

OMNIBUS STUDY

January 2020

Methodology and Respondent Profiles

Only Advertiser Perceptions talks to people who are actively making decisions about media brand selection



Sample: Marketer and Agency contacts from The Advertiser Perceptions Media Decision Maker Database and third-party databases as needed

Qualification: 100% involved in media brand selection decisions

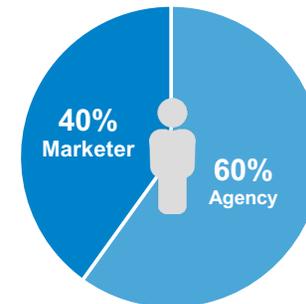
Weighting: Data has been sample balanced and weighted to reflect relative agency/marketer influence

Incentives include cash and information

RANGING IN TITLE:



EXPRESSING OPINIONS FROM:

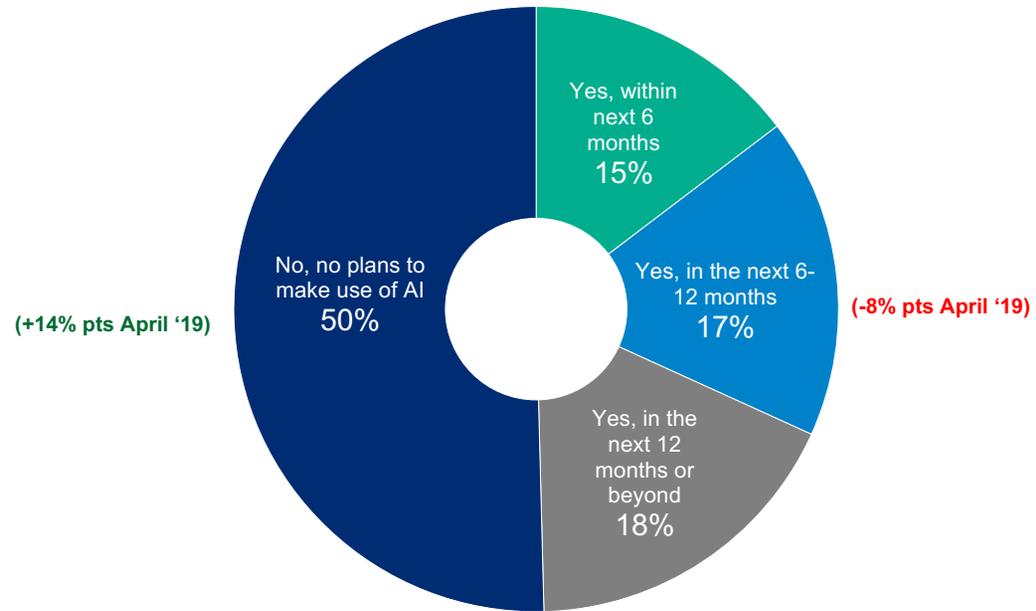


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50% of Advertisers Have No Plans to Use AI

Strategy and Roadmap in Place to Make use of Artificial Intelligence for Advertising Efforts



