

Ripley Media Agentic — 30-Day Readiness Plan

The thesis (why now)

Agentic buying/selling will not win on “AI demos.” It will win where execution is easiest. Today, CTV revenue is trapped in workflow friction: packaging, deal setup, creative QA, measurement mapping, supply-path complexity, and troubleshooting. As agents emerge, spend will route to platforms and sellers who make execution feel like checkout: simple, auditable, repeatable.

The problem

Most organizations are not “agentic-ready” because inventory and offers are not machine-readable and workflow paths aren’t consistently executable. This creates an activation/integration tax that slows time-to-spend, reduces repeat spend, and strands revenue.

My Role

I help sellers, platforms, and partners clean up inventory and packaging so it’s ready for agentic execution — without consuming product roadmap. I translate strategy into practical packaging specs, partner workflows, and a pilot that proves measurable outcomes.

The 30-Day Agentic Readiness Sprint

In ~30 days, you have:

1. a clear view of what’s blocking agentic execution,
2. a packaging spec + “gold standard” offers, and
3. a pilot plan with success metrics — without major platform rewrites.

What gets delivered

- **Agentic Readiness Scorecard:** what's clean, what's messy, what to fix first (tied to revenue impact)
- **Packaging Spec + Gold Standards:** naming, rules, eligibility, measurement mapping, required metadata
- **Workflow Map + Friction Kill List:** where activation breaks, why, and the fastest fixes
- **Pilot Plan + KPI Dashboard:** time-to-launch, repeat spend, yield/fill, measurement clarity

How success is measured

- Launch cycle time: days → hours
- Fewer manual steps / fewer escalations
- Higher repeat spend + adoption
- Better yield/fill and fewer stranded impressions
- Cleaner measurement alignment

Engagement model

A short kickoff + weekly working sessions with your functional owners (product/ops/partnerships/sales). I keep the scope tight, focus on executable changes, and hand your team a repeatable playbook.

Contact

Ken Ripley — Ripley Media Agentic kenneth@ripley.media

| LinkedIn: [linkedin.com/in/kenripley](https://www.linkedin.com/in/kenripley)

Website: www.ripley.media | Writing: www.ripley.media/writing