



What Is...

Clarifying marketing topics and terms

What Is...AI Fluency?

A foundational guide to
key terms and concepts



Understanding AI is essential for marketers to navigate today's data-driven world

Artificial Intelligence (AI) is rapidly transforming how the advertising ecosystem operates, making its mark as one of the **most powerful tools in modern marketing**. From **planning and execution to measurement**, AI is helping marketers work **faster, smarter and with greater precision**.

As AI adoption accelerates, marketers have a **growing responsibility** to understand **how AI works, where value is created**, and how to **deploy AI in responsible and ethical ways**.

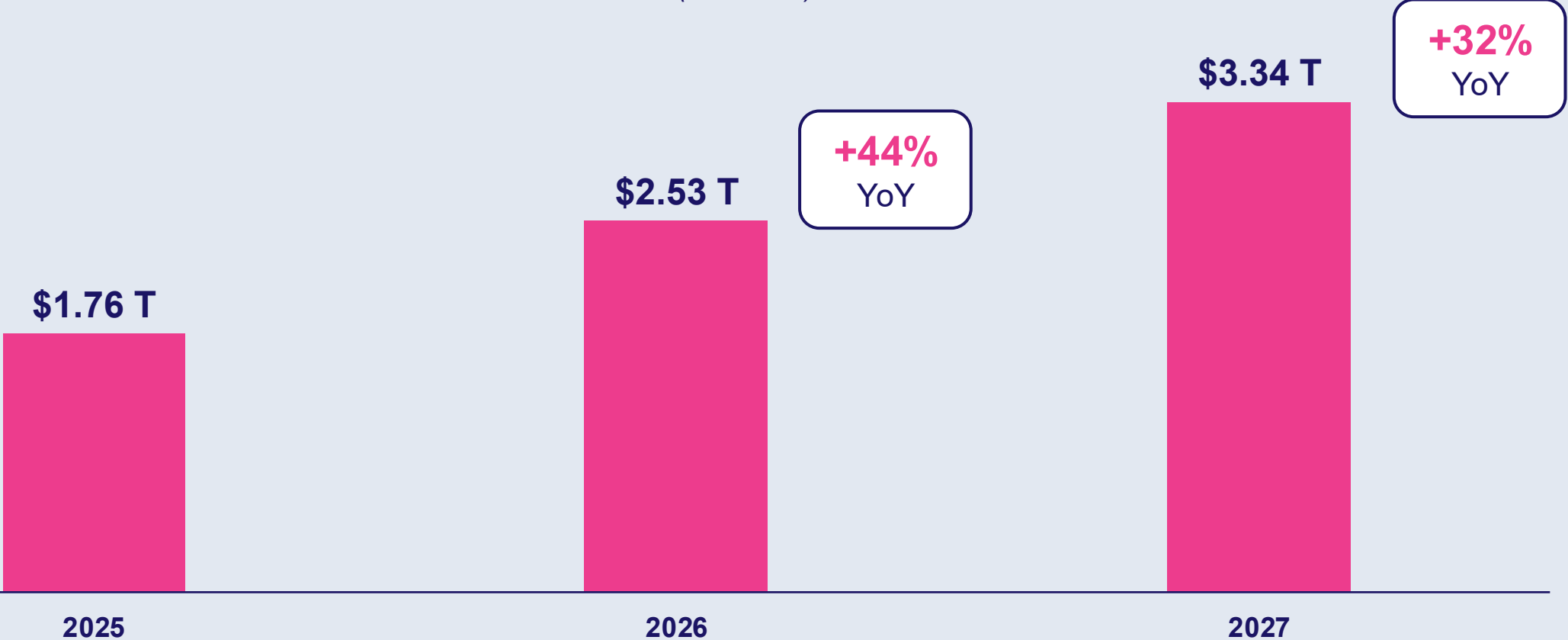
With most advertisers already experimenting and implementing AI driven solutions, **building foundational AI literacy is no longer an option, but a critical and competitive necessity for the modern marketer**.

Continue reading to build your fluency in the key AI terms and concepts that are transforming the modern marketing landscape.



Global AI spending is growing at an unprecedented rate as companies continue to invest in their future technological capabilities

Worldwide AI Forecasted Spending Across All Industries
(in trillions)



Source: Gartner Forecast: January 2026

The advertising ecosystem is entering a new AI-driven era of innovation, unlocking new tools and pathways for marketers

the
Current

1/8/2026

Disney introduces AI-driven ad planning and creative tools at CES

ADWEEK

7/17/2025

PubMatic Launches AI Sports Ad Marketplace for Live Streaming

The platform helps brands target moments of peak attention across live games on Roku, DirecTV, and more

CNBC

10/21/2025

Netflix 'all in' on leveraging AI as the tech creeps into entertainment industry

tvtech

10/14/2025

DirecTV Announces Major Expansion of Interactive AI-Powered Features

MediaPost

2/10/2026

iSpot Goes 'Agentic,' AI Platform Analyzes TV Ads

ADWEEK

2/2/2026

Amazon Opens Its Ad Stack to AI Agents With MCP Rollout

MARTECH360

2/5/2026

EDO Introduces ChatEDO, An Agentic AI Platform Redefining Speed And Access To TV Outcome Measurement

ADWEEK

11/12/2025

Google Launches Gemini-Powered AI Agents for Advertising and Analytics

EM | EMARKETER

12/18/2025

NBCUniversal puts AI-powered ad tools for live programming and streaming at center stage

What You'll Learn...

AI is fundamentally changing the ways businesses operate. Explore these 5 questions to build your knowledge of AI and the way it is impacting advertising today.

1

What is Artificial Intelligence (AI)?

2

What are common data sources fueling AI?

3

Are there best practices for managing data responsibly?

4

What are some common AI powered capabilities?

5

How are marketers utilizing AI?

