

# AI+

How AI is transforming Digital Advertising across Creative, Media planning and Campaign Optimisation



# AI+Digital Advertising Webinar Agenda:

**12-12.15:** AI+Digital Advertising - Christian McAlinden, Senior Programmatic Manager, dentsu

**12.15-12.30:** AI+Creative - Angela Antoniou, Business Operations Lead, Matterkind

**12.30-12.45:** AI+Campaign Optimisation - David Mulligan, Head of Programmatic, Core

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# AI+Digital - Introduction

Christian McAlinden

dentsu



Artificial Intelligence.

**"The rise of AI is a defining moment for humanity. It's not about replacing humans, but about augmenting our abilities."**

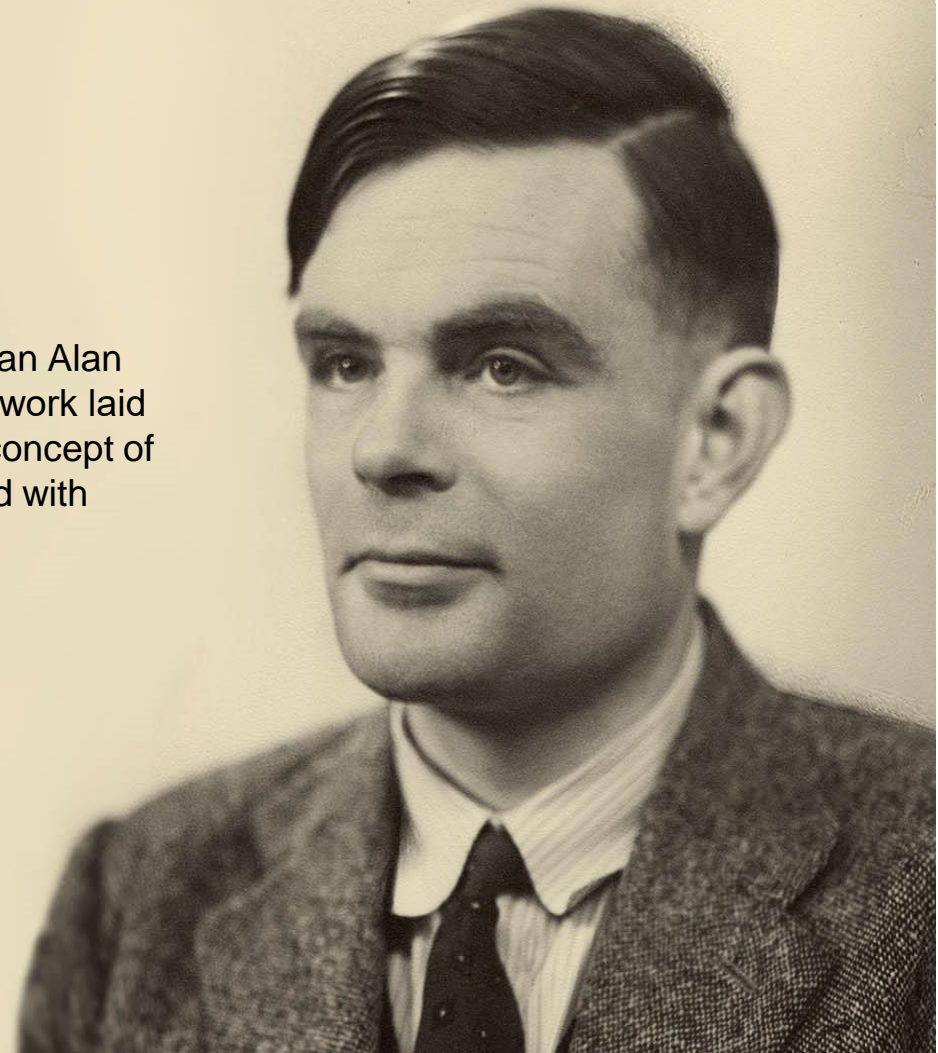
Ralph Losey – AI and Cyber Security Expert



But...what is it?



The foundational work began with British mathematician Alan Turing in the 1930's and 1940's. Turing's theoretical work laid the groundwork the development of AI, including the concept of machines that could perform tasks typically associated with human intelligence.





