



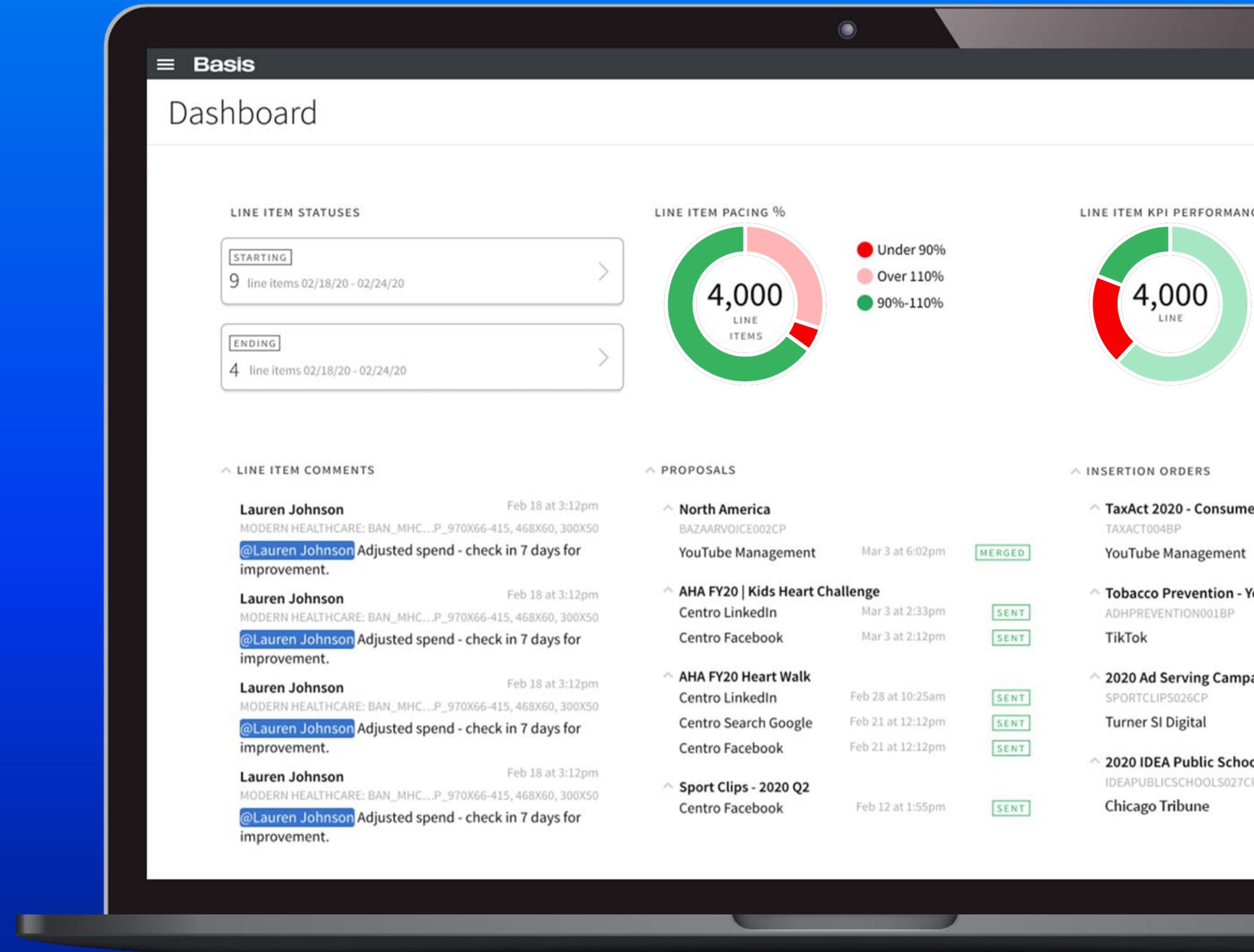
AI in Advertising

Risks, Rewards, and Opportunities Ahead

September 24, 2025



The industry's **most comprehensive** and **automated** digital media platform.





NOOR NASEER

VICE PRESIDENT
MEDIA INNOVATIONS & TECHNOLOGY



AMY RUMPLER

EXECUTIVE VICE PRESIDENT
INTEGRATED CLIENT SOLUTIONS



AI: Early Signals & Projections

GEN AI COULD AUTOMATE 60-70% OF TIME SPENT ON KNOWLEDGE TASKS (*McKinsey*)

WORKERS WITH AI SKILLS COMMAND A 56% WAGE PREMIUM (*PwC*)

IN SECTORS MOST EXPOSED TO AI, PRODUCTIVITY QUADRUPLED (*PwC*)

TECH MEGA GIANTS' AI AD TOOLS THREATEN AGENCIES (*WSJ*)

WPP SLASHES 7,000 JOBS SURROUNDING AI/AUTOMATION FOCUS (*ADWEEK*)



AI has brought...



