AI in Product Management
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Lecture - 51
AI-Powered Advertising (Part 2)

.Welcome to this NPTEL online certification course on artificial intelligence in product management. Now we are talking about module 51, which is AI-powered advertising part 2. So, this is what we are discussing: AI-powered advertising. To give you an overview, we will start with tips for successfully using AI in advertising strategy. Then, we will move on to AI-powered advertising strategies for product managers, best practices for creating personalized targeted ads with AI. How to design ads using AI, future trends in AI advertising, AI advertising tools, ethical considerations in AI-driven advertising, and AI-driven advertising success stories. So, to give you an introduction to AI advertising strategy: in today's rapidly evolving digital landscape, advertising strategies must adapt to meet changing consumer behaviors. An AI advertising strategy leverages artificial intelligence to optimize

targeting, personalization, and campaign efficiency. By harnessing AI, marketers can analyze vast amounts of data, segment audiences accurately, and create tailored content that resonates with individual consumers. Additionally, AI automates routine tasks, allowing marketers to focus on strategic decisions and foster innovation. Now, these are some of the tips for successfully using AI in advertising strategy. So, first,

We will start with the first one, which is to invest in quality data. AI algorithms thrive on high-quality data to perform accurate analysis and targeting. To maximize the impact of your AI-driven advertising efforts, prioritize the collection, management, and maintenance of accurate, up-to-date, and relevant data aligned with your specific advertising objectives. Consider implementing robust data management practices, such as automated data validation, regular auditing, and storage solutions, to ensure your data remains reliable.

Clean, comprehensive data will enhance the precision of AI predictions and drive better audience segmentation, and improve your ad performance. The second tip is to implement

a strong data infrastructure. Efficient data management is key to AI success. Invest in solid data infrastructure that integrates with your AI platform, enabling easy access and processing of data from various sources.

Tools like data lakes or cloud storage solutions can help centralize data. for seamless analysis and machine learning applications. This setup will not only streamline your AI operations but also enable faster, more accurate insights into consumer behavior and ad performance. The third tip is to stay updated with AI trends in advertising. Regularly read industry publications, follow trusted thought leaders, and explore the latest case studies to understand how other brands are innovating with AI.

Attending relevant conferences, such as those hosted by organizations like AdExchanger or the AI Marketing Association, can provide valuable insights into emerging best practices. Webinars and online courses can help ensure that your strategy stays relevant and innovative. The fourth tip is to collaborate with AI experts. Navigating the complexities of AI implementation can be challenging, and working with AI experts can help you optimize your strategies. Partner with AI consultants or consider hiring in-house data scientists and AI specialists who bring a deep understanding of machine learning and data analytics.

These experts can help tailor AI solutions to your business needs, train your team in using AI tools effectively, and ensure proper performance. Integration of AI technologies with your existing marketing systems. The fifth tip is to prioritize ethical AI and data privacy. As AI in advertising grows, so do the concerns about privacy and ethical data use. Implement data privacy best practices to ensure compliance with regulations like GDPR or CCPA and use AI in ways that respect customers' rights. Work with AI experts to develop transparent data usage policies and communicate these policies to your audience to build trust.

By prioritizing ethical AI practices, you safeguard your brand's reputation while ensuring AI implementation aligns with regulatory requirements. Now, let us look at AI-powered advertising strategies for product managers. So, product managers can leverage AI-powered advertising strategies to enhance product visibility, engage with the right audience, and drive growth throughout the product lifecycle. These strategies help in refining targeting, optimizing budgets, and delivering personalized customer experiences, ensuring that advertising efforts align with overall product goals.

In a competitive digital landscape, AI offers product managers the ability to not only automate repetitive tasks but also to uncover deeper insights from consumer behavior, allowing for smarter and more impactful decision-making. By using AI strategically, product managers can ensure that their advertising campaigns are more efficient, effective, and scalable. So, let us start with the first one, which is enhancing product visibility. AI enables product managers to cut through the clutter of digital advertising by delivering ads that resonate with the right audience at the right time. With AI's ability to analyze vast amounts of data, it identifies key patterns in consumer behavior, which helps optimize the timing and placement of ads.

