

# From Manual to Intelligent:

Harnessing AI Agents  
for Next-Generation  
Advertising Efficiency

**Unlocking Unprecedented Efficiency,  
Empowering Strategic Work, and Eliminating  
Repetitive Tasks in the Advertising Industry**



AI Agents will maximize efficiency for sales and operations teams, unlocking long-sought-after cost savings. ”



## INTRODUCTION

### The Promise of a Smarter Workforce

AI Agents are all the rage. What makes agents most exciting is their ability to solve problems that were previously unsolvable with traditional coding or other AI solutions. AI Agents hold the promise of eliminating manually repetitive tasks—a widespread challenge in the advertising industry.

If done properly, AI Agents will maximize efficiency for sales and operations teams, unlocking long-sought-after cost savings. Teams will be freed up for strategic, creative, client-facing work, propelling the industry forward.

In this white paper, we'll explore what AI Agents are, where they fit, and how to get started with them.

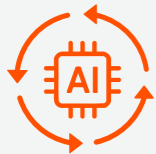
## DEFINING AI AGENTS

### What Are AI Agents, and Why Should You Care?

AI Agents are advanced software systems that use artificial intelligence to interact with their environment, gather information, and take action to achieve predefined goals. They can operate autonomously or in concert with humans to make decisions and execute tasks. While definitions are still evolving—with various frameworks being debated—we think a simpler lens is more practical: **Guided vs. Autonomous**.



**GUIDED AGENTS**, sometimes referred to as "Human in the Loop," help users complete specific tasks under their direction.



**AUTONOMOUS AGENTS** take that a step further, executing tasks independently.

There's no universal "right" approach; the key is selecting the appropriate level of autonomy for the task at hand. For instance, LLMs are prone to hallucinations (erroneous answers) and have known issues with some types of math. As such, tasks that must be error-free still require human oversight.

There's much hype about agents replacing a majority of human jobs. Will they replace us? Probably not anytime soon. But they will become essential tools for getting work done faster and smarter. The only thing to fear is being left behind by clinging to "the way we've always done it."



At Boostr, we view agents like new team members: train them, guide them, and gradually give them more responsibility as trust builds.





Expecting users to craft detailed prompts in a chatbot interface adds unnecessary complexity and cognitive overhead.



## THE ADOPTION IMPERATIVE

### Where Agents Make Sense—And Where They Don't

Starting simple is key: automate high-frequency, time-consuming tasks that weren't automated before. A practical first step is to evaluate tasks by role and stack rank them by frequency, time spent, and cost. This will highlight areas where agents can deliver quick wins and help build organizational trust.

However, **adoption is the linchpin** to realizing the full value of AI agents. No matter how powerful an agent may be, its impact is limited if it's not embraced by the end user.

### The Friction of "Bolted-On" AI

One of the most common pitfalls organizations face is deploying agents that feel bolted on rather than naturally integrated. Poor integration can create friction, disrupt user workflows, and ultimately lead to technology abandonment.

To drive real adoption, agents must be embedded seamlessly into the environments where users already work. This means placing the agent directly in the workflow—at the point of action—rather than asking users to switch contexts or learn a new interface.

Instead, the intelligence should work quietly behind the scenes, interpreting the context and automating prompt generation so the user doesn't have to.

**CASE STUDY****The  
Contact  
Enrichment  
Agent****EMBEDDED AGENTS IN ACTION**

A task that virtually no one wants to do—manually entering details like job title, email, and phone number—remains essential for maintaining accurate, actionable CRM data. At Boostr, we've deployed a Contact Enrichment Agent that's native to our email plugins to solve this.

**HOW IT WORKS:**

**When a user is viewing an email, the agent can:**

**ANALYZE** its contents and determine if the people mentioned are in the Boostr database.

**IDENTIFY** if information is missing or outdated.

**SUGGEST** the creation of a new contact record or updates to an existing one.

**PRESENT** its findings to the user for verification.

The user can approve and apply the changes with a single click—no manual data entry required. By embedding the Agent directly into the workflow with contextual awareness, prompts are executed behind the scenes, eliminating user effort and boosting adoption.

