. Campaign operations can involve multiple placements, creative assignments, decision trees, and QA activities. Multi-agent orchestration can connect these activities into a more coordinated workflow, reducing fragmentation between campaign setup, delivery configuration, and validation.

Across these industries, the common requirement is to manage campaign complexity without proportionally increasing manual operational effort. The emphasis varies by sector: telecom and CPG place greater importance on campaign trafficking and social execution; travel and retail rely heavily on dynamic creative and decision-tree-based rotation; financial services and automotive require structured campaign configuration and QA; and enterprise technology benefits from coordination across multiple campaign activities.

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The convergence of creative intelligence, campaign automation, measurement, and optimization points to a shift from isolated AI functionality toward a more connected advertising operating model. Creative can be generated and scaled, predictive intelligence can inform asset assessment, audience and contextual signals can shape personalization, and decision trees can govern creative selection and rotation. Specialized agents can then support campaign setup, trafficking, taxonomy management, and quality assurance. Once campaigns are live, creative, exposure, reach, frequency, conversion, and media-performance signals can contribute to subsequent optimization decisions.

NIVO AI provides the specialized agent capabilities, while NIVO Vision provides a top-down view of how everything is performing. NIVO Action broadens this proposition by emphasizing an open, connected environment in which internal and external agents, people, data, and advertising platforms can work together. This positions orchestration not simply as a way to coordinate Innovid's own agents, but as a potential connective layer across a more fragmented advertising technology ecosystem.

The competitive significance lies in the transition from AI-assisted campaign management to coordinated, agent-driven advertising operations. NIVO's architecture covers a broad range of activities, but its maturity should be assessed across three dimensions: the ability of agents to execute defined operational tasks, the extent to which they can coordinate decisions across lifecycle stages, and their ability to use live performance signals to support closed-loop optimization. NIVO adds a further dimension: the ability to extend these workflows beyond a single platform through external agent, data, and technology integrations.

The current value proposition is strongest in operational execution, particularly campaign trafficking, decisioning, creative rotation, social execution, and quality assurance. Predictive creative assessment, creative insights, reach and frequency management, and in-flight optimization extend the architecture toward a broader intelligence-led model. NIVO's open orchestration approach could further strengthen this proposition by connecting platform-native intelligence and external capabilities with Innovid's advertising workflows.

The next stage of maturity will depend on how effectively these capabilities work together to support continuous optimization across channels and platforms. The

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extent to which the ecosystem can execute actions across external environments, rather than simply surface insights or recommendations, will be an important factor in determining its long-term differentiation. Interoperability, execution permissions, transparency, and governance will remain central to scaling this model in enterprise advertising.

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Strategic Guidance for AdTech Buyers

Selecting an intelligent creative and media optimization AdTech platform in 2026 and successfully deploying it across advertising operations requires a careful, strategic approach. Based on QKS research and the evolving market landscape, we offer the following guidance for CMOs, marketing technology leaders, media executives, advertising operations teams, and technology buyers as they evaluate this transition:

- **Evaluate AI Beyond Creative Generation**
  Generative creative capabilities should be viewed as one component of AI maturity rather than the primary indicator of platform sophistication. Buyers should evaluate whether AI can support the broader creative lifecycle, including generation, versioning, personalization, predictive scoring, testing, and optimization, and whether these capabilities are connected to audience, media, and campaign intelligence. The key question is whether AI improves advertising decision-making or simply accelerates content production. Platforms that connect creative intelligence with downstream campaign activities are better positioned to translate AI capabilities into broader operational and performance improvements.

- **Demand Connected Creative, Audience, Media, and Measurement**
  Creative, audience, media, and measurement capabilities should operate as connected intelligence layers rather than independent functions. Buyers should test whether a creative performance signal can influence media decisions, whether audience insights can inform creative personalization, and whether campaign outcomes can feed back into subsequent optimization. This connection is particularly important as advertising becomes increasingly data-driven. A platform may offer sophisticated creative AI and advanced media optimization independently, but the greater value emerges when these capabilities share context and contribute to a common decision cycle.