As AI becomes more deeply integrated into daily life, it is imperative to understand what it is

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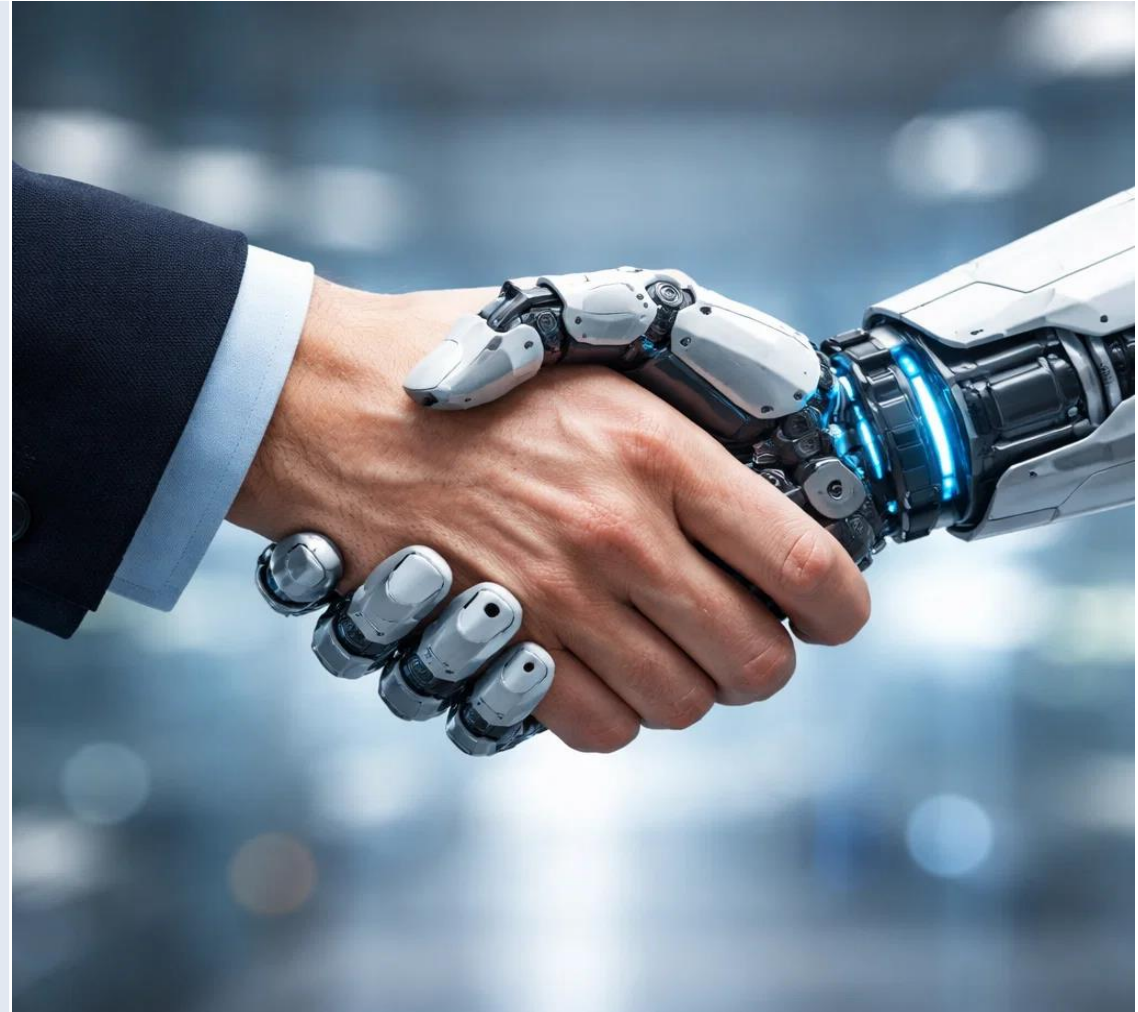
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How are marketers utilizing AI?

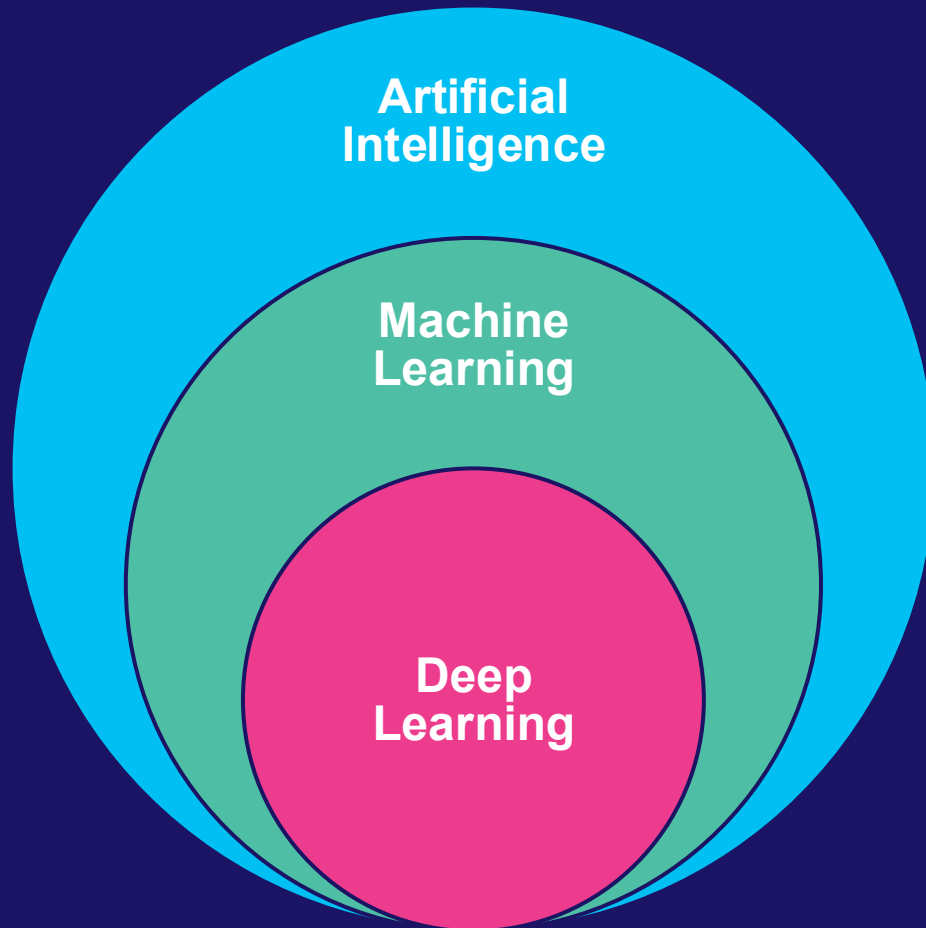
Definition: What is Artificial Intelligence (AI)?

