

## **PREDICTIONS ON AD TECH INDUSTRY 2018**

### ***Creating chemistry between human and machine***

The combination of machine learning (ML) and creativity is one people often think would not mix well – science versus art. However, the need for data to drive advertising campaigns and guide creative will only increase in 2018 as sending the right message in the right context in the right timing is something nowadays inescapable; also, content is consumed on-the-go more than ever before and attention is scarce, that means a human definitely needs an help from machines with regards to creating and delivering advertising messages.

ML serves a twofold function when it comes to devising the perfect ad. It can capture information about demographics, time, day, device type and publisher, which when correctly analysed provides the foundation for the creative that is most likely to lead to conversion. ML also allows for the automatic processing of large quantities of data, giving advertisers and agencies more time to focus on the creative side of campaigns.

When it comes to planning for the future, ML will also allow for more real-time responses from marketers. It could take away the need for creative teams to ‘second guess’ how consumers will react to an ad, thanks to better-informed sentiment analysis, and even allow ads to be tweaked in response to consumer demand, for example, on social media.

The opportunity for human and machine to work together across multiple platforms will help the benefits of ML become ever more apparent. The development of creative and ML together will create efficient targeting of consumers, delivering effective campaigns and minimal disruption, across all devices.

By Michele Marzan, Board Director at IAB Italy and Chief Strategy Officer at digital advertising company, [MainAd](#).