

Kana Media Proposal Generator

The Challenge

Your sales team is bottlenecked by manual workflows that prevent them from matching the speed of market demand. Your sales capacity is currently limited by human admin hours rather than market demand, capping your revenue potential.

- Proposals take 4–6 days to draft manually, missing the critical 24-hour agency response window.
- The best pricing and packaging strategies are locked in the heads of senior sellers, leaving junior sellers to struggle.
- Time pressure forces reps to submit generic, cookie-cutter decks that fail to differentiate your brand.

As is well documented and widely recognized, being second-to-respond drastically reduces your chance of winning the deal, but you cannot figure out how to scale the process without adding headcount, which would significantly impact your margins. Yet you also can't afford to let your high-value closers waste hours on low-value formatting tasks instead of selling.

The Solution

The Media Proposal Generator is an AI agent that acts as a teammate to ad sales and planning teams. It automates the end-to-end workflow from brief intake through proposal generation and order activation. The system is deployed in two stages:

- First, a **Media/Analytics Knowledge Graph** is constructed by integrating data from core publisher platforms (Google Analytics, GAM, Salesforce, Adbook, LiveIntent)
- Second, the **Agentic Proposal Engine** operates on top of that graph to analyze briefs, generate strategies, and produce ready-to-activate proposals.

Solution Overview: Kana Media Proposal Generator

How It Works

When a media brief is submitted (in any format: PDF, Word, or plain text), the Brief Analyzer agent parses and extracts structured requirements, including budget, audience targets, timing, and KPI goals. Three specialized agents then operate in parallel:

- **Inventory Service Agent:** Queries properties, site hierarchy, ad placements, and rate cards; calculates available impressions and returns inventory recommendations.
- **Strategy Engine Agent:** Processes the structured brief and generates three proposal strategies: Conservative, Balanced, and Aggressive, each with distinct budget and reach tradeoffs.
- **Content Targeting Agent:** Identifies relevant content categories based on explicit advertiser requests or inferred audience and product affinities.

The **Proposal Builder** then assembles final proposals for each strategy, allocating inventory, distributing budget across channels, and projecting KPI performance.

A human review and approval step ensures quality control before the **Proposal Activator** creates orders and line items directly in the Order Management System.

A companion **Chat Insights Agent** allows sales teams to query the Knowledge Graph conversationally for real-time answers on inventory, delivery, and past proposal performance.

How You Benefit

By compressing the proposal cycle from days to minutes while grounding every recommendation in real inventory and performance data, you free up your sales teams to focus on relationships and strategy.

For technology leaders, the Knowledge Graph architecture creates a durable data asset that compounds in value, enabling not just proposal automation but a broader foundation for analytics and commercial intelligence across the ad business.



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- Achieve faster time to proposal, increasing win rate
- Drive consistency and quality improvements
- Better monetize your available inventory
- Scale sales output without scaling headcount
- Reduce errors and rework from inventory and targeting mismatches
- Standardize best-practice strategy generation

Why Kana?

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:

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.](#)



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