

Transforming the future of audience engagement



The future of AI-driven marketing is now



With generative AI (GAI), the way people engage with technology and content has transformed.



Marketers must embrace GAI to stay ahead in an evolving digital landscape.



GAI is reshaping audience engagement, opening the door for hyper-personalized experiences.

Why AI is a game changer for marketers

01

Enhancing efficiency,
saving marketers
valuable time.

02

Enabling hyper-
personalized, dynamic
customer experiences.

03

Helping brands build
trust and meaningful
relationships at scale.

“2023 was about ‘WOW.’ 2024 is about ‘HOW.’ And 2025 will be ‘NOW.’ The shift to AI-first marketing requires agencies and brands to rethink workflows, partnerships and strategies.”

Sir Martin Sorrell

Executive Chairman, S4 Capital,
at the [2025 Consumer Electronics Show](#)

The AI marketing evolution

Key trends

01 _

Consumers are co-creating content with GAI, fostering deeper engagement.

02 _

Deeper engagement fuels richer understanding. Better relevancy means better results.

03 _

Search and discovery are evolving as conversational AI changes how people seek and find information.

04 _

Marketing funnels are collapsing. AI shortens the path from discovery to conversion.

DATA POINT



AI-driven search and chat experiences see:

1.5x better
click-through
rates (since the
Copilot refresh).

25% better
ad relevance.

Accelerated
customer
journeys by
more than 30%.

A new era of AI-powered search and SEO

FROM QUERIES TO CONVERSATIONS

People search using natural language.

QUALITY OVER QUANTITY

GAI ranks authoritative, original content higher.

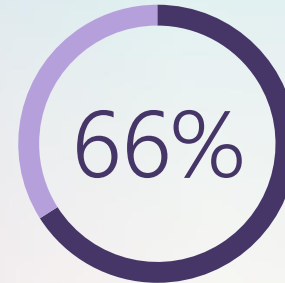
INTENT-DRIVEN OPTIMIZATION

Focus on how users engage with AI assistants.

TECHNICAL SEO MATTERS

Create fast, structured, and AI-friendly content.

DATA POINT



of Copilot users can find information more easily than with traditional search alone¹.



people will rely on GAI search as their primary tool by 2027².

1. US Gen Pop consumers who have experience with a conversational search platform. July/ August 2024; n=1005. 2. Statista. (2023). Primary usage of generative AI in the United State¹.

Conversational AI is reshaping advertising



Unparalleled
content creation.



Access to campaign insights
and recommendations at
your fingertips.



Creative ideation and iteration,
enabling highly personalized
campaign assets.

GAI-driven content creation and optimization

How GAI enhances creativity



Instant ad copy generation for personalized and audience-specific messaging.



Automated testing to uncover insights faster.



Localized and contextual content to easily adapt messaging for different audiences.

EXAMPLE AI PROMPT



+

Create 3 ad variations for eco-conscious Gen Z shoppers, emphasizing sustainability and value.



Your prompting cheat sheet to get the best AI results

ROLE DEFINITION

Act as a senior marketer optimizing an AI ad campaign.

AUDIENCE TARGETING

Focus on Gen Z shoppers interested in eco-friendly fashion.

TASK CLARITY

Generate 5 ad variations for a sustainability-focused brand.

DESIRED OUTPUT FORMAT

Create 3 ad copy options, each under 90 characters.

EXAMPLE BAD PROMPT



+

Write an ad for my store.



EXAMPLE GREAT PROMPT



+

Generate 3 variations of an AI-powered search ad for a US-based sneaker brand, emphasizing performance, comfort, and durability.



TAKEAWAY

The better the prompt, the better the AI-generated results.



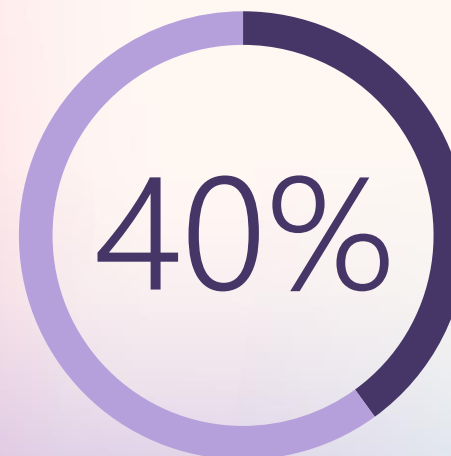
The GAI-optimized marketing funnel

01 AI remembers user preferences and infers search intent, making ads more relevant.

02 Real-time personalization replaces generic customer journeys.

03 Faster purchase decisions with AI shortening the research and buying cycle.

DATA POINT



of consumers say well-placed AI-powered ads enhance their online experience.

