

How AI Is Changing Paid Advertising

Making the
algorithm work for
you

RIGHT
PERCENT

How AI works

AI, like Facebook's algorithm, works by studying people's behavior.



How AI saves you money

By only showing your ads to those who are interested in your niche.



It's not perfect

The AI shows people who are interested in your niche – not necessarily those who are qualified.



Tricking the algorithm

The algorithm has to be “tricked” into showing more qualified candidates. This can be done with deeper funnels.





Want us to improve your B2B
ads and ad strategy?

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