Extraordinary Transformation



Operational Pressure



Rising Client Expectations



Magnetic Energy

AN INDUSTRY SURVEY

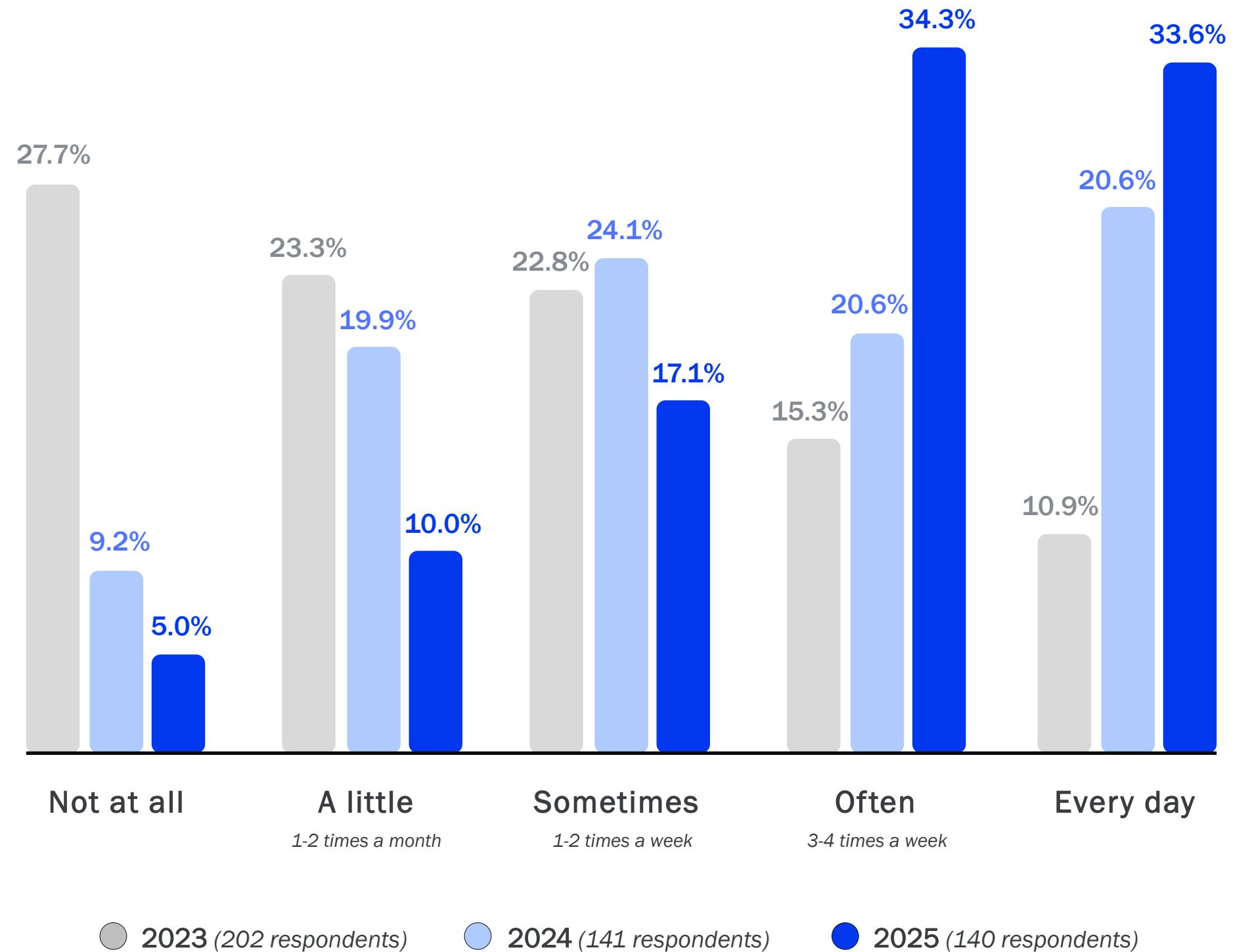
We sought a pulse of the
advertising industry & AI use.

