MMA IMPACT INDIA
THE FUTURE OF MODERN MARKETING

Marketing In The Age Of AI
INSPIRE | INNOVATE | INTEGRATE

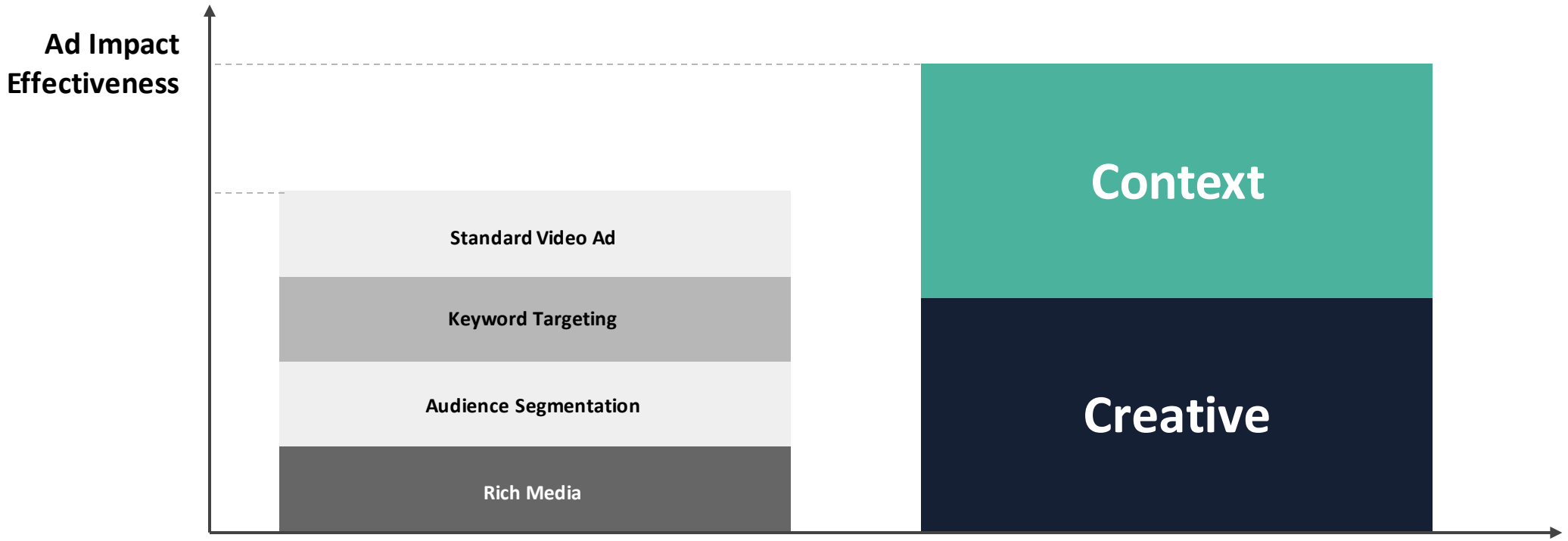
The AI Moment in Context & Creative

Speaker Name : Rahul Joshi

Speaker Company : Silverpush

AI breakthroughs are changing how we interact with tech

Maximizing Ad Impact with The Power of Context and Creative



While current in-market advertising solutions work, they may lack a few steps to reach the desired outcome.

Utilizing the power of context and creative, enhances the ad's impact leading you directly to the desired outcome.

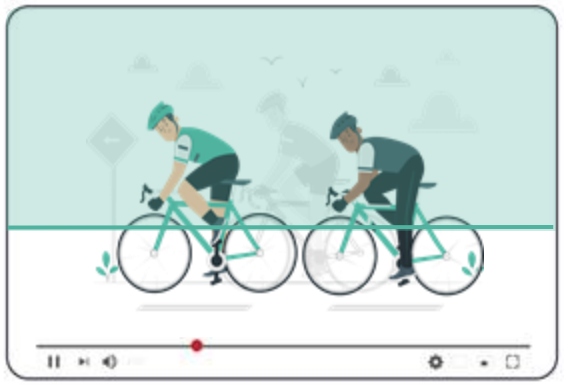
AI is Transforming How Brands are Targeting