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- **Prioritize Cross-Channel Interoperability**
  Intelligent optimization should extend beyond a single DSP, publisher, social platform, or media environment. Buyers should assess the platform's ability to connect campaign data, audience signals, creative intelligence, identity, taxonomies, and measurement across CTV, video, display, social, commerce media, publishers, and other advertising environments. Interoperability should also include APIs and emerging agent-to-agent connectivity. The objective is not necessarily to replace the existing AdTech stack, but to determine whether the platform can operate effectively within it and coordinate intelligence across heterogeneous technologies.

- **Test Real Execution, Not Demonstrations**
  AI capabilities should be evaluated through actual campaign workflows rather than demonstrations of isolated features. Buyers should ask vendors to demonstrate how a campaign moves from planning and creative selection through setup, trafficking, QA, activation, optimization, and measurement. Particular attention should be given to the boundary between recommendation and execution. A vendor may demonstrate that an AI system can identify an optimization opportunity, but the more important question is whether that insight can be translated into an executable campaign action, under defined permissions and controls. This distinction helps separate operational AI from AI capabilities that remain primarily assistive.

- **Govern Autonomous Actions**
  As advertising platforms move from AI recommendations toward agentic execution, buyers should establish clear boundaries around what AI can access, recommend, modify, and execute. Governance should cover brand requirements, creative approvals, media permissions, data access, policy enforcement, auditability, and escalation mechanisms. Autonomy should be introduced according to the risk and impact of the activity. Routine and repeatable tasks can progressively move toward greater automation, while strategic, sensitive, or high-impact decisions should retain appropriate human

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oversight. The objective is controlled autonomy rather than unrestricted automation.

- **Measure Operational and Campaign Outcomes**
  AI investments should be evaluated through measurable improvements rather than the number of AI features a vendor provides. Buyers should establish baseline metrics for activities such as creative production, versioning, trafficking, QA, reporting, and campaign management alongside advertising measures such as creative effectiveness, audience relevance, reach, frequency, media efficiency, conversions, and other business outcomes. Organizations should start with use cases where value can be clearly demonstrated. Creative versioning, personalization, predictive scoring, campaign QA, monitoring, reporting, and in-flight optimization can provide measurable entry points before AI is extended into more complex cross-platform decisioning and autonomous execution.

- **Assess the Architecture and Roadmap, Not Today's Feature List**
  The rapid pace of AI development means individual features can quickly become commoditized. Buyers should therefore evaluate the underlying architecture and the vendor's ability to incorporate new models, agents, data sources, advertising environments, and interoperability mechanisms over time. The assessment should consider the roadmap for agentic execution, predictive intelligence, cross-channel optimization, measurement, governance, APIs, and external agent interoperability, while distinguishing commercially available capabilities from beta functionality and longer-term plans. A credible architecture should provide a progression from AI-assisted workflows toward increasingly adaptive and governed campaign operations without requiring repeated platform replacement.

Ultimately, intelligent creative and media optimization should be evaluated as an operating model rather than a collection of AI features. The strongest platforms connect creative intelligence, audience understanding, media decisioning, campaign execution, measurement, and optimization within a continuous feedback loop. For

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buyers, the objective is not simply to deploy more AI, but to establish an intelligent and governed environment in which advertising decisions can continuously learn from performance, adapt to changing conditions, and translate intelligence into measurable campaign outcomes.

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Outlook 2026-2029: The Future of Intelligent Creative & Media Optimization

The period from 2026 to 2029 will be critical for AdTech platforms as AI moves from individual capabilities toward increasingly connected, adaptive, and goal-oriented advertising operations. The market is expected to progress through four distinct stages: connected AI workflows, governed agentic execution, adaptive advertising at scale, and goal-oriented advertising orchestration. Each stage represents a broader connection between creative intelligence, audience signals, media decisioning, execution, and measurement.