FRAMEWORKS FOR SUCCESS

Embedded vs. External Agents

Embedded Agents—built into system-of-record platforms—have many advantages. External Agents offer flexibility but often suffer from limited API access, poor workflow integration, and lower adoption. We believe the sweet spot lies in embedded agents that can also be invoked externally through APIs.

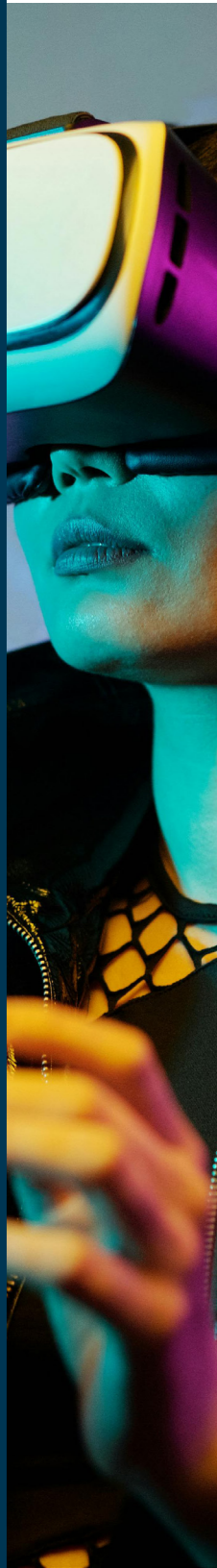
FEATURE	EMBEDDED AGENTS	EXTERNAL AGENTS
External Agents	✓	✗
Data Access	✓	✗
Security	✓	✗
Adoption	✓	✗
Flexibility	✗	✓

WHERE AGENTS SHINE:

- ✓ High-volume, repetitive tasks (e.g., data entry).
- ✓ Activities that are annoying but critical (e.g., CRM updates).
- ✓ Tasks where prompt user feedback ensures accuracy.

WHERE AGENTS FALL SHORT:

- ✗ Workflows across systems with poor APIs.
- ✗ Projects requiring extensive setup to access current data.
- ✗ Thinking they'll replace teams without redefining roles first.



