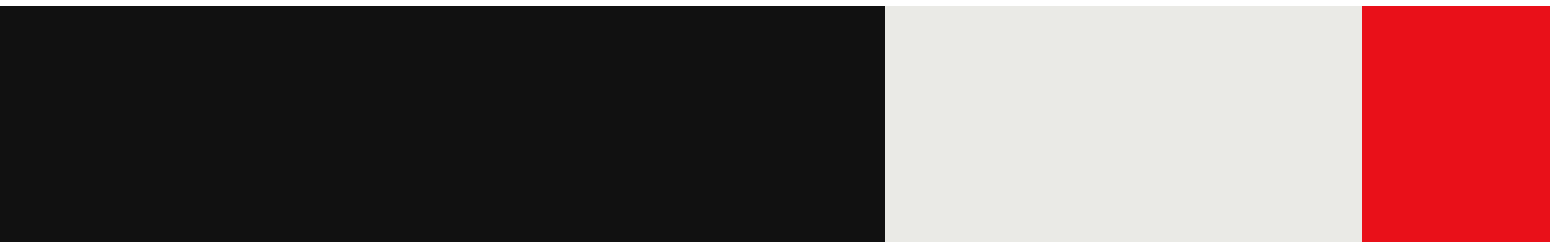



Ad industry trust in AI climbs to 57%

Article



The trend: More than half (57%) of advertisers trust AI for tasks like ad investment and optimization, up from 33% in 2023, according to a [report](#) by Advertiser Perceptions.

Advertisers are also increasingly willing to place ads beside AI-generated content. In 2023, roughly 60% of advertisers were open to this idea according to Advertiser Perceptions, but now, nearly 70% are receptive to advertising adjacent to AI-generated material.

Why it matters: While many 2023 studies highlighted [advertisers' AI concerns](#), the Advertiser Perception findings suggest **skepticism about AI's use is fading**. Just a year ago, advertisers

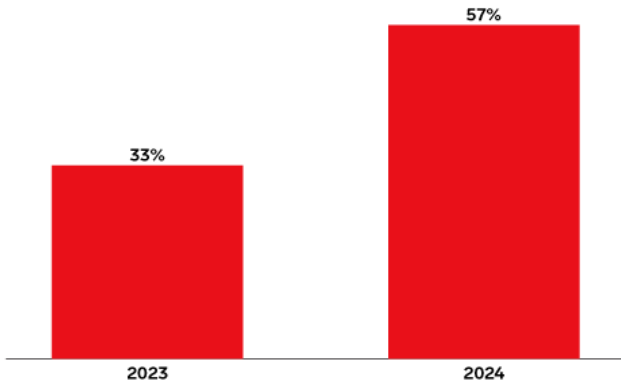
were doubtful about relying on AI for ad investment and optimization without human oversight, fearing it lacked the necessary nuance and judgment.

- This shift signals that AI is becoming a fundamental part of advertising. “This is coming whether people like it or not,” notes Advertiser Perceptions executive vice president of business intelligence **Sarah Bolton**.
- Advertisers are increasingly recognizing the benefits of AI as a valuable tool for real-time campaign optimization that would be impossible for humans to manage alone. AI is no longer just a trend; it's a key driver of advertising success.

Our take: This increasing comfort level suggests that as AI tools improve in accuracy and sophistication, advertisers are beginning to see the potential benefits of integrating AI into their content strategies. But this comes with a caveat: Issues of brand suitability and accuracy must be carefully managed to maintain consumer trust.

- The study indicates that even as advertisers warm up to AI-generated content, they remain vigilant about ensuring that these tools meet high standards of quality and brand alignment. The industry's growing acceptance of AI, coupled with its cautious approach to implementation, underscores the delicate balance that must be struck to leverage AI's advantages while mitigating its risks.
- The advertising industry's shift toward AI is undeniable, with increasing trust in AI-powered decision-making and content creation. As more advertisers recognize the potential of AI to enhance their strategies, the technology is poised to become indispensable in the industry's toolkit.
- However, the journey is far from over. Addressing concerns about accuracy and brand suitability as AI tools continue to get refined will be crucial in shaping the future of AI in advertising.

US Advertisers and Agencies Willing to Advertise Within AI-Generated Content If Accuracy and Brand Suitability Can Be Verified, 2023 & 2024
% of respondents



Source: Advertiser Perceptions, "Trust in Advertising: Have Advertisers Moved the Needle on Supporting Brand Safety, News Integrity and Quality Publishers?" Aug 28, 2024

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