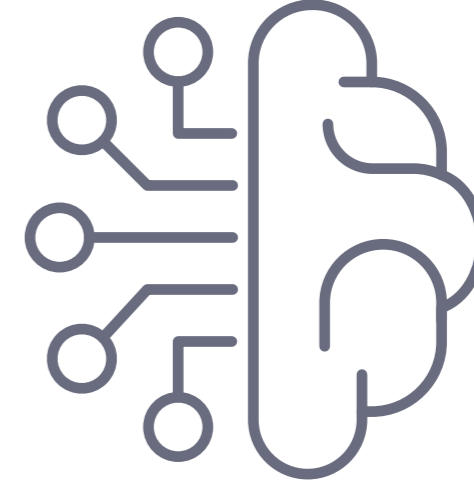


AI: The Ultimate Collaborator

What are marketers doing today to uplevel with AI?

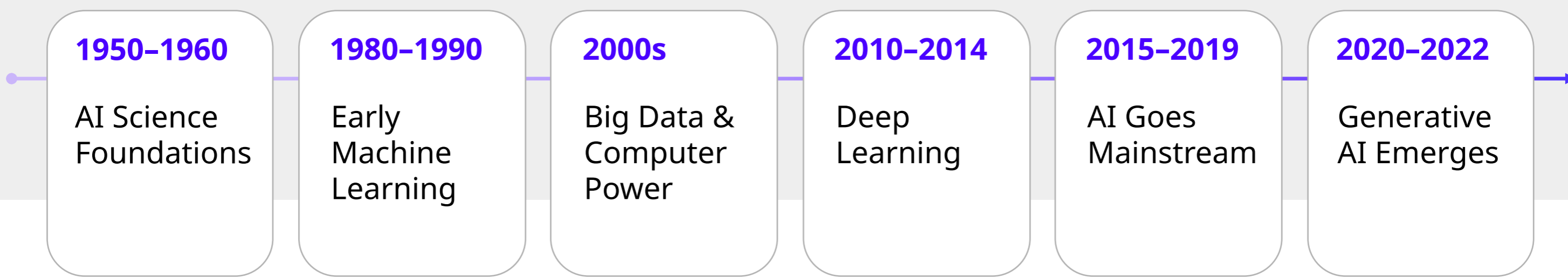
The real power of AI lies in its ability to turn vast amounts of data into actionable insights—provided brands use it with intention.

From predictive analytics to real-time personalization, AI is transforming advertising from a guessing game into a precision-driven strategy.



See where AI started, and where it's going. ▾

Laying the Foundations



Did You Know?

The first chatbot, Eliza, was created by Joseph Weizenbaum at MIT, acting as a psychotherapist in **1965**.

2023 Onward Transformative AI Usages

AI Aliases

Have you seen these terms before? They're all AI technologies.

- Machine Learning
- Recommender Systems
- Virtual Digital Assistants
- Chatbots
- Computer Vision
- Neural Networks
- Natural Language Processing
- Deep Learning
- Predictive Analytics