AI tools analyze search patterns and keywords too, Optimize content and boost visibility, aligning ads with what consumers are searching for. AI algorithms can predict which users are most likely to be interested in a product based on their past behavior. This helps product managers increase visibility by targeting a specific audience who are more likely to discover and engage with their product. By utilizing AI for enhanced product visibility,

Product managers can ensure that their products stand out in highly competitive markets and reach audiences who are genuinely interested. The second is to engage with the right audience. AI enables hyper-targeted advertising, allowing product managers to move beyond broad demographics. AI enables hyper-targeted advertising, allowing product managers to move beyond broad demographic targeting and engage users based on real-time data, behavioral insights, and psychographics. AI can segment

audiences based on factors like behavior, preference, and purchasing intent. This ensures that ads are tailored to each segment, increasing the relevance of marketing messages. By engaging the right audience with precision and personalization, product managers can significantly improve ad effectiveness, resulting in higher conversion rates and customer satisfaction. The third is driving growth throughout the product lifecycle. AI can identify early adopters and influencers who are likely to generate buzz around a new product by targeting these key individuals.

Product managers can create pre-launch excitement and build anticipation, which is critical for a successful launch. During the launch phase, AI helps fine-tune advertising efforts by continuously analyzing real-time performance data. It enables rapid A/B, testing of ad creatives, messaging, and channels, ensuring the most effective combination is used to maximize impact. Once the product is launched, AI helps product managers re-engage customers who have shown interest but have not converted.

By analyzing user behavior and providing personalized retargeting ads, product managers can effectively convert potential leads into paying customers. AI helps product managers run retention campaigns by predicting churn and delivering personalized offers, while also identifying cross-sell and upsell opportunities through purchase pattern analysis. Optimizing budgets and ROI is the fourth one. One of the most valuable aspects of AI advertising is its ability to optimize ad spend.

AI-powered tools continuously monitor campaign performance, automatically adjusting budgets to focus on high-performing ads and audiences while minimizing waste on underperforming areas. AI-driven platforms can allocate budgets across multiple channels based on real-time performance. Based on real-time performance data, shifting resources to top-performing ads and dynamically optimizing bids allows product managers to maximize ROI automatically. AI allows product managers to

Make data-driven adjustments to campaigns in real time. If a campaign is underperforming, AI tools can automatically tweak creative elements, targeting, or bid strategies to improve results without waiting for human analysis. AI can forecast the impact of different budget levels on campaign performance, helping product managers make informed decisions about how much to invest in specific ads or channels. These predictive models improve budgeting, minimizing overspending and boosting ad efficiency.

The fifth is aligning advertising with product goals. AI-powered strategies enable product managers to tailor ads to specific product goals, whether increasing brand awareness, driving sales, or boosting customer retention. With AI insights, product managers can make informed, data-driven decisions based on customer behavior and performance metrics, ensuring ads directly support product objectives. AI allows advertising to scale and adapt quickly to market changes, helping product managers respond to new opportunities and stay competitive. Integrating AI into advertising creates a more cohesive, agile approach, aligning ad efforts closely with overall product goals.

for greater success. Now let us look at the best practices for creating personalized, targeted ads with AI. The first is to follow data privacy guidelines. Comply with privacy regulations, such as obtaining prior consent and protecting user data. Be transparent with users about how their data is being used and give them control over their privacy preferences.

The second is to clearly define goals and campaign objectives. Before utilizing AI to optimize your ad campaigns, it is crucial to define your goals. This will help you choose the right AI tools and algorithms to achieve the desired outcomes. The next step is to use

quality data. The success of any AI ad optimization strategy heavily relies on the quality of data used.

Ensure that your data is clean, organized, and accurate to effectively use AI for personalized targeting. Fifth, segment your audience. AI can help you analyze large sets of data to identify different audience segments and their preferences. By understanding the different customer segments, you can create personalized ads that are highly relevant to each target group. Sixth, keep testing your ads and AI marketing strategy.

With AI, you have the ability to test different variations of ads and analyze their performance in real time. Continuously monitor the results and use AI algorithms to optimize ad elements such as copy, visuals, and calls to action to maximize effectiveness. Now, how to design ads using AI? Designing ads with the help of AI can significantly enhance creativity, improve targeting, and optimize ad performance. AI tools streamline.

and automate various parts of the ad design process, from creating visuals and copy to analyzing audience behavior. So, here are step-by-step guide to using AI for ad campaigns. The first is to define your objectives. Before using AI, clearly outline the goals of your advertising campaign. Identify the purpose of the ad, whether it is brand awareness, driving traffic, generating leads, or increasing conversations.

