

AI ADVERTISING ALMANAC

The Evolution

Every decade or so, the industry is forced to reinvent itself.



WEBSITES

Publishers create destinations, post content; users get info—novelty



SEARCH

Consumers can look for and discover sites and content; advertisers can buy search terms



RESERVED

Advertisers negotiate with individual publishers to align with content



AD NETWORKS

Tech companies aggregate unsold inventory; brands buy targeted scale



PROGRAMMATIC

All kinds of inventory goes into an auction to be bought and sold by machines



AI ADVERTISING

Technology predicts which ads will be most relevant and effective, and when

The Ecosystem

MARKETERS



PUBLISHERS



CONSUMERS



For any ecosystem to function well, all of its constituents must have their needs met. But the digital ecosystem still has work to do.

- **Marketers** can't track over 85% of their media spend.¹
- **Publishers** are settling for a fraction of the value of their inventory.
- **Consumers** get the short end of the stick with over-targeting, low content quality, and increased subscription gating.

The value exchange in the current ecosystem lacks transparency, effectiveness, and trust.

AI

Augmented Intelligence (AI)

Partnership of people and machines working together to enhance cognitive performance.

AL

Algorithm

Instructions to follow in problem-solving operations, especially by a computer or application.

ML

Machine Learning

The study of algorithms and training of systems to automatically learn and adapt.

DL

Deep Learning

AI function that processes structured and unstructured data to recognize speech, detect objects, and make decisions.

NN

Neural Network

Algorithms that work together to recognize underlying relationships in disparate data sets.

NLP

Natural Language Processing (NLP)

Ability for computers to read, understand, and derive meaning from human languages.

Co

Cookieless World

The absence of 3rd-party browser ID tags used to track consumers.

AU

Audience

Formerly individual identity, audience sets are now predicted and identified by consumer intent.

PR

Pattern Recognition

Automated recognition of repeatable patterns in data.

SA

Sentiment Analysis

The process of identifying and categorizing opinions expressed in text or spoken word as positive, negative, or neutral.

The Forecast

Traditional identifiers that power targeting and tracking—including third-party cookies—are going away. Increasing privacy regulations will fundamentally change how business gets done. The evolution to AI Advertising must address these formidable challenges for the whole ecosystem.



IF YOU NEGLECT THE ECOSYSTEM IT WILL NOT BEAR HONEY

The Metamorphosis



AI will be the catalyst. But not any AI. To evolve the industry, it is essential the technology is open and unbiased to understand massive data sets, see patterns, and predict outcomes that will result in faster, more accurate decisions based on consumer intent.

Imagine when...

Marketers won't track audiences and optimize creative—they will predict them. No cookies? No problem.

Brands can trust the tech to manage fraud and privacy protection.

Publishers can eliminate irrelevant advertising based on their deep understanding of all of their audiences.

Consumers have the confidence to open their hearts (and hands) to the brands they love.

The ecosystem is in balance, there is trust and a deeper understanding between marketers, publishers, and consumers.

...we cultivate an unwalled garden.