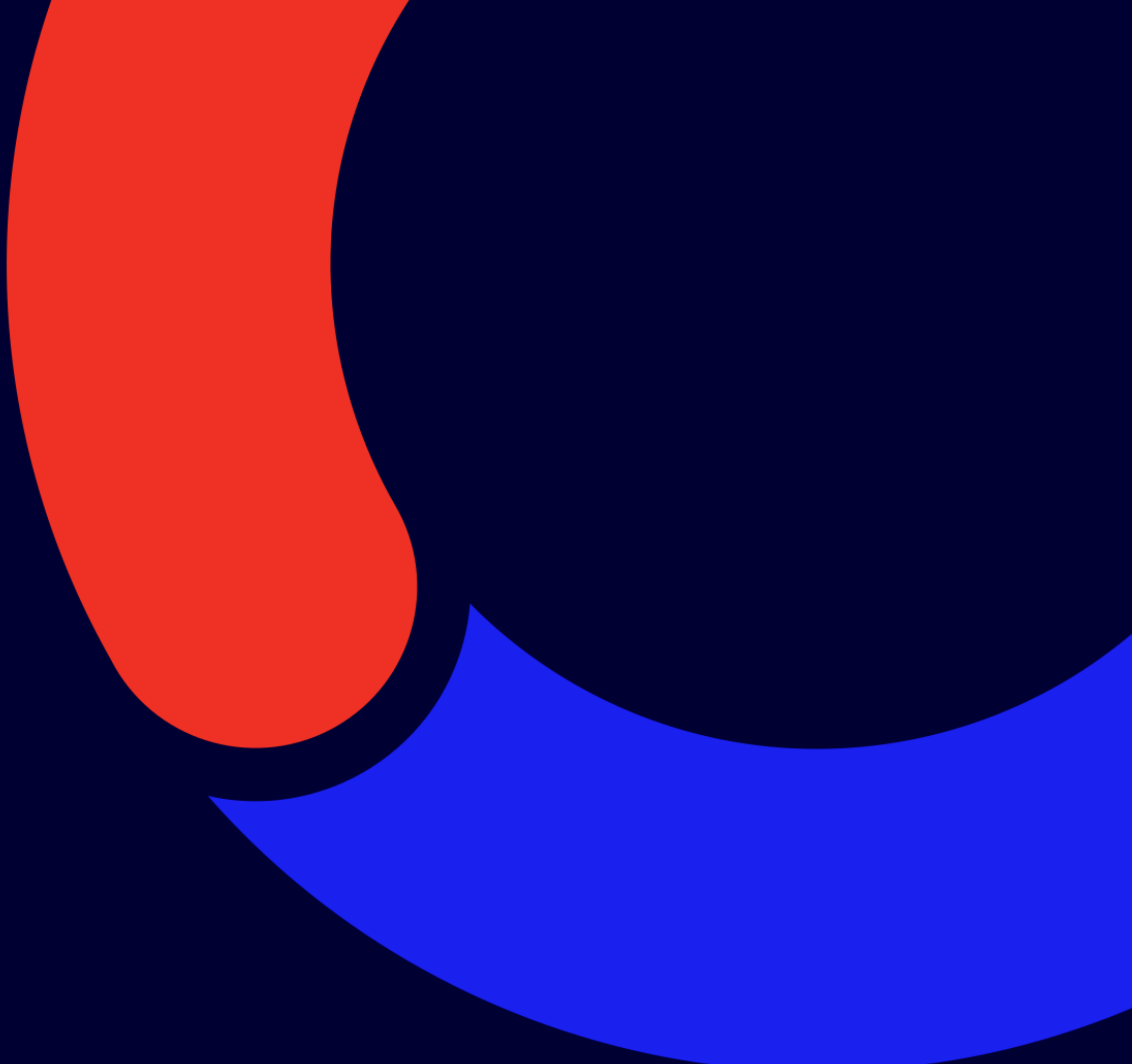




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Agentic Experiences and Workflows

