

# Kana Campaign Management

## The Challenge

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Your AdOps or demand gen team is trapped in reactive fire-fighting, blind to campaign risks until it's too late to fix them.

- Your teams are stuck manually monitoring thousands of line items in spreadsheets, missing critical errors.
- Your campaigns suffer from consistent under-delivery and broken creatives are often detected only after the budget has been wasted.
- Reporting focuses on vanity metrics (e.g. impressions) rather than actual business goals.

Without proper campaign management, you face a "silent tax" on your bottom line as manual errors lead to costly refunds and missed revenue from undervalued inventory. This operational blindness prevents real-time optimization, forcing your margins to erode while advertisers flee to more transparent competitors. Ultimately, failing to provide clear, data-driven performance causes high client churn and a direct loss of pure profit.

## The Solution

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Kana's Campaign Management monitors ad delivery using a multitude of sensors, estimates under delivery risk, and automatically optimizes campaigns to meet delivery goals and deliver on business goals.

# Solution Overview: Kana Campaign Management

## How It Works

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Kana's Campaign Management application:

- Ingests real-time delivery, inventory, and order data across ad systems
- Detects pacing and under-delivery risk using live delivery and inventory sensors
- Forecasts whether campaigns will miss goals before they do
- Automatically adjusts delivery to keep campaigns on track
- Explains what's happening and why through a conversational interface

## How You Benefit

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- Higher delivery confidence on guaranteed campaigns
- Reduced revenue leakage from under-delivery and makegoods
- Delivers predictable outcomes for advertisers and internal stakeholders
- Improved margin by fixing problems before they become costly
- Fewer manual checks and firefighting by ad ops teams
- Early warning instead of reactive troubleshooting
- Automated pacing and optimization at scale
- Clear explanations of issues and actions, not dashboards

## Why Kana?

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For decades, you've been forced to choose between rigid off-the-shelf software or slow, expensive custom builds. Kana represents the third way. We employ faster, AI-native engineering methodology to deliver high-precision software that is inherently fluid. We engineer the product around your unique customer journey, **giving you the precision of a custom build with the scale of enterprise SaaS.**

Our technology connects your disparate data points and adapts to your specific brand requirements in real-time, enabling you to automate your specific experimentation and optimization workflows at a fundamental level.

Here are a few more ways in which we're proud to be unique:



[www.kana.ai](http://www.kana.ai)

*Last updated February, 2026*

# Solution Overview: Kana Campaign Management

**Agentic AI Built by MarTech Architects:** Our founding team has spent decades at the intersection of AdTech and MarTech

**Data Governance and AI Policy Management:** Centralized data governance and policy enforcement provides a layer of trust, satisfies AI security audits.

**Insane Velocity Provides You With Speed to Action:** We deploy instantly into your existing stack and move you from raw data to revenue-generating insights in minutes.

**No Assembly Required:** We eliminate the technical tax of AI by providing the builders, the logic, and the execution layers as a unified service.

**Future-Proof Architecture:** As your business changes, the agentic layer evolves to meet new challenges.

Ready to begin your agentic marketing era? [Get started today.](https://www.kana.ai)



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*Last updated February, 2026*