



AI+Campaign Optimisation

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Core

Our Agenda



Evolution of
AI in Buying
Tech

1

What AI is
available now
in platforms?

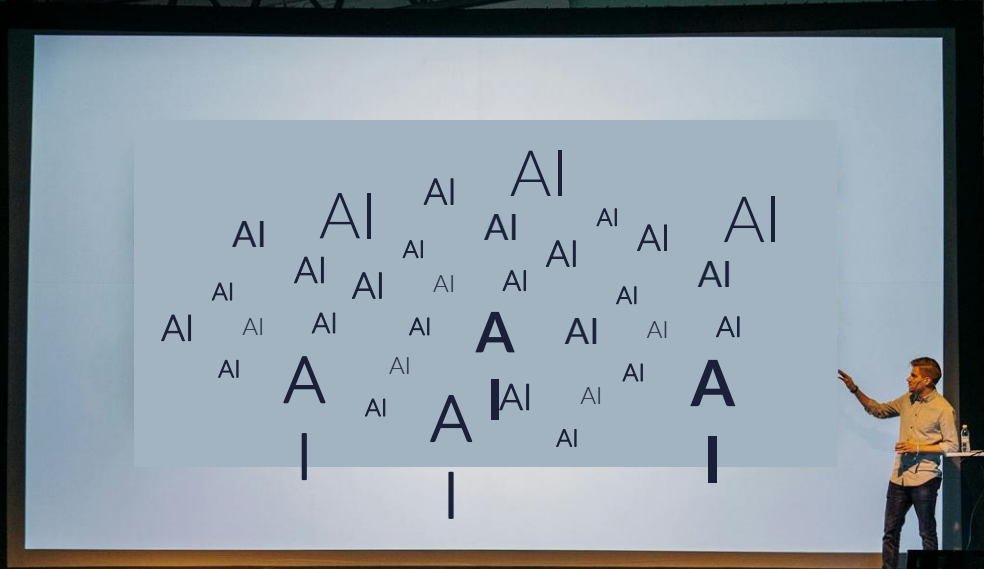
