



UNLOCKING NEW REVENUE STREAMS

# The Creative Agency's Guide to AI Media Partnerships

How forward-thinking agencies are future-proofing their growth, winning bigger clients and staying ahead in an AI-driven market



# Why read this guide?

In today's fast-paced advertising world, staying ahead means embracing innovation and expanding your revenue streams. And with over 9,000 media and marketing agencies operating in Australia (source: [bluepencil.ae](https://bluepencil.ae)), standing out from the crowd isn't just smart - it's essential.

A recent study shows Australian marketers are leading the global shift to AI, with **87% planning to allocate budget to AI initiatives** in 2025/26 (source: [mediaweek.com.au](https://mediaweek.com.au)). The message is clear: the future is AI-driven, and agencies that adapt will lead.

*But the million-dollar question is:*

**How do you add a new, reliable revenue stream, without adding overheads or burning out your team?**

This is exactly where AI media partnerships come in. By integrating AI-powered advertising into your offering (without extra hires, tools or stress), creative agencies can open the door to long-term, scalable growth. So if you're exploring low-touch ways to boost revenue, offer greater value to clients, or simply secure your agency's future - this guide is for you.

## In this guide you'll learn

- How marketing partnerships with AI media specialists can diversify your agency's revenue streams - spreading risk and boosting financial stability.
- The benefits of partnering with an AI media specialist - helping you win and retain more high-value clients without hefty overheads.
- Strategies to create a reliable, low-touch income stream by integrating AI-driven advertising into your service offerings.
- How teaming up with an AI media specialist actually works - 3 easy steps.



# 3 reasons to diversify your revenue

Diversifying your agency's revenue isn't just smart - it's essential for long-term growth and building resilience in uncertain times.



## Reducing risk

Overdependence on a single income source is like walking a tightrope without a safety net. By diversifying, you spread financial risk and create a buffer against unforeseen challenges.

Benefits include:

- **Financial Stability:** Multiple income streams ensure a steady cash flow, even if one area experiences a downturn.
- **Operational Security:** A diversified portfolio safeguards your team and resources, allowing for sustained growth.
- **Market Agility:** With varied offerings, your agency can quickly adapt to industry changes and client needs.

## Adaptability & resilience

The market's moving fast - and agencies clinging to old models are getting left behind. TikTok exploded overnight. AI-driven advertising didn't wait for a five-year plan. Change is happening now.

Adding a low-touch AI media partnership isn't just a bonus - it's how your agency stays agile, grows revenue, and leads the next wave.

Clients aren't looking for more of the same. They want agencies who move faster, think smarter - agencies **'who get it'** and are ready to lead.



## Diversify your client portfolio

Teaming up with an AI media specialist opens doors to high-value clients across industries like online retail, healthtech, and fintech without needing to build in-house expertise.

- **Imagine this:** your agency usually works with consumer brands, but now you're pitching a healthcare client. Normally, that's a tough leap. But with an AI media partner at your side, you bring the creative strategy, they bring healthcare-specific media expertise, and together you pitch as one seamless, expert team.

The result? You win bigger, more lucrative business without adding overhead or retraining your team.

# Why partner with an AI media specialist agency?

In today's complex media world, pushing uphill with old strategies won't cut it. Your clients - busy marketers juggling shrinking budgets, endless media channels, and limited in-house expertise - are craving a simpler, cost-effective path to better results.

**Good news:** AI media strategies are rolling ahead and partnering with an AI-driven media specialist puts you in the fast lane to better results.

## Benefits for your agency

- ✓ **More Creative Opportunities:** AI-driven campaigns mean more premium channels (like Connected TV, Spotify audio ads, and digital billboards) where your creative work can shine.
- ✓ **No Heavy Lifting:** Forget expensive tech investments or new hires - your strategic AI media partner already has the tools, talent, and tech platforms covered.
- ✓ **Boosted Revenue:** With expanded media offerings, your agency attracts bigger budgets and more projects. More projects = more revenue (*and maybe even a nicer coffee machine!*).

## Benefits for your clients

- ✓ **Access to Advanced Tech:** Clients get the power of enterprise-level, AI-fuelled advertising strategies without the enterprise-level cost (or headaches).
- ✓ **Laser-Focussed Targeting:** AI optimisation means fewer wasted ad dollars and better audience engagement. Every dollar counts, after all.
- ✓ **Omnichannel Simplified:** They'll effortlessly launch consistent campaigns across multiple channels without feeling overwhelmed - or breaking the budget.
- ✓ **Measurable Results:** Clear, actionable insights from campaign data mean your clients know exactly what's working, making you look like the smartest agency around.