Artificial intelligence (AI) is technology that enables computers and machines to simulate human capabilities such as

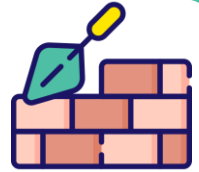
- ▶ Learning
- ▶ Comprehension
- ▶ Problem solving
- ▶ Decision making
- ▶ Creativity
- ▶ Autonomy



Machine Learning and Deep Learning are the building blocks for the development of AI, enabling machines to learn and improve over time



Machine Learning



- ▶ The backbone of AI
- ▶ Uses historical data to train computers
- ▶ Learns patterns from data to improve performance

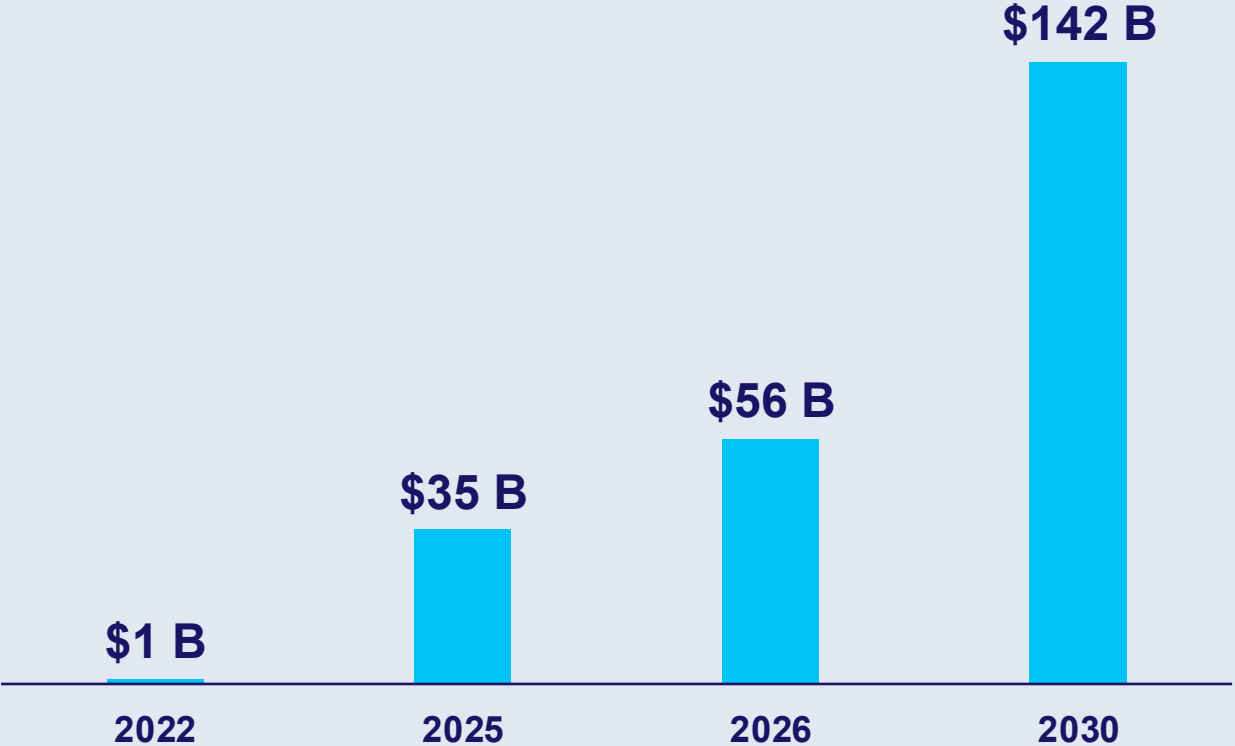
Deep Learning



- ▶ The brainpower of AI
- ▶ Uses vast amounts of unstructured data (images, text, audio) to make predictions
- ▶ Develops inferences based on observed patterns

The exponential growth of AI-driven advertising is a sign of how important AI fluency should be for marketers

Estimated U.S. AI-Powered Advertising Revenue
(in billions)



AI-Powered Advertising Revenue is expected to increase

154%

From 2026 to 2030

Source: Madison & Wall; *How AI-Powered Advertising Totals \$142 Billion by 2030*: February 2026. To quantify AI-driven spending, Madison & Wall defined AI-powered advertising narrowly based on campaign spending that flows through platforms where AI controls targeting, bidding, budget allocation, placement, and ongoing optimization with minimal human intervention.

Effective AI training and improvement relies on high fidelity data from a variety of compliant sources

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First-Party Data offers consistent accuracy and relevance with many considering it the gold standard in a privacy-focused world



What is First-Party Data?

Information that a company collects from its audience or customers directly through its owned channels.

How can AI utilize First-Party Data?

Uncover patterns in customer behavior enabling smarter predictions and more precise targeting.

Different Types of Data



First-Party

Data collected from your audience, customers or consumers

(Ex: Customer emails, phone numbers, purchase history)



Second-Party

First-party data from another company or entity that has been shared with you

(Ex: Website activity, customer feedback, social media profiles)



Third-Party

Data collected by a business or company that you have no direct relationship with.

(Ex: Income, age, interests, psychographics, location)

Synthetic Data allows companies to share data and test its applications without compromising personal information



What is Synthetic Data?

Artificially generated and modeled data that mimics real world behaviors without using actual personal data.

How can AI utilize Synthetic Data?

Safely model audiences, test strategies and train AI systems when real world data is limited or restricted.

What is an example of Synthetic Data?

VID (Virtual People Identifiers) Models

- ▶ VIDs are synthetic individuals that can be grouped together to mimic the general population through the assignment of probabilistic demographics
- ▶ A way to label impression data consistently across all data providers enabling de-duplicated cross platform reach and frequency
 - ▶ Can be used to complement and enhance calibration panels

Examples of companies that offer Synthetic Data solutions

affinitysolutions

arima

IQVIA
DIGITAL

Web Crawlers are used by search engines to scour the internet which provides information for AI to train models and recognize patterns



What are Web Crawlers?

