Synthetic Data for Agentic Advertising Workflow Demo

This directory contains synthetic CSV files to support mocking out the complete 8-step Premium Video Campaign workflow.

File Inventory

Step 1: Campaign Brief (A2A)

- `campaigns.csv` - Campaign briefs with objectives, budgets, KPIs, and targeting descriptions
- `advertisers_agencies.csv` - Advertiser and agency entities with their partner preferences

Step 2: Discovery (AdCP)

Media Buy Protocol - `get_products`

- `products.csv` - Publisher inventory products with pricing, audience composition, and format support

Signals Activation Protocol - `get_signals` / `activate_signal`

- `signals.csv` - Audience and contextual signals from signal agents (LiveRamp, Experian, Peer39, etc.)

Creative Formats - `list_creative_formats`

- `creative_formats.csv` - Supported creative specifications by channel and format type

Step 3: Identity Resolution (MCP)

- `identity_providers.csv` - Identity graph providers with match rates, pricing, and integration partners

Step 4: Brand Safety Verification (MCP)

- `verification_services.csv` - Brand safety, viewability, and fraud detection services

Step 5: Human Approval

- `approvals.csv` - Approval workflow records with status, approvers, and notes

Step 6: Programmatic Execution (AdCP + ARTF)

AdCP Media Buy Protocol - `create_media_buy`

- `media_buy_packages.csv` - Media buy packages with product selections, budgets, and targeting overlays

ARTF Containers

- `artf_containers.csv` - Containerized services deployed in exchange infrastructure by intent type

Platforms

- `platforms.csv` - DSPs and SSPs with their integration capabilities

Step 7: Measurement Setup (MCP)

- `measurement_providers.csv` - Measurement providers with study types, methodologies, and pricing

Step 8: Ongoing Optimization (A2A)

Delivery Metrics - `get_media_buy_delivery`

- `delivery_metrics.csv` - Daily delivery and performance data by package

Measurement Results

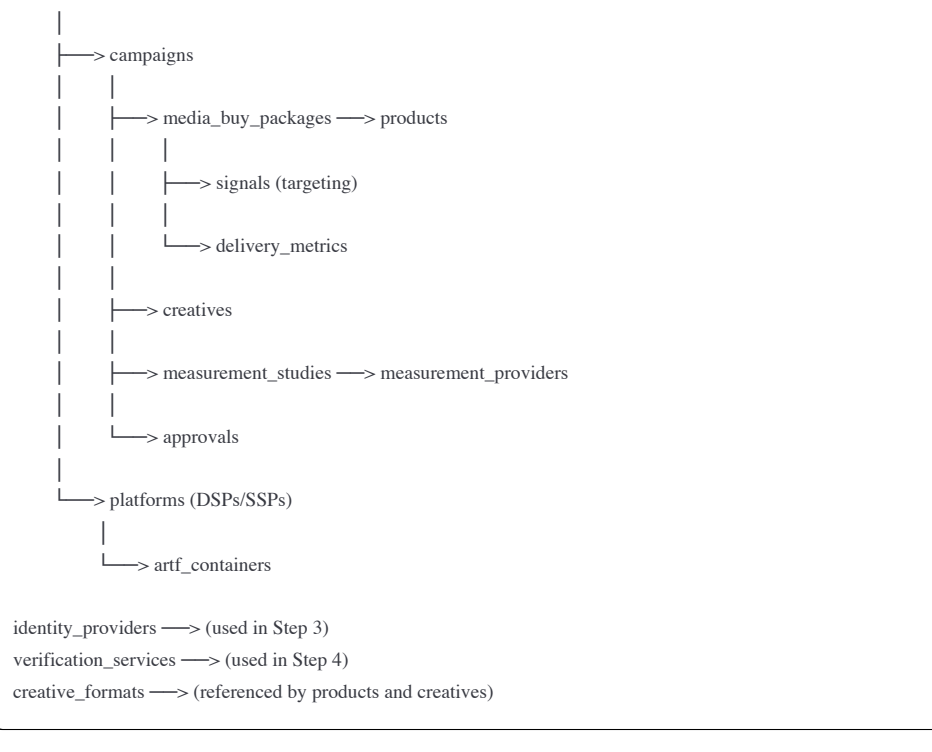- `measurement_studies.csv` - Brand lift and attribution study results

