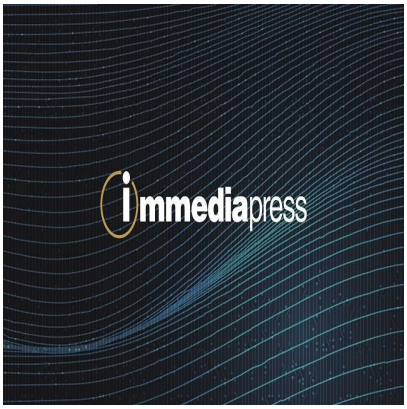


Ask, Approve, Done: AdMavenâ??s AI Assistant Mave Lets Advertisers Manage Campaigns by Chat

Descrizione

default watermark

COMUNICATO STAMPA â?? CONTENUTO PROMOZIONALE

The new in-dashboard assistant handles the routine work of running campaigns â?? from bid and budget updates to performance audits and source recommendations â?? while keeping every decision with the advertiser.

NEW YORK, Nov. 16, 2026 /PRNewswire/ â?? AdMaven introduces Mave, an AI assistant built directly into the AdMaven advertiser dashboard. Mave lets advertisers launch pop campaigns, adjust settings, analyze live account data, and get platform help in their language instead of clicking between screens, settings, and reports.

Once a campaign goes live, media buyers are often bogged down by a tedious weekly checklist: monitoring results, tweaking bids, reallocating budgets, and pausing underperforming ads. This constant manual optimization quickly becomes a burden, eating up roughly 26% of a campaign managerâ??s time â?? over 10 hours a week. AdMaven understands this frustration because they put people first. That is exactly why Mave was designed: to handle the post-launch daily grind, freeing up media buyers to focus on strategy rather than repetitive tasks.

Nothing changes without approval

Mave never acts on its own. Whenever an advertiser asks to create a campaign, adjust a bid, or change a budget, Mave prepares a confirmation card showing every detail. Nothing happens until the advertiser clicks Approve, and cards expire after 10 minutes.

â??Most of what our advertisers do in the dashboard isnâ??t launching something new. Itâ??s the same questions every day: how are my campaigns doing, where am I overpaying, what should I pause,â?• said Noam Cohen, Co-Founder at AdMaven. â??Mave lets them ask those questions directly and get an answer, or a change ready to approve. What it doesnâ??t do is make the call for them. The budget and the judgment stay with the advertiser. Mave just removes the clicking in between.â?•

What advertisers can do with Mave

Availability

Mave is currently rolling out on an invite-only basis, enabled account by account inside the AdMaven advertiser dashboardâ??s chat panel. Read-only Q&A access is also available through the AdMaven API for pulling account answers without making changes. Advertisers interested in early access can reach out to their account manager. Interested in simplifying your campaign management with Mave?Sign up as an AdMaven advertiser to get started.

About AdMaven

AdMaven is a leading, performance-driven global advertising network dedicated to connecting advertisers and publishers through high-converting traffic and innovative monetization solutions. Delivering over 1 billion daily impressions worldwide, AdMaven specializes in highly engaging ad formats, including Pop, Push, In-page Push, and Interstitial ads.

Powered by smart technology and automated optimization, the platform empowers brands, agencies, and affiliates to scale their campaigns and achieve maximum ROI. For publishers, AdMaven provides a brand-protected ecosystem and high-yield monetization tools designed to maximize revenue

default watermark

with no minimum traffic barriers. Built on the core values of transparency, reliability, and continuous innovation, AdMaven remains at the forefront of the ad-tech industry.

View original content:https://www.prnewswire.co.uk/news-releases/ask-approve-done-admavens-ai-assistant-mave-lets-advertisers-manage-campaigns-by-chat-302940709.html

Copyright 2026 PR Newswire. All Rights Reserved.

COMUNICATO STAMPA â?? CONTENUTO PROMOZIONALE: Immediapress Ã¨ un servizio di diffusione di comunicati stampa in testo originale redatto direttamente dallâ??ente che lo emette. Lâ??Adnkronos e Immediapress non sono responsabili per i contenuti dei comunicati trasmessi

â??

immediapress/pr-newswire

Categoria

1. Comunicati

Tag

1. ImmediaPress

Data di creazione
Novembre 16, 2026
Autore

redazione

default watermark