

Kana Campaign Orchestrator

The Challenge

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

Kana's Campaign Orchestrator 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 Orchestrator

How It Works

Kana's Campaign Orchestrator 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

- 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?

Here are a few 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.



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Last updated February, 2026

Solution Overview: Kana Campaign Orchestrator

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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Last updated February, 2026