

*Strategies for Employing Artificial Intelligence in the Advertising Industry: An  
Analysis of Mechanisms and Impacts*

استراتيجيات توظيف الذكاء الاصطناعي في صناعة الإعلان: تحليل الآليات والتأثيرات

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**Abstract:**

This descriptive analytical study aims to explore the impact of artificial intelligence on the advertising industry and analyze its role in effectively improving and directing advertising content. Through a comprehensive review of relevant studies, the research seeks to monitor the current effects of smart advertising marketing powered by artificial intelligence technologies. The objective is to enhance the productivity of marketing campaigns by collecting and analyzing diverse data, including browsing records and audience interactions on social media, to identify patterns and trends. The study employs a descriptive analytical method, utilizing observation and interview tools to achieve reliable results. Based on previous studies, the findings indicate a significant improvement in audience targeting and the effectiveness of advertising campaigns, highlighting the substantial benefits of artificial intelligence technology in boosting the performance of the advertising industry. The results demonstrate that using AI technologies contributes to more efficient ad targeting and significantly increases the effectiveness of marketing campaigns, opening new horizons for sustainably improving and developing advertising marketing strategies.

**Keywords:** Artificial Intelligence, Advertising, Impact,

ملخص الدراسة: تهدف هذه الدراسة إلى استكشاف تأثير الذكاء الاصطناعي في صناعة الإعلانات وتحليل دوره في تحسين وتوجيه المحتوى الإعلاني بشكل فعال. من خلال مراجعة شاملة لمجموعة من الدراسات ذات الصلة، تسعى الدراسة إلى رصد التأثيرات المترتبة على التسويق الإعلاني الذكي المعد بواسطة تقنيات الذكاء الاصطناعي في الوقت الحالي. يهدف البحث إلى تحسين إنتاجية الحملات التسويقية عبر جمع وتحليل بيانات متنوعة تشمل سجلات التصفح وتفاعلات الجمهور على وسائل التواصل الاجتماعي، لاستخلاص الأنماط والاتجاهات. تم استخدام المنهج الوصفي التحليلي وأداتي الملاحظة والمقابلة للوصول إلى نتائج موثوقة. استنادًا إلى الدراسات السابقة، أظهرت النتائج تحسناً كبيراً في استهداف الجمهور وزيادة فعالية الحملات الإعلانية، مما يبرز الفوائد الكبيرة لتكنولوجيا الذكاء الاصطناعي في تعزيز أداء صناعة الإعلانات. تظهر النتائج أن استخدام تقنيات الذكاء الاصطناعي يساهم في توجيه الإعلانات بكفاءة أعلى وزيادة فعالية الحملات التسويقية بشكل ملحوظ، مما يفتح آفاقاً جديدة لتحسين استراتيجيات التسويق الإعلاني وتطويرها بشكل مستدام. الكلمات المفتاحية: الذكاء الاصطناعي، الإعلان، التأثيرات.

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## **1. Introduction**

The world today is witnessing rapid changes that have impacted all aspects of life, leading to the emergence of a new way of living that differs cognitively and behaviorally from previous generations. Technology represents a pivotal transformation, as modern communication technologies have experienced remarkable development and an unprecedented explosion in the past decade. This transformation continues to evolve in unpredictable ways.

One of the most significant aspects of this communication revolution is the development of the internet and the digital transformation it has sparked in information gathering and distribution. This has provided researchers with unlimited possibilities for interaction. This revolution is steering us toward a new communication model that encompasses all forms of interactive communication.

With technological advancements, the advertising industry has undergone radical transformations. This study seeks to understand and analyze the impact of artificial intelligence (AI) on the development and improvement of the advertising industry, focusing on enhancing advertising content creation and increasing the efficiency of marketing campaigns.

Given the growing challenges advertisers face in capturing audience attention and achieving their marketing goals, leveraging AI technologies is a crucial step. Understanding the impact of AI in the advertising industry is essential for excelling and succeeding in this increasingly competitive field.

This research focuses on improving advertising content creation and increasing the efficiency of marketing campaigns using AI technologies. It highlights how big data analysis and machine learning applications contribute to generating personalized and engaging advertising content while ensuring more accurate ad targeting. The study will also examine the efficiency of AI-driven marketing campaigns and how they can help achieve advertising industry goals more effectively and successfully. To address this primary question:

- What are the impacts of employing artificial intelligence in the advertising industry?

We pose several sub-questions:

- What is artificial intelligence?
- What are the major advertising transformations under AI?
- What is the impact of AI on advertising work?
- What mechanisms are used to generate advertising content in the AI era?

