**Report Predicts $1B Ad Sales From Agents Using AI**

Ad agents incorporating AI will bring in $1 billion this year for Snap and Meta combined if Meta meets its July testing schedule, New Street Research predicts, and more than $7 billion in 2025. Google, OpenAI and Microsoft have all started developing similar agents, and some companies are creating their own.

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[***https://www.mediapost.com/publications/article/392400/ai-agent-ad-buys-to-top-1b-this-year-7b-next.html***](https://www.mediapost.com/publications/article/392400/ai-agent-ad-buys-to-top-1b-this-year-7b-next.html)

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