

# AI IN ADVERTISING

**67%**

PERCENTAGE OF  
 MARKETERS THAT  
 EXPECT TO USE AI IN  
 ADVERTISING IN 2019

**86%**

DISPLAY ADS BOUGHT  
 THROUGH AUTOMATION  
 IN US IN 2018

**90%**

PERCENTAGE OF AI-  
 POWERED ADVERTISING  
 PRODUCTS IN 2017

## 8 USE CASES

**IMPROVE AUDIENCE  
 PROFILE**

AD TARGETING AND DELIVERY  
 THROUGH AI-ENHANCED PROFILES

**AUTOMATICALLY  
 GENERATE AD COPY**

AI TOOLS ASSESS BRAND'S VOICE AND  
 GENERATE OPTIMAL AD COPY THROUGH  
 AI-ENHANCED PROFILES

**IMPROVE AD  
 RELEVANCE**

AI-POWERED ALGORITHMS IMPROVE  
 CONVERSION BY GENERATING AD  
 RELEVANCE SCORES

**BETTER AD  
 PLACEMENT**

MAKE BETTER AD PLACEMENT DECISIONS  
 WITH AI-POWERED ANALYTICS

**BETTER INSIGHT**

AI HELPS DERIVE INSIGHT FROM VAST  
 AMOUNTS OF COMPLEX, AMBIGUOUS  
 INFORMATION

**AI-POWERED  
 RECOMMENDATIONS**

AI POWERS BETTER AD  
 RECOMMENDATION BASED ON  
 USERS' BEHAVIOR

**PERSONALIZED  
 ADVERTISEMENTS**

AI CAN CREATE PERSONALIZED  
 ADVERTISEMENTS BASED ON PROFILE  
 DATA

**AD CHATBOTS**

CONVERSATIONAL INTERFACES CAN  
 INTERACT WITH PROSPECTS

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