This will guide how you use AI to design your ads effectively. Your second is to leverage AI for audience insights. AI can analyze customer data to understand audience preferences, behavior, and demographics. By identifying patterns, AI tools can suggest optimal messaging, tone, and formats that will resonate with your audience. use ai driven platforms like google analytics facebook ad managers or other data analysis tools to create customer personas based on interest online behavior and purchasing patterns the third is to use ai for creative design ai power tools can generate visuals headlines and even entire ad layouts these tools can use machine learnings to analyze what types of ads

have performed well historically and create customized ads variations for different platforms and audiences. AI tools can automatically test multiple versions of ads, different headline images, CTAs, and select the best performing combination in real time. Use tools like Canvas, Magic Resize, Jasper, AdCreative.ai or DesignScape to automatically generate eye-catching ad designs. The fourth is to create personalized ad copy with AI.

AI copywriting can generate tailored ad copy based on user data and campaign goals. These tools suggest headline descriptions and CTAs that are optimized for engagement and

conversions. Copy.ai, RideSonic are AI tools that can create and add copy personalize to your audience input, product detail or key phases and the AI will generate compelling ad text in seconds. Fifth is design video ads with AI. Video ads are becoming more critical in digital marketing and AI can help create and edit engaging video contents.

Tools like Pictori, Animoto or InVideo can transform static images or simple text into fully embedded, fully edited video ads with dynamic elements. AI helps select the best visual elements, background music, and transitions to optimize viewer engagement. AI can convert blog posts, product descriptions, and even static images into video ads by generating animations and adding text overlays. The sixth is to automate ad testing and optimization.

AI can continuously monitor the performance of your ad designs, and make real-time adjustments based on data. This allows for ongoing optimization, ensuring that the best-performing creatives are being used. AI automates A-B testing, analyzes ad variations to optimize CTR's engagement and conversions, ensuring continuous improvement in ad performance. Google Ads

Smart bidding, Facebook dynamic ads, and ad roles can help automate ad placements and bidding strategies while optimizing ad performance based on user behavior. The seventh is to refine ad designs with AI insights. Once it has generated performance data from your ads, it can provide recommendations on how to improve the design for future campaigns. AI can suggest new creative elements, targeting adjustments, and layout changes to increase engagement and conversions.

AI tools can track and analyze which ad designs are driving the best results. Insights from tools like Google Analytics or Adobe Sensei can highlight areas for improvement, such as changing the color scheme, font, or imagery. Now, let us move to the future trends in AI advertising. The first is dynamic creative optimization, or DCO. DCO technology uses AI to automatically generate and serve personalized ad creatives

based on user data and context. For example, platforms like algorithms enable advertisers to create multiple ad variations that adjust in real time based on user interactions. Implications? This leads to higher engagement rates as ads become more relevant. Brands can test various creative elements like images, headlines, and calls to action simultaneously, optimizing performance without manual intervention. The next is contextual targeting over cookies. As third-party cookies are phased out, contextual targeting will rely on AI to analyze the content of web pages in real time. Tools like

GumGum utilizes computer vision and natural language processing to understand the context of content and serve relevant ads accordingly. Implications: This approach respects user privacy while still delivering relevant ads. Advertisers can maintain effectiveness by aligning their messages with the content consumers are currently engaging with. Next comes enhanced measurement and attribution.

AI-driven measurement tools will integrate data from various sources like social media, web analytics, and CRM systems to provide a holistic view of campaign performance. Solutions like HubSpot's Marketing Hub utilize AI for advanced attribution modeling. Implication: Marketers can gain deeper insights into which channels and strategies drive conversions, allowing for more informed budget allocations and strategy adjustments. Next comes the integration of advanced technologies.

Technologies such as natural language processing enhance customer interaction through chatbots and personalized messaging. Computer vision can analyze visual content for better targeting. Tools like Google Vision API enable this capability. Implications: These technologies improve user experience by providing relevant content and facilitating seamless interaction across platforms.

Next comes ethical use and transparency. As consumers' awareness about data privacy grows, advertisers must adopt ethical practices in their use of AI. This includes transparent communication about how data is collected and used. GDPR compliance is an example of regulatory frameworks pushing for this transparency. Implications?

