∞ **Meta**

The New Wave of Agency:
Embracing Technology, Outcomes, and Scalability

Executive Summary

The advertising and marketing agency landscape is undergoing a profound transformation. While the established incumbents are evolving and adapting, a new wave of agencies is emerging, characterized by their deep integration with technology, expansive service offering, new business models, and the ability to scale to diverse clients. This whitepaper explores the defining characteristics of these high-growth agencies, their innovative approaches, and how they are reshaping the industry by leveraging proprietary platforms, API integrations, and a commitment to business solutions.
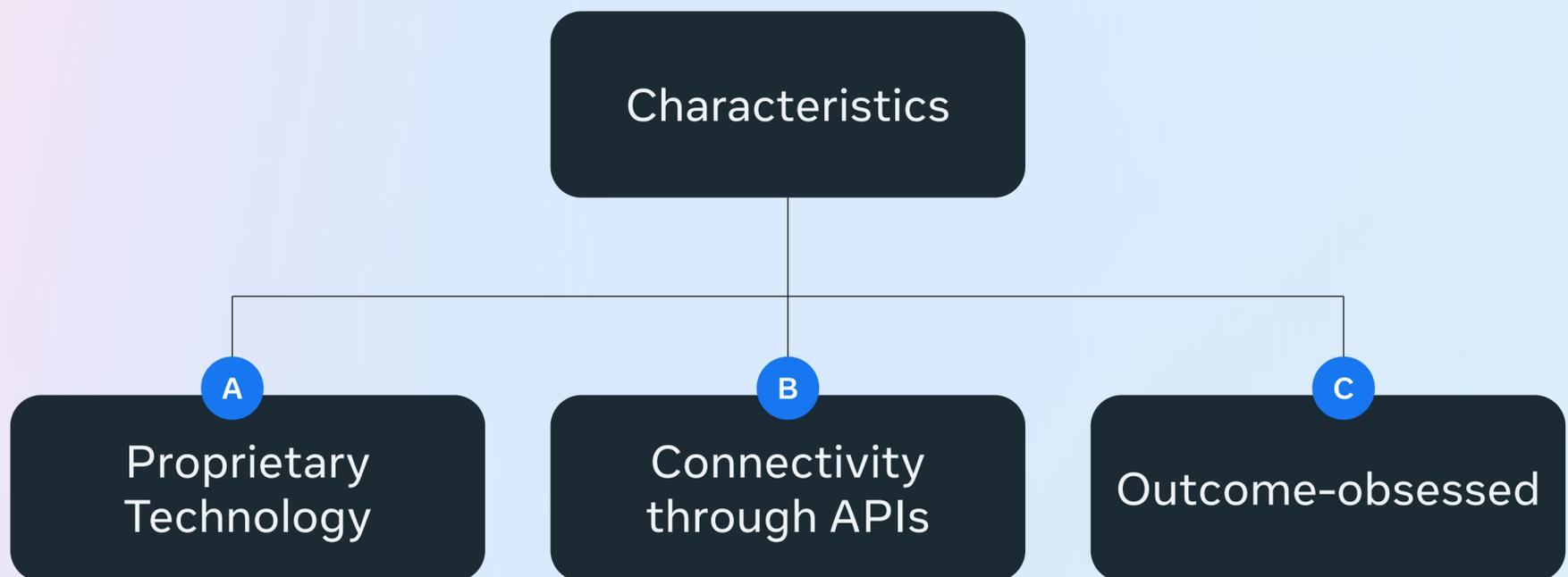
INTRODUCTION

The Agency Business from Disruption to Emergence

Disruption is nothing new for the agency business.
The industry has a long history of transformative change driven by new media and technology. When television became the dominant channel, it brought with it a new wave of agencies. The same phenomenon occurred with the rise of the internet, leading to the emergence of a new series of agencies. We now find ourselves in a similar moment with technology and AI. Businesses are looking for agency partners who can guide them to succeed through this new era of technology.

