STARTER GUIDE

Your First Agentic AI Campaign

A Starter Guide for Media Planners

Example workflow:
Google DV360 + an AAMP-enabled Buyer Agent

Start small. Test 5-10% of one campaign as a controlled test

1. Find the Agent
2. Connect Tools
3. Set Guardrails
4. Brief the Agent
5. Build Recommendations
6. Review before Launch
7. Launch the Test
8. Compare to BAU
9. Decide Next Steps

Developed with iab. TECH LAB

1 Find out where the Agent Lives

Your "agent" may not be a separate tool you open.

- Inside your DSP
- Partner Tools
- Internal AI Assistant
- AAMP-Powered Workflow

The Agent is the AI Helper. AAMP is the shared advertising language it uses behind the scenes.

2 Connect the Agent to Your Buying Tools

Before it can help, your agent needs permission to access the right tools and data.

- Campaign Setup
- Budget / Pacing
- Audience Segments
- Creative Assets
- Inventory / Deals
- Reporting / Measurement
- Approval Settings

Planner question to ask:
"Can this agent connect to my DSP, reporting and measurement tools safely?"

3 Set the Guardrails

Give the agent clear boundaries.

Test Budget	$25,000
Market	Canada
Audience	Adults 25–54
Channels	CTV, Online Video, Display
Brand safety	Approved Inventory Only
Privacy	Respect Consent and Platform rules
Approval	Human sign-off required before launch

IAB Tech Lab's AAMP work is designed around structured permissions, standard object models and primitives, approval workflows and trust. This ensures agents act within defined limits, not as black boxes.

4 Give the Agent the Campaign Brief

Tell the agent what success looks like.

Don't say:
"Buy Impressions"

Do say:
"Here is the business goal, budget, audience, KPI and approval process."

Example:
"Use $25,000 to promote our back-to-school campaign to parents in Ontario. Prioritize premium video and CTV. Maximize completed views while keeping CPA below $20. Recommend budget shifts, audience tests and inventory opportunities, but ask for approval before launch."

5 Let the Agent Build the Recommendations

In an AAMP-enabled workflow, a Buyer Agent may be able to:

- Discover Inventory
- Compare opportunities
- Review seller media kits
- Suggest budget allocation
- Recommend audiences
- Negotiate or prepare deals
- Create a proposed campaign setup
- Prepare transaction for approval

AAMP includes Buyer and Seller Agent SDKs. The Buyer Agent SDK supports discovery, campaign orchestration, budget allocation, negotiation, approval and booking.

6 Review Before Anything Goes Live

This is not "set it and forget it."

Planner should review:

- Does the recommendation match the brief?
- Is the inventory appropriate?
- Are the audiences allowed and relevant?
- Are the budgets and pacing reasonable?
- Are privacy, brand safety and measurement requirements respected?
- Is there a human approval step before activation?

Your role shifts from builder to supervisor.

7 Launch the Test

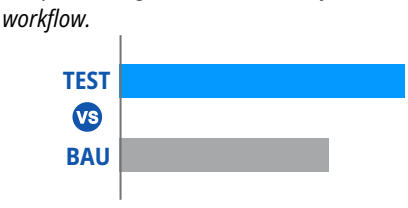
Activate and Monitor

- Delivery
- Pacing
- Bids
- Budget shifts
- Audience performance
- Creative rotation
- Inventory quality
- Measurement signals

You own the strategy.
The agent helps execute.

8 Compare Against Business as Usual

Compare the agent-assisted test to your normal workflow.



- CPA / ROAS / completed views
- Reach & Frequency
- Setup Efficiency
- Viewability or attention
- Time Saved
- New opportunities discovered
- Human confidence in the recommendation

The first win may not be better media performance.
It may be fewer manual steps.

9 Decide What to Do Next

If the test worked

- Increase the test budget next time
- Try another channel
- Add more creative variations
- Expand approved inventory
- Test additional agent permissions

If it did not work

- Tighten the brief
- Narrow the permissions
- Improve measurement
- Require more approval steps
- Try again with a simpler campaign

The Big Idea

You are not handing your campaign to a robot.

You are connecting an AI agent to your buying workflow. You give it a clear job, set boundaries, review its work and approveing it.

AAMP makes that possible by giving agents, DSPs, sellers, and measurement systems a shared, standards-based language.

This guide was developed in partnership with the IAB Tech Lab.