Building trust with consumers through ethical practices will be essential for long-term brand loyalty. Advertisers who prioritize transparency may see improved customer relationships and brand reputation. Next comes augmented reality and virtual reality ads. AR and VR, coupled with AI, are creating immersive ad experiences and allow users to interact with products virtually. AI will optimize these immersive experiences.

To make them more relevant and personalized, enhancing engagement and allowing users to try before they buy with virtual products. Implications: A beauty brand might use AI-driven AR to let users try makeup virtually in an ad, with AI recommending shades based on skin tone. Next comes conversational ads and AI-driven interactivity. AI-powered chatbots and voice assistants are making conversational ads possible, allowing users to interact directly with brands through ad units. Ads will incorporate innovative features like voice commands or chat options, enabling consumers to ask questions or book appointments.

Complete purchases without leaving the ad. Implications: A conversational ad for a car brand might allow users to explore features, ask questions, and schedule a test drive through the ad itself. AI-powered voice search and audio ads: With the rise of voice search and smart speakers, audio advertising is becoming a prominent channel, and AI will be key to its personalization and targeting. AI-driven voice recognition and natural language processing will tailor audio ads based on user behavior and preferences.

Making voice search and audio ads more relevant and effective. Implications: A streaming service might use AI to analyze listeners' behavior and insert personalized audio ads in podcasts or music playlists. Next comes cross-platform and omnichannel AI integration. Future AI advertising will unify data and campaigns across multiple channels. Creating a seamless brand experience that feels consistent and personalized.

Trend: AI will coordinate campaigns across platforms like social media, email, and mobile apps, ensuring a unified and adaptive experience for users wherever they engage with the brand. Implications: AI will use a unified profile of each user to provide consistent messaging and product recommendations, whether they are on Instagram, receiving an email newsletter, or visiting the website. Next is programmatic ad buying with increased transparency. AI-powered programmatic advertising is evolving to offer more transparency and control over where and how ads are placed.

Responding to advertisers' concerns about brand safety and fraud. Trend. Advanced AI algorithms will provide real-time insights into ad placements, cost, and performance, helping brands avoid low-quality placements and improve ROI. Implications are AI tools will alert advertisers if ads are shown in unfavorable contexts and suggest adjustments to increase reach and effectiveness.

Now, let us look at the various AI advertising tools. The first is AdRoll. AdRoll uses AI to retarget potential customers across various platforms, aiding businesses in converting site visitors into loyal buyers. The platform's AI-driven retargeting engine monitors user behavior, segmenting audiences based on their interaction history and preferences by serving personalized ads across social media, websites, and emails. AdRoll significantly boosts the likelihood of conversion and maximizes the return on ad spend. AdRoll also provides comprehensive analytics, enabling businesses to fine-tune their campaigns based on performance insights, ensuring ads are continuously optimized for engagement and conversion. The second is SmartyAds DSP. SmartyAds DSP is an AI-driven demand-side platform that automates and optimizes

ad buying across multiple digital channels, such as mobile, display, video, and native ads. Leveraging advanced AI and machine learning algorithms, DSP assesses and selects ad placements in real time to maximize budget efficiency and ROI. The platform's AI-driven targeting and bidding strategies help advertisers reach their ideal audience with precision, enabling seamless integration of cross-channel campaigns. With support for multi-format ad placements, SmartyAds DSP provides advertisers with flexibility and high-impact advertising solutions. The next tool is AdCreative.

Creative Ad Creative focuses on generating creative or image assets for your ads. In just minutes, you can have multiple creatives built that engage your audience. Simply add your logo, your brand's color scheme, and some information about your product or services. From there, Ad Creative will give you plenty of creatives to test across all your paid channels. Finally, advertisers will have access to an intuitive dashboard that provides data-backed insights for optimizing performance.

Next comes Adobe Advertising Cloud. Adobe Advertising Cloud is an AI-driven platform that helps advertisers buy, place, manage, and optimize their ads, including display, video, native, mobile, audio, search, and connected TV. This software provides valuable insights on making ads perform better and is a great solution for larger organizations with deep pockets. It also has a steeper learning curve and requires more technical configuration than other tools on this list.

This means you may need to hire an outside consultant for help, depending on your team's technical expertise. Next comes StackAdapt. StackAdapt is another solution for buying and placing ads across multiple channels. It assists advertisers in three stages. First is planning your campaign.

Second is launching your campaign. And third is analyzing your campaign. Like other programmatic advertising tools, it gives users all the data they need to optimize campaigns. And because it leverages AI technology, it can sift through more data more efficiently not to mention more quickly than the human eye.

