



PubMatic Launches Decision Fabric on AgenticOS, Giving Partner Decision Models a Native Environment Inside the Programmatic Supply Path

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inPowered AI, MiQ, Chalice AI and SWYM.AI to Pilot New Capability, Running Buyer and Algorithm Intelligence Inside the Auction Alongside PubMatic's Active AI Agents

NO-HEADQUARTERS/REDWOOD CITY, Calif.--(BUSINESS WIRE)--Jun. 1, 2026-- PubMatic (Nasdaq: PUBM), the leading AI-powered ad tech company delivering digital advertising performance, today announced Decision Fabric, a containerization layer built on AgenticOS that runs partner decisioning models natively inside the programmatic supply path. Piloting with inPowered AI, MiQ, Chalice AI and SWYM.AI as first partners, Decision Fabric enables audience qualification to happen at the exact moment of the auction, on live signals, across the full unfiltered inventory pool, allowing advertisers to reach higher-value audiences more efficiently and directly.

According to the ANA's Programmatic Media Supply Chain Transparency Study (December 2023), working media efficiency ranges from as low as 36 cents on the dollar, a gap that has driven advertisers toward supply-side solutions with greater transparency and direct access to inventory. PubMatic's Activate has been a proven answer to that problem: a direct-to-supply media activation tool that has operated as a native bidder on the sell side for years, demonstrating that running decisioning natively inside the auction, on live signals, delivers better economics for buyers and publishers alike. Decision Fabric opens that same architecture to PubMatic's partners, giving their decisioning models a native environment inside the same auction infrastructure that has powered Activate's results. It is a proven architectural advantage, now extended to the broader ecosystem.

"Advertising works best when advertisers and publishers work closely together," stated Rajeev Goel, Co-Founder and CEO, PubMatic. "Decision Fabric builds on our success with Activate and gives partner intelligence a native environment inside the supply path where signals are most complete, inventory scale is greatest, and AgenticOS agents are already at work. The longer partner models run here, the smarter the whole system gets, and the more value flows back to buyers and publishers alike."

Through Decision Fabric, partner decisioning models, from algorithm companies, curators, agencies, and DSPs alike, run inside PubMatic's auction infrastructure on live bidstream signals at the exact moment inventory becomes available. Audience qualification happens in real time, across the full unfiltered inventory pool, before traffic shaping occurs. For DSPs in particular, Decision Fabric represents a direct entry point into AgenticOS, with the ability to run their decisioning logic inside an environment where PubMatic's own agents are already operating and can actively call on it. If a DSP deploys an audience model via container, PubMatic's inventory and audience agents can invoke that model directly to sharpen campaign targeting or surface higher-value deals.

Connecting Decision Fabric to AgenticOS provides partners with access to the full weight of the infrastructure and intelligence behind PubMatic's operating system for agentic advertising. This includes GPU-accelerated computing and dedicated AI inferencing servers purpose-built for advertising's microsecond decisioning requirements, operating at approximately one millisecond inference latency with 85% fewer auction timeouts, as well as more than 20 autonomous agents and 1,000 AI-powered deals already active across discovery, deal management, and optimization — working across 2.7 trillion advertiser bids per day and 100,000+ streaming channels, apps, and websites globally, including 28 of the top 30 streaming platforms. Decision Fabric is built using the IAB Tech Lab's ARTF open containerization protocol, enabling partners to deploy once on a standard architecture and operate across PubMatic's full supply footprint without proprietary lock-in.

"We've always known that better signals produce better outcomes," said Georgiana Haig, Global Strategy & Partnerships Director, MiQ. "The promise of Decision Fabric is that it gives us the ability to act on those signals at the moment they matter most right at the auction, across the full pool of available inventory. For our clients, that translates directly into campaigns that reach the right people with more of their budget channeled into media and not fees."

The piloting partners each bring distinct decisioning capabilities to Decision Fabric at launch. inPowered AI's models qualify outcomes against live bidstream signals at auction speed, reflecting real-time outcomes rather than pre-built segments. MiQ brings buyer-side trading intelligence inside the supply path, giving one of the world's largest independent trading desks a native environment to optimize outcomes at the moment inventory is available. Chalice AI brings proprietary custom algorithms trained on advertiser-specific outcomes data, replacing platform-default AI with decisioning logic built exclusively around each brand's business goals, and SWYM.AI's algorithm applies real-time inventory curation and bid optimization directly against PubMatic's full supply footprint, enabling advertisers to concentrate spend on their highest-performing inventory.

"The containerized environments enable impression-level decisioning across the entire exchange," stated Peyman Nilforoush, Co-Founder and CEO, inPowered. "PubMatic's Decision Fabric enables us to host our models on the sell-side with the strongest

signals for outcomes all done prebid. Having AgenticOS operating in the same environment as our models means the whole system is working together, and that's something we haven't had anywhere else."

"Chalice builds some of the most advanced algorithms for agentic advertising in the market today," said Adam Heimlich, CEO, Chalice AI. "But an algorithm is only as powerful as the environment it runs in. Decision Fabric gives our models access to the full inventory pool, live signals at the moment of the auction, and an agentic infrastructure that can act on what our models surface in real time. That's what turns a great algorithm into measurably better outcomes for buyers."

"The buy side has been optimizing against a filtered view of supply for a decade," stated Ravi Patel, CEO, SWYM.AI. "Decision Fabric flips that — our algorithms now run where the inventory actually lives, on every bid request, in the moment it matters. That's outcome-driven bid shaping at full supply-side scale, and there's no equivalent of it on the buy side of the fence."

DSPs, curators, and algorithm companies interested in running their decisioning models inside PubMatic's supply path can learn more [here](#).

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 digital advertising ecosystem. Built to Connect. Powered to Perform.

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