



Welcome to 2018

On the heels of #CES2018, it certainly seems appropriate for us to weigh in on the conversation around “AI” so I asked our founder and CIO, Ron Trenka, to comment. Also, check out Ai Media Group’s [CES Wrap “Rap” Up](#) . Enjoy!

Cheers,

Stephanie Anderson | Chief Marketing & Strategy Officer

It’s 2018 and time for the latest buzzword to take the advertising industry by storm. This year’s winner is “Artificial Intelligence” or “AI”. Just like “Programmatic”, “Big Data” and “Machine Learning” before; it’s a term with a universe of promise, but will it really be able to live up to expectations?

At Ai Media Group, we have always believed that the most useful AI is “Advertising Intelligence”... statistics combined with experienced marketers creating a Manumatic method of running campaigns. Our technology automates the overwhelming data-driven tasks so marketers can concentrate on the strategies that make a campaign sing. But, be wary of people claiming that artificial intelligence is going to be the game changer this year. While technology is getting more advanced and allowing marketers to better optimize, we don’t believe that we are ready to hand the reigns over to the machines. There is still a long way to go before that happens.

In this month’s Candor, Ai Media Group takes a look at a few articles with different takes on artificial intelligence in marketing and weighs some pros and cons.

Ron Trenka | Chief Information Officer

CES Wrap Up



CES 2018: What the Gadget Fest Looks Like in ‘the Year of A.I.’
Read [Here](#)

Lack of Data and Brand Safety Underpin Marketers’ Concerns With Facebook and Google. Read [Here](#)

Four Marketers Share How GDPR Will Shake Up Brands’ Data Strategies . Read [Here](#)

Why the Most Successful Digital Assistants Will Be Platform Disruptors . Read [Here](#)

Some Marketers Feel Unprepared for AI



Marketers may be intrigued by new developments like artificial intelligence, augmented reality and voice search. But plenty worry that they are unprepared to work with emerging tech.

Indeed, of the 500 marketing executives worldwide surveyed by web presence management and SEO company Conductor in November 2017, 34% said they felt most unprepared to deal with AI in 2018—the highest rate of any technology mentioned. Read [Here](#)

What AI Means for Marketers



Two years ago, I wrote about the concept of anticipatory design, arguing that consumers will come to expect intelligent products and services that eliminate unnecessary decisions from their lives. Now, the artificial intelligence (AI) required to bring intelligent experiences to life is becoming a reality and marketers need to prepare for a new leap forward in the digital revolution: the smart internet. Read [Here](#)

The State of AI in Marketing in 5 Charts



Artificial intelligence is touted as the future of media buying, allowing for automated analysis of several sources immediately. “AI capabilities are making ad-spend decisions simpler, more efficient and cost-effective,” said Caroline Klatt, CEO of chatbot technology company Headliner Labs. “It’s a new age, and it will only be a matter of time until digital marketers across the board will be leveraging AI strategically to streamline their workflow.” But while interest and adoption of AI for media buying is growing, the industry is still grappling with roadblocks . Read [Here](#)

Around the Industry

Amazon’s ad business is growing faster than Google’s and Facebook’s . Read [Here](#)

Google is removing AdWords Review Extensions. Read [Here](#)

Facebook Is Changing. What Does That Mean for Your News Feed? Read [Here](#)

The Google Speed Update: Page Speed Will Become a Ranking Factor in Mobile Search Read [Here](#)