2026 - Connected AI Workflows

Intelligent creative and media optimization begins moving beyond isolated AI features toward connected advertising workflows. Advertisers increasingly seek to link creative generation, personalization, audience intelligence, media activation, and measurement rather than manage these activities through disconnected tools. Generative AI expands creative production, versioning, and adaptation, while predictive AI supports creative scoring, audience selection, campaign optimization, and media decisioning. Leading platforms increasingly embed AI into defined stages of the advertising workflow, creating stronger connections between creative and campaign performance. The emphasis remains on assisted execution, with human teams retaining responsibility for campaign strategy, approvals, and higher-impact decisions. At this stage, the primary requirement is not full autonomy but the ability to connect previously fragmented intelligence and make it available to the teams responsible for advertising decisions.

2027 - Governed Agentic Execution

By 2027, AI agents are expected to move from individual assistance toward coordinated execution of defined advertising activities. Specialized agents for campaign planning, creative development, optimization, monitoring, and measurement increasingly work across connected workflows, translating campaign objectives into executable tasks and identifying opportunities for intervention. Interoperability becomes a more important requirement as agentic workflows extend

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across DSPs, walled gardens, CTV, publishers, measurement platforms, and external AI environments. APIs, MCP-based connectivity, shared campaign context, and authenticated access allow agents to exchange information and interact with a broader advertising ecosystem. Governance becomes equally important. Advertisers increasingly require explicit controls over agent permissions, data access, approval thresholds, and the actions an agent can perform independently. The distinction between an agent that recommends an action and one that can execute it becomes increasingly important as platforms transition from AI-assisted workflows to production-grade agentic advertising.