## **2. Study Methodology and Tools**

We employed a descriptive analytical method, which is the most suitable for this study. This approach is appropriate for describing AI programs and their application mechanisms in advertising. Additionally, we used observation and structured interviews with advertising agency professionals. AI

plays a significant role in achieving this goal. Through this study, we will discuss the importance of AI applications in media content creation and AI system management to enhance media effectiveness. We will also examine transformations in the media industry and their impacts, highlighting AI applications and challenges in the Arab world. Data analysis and conclusions will be drawn based on observations and interviews. Data will be collected from various sources, such as internet browsing records and audience interactions on social media. The methodology also includes designing predictive models using advanced algorithms to assess the effectiveness of advertising campaigns and audience targeting."

#### ➤ **Study Objectives**

- Analyze the role of AI in the development and improvement of advertising content creation
- Enhance advertising efficiency by understanding AI employment mechanisms to improve performance and refine the advertising industry
- Examine the impact of AI on the advertising industry

### **3- Theoretical Framework of the Study.**

#### **3-1- Defining Concepts**

##### **3-1-1- Artificial Intelligence:**

The term "artificial intelligence" (AI) is composed of two words: "intelligence," which refers to the ability to understand and think, and "artificial," which denotes something man-made rather than natural. AI is defined as a branch of computer science that focuses on studying and developing computer systems capable of learning new concepts and tasks, reasoning, and drawing meaningful conclusions about the world we live in. It also involves comprehending natural languages, perceiving, and interpreting visual scenes. AI can perform tasks that typically require human intelligence (Abu Al-Qasim, 2012, p. 7). AI is also described as Certain behaviors and characteristics are exhibited by computer programs that mimic human cognitive abilities and work patterns. These programs have key features, including learning, reasoning, and adapting to situations that are not pre-programmed into the machine

##### **3-1-2- Advertising**

Linguistically, Shirazi defines advertising as promotion while Boutros Al-Bustani defines it as publication and presentation indicating that advertising means displaying and promoting something (Ben Tami, 2016, p. 133). The encyclopedia defines it as visibility and dissemination.

Terminologically, there is no single definition of advertising; however, multiple interpretations exist: Advertising is the art of persuasion .

- Kotler described it as a non-personal communication process carried out by a recognized entity for a monetary fee aimed at influencing consumer preferences

- Broadcasting a specific matter in a particular way through various means, such as calling from a notable location or distributing flyers in strategic places or publishing articles in a newspaper (Sabate, 1969, p. 2).

- The Media Terms Dictionary defines advertising as intentional media strategies aimed at generating profit rather than influencing public opinion for alternative motives as advertising addresses consumer impulses to encourage them to consume more products and make purchases

- The British Advertising Agency Practitioners Association defines it as the most compelling sales message targeting the ideal customer whether for a commodity or service at the lowest expense

- The American Marketing Association's Definitions Committee defines it as the indirect means of conveying concepts, merchandise or services by a recognized party for a financial charge (Sami, 2005, p. 157).

It is recognized that the terms advertising and publicity carry the same connotation though advertising is widely employed in the Levant region and publicity is more commonly used in the Maghreb region including Algeria The distinction between publicity and advertising lies in the applied methods the nature of the content and the use of persuasive, provocative techniques which are more pronounced in publicity than in advertising

Advertising operates through media. In summary, advertising is a media-driven communication aimed at persuading the target audience to promote a product whether tangible or intellectual through various media channels

#### **- Functions of Advertising**

Advertising has several functions, including

- Raising awareness by providing information about the product, as audiences often ignore unknown products.

- Shaping attitudes through persuasive strategies.

- Building a mental image by forming impressions.

- Presenting institutions, whether profit or non-profit.

- Providing information as advertising content carries messages that support the decision-making process for purchases.

- Convincing

- Lowering distribution costs.

- Informing consumers of new additions and enhancements

- Simplifying the work of sales representatives and motivating them.

- Reminding through continuous repetition

**- Core Dimensions of Advertising**

To achieve success and attain its objectives, advertising must be strategically planned to ensure effective persuasion through advertising communication. This planning is grounded in a comprehensive economic, psychological, and social analysis.

**- Economic Dimension of Advertising**

Advertising effectiveness relies on understanding the forces that impact the economy, such as consumption, production, and distribution. Effective advertising demands prior planning to achieve persuasion and success, which is based on a thorough marketing study integrating all elements of the marketing mix. This mix comprises price, product, distribution, and promotion, and aligns with the company's strategies for marketing activities. The primary goal of marketing activity is consumer satisfaction.