Let’s learn about the AI-Powered Advertising Targeting Solutions

Enhancements With AI in Targeting

Hyper-Contextualization

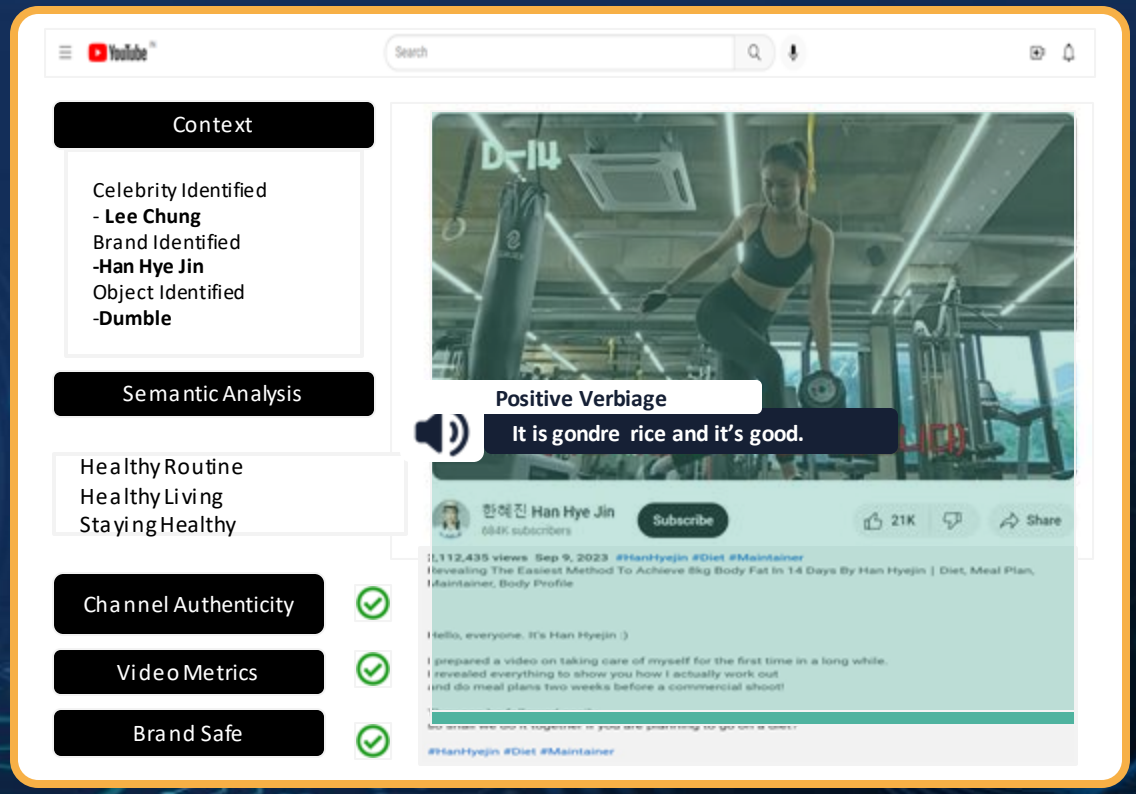
From broad strokes to laser-focused precision, advanced AI seamlessly enhances targeting to each individual's **context**, radically transforming the advertising landscape.



Video-Level Analysis for Advanced AI Targeting

Now advertisers can move beyond basic channel or video categorization.

