

— Martech & adtech, decoded

YC isn't funding another AI copywriter.

Its Spring 2026 batch is funding AI operators that run paid social, ops and creator marketing — end to end.

10 companies

7 segments

5 shifts

Swipe →

This isn't classic adtech.

No DSP. No SSP. No retargeting. This batch is about AI operators that take whole chunks of work off marketing teams.

Paid social

Marketing ops

Creator intel

GEO / AgentRel

Simulation



01 / 05

Paid social is going agentic.

[InstaAgent](#) scales one campaign across hundreds of personas on Meta & TikTok. [Revnu](#) runs outbound, ads, SEO and social as a single growth team. [tday](#) turns your product and git repo into launch videos, graphics and ads.



02 / 05

Marketing ops is next to automate.

[CharacterQuilt](#)'s computer-use agents deploy campaigns straight into Pardot, Marketo, HubSpot and LinkedIn. The agent doesn't write copy – it ships the campaign.



03 / 05

Creator marketing becomes an AI coworker.

Kuli watches social video, scouts creators, and reads trends and campaign performance – the work agencies and research teams used to do by hand.



04 / 05

A new layer: GEO / AgentRel.

Manicule helps you get found and used by AI agents – not just Google. SEO isn't enough when agents make the decisions.



05 / 05

Research goes simulation-first.

Auxos builds AI customer twins to test pricing, positioning, landing pages and ad creative – before launch, ahead of any A/B test.

— Not slideware

And it's already working.

\$2M

InstaAgent — ARR, doubled in 4 months on the batch

8.3%

tday — CTR in early paid tests, several times the benchmark

\$53K

Manicule — MRR, +100% month over month

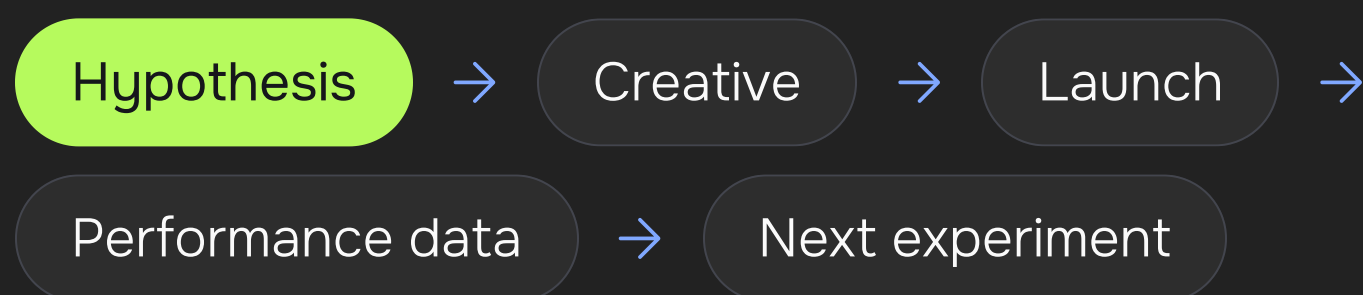
~1 hr

CharacterQuilt — a campaign vs “3 agencies, 6 weeks”

Disney · Nivea
· Havas

already running on Kuli

Winners won't
generate content.
They'll close the
loop.



YC isn't betting on one more AI copywriter. It's betting on full-stack growth agents.

RK

Ruslan Kurmanaev

— The signal for creator & martech

Value is moving from
databases and dashboards
to an agent that **watches
content, gets your brand,
and ships the campaign.**

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