2

Recommendations for AI

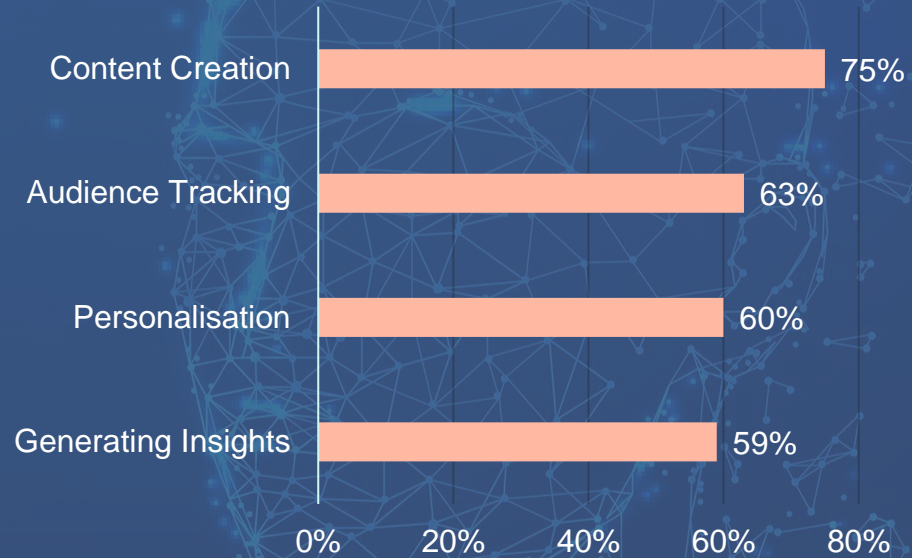
3

Getting
started with
AI for your
Brand

4

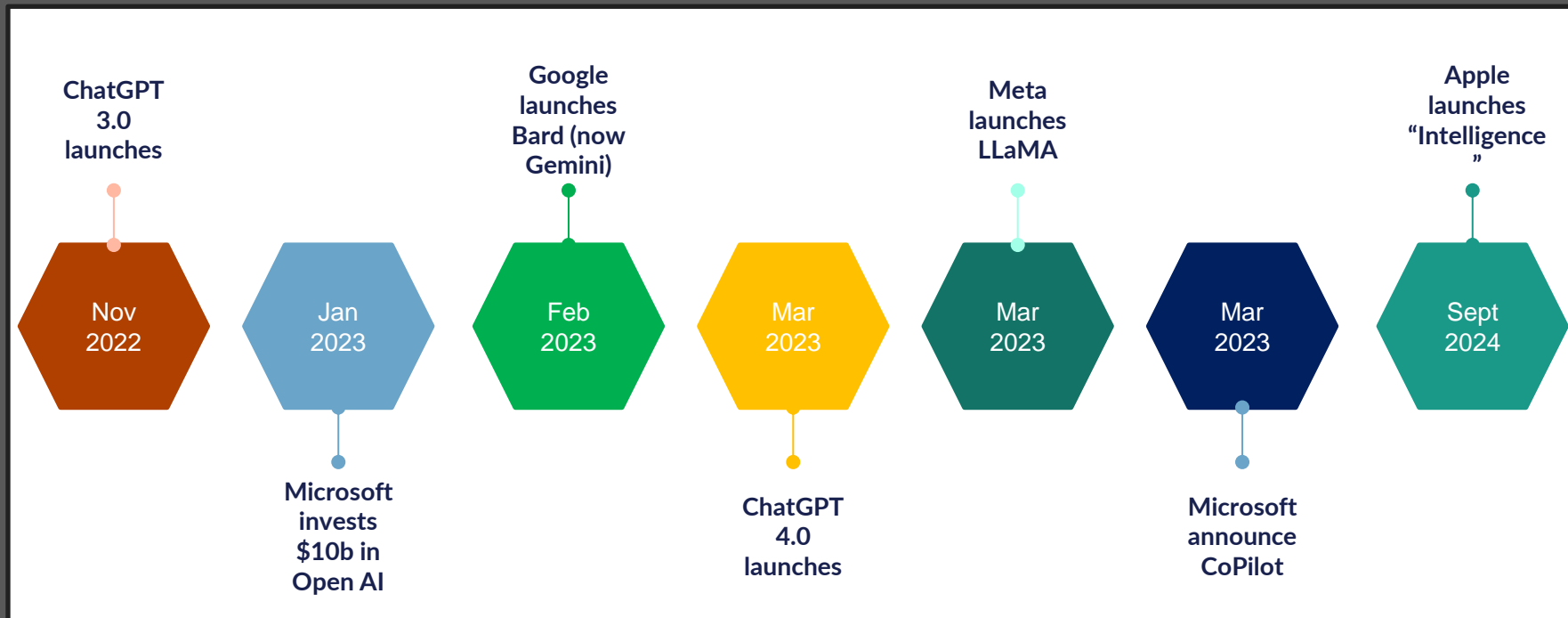


AI's impact on marketing over the next 12 months?