Publicis and Microsoft. "Consumers & Generative AI: Building Trust in Conversational AI." 15-minute online survey of 2,115 consumers conducted in August 2024. Participants were aged 18-65 and located in the United States, United Kingdom, Canada, and Australia.

Mastering AI-powered search and advertising

01

Adapt SEO for AI search, chatbots and agents.

02

Use AI to generate and optimize ad creatives.

03

Automate campaign insights for smarter decision-making.

04

Prioritize high-quality, intent-driven content.

AI-powered advertising best practices

Leverage
AI tools



Upload
diverse assets



Track
AI-driven insights



Experiment
and iterate

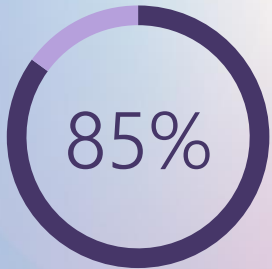


AI adoption by the numbers

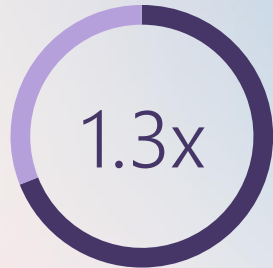
KEY DATA POINTS



people are expected to use AI as their primary form of search by 2027².



of marketers using AI report improved productivity in content and ad creation³.



more conversions in all Copilot ad types since the Copilot refresh⁴.



higher CTR for AI-powered ads (PMAX) when Copilot is present vs only traditional search.

TAKEAWAY



AI marketing is delivering measurable results. Those who wait risk falling behind.


2. Statista. (2023). Primary usage of generative AI in the United States. 3. American Marketing Association. "Generative AI Takes Off with Marketers." 4. Conversion Rates of Copilot Ads Before vs. After November 2024 Relaunch

AI marketing workflow: Then vs. now

TRADITIONAL MARKETING	AI-POWERED MARKETING
Manual content and ad copy creation	AI-assisted content generation with instant variations.
Static audience targeting	AI-driven, real-time audience segmentation.
Reactive campaign adjustments	AI-powered predictive analytics for optimization.
Generic messaging	Hyper-personalized, intent-based ad creatives.
Long campaign launch cycles	AI speeds up asset production and deployment.



AI accelerates marketing execution, improves engagement, and increases efficiency.



AI-powered workflows reduce time-to-market while improving performance.

What this means for you

FOR CMOS AND EXECUTIVES

- Higher ROI with smarter ad spend and improved conversion rates.
- AI-driven predictive insights optimize budget allocation.



FOR CREATIVE TEAMS

- AI enhances ideation, creating compelling content faster.
- A/B testing at scale ensures top-performing ad creatives.



FOR PERFORMANCE MARKETERS

- GAI automates campaign management, improving efficiency.
- Real-time insights help optimize ad targeting instantly.



GAI in action— real-world results

AI-optimized search and advertising

Brands using AI-powered search optimization saw a 1.7x higher CTR for AI-powered ads (PMAX) when Copilot is present vs only traditional search.

AI-powered content and personalization

A company integrated AI-driven ad copy and reduced time-to-market by 50%.

AI and multilingual campaigns

An international brand used AI translation and localization tools to launch ads in 10+ languages instantly.



Increasing AI adoption in your team

CHALLENGE	SOLUTION
"AI-generated content lacks authenticity"	Use AI for first drafts, then refine with human creativity.
"SEO changes make AI content risky"	Prioritize search intent and high-quality content over volume.
"AI campaigns feel impersonal"	Use GAI-powered hyper-personalization to drive engagement.
"AI disrupts existing workflows"	Start small, test AI integration, and scale over time.

Why Microsoft Advertising for AI marketing?

Key AI solutions

01

Copilot in Microsoft Advertising Platform

AI-driven campaign management and insights.

02

Ads in Copilot

AI-powered search ads optimized for engagement.

03

Copilot for Microsoft 365

AI-enhanced productivity across marketing teams.

04

Microsoft Copilot Studio

Custom AI-powered chatbots and digital agents.