How agentic technologies are starting to impact brands

Updated: October 31st, 2025



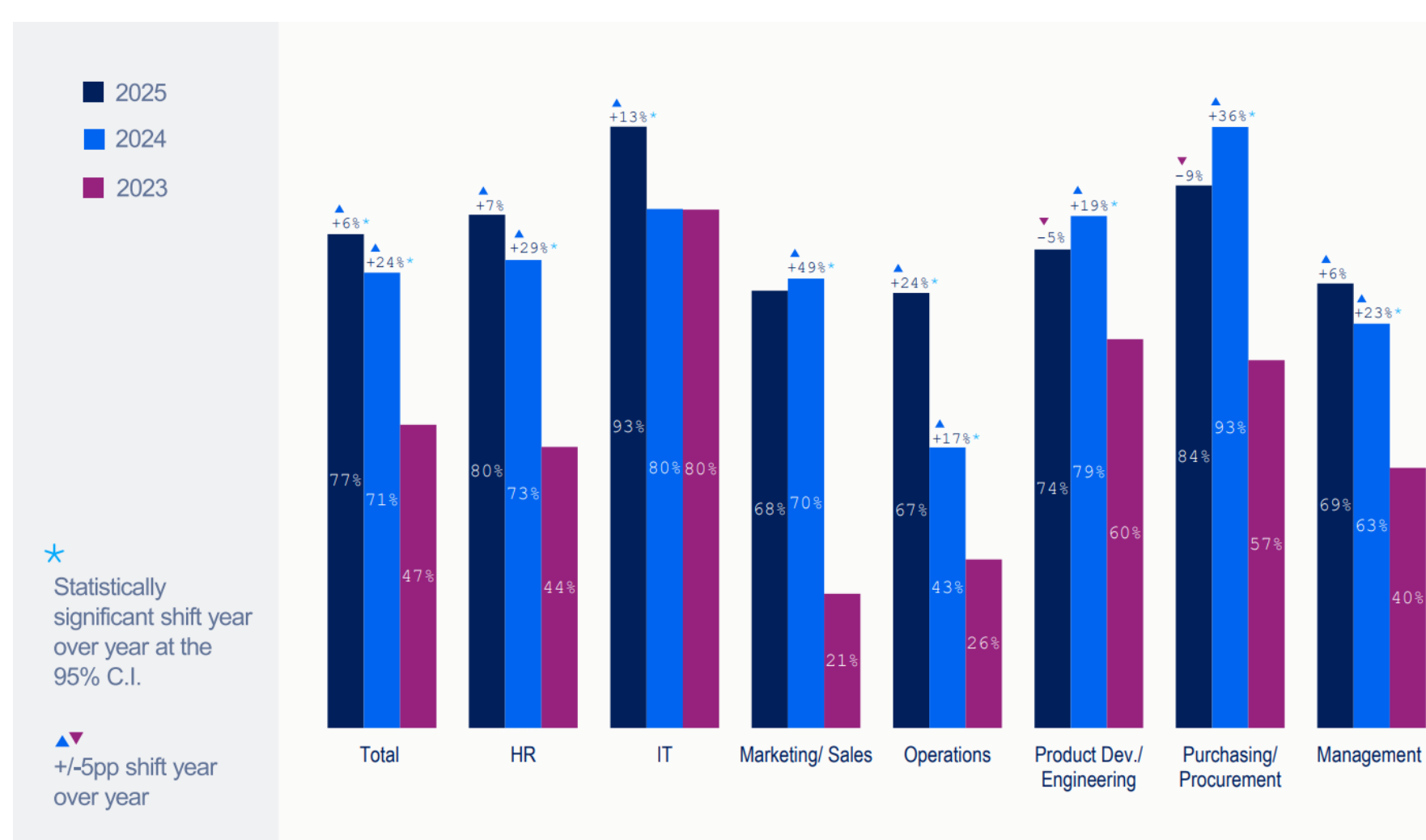
WE *Create* **WHAT'S NEXT**

Agentic Technology's Early Steps

Enterprise AI capabilities are now beginning to prove their worth. A recent study from Wharton Business School shows that 75% of US-based large commercial organizations now report a [positive return on investment from AI](#), with less than 5% stating a negative return.

Larger businesses are [catching up](#) with smaller orgs, and senior leaders are increasing their personal utilization, with [46% of business leaders now using AI daily](#).