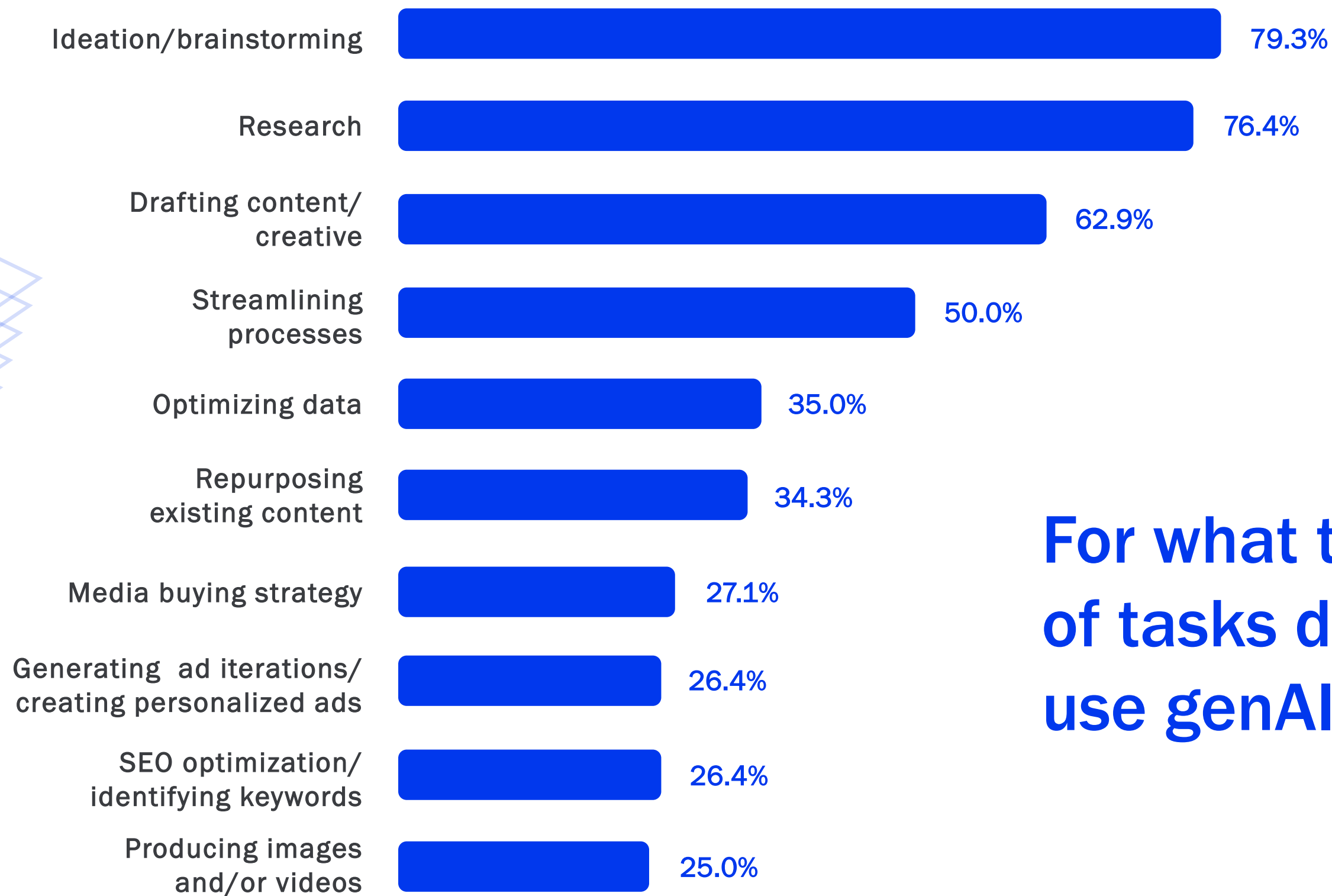


The background is a solid blue color. In the top-left corner, there is a series of white lines forming a grid-like pattern that tapers off towards the right. In the top-right corner, there are several white lines forming a series of parallel, slightly curved shapes that also taper off. In the bottom-right corner, there are several white lines forming a series of parallel, slightly curved shapes that also taper off.

How Marketers are Using AI?

How often do you or your organization use generative or agentic AI tools?





**For what types
of tasks do you
use genAI?**


ChatGPT
88.6%

Which of the following tools do you use in your marketing/advertising work?


