

AgencyConnect for Partners

The Connectivity You Need. **The Agencies You Want, On-Demand.**

With a single connection to MadConnect, AgencyConnect gives approved partners direct, governed access into proprietary agency data environments. Now, you can fast-track agency partnerships and accelerate time-to-revenue - at scale.

Connectivity is no longer a feature. **It's foundational infrastructure.**

MadConnect's **Intelligent Connectivity Layer (ICL)** standardizes how platforms and agentic systems communicate - across environments and workspaces. We eliminate connectivity constraints, so your teams can focus on increasing Share-of-Budget:

- **Accelerate time-to-revenue:** Gain access to agency and holding company platforms and environments in minutes (license and credentials required).
- **Zero engineering lift:** Eliminates engineering time wasted on building, monitoring, and maintaining integrations - without custom builds for every agency.
- **AI-ready architecture:** Native Model Context Protocol (MCP) support AI-enabling your stack, ensuring consistent connectivity and interoperability for agentic workflows.

ACTIVE PARTNERS ACROSS ADTECH & MARTECH

Logos shown represent a subset of live partners. Full list of integrations available on demand.



KEY FEATURES OF AGENCYCONNECT

- **Bring Your Own Cloud (BYOC):** Activates data securely within your preferred cloud, offering zero-copy data movement and built-in governance.
- **Native Model-Context Protocol (MCP) Support:** Allows agents to execute governed, cross-platform workflows using our proprietary MCP-wrapped APIs.
- **Enterprise-grade Connection Architecture:** Guarantees on-demand provisioning for existing connectors, and rapid deployment of new connectors (in just 48 hours).
- **Multi-Workspace Management:** Provides unified visibility and control across diverse agency teams and data environments.
- **Centralized "My Mappings" Hub:** Ensures company-wide field mapping consistency, standardizing schemas across the entire technology stack.

Ready to Get **MadConnected?**

To get started or learn more, contact us: sales@madconnect.ai