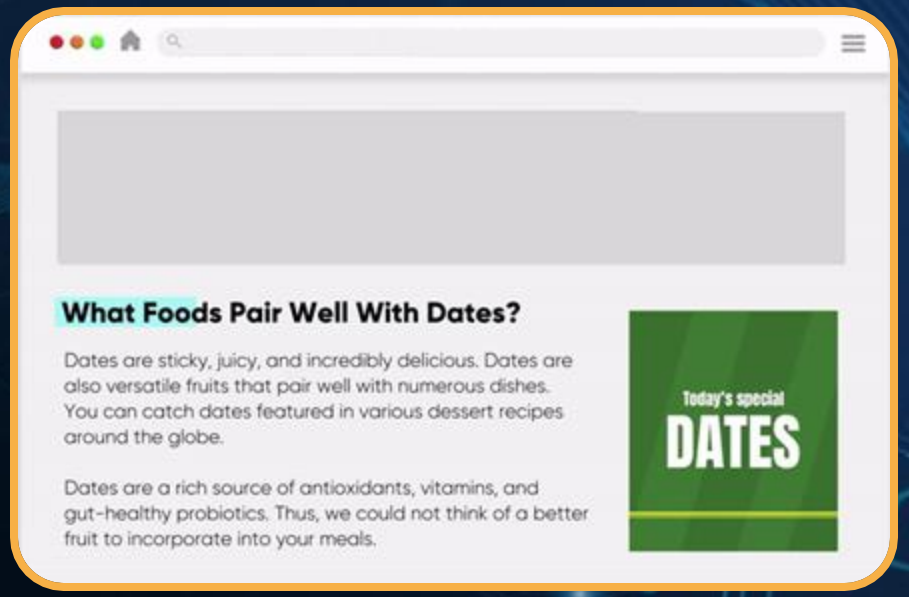
Advanced AI solutions offer a **360-degree approach**, analyzing entire videos, including content, performance, channel authenticity, creator information, and online footprint for hyper-relevant ad placement.



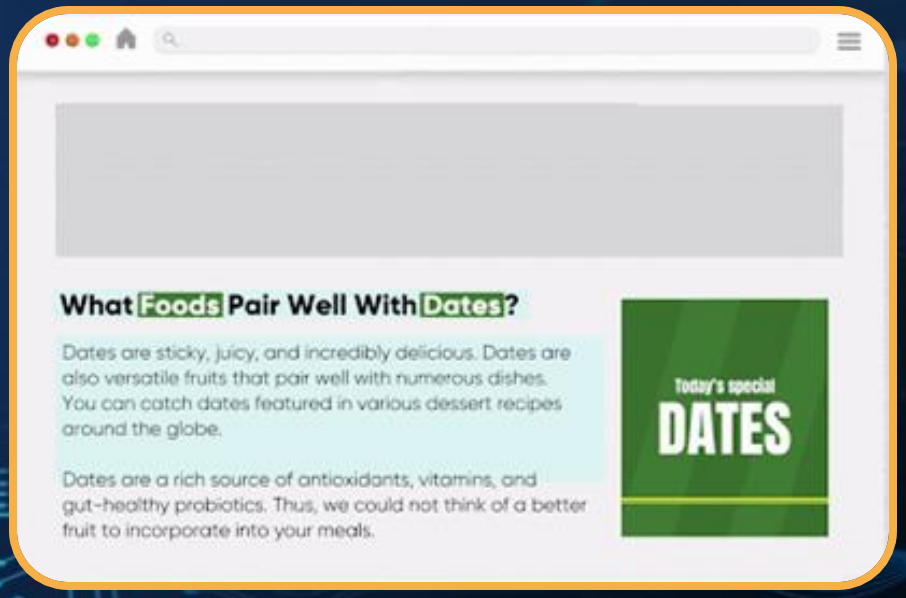
Utilise LLM to Understand Context Better

Advanced AI targeting utilizes **deep learning** to analyze extensive data, identifying patterns and hidden insights within language. **Natural Language Processing (NLP)** further enhances this by understanding context and intent, ensuring highly relevant ads are delivered at the right time.