Gemini
45.0%


Copilot
41.4%


Claude
17.9%

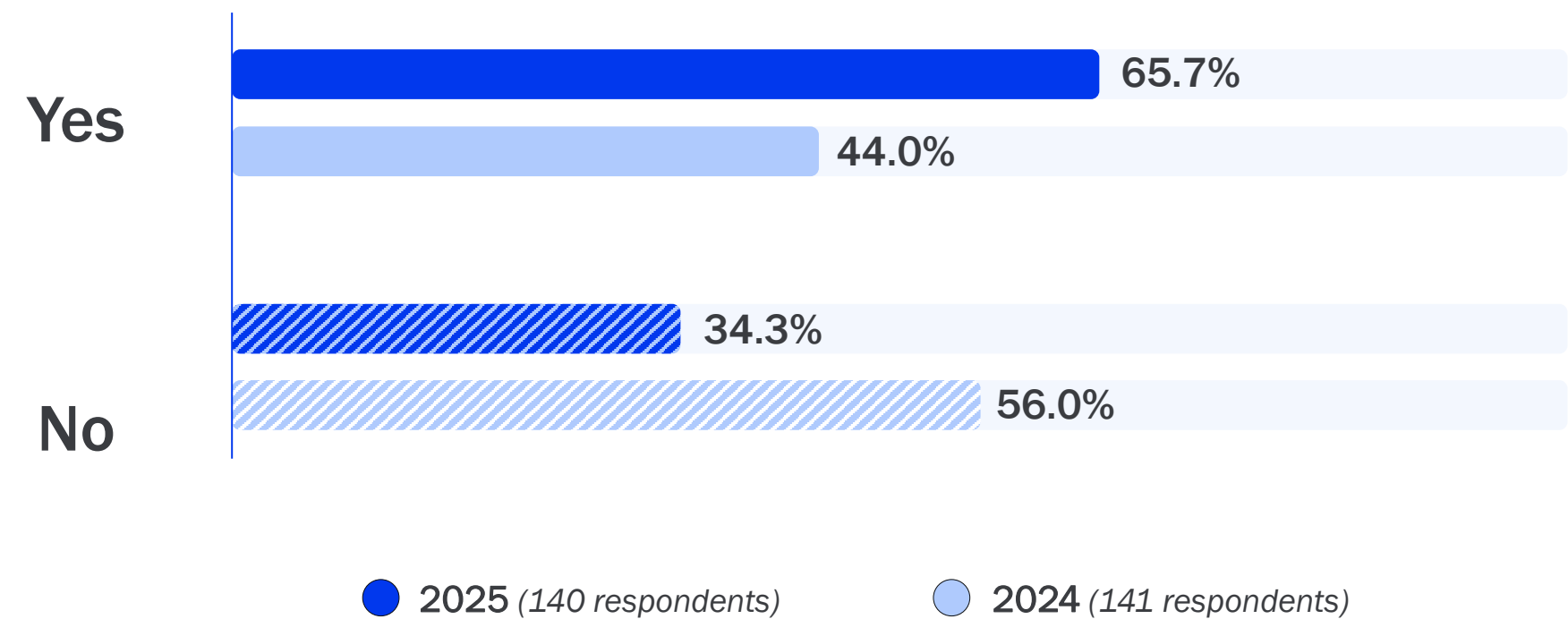

Midjourney
15.2%


Adobe Firefly
14.1%


Agentforce
5.0%

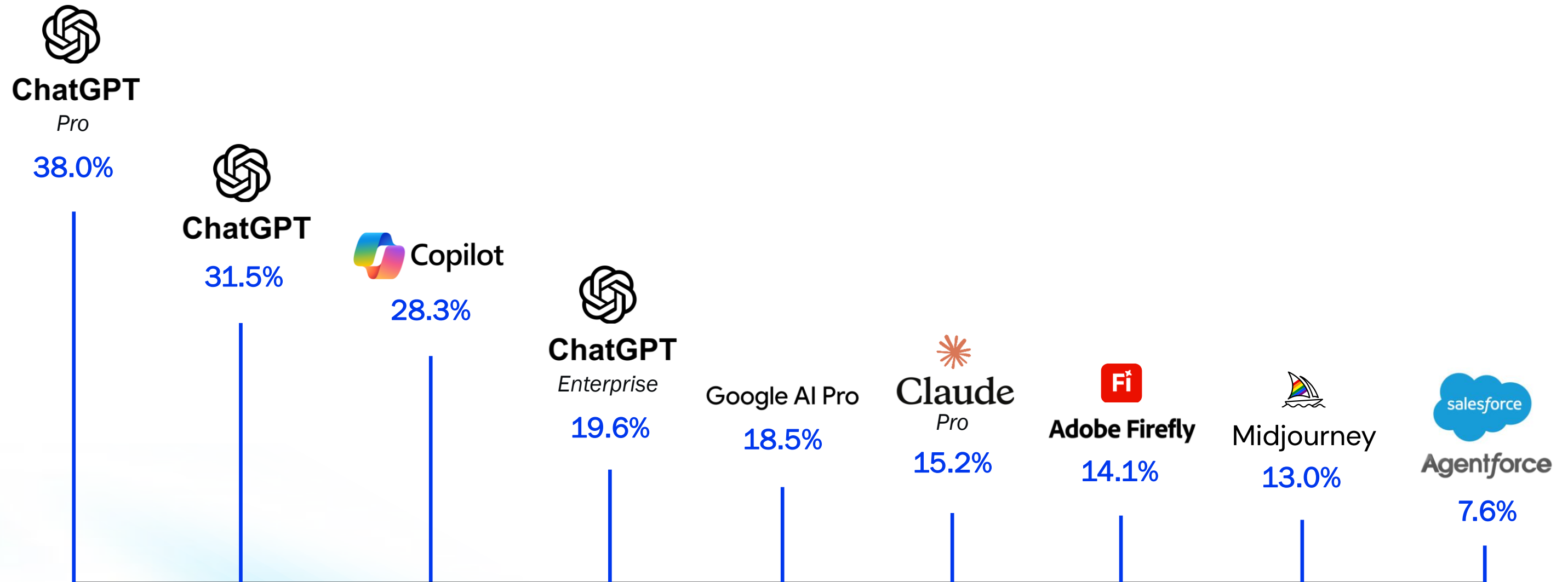

Stable Diffusion
1.4%

Does your organization currently pay for/subscribe to any premium AI tools?

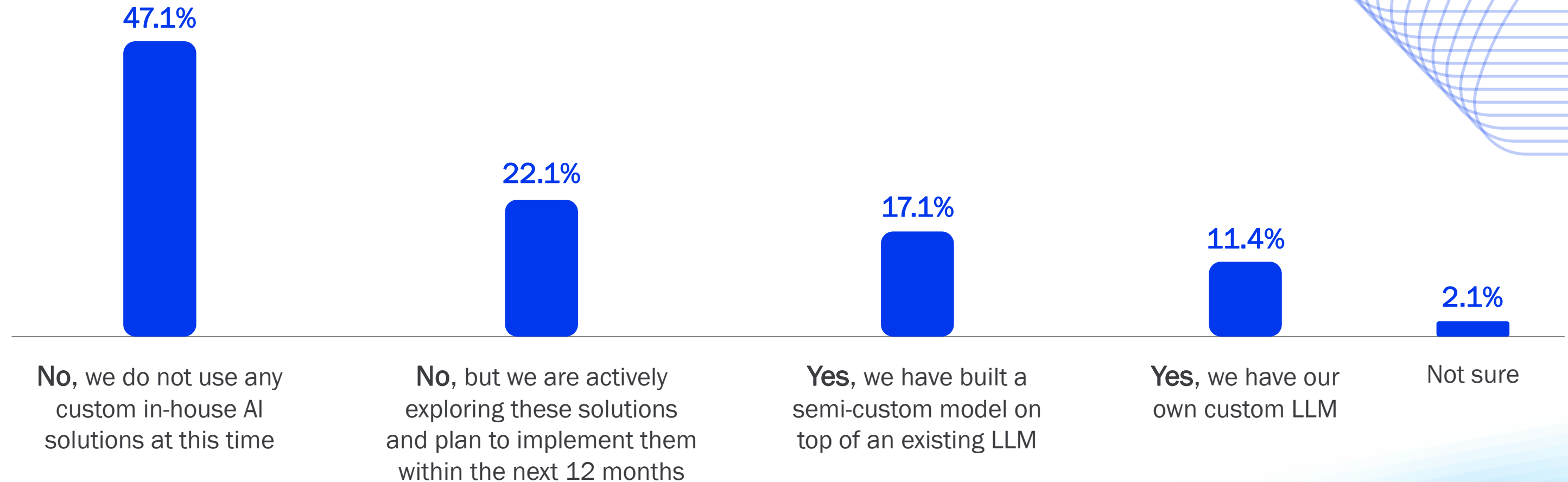


Which of the following does your organization current use?