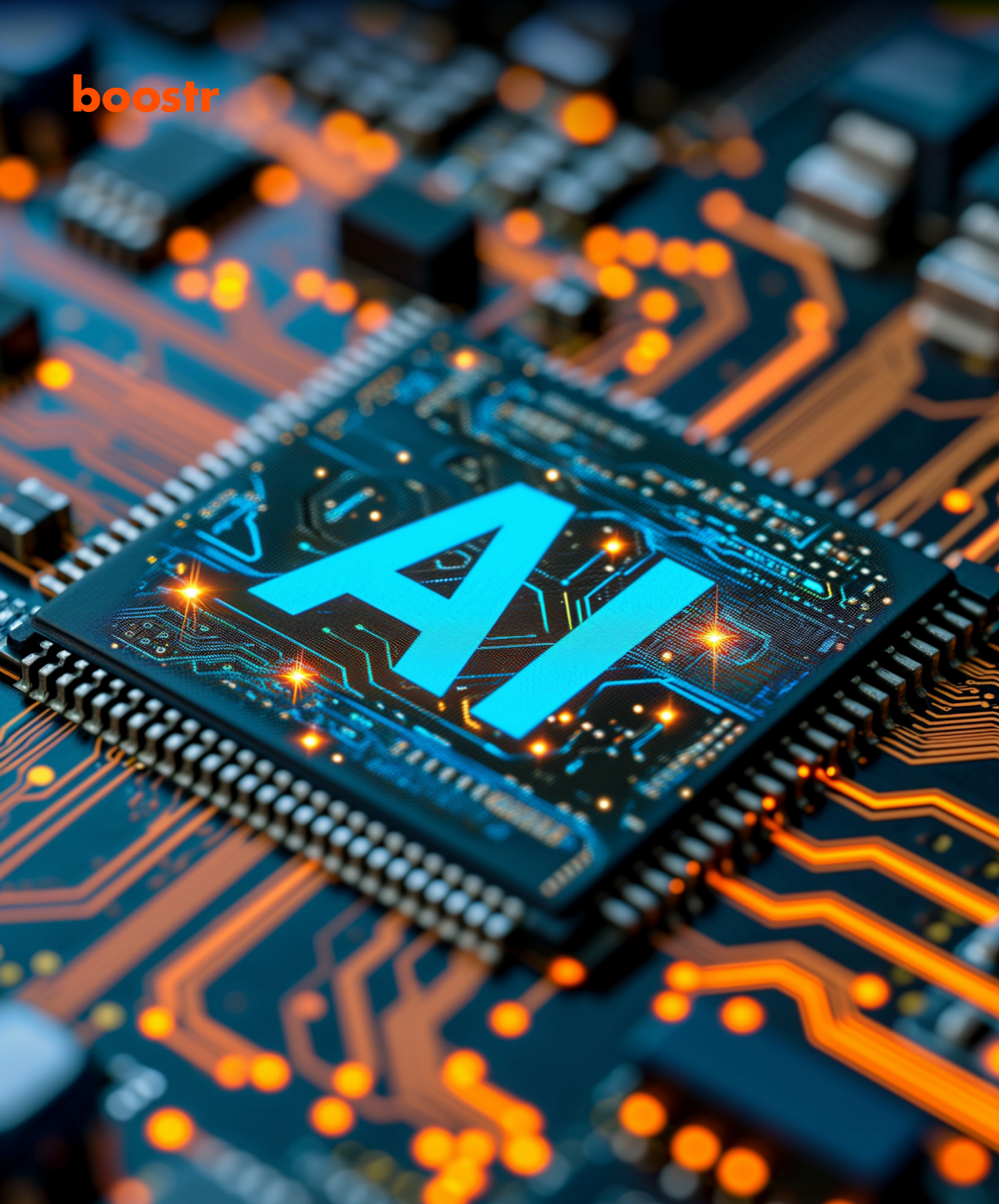
## THE BOOSTR APPROACH

### Where Boostr is Investing in Agents

We see broad potential across both pre- and post-sales workflows. But when it comes to high-volume, time-consuming tasks, **post-sales is the bigger opportunity**. Much of the work still relies on spreadsheets, emails, and manual entry—tasks often assigned to junior staff or outsourced.

Boostr is building turnkey agents to eliminate these repetitive tasks. The underlying technology is ready today to solve critical issues like ingesting media plans, applying IO revisions, and optimizing campaigns.

Our focus is on delivering elegant, effective solutions—without asking users to care about token limits or model types. Leave that to us.



## CONCLUSION & NEXT STEPS

### A Path Forward

We're incredibly excited about the early results Boostr's agents are producing for clients.

Being able to finally solve previously unsolvable problems will bring new life to overworked, stressed members of your organization so they can focus on what matters most: delighting your advertisers and agencies.

Find out how Boostr can help you conquer your media business complexity.

[START A CONVERSATION TODAY](#)

## ABOUT BOOSTR

Boostr is the most comprehensive and accurate digital transformation platform for managing advertising sales and delivery in the media industry. Purpose-built by media professionals, Boostr offers CRM, OMS, automated RFP response tools—and now, the Boostr Agent Series, a powerful suite of AI assistants designed to streamline workflows and drive smarter decisions across the revenue org.

Our platform helps media companies sell more, at higher margins, with greater efficiency. Some of our clients include Macy's, Lowe's, Westwood One, DISH, BuzzFeed, and many more.

Want to accelerate your digital transformation?  
Book a demo —we'd love to show you what Boostr can do.

[VISIT US AT BOOSTR.COM](https://www.boostr.com)