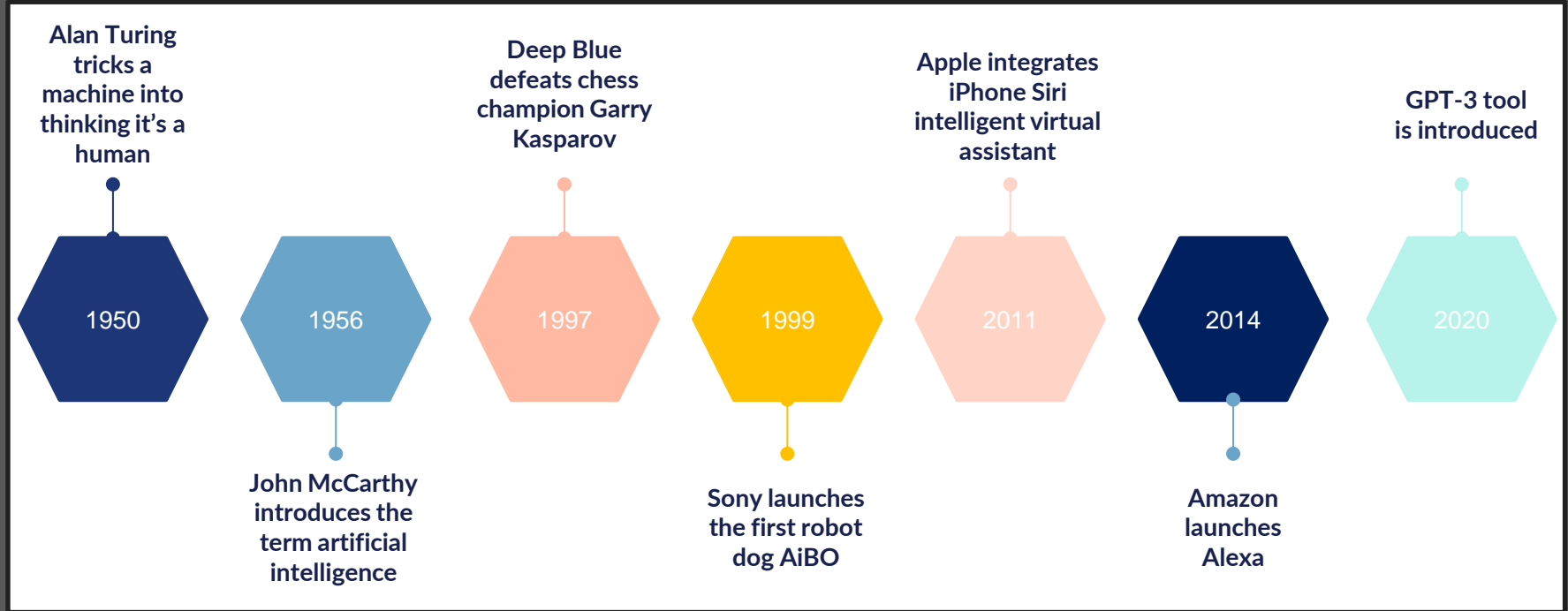


Source: Warc 'Voice of the Marketer' survey

Key dates in the evolution of AI



Artificial Intelligence is 75 years old!



AI has always powered our campaigns



Search

- Smart Bidding
- Responsive Ads
- Consent Mode
- Dynamic Creative
- Brand Exclusions
- Broad Match Keywords
- Performance Max
- Audience segmentation
- Quality Score
- Language Translation
- Insights & Recommendations



Social

- Brandwatch
- Query Builder
- Insight Generator
- Advantage Campaign
- Budget
- Text Gen
- My AI
- TikTok Symphony
- Dynamic Creative



Programmatic

- Custom Bidding
- Campaign Optimisations
- Fraud Detection & Prevention
- Sentiment Analysis
- Forecasting
- Lookalike Modelling
- Dynamic Creative
- Auto Gen Ads
- Intelligence
- Experiments
- Keyword Lists
- Audience Segmentation

Search



Google Ads (AdWords) is launched

Initially displayed on the right-hand side of the search results, initially bought on a cost-per-impression basis.



2000

2002



Keyword Match Types

Exact, Phrase and Broad match types to control how closely a query needed to match a keyword for an ad to be triggered.



2014

Close Variants & Misspellings

With developments in natural language processing, exact match keywords evolved to understand and include close variants of search queries such as plural forms, acronyms and misspellings.

2017



Responsive Search Ads

Advertisers could leverage machine learning to dynamically combine multiple headlines and descriptions to display the most effective message to the user.



2018

Smart Bidding Strategies

Google's AI analyses a multitude of signals to optimise bids in real-time, for each individual auction depending on the campaign goal such as driving traffic, achieving a target impression share, or generating sales.