Software programs that scan web pages across the internet including text, images and metadata.

*Note: Indexing refers to web crawlers storing and organizing content so it can be searched for and retrieved efficiently

How can AI utilize Web Crawlers?

Search, ingest, and help structure vast amounts of data to train AI models to improve accuracy and knowledge.

Types of Web Crawlers



General Purpose
Designed to crawl the entire web and *index broad content

(Ex: Googlebot crawls the internet to index pages for Google Search)



Focused/Vertical
Focuses on specific niches and verticals.

(Ex: Indeed's job crawler targets job listings across niche job boards)



Incremental
Revisits known pages to update only new/changed content

(Ex: Bingbot "re-crawls" sites to keep its search index up to date)

Examples of companies that utilize Web Crawlers



Responsible data management practices rely on a foundation of trust supported by strong data governance frameworks

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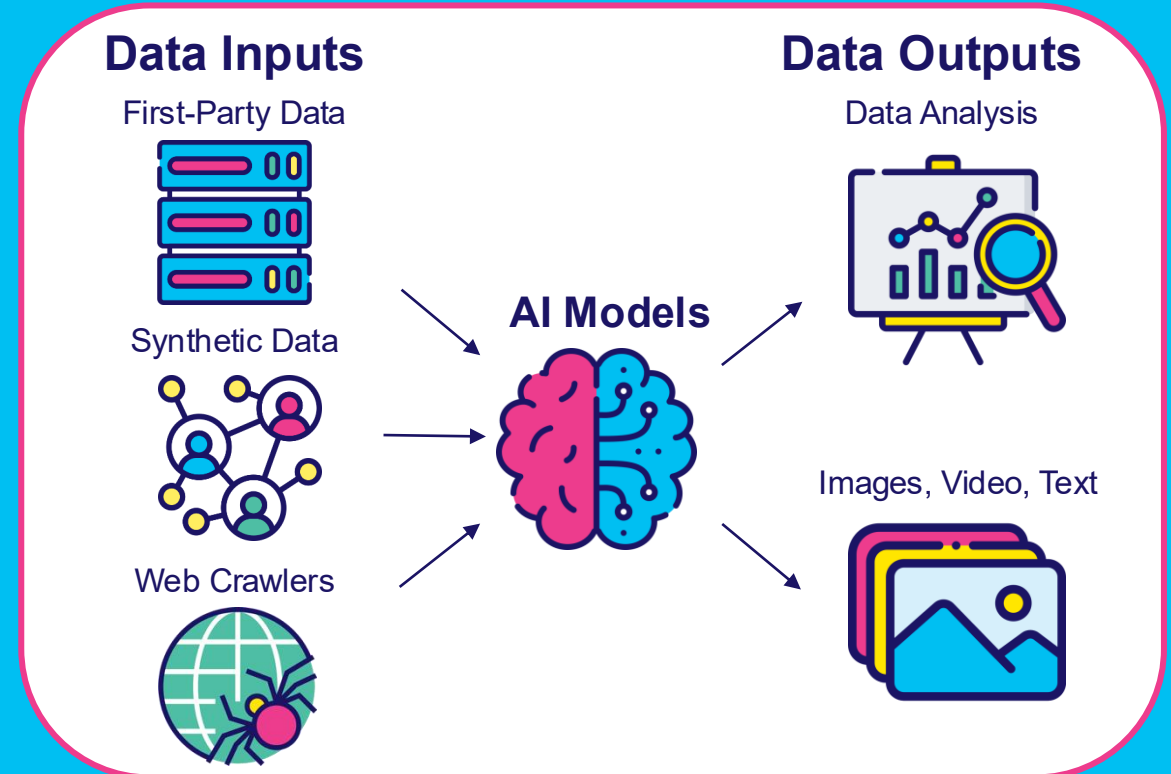
Your AI is only as good as your data, and your data is only as good as your data management strategy



Data Governance

Structured data management frameworks that set standards for transparency, security and accessibility for an organization's data

Data governance establishes policies for security and privacy throughout the entire data lifecycle



Data Governance frameworks ensure marketers are implementing responsible AI practices by keeping their data accurate and secure

Three Key Components of Data Governance



Quality

AI models trained on high fidelity datasets are more likely to produce reliable and stable outputs.

Accurate and complete training data ensures marketers avoid the scenario of “garbage in - garbage out”.



Compliance

Privacy constraints should be followed for the construction of AI models.

By enforcing ethical and secure data practices, marketers can maintain consumer trust and avoid compliance issues.



