Newton Research and RPA Expand Multi-Year Partnership to Advance RPA's Agentic Capabilities

New Offering Pairs Rapid, Repeatable Incrementality Testing with Media Mix Modeling - RPAi Operating System Builds on Proven Agentic Planning & Buying Success



Newton Research

BOSTON, MA, UNITED STATES, October 5, 2026 /EINPresswire.com/ -- Newton Research, a leader in agentic AI analytics for advertising and media, today announced a significant expansion of its partnership with RPA. At the center of this next phase is RPAi, an operating system that unites Newton Research's agentic analytics with RPA's proprietary campaign workflow, a market‑defining combination that delivers measurable competitive advantage for clients by converting speed and efficiency into strategic value.

RPA is folding always-on incrementality testing directly into RPA's media planning and buying workflow. The new capability gives RPA a nimble, repeatable way to measure incremental lift — a middle ground between standard media analytics reporting and marketing mix model (MMM) — fully native to Newton's platform.

Rather than a point-in-time test, the offering is designed to run continuously across a client's planning cycles, giving RPA teams a constant read on what's actually driving performance as campaigns evolve.

This expansion builds on a partnership already marked by industry firsts, including award-winning first-ever agentic media buying, and RPA's early adoption of Newton Research's newly launched Unlimited Analytics which now extends to deeper incrementality testing and marketing mix modeling (MMM) purpose-built for RPA's client roster.

"We're always looking for ways to help clients make more informed decisions with greater confidence. Expanding our partnership with Newton allows us to bring incrementality measurement and predictive analytics closer to the day-to-day planning process, giving teams more opportunities to learn, optimize, and connect media investments to business outcomes." said Kanya Heng, SVP, Group Director, Marketing Intelligence, RPA.

“RPA has consistently been a first mover agency, embracing our unique combination of intelligence and automation. We are excited to expand our partnership further with RPAi, which will embed agentic intelligence deeper into their media business from planning to buying to measurement,” said John Hoctor, CEO at Newton Research.

About Newton Research
Newton Research is the system of action for marketing. Its agentic, self-learning platform helps brands and agencies turn measurement into intelligent, governed media decisions across platforms, and teams can be up and running in days, not months. With analytics at its core, Newton connects performance insights, experimentation, causal modeling, planning and campaign execution in one system. It automates the manual work that slows media teams down, so they can focus on driving better business outcomes. Built for media from day one, Newton runs directly on a company's own data warehouse in a single-tenant, enterprise-grade environment. It was founded by a team of successful media analytics entrepreneurs.
For more information, visit newtonresearch.ai.

About RPA
RPA, headquartered in Santa Monica, California, is one of the largest independent full-service advertising agencies in the United States. Founded in 1986, RPA delivers integrated creative, media, strategy, data, and technology solutions that drive measurable business growth. Guided by its philosophy of Respect & Results, RPA combines a relentless focus on business outcomes with a culture of transparency, integrity, and long-term partnership. RPA has a proven track record of building brands while building businesses into positions of category leadership and has been rewarded with many long-term client relationships. RPA’s client list includes American Honda, Acura, ampm, Apartments.com, ARCO, Homes.com, Marathon, Pocky, Southern California Edison, Thorntons, TXU Energy, and Yuengling

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