Other studies report a significant contraction in the [timelines for positive returns](#) in just the past 12 months.



The Wharton study states that familiarity with AI in [marketing and sales functions](#) lags many other areas of corporate activity, and [expertise lags even further](#). This illustrates the significant headroom for further adoption and impact of AI technologies, as well as the need for ongoing learning and development.

A significant limitation to adoption has been the need to understand advanced prompting, managing, and updating context, and utilizing the outputs from the models at scale.

Agentic technologies are solving these challenges by mapping existing secure corporate data sets, using reasoning to translate a simply expressed need into a workable process, and context protocols to automate connectivity.

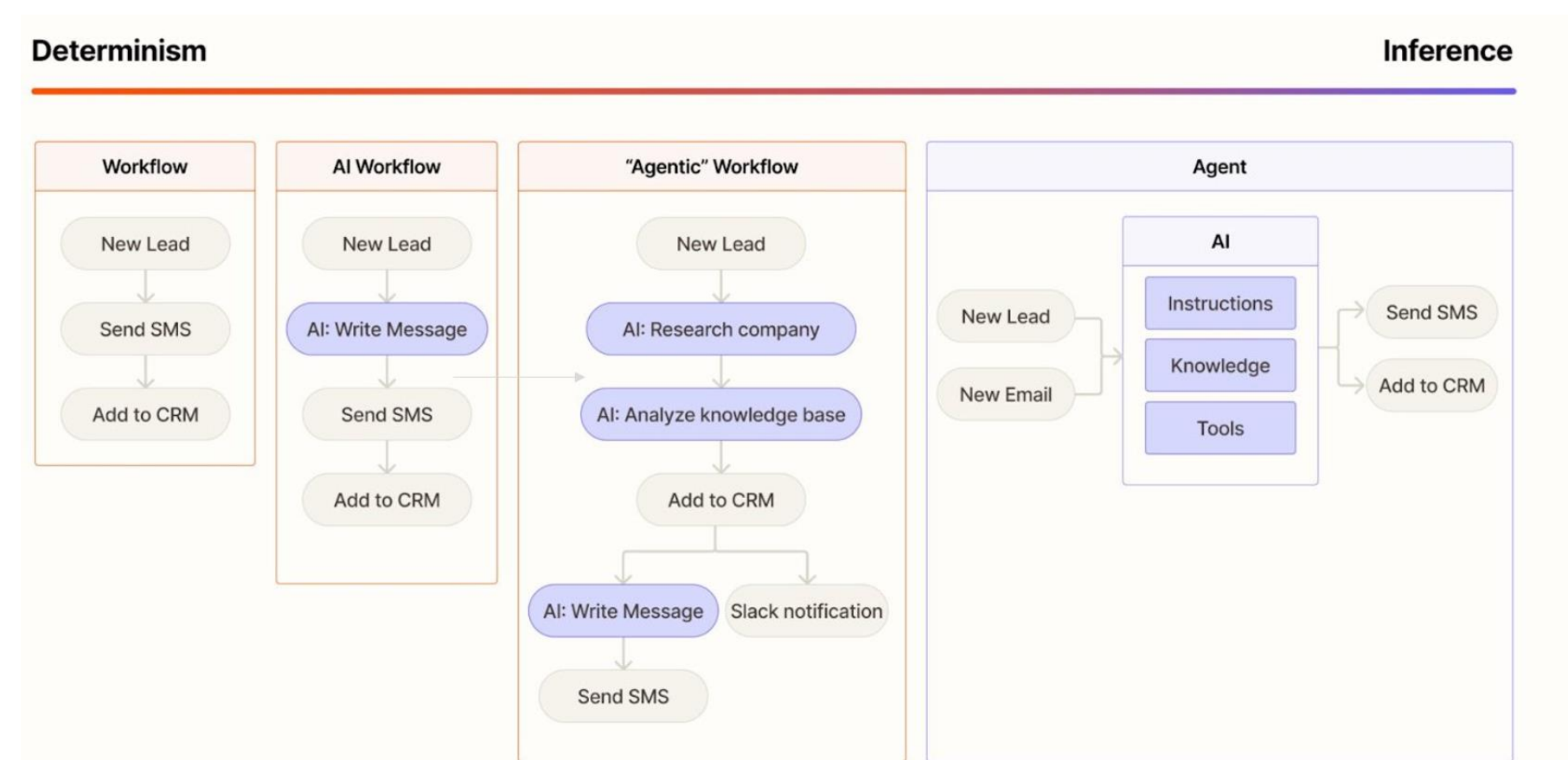
Microsoft launched several new [enterprise features](#) this week that extend the utility of AI and democratize its impact.