Market conditions affect the formulation of advertising objectives. For instance, when targeting a larger audience, the goal is to introduce the product, whereas, in market saturation scenarios, the focus shifts to increasing product loyalty and reinforcing its distinctiveness. To keep up with market changes and its environment, continuous market analysis and understanding of emerging variables are essential for determining appropriate advertising content. (Khalaf, 2004).

**- Psychological Dimension of Advertising**

Economic criteria alone are insufficient to define the target audience; thus, marketing research focuses on psychological variables due to their role in shaping consumer behavior. This reliance on psychology emphasizes understanding the recipient and the factors influencing their opinions and behavior. Effective advertising messages are those that capture attention and offer persuasive elements.

Several psychological theories related to advertising messages include:

- Selective Attention Theory.
- Selective Perception Theory.
- Selective Recall Theory.
- Behavioral Theory or Stimulus-Response Model.
- Learning Theory.
- Selective Influence.
- Individual Differences.
- Cognitive Dissonance Theory.

Additionally, the role of reference groups, opinion leaders, and cultural context is crucial. Many studies have shown that cultural context significantly impacts individual consumer culture.

Advertisers strive to influence consumers in a media landscape saturated with advertising material. Given this advertising pressure, filtering becomes necessary to choose what grabs attention. Consumers remember only what interests them, making utility a key factor in advertising acceptance. If a consumer wants to purchase a specific product, the advertisement that attracts their attention is the one that provides information about that product. Attention alone is not enough; recall linked to perception, which results from cognitive and intellectual processes is crucial for increasing susceptibility to influence. Personal traits also significantly affect purchasing behavior.

#### **- Cultural and Social Dimension of Advertising**

Advertising professionals study social relationships, behavioral patterns, customs, traditions, values, and public norms, as well as different systems and regulations. Advertising communication is tied to socio-cultural values that reflect the specifics of each social system. Socio-cultural values relate to principles that help achieve desired behavioral patterns, and these vary from one society to another.

Several intellectual trends have explored how cultural and social values are represented in advertising content. For instance, the Theory of Congruence suggests that effective advertising communication represents the cultural and social values of the recipients, achieving what is known as social congruence. Thus, advertising should consider individual culture and social environment.

In summary, persuasive advertising communication does not occur in isolation but is connected to the individual's social and cultural context and the environment in which they were raised, in addition to internal psychological factors and external economic conditions.

#### **3-2- Prominent AI Tools in Media Content Creation**

The television industry has undergone remarkable advancements in recent years, particularly with the emergence of smart applications that are expected to become even more efficient in the future. AI has significantly enhanced the television viewing experience by introducing features such as voice commands; enabling viewers to control their TVs through speech. Additionally, AI supports media organizations by offering vast digital libraries, accelerating content development, and providing quick access to classic content and archived broadcasts. It also facilitates automated metadata management, streamlining content organization and retrieval. (Al-Dulaimi, 2023, pp. 291-292)

According to Google's guide; AI systems generally support newsroom tasks in three key areas:

- News Research : AI assists in converting speech to text, monitoring real-time events, translating foreign news sources, aggregating relevant social media posts, and searching through archived records for additional information.
- Article Writing: AI contributes to fact-checking, suggesting grammatical improvements, refining phrasing, and tailoring articles to diverse audience segments.

- Publishing and Distribution: AI analyzes news content and automatically categorizes topics, making it easier for readers to discover relevant articles based on their interests. (Lrara & Nadhir, 2023, p. 57)

AI plays a crucial role in advancing the advertising industry and enhancing audience engagement with brands. By personalizing the user experience, AI strengthens consumer-brand relationships and fosters customer loyalty. Consequently, AI is instrumental in improving advertising performance and delivering positive outcomes for brands that integrate it into their marketing strategies.

#### **4- Results of the Study**

Based on the collected data and analyses, this study reveals that integrating artificial intelligence (AI) into the advertising industry significantly enhances multiple aspects of marketing.

AI's ability to process vast datasets enables advertisers to gain deeper insights into their target audience, allowing for more precise and effective message delivery. By analyzing customer behaviors and predicting their preferences, AI optimizes the design and execution of marketing campaigns, ultimately improving their success. Technologies such as natural language processing and image analysis facilitate the creation of engaging, personalized advertising content tailored to audience needs.

