

**Building a more  
powerful data  
ecosystem  
with AI and MCPs**



# NATE GAWEL

VP of Data Partnerships  
StackAdapt

# Evolution of Experiencing AI



01

**GLOBAL**

World domination



02

**PERSONALLY**

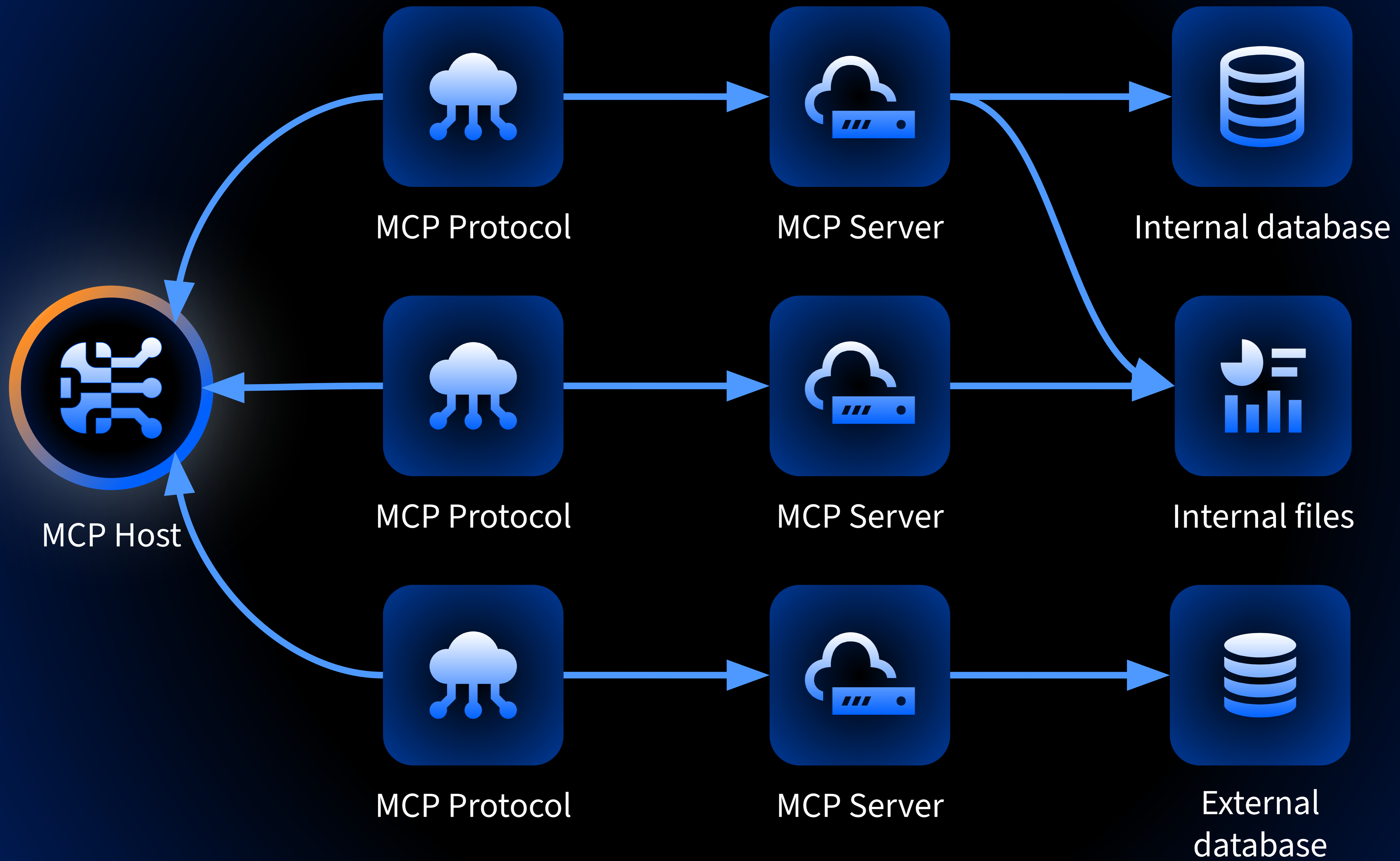
Job threats

# MICP

03

## APPLICATION

Data partnership



# The strategic value of marketing data signals



## **PLANNING and INSIGHTS**

Drive audience forecasting and actionable intelligence to inform strategy



## **TARGETING and SEGMENTATION**

Enable precision modeling for net-new intent segments and high-value audiences



## **MEASUREMENT and ATTRIBUTION**

Prove causal impact and performance through deterministic and granular tracking



## **ENRICHMENT and SCALE**

Enhance identity graphs by unifying 1st and 3rd party signals (HEM, MAID, IP)