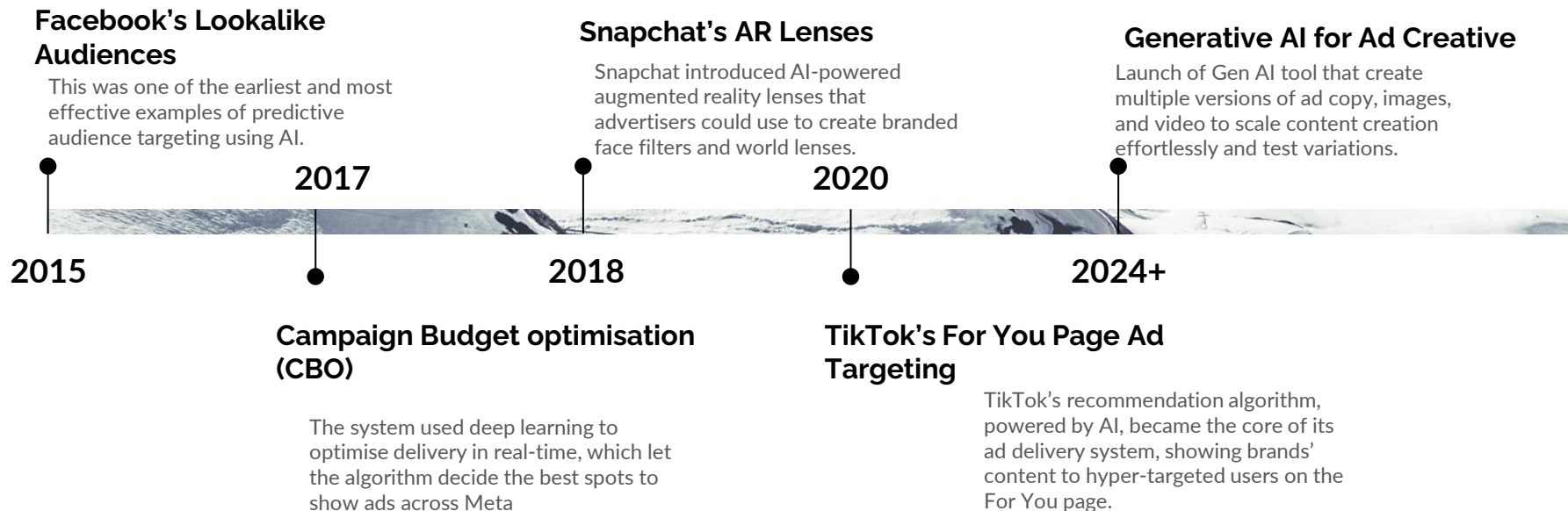
2024+



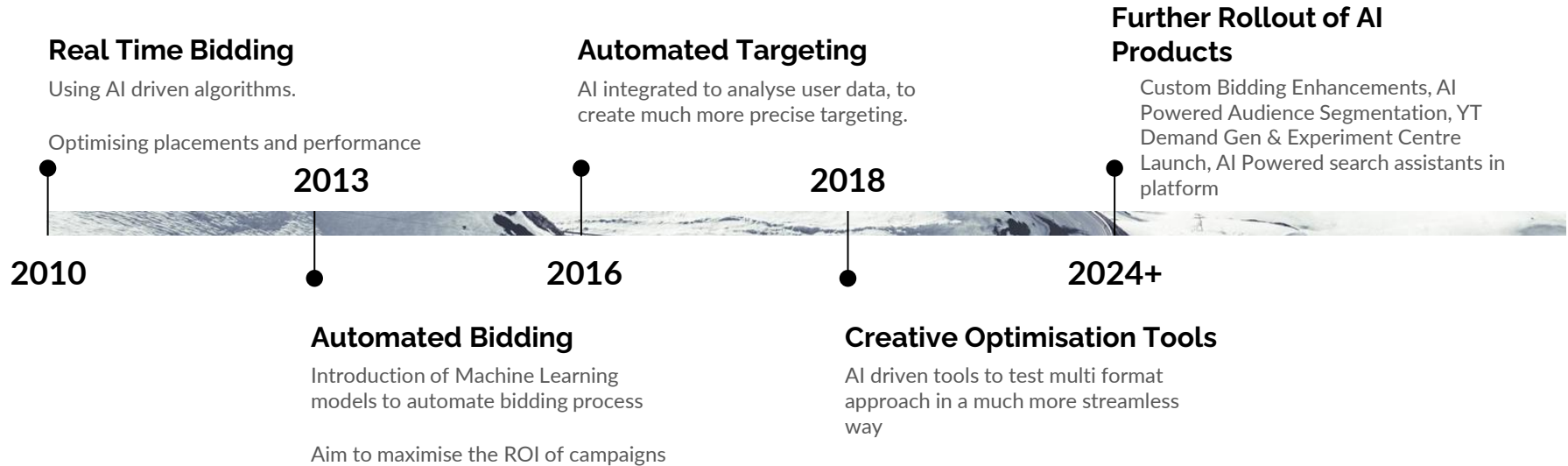
AI Products for Campaigns

Performance Max and Demand Gen making it easier to setup campaigns across search, display and video

Social



Programmatic





What is our recommendation?

1. Test AI powered tools within your digital platforms



Performance Max

+27%

More conversions at a similar cost per action.

Variety of creative assets helps unlock inventory to reach more users.

Including at least one video can increase total incremental conversions by 12% on average.



Meta Advantage +

-33%

Average reduction in cost per reach

28% Reduction in cost per click, lead or landing page view

Automated targeting, budget allocation, and creative optimisation.



YouTube AI - Video Reach Campaign

-39%

Reduction in CPM v control arm.

1.8x unique reach for same budget.

However, completion rates and viewability dropped as not a KPI.

2. Use AI to improve targeting

Platform Tools



Advantage+ audiences to
build lookalikes

DV360 launching AI
powered Personas

1st Party Data

Epsilon®



Utilising 1st party DMPs
to build out advanced
targeting to feed into
buying platforms

Strategic Layer



Gemini




Building personas

Keyword strategies

Custom Brand Safety
Lists

3. Work with AI for predictive analysis


Campaign Performance



Tools in platforms optimising in **real time**.

Adjusting **budget allocations** and bids.


Attribution



Moves **beyond last click/touch** attribution.

MMM studies use AI to show future impact.

Retail Media



Retail Media is being **built with AI** from the ground up.

AI to support multiple attribution, segmentation and personalisation.

4. Tactical ways to apply AI in campaigns



Dynamic Creative Optimisations

Advantage+
Creative
Enhancements

Search Tools

Smart bidding,
organic vs paid
analysis for brand
terms.

AB Testing

Experiment Centres
in Meta & DV360

Ad Copy Generation

