AudienceMix Adds Agentic Support for the Next Generation of Media Buying

MCP server, Audience Concierge and Slack integrations give agentic buyers new ways to discover, evaluate and activate high-quality audience data

NEW YORK, NY, UNITED STATES, September 16, 2026 /EINPresswire.com/ -- NEW YORK — September 16, 2026 — AudienceMix, a leading audience data and technology company, today announced a new suite of agentic buying capabilities, including an MCP server, Audience Concierge and Slack integrations designed to make its high-quality audience data directly accessible to both AI-driven and human media buyers.

> Our goal is to make high-quality audience segments easy for an AI agents, and the hard-working humans who manage them, to discover, evaluate and activate."
>
> *Tom Mitchel*

The new capabilities extend the AudienceMix platform to support the next generation of programmatic buying while continuing to serve the human planners, traders and strategists already using its data today.

Buyers can add the AudienceMix connector to their preferred AI assistant, or connect their own agents directly to the AudienceMix MCP server, to explore our taxonomy and identify relevant audience segments. Audience Concierge helps buyers refine or build audiences around a specific campaign objective, and Slack integrations let teams ask questions and work with AudienceMix in real time. Agents can handle the discovery and legwork, but the people running each campaign stay in control of every decision.

AudienceMix MCP Server: https://agent.audiencemix.net/mcp

"When we launched AudienceMix, our primary goal was to bring the highest-quality data segments to buyers at scale and efficient prices," said Tom Mitchel, Founder of AudienceMix. "Now we see agentic buying as an extension of that quality service, and we want to continue meeting buyers where they are today and where they'll be tomorrow."

AudienceMix's approach is built around data quality and "segment health", combining multiple types of consumer signals to create audiences designed to be clean and relevant. In reporting from one leading demand-side platform, AudienceMix segments averaged in the 98th percentile for match and paid rate.

That quality has translated quickly into scale. In its first year, AudienceMix audiences have already been used across billions of advertising impressions and hundreds of agencies and brands, with the company continuing to rapidly expand.

“We use AudienceMix across all of our Amazon DSP campaigns, and the performance has been exceptional,” said Craig Kance, Founder at RypKord Digital. “AudienceMix audiences have materially outperformed other audience strategies we’ve tested, particularly in driving lower CPA.”

AudienceMix expects that emphasis on underlying data quality to matter more, as more of the buying process shifts to measured outcomes.

“Agentic buying changes how audiences are discovered and selected, but it doesn’t change what ultimately matters: good data,” Mitchel said. “Our goal is to make high-quality audiences easy for AI agents, and the hard-working humans who manage them, to discover, evaluate and activate.”

AudienceMix audiences are currently available for activation in Google Display & Video 360, The Trade Desk and other major DSPs, allowing both traditional and agentic buying workflows to connect directly into existing programmatic infrastructure.

About AudienceMix

AudienceMix is an audience data and technology company focused on bringing high-quality audience data to modern programmatic buyers. Its platform combines multiple data signals to create audiences designed for strong relevance, matchability and active reach.

Through its MCP server, Audience Concierge and Slack integrations, AudienceMix is extending its platform to support emerging agentic buying workflows while continuing to fully serve human buyers across leading DSPs.

For more information, visit AudienceMix.net or use their MCP server located at: https://agent.audiencemix.net/mcp

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