# So, what is changing...

## Data Sharing Now



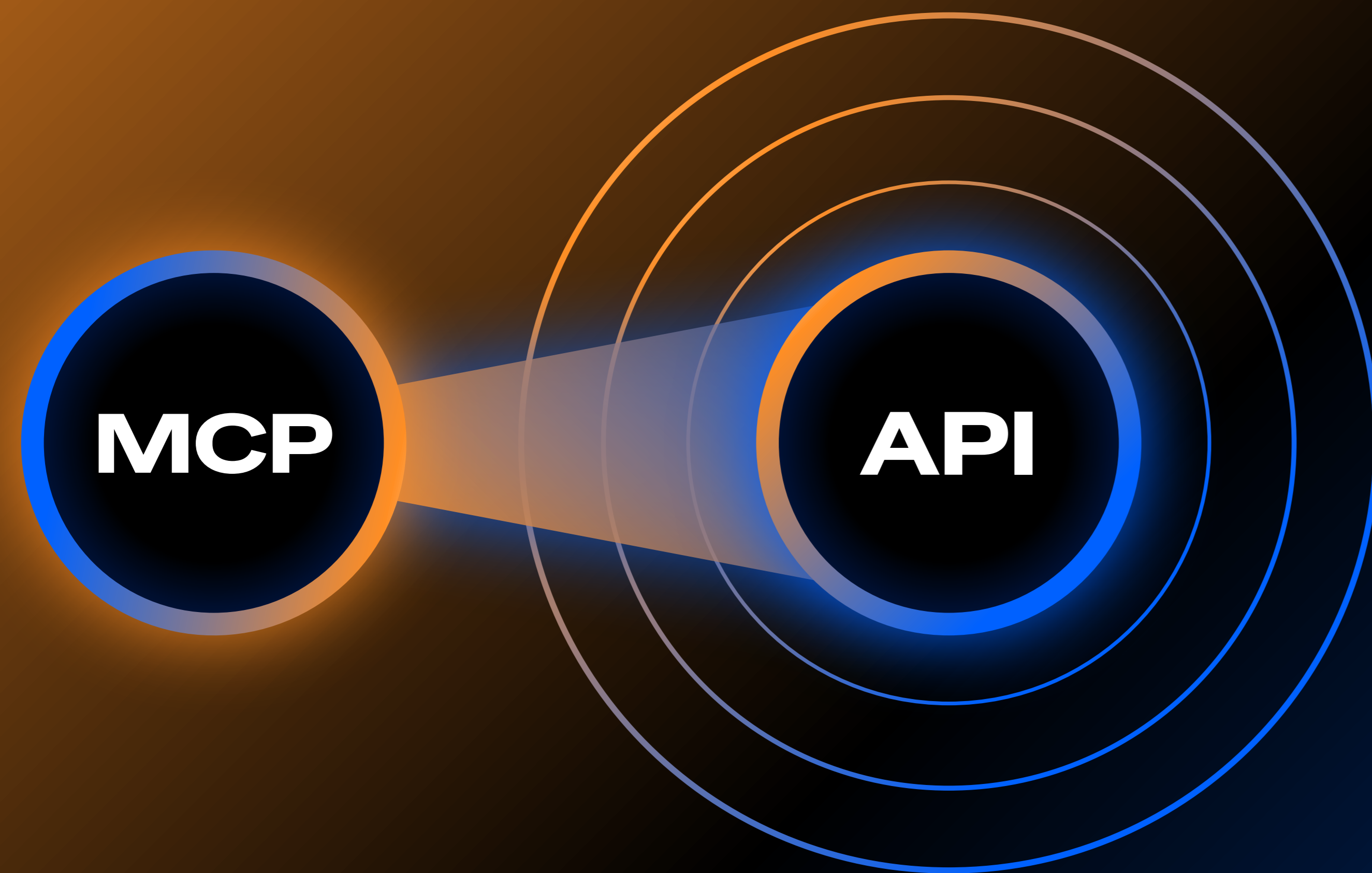
## Obstacles

- Fragmented Data
- Latency of Data sharing
- Security Risks
- Additional Overhead

## New Thinking

“An API is the pipe; MCP is the standardized valve at the end of the pipe that makes the water drinkable for an AI”

# MCP **enhancing** APIs, not replacing



## Standardization to Scale

1 Eliminating “data at rest”



2 Context-aware interoperability



3 Reduced engineering overhead



4 Usage-based scalability



# Partner examples of MCP adoption

## COMSCORE

### Audiences + Measurement:

- Verifying Audiences reached
- Reach and Frequency
- No true AI interface
- Claude and ChatGPT



## DSTILLERY DS-1

### Vertical MCP server + agent:

- Access: Slack, Teams, Browser
- Input: 1pd, Prompt, past performance
- Output: audience to StackAdapt
- Connected to LR MCP

dstillery

## SAMBA

### Standard UI based on prompts:

- Samba UI
- Prompt driven
- Plan + Curate...and then execute campaign
- Built with AdCP
- 50+M HH accessible



