IAS Moves Beyond Verification With New AI Agent for Ad Campaign Optimizations

The ad verification and measurement firm Integral Ad Science (IAS) is adding an AI agent to its platform to help advertisers optimize campaigns, the company announced Tuesday.

IAS primarily offers tools for helping advertisers ensure their messages run in appropriate environments and are viewed by real people rather than bots. The company's IAS Agent will use real-time performance insights to tailor and automate campaigns within IAS' platform. Like other AI agents, the new tool will be able to execute some actions autonomously on a user's behalf.

IAS Agent is trained on the company's years of proprietary data, and uses a multimodal model that can analyze trillions of data signals in real time, including images, audio, video, and text, the company said.

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