Next is GumGum. GumGum is a company that provides a wide range of tools and technologies to help business, some of which can greatly help advertisers find their right spaces to purchase ads. GumGum's tools use AI and machine learning to analyze data about your target audience behavior. From there, it can give you actionable insights into platforms which would get the highest engagement for your ads. The tool comes with all

the bells and whistles you did expect from a programmatic advertising tool and will help you get your ad in front of the right people.

Next comes IBM Watson Advertising. IBM Watson Advertising is a suite of AI tools developed by IBM that are designed to help business improve their marketing efforts. These tools include a number of products and services to give advertisers like predictive analytics tools, options for personalization, audience targeting, ad targeting, and actionable insights. IBM Watson advertising is primarily geared towards helping businesses with advertising but is not a tool for writers or content creators, meaning it does not generate text-based content for you. The next is Emotiva.

What if you could use artificial intelligence to measure someone's attention and response to ads just by analyzing their facial expressions? Emotiva uses proprietary machine learning to accurately measure emotions and attention levels. This means you can use AI to determine which ads are most effective based on how people actually feel about them and how they actually pay attention to them. It is like cracking a secret code that tells you precisely what works and what does not. The next is Pathmatics.

Pathmatics uses AI to bring transparency and insight to advertising. The tool shows you exactly how your ad performs. Across channels and gives you competitive intelligence about how your competitors' ads perform, fueling ideas for effective creative ad placement. Using Pathmatics AI technology, you can literally see exactly what ads your competitors are running in real time and get a complete picture of their ad strategy. The next is Omnike.

Omnike is an AI ad platform that generates personalized ad content at scale. Using this generative AI tool, you can generate thousands of optimized ads quickly, then precisely target each one to different audiences. Omnike can even determine which creative resonates most, so you can improve your ad content moving forward. The tool works with platforms like LinkedIn, Reddit, TikTok, YouTube, Facebook, Snapchat, and Instagram. Snapchat AR

Snapchat leverages AI and augmented reality to deliver innovative and interactive advertising experiences. By allowing brands to create AR lenses, Snapchat enables users to virtually try on products like makeup or clothing, enhancing the shopping experience. This immersive approach not only captivates users but also encourages them to engage more deeply with the brand. By integrating cutting-edge technology into its advertising model, Snapchat has positioned itself as a leader in engaging digital marketing strategies,

appealing to younger audiences who seek more interactive and fun shopping experiences. Now let us look at the ethical considerations in AI-driven advertising.

The first is privacy and data protection. We will start with data collection and usage. AI-driven advertising relies heavily on data collected from users, often without their full awareness or explicit consent. This data can include browsing history, purchase patterns, location, and even biometric data. If not managed carefully, it can lead to privacy infringements.

The second is transparency. Users often aren't fully informed about how their data is used or shared with third parties. For ethical transparency, companies need to disclose data usage clearly and obtain genuine consent from users. The third is bias and discrimination.

The first is algorithmic bias. AI systems are trained on historical data, which often contains biases related to race, gender, and socio-economic status. This can lead to biased targeting, where certain groups are unfairly excluded or included in specific ad campaigns. Perpetuating stereotypes and inequalities. Discriminatory targeting: In some cases, AI may unintentionally promote discriminatory practices, like showing certain job ads,

or financial services exclusively to specific demographics based on biased profiling. The third is manipulation and consumer autonomy. Behavioral manipulation: AI systems are adept at predicting and influencing human behavior, often leveraging psychological insights to encourage specific actions, like making a purchase. This can lead to manipulative tactics that exploit consumer weaknesses, such as impulsive buying. Autonomy and informed choice: By hyper-targeting ads based on users' vulnerabilities and preferences, AI can subtly steer individual choices, potentially under mining their autonomy and ability to make informed decisions. The fourth is transparency and accountability.

Opaque algorithms. Many AI systems are black boxes, making it difficult to understand how specific ad targeting decisions are made. This lack of transparency can erode trust and make it challenging for users to contest or understand the ads they see. Responsibility for misuse. When AI-based advertising harms individuals or communities, accountability can become

Ambiguous. Companies often face challenges in pinpointing responsibility, especially when third-party algorithms or data are involved. The fifth is the impact on mental health. Perpetuating unrealistic standards. AI-driven ads, particularly in industries like fashion and

beauty, can contribute to unrealistic standards by targeting individuals with content that promotes idealized lifestyles or appearances.