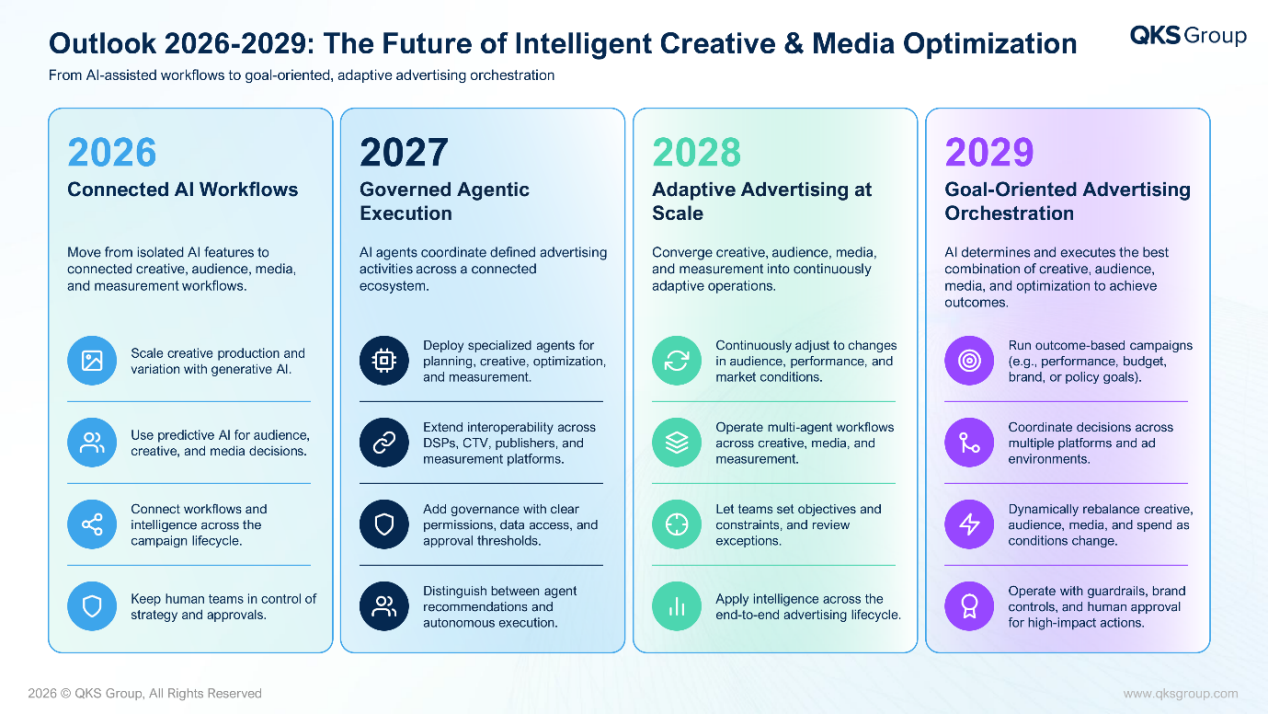


Figure 4: Future Outlook of Intelligent Creative & Media Optimization

2028 - Adaptive Advertising at Scale

By 2028, creative intelligence, audience intelligence, media optimization, and measurement are expected to converge into more continuously adaptive advertising operations. Platforms increasingly respond to changes in audience behavior, creative performance, media conditions, inventory, and campaign objectives rather than relying primarily on predefined optimization cycles. Multi-agent environments become

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more mature, with specialized agents coordinating activities across creative development, audience selection, campaign activation, monitoring, and measurement. Optimization becomes increasingly continuous, allowing platforms to identify performance changes and implement defined adjustments with limited manual intervention. The role of advertising teams consequently shifts. Rather than managing every repetitive campaign activity, teams increasingly define objectives, establish constraints, review exceptions, and approve higher-impact actions. The boundary between creative optimization, media optimization, and campaign operations becomes less distinct as intelligence is applied across the connected advertising lifecycle.

2029 - Goal-Oriented Advertising Orchestration

By 2029, leading AdTech platforms are expected to progress toward goal-oriented advertising orchestration. Instead of specifying every individual optimization action, advertisers increasingly define the desired campaign or business outcome together with constraints such as budgets, brand requirements, audience parameters, performance objectives, and policy rules. The intelligence layer can then determine and continuously adjust the combination of creative, audience, media, and execution decisions required to pursue those objectives. As campaign conditions change, the system can rebalance creative variants, audience strategies, media allocation, and optimization actions across the advertising ecosystem. Interoperability becomes a defining requirement at this stage. Goal-oriented optimization will increasingly depend on the ability to coordinate intelligence across heterogeneous advertising environments rather than within a single platform. At the same time, autonomy remains bounded by permissions, brand controls, business rules, transparency requirements, and human approval for high-impact decisions.

The resulting model represents a shift from AI that assists individual advertising tasks to AI that coordinates decisions around defined outcomes. The competitive advantage will increasingly depend on how effectively platforms connect creative intelligence, audience understanding, media decisioning, execution, and measurement into a continuously adaptive operating model.

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Research Methodology

The insights in this white paper are based on QKS's research into intelligent creative and media optimization across the AdTech ecosystem. Our methodology combined qualitative and quantitative approaches:

- **Vendor briefings and demonstrations.** We engaged key vendors through detailed briefings in which they presented their latest AI capabilities, frequently through live product demonstrations covering creative intelligence, predictive optimization, audience intelligence, campaign execution, measurement, agentic workflows, and interoperability. Analysts questioned vendors on innovation, functionality, roadmap, and execution.
- **Product and capability assessment.** QKS evaluated vendor capabilities across creative intelligence, audience and contextual intelligence, media optimization, campaign operations, cross-channel connectivity, measurement, governance, and agentic execution. The assessment focused on the maturity of individual AI capabilities as well as their ability to operate as connected components across the advertising lifecycle.
- **Market and ecosystem research.** QKS analyzed current product announcements, technical documentation, partner integrations, APIs, MCP implementations, and publicly available evidence relevant to AI-driven advertising operations. This research provided additional context on vendor capabilities, ecosystem connectivity, emerging agentic models, and the broader evolution of intelligent advertising.
- **QKS AI Maturity Framework.** We applied the 2026 QKS AI Maturity Matrix criteria and scoring across key dimensions - including product capabilities, creative and media intelligence, orchestration depth, interoperability, governance, execution depth, customer impact, roadmap credibility, and execution track record - to rate vendors on a normalized scale across the Matrix's two axes.

All information was synthesized using an in-house approach that triangulates vendor provided information with user validation and expert judgment. All analysis was completed by the QKS team without vendor influence on final ratings or narrative.

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