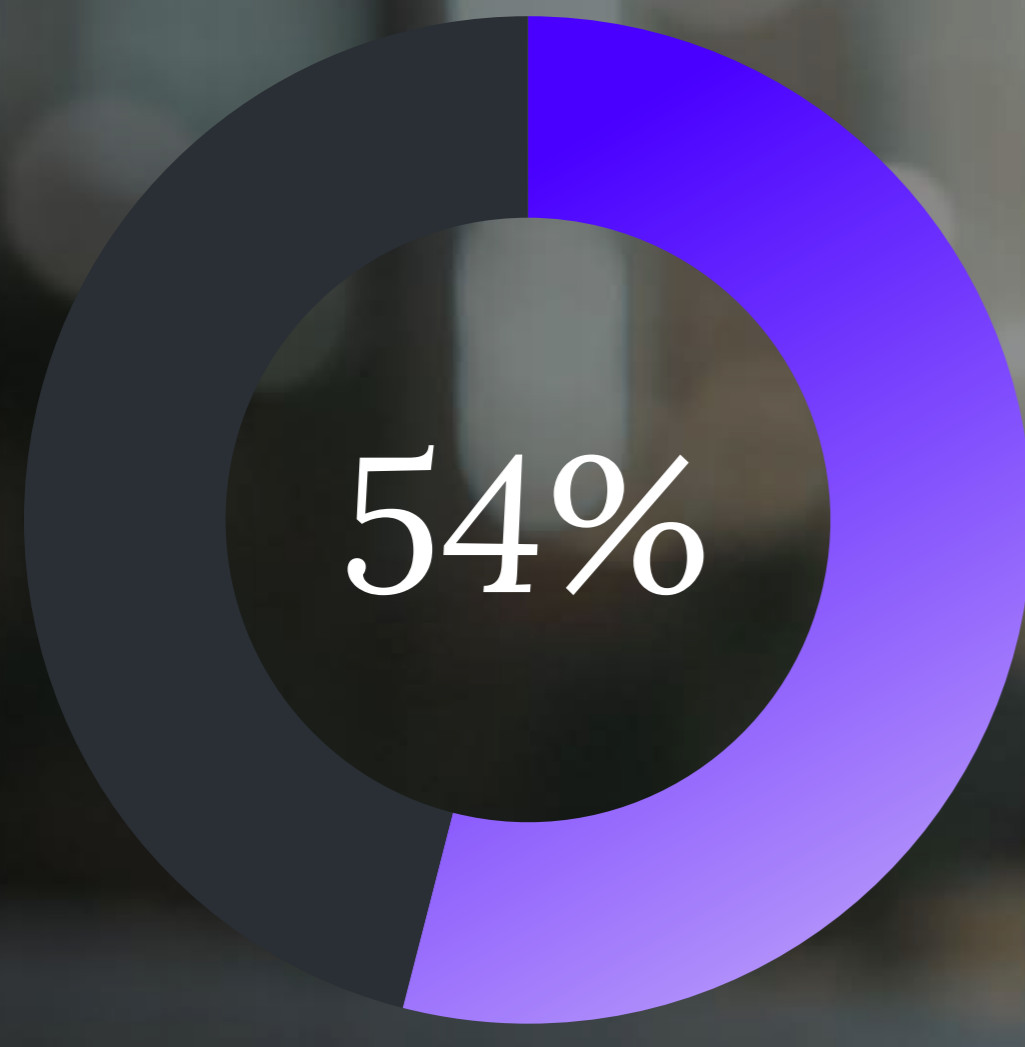
Boosting Productivity

What if you could add three hours to your day?

The demands of modern marketing have expanded beyond traditional campaigns to include personalized experiences across channels, platforms, and audience segments. AI helps efficiently perform tasks and collates data to enable humans to focus on innovating and creating.

Unsure of how to utilize AI? You are not alone.

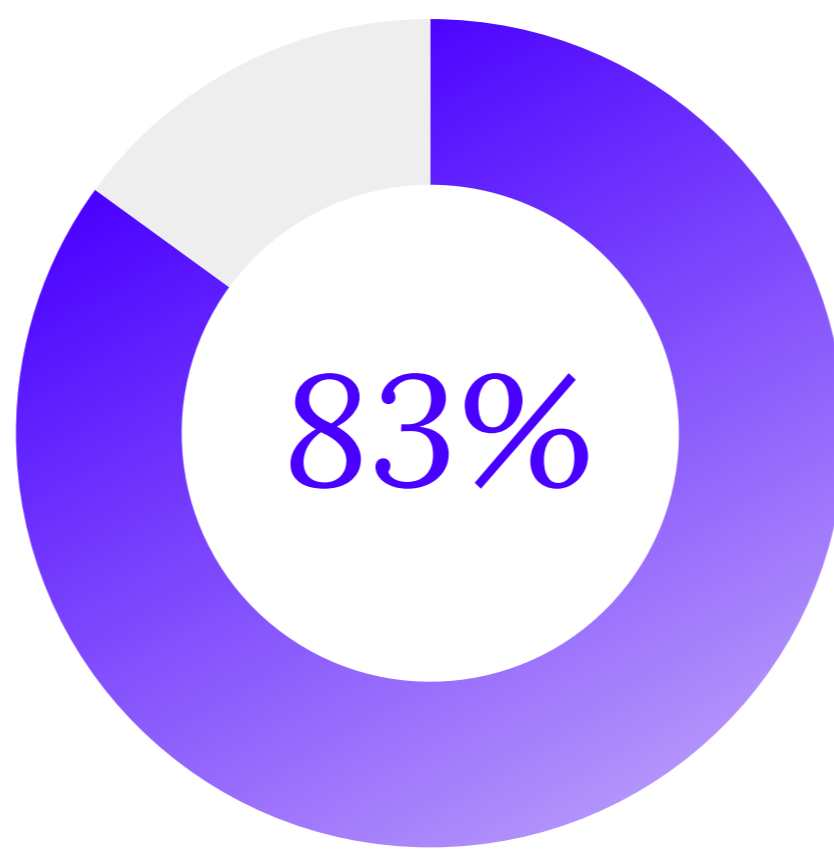
54% of marketers feel overwhelmed when trying to incorporate AI into their workflows.



