



ADTECH AI AGENT ARCHITECTURE

AdTech AI Agent Systems

Autonomous Optimization for Programmatic Advertising

3 AI AGENTS
AUTONOMOUS OPTIMIZATION

Revenue | Anomaly | Inventory

Clarvix AI Architecture

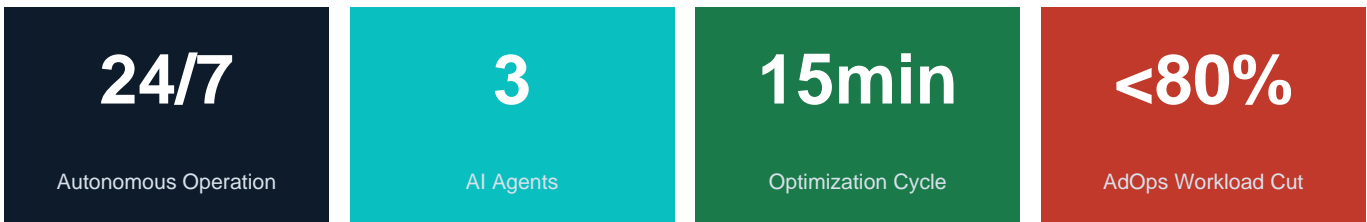
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contact@clarvix.net

Service Overview

Clarvix deploys autonomous AI agents that continuously monitor, analyze, and optimize your programmatic advertising stack. Our multi-agent architecture operates 24/7, making real-time decisions on floor pricing, fraud detection, and inventory management — reducing manual AdOps workload by up to 80%.

Each agent follows the OBSERVE-THINK-ACT-REPORT cycle: it ingests live data from your SSPs and ad exchanges, analyzes patterns using machine learning, executes optimizations, and reports via Slack or dashboard.



Built for: SSPs, DSPs, Publisher Networks, Ad Networks, Yield Management Teams.

AI Agent Roster

Each agent operates in the OBSERVE-THINK-ACT-REPORT cycle. All three can run independently or as a coordinated team.

01 Revenue Optimization Agent

Dynamic floor pricing using gradient boosting. Adjusts bid floors per geo, device, time-of-day. Runs every 15 minutes.

02 Anomaly Detection Agent

Detects IVT, revenue anomalies, traffic quality drops using statistical models and ML. Alerts via Slack.

03 Inventory Optimization Agent

Maximizes fill rates through placement scoring, demand forecasting, and impression recovery.

Service Tiers

Three tiers designed for different stages of AI adoption. Start with a Discovery blueprint, validate with Build, scale with Production.

Discovery \$1,500 One-time blueprint	Build & Test \$3,500 Dry-run deployment	Production \$7,500/mo Full autonomous
+ Full AdTech stack audit	+ Everything in Discovery, plus:	+ Everything in Build, plus:
+ Custom AI agent architecture	+ 3 agents in dry-run	+ 3 live agents
+ Revenue opportunity mapping	+ Real data analysis, recommend only	+ Real-time pricing
+ Competitive benchmarking	+ 2-week observation	+ 24/7 Slack alerts
+ 30-day roadmap	+ Performance projections	+ Weekly/monthly reviews
+ HTML/PDF report	+ Go/no-go recommendation	+ 99.9% SLA
		+ Full dashboard

All tiers include a **free 30-minute discovery call** before engagement. No commitment required — we diagnose before we prescribe.



How It Works

From initial contact to autonomous operation in five steps.

01**Close deal**

Client signs tier.

02**Stack audit**

Analyze SSPs, bidding, ad server.

03**Blueprint**

Custom architecture doc.

04**Deploy agents**

Connect via MCP.

05**Optimize**

Agents run autonomously.

Expected Results

Based on industry benchmarks for programmatic advertising optimization.

Metric	Impact	Details
Revenue	+12-25%	Floor pricing optimization
IVT	-40-60%	Fraud detection
Fill rate	+8-15%	Demand forecasting
Time saved	80%	Automated ops

Ready to Deploy?

Contact us for a discovery call.

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