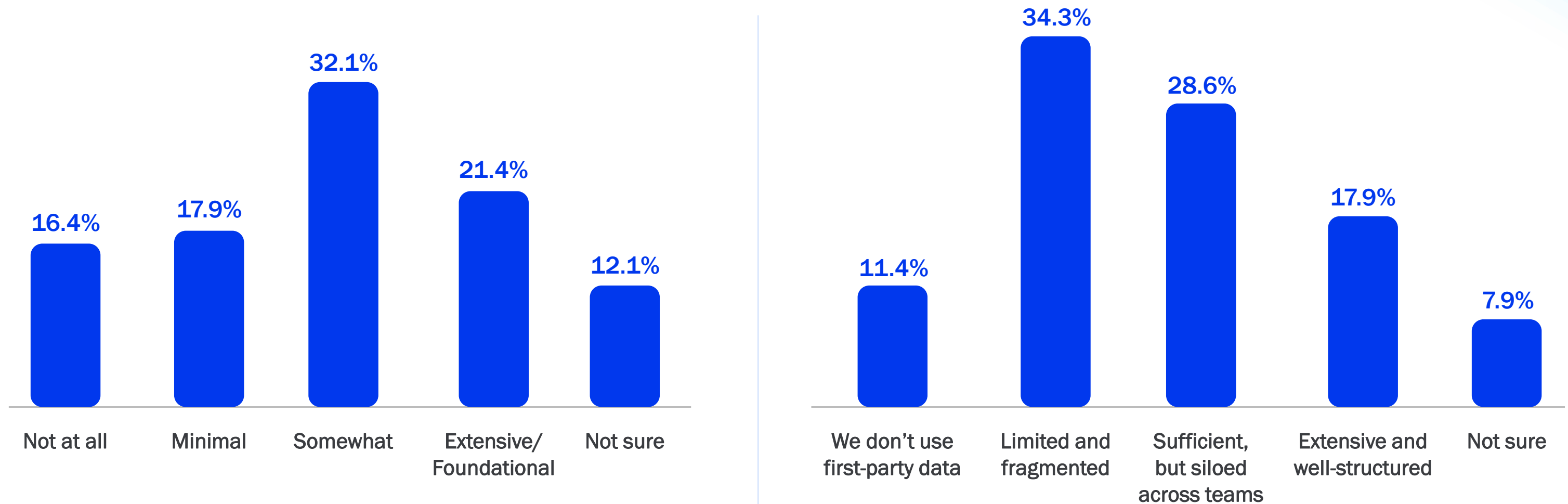
Amongst paid premium AI tools



Does your organization use custom in-house AI solutions?



How central is first party data to your organization's current AI initiatives?

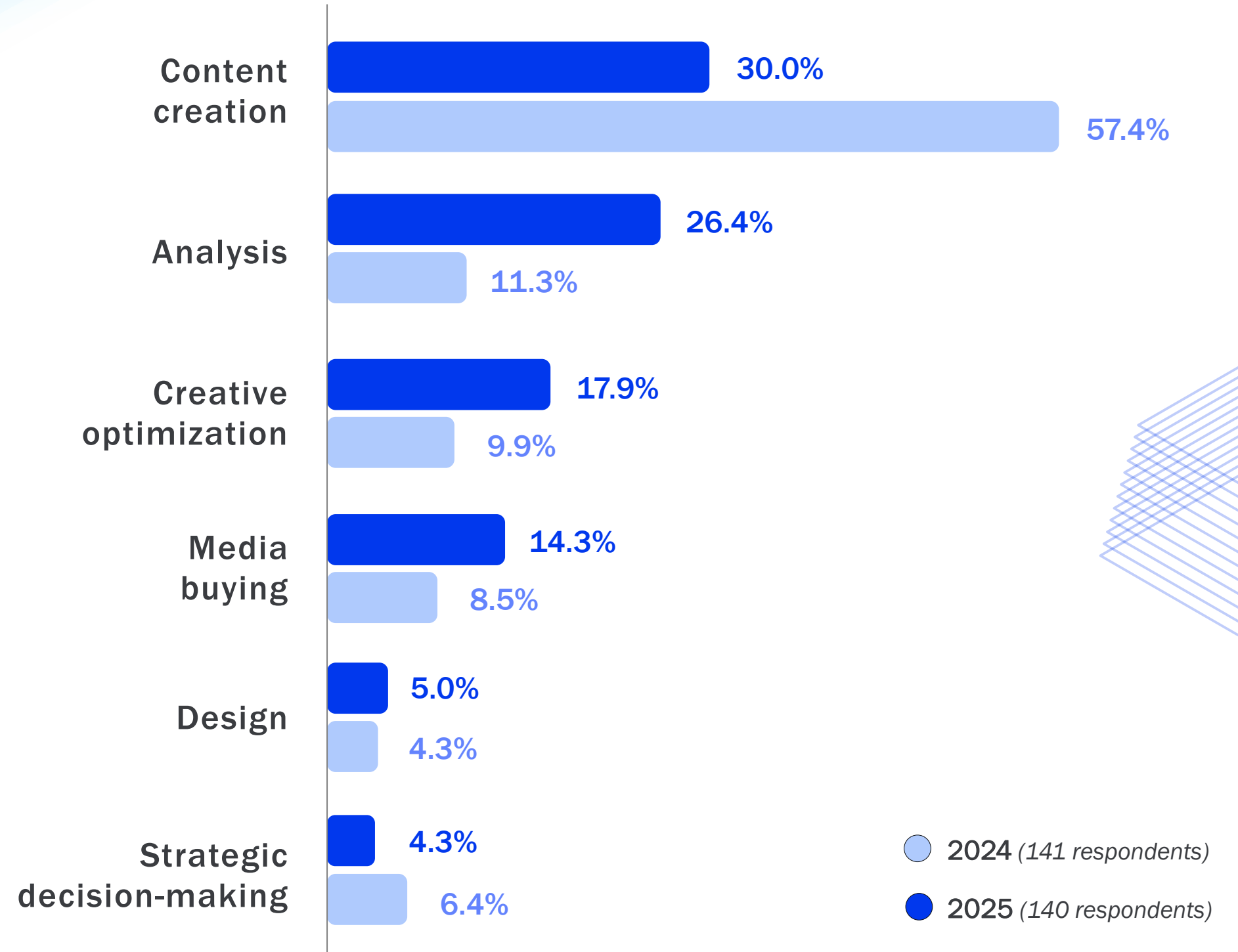


The background is a solid blue color. It features several abstract white line patterns. In the top left, there is a series of overlapping, slightly offset rectangular outlines that create a sense of depth and movement. In the top right, there are several concentric circles of varying radii. In the bottom left, there are several parallel, slightly curved lines that sweep across the corner. In the bottom right, there is a small, faint logo consisting of a hexagon with the letter 'B' inside.