# 5 ways an AI media specialist partnership helps you win and retain high-value clients

## 1. Reliable revenue

Creative work can be a feast-or-famine game. One month you're crafting a big-budget brand campaign; the next, you're tweaking social posts and hoping the next job comes through. Integrating AI-driven advertising via a media partnership creates a steady, **'always-on'** revenue stream. It smooths out the rollercoaster, ensuring more predictable income so you can enjoy the ride without the nausea.

## 2. Drive better results

Media agencies often keep some big secrets under their hats – exclusive data, AI algorithms, and media tactics that supercharge campaign performance. However, your creative agency holds the ultimate secret weapon: creative assets. When you combine your creative genius with expert media strategy and AI-driven media buying, your clients' campaigns don't just perform – they soar.

**Campaigns that seamlessly integrate media and creative see around 57% higher effectiveness. Simply put, great creative gets even better results with AI-enhanced media planning and buying.**

*Nielsen Digital*

## 3. More creative opportunities

Paid advertising campaigns – much like hungry teenagers – constantly crave fresh content. AI-powered advertising significantly boosts ad performance, in fact, studies have shown that AI-optimised digital advertising improves cost efficiency by an average of 30% or more (Source: [Deloitte, 2023 Digital Media Trends Report](#)).

Better performing ads mean your clients enjoy higher returns, freeing up additional budget to invest right back into more creative projects. Your agency's revenue grows naturally as your creative team takes on more exciting, varied, and rewarding work.

**Studies have shown that AI-optimised digital advertising improves cost efficiency by an average of 30% or more.**

*Deloitte, 2023 Digital Media Trends Report*



## 4. Low touch, high impact

Thought about diversifying, but the idea of new hires, training, or tech made you hit pause?

AI media partnership is low-touch, zero-investment, and all upside. Your partner brings the platforms, the people, and the performance. You just make the intro, stay as hands-on (or hands-off) as you like, and watch the results roll in - either under your brand or as a trusted referral.

**Advertisers who leverage AI-driven media platforms have seen cost-per-acquisition drop by up to 60%.**

*Google Display & Video 360 Benchmarks*

## 5. Take client happiness (& loyalty) to the next level

Let's be real - most marketers don't want to be Lewis Hamilton. They just want to hop in, relax, and trust that the campaign is being driven by expert hands.

With an AI media partner in your corner, you become the ultimate navigator - offering clients peace of mind that both creative and media execution are fully covered.

Effortless for you. Reassuring for them.

### They'll handle client curveballs like:

- "Do we need vertical, square or horizontal versions for YouTube, BVOD and social?"
- "Can you resize these 15 times for every format under the sun?"
- "What exactly is Connected TV and do Spotify ads really work - and how do we book them?"



# The power of AI media partnerships

## Make big brand moves (without big brand budgets)

Top-tier, AI-driven advertising used to be the playground of global giants with eye-watering budgets. Not anymore.

Today, by partnering with an independent AI media specialist, you can offer your clients enterprise-level advertising solutions without the prohibitive costs, complexity, or operational headaches. And the best part? It positions your agency exactly where the market is heading: **smarter, faster, and future-proofed.**

Here's what happens when you embrace an AI media planning and buying partnership:

**Australian marketers are rapidly adopting AI-generated content across text, image, and video formats.**

*Capterra Survey 2024*



### Operational simplicity

No new hires. No tech chaos. Your AI partner manages the heavy lifting - optimisation, automation, and ad tech - while you stay focussed on doing what you do best: delivering brilliant creative.



### An innovation edge

You're not just pitching ideas anymore - you're pitching futuristic, AI-powered campaigns. Backed by real data, you can offer smarter, sharper media strategies that competitors simply can't match.



### Bigger wins

Enterprise brands aren't out of reach anymore. Armed with full-funnel, AI-driven media capabilities, you can confidently pitch and deliver at a scale that wins (and keeps) bigger, higher-value clients.



### Future-proof growth

The industry is shifting fast. Integrating AI into your offering now ensures your agency isn't just keeping up - you're leading the next wave of marketing innovation.

When you combine great creative with smarter media execution, the results don't just improve - they multiply. **AI isn't just the future - it's the new baseline. Partner smart. Play bigger. Grow faster.**



# How does a partnership with an AI media specialist actually work?

Teaming up with an AI media partner is as easy (and rewarding) as it sounds. Here's how to get achieve a steady flow of commission or fees - without adding extra stress to your team:

## Step 1. Pick Your Revenue Model

### Option A: Commission sharing

Your partner charges a management fee (say, 20% of ad spend) and kicks back 25% of it to you. Stack a few clients, and you've built yourself a sweet, on-going, low-touch revenue stream.

### Option B: White label

Want more control? Charge your client a set monthly fee for creative + media under your own brand. Your partner works behind the scenes, doing all the media buying and optimisation.

