AI in Advertising: AdCP vs ARTF Extended Pre-Read

Comparing advanced AI solutions transforming advertising strategies

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Introduction and Context

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Industry Shift to AI-Native Advertising

AI-Driven Advertising Evolution

Advertising is shifting from human rules to autonomous AI agents for improved efficiency and personalization.

- **Ad Context Protocol (AdCP)**
  AdCP enables seamless agent-to-agent communication across advertising workflows from planning to measurement.

- **Agentic RTB Framework (ARTF)**
  ARTF introduces containerized agents in real-time bidding to securely modify bid streams and improve transparency.
  More restricted scope.

Strategic Implications

Understanding and adopting these protocols is essential for competitiveness in the AI-native advertising era.

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Core Concepts

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Agent-to-Agent Communication vs Agent Containers

Scope and Focus Differences

AdCP spans the full advertising lifecycle promoting interoperability, while ARTF focuses on auction-time decisioning with strict platform control.

Agent-to-Agent Communication (AdCP)

AdCP enables direct communication between AI agents across platforms, standardizing tasks like audience discovery and campaign optimization using MCP.

Agent Containers in RTB (ARTF)

ARTF embeds containerized agents in real-time bidding infrastructure for low latency tasks like bid adjustments and fraud detection.

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Core Technologies: MCP vs OpenRTB Patch + gRPC

- MCP focuses on flexibility and interoperability;
- OpenRTB Patch and gRPC emphasize speed, security, and control in auctions.

Model Context Protocol (MCP)

MCP uses JSON-RPC for structured, context-rich AI agent communication, supporting discovery and negotiation across platforms.

OpenRTB Patch Technology

OpenRTB Patch enables atomic, intent-driven mutations in bid requests allowing secure and efficient auction orchestration.

gRPC High-Performance Calls

gRPC delivers sub-millisecond remote procedure calls for container orchestration ensuring low-latency communication in RTB systems.

Architectures and Workflows

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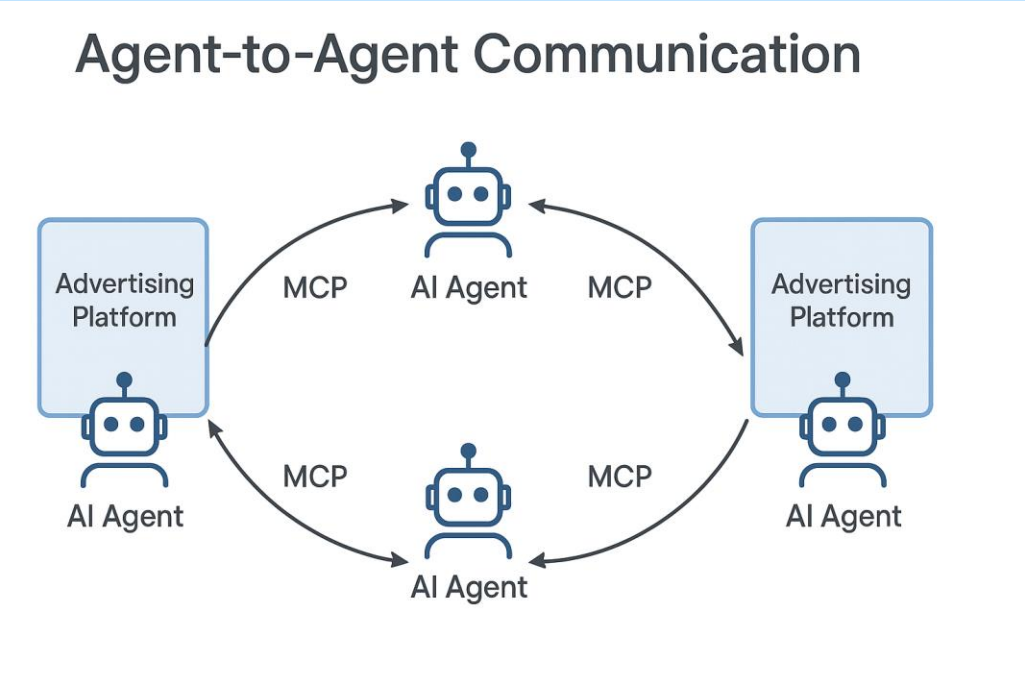
Architecture Overview

Both architectures aim for modularity and scalability, focusing on interoperability for AdCP and secure execution for ARTF.

