



Decentrix AI4Media™ For Flexible UpFront Proposal Planning

DENVER, CO April 29, 2025 -- Decentrix, Inc. announced today the introduction of UpFront Proposal Planning, a specialized AI Agent for their AI4Media™ technology stack.

This agent works in tandem with BIAlytix™, actively interrogating advertising inventory positions and evaluating ad pricing across multiple ad workflow systems. It has been trained to provide several upfront proposal options to clients to fulfill delivery criteria while simultaneously maximizing advertising revenue for the seller's organization.

The AI4Media™ agent identifies inventory pressures and provides insight into all required inventory positions, audience potentials, and valuations by aggregating and normalizing inventory across all delivery platforms.

“AI4Media™ revolutionizes the way advertising platforms can present advertising opportunities, audiences and prices. It will not only maximize revenue for inventory holders but gives them the ability to provide advertisers with several simultaneous optimized proposals with a spectrum of profiles that truly deliver the audiences they are targeting” said Matthew Ferris, SVP Product and Strategy.

This capability is now available as an optional extension of the BIAlytix™ product suite.

Decentrix technologies have a track record of proven results in substantially enhancing revenue outcomes and workflow efficiencies across our clients' media enterprises.

About Decentrix (www.decentrix.net)

Decentrix is a globally focused data technology company with transformational AI-based workflow management solutions that maximize advertising revenues and optimize operational efficiencies across digital, addressable and linear operations platforms for Brand Advertisers, Telecommunications and Media and Entertainment companies. The Decentrix BIAlytix™ SaaS suite, powered by AI4Media™ technology, is the most comprehensive next generation media enterprise platform in use today. It powers streamlined OMS workflows, delivering sophisticated functionality for cross-media planning, inventory optimization, rate card maximization, *Frictionless Trading™*, highly efficient advertising operations, comprehensive analytics and consolidated billing.

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