

BRAND AGENTS · CREATIVE TECHNICAL SPECIFICATIONS

One tag — **certified** before it ever touches your page.

A Brand Agent is a conversational creative served as a **standard third-party display tag** — it traffics through Google Ad Manager and CM360 like any other creative, and behaves like the best-mannered one on the page. Below are the measured facts: what it weighs, how it expands, and exactly what happens when things go wrong. Every claim is backed by an automated test we re-run before every pilot handoff.

8.8 KB

total weight before engagement (2 requests)

0.000

cumulative layout shift, desktop & mobile

0

JS errors across every certified slot type

1 tap

conversation loads only on a deliberate user gesture

THE CREATIVE, IN NUMBERS

Format	Third-party JS tag — Google Ad Manager & CM360; SafeFrame ON supported
Sizes	300×250 · 300×600 · 728×90, plus owned-page embed and hosted chat page
Macros	%%CACHEBUSTER%% · %%CLICK_URL_UNESC%% click tracker honored on click-out
Cookies / tracking	None. No cookies, no profiling — the unit knows only what a visitor types
AI disclosure	Visible "AI AGENT" badge on every size + explicit first-message disclosure
Pre-engagement budget	8.8 KB, 2 requests — within IAB LEAN & Chrome Heavy-Ads guidance

EXPANSION — CERTIFIED AGAINST IAB SAFEFRAME V1.1

- ✓ **In-frame teaser, spec-compliant expand.** Inside a SafeFrame the unit renders its teaser at slot size; on click it expands via `$sf.ext` (exp-ovr / exp-push) from 300×250 to 340×480 with the conversation live inside. Verified against the IAB reference implementation.
- ✓ **Collapse restores the page.** Closing the chat collapses the SafeFrame back to 300×250 and returns the teaser. Surrounding content is never pushed or reflowed.
- ✓ **Short slots never expand.** In a 728×90 leaderboard the unit opens its hosted chat page in a new tab instead — no out-of-spec expansion, ever.

TRAFFICKING NOTES

Paste the tag into a creative, attach to a line item, target and pace as usual — trafficking takes minutes. One tag fans out across a media plan through CM360 with per-placement reporting built in.

Pages with a strict Content-Security-Policy allow-list our engine origin in `script-src`, `connect-src`, and `img-src`; most publisher pages require no change.

FAIL-SAFE BY DESIGN — IT CAN NEVER BREAK A PAGE

- ✓ **Campaign paused** → the unit serves as a static brand banner with a normal click-out. No chat, no errors.
- ✓ **Invalid or expired tag** → a silent no-op. The slot simply stays available.
- ✓ **Request blocked** (ad blocker, corporate firewall) → the slot stays empty: zero script errors, zero layout shift, page untouched.
- ✓ **Engine unreachable** → the cached teaser still renders and the click-out still works. The slot never visibly breaks.

Each failure mode is exercised in our automated certification with screenshots to prove it — not assumed.

KILL SWITCH — INSTANT, WITH HONEST FINE PRINT

- ✓ **Conversations stop instantly.** Agent status is checked live on every message; a kill affects every unit on every site simultaneously, mid-sentence if needed.
- ✓ **Teasers follow within the cache window.** An already-served banner can persist up to 4 hours as a safe, static click-out before refreshing. It degrades — it never misbehaves.
- ✓ **Everything is auditable.** Every conversation transcribed; every guardrail intervention logged and flagged for review.

HOW WE CERTIFY

A 26-check automated suite runs the creative through five slot configurations, mobile viewports, SafeFrame expansion, blocked-network drills, and kill-switch drills — re-run before every pilot handoff and after any engine change.

Results, screenshots, and the test methodology are shared with every pilot. The live demo on our site is served by the same production engine, governed by the same rules — the fastest way to verify this document is to go talk to it.

Don't take the spec sheet's word for it — **talk to the live unit.**

Live demo + white paper *Ads That Talk*: agentic-tech.us/services/brand-agents
Pilot scoping & full evidence pack: hello@agentic-tech.us · +1 (678) 949-0859



Agentic Tech LLC · Atlanta, GA
Member of the Claude Partner Network
July 2026 · v1.0