Source: HubSpot, "The State of Marketing 2025"

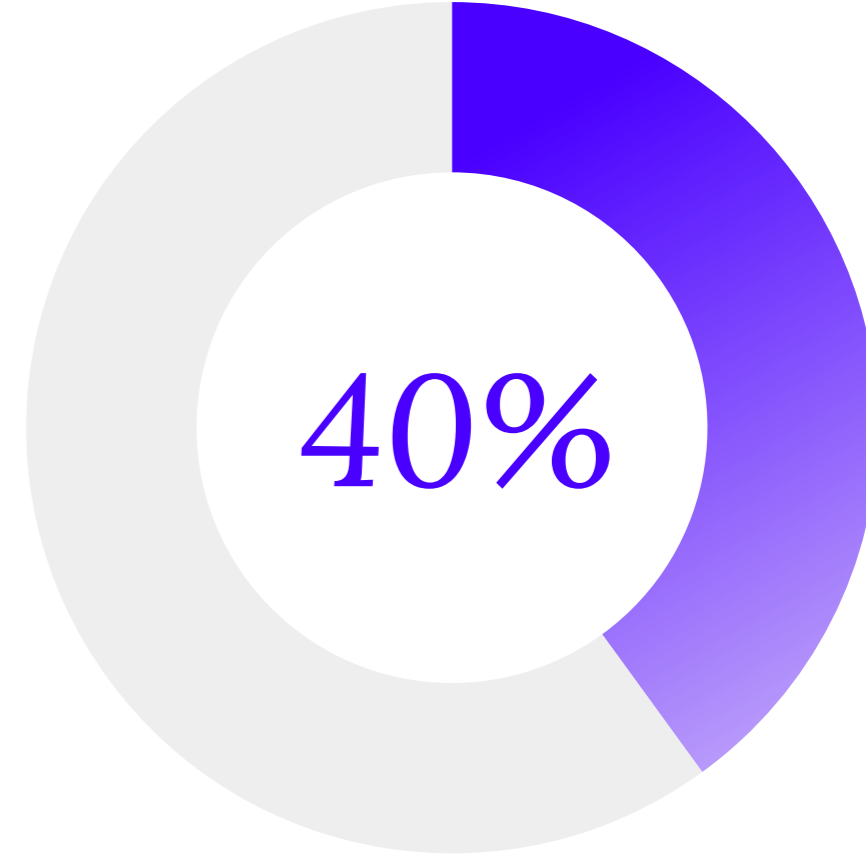
AI Supercharges Performance & Efficiency

From preventing ad fraud to ensuring that every media dollar is working smarter, AI allows humans to optimize the advertising field.



83% of marketers use AI to optimize ad spend.

Source: Hubspot, "2024 AI Trends for Marketers"



Automating buying and workflows reduces wasted impressions by 40%.

Source: Forbes, "How AI Is Transforming Efficiency in Marketing 2024"

Applications of AI Tech in Marketing



Aid Discovery with Visual Search & AR Ads

62% of Gen Z, prefers image-based AR, and AI image-AR boosts purchase intent by 30%.



Tell Stories with Video & Audio Advertising

Personalized audio ads boost engagement by 35%. Video personalized ads enable dynamic messaging for different audiences.



Optimize Spend Allocation with Media Mix Modeling

AI shifts spend dynamically based on performance to utilize whichever platforms deliver the best ROI.



Rank Higher with AI-Assisted SEM & SEO

AI-powered Google search is changing rankings. Automate keyword bidding for higher ROI on paid search and optimize content for voice & visual search.

Sources: Shopify, "What Is Visual Search? 2023"; Market.US Scoop, "Augmented Reality (AR) Shopping Market 2024"; Zebracat, "100+ Surprising AI Marketing Statistics for 2025"

Data without AI is noise. AI without strategy is wasted potential.

AI isn't the future. It's NOW. Are You Ready?

Let's discuss how AI can transform your advertising strategy today.

Hi, Lily!

How can I assist you today?