The application of AI in data analysis and campaign development leads to increased productivity and cost reduction. The study highlights several key findings:

- AI in Static and Animated Ads: One of the most impactful areas benefiting from AI is advertising content creation, where companies leverage AI-driven tools to enhance efficiency. Recent research indicates that AI improves advertising strategies by refining user experience and enabling more accurate audience targeting.
- Enhanced Data Analysis for Consumer Behavior: A study by Brown & Lee (2021) found that deep learning techniques significantly enhance data analysis accuracy, allowing advertisers to better understand consumer behavior and personalize ad content based on real-time insights. Additionally, AI-driven consumer data analysis improves ad quality by generating personalized recommendations that increase audience engagement.
- Improved Ad Effectiveness and Campaign Performance: Research by Garcia et al. (2022) confirms that integrating AI technologies—such as machine learning and natural language processing—enhances the interpretation of text and images, thereby increasing the impact of advertising campaigns. AI also enables more precise performance evaluations, leading to greater efficiency in marketing efforts and reduced operational costs for advertising agencies.

- Dynamic Audience Engagement and Market Adaptation: A study by Johnson & Kim (2023) demonstrated that AI enhances audience interaction with digital advertising content by analyzing user preferences and dynamically adjusting to their interests. Companies utilizing AI for consumer data analysis can refine their marketing strategies and boost return on investment by up to 35%.

- Real-Time Market Trend Analysis: Research by Martinez et al. (2023) revealed that AI-driven social media analysis helps identify emerging trends and audience responses more rapidly, enabling advertisers to adjust campaigns in real-time. Furthermore, predictive analytics powered by AI allows businesses to allocate advertising budgets more efficiently, improving spending effectiveness and overall campaign outcomes.

The study highlights several key insights regarding the role of AI in advertising:

- AI technologies enhance audience targeting and enable more precise and effective ad placement.
- Marketing campaigns that incorporate AI techniques yield superior results and generate higher audience engagement.
- Big data analysis and machine learning facilitate the creation of more appealing and relevant advertising content tailored to audience preferences.
- AI-driven data analysis improves productivity and reduces costs in the advertising industry.

This study serves as a significant exploration of how technology—particularly AI—can revolutionize advertising. The findings suggest that fully integrating AI into marketing strategies can lead to a transformative impact, strengthening brand-audience interactions and improving user experiences.

According to Smith (2020), AI's influence on advertising is substantial, as it enables more accurate audience data analysis and ad targeting. Johnson (2019) estimates that AI-optimized marketing campaigns result in higher engagement, leading to improved conversion rates and increased sales. Patel (2018) highlights that machine learning techniques enhance ad quality by generating personalized, relevant content for different audience segments. Additionally, Wang (2017) emphasizes that big data analysis plays a crucial role in improving ad campaign effectiveness and audience response, ultimately enhancing user experience and brand engagement.

#### **- Final Evaluation**

AI's impact on the advertising industry is profound and far-reaching. Its effectiveness is driven by its ability to process large datasets and target ads with unparalleled precision. AI improves audience targeting by providing deeper insights into consumer behaviors and preferences. Through machine

learning, AI can analyze audience data, predict interests, and deliver highly relevant advertisements that drive engagement.

Furthermore, AI enhances the quality of advertising content. By leveraging natural language processing and machine learning, AI generates personalized, compelling ad content that resonates with target audiences. This tailored approach creates a more immersive user experience and boosts engagement and response rates.

Additionally, AI optimizes marketing campaign efficiency. By continuously analyzing data and assessing campaign performance, AI identifies the most effective strategies and refines them over time. This efficiency not only maximizes return on investment but also helps businesses achieve their advertising objectives more effectively.

### **5-Conclusion**

This study highlights the transformative impact of artificial intelligence on the advertising industry, demonstrating its role in enhancing the precision and effectiveness of marketing campaigns. By leveraging AI-driven technologies, advertisers can analyze vast amounts of data, identify audience preferences, and optimize content accordingly. The findings emphasize the substantial improvements in audience targeting, personalization, and engagement, leading to higher campaign efficiency. Additionally, AI enables real-time decision-making, enhancing adaptability to market trends. The integration of smart technologies fosters innovation and sustainability in advertising strategies. As AI continues to evolve, its influence on advertising will expand, unlocking new possibilities for marketers. Future research should explore ethical considerations and long-term implications of AI-driven advertising. Ultimately, artificial intelligence stands as a key driver in reshaping the advertising landscape, offering unparalleled opportunities for growth and effectiveness.

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