Keyword Targeting



Leveraging NLP to Identify the Semantics of the Content



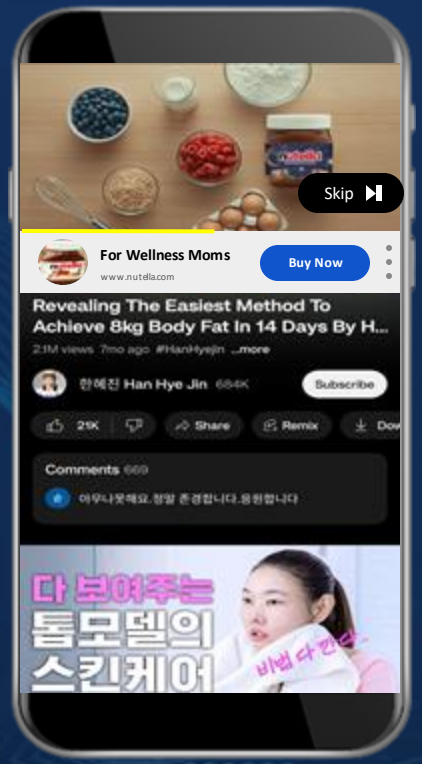
Redefining Personalisation at every step with Advanced AI

Craft targeted campaigns for specific niches using **Dynamic CTAs**.

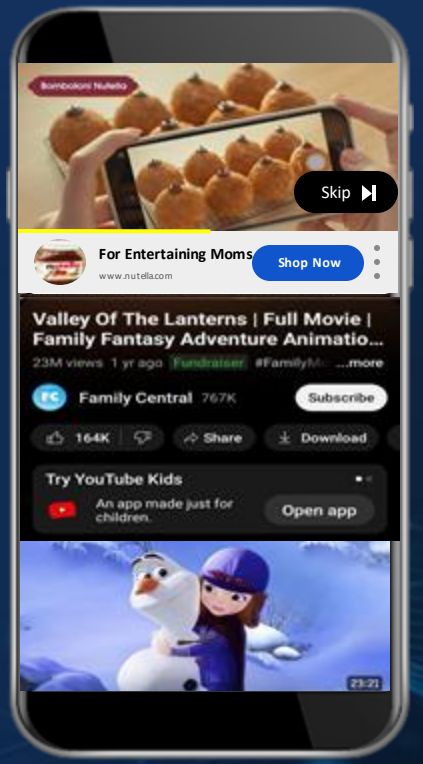
Increase engagement with personalized communication that resonates with the intended audience.

What's happening here?

Nutella brand is utlising Dynamic CTAs for targeting different audience segments.



Modern Wellness Advocate



Trendy Moms

Home Educators

AI Identifies ‘Made for Kids’ Content for Enhanced Suitability

Advertisers can utilize AI algorithms to identify kid-friendly content by analyzing factors like themes, language, visuals, and audience engagement, while also considering metadata, demographics, and user data to determine suitability for children.

84% of kids say YouTube is the main way they consume video content, with 40% of kids spending up to two hours a day on YouTube.

Source:Advanced Television

AI Enhances Safety and Suitability With Custom Inclusion/Exclusion Themes

Brand safety and suitability are crucial for advertisers and brands alike. AI-driven advanced contextual solutions adhere to industry guidelines and utilize custom exclusion and inclusion lists and smart optimization ensuring optimal ad experiences for each campaign.

Adherence to **GARM** Guidelines

GARM

+

Applying **Custom Inclusion & Exclusion** themes for enhanced suitability

Ensuring **smart optimization** by avoiding overblocking through intelligent risk balancing and advanced filtering

