

# The 2025 **ULTIMATE GUIDE TO AI** in Advertising & Retail Marketing

“The AI Edge in Digital Advertising to Boosting Efficiency, Engagement, and ROI in Retail and e-commerce marketing strategies.”

✦ ChatROI by Bryj

# Table of Contents

<b>Introduction</b>	3
<b>Section 1:</b> The Current Challenges in Retail Advertising	6
<b>Section 2:</b> AI's Role in Modern Retail Advertising	9
<b>Section 3:</b> Saving Time and Money with AI-Driven Optimization	13
<b>Section 4:</b> Achieving Real-Time, Multi-Layered Optimization with AI	15
<b>Section 5:</b> Navigating Privacy with AI for Ethical, Targeted Marketing	18
<b>Section 6:</b> Essential AI Tools and Platforms for Retail Marketers	20
<b>Section 7:</b> Gaining a Competitive Edge Through Proprietary Data and AI Insights	24
<b>Section 8:</b> Future-Proofing Retail Marketing with Emerging AI Trends	26
<b>Conclusion</b>	29
<b>Reference Sheet</b>	30

# Introduction

Retail marketing is significantly shifting, primarily driven by artificial intelligence (AI). As competition intensifies and budgets tighten, retail marketers are tasked with delivering campaigns that are more effective, more efficient, and completely measurable.

With this in mind, AI is no longer a luxury—it's a necessity that's become more attainable than ever was before. It fundamentally shifts the landscape by enabling marketers to tap into actionable insights in real-time. This isn't just about efficiency; it's about empowering creative strategies that resonate with audiences like never before.

By automating repetitive tasks and optimizing ad performance, AI allows marketers to focus on what matters most—crafting compelling, customer-centric campaigns that drive measurable results.

Some ways marketers can leverage AI:

- Boost customer engagement through hyper-personalized ads.
- Save time by automating repetitive tasks.
- Maximize ROI through precise insights into digital advertising strategies.



Statista states, “The global market revenues of AI usage in marketing are expected to reach 36 billion U.S. dollars in 2024.” This projection highlights the increasing reliance on AI tools to drive effective and efficient marketing campaigns, showing that marketers are quickly adapting to harness this technology. The numbers don’t lie—AI transforms how businesses approach retail advertising.

**“AI is the bridge between creativity and efficiency in retail marketing. It allows marketers to deliver personalized experiences at scale without compromising on results.”**

**-Lawrence Snapp, Bryj CEO**

# Section 1: The Current Challenges in Retail Advertising

Retail advertising can be quite a challenge. High costs, fragmented media planning, and intense competition for customer attention are just the tip of the iceberg. To complicate matters, marketers are under increasing pressure to prove ROI and justify every dollar spent. Often, getting the data to do so can take months and be very complicated.

In speaking with experts, here are some top challenges identified:

- **Skyrocketing costs:** As Greg Buzek states, “Advertising is hard. It takes a lot of people, a lot of time, and a lot of money to get your name out there.” <sup>5</sup>
- **Fragmented media planning:** With so many channels to choose from, it’s difficult to allocate budgets effectively.
- **Personalization at scale:** Creating unique content for diverse audiences often leads to inefficiencies.

But there’s hope, as outlined in this report by McKinsey, where “Retailers leveraging artificial intelligence are projected to grow their profitability by 38% by 2025. This increase demonstrates how AI’s optimization capabilities directly impact a retailer’s bottom line, emphasizing its critical role in the future of the industry.” <sup>10</sup>



Uldis Baumerts emphasizes this: “The key part is realizing what you have today and how you can use it as an asset... That’s the number one step of the sequence.” (Source: Reference #3) Here are some additional actionable steps that he recommends:

