

insigle

From prompt to proof.

The brand layer for the [agent web](#).

Embrevail · 2026

Brutalist concrete facade — Osman Rana · CC0, Wikimedia Commons

THE SHIFT

Agents now read the web.

SAMPLE PUBLISHER AUDIT

63%

of crawl traffic tagged agent-driven — and in this sample model the existing ad stack does not monetize it.

HOW IT WORKS

One request, from page to payout.



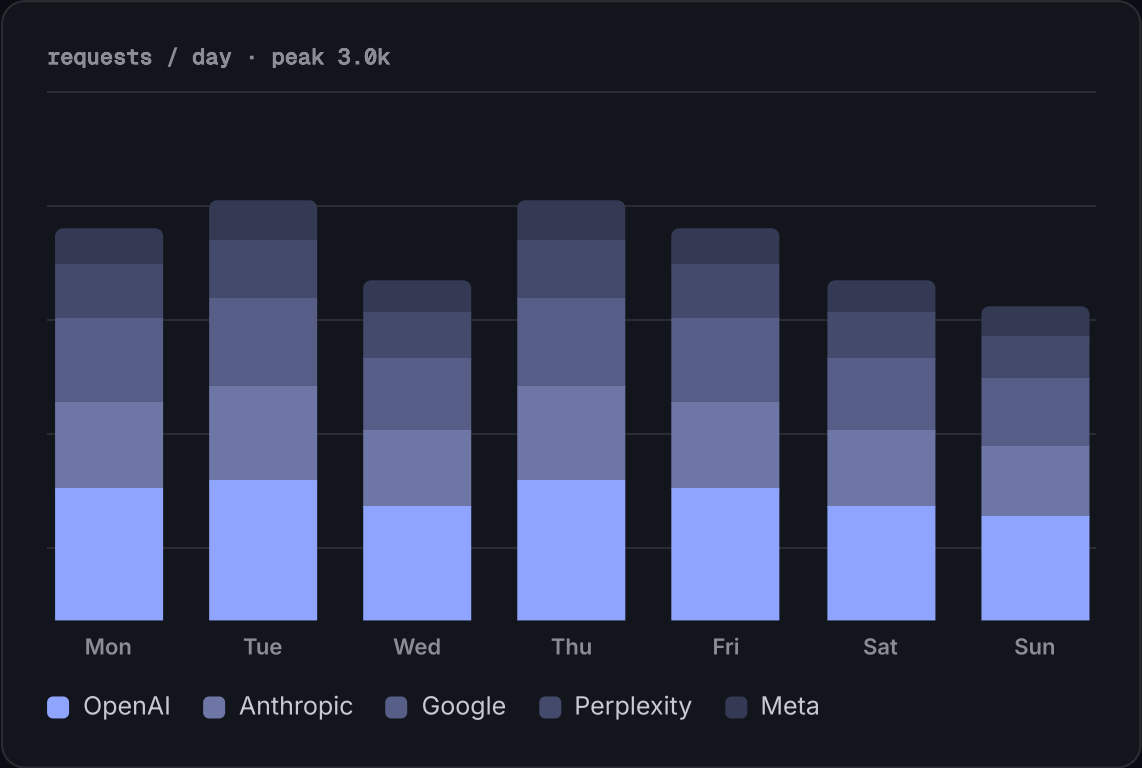
FROM REQUEST TO RECEIPT

**Every request moves through
structure, and leaves signed
proof.**

Muziekgebouw aan 't IJ, Amsterdam – CC0 (Fons Heijnsbroek)

WHAT PUBLISHERS SEE

Demand, by agent — sample 7-day window.



AGENT	REQUESTS	FILL
OpenAI	6,204	78%
Anthropic	4,118	74%
Google	3,902	69%
Perplexity	2,560	61%
Meta	1,708	52%

OpenAI + Anthropic = 56% of sample agent requests · weighted fill ~70%.

NEXT

Run a pilot this quarter.

One site, one fragment, first agent reporting in ~a week. From prompt to proof.

insigle

Embreval · contact@insigle.com

APPENDIX

Sources & credits.

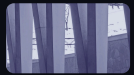
IMAGERY · CC0 / PUBLIC DOMAIN



Brutalist facade — **Osman Rana** · CC0, Wikimedia Commons



Muziekgebouw aan 't IJ — **Fons Heijnsbroek** · CC0, Wikimedia Commons



Oosterdokseiland columns — **Fons Heijnsbroek** · CC0, Wikimedia Commons

Indigo duotone applied across all imagery; full register in `design/assets/images/image-register.md`.

CLAIMS & DATA

All metrics in this deck are sample / illustrative — not production results.

AI crawlers & agent user-agents are documented:

`developers.openai.com/api/docs/bots` · Google-Extended ·
`developers.cloudflare.com/bots`.

`robots.txt` is a protocol, not access authorization — RFC 9309.