The APAC region is a leader in many new technology trends such as quick commerce, live shopping, and short-form drama. The region's technological dynamism has made it a breeding ground for this new wave of agencies. This white paper, through an analysis of the region's high-growth agencies like Sparro by Brianlabs, Admixer Advertising, Dial Zero, AdYogi, Zocket, Shopdeck, Growth Huntr and Maino AI, identifies the common threads that define the "New Wave of Agencies"

I. The DNA of the New Wave of Agency

The defining characteristic of these emerging agencies is their foundational integration with technology. Rather than adopt technology as an add-on, these agencies are "born from technology," with digital innovation embedded in their very DNA. We will explore three of these characteristics:

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                    │   Characteristics   │
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       (A)                   (B)                    (C)
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│  Proprietary │    │   Connectivity   │    │ Outcome-obsessed │
│  Technology  │    │   through APIs   │    │                  │
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A. Proprietary technology:
Beyond Service to Products & Platforms

One of the most significant differentiators of this new breed of agencies is the development of proprietary technology. They are often building their own tools to solve specific client needs rather than repurpose existing tools. This can take two primary forms:

1. Comprehensive, End-to-End Platforms

Some agencies have developed holistic platforms that businesses can use to manage and execute entire campaigns. An excellent example is Maino AI, an agency from India, who created an end-to-end AI platform on top of Meta Advertising APIs that clients can access, covering real time insights generation, media buying & optimization, and creative analytics & generation. This level of integration provides clients with a streamlined solution, reducing the need to juggle multiple platforms. The platform leverages machine learning and artificial intelligence to automate processes, optimize performance, and ensures the most efficient ROI on every $ spent.

"At Maino AI, we believe the future of advertising on Meta will be defined by the synergy of AI and human creativity. Our belief is simple: when technology meets accurate measurement… brands can scale faster, smarter, and more efficiently.

Our platform removes operational friction so marketers can focus on strategy and storytelling, while automation drives efficiency, real-time optimization, and profitable growth at scale."

—

Rishabh Kumar, Founder Maino AI

2. Specialized Products for Superior Results

Other agencies focus on creating specialized products designed to deliver superior results for specific client needs. Sparro by Brainlabs, an agency from Australia, has developed an application that leverages proprietary insights to enhance customer lifetime value (LTV). This allows them to address specific business issues with highly effective, technology-driven solutions. By focusing on a particular area, these agencies can build expertise and develop customized solutions and features that outperform generic tools.

"We created our LTV product as a way of differentiating our agency and being able to back that difference with results. Many of our clients don't simply want a high volume of sales, they want higher profitability and higher lifetime value. Already we have seen that clients who have used LTV products have acheived 42% reduction in cost per acquisition, +16% Incremental revenue, -29% cost per click, +100% return on ads spend, +19% click through rate and -16% CPM compared to other audience methodologies."

—

Hannah Jones, Managing Director Sparro by Brainlabs

The strategic advantage of proprietary technology is multi-faceted. It allows agencies to control their intellectual property, differentiate themselves in a crowded market, and, most importantly, deliver unique value propositions to clients that cannot be easily replicated by competitors relying on off-the-shelf software. It also fosters a culture of innovation, as the agency constantly refines and enhances its own tools based on real-world client feedback and evolving market demands.

B. Connectivity Through APIs:
The Power of Integration

A critical enabler of these proprietary platforms is deep integration with external systems, particularly with major technology platforms like Meta, via Application Programming Interfaces (APIs). This deep integration is not just about convenience; it's about unlocking advanced capabilities:

1. Advanced Process Automation

API integration allows for seamless data flow and automated workflows. This means tasks that were once manual and time-consuming, such as campaign setup, budget allocation, bid adjustments, and reporting, can now be executed with speed and precision. This automation enables scale and frees up human talent to focus on higher-value activities like strategy, creative development, and client relationship management. It also reduces the potential for human error, leading to more consistent and effective campaign execution.

