Adtech Firm Agentio Raises $40 Million to Make Creator Marketing More Programmatic

Marketers will pump $10 billion into creator marketing this year, according to Emarketer.

Most of those ad dollars require brands to negotiate deals and contracts directly with creators. A handful of tech companies want to speed up and automate the process of matching brands with creators, including two-year-old Agentio.

Agentio has raised $40 million in a Series B round of funding led by venture capital firm Forerunner. Benchmark, Craft Ventures, AlleyCorp, Antler, and Starting Line also participated in the round. Agentio has raised a total of $56 million, closing its Series A round of funding at the end of 2024.

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