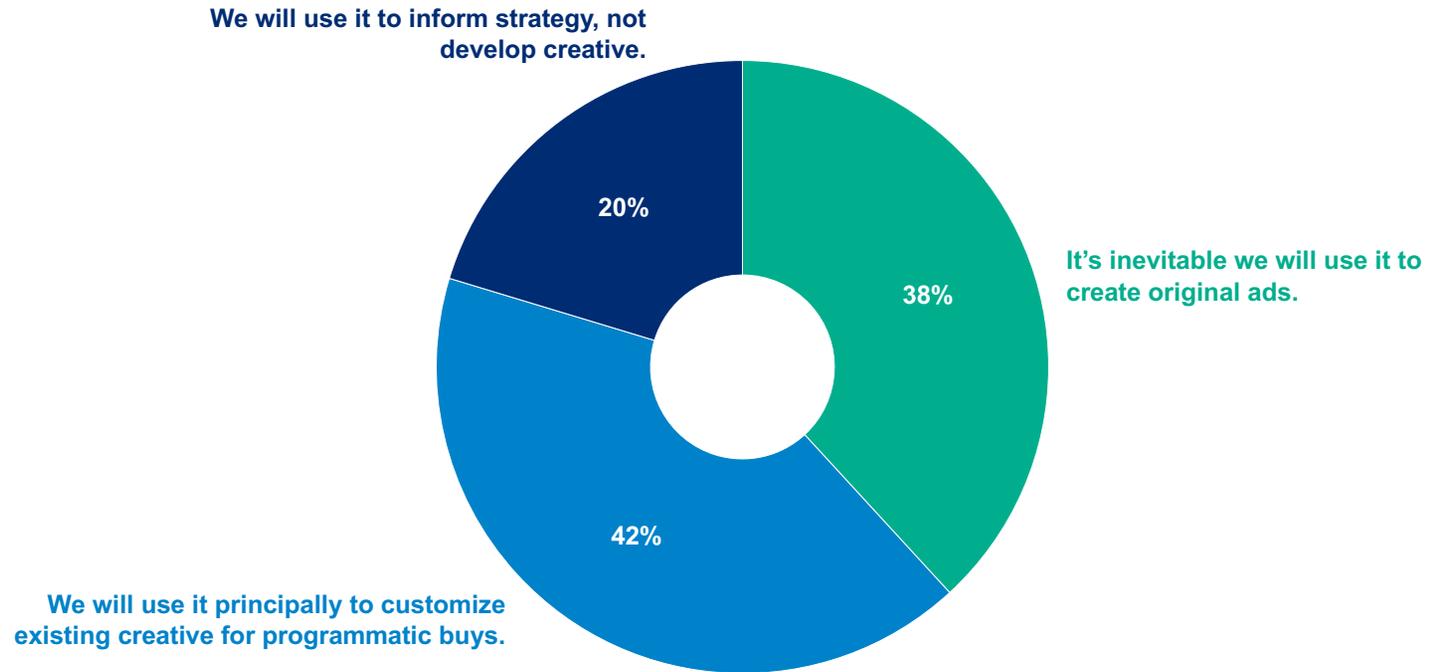
Q. Do you have a strategy and roadmap in place to make use of **Artificial Intelligence** for your advertising efforts?

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Advertisers Split on Creating Ads with AI

Perceptions About Using AI to Create Ads



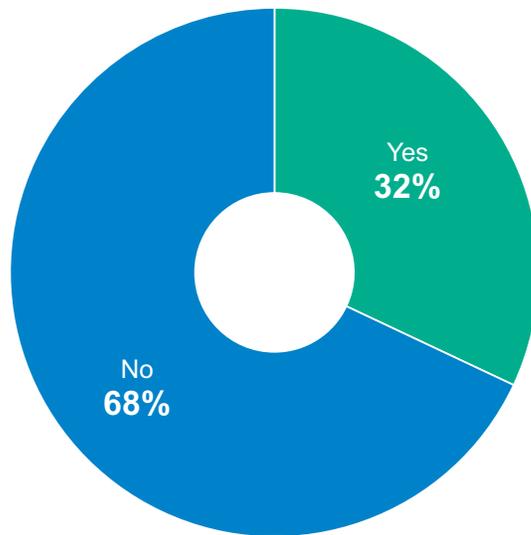
Q. Given the relentless demand for personally relevant advertising in real time and at scale, how do you feel about using AI to create ads?

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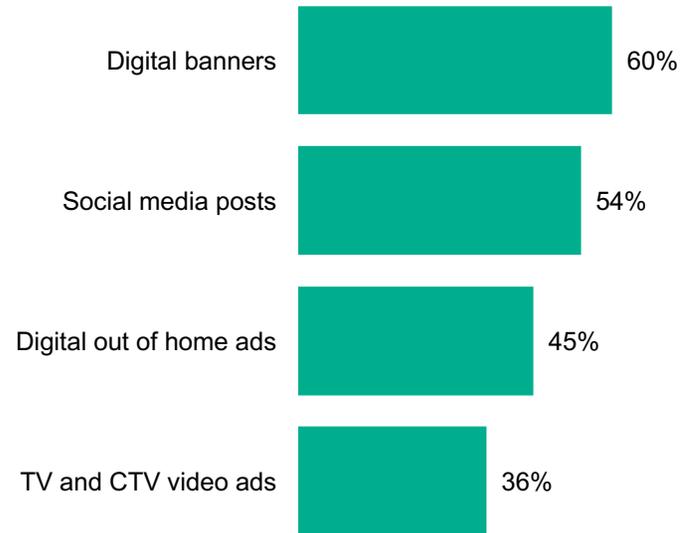
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Where the AI Ads Are

Whether Currently Use AI to Create Ads



Types of Advertising Developing with AI



Qfp8. Do you use AI today to create ads?
Base: Total Respondents
Qfp9. Which types of advertising are you developing with it?
Base: Currently Uses AI to Create Ads