The [App Builder](#) enables anyone, not just developers, to create and deploy apps grounded in company content and data assets. Similarly, the [Workflows Agent](#) enables anyone to create an automation, with the AI dealing with the complexities of integration and maintenance.

These capabilities are still in a beta phase, but illustrate the trend of empowered employees able to do more, leveraging their expertise whilst working within well-defined boundaries.

Enterprise Agentic Workflows

The days of AI as merely a chat-based question-and-response tool are rapidly receding; however, few are fully agentic yet. Zapier neatly defines [several intermediate stages](#) of enterprise AI adoption.



In the immediate term, we should think in terms of [agentic workflows](#), before autonomous "agents." These workflow sequences are more reliable and cost-effective for dependable marketing execution, with human in the loop oversight until the AIs can be fully trained to execute tasks.

The step to AI workflows involves designing AIs to handle one specific, high-volume task, ensuring focused excellence before attempting [more complex duties](#). There are multiple examples across our functions and platforms of specific tasks being handled by AI.

To achieve an agentic workflow, these capabilities must be effectively connected across both internal and external systems. The [Model Context Protocol](#) has proven to be a powerful enabler. In [Omni, this manifests as 'skills'](#), which means we can connect brand profiles to audience intelligence, cultural signals, and simple files.

OpenAI provided practical advice this week on how to use the new Agent Kit and [develop these workflows](#) to become increasingly agentic over time. [Evaluation techniques](#) are becoming agentic, enabling complex systems to be built in [far shorter](#) timescales.

It is best to treat the AI with a model of [continuous improvement](#), thinking, and solving together. Active review of AI outputs provides explicit feedback and instructs the AI to refine its prompt to deliver better results faster, guiding it to utilize operational models such as [agile or waterfall](#) to best accomplish the goals set. Establishing a feedback loop that rapidly increases the AI's alignment with brand standards and marketing goals.

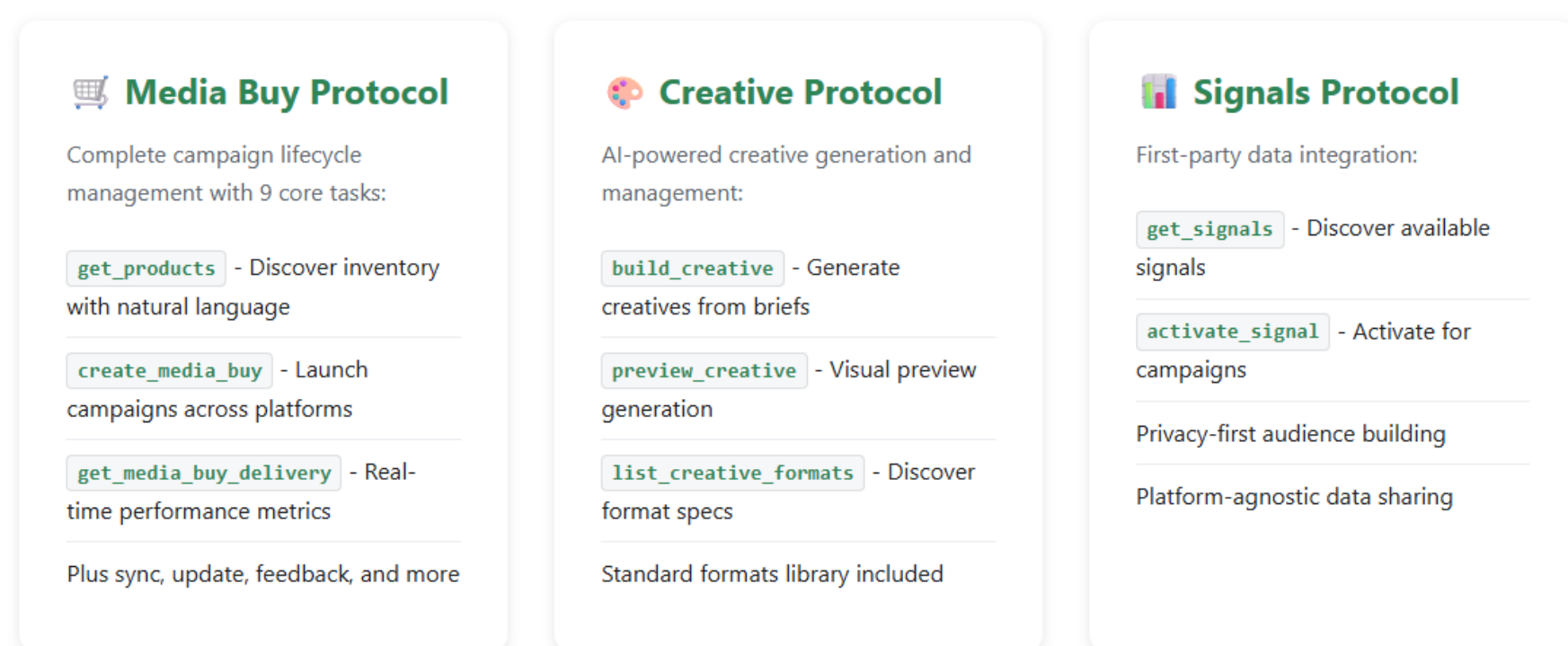
This trend is not just occurring within organizations, but is now starting to appear across sectors, one new example is the [Ad Context Protocol](#).