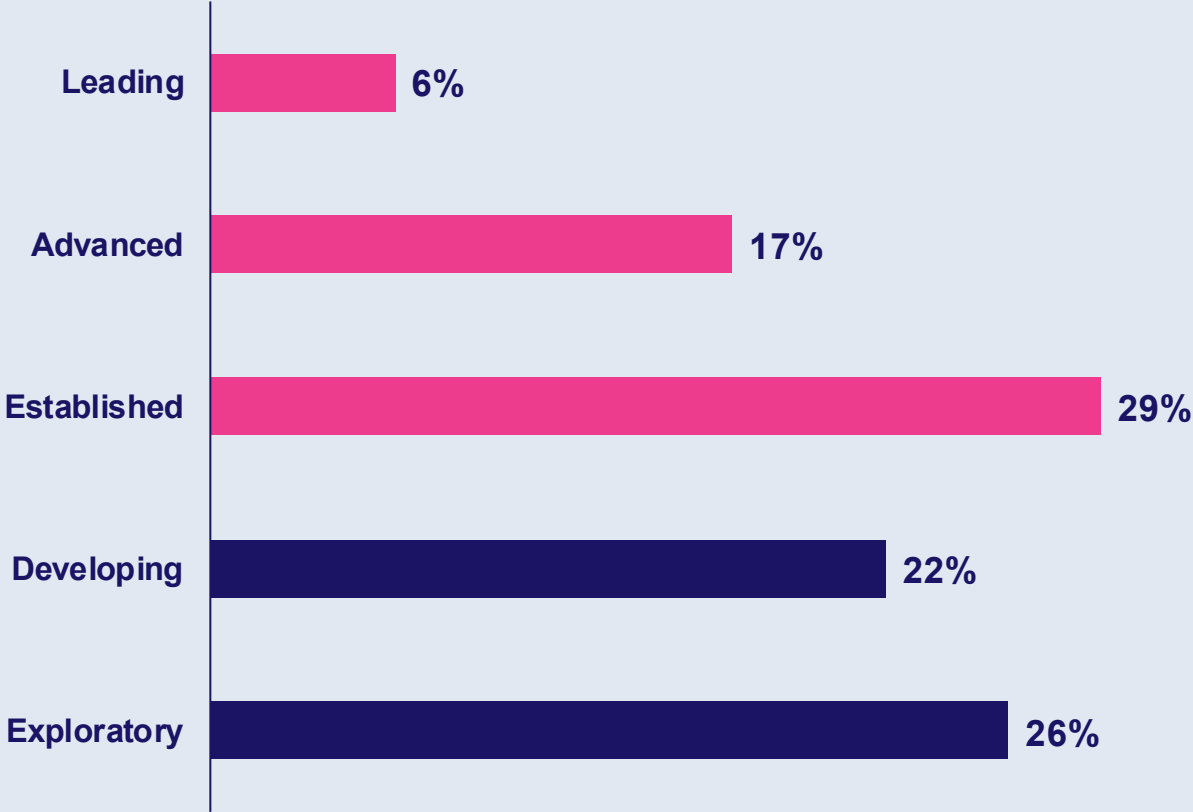
Adaptability

The continuous journey of improvement and refinement ensures AI models are constantly advancing.

It is critical marketers keep up with industry advancements to ensure their AI models adapt to future changes.

Data Governance is a core business strategy that can minimize risk and maximize the value of data assets

Current Stage of Data Governance Strategy by Marketers



Source: EMARKETER Content Marketing Institute (CMI), "B2B Content & Marketing Trends: Insights for 2026", October 2025.

52%
of marketers have currently implemented data governance strategies

AI powered tools are becoming increasingly more present to enhance and empower human labor while streamlining marketing workflows

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Chatbots aren't inherently AI as many are built on static, pre-defined outputs, while those that are AI enhanced can adapt in real-time



What are Chatbots?

Programs that can simulate conversations with people through text or voice to answer questions and complete tasks.

How Can Marketers Leverage Chatbots?

Deliver instant support, qualify leads and guide consumers on platform websites through personalized, always available conversations.

Types of Chatbots



Rule-Based

- ▶ Best for simple questions
- ▶ Uses static decision tree answers
- ▶ Limited and preset responses



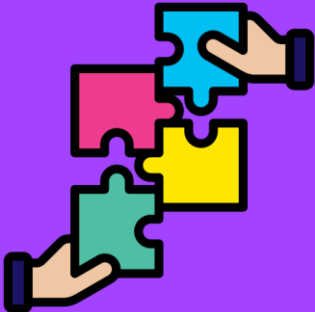
AI-Enhanced

- ▶ Handles complex questions
- ▶ Learns and improves over time
- ▶ Deeper and more personalized responses

Examples of companies that offer Chatbot solutions



Generative AI can turn month long creative processes into minutes, enabling highly efficient workflows for marketers



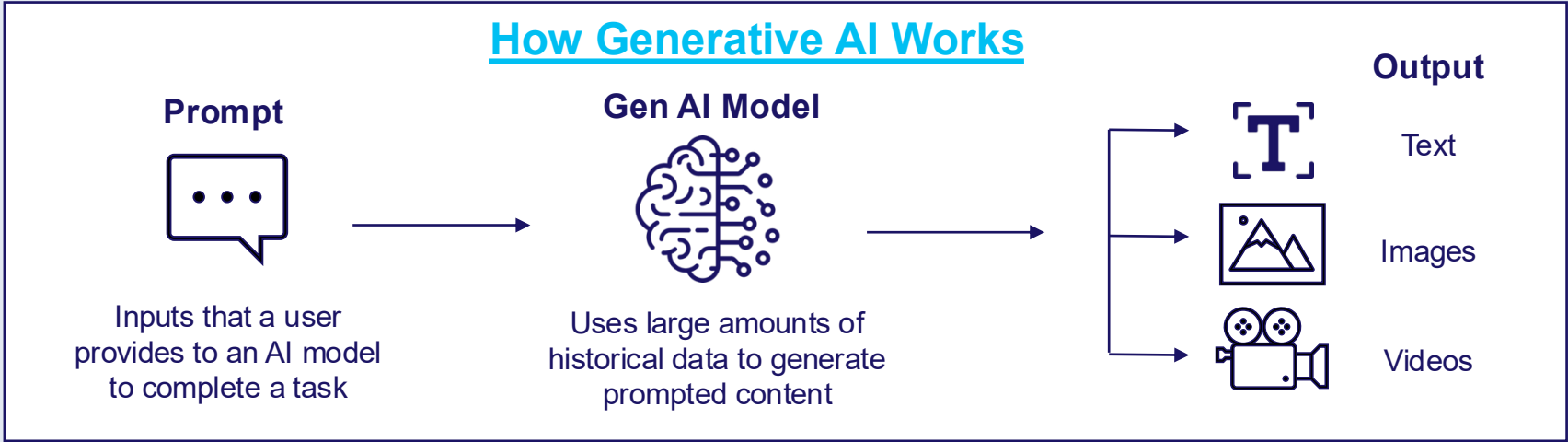
What is Generative AI?

AI that can create new content such as text, images or videos based on what a user asks or prompts it to do.

How can marketers leverage Generative AI?

Create and scale personalized creative assets and new content ideas with speed and efficiency.

How Generative AI Works



Examples of companies that offer Generative AI solutions



OpenAI
ChatGPT



Google
Gemini

ANTHROPIC
Claude

Computer Vision transforms visual signals into actionable insights to help marketers understand what audiences engage with



What is Computer Vision?

AI that trains computers to recognize features, logos, and letters the way humans do to interpret and derive information from images and videos.

