Nexxen Launches AI-Native DSP UI, with Major Enhancements to the nexAI DSP Assistant to Amplify Full-Funnel Outcomes

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AI-native UI streamlines campaign management, amplifies productivity and provides deeper real-time insights

nexAI DSP Assistant advances from planning through optimization, while maintaining transparency and keeping users in full control

NEW YORK, April 06, 2026 (GLOBE NEWSWIRE) -- Nexxen, the advertising technology platform powered by unique data and media, today announced major enhancements to its nexAI DSP Assistant, the AI assistant in its demand-side platform ("DSP"), which will augment all phases of campaign management and amplify full-funnel performance for buyers.

nexAI DSP Assistant capabilities are expanding from mid- and post-campaign reporting and analytics to include:

- **Pre-campaign set-up and quality assurance ("QA")** to launch campaigns confidently with automatic misconfiguration checks
- **Deal troubleshooting and diagnostics** to quickly identify, diagnose and resolve delivery issues
- **Mid-campaign optimization through natively embedded nexAI insights** to provide built-in recommendations for campaigns mid-flight

Alongside, Nexxen is launching a new DSP user interface ("UI"), creating strategic operational efficiencies and offering a streamlined and intuitive workflow in the platform. The AI-native interface lays the foundation for seamless integration of future innovation, while speeding up user onboarding and campaign launch, and reducing the need for training.

"Deterministic, high-fidelity signals – like real behavioral data in Nexxen Discovery, transaction-level insights and exposure data tied to outcomes in the Nexxen Data Platform – consistently outperform large but noisy datasets. AI models trained on weak or proxy signals simply optimize faster toward the wrong outcomes," said Karim Rayes, Chief Product Officer, Nexxen. "Nexxen has spent years securing unique data assets and building research, planning and measurement solutions on top of them. Now, we have layered in AI to drive performance and automated these processes for streamlined workflows and better outcomes."

"Nexxen's AI-native DSP and enhanced nexAI DSP Assistant represent meaningful steps forward in how agencies can connect data, planning and activation within a single workflow. What stands out is how the assistant connects live campaign data with Nexxen's knowledge base in a way that is actually actionable," said Joey D'Alesio, Manager, Platform Partnerships, Division-D. "We are already seeing value across the campaign lifecycle — from answering feasibility questions in pre-campaign planning, to surfacing optimization opportunities in-flight, to accelerating post-campaign analysis. It is rare to see AI implemented in a way that enhances trader decision-making rather than replacing it, and that balance of innovation and control is what makes this especially compelling for our teams."

Forthcoming product development on the nexAI DSP Assistant will include:

- **Optimization recommendation agent** to drive stronger campaign performance with clear recommendations through adjustments to bids, budgets, audiences and supply
- **Audience discovery agent** to create audience segments leveraging Nexxen Discovery and Nexxen's robust data marketplace
- **Advanced data integrations with Nexxen Discovery and the Nexxen supply-side platform ("SSP")** to apply holistic signals for improvement at every stage of campaign planning and activation
- **Open connections to third-party application programming interfaces ("APIs")** to onboard data valuable to informing planning, performance, measurement and optimization

Critically, even as the sophistication of its capabilities grows, the nexAI DSP Assistant remains autonomous only to the extent that users choose, keeping traders in full control and maintaining complete transparency into campaign adjustments and optimization.

"We are seeing increased frustration in the market with the current roll-out of fully autonomous AI tools that de-center the very people who know their business best: the planners and traders. At Nexxen, we are building people-first DSP technology that saves time on manual tasks and launches campaigns to market faster, but leaves the decision-making power fully in our clients' hands, to the degree they want it," said Rayes.

About Nexxen

Nexxen is the advertising platform that delivers full-funnel performance powered by unique data and media. Comprised of a demand-side platform ("DSP") and supply-side platform ("SSP"), with the Nexxen Data Platform at its core, we meet the demands of today's converging media landscape with exclusive audience intelligence, automation and expertise.

Headquartered in Israel, Nexxen maintains offices throughout North America, Europe and Asia-Pacific, and is traded on Nasdaq (NEXN). For more information, please visit nexxen.com.

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Forward-Looking Statements

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Source: Nexxen International Ltd.