=

Improved Brand Safety & Suitability

Responsible & Enhanced Ad Performance

Sustainable Approach to Advertising

AI is Transforming How Brands are Communicating

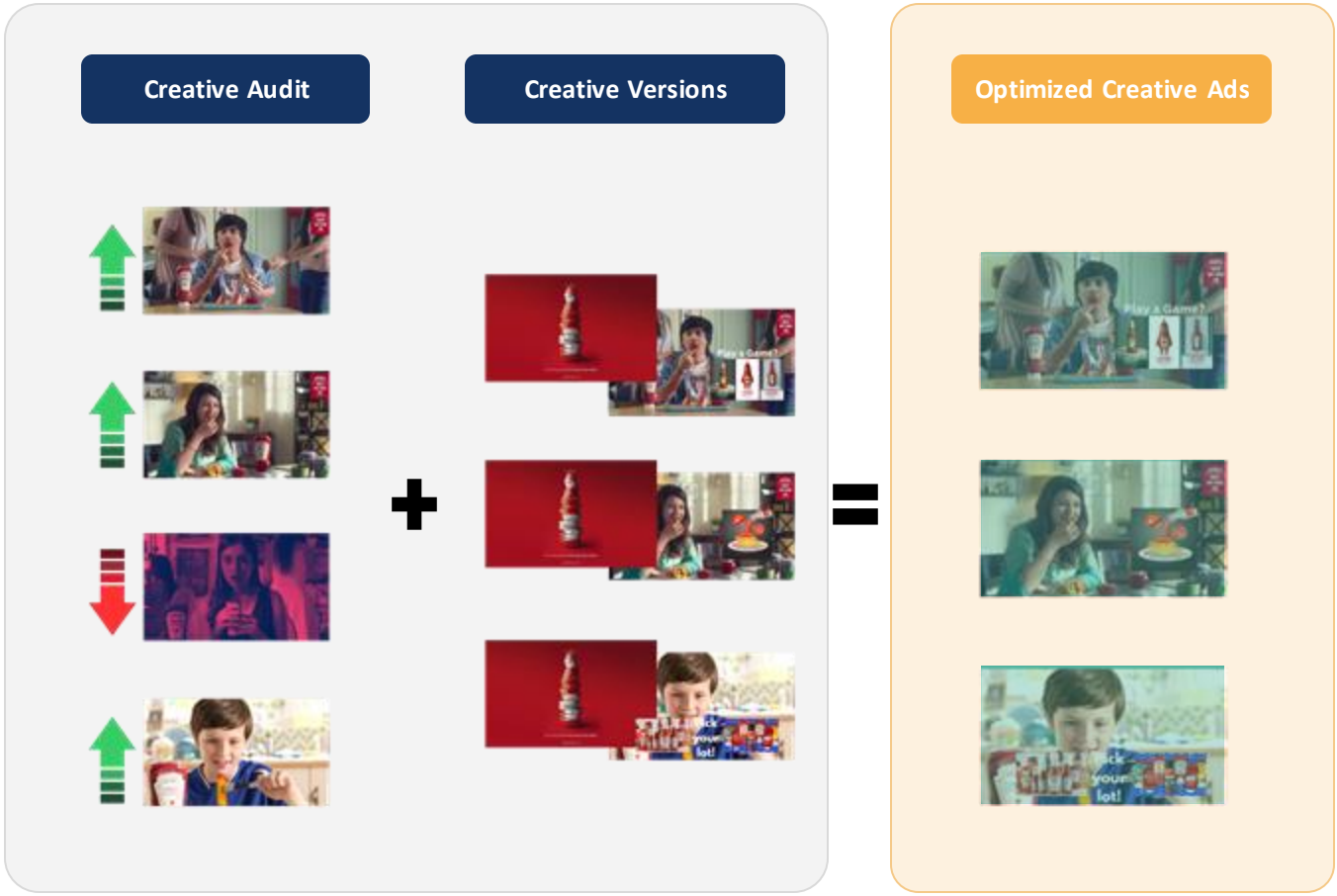
Let’s learn about the AI-Powered Advertising Communication Solutions

Enhancements With AI in Communication

Creative Powerhouse

Go beyond creative and become a data-driven powerhouse.

The advanced AI extracts valuable data to create multiple versions of your creative with interactive elements and CTAs, then optimizes the best-performing ones.