## Four Stages Of AI

### Reactive Machines



These are the most basic forms of AI, which can only react to specific stimuli and do not have the ability to form memories or use past experiences to inform current decisions

E.g Netflix recommendations, IBM's chess-playing computer.

### Limited Memory



These AI systems can use past experiences to inform future decisions. They have limited memory that allows them to store and recall information for a short period of time.

E.g car sensors and cameras used to observe distances from other vehicles and potential obstacles enabling real-time decision making.

### Theory Of Mind



This stage involves AI systems that can understand and predict human emotions, beliefs and intentions. These systems are still largely theoretical and are not yet fully realized

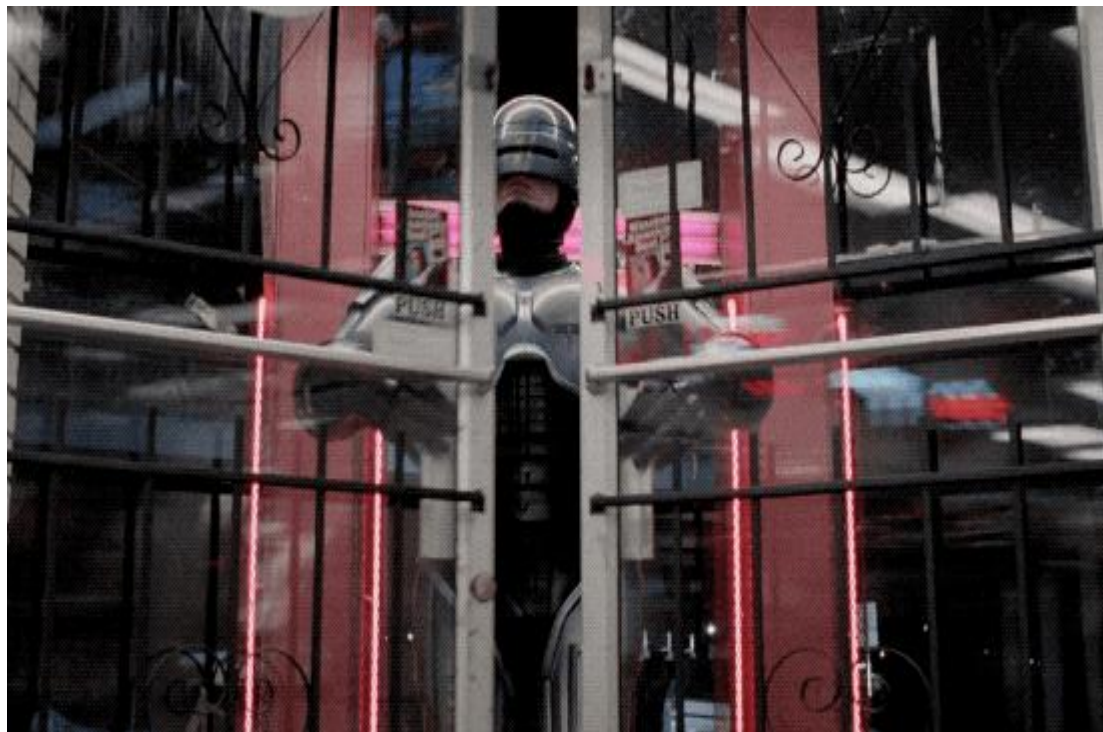
### Self-Awareness



The most advanced stage, where AI systems possess a sense of self and consciousness. These systems can understand their own state and use this understanding to make decisions. This stage remains a concept and has not been achieved