Ad Context Protocol

AI technologies have long had a profound impact on media, from curation algorithms to machine learning-based optimization. Recent years have seen the rise of [AI buying agents](#) such as Google PMax and Meta Advantage+, which integrate multiple AI systems into a single performance-based proposition. However, they are limited to only the platforms they are built for.

In response, the [Ad Context Protocol](#) (AdCP) was launched this month as an open, vendor-neutral standard that enables AI agents representing buyers, sellers, and platforms to communicate in a shared language within programmatic. It is built on the Model Context Protocol, providing a “universal adapter” into AI assistants while preserving the specialized APIs of ad platforms.

Instead of stitching together bespoke APIs across DSPs, SSPs, ID graphs, clean rooms, and measurement stacks, an advertiser agent can express audience, context, or KPI constraints to discover comparable supply across partners and activate plans through consistent, auditable calls.



AdCP is currently only supported by a small number of [launch partners](#) and has a [long way to go before it scales](#). It does, however, illustrate that a meaningful alternative to walled-garden AI buying agents is possible.

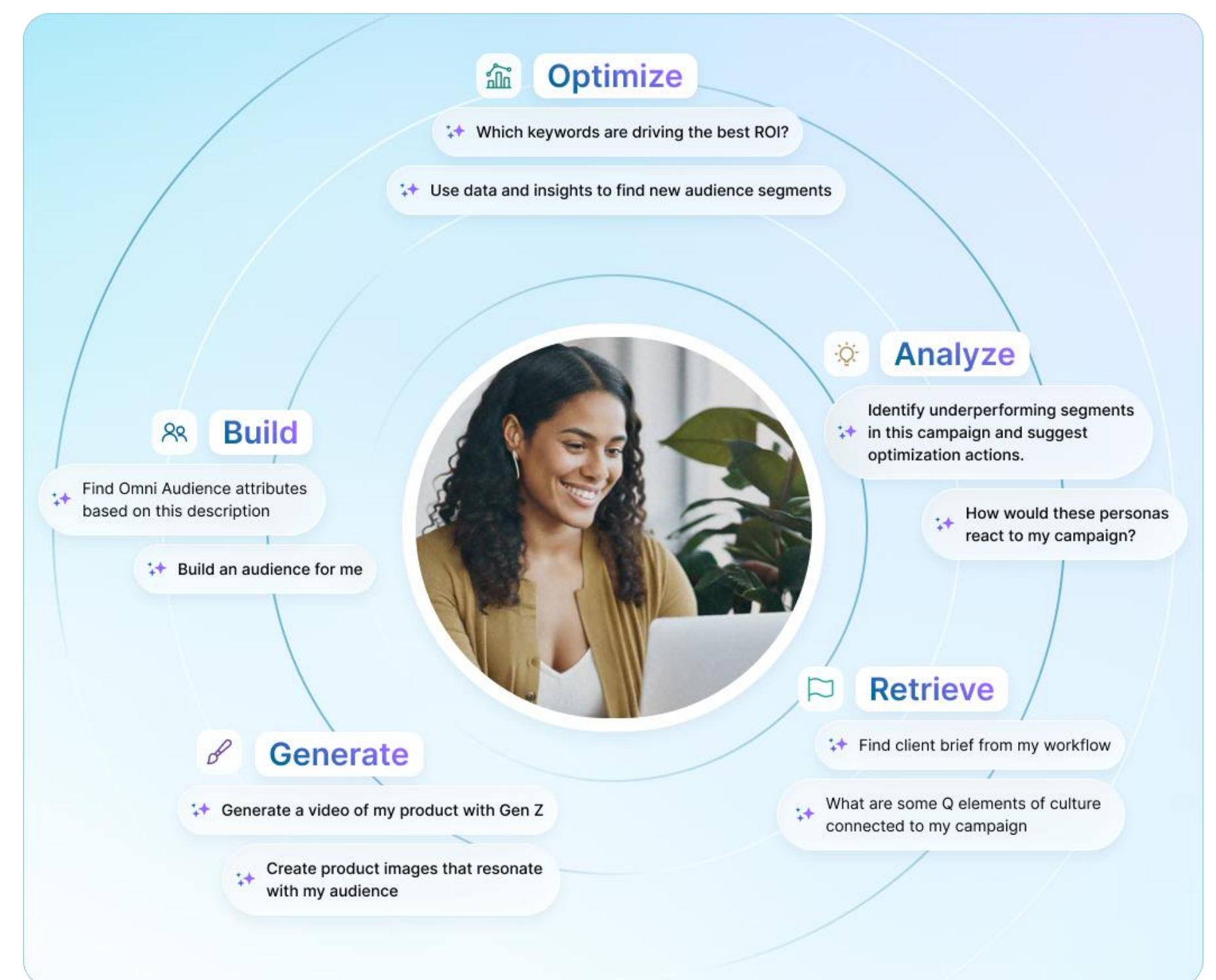
A standardized agent interface lowers barriers for smaller platforms to present high-value audiences and outcomes. Value would migrate toward publishers and platforms with differentiated first-party data and contextual strength.

AdCP can [deliver more options for brands](#) to reach potential consumers. Agentic buyers will score packages on relevance and verified outcomes, not just price, which advantages premium environments with measurable attention and trusted signals. Conversely, commodity inventory could see margin pressure as agents normalize supply comparisons.