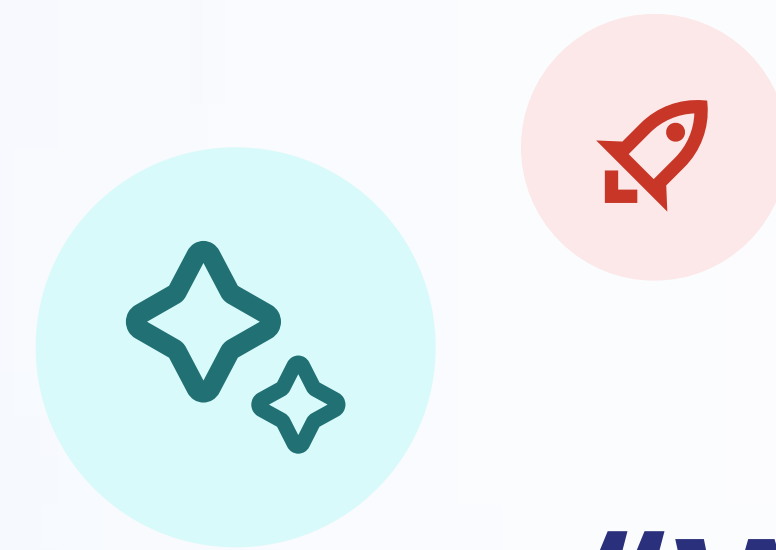
### **Actionable Steps to Address Challenges**

- **Audit Your Current Marketing Stack:** Evaluate existing tools and platforms to understand where inefficiencies lie.
- **Identify Bottlenecks:** Determine specific areas—like manual processes or delayed campaign reporting—where AI can provide relief.
- **Implement Scalable AI Tools:** Start with tools that fit your budget and needs, and expand as you see results.
- **Foster a Culture of Change:** Educate teams about the benefits of AI and provide training to ensure smooth adoption.



# Section 2: AI's Role in Modern Retail Advertising

The use of AI in day-to-day workflows for managing paid media and advertising represents a transformative opportunity for retail marketers, reshaping how they approach the challenges outlined above and deliver better results faster. AI simplifies complex tasks, empowers strategic decisions, and ensures campaigns reach the right audience at the right time.



**“With AI, retail marketers can make real-time decisions that transform customer engagement, ensuring every ad dollar is maximized for impact.”**

**- Lawrence Snapp, Bryj CEO**

What AI brings to the table:

- **Automated campaign creation:** Save weeks of work by automating ad placements and budget allocations.
- **Accurate audience targeting:** Use AI to analyze data and optimize for high-impact audiences.
- **Real-time adjustments:** Adapt campaigns on the fly based on performance metrics.

José Ortiz highlights the power of AI: “AI enables retailers to do more with less, especially in creating hyper-targeted campaigns that meet customers where they are.” <sup>4</sup>



**“With AI-driven optimization, reach the right audience, at the right time, with the right ad—without wasting a dollar.”**

*“72% of retailers plan to significantly increase their investment in AI-driven marketing technologies by 2025 to enhance personalization and engagement. This trend underscores the industry-wide recognition that personalization, powered by AI, is key to creating meaningful connections with customers.” <sup>8</sup>*

## Addressing Adoption Barriers

While AI offers immense potential, challenges such as high upfront costs and data privacy concerns often hinder adoption. To overcome these barriers:

- Start small with tools that offer scalability as your needs grow.
- Leverage privacy-friendly technologies like predictive analytics and cluster-based targeting to ensure compliance.
- Provide training for teams to maximize AI's capabilities while addressing concerns.



# Section 3: Saving Time and Money with AI-Driven Optimization

Time is money, and AI improves how campaigns are planned and executed. By automating repetitive tasks and leveraging real-time data, marketers can launch initiatives faster and at a lower cost.

Examples of AI-driven efficiency:

- **Campaign planning:** In a recent report by AI leader, NVIDIA on State of AI in Retail and CPG, “AI can reduce the time to develop campaign plans by up to 70%, allowing retailers to launch initiatives faster and adjust in real-time. This efficiency empowers marketing teams to focus on high-level strategy and creative innovation rather than being bogged down by manual processes.” <sup>11</sup>
- **Media plans:** Automated tools generate sophisticated media strategies in minutes rather than weeks.

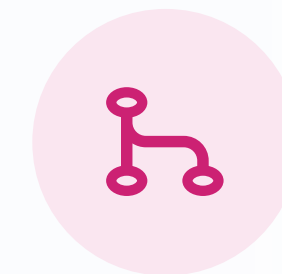
Greg Buzek explains: “AI simplifies the process, creating sophisticated results quickly at low cost, taking campaign planning from six weeks to an hour.” <sup>5</sup>



**“By 2025, AI is expected to transform the marketing industry through advancements in automation, personalization, and decision-making.” <sup>9</sup>**

# Section 4: Achieving Real-Time, Multi- Layered Optimization with AI

AI takes optimization to the next level by analyzing data across multiple layers—channels, formats, and timing—to maximize impact. Retail media networks (RMNs) are reshaping the landscape of ad optimization. By offering brands advertising opportunities directly on retailers' platforms, RMNs are projected to generate \$166 billion globally by 2025. <sup>3</sup>