How can marketers leverage Computer Vision?

Detect features in videos, measure on-screen engagement and optimize creative strategies based on what's on screen.

What is an example of Computer Vision?

Screen OCR (Optical Character Recognition)

- ▶ A tool used to recognize, capture and translate images and text from a screen
- ▶ Can be used to inform and enhance viewership data by determining what brand names and/or logos are shown on screen

Examples of companies that offer Computer Vision solutions

T>>>VISION
INSIGHTS

gumgum

relo
METRICS

Agentic AI is turning assistive workflows into autonomous ones to achieve user defined goals and improve over time

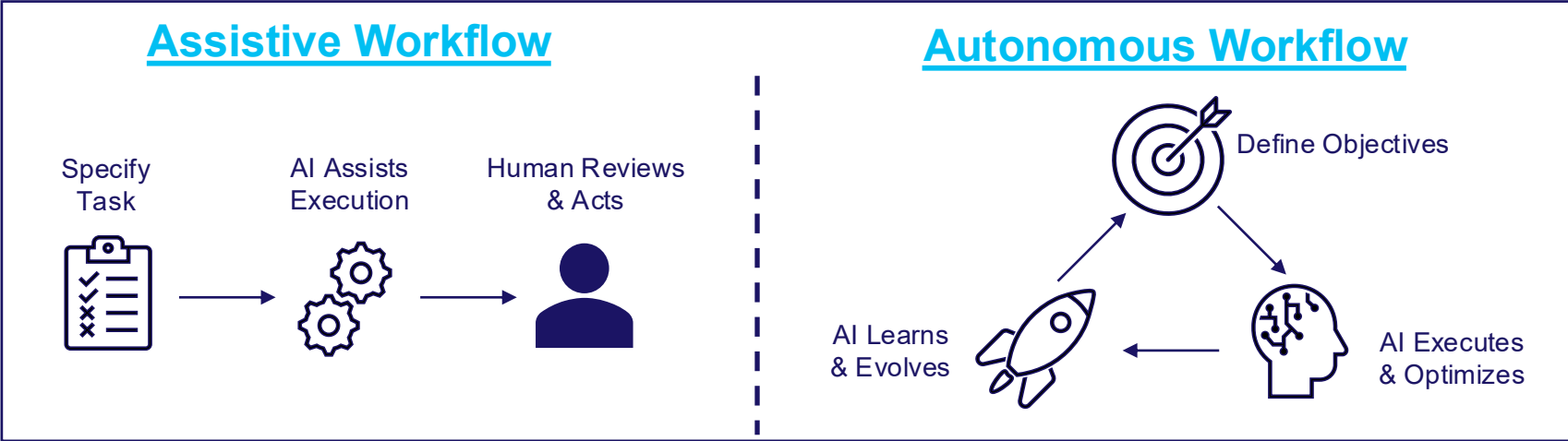


What is Agentic AI?

Continuously learning AI software that can set goals, make decisions, and take actions on its own to complete a task with minimal human intervention.

How can marketers leverage Agentic AI?

Automatically plan, execute, and continuously optimize campaigns in real time to drive performance with minimal effort.



Examples of companies that offer Agentic AI solutions



Marketers are using AI to successfully enhance their businesses in more efficient and intelligent ways

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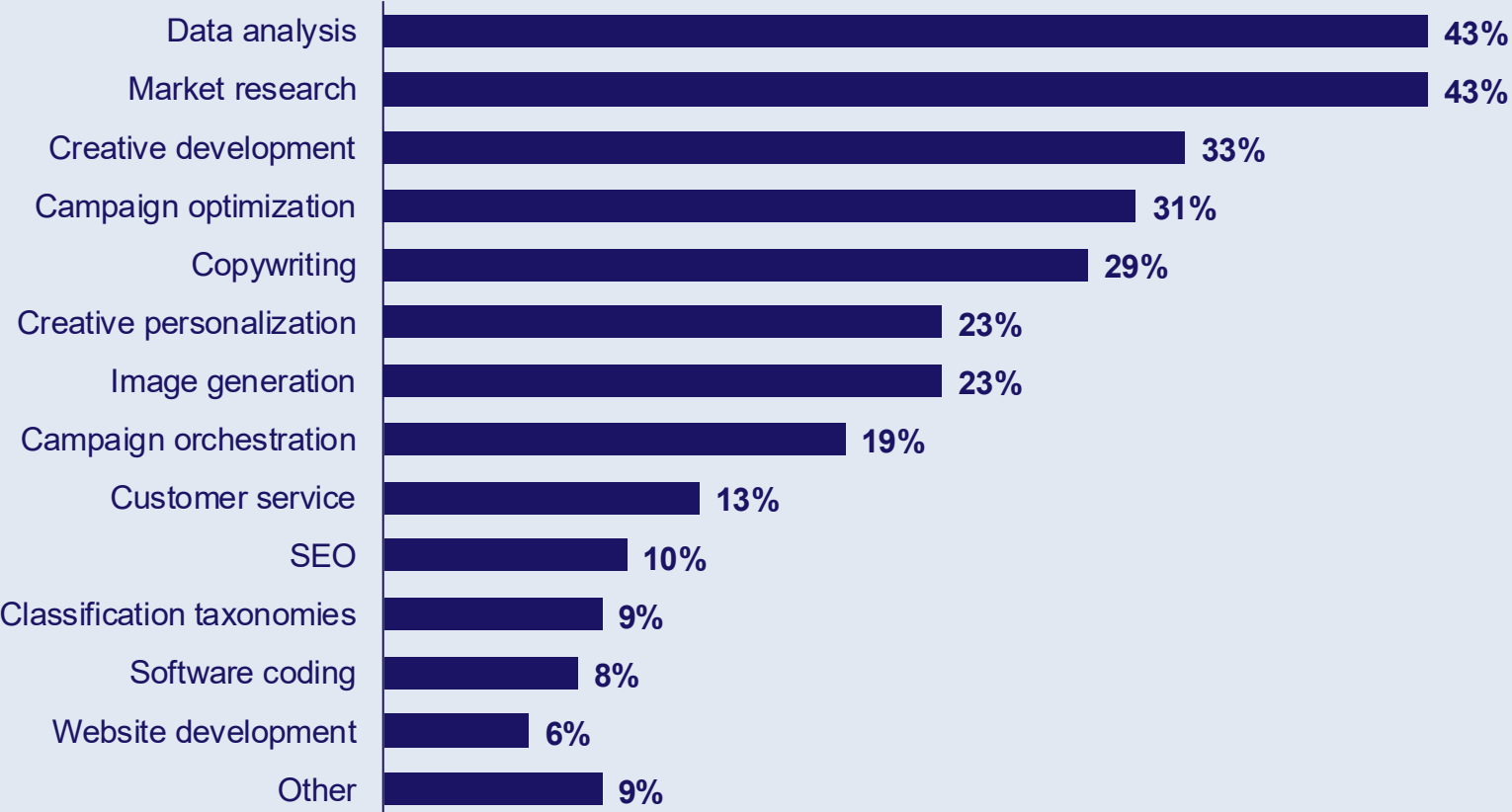
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Generative AI in marketing is focused on data analysis and research, with rising use for creative and campaign optimization

