



ADTECH AI AGENT ARCHITECTURE

AdTech AI Agent Systems

Autonomous Optimization for Programmatic Advertising

3 AI AGENTS
AUTONOMOUS OPTIMIZATION

Revenue | Anomaly | Inventory

Clarix AI Architecture

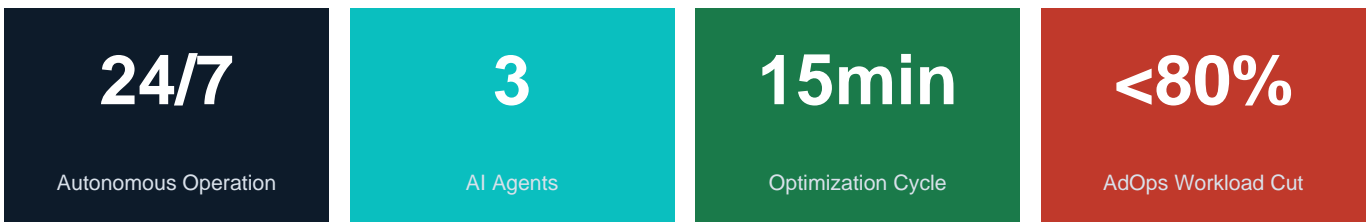
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Service Overview

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 (or recommends them), and reports findings via Slack, email, 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 and yield optimization using gradient boosting. Adjusts bid floors per geo, device, and time-of-day. Runs every 15 minutes.

02 Anomaly Detection Agent

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

03 Inventory Optimization Agent

Maximizes fill rates through placement scoring, demand forecasting, and unfilled 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 blueprint	+ 3 AI agents in dry-run mode	+ 3 live agents with auto-execution
+ Revenue opportunity mapping with ROI projections	+ Agents analyze real data, recommend only	+ Real-time floor pricing
+ Competitive benchmarking	+ 2-week observation with daily Slack reports	+ 24/7 monitoring + Slack alerts
+ 30-day implementation roadmap	+ Performance projections from real data	+ Weekly trends + monthly reviews
+ Professional HTML/PDF report	+ Go/no-go recommendation	+ 99.9% uptime SLA
		+ Full dashboard access

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 a deal**
Client signs Discovery/Build/Production.

02 **Stack audit**
We analyze SSPs, header bidding, ad server.

03 **Blueprint delivery**
Custom agent architecture document.

04 **Agent deployment**
Build/Production: agents connect via MCP.

05 **Continuous optimization**
Production agents run autonomously.

Expected Results

Based on industry benchmarks for programmatic advertising optimization.

Metric	Impact	Details
Revenue increase	+12-25%	Dynamic floor pricing
IVT reduction	-40-60%	Automated fraud detection
Fill rate improvement	+8-15%	Demand forecasting
AdOps time saved	80%	Automated monitoring

Ready to Deploy AI Agents?

Contact us to schedule a discovery call.

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