



PubMatic Launches Governance Architecture for Agentic Advertising on AgenticOS

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Rise, a Quad Agency, among first to pilot PubMatic's new governance architecture for agentic advertising which gives buyers verifiable control and a complete audit trail — from planning through activation to measurement.

NO-HEADQUARTERS/REDWOOD CITY, Calif.--(BUSINESS WIRE)--Aug. 5, 2026-- PubMatic (Nasdaq: PUBM), the leading AI-powered ad tech company delivering digital advertising performance, today announced the launch of its advanced guardrail architecture, a first-of-its-kind customizable governance framework purpose-built for autonomous advertising. Rise, a Quad agency, is among the first agency partners to pilot the framework, bringing a performance-first, transparency-driven perspective to how governance should work in practice. The framework gives advertisers and agencies configurable control over how autonomous agents execute campaigns, while ensuring every decision is auditable and accountable. Unlike governance solutions layered on after the fact, PubMatic's guardrails are embedded at the point of execution, inside the same infrastructure where campaigns are built and activated.

This architecture is designed to be configured once and work everywhere. When buyers first integrate with AgenticOS, an authorized account administrator sets the organization's governance parameters using natural language prompts to define the rules, thresholds, and approval structures that will govern every campaign that follows. For buyers already operating under the Ad Context Protocol, "AdCP," the framework runs as an independent system check, validating every transaction that touches PubMatic's platform regardless of which AI buying agent initiates it.

The proprietary architecture follows a five-step governance framework:

1. Define the Boundaries: Platform and Buyer-Configured Guardrails:

Every AgenticOS campaign operates within a dual-tier system. PubMatic establishes universal platform-wide constraints that govern every agent on the system. Above that foundation, buyers configure their own policies, such as budget thresholds, creative approval requirements, inventory allowlists, and audience restrictions, tailored to their organization's specific standards.

2. Set the Starting State: Business Rules:

Before an agent initiates a campaign, it inherits a configured starting state or "business rules", encoding the buyer's own standard parameters across targeting, pacing, and creative selection. This eliminates repetitive setup while preserving full override capability.

3. Arm the Agent: Pre-Approved Asset Libraries:

Agents draw from pre-approved libraries of inventory, creative, and audience segments that have already cleared the buyer's review process. Every execution reflects parameters the buyer has signed off on, eliminating the risk of an agent executing against unapproved parameters.

4. Keep Humans in the Decision: Authenticated Approval Workflows:

When an agent encounters a decision exceeding its configured authority, it escalates. Approvers receive real-time notifications and authenticate via a one-time passcode, creating a verified record of every human intervention. Backup approvers are designated in advance so operational continuity is never dependent on a single individual. Presence-based controls, such as brand safety parameters, geo-targeting, are always in place before execution. If a required field is missing, the agent stops until the gap is resolved.

5. See Everything, Always: Audit Trails and Drift Detection:

Every agent action is logged, what it did, when, under what parameters, and whether a human was in the loop. Drift detection continuously monitors behavior against expected parameters, flagging deviations before they compound. When an agent's outputs fall outside defined norms — including unexpected recommendations, anomalous targeting decisions, or responses inconsistent with configured objectives — the system flags the deviation for human review rather than executing automatically. For enterprise buyers managing significant budgets across multiple campaigns and markets, this level of visibility is the prerequisite for trust.

For outcome-driven agencies like Rise, a Quad agency, which recently launched its first agentic campaign on AgenticOS, governance isn't a constraint on agentic advertising, it's what makes it trustworthy enough to scale.

"Transparency and accountability have always been non-negotiable for us. They're core to how we work and how we earn our clients' trust," said Klaudia Smykowska, Group Director, Media Investment at Rise, a Quad agency. "As we bring agentic advertising into our practice, those standards don't change. The governance architecture PubMatic has built reflects exactly the kind of structured, auditable approach we need to deploy autonomous buying with confidence."

This advanced guardrail architecture follows other transparency and accountability tools built into AgenticOS, including PubMatic's [Fee Transparency Agent](#) and [Detailed Reasoning Agent](#), which are purpose-built to answer exactly what every dollar in the supply chain is doing, and exactly why the system made the decisions it did. Together, these tools form a coherent accountability architecture.

"We did deep discovery work with a broad range of buyers to understand what governance needed to look like before they could scale agentic campaigns with confidence," said Nishant Khatri, EVP Product Management, PubMatic. "What we've heard consistently is that buyers know what they want this technology to deliver, what controls they need to see, and where the system has to hold. This five-step architecture is the answer to what they told us. We believe that if we get this foundation right, there's no ceiling on what this technology can do."

AgenticOS, which debuted in January 2026, has launched more than 80 autonomous campaigns globally across 100,000+ websites, apps, and top streaming services, with 4,000+ direct deals executed. AgenticOS is powered by PubMatic's unique intelligence layer, including proprietary bidstream signals generated at the sell side, first-party auction data, and a growing data flywheel spanning identity, commerce, behavioral, and contextual signals across 300+ partners. Every campaign generates new signals that make the platform smarter, sharpening the performance of the next. Based on internal and partner company data, advertisers running active AgenticOS campaigns are seeing up to 50% improvement in total fee efficiency, up to 87% faster campaign setup times, up to 70% faster issue resolution, and improved performance across more qualified audiences and premium inventory.

Preview the workflow [here](#).

To learn more, visit pubmatic.com/agenticOS.

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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