How Are Marketers Currently Using Generative AI?

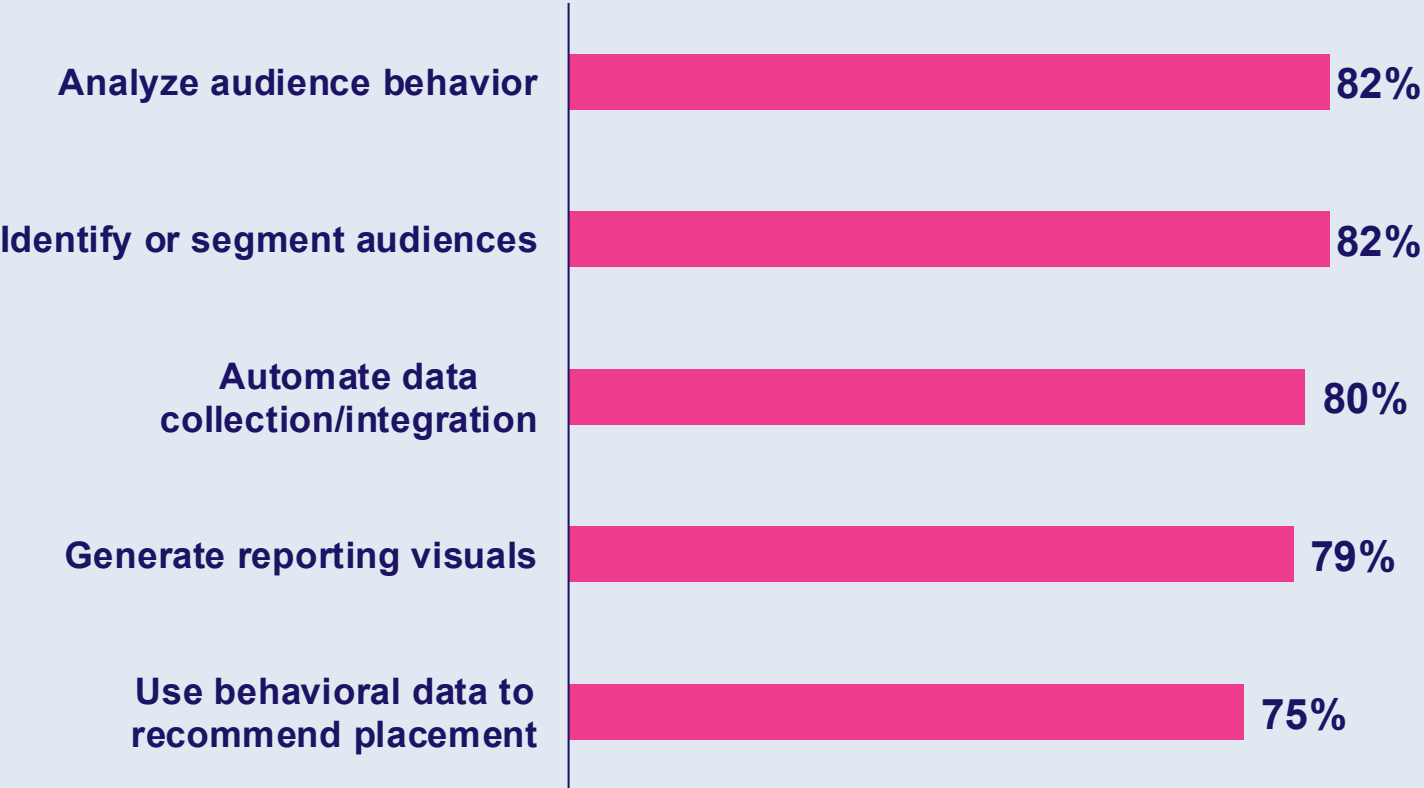


Source: Mediaocean, 2026 H1 Advertising Outlook Report.



Marketers are leveraging AI for a variety of use cases, ranging from audience analysis to data integration and reporting visualization

Top ways organizations are using or planning to use AI to support advertising campaigns



Source: Comcast, 2026 Comcast Advertising Report

“AI will further accelerate to become a core efficiency engine for the TV industry...streamlining production, accelerating creative ideation, and improving how we plan, optimize, and measure campaigns. Marketers are pushing for clearer ROI, and AI is helping the industry connect exposure to real business outcomes with greater precision.”