2. Optimal Data Utilization

By integrating directly with platform APIs, these agencies gain better access to data than what is typically available through standard interfaces. This enables more sophisticated analytics, predictive modeling, and real-time optimization. Furthermore it enables agencies to blend and aggregate different datasets making insights more holistic and actionable.
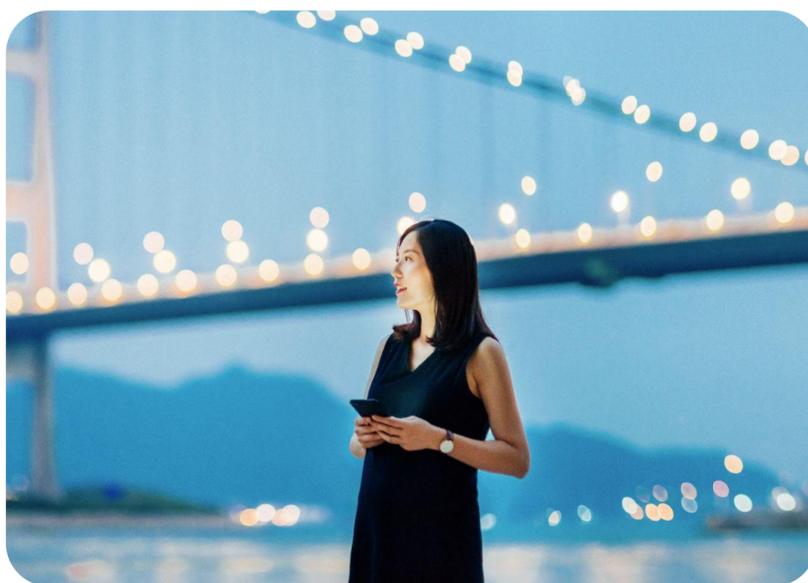
The ability to seamlessly connect with and extract value from disparate data sources is a cornerstone of the emerging wave of agency. It allows them to act as central nervous systems for their clients' marketing efforts, orchestrating complex campaigns and providing a unified view of performance.

C. Outcome-Obsessed:
From Service Provider to Growth Partner

The genesis of many of these emerging agencies lies in servicing digital-first businesses, such as e-commerce brands and Direct-to-Consumer (D2C) companies. This origin story has instilled a fundamental characteristic: an obsession with measurable outcomes.

1. Results-Driven from Day One

These new agencies are laser-focused on delivering tangible business results from the outset. For e-commerce clients, this means sales, return on ad spend, customer acquisition cost, and customer lifetime value. This intrinsic focus on ROI permeates their culture, decision-making, and service delivery.

2. Culture of Growth

This outcome-driven mindset fosters a culture of business growth. Agencies are not just service providers; they position themselves as growth partners, intimately tied to the day-to-day success of their clients' businesses. This often translates into more transparent reporting, a willingness to iterate and pivot based on what drives incremental growth, and a shared sense of responsibility for achieving agreed-upon key performance indicators (KPIs).

II. A New Wave of Growth Drivers

Beyond their foundational characteristics, this new wave of agencies demonstrate abilities & capabilities to drive growth for both the agency and the clients they serve. Three common growth drivers will be explored.

