Dentsu Revamps Its AI Platform for an Agentic Future

Dentsu has overhauled its flagship AI platform, Dentsu.Connect, in preparation for a future where marketing and media workflows between brands, agencies, and tech partners are largely automated by agents.

The holdco unified its data and tech groups in 2024 and brought them into Dentsu.Connect. The goal was to supercharge marketing operations with a shared data layer and AI tools.

The newest iteration of Dentsu.Connect, built on a combination of custom small language models and frontier large language models like Google’s Gemini and Meta’s Llama models, goes much further. It acts as a centralized platform where all the existing workflows, like media planning, strategy, audience-building, can communicate and learn from each other.

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