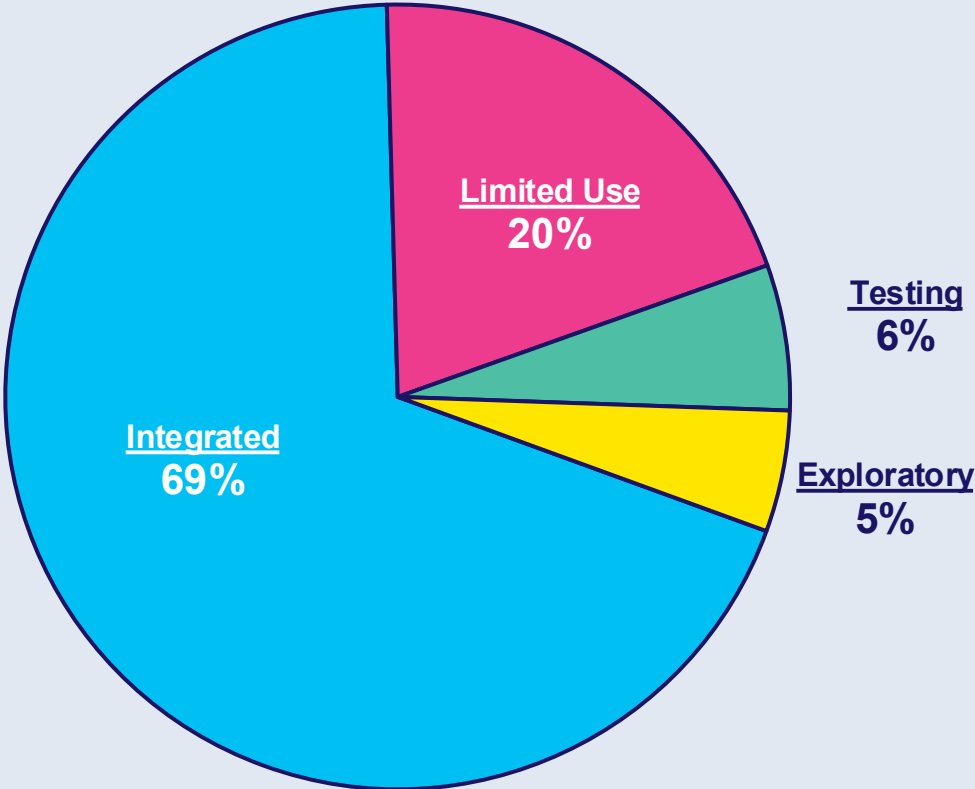
Tim Natividad

President of U.S. Advertising Sales and Marketing, TelevisaUnivision

AI in measurement is here now, with most marketers actively implementing AI tools into their advanced analytics operations

nearly
70%
of marketers are already
integrating AI into their
analytics workflows

Current AI Adoption in Analytics Advanced Measurement



Source: IAB, *State of Data 2026*, February 2026.

Measurement providers are integrating AI tools and strategies to increase efficiencies and performance on Premium Video Platforms

Common Ways Measurement Companies are Leveraging AI with Marketers

Audience Segmentation

How it Works?

AI pulls in data from a variety of trusted sources to group consumers into audiences based on behavioral similarities

Why it Matters?

By utilizing precise and scalable data, marketers can create high performing, privacy-first actionable audiences

Example Companies



Forecasting

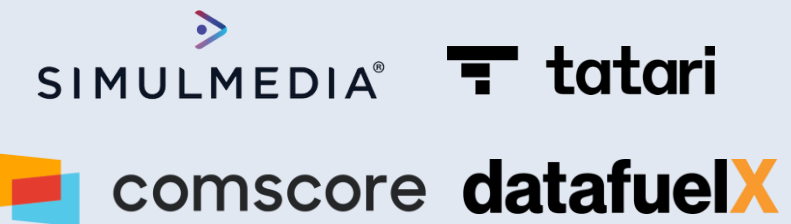
How it Works?

AI utilizes Machine Learning and Deep Learning to analyze vast datasets to make informed “what-if” scenario predictions

Why it Matters?

By analyzing massive, diverse datasets with AI, marketers can make real-time adaptive changes to media plans

Example Companies



Attribution

How it Works?

AI analyzes the customer journey to determine which touchpoints influence conversions and customer action

Why it Matters?

By diagnosing performance with AI, marketers can effectively analyze resonance and intent to provide strong strategic recommendations

Example Companies



AI is enhancing how Premium Video Platforms are transforming both advertiser and audience experiences

Common Ways Multiscreen TV Publishers are Leveraging AI with Marketers

Workflow Optimization

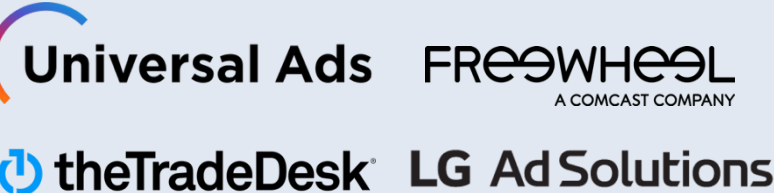
How it Works?

AI uses data-driven insights to help recommend and streamline targeting, bidding and optimization strategies based on specific goals

Why it Matters?

By analyzing patterns of past performance data with AI, marketers can reduce operational costs and minimize human error through automating repetitive tasks

Example Companies



Creative Generation

How it Works?

AI generative models turn prompts into personalized ad creatives delivering high-quality content at scale and speed

Why it Matters?

By minimizing cost and maximizing efficiency, marketers enable the same high-quality visual storytelling abilities for their brands

Example Companies



Content Recommendation

How it Works?

AI matches user profiles and attributes based on historical viewing to determine optimal content mix recommendations

Why it Matters?

By making personalized content recommendations through AI analysis, marketers can boost user engagement and improve consumer perception

Example Companies



Key Marketer Takeaways: Three Pillars of AI Fluency to Help Marketers Navigate an Autonomous World

1

Cognitive Fluency

Nourish AI with proper brainfood in the form of clean, high-quality data

2

Ethical Fluency

Responsibly implement AI through transparent and privacy-first channels

3

Dynamic Fluency

Continually learn AI capabilities to futureproof your marketing strategies

Creators

Jason Wiese

EVP, Strategic Insights & Measurement
jasonw@thevab.com

Benjamin Vandegrift

SVP, Measurement Strategy & Innovation
benjaminv@thevab.com

Rohan Gosalia

Associate Director, Measurement Intelligence
rohang@thevab.com

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Data Privacy and Security 101: The Complete Guide for Marketers



The Impression Gap
What works harder for marketers on CTV - Premium Video or YouTube?



What is Programmatic TV?



What is Addressable TV?



What is CTV?



What is NextGen TV?

About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies ***complimentary access*** to our continuously-growing Insights library. **Get immediate access** at theVAB.com.