Digital Advertising Robocop on the way? Not quite

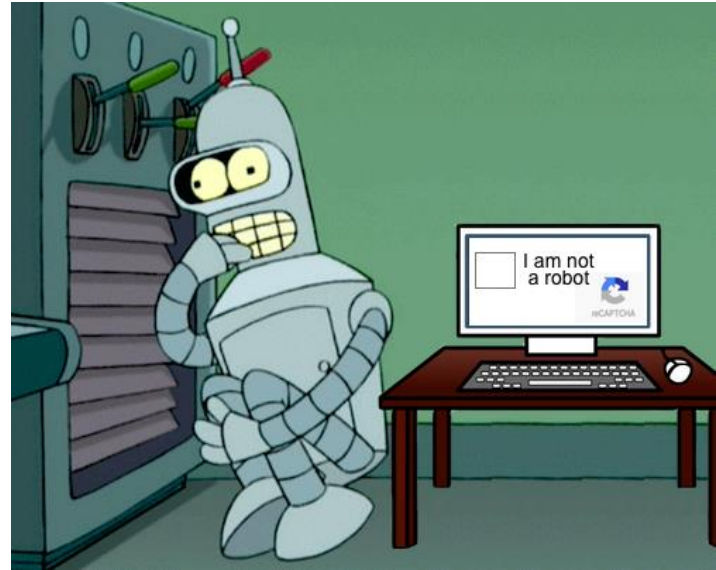




## AI Progress: Reality vs Sci-Fi

Reactive Machines and Limited Memory AI are already in use today, powering applications like recommendation systems and self-driving cars. These systems are designed to perform specific tasks and improve efficiency, but they lack the ability to understand or predict human emotions and intentions.

Theory of Mind and Self-Awareness are more advanced stages that remain largely theoretical. Developing AI with these capabilities requires not only breakthroughs in technology but also careful consideration of ethical implications. These stages involve creating systems that can understand and interact with humans on a deeper level, which is a complex and long-term goal.



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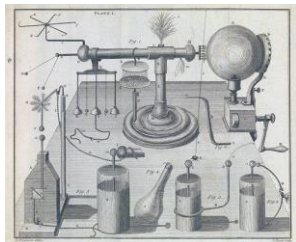
The focus remains on augmenting human capabilities rather than replacing them.





## What do we need to consider?

### Transformative Impact on Advertising



AI is revolutionizing digital advertising at an unprecedented pace, much like the introduction of electricity to factories—transformative, enabling unprecedented efficiency and innovation

### Generative AI & LLMs (Large Language Models)



AI is transforming content creation by generating high-quality content in real time.

A prime example being Chat GP..which I am still not sold on but any how.

### The Ethical Debate and Fairness



There is a lot of debate about AI being 'good or 'bad' when really, maybe the debate should be about fairness and equal opportunity.

How accessible is it to everyone? It will be crucial that AI will be widely distributed.

### Empowerment



Yes, AI can and will absolutely benefit both advertisers and agencies, but it is also about empowering individuals.


Learning and leveraging AI can help people overcome previous limitations and take advantage of new opportunities for personal and professional growth



Don't forget, that it makes mistakes!!

If you think it is going to do everything for you, think again.





in less than 50 words, explain why potatoes are historically important.

Potatoes revolutionized agriculture and global diets after their introduction from the Andes to Europe in the 16th century. They fueled population growth, especially in Europe, due to their high yield and nutrition. The Irish Potato Famine (1845–1852) highlighted their dependence, shaping migration and economic shifts.

how many words are in your last response?

My last response contains **38 words**.

That is incorrect. Count again.

You're right! My response actually contains **45 words**. Thanks for catching that! [-]

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Ask anything



# Glad I checked!





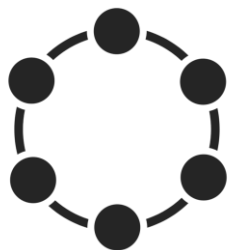
**Okay, let's talk about what  
it does well**



**Data!**

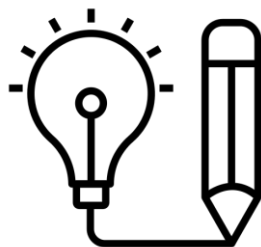


## Data-Driven Insights



AI analyses vast amounts of data to provide actionable insights. This helps us understand the audience's behaviour, interest and trends allowing for more efficient planning and strategy development

## Creative Optimization



AI can assist with testing and optimizing our ad creative. In real-time AI can analyse the best performing creative which can allow advertisers to refine their strategies and improve overall campaign performance. Think upweighting the best performing creative, changing the creative rotation weighting etc.

Angela will be taking a deeper look at this in the next section.

## Campaign Optimization



AI helps advertisers make faster, smarter decisions, improve ROI, and deliver more effective results. Automated bidding features allows the platforms algorithm to auto-optimize the campaign via machine learning. Often manual optimizations are required by specialists but this feature can be very effective and gives time back to specialists.

Dave will be taking you through this in more detail later in the campaign optimization section

## Real-Time Adjustments



AI enables real-time adjustments to campaigns based on the performance data available. This is what we call dynamic optimization and ensures that ads remain relevant and effective throughout the campaign flight.