Creatives

- `creatives.csv` - Creative assets with format, approval status, and asset URLs

---

Data Relationships

advertisers_agencies

```
         |
         ├────> campaigns
         |     |
         |     ├─────> media_buy_packages ─────> products
         |     |     |
         |     |     ├──────> signals (targeting)
         |     |     |
         |     |     └──────> delivery_metrics
         |     |
         |     ├──────> creatives
         |     |
         |     ├──────> measurement_studies ─────> measurement_providers
         |     |
         |     └──────> approvals
         |
         └────> platforms (DSPs/SSPs)
                |
                └────> artf_containers

identity_providers ─────> (used in Step 3)
verification_services ─────> (used in Step 4)
creative_formats ─────> (referenced by products and creatives)
```

Key IDs for the Primary Example

Acme Energy Drink Campaign (camp_001)

- **Advertiser:** adv_cpg_001 (Acme Consumer Goods)

- **Agency:** agy_omni_001 (Omnicom Media Group)

- **Media Buy:** mb_001

- **Packages:** pkg_001 through pkg_005

- **Primary DSP:** The Trade Desk (dsp_ttd_001)

Products Used

- prod_espn_ctv_001 (ESPN Premium Sports CTV)

- prod_fox_ctv_001 (Fox Sports CTV)

- prod_paramount_ctv_001 (Paramount+ Sports CTV)

- prod_youtube_olv_001 (YouTube Sports Premium)

- prod_twitch_olv_001 (Twitch Sports & Esports)

Signals Activated

- sig_lr_004 (Sports Enthusiasts - Active Lifestyle)

- sig_p39_001 (Contextual - Sports News)

ARTF Containers in Bid Path

- artf_001 (LiveRamp Identity Enrichment) - audienceSegmentation

- artf_002 (UID2 Token Resolution) - audienceSegmentation

- artf_004 (IAS Pre-Bid Safety) - metadataEnhancement

- artf_005 (DoubleVerify Authentic Pre-Bid) - metadataEnhancement

- artf_007 (Peer39 Contextual) - metadataEnhancement

Measurement Studies

- study_001: Brand Awareness (Lucid)

- study_004: Foot Traffic Attribution (Foursquare)
```

## Usage Notes

1. **Prices are in USD** unless otherwise noted

2. **Dates are ISO 8601** format

3. **Boolean values** are lowercase ( true / false )

4. **Multi-value fields** use comma separation within the field

5. **IDs follow convention:** {type}_{source}_{sequence} (e.g., prod_espn_ctv_001 )

## AdCP Protocol Mapping

| Step | Protocol | Task | Data Source |
|------|----------|------|-------------|
| 2 | Media Buy | get_products | products.csv |
| 2 | Media Buy | list_creative_formats | creative_formats.csv |
| 2 | Signals | get_signals | signals.csv |
| 2 | Signals | activate_signal | signals.csv → platforms.csv |
| 5 | Media Buy | create_media_buy | media_buy_packages.csv |
| 5 | Media Buy | sync_creatives | creatives.csv |
| 8 | Media Buy | get_media_buy_delivery | delivery_metrics.csv |
| 8 | Media Buy | update_media_buy | media_buy_packages.csv |

## ARTF Intent Mapping

| Intent | Example Containers | CSV Reference |
|--------|-------------------|---------------|
| audienceSegmentation | LiveRamp, UID2, ID5, Oracle | artf_containers.csv |
| metadataEnhancement | IAS, DoubleVerify, Human, Peer39, Scope3 | artf_containers.csv |
| bidValuation | Chalice | artf_containers.csv |
| auctionOrchestration | Index Exchange | artf_containers.csv |
| dynamicDealCuration | Magnite | artf_containers.csv |