

Voiro Expands Its Intelligent Media OS with Agentic AI and Programmatic Intelligence

Voiro expands its Intelligent Media OS with Agentic AI and Programmatic Intelligence to help media teams plan faster and uncover revenue opportunities.

BANGALORE, KARNATAKA, INDIA, September 1, 2026 /EINPresswire.com/ -- Voiro today announced the expansion of its Intelligent Media OS with new Agentic AI capabilities and [Programmatic Intelligence](#), giving media businesses an operating layer that extends beyond workflow execution into planning, decision-making and revenue optimisation.



The expansion builds on Voiro's vision of connecting the fragmented systems, workflows and data involved in media monetisation.

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Kavita Shenoy, CEO.

As advertising businesses add more channels, platforms and revenue models, teams increasingly need to move across multiple systems to understand performance, build media plans, identify risks and determine what action to take next.

Voiro is addressing this through two new areas of intelligence within its platform, designed to help teams interact with fragmented ad revenue data and complete complex tasks.

Voiro's Agentic AI offering introduces purpose-built agents designed around specific workflows within the media revenue lifecycle.

The [Intelligence Agent](#) allows teams to interact with business and revenue data using natural language. Users can ask questions about inventory, advertisers, campaigns, revenue and other operational signals without manually navigating multiple reports or dashboards.

The aim is to help teams move beyond reporting towards identifying risks and opportunities early enough to act, with under-delivery reduced to as little as one-sixth through earlier detection of pacing gaps.

The [Media Planner Agent](#) focuses on another highly manual workflow: turning an advertiser brief into a viable media plan.

It brings together available supply, historical performance, benchmarks and other planning inputs to generate recommended plans and proposals, while keeping the underlying numbers traceable.

For media planners and ad sales teams, the agent can turn an advertiser brief into a complete media plan in under 60 seconds, reducing planning turnaround time and helping teams respond to briefs and advertiser requirements faster.

“AI becomes considerably more useful to media businesses when it understands the operating context around a decision,” said Kavita Shenoy, CEO of Vairo. “Our focus is on building intelligence directly into the workflows and information revenue teams already depend on.”

Alongside its Agentic AI capabilities, Vairo is also addressing the fragmentation within programmatic monetisation.

Programmatic teams operate across SSPs, exchanges, ad servers and custom or home-grown systems, each producing data in different formats. This fragmentation in process and data can obscure changes in yield, partner underperformance and revenue opportunities.

Vairo's Programmatic Intelligence layer uses AI to connect, map and normalise these disparate sources into a common monetisation framework. New connectors can go live within a day, bringing even custom data sources into the same operating view.

This gives teams a unified view of performance across partners, helping them identify anomalies, improve yield and uncover incremental revenue opportunities. Even a 5% uplift on an existing ₹1 crore revenue base can translate into meaningful additional growth.

Together, these capabilities represent the next stage of Vairo's Intelligent Media OS strategy.

Vairo already connects key parts of the media monetisation lifecycle across sales, campaign operations, delivery, billing, revenue and optimisation. Agentic AI and Programmatic Intelligence extend that foundation from managing workflows and recording what has happened towards

helping teams understand why it happened and what they should do next.

“Media businesses do not have a shortage of systems or dashboards,” Shenoy added. “The larger challenge is connecting the information inside them and turning it into decisions quickly enough to affect revenue.”

About Vairo: Vairo is an enterprise ad monetization technology company serving retail media networks, e-commerce publishers, OTT platforms, and large-scale digital media businesses globally. Its Intelligent Media OS connects advertising workflows, revenue data, and intelligence across the media monetization lifecycle, helping teams manage and optimise their ad business through a unified operating layer.

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