**“Marketers often waste budgets by trying everything. AI can focus on the strategies that will bring results, minimizing risk and maximizing efficiency.”**

**– Uldis Baumerts, COO, Bryj**



Key benefits include:

- **Cross-channel optimization:** Ensure consistent performance across platforms.
- **Minute-by-minute refinement:** Adapt campaigns to real-time performance metrics.
- **Improved efficiency:** “Retailers using AI-driven optimization have seen up to a 40% improvement in ad spend efficiency and a 30% increase in customer engagement. These metrics reflect the tangible impact AI can have on campaign performance, enabling marketers to achieve more with less.” <sup>8</sup>

José Ortiz emphasizes, “AI’s strength lies in supporting human decision-making in real-time, not just automating static processes. Real-time optimization powered by AI ensures retailers are never flying blind. Every decision can be data-driven, precise, and impactful.” <sup>4</sup>

# Section 5: Navigating Privacy with AI for Ethical, Targeted Marketing

The shift toward privacy-friendly AI solutions is driven by regulations like GDPR and CCPA, which mandate responsible use of customer data. Retail marketers can leverage AI to ensure compliance while maintaining precision in their campaigns.

Key approaches include:

- **Cluster-based targeting:** Focus on behaviors rather than personal identities.
- **Predictive analytics:** Use AI to anticipate customer needs without invasive data collection.
- **Privacy-friendly tech stacks:** Build systems that comply with regulations while delivering results.

Greg Buzek explains, “AI is one of the main solutions to the identity vacuum... helping retailers target customers ethically through cluster and trend analysis, rather than personal data.”<sup>5</sup>



*“With cookies becoming obsolete by 2024, AI technologies like predictive analytics and cluster-based targeting will fill the void, helping marketers achieve up to 80% accuracy in ad targeting.”<sup>10</sup>*

**“Privacy laws? No problem. AI helps you connect with customers authentically without compromising their privacy.”**

# Section 6: Essential AI Tools and Platforms for Retail Marketers



Retail marketers need to adopt AI-enabled tools that drive results while ensuring compliance to stay competitive. The tool that stands out is ChatROI, a cutting-edge solution tailored for retail marketing advertising success. It's a tool already trusted by leading marketers and retailers.

### **ChatROI: Maximizing Digital Ad Performance**

ChatROI is revolutionizing the way retailers manage their digital advertising. Designed with retail brands, direct-to-consumert businesses, and agencies in mind, it leverages AI to make ad campaigns smarter, faster, and more impactful.

## Key Benefits of ChatROI:

- **Optimized Ad Spend:** Ensure every dollar works harder with precision targeting and data-driven insights.
- **Enhanced Campaign Efficiency:** Automates workflows, freeing up teams to focus on strategy and creativity.
- **Actionable Insights:** Provides detailed analytics to refine ad performance in real-time.
- **Seamless Integration:** Works effortlessly with major ad platforms, ensuring a smooth user experience.

## Features of ChatROI:

- AI-powered tools that analyze ad performance and provide actionable recommendations.
- Built-in ROI calculators to measure campaign success accurately.
- Intuitive dashboards that allow marketers to track performance at a glance.

By using ChatROI, marketers can align their efforts with business objectives and drive measurable results, as highlighted on the Bryj AI ChatROI page.

Other key platforms include:

- **LiveRamp:** For privacy-compliant data handling.
- **The Trade Desk:** For efficient ad distribution.
- **Proprietary datasets:** Unlock unique insights with first-party data.

José Ortiz stresses the importance of infrastructure: “Businesses need the right infrastructure to make generative AI work—cloud environments, storage, and compute power are essential.” <sup>4</sup>



*“The AI in retail market is expected to grow from \$5 billion in 2023 to over \$31 billion by 2028, driven by demand for advanced analytics and automation tools.” <sup>8</sup>*

# Section 7: Gaining a Competitive Edge Through Proprietary Data and AI Insights

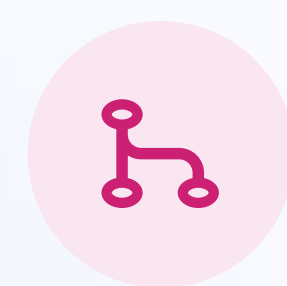


Proprietary data gives retailers an edge, especially when combined with AI to uncover unique insights into customer preferences, purchase patterns, and engagement trends.