# StackAdapt MCP Server




Architecture for the next era of advertising

## WHY BUILD IT?

Enable Users to build custom AI-powered workflows on top of StackAdapt



## KEY FUNCTIONS

- 1 Automate monitoring 
- 2 Enhanced reporting 
- 3 Optimize strategy 

USE CASE:

# Orchestrating B2B activation

01

## IDENTIFY HIGH VALUE

AI Monitor for “spikes” of intent

02

## ENRICH THE TARGETS

Adding titles, cookies, valid emails

03

## SEGMENT FOR ACTIVATION

Personalize email/ad copy and launch

## WORKFLOW BENEFIT

Move from exporting CSV, CRM, mapping files offsite to “show me intent spikes, add latest email, add name to copy”

# Strategic wrap-up: key learnings

Maximizing the value of tokenized economics

01

**MCP enable AI's capabilities**



02

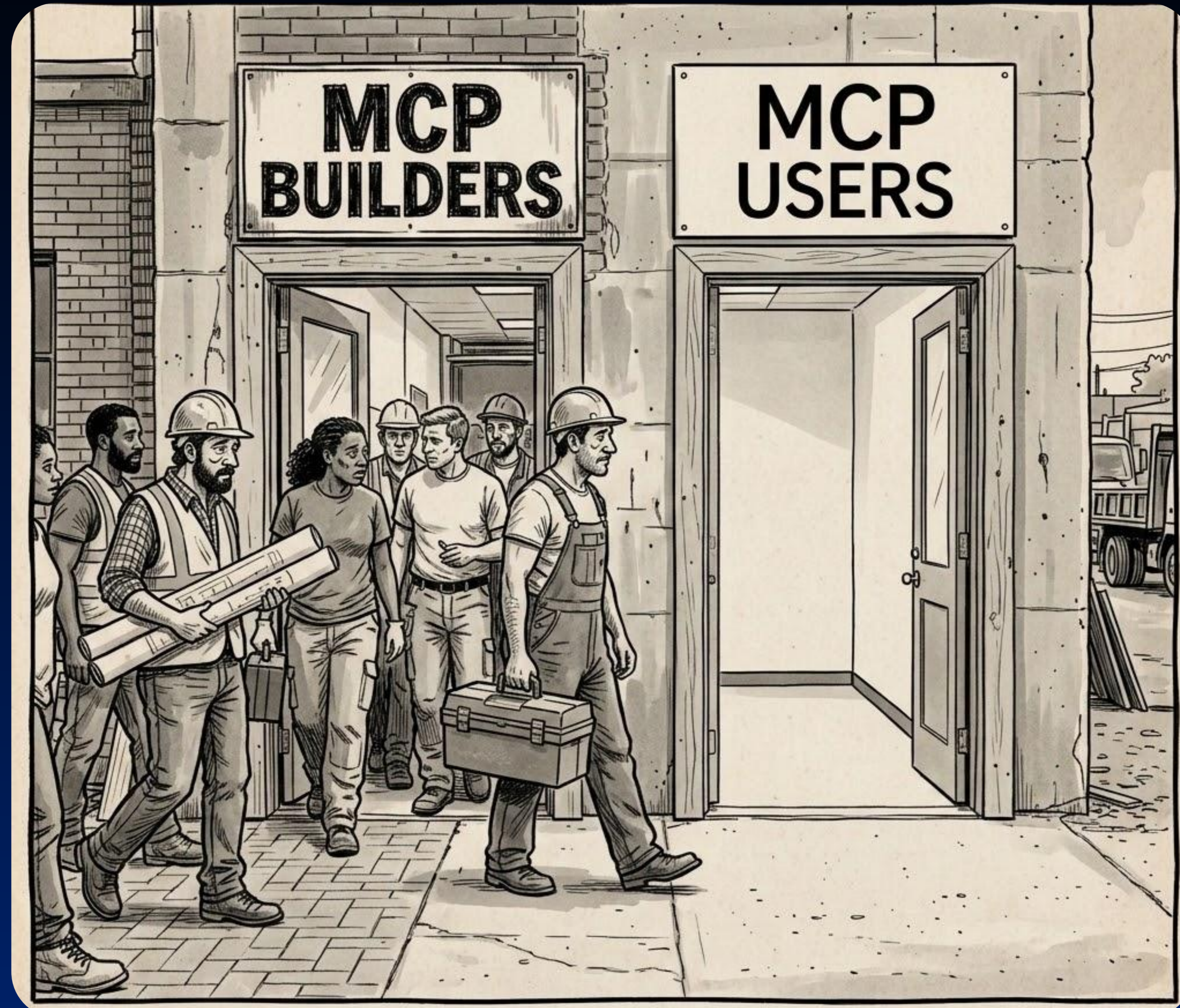
**Find ways to leverage MCP servers**



03

**Future is bright**





# Building a more powerful data ecosystem with AI and MCPs