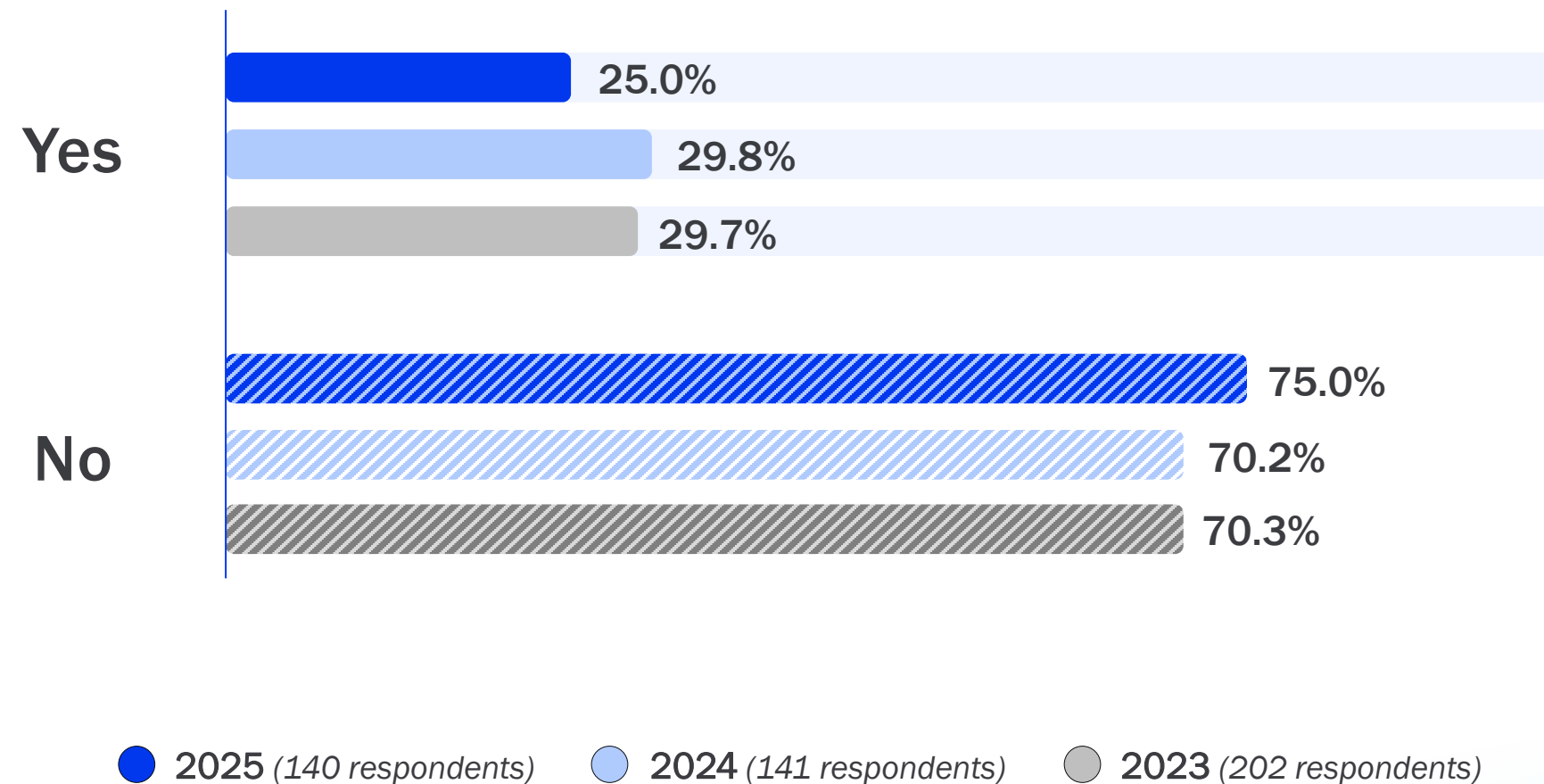
AI + Content Creation



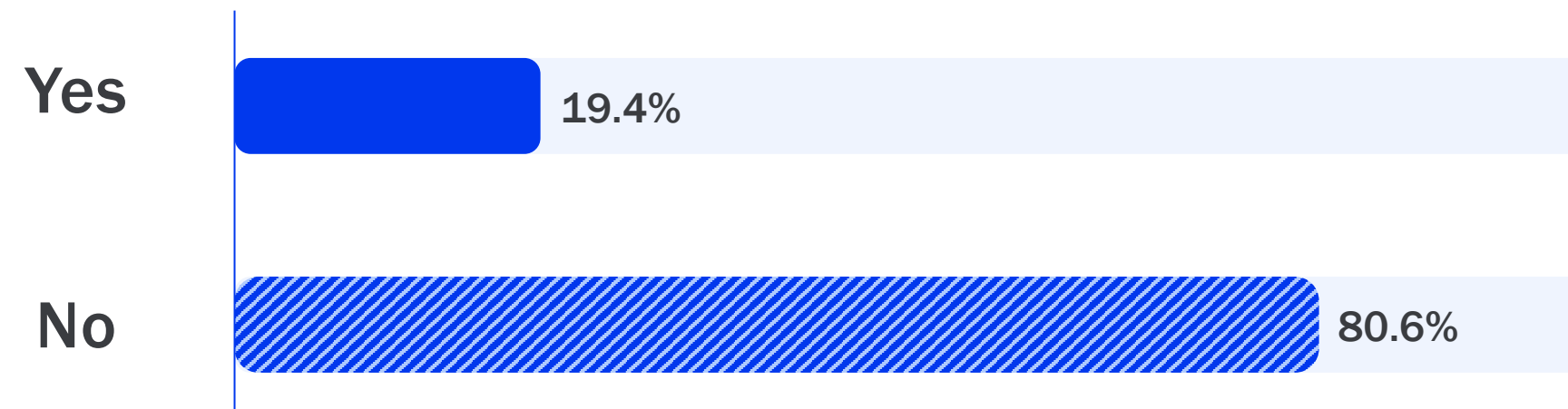
What part of the digital marketing process do you expect to be most impacted by AI?



