

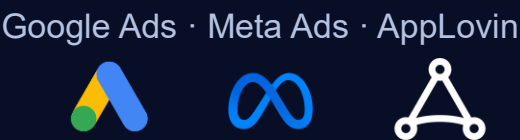
Automating media buying operations

AI agents to speed up operations.
Media buyers stay in control.

SOLUTION DELIVERED AND IN PRODUCTION

REDUCTION IN MANUAL WORK TIME

40–60%	50–75%	20–35%*
Media & audience planning	Campaign setup	Routine optimizations

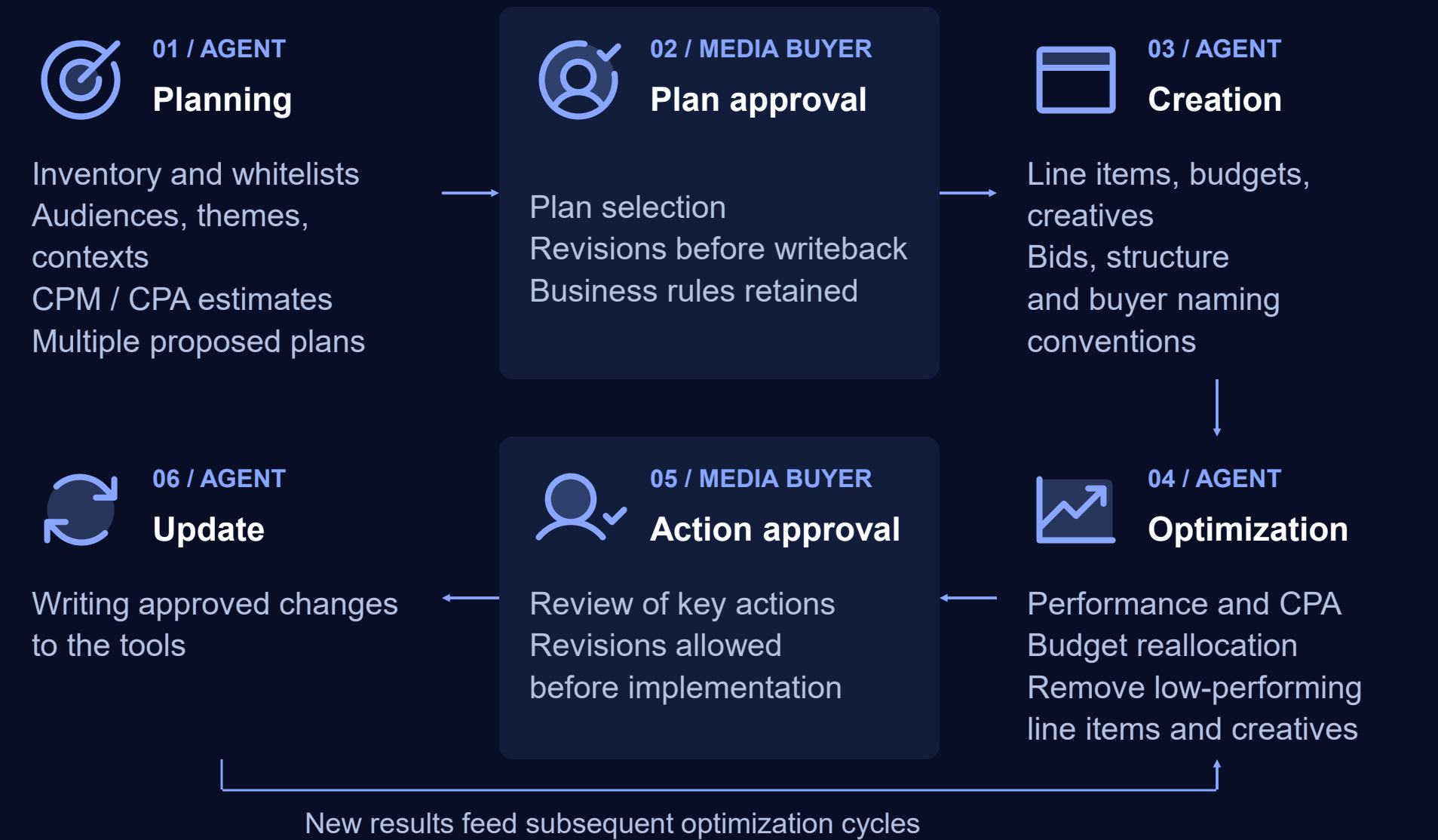


EPICFLARE’S ROLE

Translate trading methods into workflows, develop agents and their connections, then integrate the solution into operations.

A connected workflow with media buyer oversight

Brief and budgets · reporting · historical conversions · existing setups



Planning: manual work time vs. time spent revising AI outputs. Ranges vary by scenario.
* Optimization: approximate gain, also linked to other process changes.

Let’s discuss your media buying operations