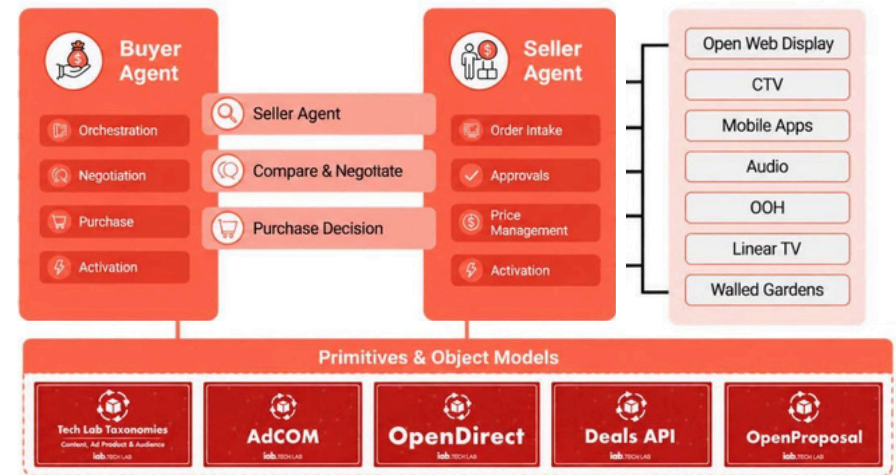


AAMP (Agentic Advertising Management Protocols)

What exactly is AAMP?

The AAMP framework is designed to bring agentic AI into the digital advertising ecosystem in a standardized, responsible, and scalable manner.

Rather than replacing established infrastructure, AAMP builds on existing core standards such as AdCOM, OpenDirect, Deals API, and Tech Lab Taxonomies by providing the primitives and object models that ensure agents understand how to work in the ecosystem.



Under the AAMP framework, Buyer and Seller Agents can Orchestrate, Negotiate, Purchase and Activate transactions across all digital media channels from Open Web Display and CTV to Audio, OOH, and Social.

Introducing the AAMP OpenProposal Specification

OpenProposal was introduced in AAMP 3.0 to digitize and standardize the historically manual Request for Proposal (RFP) stage of media buying. By creating machine-readable ad products and offer menus, OpenProposal enables buyer agents to evaluate hundreds of publisher proposals simultaneously against campaign objectives connecting discovery directly to buy commitments, execution, and reporting.



Why Should Publishers Care?

Automated Your Products can be Discovered and Monetized by new Buyers



Why Should Agencies Care?

Expand the Different Sellers who can Consider your Buying Strategy



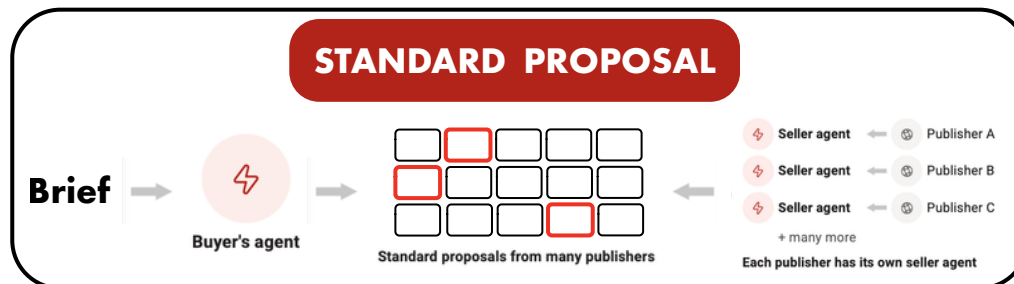
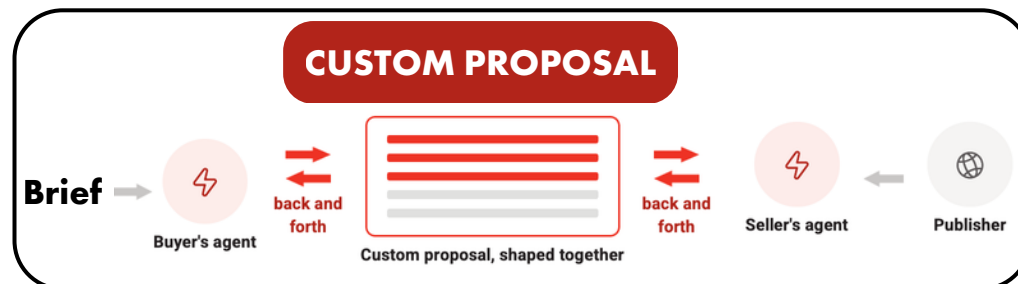
Why Should Ad Tech Care?

Standardized Interoperability across the Supply Chain

What's New in AAMP 3.0

AAMP 3.0 moves agentic advertising to production-grade industry specifications. It bridges media planning to transactional execution by introducing automation across four distinct phases of the workflow:

1. **Discover & Plan:** Publishers expose machine-readable inventory and pricing packages via OpenProposal schemas.
2. **Negotiate:** Buyer and Seller Agents evaluate parameters, trade terms, and arrive at optimal pricing curves.
3. **Bind & Execute:** Deals are locked into binding commitments using established OpenDirect and Deals API formats with built-in idempotency to prevent duplicate orders.
4. **Report & Reconcile:** Performance data flows back through standard AdCOM reporting structures to verify results against initial campaign goals.



Buyer Agents & Seller Agents

What Buyer Agents Do:

- **Manage the full deal lifecycle** with portability across system stacks.
- **Automated Discovery & Negotiation** using OpenProposal
- **Configurable guardrails** ensure automation remains controlled with Human-in-the-Loop Approval Gates

What Seller Agents Do:

- **Generates custom inventory bundles** and packages dynamically, pricing curves based on incoming buyer criteria.
- **Yield Optimization** by dynamically balancing programmatic demand with direct buyer negotiations.
- **Supply Chain Compliance** using the OpenRTB Supply Chain (schain) objects to enforce transparency and verification.

[**LEARN MORE ABOUT AAMP!**](#)