Dynamic Creative
Gen in Ads Manager

Responsive Search
Ads

How can we use AI in Measurement?

GA4

Predictive Analytics

Purchase Probability
Churn Probability
Predicted Revenue

Predictive Audiences

Build audiences of those who are likely to purchase soon.
Target those about to churn

Automated Insights

Alerts for sudden changes in trends or engagement.
Proactive management of live activity

Measurement

Cross Channel Modelling

Brings together multiple platforms and channels for deeper intelligence

Anomaly Detection & Alerts

Can spot creative fatigue earlier or pacing issues.

Natural Language Reporting

Simplify reporting, with auto summaries.



Getting Started with AI

Getting Started with AI



1. Audit

What tests are we currently doing with AI across our digital campaigns?

What are the results to date?

2. Plan next steps

What can we improve?

What tools are needed?

What training is required?

Do we have a budget?

3. Assign & Track

Who is going to project map this?

How do we communicate back to the business?

How often should we test?

4. Stay in Control

Do we need premium versions of tools?

What is the risk of using Gen AI? E.g. loss of control

Have we an AI policy to uphold?

Be aware of default changes in the platforms

“The future happens
slowly, then all at
once”

Kevin Kelly
Founding Executive Editor,
Wired Magazine



What can we expect over the next 12 months?



Rising ad costs (in some instances) as platforms become more efficient but also more effective



Small declines in search engine volumes as competition increases



Improvements in AI-powered image editing + asset generation



New ways to enhance human creativity – not replace it

What does this mean for brands?

1.

Better performance for your ad campaigns

2.

Increased focus in relation to campaign optimisations powered by AI

A short horizontal line with a teal-to-orange gradient, positioned above the text.

Thank you.