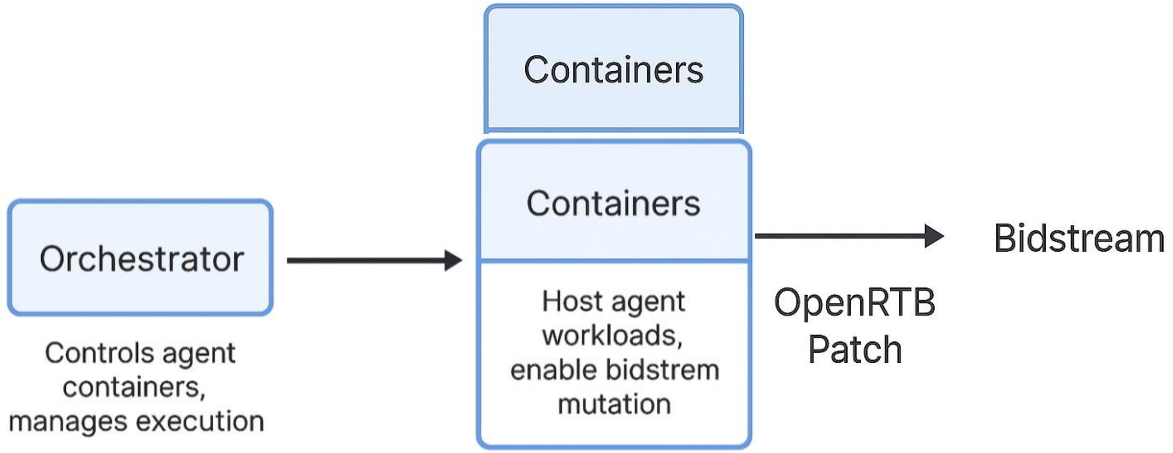
AdCP Architecture

AdCP uses distributed AI agents connected by MCP interfaces for cross-platform collaboration without custom integrations.



ARTF Architecture

ARTF embeds containerized agents within SSP or DSP, interacting with orchestrators using gRPC and OpenRTB Patch.



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Workflow Visualization

AdCP Agent Discovery and Negotiation

Advertiser agents identify publisher agents and negotiate campaign terms using MCP for activation.

Continuous Execution and Optimization

Agents exchange performance signals in real time to optimize campaigns dynamically.

ARTF Auction and Mutation Handling

Orchestrator invokes container to process bids, propose atomic mutations, ensuring auditability and low latency.

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Pros

- **AdCP Interoperability and Innovation**
  AdCP enables broad interoperability and AI-native workflows, fostering innovation with an open governance model.

- **ARTF Security and Modularity**
  ARTF offers strong security, privacy controls, and modular container-based orchestration ideal for RTB optimizations.

Cons

- **AdCP Adoption Challenges**
  AdCP adoption is nascent and depends on widespread industry participation for success, driven by few private companies.

- **ARTF Scope and Complexity**
  ARTF focuses on RTB with operational complexity in container management as a limitation.

What does it mean for Adform?

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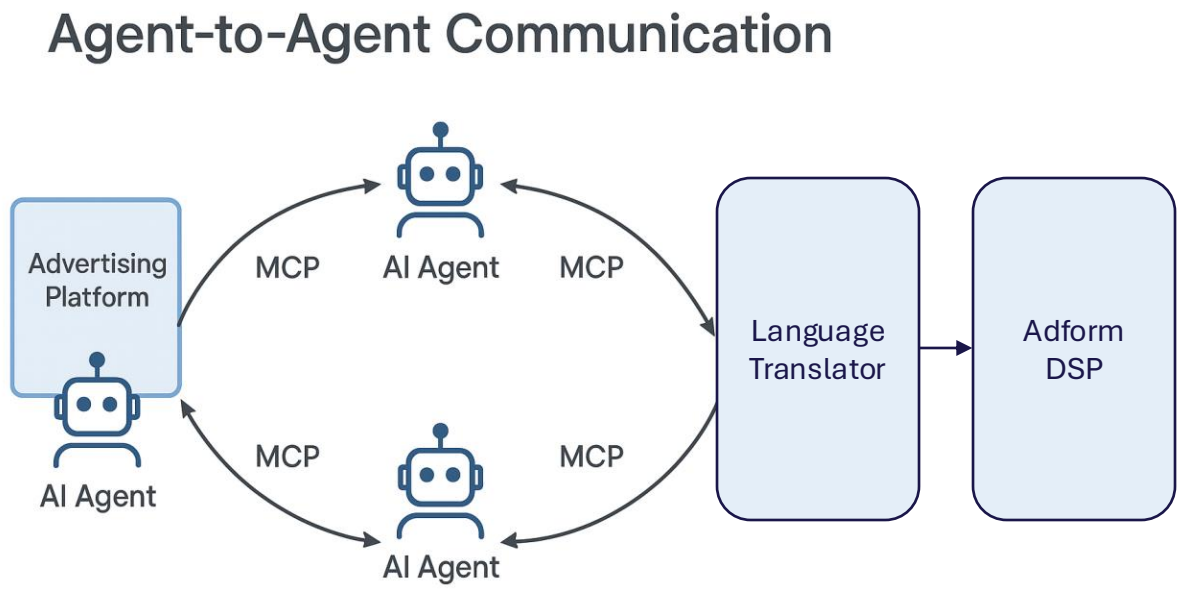
Strategic Implications for Adform

AdCP Adoption

- **Cross-Platform Interoperability**
  Supporting AdCP allows Adform to act as an open endpoint, enabling seamless agentic workflows across platforms, while keeping control of the infrastructure. Probably the easiest path, requiring a ‘translator’ to adapt our API decisioning system to the MCP ‘language’



Strategic Implications for Adform

ARTF Adoption

- **Enhanced In-Auction Decisioning**
  Implementing ARTF with container orchestration and OpenRTB Patch improves secure, real-time auction optimizations.
  More complex as affects directly our bidding algos. Could be part of Adform IQ.