STARTER GUIDE

Agentic Advertising 101

Before you run your first Agentic AI Campaign

Purpose:
Understand what AAMP is and why IAB Tech Lab created it.

1 What is Agentic Advertising? | 2 Why AAMP? | 3 What AAMP Does | 4 Primitives | 5 SDK

Developed with IAB TECH LAB

1 What is Agentic Advertising?

Agentic advertising uses AI agents that can understand goals, make decisions and complete advertising tasks on your behalf.



Think of an agent as a digital media planner that works alongside you, not instead of you.

It still works within your business rules and approvals.

2 Why Did IAB Tech Lab Build AAMP?

Advertising already has thousands of standards, taxonomies and workflows.

NOT THIS:
Every AI company invents its own way of buying media.

INSTEAD:
AAMP lets AI agents use the same trusted advertising standards the industry already relies on.



Think of AAMP as the operating manual that helps AI agents speak advertising.

3 What Does AAMP Actually Do?

AAMP helps Buyer Agents and Seller Agents:

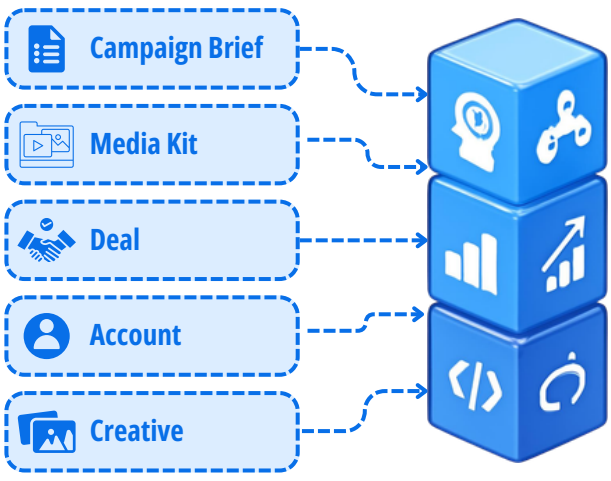
- Discover inventory
- Understand campaign briefs
- Negotiate deals
- Exchange audience & campaign information
- Create transactions
- Complete campaign setup



All using common standards instead of custom integrations.

4 Where do Primitives Fit?

Primitives are the building blocks an AI agent can use.



IAB Tech Lab is standardizing these structures so agents behave consistently across platforms.

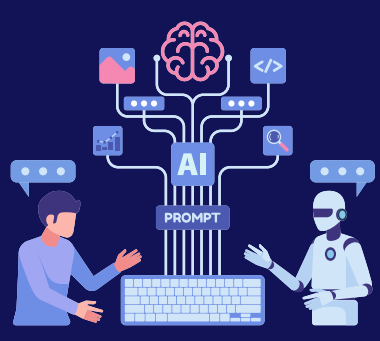
5 What About the SDKs?

IAB Tech Lab also provides Buyer Agent and Seller Agent SDKs. These are reference implementations that technology companies can build upon to create interoperable AI Agents.



Media planners do not install these. Your DSP, SSP or technology partners do.

As AAMP is adopted, agentic capabilities will begin appearing inside the tools you already use.



Bottom Line

Today you buy media.

Tomorrow you will supervise AI agents that buys media using trusted industry standards.

You stain in control.
The standards create trust.

RESOURCES

IAB Canada - AI & Agentic Resources
iabcanada.com/resource/iab-tech-lab-ai-agentic-resources

IAB Tech Lab - Agentic and AI
iabtechlab.com/standards/agentic-advertising-and-ai

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

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