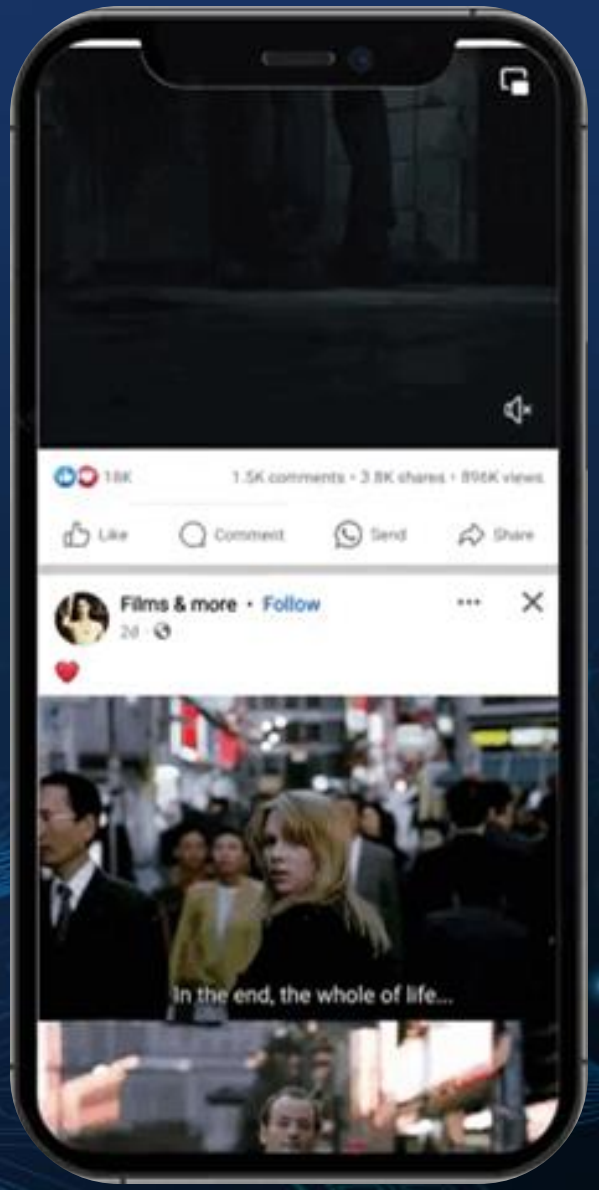
Take a Leap With Creative Innovation: Interactive Ad Formats

AI-powered algorithms enhance interactivity with features like interactive hotspots, branching narratives, adaptive storytelling, and gamification while also providing data-driven insights for continuous optimization and personalization, boosting **effectiveness of video ad campaigns.**