Is AI-generated content as good (or better than) your organization's current human-generated content?



Have you deprioritized SEO as a result of AI's impact on search?

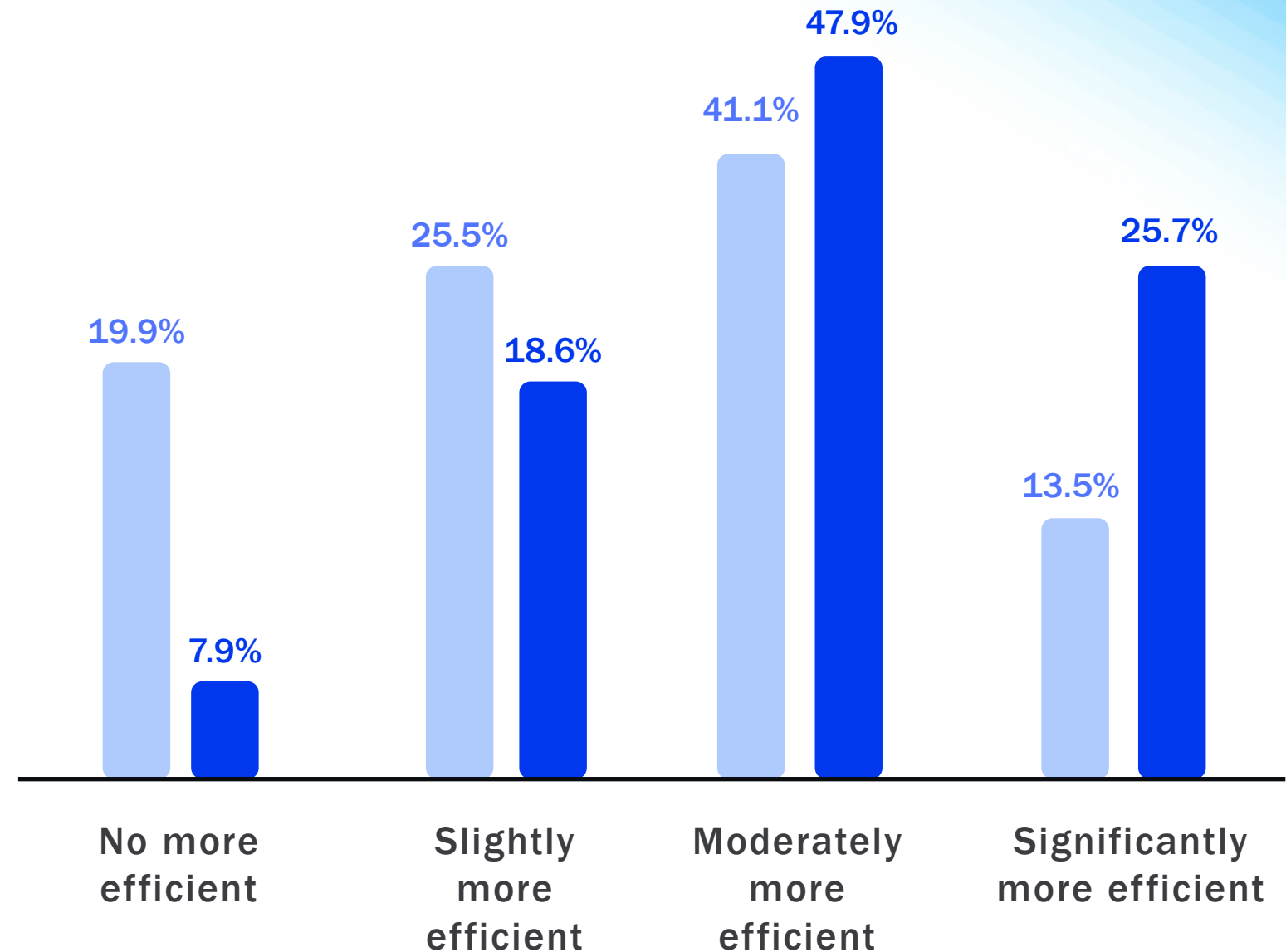




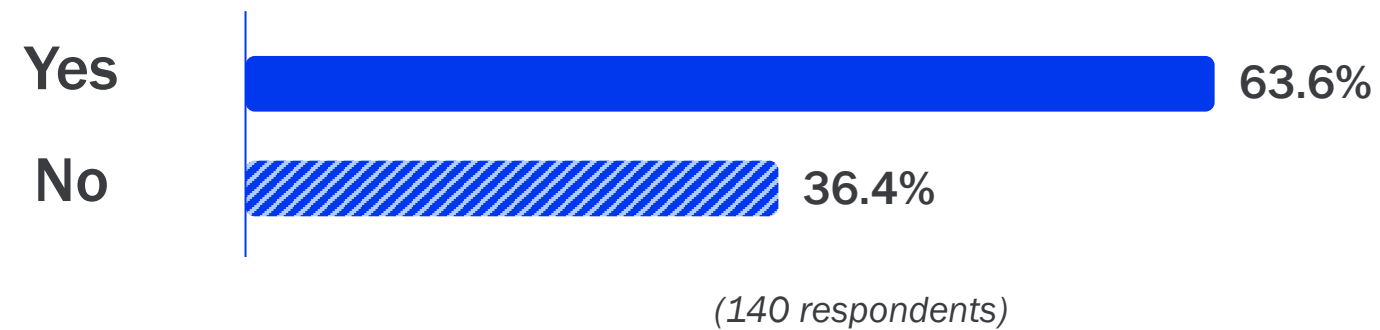
AI in Marketing: Impact on the Work



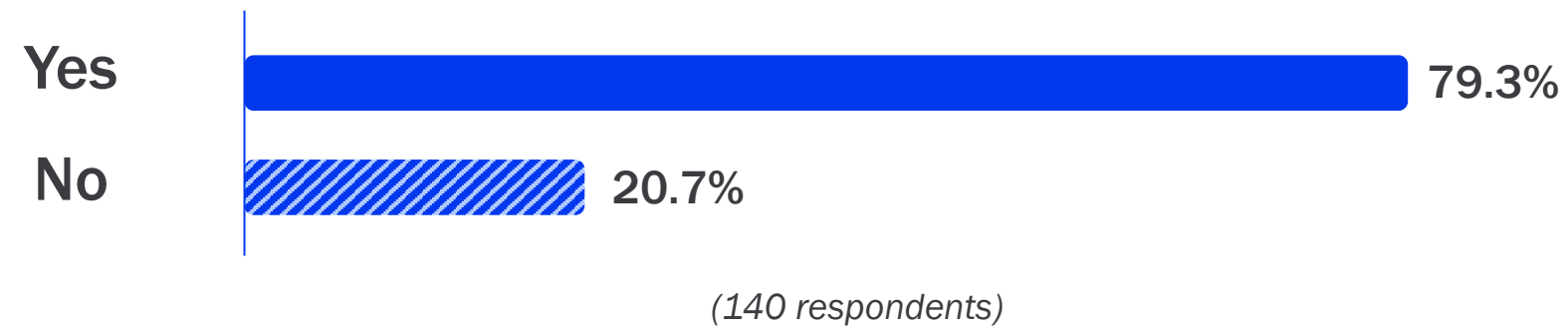
Over the last year, do
you believe that AI has
made you more efficient
at your job?



Within the last 12 months, has your organization invested in new technology to automate or streamline processes?



