HUMANS VS MACHINES

CLAIRED STANLEY-MANOCK

connective3
1. AI IN PAID MEDIA
2. CONTROLLING THE AI
3. WHAT’S NEXT
AI IN PAID MEDIA
An AI-first company since 2016

- 2017: Transformer
- 2018: BERT
- 2019: T5
- 2020: LaMDA
- 2021: AlphaFold
- 2022: PaLM
- 2023: Bard
TIME OF DAY
DAY OF WEEK
EXPANDED TEXT ADS
BROAD MATCH MODIFIERS
AUDIENCES
DEVICES
SIMILAR AUDIENCES
BOUNCE RATE
THE HUMAN TOUCH

VALUE BASED BIDDING

CREATIVITY
WHAT'S MOST IMPORTANT TO YOUR BUSINESS

VALUE BASED BIDDING

CREATIVITY
WHAT'S MOST IMPORTANT TO YOUR BUSINESS

TELLING THE AI WHAT'S MOST IMPORTANT

CREATIVITY
CONTROLLING THE AI
WHAT'S MOST VALUABLE TO YOU
NOT ALL CONVERSIONS ARE EQUAL

£50 vs £600
LIFETIME VALUE

£200
NEW

vs

£100
RETURNING
HOT WEATHER
PAY DAY /
BLACK FRIDAY
PROFITABILITY
COMPETITORS
WELCOME!
TELLING THE AI WHAT’S MOST IMPORTANT
EVERYTHING HAS A VALUE

VALUE INCREASE

LEAD / SALE

PHONE CALL

FORM FILLS / QUOTE

SHOWROOM APPOINTMENT

NEWSLETTER SIGNUPS

BROCHURES

HUMANS 1  MACHINES 0

connective3
+5% Conversions Recorded

+ Better Data Signals for Retargeting + Lookalikes

+37% CVR

= -23% CPA
BROAD MATCH

- Sand
- Pebbles
- Rocks
CREATIVITY
56% of a campaign’s performance can be attributed to creative

Source: Nielsen 2021
TEST CREATIVE BEFORE IT GOES OUT WITH AI.
ReusableToiletryBottles.jpg
-44% CPA
DISCOVERY  PMAX

BRAND AWARENESS  EXACT

PERFORMANCE  BROAD
Parking Aéroport Paris BVA | Économisez jusqu'à 60 % | Service Client 24h/7j

Réservez votre Parking à l'Aéroport de Paris Beauvais et Économisez avec ParkVia ! Service de Navette Gratuit et Service de Voiturier Disponible. Gestion des réservations. Parkings surveillés. Ouvert 24h/24. Parking approuvé...

Réservation Anticipée
Parc Relais
Parking d'Aéroport
Gérez votre Reservation

Parking Aéroport Paris BVA | A Partir de 4.42€/jour | Gardez Vos Clés

Réservez votre Parking à l'Aéroport de Paris Beauvais et Économisez avec ParkVia ! Service de Navette Gratuit et Service de Voiturier Disponible. Gestion des réservations. Parkings surveillés. Ouvert 24h/24. Parking approuvé...

Réservation Anticipée
Parc Relais
Parking d'Aéroport
Gérez votre Réservation
WHAT'S NEXT
Describe the design you'd like to create

An Instagram post about my custom gaming PC that launches on 1st July

Keep trying different variations, such as "A Valentine's day Pinterest post with chocolates for lovers."

Add image  Generate image  Generate
USER BEHAVIOR IS CHANGING
And evolving
Certainly! Here's a delicious veggie burger recipe that incorporates sweet potato, beetroot, and lettuce:

**Ingredients:**

- 1 large sweet potato, peeled and cubed
- 1 medium beetroot, peeled and grated
- 1 can chickpeas, rinsed and drained
- 1 small onion, finely chopped
- 2 cloves garlic, minced
- 1/2 cup breadcrumbs
- 1/4 cup fresh parsley, chopped
- 1 teaspoon ground cumin
- 1/2 teaspoon paprika
- Salt and pepper to taste

Send a message
KEY TAKEOUTS
1. AI doesn’t know what’s most important to you and your business

2. AI can help our campaigns work harder and find new opportunities if correctly steered

3. There’s nothing like the human touch, especially when it comes to creative
HUMANS vs MACHINES

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Social Media Icons: