



PubMatic Brings Custom Creative Formats to AgenticOS: Creative, Planning, and Execution Run as One Workflow

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Marketers can brief, buy, and measure creative cross-screen campaigns across premium CTV, mobile, and more in a single access point. Horizon Media, SlingTV, Crossmedia, and Kelly Scott Madison join as launch partners.

NO-HEADQUARTERS / REDWOOD CITY, Calif.--(BUSINESS WIRE)--Apr. 22, 2026-- PubMatic (Nasdaq: PUBM), the leading AI-powered ad tech company delivering digital advertising performance, today announced the integration of its Creative Innovation Suite across its AgenticOS platform, giving marketers access to custom, engagement-driven ad formats across premium CTV, mobile app, and more.

Today's audiences don't choose between screens. They're on CTV and mobile simultaneously, and the most effective advertising has to reach them on both, with creative built for each environment. For years, doing that meant managing separate creative vendors, media planners, and buying platforms, a fragmentation that added cost, slowed execution, and made unified measurement nearly impossible. In this integration, creative assets are built by PubMatic's creative technology partners: Celtra for pause ads and interactive formats, Brightline for advanced CTV units, and KERV for AI-powered interactive and shoppable video experiences that connect content context to commerce at the frame level. Campaigns are then deployed and optimized agentially through AgenticOS, bringing the creative sophistication the moment demands and the operational simplicity to execute it at scale in a single platform.

New Formats, Without New Complexity

Creative formats are emerging as a defining factor in CTV and mobile advertising. According to eMarketer research, pause ads are rated the most effective CTV ad format, with 51% of viewers taking action after exposure. Yet accessing these formats at scale and within the same campaign has meant assembling multiple vendors, fragmenting measurement, and absorbing compounding costs.

PubMatic's Creative Innovation Suite solves this by providing a unified execution layer for high-impact creative formats. Rather than automating creative creation, the suite centralizes access to premium, custom formats — built by expert creative partners — and combines them with agentic deployment, optimization, and measurement inside a single workflow. Formats that once required separate vendor relationships, isolated performance tracking, and distinct budget negotiations can now be planned, activated, and measured through one platform.

"At Horizon, we're building for where the industry is going by focusing on open, interoperable ecosystems that help teams make faster, smarter decisions. Bringing custom creative and agentic deployment into a single platform is not just about efficiency, it changes how advertisers connect with people in real time. PubMatic's Creative Innovation Suite within AgenticOS stands out because it delivers this in a practical, scalable way that drives real, measurable growth for our clients." —John Koenigsberg, EVP Product Partnerships, Horizon Media

Through the Creative Innovation Suite, marketers can access formats including:

Pause Ads — High-attention ad experiences triggered when a viewer pauses on-demand or streaming content, reaching audiences at a moment of zero content competition.

Interactive CTV Ad Units — Engagement-driven formats designed for premium streaming environments and optimized for brand awareness during natural content breaks.

Click to Cart — PubMatic's proprietary mobile ad experience that lets consumers add a product to their cart with a single tap, completing the purchase journey inside the ad itself — without leaving the app. Available exclusively through PubMatic.

These formats and more are accessible across PubMatic's premium publisher network — which includes 28 of the top 30 streaming services, such as launch partner DISH Media's SlingTV.

"Sling viewers tune in with purpose — for live sports and other premium programming, all on their terms. They deserve advertising that meets that level of intention. Having our inventory accessible through PubMatic's Creative Innovation Suite means buyers can now activate engaging, custom creative formats against our audiences that go well beyond the standard ad experience — and do it without the complexity that has historically made those formats out of reach." — Liam Kristinnsson, Head of Programmatic & Strategy, SlingTV / DISH Media

From Approval to Live Campaign — In Plain Language

Once the high-impact creative enters AgenticOS, through a natural language prompt a marketer could instruct the platform: *"Run an interactive CTV campaign against live sports inventory for the FIFA World Cup. Target sports apparel buyers and soccer fans, adults 18 to 45. Then retarget those audiences with a Click to Cart unit on mobile."* AgenticOS handles the rest — inventory, targeting, deployment, and cross-screen sequencing — as a single workflow. Dedicated agents work in real time to identify the best placements, most competitive CPMs, and optimal working media mix as the campaign runs.

Because everything runs through AgenticOS, creative performance, media delivery, and audience data live in one place. Pause ad engagement, CTV completion rates, and Click to Cart conversions are transparent in a unified view — and changes happen in plain language without leaving the platform. Simple prompts: shift budget, extend a retargeting window, add a format.

"Every agency we talk to has innovative formats on their roadmap and operational fragmentation as their reason for not executing them. The Creative Innovation Suite changes that. Custom creative, agentic deployment, unified measurement, it's all one conversation now, with one partner." —Bill McLaughlin, SVP Advertiser Solutions, PubMatic

"Audiences aren't choosing between CTV and mobile — they're on both at once, all the time. Cross-screen advertising has to reflect that reality, but the operational fragmentation across planning, creative, and buying has always made that harder than it should be. PubMatic's Creative Innovation Suite within AgenticOS is the closest thing I've seen to actually solving that. Custom formats, agentic deployment, unified measurement — through a single partner. That's what modern cross-screen execution should look like, and it hasn't existed until now." —Justin Scarborough, Head of Programmatic, Crossmedia

"At KSM, the future of programmatic isn't fragmented - it's intelligent, unified, and provides precision, relevant creative for every audience. The convergence of custom formats and agentic execution within a single platform marks a turning point for the industry. By removing the complexity of traditional workflows, we can build, activate, and optimize campaigns across CTV and mobile with unprecedented speed and precision. With PubMatic's Creative Innovation Suite within AgenticOS, we're not preparing for that future, we're already delivering it." —Ashley Hutchings, VP, Head of Digital & Partnerships, Kelly Scott Madison

Built for This – AgenticOS at Scale

The Creative Innovation Suite runs on infrastructure built for exactly this kind of execution. AgenticOS is the industry's first operating system for agentic advertising — giving agents direct access to more than 100,000 sites and apps, top streaming services, and 250 data partners, with direct buying inside the SSP. No additional integrations or protocol adoption required. In the first campaigns run end-to-end on the platform, marketers saw up to 82% reductions in by-side fees and more than 90% time savings in campaign setup, while consistently exceeding performance KPIs. For marketers, that translates directly to what matters most: less time and money lost to operational overhead, full visibility into where working media is going and what it's doing, and performance that consistently exceeds campaign KPIs. All of it runs on fully owned infrastructure, not rented cloud space, leveraging GPU architecture designed for the speed and reliability of agentic execution demands.

The Creative Innovation Suite is available now. Marketers interested in activating the suite should contact their PubMatic account representative or visit <https://go.pubmatic.com/creative-innovation-suite>.

About PubMatic

PubMatic (NASDAQ: PUBM) is the leading AI-powered ad tech company delivering digital advertising performance. Through an intelligent, unified platform that connects buyers, publishers, data partners, and commerce media networks, PubMatic delivers superior performance with greater transparency, control, and efficiency.

Since 2006, PubMatic has pioneered every major advance in programmatic advertising, from enabling the first OpenRTB transactions to embedding AI-driven optimization and privacy-focused innovation across its platform. With omnichannel scale, proven reliability, and a track record of continuous innovation, PubMatic is building a more intelligent, profitable, and sustainable open internet. Built to Connect. Powered to Perform.

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