New Growth Drivers

A — New business models

B — New clients & regions

C — New integrated services
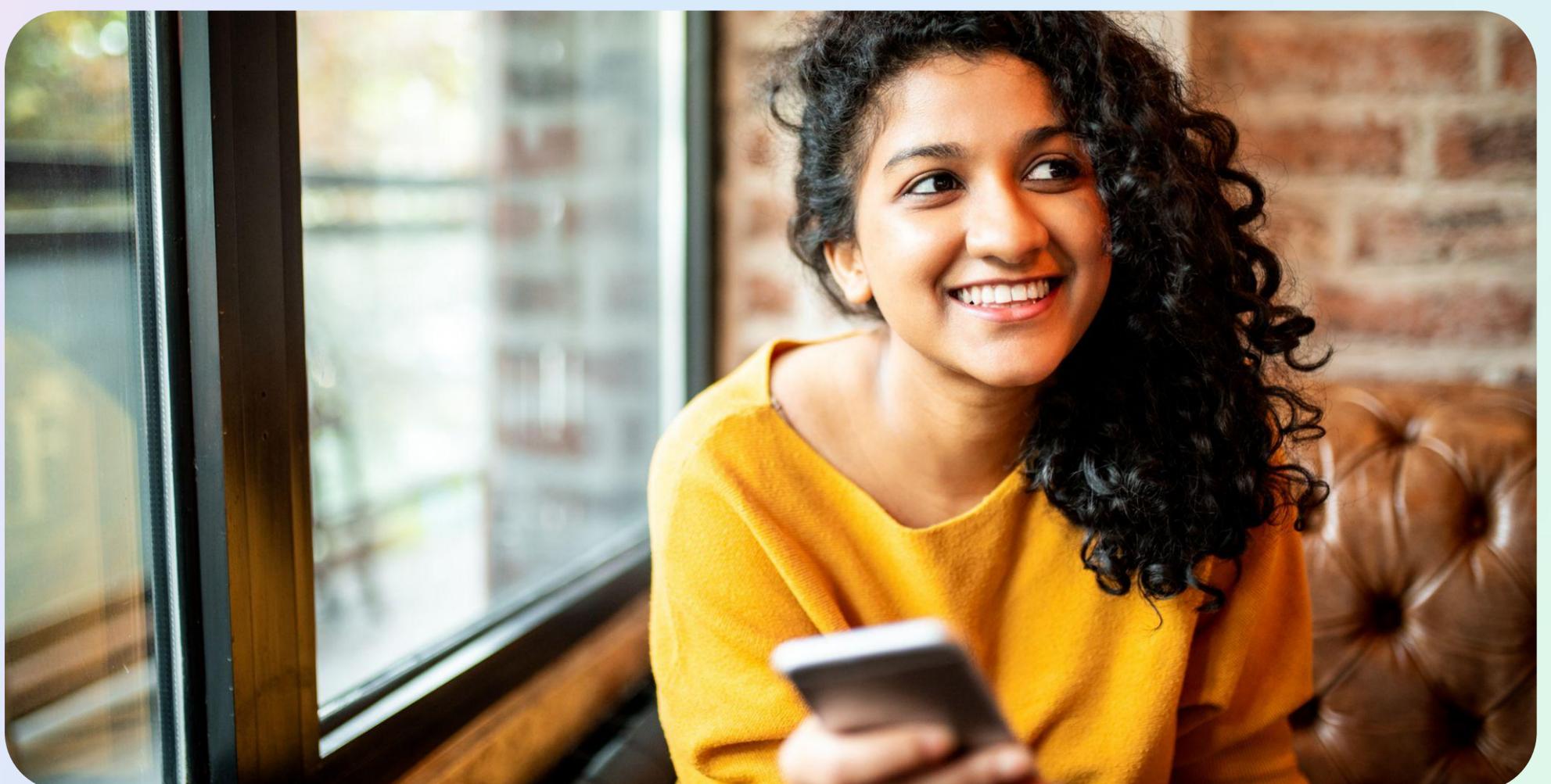
A. New Business Models:
Aligning Incentives for Success

The emphasis on technology and results has paved the way for innovative business models that move beyond traditional hourly rates or percentage-of-media-spend compensation. These new models align agency incentives directly with client success:

1. Technology Subscriptions

Given their investment in proprietary platforms, many agencies offer technology subscriptions as a core component of their service. This provides clients with ongoing access to advanced tools and features, often at a predictable monthly or annual cost. This model creates a recurring revenue stream for the agency and offers clients consistent value, fostering long-term relationships based on continuous platform improvement and support.
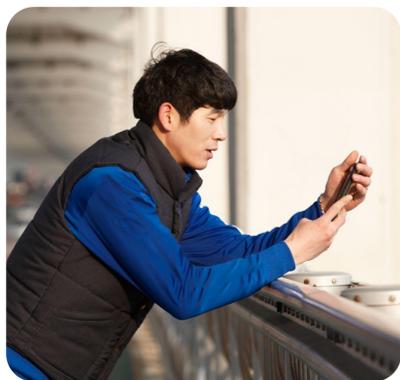
2. Performance-Based Compensation

Perhaps the most radical departure is the adoption of performance-based compensation models.

Companies like Shopdeck from India operate on an "outcome-oriented business model," where their fees are tied to achieving specific client business results (e.g., revenue). This model dramatically shifts the risk and reward dynamic, creating a true partnership where the companies financial success is directly linked to the client's growth. It demonstrates a high level of confidence in their ability to deliver and provides a strong incentive for constant optimization and innovation. This also forces agencies to be highly efficient and effective, as their profitability is directly tied to the tangible results they produce.

"Our clients want revenue and growth. They don't want software. Our outcome oriented business model has proven to be very popular. Crucially, this also unlocks the long-tail SMB market: merchants who couldn't afford traditional agency retainers plus variable fees can now participate on outcome terms, competing on equal footing with larger brands. We have onboarded 3000 clients with >90% of them selling online for the first time. 60% of our clients have had a YOY GMV growth of > 100%."