Example:  
Client spends \$30K/month  
↓  
AI Media Partner earns \$6K  
↓  
You (Creative Agency) pocket \$1,500/month



## Step 2. Spot the opportunity

Keep your "Media Radar" on. When a client says:

- "Where should we run this new creative?"
- "We want to get onto Connected TV or Spotify, but have no idea where to start."

That's your cue:

Either introduce your AI media partner directly, or keep them behind the scenes as part of your agency's expanded offering.



## Step 3. Relax & Enjoy (seriously)

That's it!

Your partner runs high-performing campaigns across top-tier AI media platforms - getting the creative you've produced for your client onto premium channels like:

- Connected TV
- Digital audio
- YouTube
- Digital out-of-home
- Native
- Social

**More results. More revenue. No extra work.**  
**That's the partnership power play.**





# Choosing the right AI media buying specialist partner

You know how it is – not all creative agencies are created equal, and the same goes for marketing agencies. Many traditional performance-focussed marketing agencies chase quick leads and short-term metrics, without investing in strategic creative alignment. To truly get a competitive edge from a partnership, you need a marketing agency that champions creative as much as you do.

An AI-focussed, data-driven media specialist (like Adgility) offers a radically different partnership model:



## Creative-first approach

They understand the transformative power of great creative. A true partner will collaborate proactively, making sure media strategy and creative ideas blend seamlessly to amplify each other.

## Full-funnel capabilities

From big-brand awareness to hardcore performance campaigns, these specialists can run integrated omnichannel programs using sophisticated AI-driven programmatic platforms. In short, they cover the whole customer journey with precision.



## Affordable excellence

The kind of advanced ad tech and AI capabilities once reserved for only the largest enterprise budgets are now accessible to ambitious brands with modest spends. That means you can confidently pitch bigger, bolder projects (and clients) knowing cost won't be a deal-breaker.

Partnering with the right AI media specialist is your chance to stand out, innovate, and deliver exceptional results for your clients – without breaking the bank or adding operational complexity.

## CASE STUDY

# AI media partnership in action

Partnering with award-winning creative agency Noble, we proved what happens when creative excellence meets AI media expertise: performance targets shattered, profits up, and long-term client loyalty secured. Here's a snapshot of the results:

## Objectives

Deliver event registration goals across each metro city market and reinforce Noble Agency's leadership in the graduate events sector.

## Strategic approach (AI implementation)

- **AI-Driven Omnichannel Media Launch:** Leveraged the world's most advanced AI advertising platform, Google DV360, enabling next-gen ad formats powered by Google's AI-driven audience data to precisely target and convert desired audience segments.
- **Social (Meta & TikTok):** AI-optimised video and creative social content strategically crafted to engage and convert younger audiences.
- **Custom Dashboard with Dedicated Data Resource:** Real-time performance analytics dashboard coupled with regular live performance optimisation calls, driving rapid, agile decision-making and continuous campaign improvement.

## Results

- **Exceeded registration targets** by up to 50%, nearly doubling in key markets.
- **Delivered Noble a 25% revenue increase** without additional overhead, significantly improving profitability and operational efficiency through reduced management hours.
- **Noble's client was thrilled** with the diligent campaign management and valuable new audience insights, fuelling their confidence to expand successfully into additional markets in Australia.



Partnering with Adgility has been instrumental to the growth of our agency and the success of our digital marketing campaigns. As a small agency working with larger brands, we rely heavily on strategic partnerships, and Adgility's strategic expertise in AI-driven advertising has consistently enhanced our campaign performance, surpassing client goals. I would highly recommend partnering with them for your next performance marketing project.

*Ben Da Costa | Noble Agency  
Founder & Executive Creative Director*



# Building a Better Future for Your Agency Doesn't Have to Be Complicated

## So, here's the good news

Building a stronger future for your agency doesn't require hiring a whole squad of media buyers or drowning in operational chaos and cost. Instead, it's about working smarter by embracing partnerships that amplify your existing strengths.

## And the great news?

You're already halfway there. Simply by absorbing this guide, you've armed yourself with the knowledge to expand your services. You're poised to become the progressive, full service partner they've always wanted (but never knew existed).

## Ready to Explore Your Agency's Growth Potential?

Partnering with Adgility is quick, easy, and all upside. Reach out and let's make it happen - your future self (and your accountant) will thank you.

Got questions? Let's talk. No obligation — just smart ideas and straight answers.

**Let's Chat**



**Leah Daly**  
Media Director  
e [leah@adgility.com.au](mailto:leah@adgility.com.au)  
in [/leahdaly](https://www.linkedin.com/in/leahdaly)  
w [adgility.com.au](https://www.adgility.com.au)