Benefits include:

- **Data-driven decisions:** Use long-term customer data to refine strategies.
- **Enhanced personalization:** Deliver tailored campaigns that resonate with target audiences.
- **Improved ROI:** Maximize returns by leveraging unique insights.

Greg Buzek highlights this advantage: “With AI, we look at the marketplace and recognize that no one technology can solve all customer problems. AI is stronger with data, and Bridge has data.”<sup>5</sup>



*“Retailers with proprietary customer datasets and advanced AI algorithms are achieving a 2.5x ROI compared to those without these tools.”<sup>10</sup>*

**“Level the playing field—AI makes enterprise-level ad tech accessible to small and medium-sized retailers.”**

# Section 8: Future-Proofing Retail Marketing with Emerging AI Trends

Retailers increasingly adopt innovative advertising channels to meet consumer expectations and revenue goals. By 2025, these channels will see significant growth:

## Emerging Channels

1. **In-Game Advertising:** With the gaming industry expanding, in-game ads provide a way to engage audiences in a different context. <sup>3</sup>
2. **Retail Media Networks:** RMNs are expected to dominate, with global ad spending in this space projected to reach \$176 billion by 2028. <sup>3</sup>
3. **Short-Form Video Content:** Platforms like TikTok and Instagram drive retailer investments in social video ads, expected to grow by 11.8% in 2025. <sup>3</sup>

\*"Retail media will represent a fifth of all U.S. advertising spend by 2024, reflecting a major shift toward owned advertising channels."\*<sup>3</sup>

– Advertiser Perceptions



## Future Trends

- **Generative AI for content creation:** Streamline ad production with AI-driven visuals and copy.
- **Sustainability in Marketing:** Over 70% of consumers demand transparency about brands' sustainability efforts<sup>1</sup>.
- **Ethical AI Marketing:** Authenticity and ethical practices will become non-negotiable as consumers prioritize trust and values in brand relationships<sup>1</sup>.
- **Cluster analysis for targeting:** Reach audiences without traditional identifiers. Greg Buzek reflects on this shift: "Retailers are in the middle of a privacy rights revolution. AI can help them reach audiences without traditional identifiers, making it an important tool for the future." <sup>5</sup>

"The global market for the use of Artificial Intelligence (AI) in retail was valued at about 4.84 billion U.S. dollars in 2020 and is forecast to reach 31.18 billion U.S. dollars by 2028." <sup>12</sup>

"As retail evolves, AI will be the cornerstone of strategic innovation, enabling businesses to adapt quickly to changing consumer behaviors and market demands." added Lawrence.

"Future-proof your strategy—AI keeps you ahead in an ever-changing landscape."



## Conclusion

As the global market for AI in marketing continues to grow, there's no better time to integrate these tools into your strategy. Start today, and let AI redefine what's possible in retail advertising.

- Overcome industry challenges like high costs and fragmented planning.
- Launch campaigns faster while maintaining precision.
- Maximize ROI through real-time optimizations.

As the global market for AI in marketing continues to grow, there's no better time to integrate these tools into your strategy. Start today, and let AI redefine what's possible in retail advertising.

## Reference Sheet

1. Harvard Business Review: "AI: The Secret to a Thriving E-Commerce Business" (2024). ([HBR](#))
2. eMarketer: "4 Ways AI is Transforming Retail Media" (2024). ([eMarketer](#))
3. Internal Interview Transcript - Uldis Baumerts: (2024).
4. Internal Interview Transcript - José Ortiz: (2024).
5. Internal Interview Transcript - Greg: (2024).
6. Internal Interview Transcript - Andy Jolls: (2024).
7. AdAge: "5 AI Marketing Predictions for 2025" (2025). ([AdAge](#))
8. MarketsandMarkets: "AI in Retail Market Trends" (2025). ([MarketsandMarkets](#))
9. ContentGrip: "The Future of Marketing: AI Transformations by 2025" (2025). ([ContentGrip](#))
10. McKinsey & Company: "Leveraging AI to Increase Profitability in Retail" (2025). ([McKinsey](#))
11. NVIDIA: "State of AI in Retail and CPG" (2024). ([NVIDIA](#))
12. Statista: "AI Usage in Marketing by 2024" (2024). ([Statista](#))

Link to [Outline, Transcripts, Sources](#)