—

Rishabh Verma Founder ShopDeck

These innovative business models represent a paradigm shift. They move away from the "time and materials" approach, which can sometimes incentivize inefficiency, towards a "value-based" approach, which incentivizes performance and shared growth.

B. New Clients & Regions:
Unlocking New Market Reach

The tech-enabled offerings of these agencies allow them to profitably serve a broader spectrum of businesses:

1. Democratizing advanced marketing for all

Their automated and scalable solutions mean that advanced marketing capabilities, once exclusive to large enterprises with significant budgets, are now accessible to both large and small businesses. This democratizes sophisticated marketing, allowing the broad "long tail" of the economy—millions of small and medium-sized enterprises (SMEs)—to leverage cutting-edge strategies.

Dial Zero from Pakistan with its DZAP, a unified marketing platform and automated real-time WhatsApp account service, extends powerful communication and marketing tools to businesses of all sizes.

"We're building a platform that empowers advertisers of all sizes—especially those who have traditionally been underserved—to access the same level of expertise and efficiency as larger clients. This shift excites us because it's not just about agency growth, but about democratizing access to world-class advertising solutions in Pakistan and beyond."
—

Zameer Qureshi CEO Dial Zero

Admixer Advertising from Kazakhstan & Uzbekistan, simplifies data-driven marketing with a self-serve CAPI (Conversions API) solution, making advanced tracking and optimization accessible to a wider audience.

"Our self-serve solution means businesses of all sizes can get access to a boost in performance almost instantly. For example one of our key clients (BI Group) achieved a strong result - after implementing CAPI, an additional 17.4% of conversions were registered."
—

Laura Aitmukhambetova, Digital Account Director Admixer Advertising

2. Go global with local businesses

Agencies can use platforms like Meta to help their clients expand to international markets, making it faster and simpler for a business to achieve global growth ambitions. Beyond leveraging global media solutions they also harness technology to enable the globalization process e.g. leveraging Gen AI tools to cost effectively build creative
in local languages.

Growth Huntr a specialist ecommerce growth agency from Australia has built a dedicated practice helping fashion brands unlock growth from international markets.

"We believe that for a brand to truly grow, it must maximise new customer acquisition. Achieving this requires looking beyond the ad account and into the wider business, because sustainable growth comes from aligning acquisition strategies with overall commercial performance. Expanding into new geographies is often the next frontier, but entering cross-border markets can be complex. We solve this challenge for brands, and we're proud to have helped leading Australian businesses such as Culture Kings, Billy J, Hello Molly, and Glassons successfully go global."
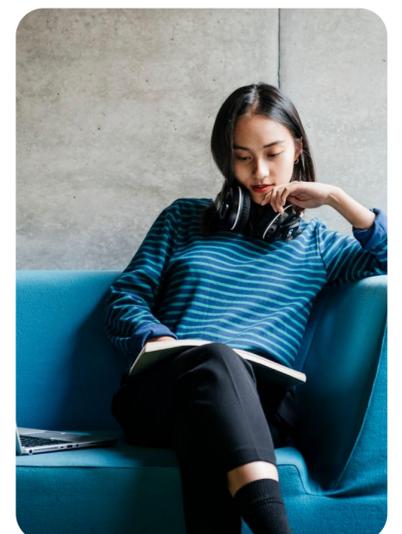
C. New Integrated services:
Connecting functions through technology

Agencies are building integrated solutions that bring different silos, teams and functions together. This means operating more collaboratively and delivers better results for clients and better experiences for consumers.

1. Integrating media & creative

The first silo being broken down is one between media and creative. Clients have always wanted integration and new agencies are providing this through technology.

Zocket is an agency from India that has created an Agentic AI marketing platform that integrates media and creative seamlessly. Through a series of prompts, a business can build an integrated campaign including media and creative. Built as a full stack advertising platform integrated via APIs to all major social & search platforms, all a user has to do is to write a few prompts and the ad campaigns go live in few seconds in the native platforms. Zocket's AI also optimises the campaigns ensuring maximum ROAS.