Your AI marketing action plan

01

Identify high-impact use cases.

02

Train your team on AI best practices.

05

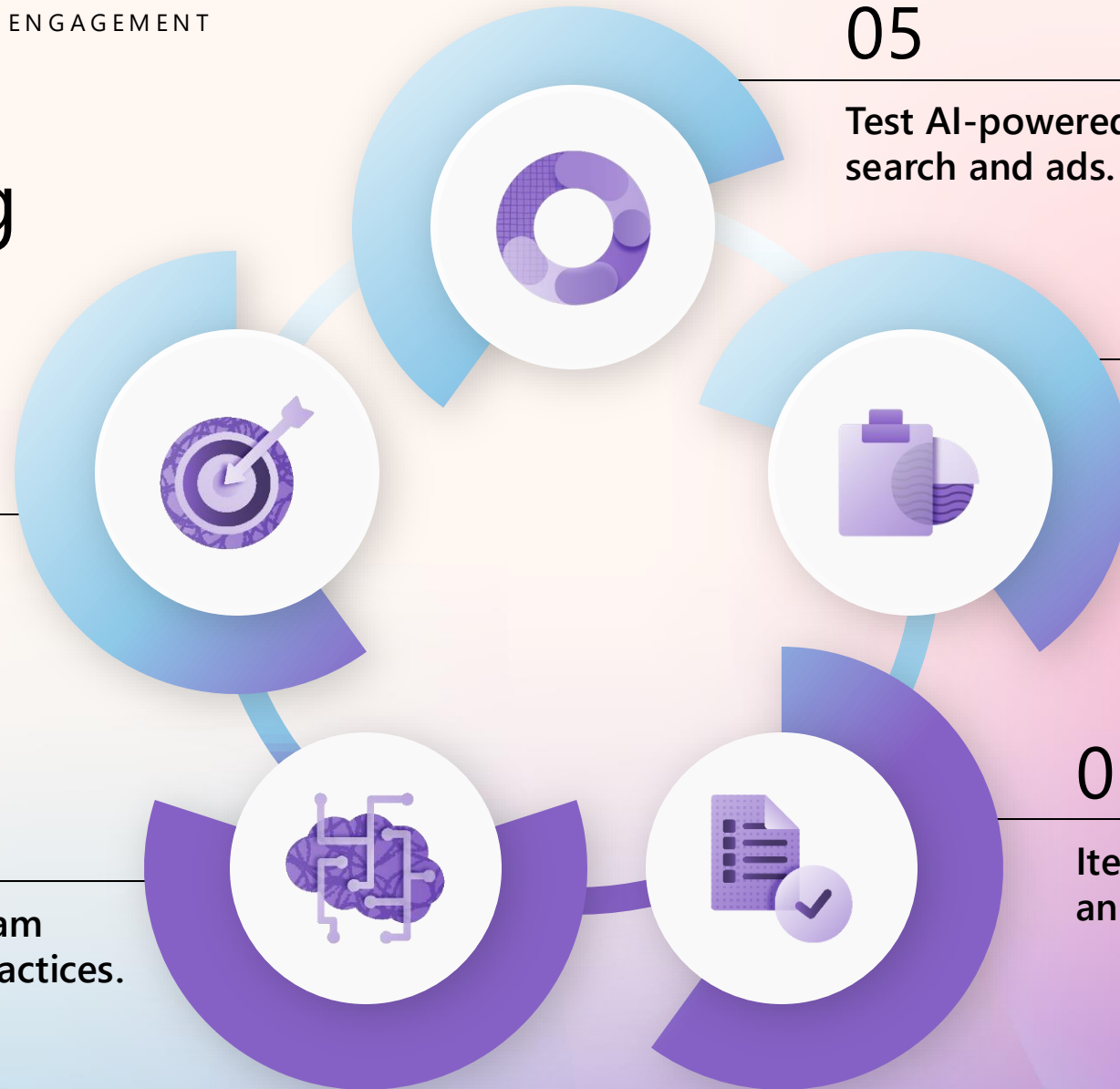
Test AI-powered search and ads.

04

Use AI-powered analytics.

03

Iterate, optimize, and scale.



TRANSFORMING THE FUTURE OF AUDIENCE ENGAGEMENT

Ready to future-proof your marketing?

AI is transforming marketing.
The question is, are you ready to embrace it?



Download our full guide
to start integrating
AI into your marketing
strategy today.



Thank you