

The AI-Powered Future of Social Media Advertising

YOUTUBE ADS

- **Google AI-Enhanced YouTube Ads:** Achieve 20% Conversion Boost
- **Mixing Video Orientations Boosts Conversions by 13% on YouTube.** Try different formats, like vertical video ads for Shorts, to expand your reach.
- **YouTube brand safety is fortified** through AI-assigned content labels. It ensures secure ad placements, fostering brand trust.

META ADS

- **Discovery engine AI in Facebook** ensures personalized content for users, driving a 24% surge in Instagram usage since Reels' launch.
- **Meta's Advantage+ feature** enables automatic, cost-effective ad delivery across top-performing placements, optimizing performance and costs.
- **Advantage Campaign Budget Feature:** AI-driven real-time budget distribution for optimized ad performance.

YouTube Brand Safety Partners



40%

of advertisers use Reels, leveraging genuine brand-consumer links on Instagram.

TIKTOK ADS

- **TikTok's AI algorithm** tailors feeds per user using interactions, view time, and preferences.
- **Automated Creative Optimization (ACO)** is an AI tool that streamlines ad management by automatically identifying high-performing combinations of creative assets.
- **TikTok Search Ads** is an upcoming feature that enables brands to position themselves in front of potential customers searching for relevant information.

MARKETING STRATEGIES

- 1 **Audience Targeting:** AI connects using lookalike audiences.
- 2 **Ad Placements:** AI optimizes content display for a seamless user journey.
- 3 **A/B Testing:** AI helps you try various ad variations to find the best ones for your campaign goals.
- 4 **Real-Time Monitoring and Campaign Optimization:** Different social media platforms offer AI-driven real-time monitoring of ad performance.

OTHER AI TOOLS



ChatGPT

campaignlab



Google Bard

AI excels in analytics and monitoring, but human creativity still shines in the creative process. This synergy with social media drives the future of advertising.