There is a significant opportunity for brands to benefit from the already proven benefits of AI-based activation, matching benefits and messages to need states and contexts, whilst also maintaining control and avoiding the potential pitfalls of performance commoditization.

An Agentic Roadmap

The capability to deliver more sophisticated agentic workflows has recently been enabled across OMG with the release this month of the [next generation of Omni Assist](#).



The upgraded Omni Assist includes a broader range of agents integrated with Omni data sets, enabling, for example, the creation of [‘precise, data-driven segments directly in-platform using natural language’](#). There are also expanded capabilities for users to use Omni’s existing skills to support their [specific goals and use cases](#).

The immediate path forward is clear and pragmatic. We start with agent-assisted workflows built on overseen and optimized agents, focused on specific tasks with brand guardrails and policies, such as audience and inventory discovery, or reporting and optimization.

With training, agents are integrated into custom workflows and then elevated to supervised activation within tight budget constraints, progressing to controlled autonomy on well-understood channels.

This is likely to be enabled by protocols such as AdCP. Agencies will increasingly compete on how well they design and govern agents, prompt libraries, safety rails, and optimization logic, rather than pure execution volume.

For OMD clients, that translates into a roadmap that sequences data readiness, pilot design, and partner protocols to prove incremental business impact while maintaining brand standards and control.



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