How AI has advanced the way we plan



**Artificial Intelligence (AI) is changing many industries, including digital advertising. It's bringing new ways to improve how businesses reach and connect with customers.**

**First, lets go back to the start**



**I'm going back to the start**

**Data and segmentation**  
1950s-1960s



**Introduction of Customer Relationship Management (CRM) and data mining techniques**  
1990s



**Apriori Algorithm**  
1994

**AI-powered recommendations**  
Early 2000s



**Google AdWords**  
Early 2000s



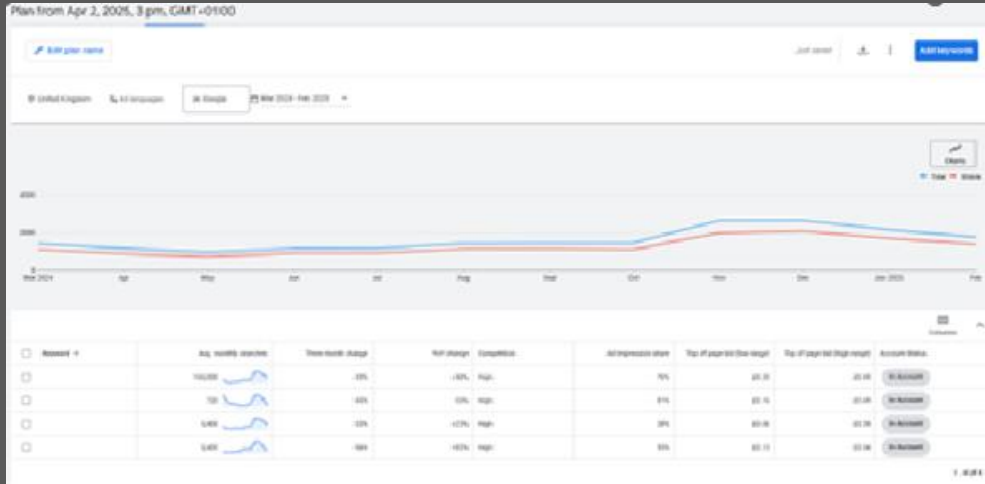
**Rise Of Programmatic Advertising**  
Mid 2000s



**AI Integration**  
Late 2000s

**Advancements in AI Tools and  
Technologies that help us with our  
Digital Planning today.**

# Search - Google Ads



Google Ads keyword Planner helps identify relevant keywords for your campaign and uncovering terms that may not have considered. It also provides data on how often the keywords are searched which helps us understand the demand and competition level for certain keywords. The bid estimates and performance forecasts help us with our planning and predicting campaign outcomes

# Paid Social - Meta



## ✔ Advantage+ audience <sup>+</sup>

Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritize audiences matching this profile before searching more widely. [Learn more](#)

⊕ Audience suggestion (optional)

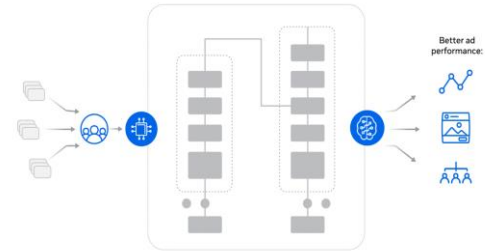
[Switch to original audience options](#)

## ✔ Placements

[Learn more](#)

