



NEW RETAIL AD TECH AI COMPANY FOUNDED IN NORTHWEST ARKANSAS

Introducing AdFury.ai, Automating Relevant Retail Ads

Bentonville, AR (March 17, 2025) — AdFury.ai, co-founded by Eric Howerton and JS Bull, publicly launches today in Las Vegas as they participate in the Adobe Summit. The Northwest Arkansas-based technology company makes it simpler to create and deploy image and video ads in retail media networks, using AI-powered software to help major retailers, brands and agencies drive sales with more relevant ads.

"We're not just improving the speed at which ads go live, we're enabling brands to engage more meaningfully with consumers, ensuring their messaging stands out in a highly competitive space," said Bull, Co-founder and CEO of AdFury.ai. "Our solution eliminates much of the repetitive work required in the ad design and upload process to retail media networks, giving creative teams more freedom to focus on what truly matters — innovating and crafting impactful, creative ideas."

Bull, an entrepreneur, investor and advisor, originally joined WhyteSpyder in 2019 as COO before moving into the CEO role later that year. He led the company to five consecutive profitable years with 100%+ revenue growth each year. Previously, Bull spent more than 10 years in sales and marketing leadership at Pace Industries, North America's leading die casting company. He was a founder of Field Agent, the first app-based field intelligence solution for retailers and retail suppliers, and has vast experience working with Walmart.

Bull and Howerton are reprising their roles as Chief Executive Officer and Chief Growth Officer, respectively, after a successfully scaling and exiting WhyteSpyder, a premium-efficiency digital shopper agency that helped Walmart and its suppliers drive measurable online traffic and sales through data-driven, omni-channel strategies.

Howerton, a seasoned entrepreneur, has over 25 years of experience in marketing, technology and digital strategy, including serving as co-founder of WhyteSpyder. After WhyteSpyder was acquired by London-based Ascential in 2021, Howerton later co-founded PodcastVideos.com, a full-service podcast production company in NWA. Howerton is continuing his ongoing commitment to innovation and value creation in the retail media marketplace with AdFury.ai.

"It's exciting to collaborate once more, blending our industry expertise with a team that is passionate about shaping the future of Retail Media Network advertising," Howerton said. "We're proud to be building this right here in Arkansas, where the intersection of technology and talent is fueling incredible growth for retail."

While based in Northwest Arkansas, alongside retail and supplier clients, the company currently is at the Adobe Summit in Las Vegas, NV. Next week the company will be one of 10 vendors exhibiting at Shoptalk, billed as "the most important week in retail." Adfury.ai will be featured in the New Market section, dedicated to Retail Media Networks.

“Attending the Adobe Summit this week and Shoptalk next week in Las Vegas is a natural fit for us,” Bull said. “These are the perfect platforms to showcase how our solution is driving creative innovation and efficiency in the retail media network space. The opportunity to connect with industry leaders, gain insights into the latest trends and collaborate with other forward-thinking companies will help us continue to push the boundaries of creativity and personalization.”

More information about AdFury.ai can be found on their website: <https://adfury.ai/>