"We go from prompt to performant ads in 30 seconds. A series of prompts takes you through brand understanding, building creative, selecting and optimizing media. +3000 clients are using our technology across 40+ markets globally."
—

Karthink Venkateswaran Co-founder Zocket

2. Integrating business functions

Connecting between marketing and other business functions enables organizations to deliver more holistic customer experiences and operate more efficiently. Emerging agencies are leveraging messaging services like WhatsApp to build end-to-end solutions for clients that go from customer acquisition through to customer service and CRM. We are also seeing agencies integrate beyond marketing in interesting ways.

AdYogi from India built BigAtom which is a good illustration of integrating beyond marketing. By directly linking advertising campaigns to inventory and sales data, AdYogi ensures that ads are only served for in-stock products and dynamically adjusts ad spend based on real-time performance and product availability.

"Our approach prevents wasted ad spend on out-of-stock items and optimizes campaigns for maximum ROI, seamlessly integrating marketing efforts with supply chain realities. One of our clients, Westside found that this drove a 15% increase in ROAS."
—

Anshuk Aggarwal CEO AdYogi

The Future is Already Here

The next wave of agencies is already making its mark. This emerging breed of agencies stands out for being technologically advanced, focused on results, and able to grow quickly. By building bespoke platforms and solutions, connecting deeply with APIs, trying out new business models, and working closely with clients' businesses, these agencies are helping to shape new business models. Their commitment to new ideas and a strong focus on client success are proving to be the keys to lasting growth and staying relevant today.

For further information contact your Meta representative or deep dive into agency profiles below

Sparro by Brainlabs

Sparro by Brainlabs is an independent full service marketing agency based in Australia. Known for its data-driven approach and digital first approach to media buying, the agency serves a diverse portfolio of clients, focusing on delivering measurable business outcomes through tailored strategies and transparent client partnerships.

Website: https://sparro.com.au

Admixer Advertising

Admixer Advertising is a catalyst for digital growth helping advertisers and agencies in emerging markets thrive through strategic enablement, technical integration, and market education. With a robust platform ecosystem, Admixer empowers advertisers, publishers, and agencies to manage, optimize, and scale their digital campaigns across multiple channels and formats.

Website: https://admixeradvertising.com

Dial Zero

Dial Zero is a digital media agency empowering local advertisers in Pakistan to unlock the true potential of digital advertising. Breaking away from the traditional agency model, the company focuses on strategy and guidance over execution. By blending deep local insights with Meta expertise, Dial Zero crafts tailored solutions that deliver real impact. From strategic consulting and local billing support to hands-on training, its services are designed to elevate both campaign and creative performance.

Website: https://dialzeroglobal.com/

AdYogi

AdYogi brings over a decade of expertise in performance marketing, helping e-commerce brands accelerate growth. With its proprietary mar-tech stack, AdYogi enables retailers & e-commerce brands to scale profitably by automating and optimizing ad campaigns across Meta— with a strong focus on ROI and measurable growth.

Website: https://adyogi.com

Zocket

Zocket is an AI first performance marketing platform to simplify and automate digital advertising for 3000+ advertisers across 40+ countries. With their proprietary Agentic AI platform, Zocket helps brands create, manage, and optimize campaigns across social and search platforms over a few clicks, making digital marketing accessible and effective for non-experts.

Website: https://zocket.com

ShopDeck

ShopDeck is an AI-native ecommerce enablement platform (a Shopify alternative) for D2C brands in India. It offers an all-in-one commerce stack—storefront/checkout, catalog & OMS, performance analytics, creative tools, and an ads-orchestration copilot across Meta/Google—plus outcome-aligned growth consulting to scale revenue profitably. The model focuses on sustainable, profitability-first growth and is widely used by SMB brands across India.

Website: https://shopdeck.com/

Growth Huntr

Growth Huntr is a growth marketing agency that partners with startups and scale-ups to accelerate user acquisition and revenue. The agency combines data analytics, creative content, and performance marketing tactics to deliver customized growth strategies, with a focus on measurable results and long-term scalability.

Website: https://growthhuntr.com

Maino AI

Maino AI is a next-generation AI-native marketing technology platform built to help brands make every advertising dollar deliver profitable growth. Maino AI combines AI, automation, and human-in-the-loop expertise to empower marketers with real-time budget optimization, data-driven audience discovery, and creative intelligence at scale.

Website: Maino.ai