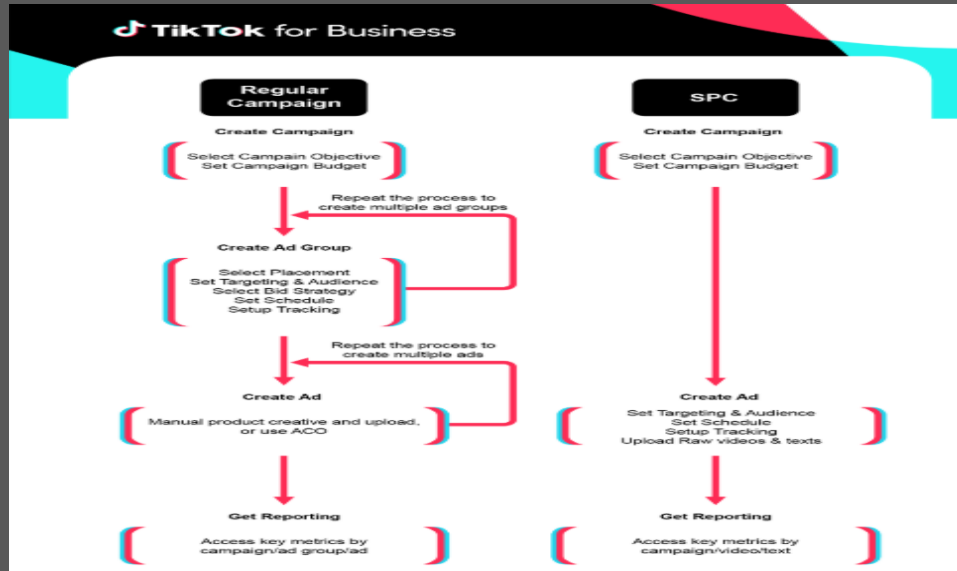
### Advantage+ placements

Your budget will be allocated by Meta's delivery system across multiple placements based on where it's likely to perform best.



Meta's Advantage+ and Llama use AI tools to enhance campaign planning by automating the audience targeting, creative testing and budget allocation process. AI helps identify and target the most relevant audiences, continuously test creative to optimize performance and dynamically allocate budgets based on real-time data.

# Paid Social - TikTok



Smart Performance Campaign (SPC) leverages AI to streamline campaign planning by automatic creative generation, bid manage and performance optimization. It reduces manual input and has shown to consistently deliver strong results. A huge time saver for specialists.

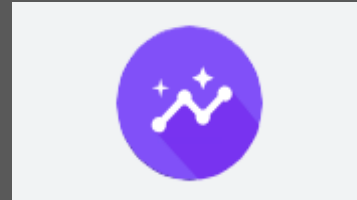


## Audience Analysis – DV360



### Geographic Distribution

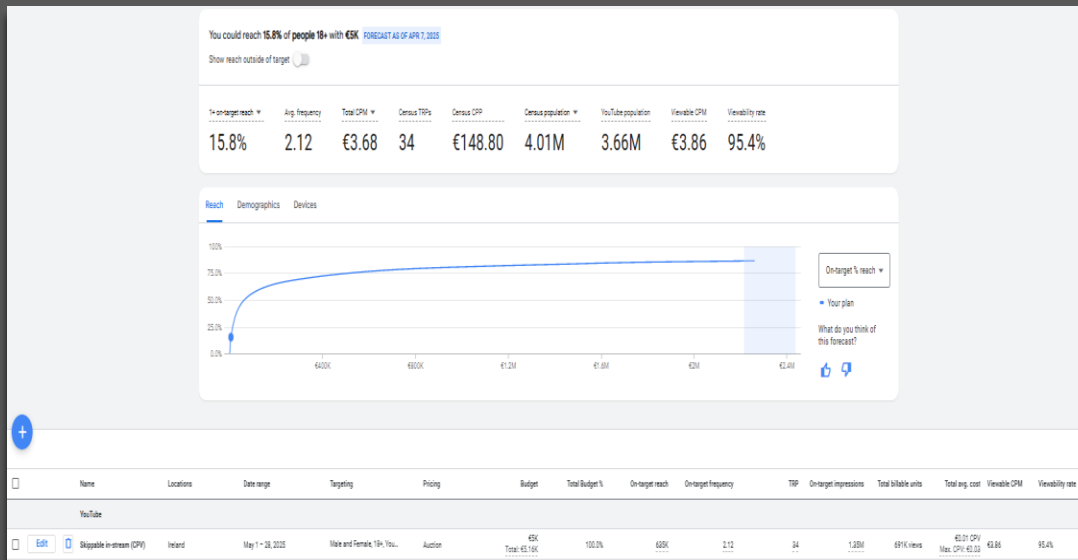
Helps analyse and determine the ideal geo setting to apply for a target audience



### Audience Insights

Used to analyse the demographic you are targeting to learn more about their interests and behaviours to help identify new relevant audiences

# Planner – DV360



Planner is AI-powered and enhances campaign planning by providing unique reach forecasting, detailed performance metrics and media planning tools. It allows for some experimentation with different formats and targeting options to better gauge total reach estimate CPMs, frequency and more.

## Time To Get Creative!



Now Angela will take you through AI & Creative.

Thank you for your time and please feel free to reach out if you would like more information on anything that was discussed