Ad fatigue and burnout. Highly personalized ads that appear frequently across multiple platforms can lead to ad fatigue, reducing consumer well-being and even contributing to mental health concerns like anxiety. The sixth is informed consent and opt-out mechanisms. True consent. Gaining meaningful consent from users in AI-driven advertising is challenging, as users may not fully understand the extent of data collection and ad personalization.

Opting out: users should have straightforward ways to opt out of personalized advertising without having to sacrifice access to services, but this is often not the case. Ethical AI systems should provide users with clear and accessible opt-out options. The seventh is fairness and equal access. Unequal access to information.

Personalization can lead to information silos where individuals receive only a narrow view of products, services, or opportunities based on past behavior. This can restrict exposure to new or diverse options, limiting equal access and excluding marginalized communities. Some AI-driven systems may exclude marginalized or vulnerable communities from seeing certain opportunities, like job openings or educational resources, potentially widening existing inequalities. The eighth is long-term social impact: consumer trust. Repeated exposure to personalized ads and targeted content If perceived as invasive or manipulative, it can erode consumer trust in brands and online platforms. Cultural and social impact: The normalization of certain values or behaviors promoted through hyper-targeted advertising can shape cultural norms over time, with potentially adverse social, potentially adverse social impact.

Now, let us look at AI-driven advertising success stories. Coca-Cola: Personalizing customer engagement. Coca-Cola has showcased AI in advertising examples through the use of AI to enhance its customer interaction and tailor its advertising campaigns. Furthermore, AI art in advertising has been leveraged in consumer experiences, evident in the creation of a Christmas card by GenAI for Coca-Cola's 2023 holiday promotion. On the product front, AI has also been used to conceptualize the flavor of Coca-Cola in the year 3000.

They used machine learning to analyze customer data and identify trends, and chatbots to interact with customers and provide personalized responses. Next is L'Oréal: AI-powered social media advertising. L'Oréal utilizes AI to examine social media patterns and

consumer behavior to tailor social media advertising campaigns. The company employs AI for creative purposes through an AI content lab but refrains from using AI-generated images in advertising to promote its products. Additionally, L'Oréal incorporates generative AI in advertising.

Including product shots and videos, and make use of Nivea's Omniverse platform to produce 3D models of its products for various media platforms. Also, at the Consumer Electronics Show in Las Vegas, L'Oreal showcased the capabilities of its latest virtual beauty consultant, Beauty Genius, which is powered by artificial intelligence. This tool can offer personalized product recommendations based on the user's specific requirements. How does Nike create AI-generated ads with Serena Williams? Another company that has been pioneering in the AI territory is Nike.

In 2018 and 2019, they acquired predictive analytics companies and then used that data to better understand their consumers' habits. The Nike Fit app is a perfect example of how the company has used this data to market to their customers. By combining augmented reality and AI, users can scan their foot in the app and then get perfect shoe recommendations based on the scan. Nike also used AI to create an ad campaign called Never Done Evolving with Serena Williams.

They created an AI-generated match between Serena's younger self, especially her first Grand Slam in 1999, and a more modern version of herself from the 2017 Australian Open. Next comes an equipment company that attracts top talent using AI advertising. HOLT Cat is a heavy equipment company that was interested in attracting talent across a specific line of business. Limited talent was delaying work for customers and slowing down new sales.

HOLT Cat turned to AI to create an ad campaign that could attract talent quickly and effectively. Using employee data and AI-powered ad platforms, AI advertising HaltCat was able to personalize ad messages to appeal to top candidates for open positions. Using the tool, they were able to get clarity on exact ROAS and lowered their cost per hire by 20%. Not to mention, the company has hired 270 new people since the start of the campaign and on average 40% of those hires reports being influenced to join the company by the advertising.

So, to conclude in this module, we have first learnt about some ways for successfully using AI in advertising strategy. Then we have understood AI powered advertising strategies for product managers. After that, we have learned the best practice for creating personalized targeted ads with AI and how to design ads using AI. Then we have discussed the future

trends in AI advertising along with some AI advertising tools. We have also discussed the ethical considerations in AI driven advertising and finally we have gone through some AI driven advertising success stories.

These are some of the sources from which the material for this module was taken. Thank you.