Teads Unveils the Next Evolution of Teads Ad Manager, Connecting Cross-Screen Media, Full-Funnel Measurement and Unified Performance

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Unify full-funnel strategies—from CTV reach to digital conversions—in one platform with AI-powered workflows, greater transparency, and open MCP integrations

NEW YORK, Oct. 29, 2026 (GLOBE NEWSWIRE) -- Teads (NASDAQ: TEAD), the omnichannel outcomes platform, today announced the launch of the next generation of Teads Ad Manager (TAM), its unified, end-to-end advertising platform. The platform evolution is designed to help agencies and advertisers connect campaigns across connected TV (CTV) and digital environments, understand campaign impact across the funnel, extend performance across quality media placements, and work more efficiently through AI-assisted workflows.

As daily media consumption reaches an all-time high of 13 hours and 26 minutes per day, and streaming accounts for the majority of television viewership, consumer journeys have become increasingly cross-screen. Despite this shift, media planning, buying, and reporting remain heavily fragmented across disconnected tools, with 53% of marketers struggling to unify measurement across channels for optimization. The latest evolution of TAM solves this by uniting Teads' premium global supply across CTV and digital with full-funnel measurement and AI workflows. TAM users can seamlessly connect media investments across screens, measure total campaign impact, and work smarter using their preferred AI tools.

“Marketing teams and agencies can no longer afford to manage brand and performance in isolated silos if they want to drive real business growth," said Remi Cackel, Chief Product Officer at Teads. "By connecting the omnichannel journey in one platform and enabling AI-powered workflows, we're giving our partners the control, efficiency, and intelligence needed to make every media investment deliver measurable impact.”

"Agencies require technology that simplifies media execution without compromising supply quality or data flexibility," said Rheece Hemmings, Programmatic Manager at OMD, UK. "TAM's connected toolset and open AI architecture allow our teams to plan, activate, and optimize cross-screen campaigns in minutes, giving us full visibility into how branding and performance work together to drive client growth."

Key Platform Innovations
The next evolution of TAM introduces four key platform capabilities:

- **Omnichannel Strategies & Full-Funnel Measurement:** Activate campaigns against multiple KPIs across CTV and digital within a single workflow and measure how upper-funnel brand activity drives lower-funnel outcomes—like tracking site visits generated by branding campaigns.
- **Unified Performance:** Extend performance campaigns seamlessly across CTV and digital—including CTV InStream, HomeScreen, inRead, and Feed placements. Access premium, transparent media supply with built-in quality controls and flexible measurement integrations, including Conversion API (CAPI) and Google Analytics 4 (GA4).
- **Agentic AI Workflows:** Automate campaign planning, setup, management, and reporting with task-specific AI copilots. Go from brief to strategy with Strategy Builder or catch delivery and pacing risks instantly in Control Hub—slashing troubleshooting time from 15 minutes to under 60 seconds.[1]
- **Open Model Context Protocol (MCP) Interconnectivity:** Connect Teads' audience insights, reach forecasting, and inventory discovery directly into agency AI systems, including Claude, Gemini Enterprise, and Microsoft Copilot, through open, secure MCP integrations.

“MCP is really a game changer because it gives us exactly what we need from discovery through to campaign creation,” said Nami Hamidi, Head of Precision at Havas Media Network Italy. “It combines different data sources with TAM's knowledge and data to help create the best strategy and media plan, with recommendations on audiences, websites, context and creatives, as well as estimates for CPMs and CTRs.”

Teads is also expanding its Teads Ad Manager Certified Agency Program. This global platform accreditation program provides agency teams with structured training in omnichannel media, performance advertising, and strategic planning. Certified partners gain priority beta access and industry recognition for their platform expertise.

Availability
Unified Performance capabilities are generally available to global enterprise clients today. Full-Funnel Measurement, Strategy Builder, Control Hub, and MCP integrations are currently available in closed beta to TAMbassadors, with broader global access planned through the end of 2026.

To request a platform demonstration, beta access, or learn more about Teads Ad Manager, visit https://www.teads.com/lp/teads-ad-manager/ or contact your Teads representative.

Sources
[1] Alpha Test Results (2026): In-platform AI assistant testing.

Forward-Looking Statements
This press release contains forward-looking statements within the meaning of the federal securities laws, which statements involve substantial risks and uncertainties. Forward-looking statements generally relate to possible or assumed future results of our business, financial condition, results of operations, liquidity, plans and objectives. You can generally identify forward-looking statements because they contain words such as “may,” “will,”

“should,” “expects,” “plans,” “anticipates,” “could,” “intends,” “guidance,” “outlook,” “target,” “projects,” “contemplates,” “believes,” “estimates,” “predicts,” “foresee,” “potential” or “continue” or the negative of these terms or other similar expressions that concern our expectations, strategy, plans or intentions.

We have based these forward-looking statements largely on our current expectations and projections regarding future events and trends that we believe may affect our business, financial condition and results of operations. The outcome of the events described in these forward-looking statements is subject to risks, uncertainties and other factors, including but not limited to: the risk that the new capabilities of Teads Ad Manager, including AI-powered workflows and Open MCP integrations, may not perform as expected, launch on the anticipated timeline, or achieve expected market adoption; the highly competitive nature of the digital, CTV, and streaming advertising markets; and the other important risks described in the section entitled “Risk Factors” and elsewhere in the Annual Report on Form 10-K filed for the year ended December 31, 2025, and our Quarterly Reports on Form 10-Q filed for the quarters ended March 31, 2026, and June 30, 2026, filed with the Securities and Exchange Commission (the “SEC”), which are available on our website at https://investors.teads.com/ and on the SEC’s website at www.sec.gov.

Accordingly, you should not rely upon forward-looking statements as predictions of future events. We cannot assure you that the results, events and circumstances reflected in the forward-looking statements will be achieved or occur, and actual results, events or circumstances could differ materially from those projected in the forward-looking statements. We undertake no obligation to update any forward-looking statement to reflect events or circumstances after the date on which the statement is made or to reflect the occurrence of unanticipated events. We do not assume any obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

About Teads
Teads Holding Co. (“Teads”) (Nasdaq: TEAD) is a leading omnichannel advertising platform focused on driving outcomes for brand and performance advertisers across screens. With a focus on meaningful business outcomes for full funnel objectives, Teads drives value by leveraging predictive AI technology to connect quality media, beautiful brand creative, and context-driven addressability and measurement. Teads is directly partnered with more than 10,000 publishers and 20,000 advertisers globally. The company is headquartered in New York, New York, with a global team of around 1,700 people in 30+ countries.

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