



PubMatic's AgenticOS Accelerates Globally as Agentic Campaigns Unlock Efficiency and Performance

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Brkthru joins as a strategic partner; Campaigns deliver significantly more working media and operational efficiencies

NO-HEADQUARTERS / REDWOOD CITY, Calif.--(BUSINESS WIRE)--Apr. 27, 2026-- PubMatic (Nasdaq: PUBM) today announced accelerating global adoption of its AgenticOS platform, as agentic media buying moves from experimentation into a validated behavioral shift in digital advertising. What launched at CES with a single campaign is now running end-to-end autonomous agentic campaigns across independent agencies, scaled buying platforms, and global brands in the United States, France, the Netherlands, Australia, and India.

Buyers are returning to scale additional campaigns, validating both operational efficiency and economic returns. Brkthru is setting the pace for scaled adoption of AgenticOS as global momentum accelerates. Butler/Till, MiQ, and Untapped Growth are some who have launched campaigns with significant improvements in cost efficiency, speed, and performance. Globally, every advertiser that has activated a campaign has returned for more campaigns, demonstrating exceptional customer retention and expanded use of AgenticOS.

At its core, AI has the ability to do something the industry has discussed for years: collapse the distance between publisher supply and buyer demand, creating a new world of efficiency and performance. PubMatic now has AI embedded across its entire platform, not only in fully autonomous, agentic end-to-end campaigns, but with more than 1,000 AI-enabled deals and millions of dollars transacted to date. Buyers control their level of AI integration, from using PubMatic Assistant's chat-based interface to discover audiences and inventory, to activating fully agentic campaigns where proprietary agents run autonomously to directly execute against campaign objectives. The platform meets buyers where they are, enabling adoption for AI solutions in a way that fits with their needs.

"The companies moving fastest are the ones with the agility and vision to make bold new moves," said Rajeev Goel, Co-Founder and CEO at PubMatic. "Independent agencies, mid-market brands, and buying collectives are leading the agentic shift. When the operational barrier falls, and economics unlock real value, they move. Fast, verifiable results are what matter now. This isn't experimentation. This is a value chain shift in digital advertising."

Brkthru Joins for Scale and Simplification

Brkthru's partnership highlights how the most advanced buyers in the ecosystem are moving decisively to operationalize agentic workflows. Brkthru, a leading digital media solutions provider, manages media for more than 1,000 brands, supports 235 agencies, and executes campaigns across 25+ buying platforms. By joining AgenticOS as a strategic partner, Brkthru is integrating agentic workflows to simplify execution at scale and reduce the operational burden created by fragmented programmatic infrastructure.

"Early on, we're seeing real workflow improvements that are freeing our traders from manual coordination work," said Tom Leone, Vice President, Media Services at Brkthru. "AgenticOS is allowing us to simplify how we execute across platforms and data sources, which means our team can focus more on strategy and client relationships."

Proof Points Across Independent Agencies and Advertisers

Across 30 live end-to-end agentic campaigns now running globally at time of publication, buyers are demonstrating measurable returns. These campaigns feature audiences and inventory that have been customized and built by agents and then deployed by agents directly on PubMatic's premium inventory. Campaigns are running with agents continuously monitoring and reporting advanced insights, analytics and [fee transparency](#).

Butler/Till's first agentic CTV campaign for Geloso Beverage Group reduced buy-side fees by more than 5x, delivered 40% more impressions than planned, and drove a 30% lower effective CPM. "This was a clear proof point that agentic buying can drive real, measurable performance," said Gina Whelehan, Group Director, Strategy & Partnerships at Butler/Till.

Another national advertiser deployed a fully autonomous national OLV and display campaign across 800+ publishers (broadcast, news, weather) using AgenticOS with agents creating audiences identified with premium data partners Attain and Circana. The campaign delivered against plan with CPMs well below comparable benchmarks, while optimizing delivery to 107% of impressions and 105% of VCR targets.

[Untapped Growth](#) introduced a white-label buyer agent for its multibillion-dollar media buying collective, enabling independent agencies and mid-market advertisers to activate agentic buying under their own brands.

International Expansion and Replicated Results

Success is being tested and proven across the EMEA and APAC markets. [Amnet](#) ran France's first agentic campaign for Interbev and met key reach and engagement KPIs. [Abovo Maxlead](#) executed one of Europe's first fully autonomous agent-to-agent CTV campaigns in the Netherlands, achieving measurable gains across cost efficiency, media pricing, and operational speed. Campaigns are now live in Australia and India, with additional buyer onboarding underway.

The Fully AI-Powered Platform

AgenticOS, launched at CES in January 2026, is an operating system of more than 20 agents that includes: Audience Discovery, Inventory Marketplace and Curation, Media Activation, including brand safety and budget capping, Deal Management, Fee Transparency, and Insights, and connects to partner agents, inventory and data partners through current and new protocols. These agents operate across PubMatic's compounding assets: premium inventory spanning 2,000+ publishers and 100,000+ sites/apps (including 28 of the top 30 global streamers), a data ecosystem of 200+ data and commerce media partners giving agents continuously learning targeting and audience capabilities, direct activation and interoperability through Activate, enabling real-time buying without intermediaries. This all sits on the most [advanced owned and operated infrastructure](#) purpose-built for accelerated computing and analytics.

This month, PubMatic integrated its [Creative Innovation Suite](#) into AgenticOS, bringing custom CTV and mobile formats and cross-screen deployment into agentic workflows.

Agencies and advertisers interested in activating AgenticOS should contact their PubMatic account representative or visit pubmatic.com/agents.

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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Press Contact:

Ashley Jacobson, Sr. Director, Corporate Marketing, press@pubmatic.com
Purpose North America, pubmatic@purposenorthamerica.com

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