Does your organization have plans to invest in new technology to automate or streamline processes within the next 12 months?

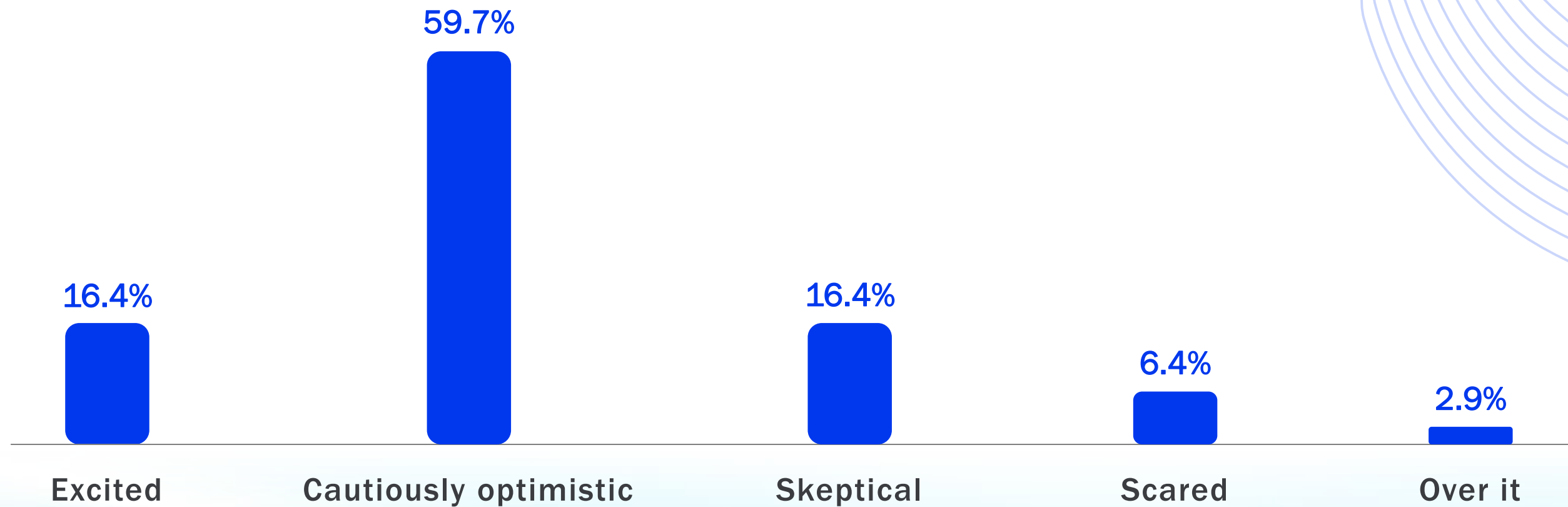




How Marketers Feel About AI in Advertising



What is your current attitude toward AI in marketing and advertising?



Best Practices: Putting AI to Work Now

STANDARDIZE AI IN DAILY WORKFLOWS

TRAIN TEAMS, NOT JUST TOOLS

CLEAN AND STRUCTURE YOUR FIRST PARTY DATA

ADAPT SEO AND CONTENT FOR AI-FIRST DISCOVERY

BUILD HUMAN + AI REVIEW LOOPS

PILOT AI AGENTS ON LOW-RISK CAMPAIGN TASKS



Download the full AI Report



<https://basis.com/AIReport2025>