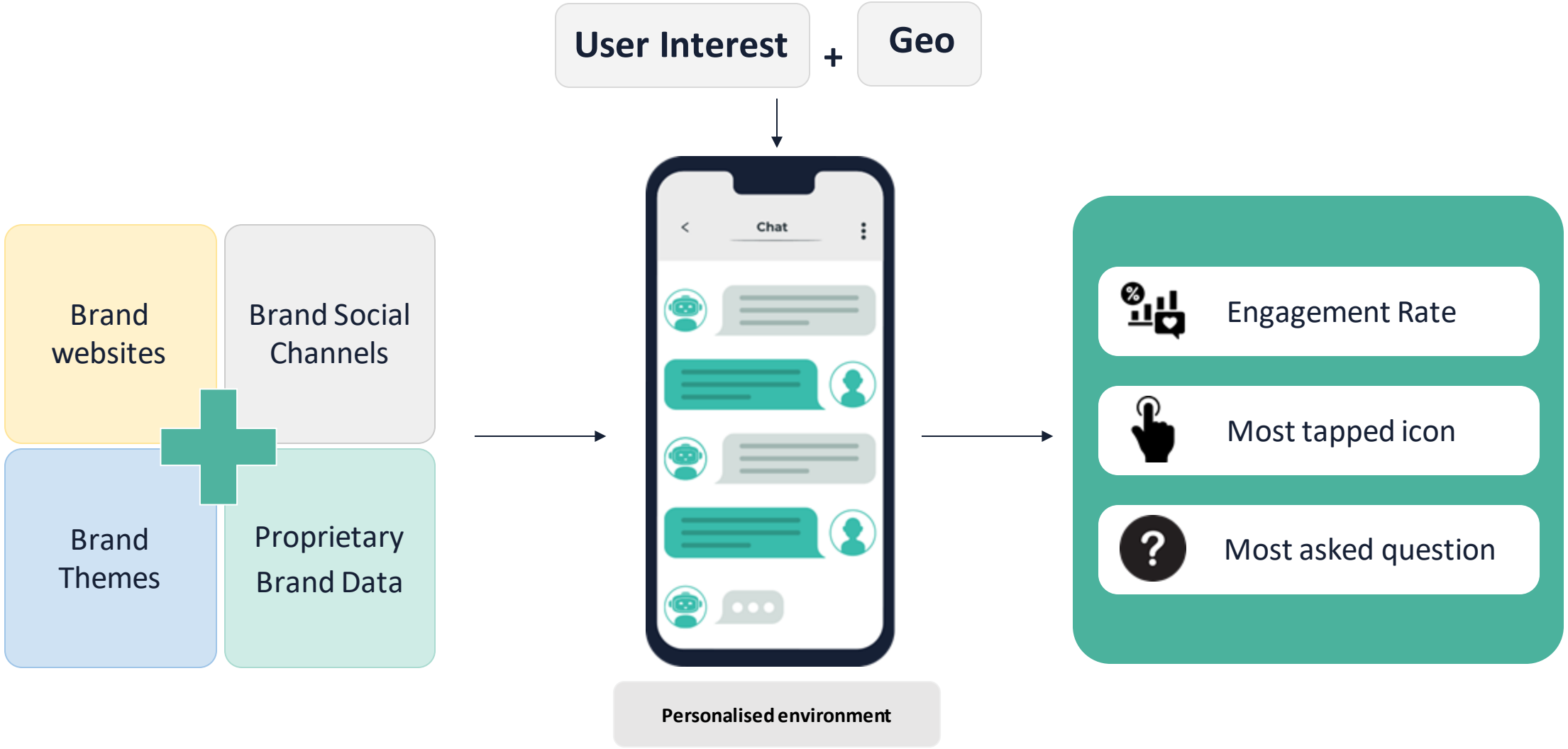
Develop Human-Like Dialogues With Conversational AI

AI-driven conversational ads lets you have real human-like personalized brand-to-customer conversations.

It cuts through the clutter, by providing instant solution to consumers accelerating their decision-making process while filtering out-of-context conversations.



How does it work?



Conversational AI: Absence vs Impact

Advanced AI that understands you - assists with personalized recommendations and instant help, every time

Without Conversational AI

- Non-Personalised environment
- Non creative/interactive experience
- Robotic conversations
- Only text-based conversations

With Conversational AI

- Personalised environment
- Creative and interactive experiences
- Human like conversations
- Conversation can include image, videos, links etc

A Use Case of How a Leading Automobile Brand Utilized AI Moment In Context And Creative

Objective:

Wanted to opt for a conversational automation strategy to drive customer engagement.

Results:

Viewability: 86%
Engagement Rate: 9.2%
Leads Generated: 70+

Strategy:

Audi strategically integrated an interactive chatbot into their existing video asset, placing it within the appropriate context when users were searching for high-end electric vehicles.

Level Up Your Campaigns with Silverpush's Advanced AI-Powered Solutions

irrors

Your Contextual Intelligence Partner

crafters

Building AI-Powered
Brand to Customer Connection

MMA | IMPACT INDIA
THE FUTURE OF MODERN MARKETING

Marketing In The Age Of AI
INSPIRE | INNOVATE | INTEGRATE

Chaitanya Sinha
Business Head - Indonesia, India, & Thailand
chaitanya.sinha@silverpush.co

Rahul Joshi
Head of Sales - India
rahul.joshi@silverpush.co

Karishma Gupta
General Manager - Sales
karishma.gupta@silverpush.co

Connect with our industry experts to learn more about Advanced AI Solutions!

THANK YOU