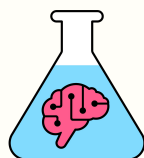


# AI: The Gateway to High-Performance

AI is no longer a “nice-to-have.”  
It’s a must for High-Performance strategies.



**brainlabs**

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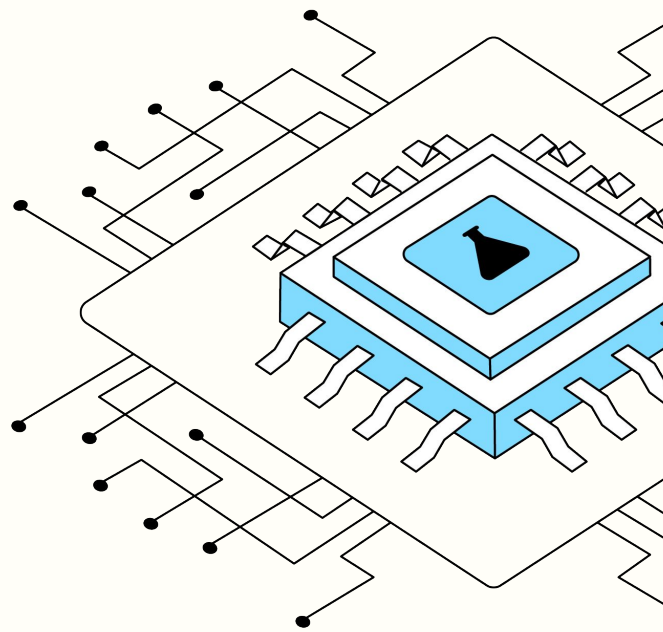
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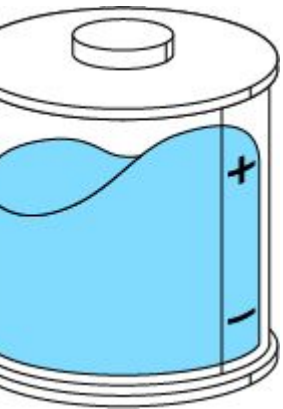
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## The Power of AI

# AI is powerful— it's time to leverage it

At Brainlabs, we're excited. Why? Because the potential that AI brings to digital marketing solutions is exponential.

Of course, we know that nothing speaks louder than tangible results. So, to keep our clients ahead of the curve, we have been taking a three-pronged approach to AI:

- Incorporating AI into our processes
- Testing and evolving AI solutions offered by our platform partners
- Infusing AI into the tools that make up our proprietary tech solution, Cortex

Since the launch of ChatGPT, the digital world looks completely different than it did just a year ago. Hundreds of new AI-focused tech companies have emerged, titans like Google, Amazon, Microsoft, and Meta have completely re-configured their roadmaps and go-to-market stories, and advertisers are seeing the tangible benefits AI can deliver. You might even be thinking that you're somewhat of an AI guru by now—but do you really have what it takes to keep up with the ever changing landscape of AI?

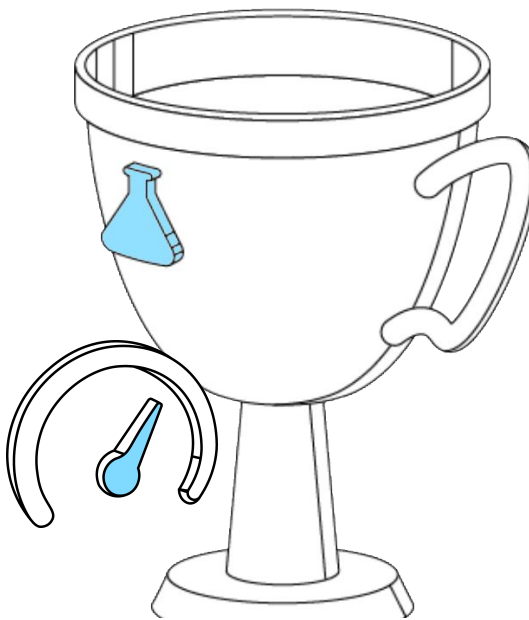
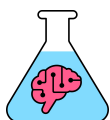


In this report, we break down our three core pillars on how we work with AI. With new AI tools and discoveries, we are seeing tangible results for our clients every day. Ready to reap the benefits?

## AI in Our Tools

# Delivering High-Performance results faster

Brainlabs has built dozens of proprietary tools that our teams use to drive success for our clients. Our team of nearly 50 in-house developers is hard at work identifying the latest discoveries and how to infuse AI into our tools. We even improve the capabilities of existing tools by adding new AI-powered features.





## Hippocampus

Hippocampus, our repository of the results of thousands of tests, utilizes AI to recommend the most relevant tests to our team members.



## Geoboost

GeoBoost, which plans and powers geo-holdout tests, now uses AI to create testing strategies that drive statistically significant results even more quickly.



## Budget Pacer

Our Budget Pacer tool now uses predictive AI trained on historical data to project spend for biddable media accounts and forecast the outcomes of shifting budgets.



## Large Language Models

We're enhancing our reporting suite by using Large Language Models to automatically generate written summaries of reports that highlight the most relevant insights - especially useful when paired with custom dashboards that enable clients to segment data by channel, campaign, audience, and date on-demand.



## BrainBriefs

Our newest tool, BrainBriefs, is a true gamechanger. It utilizes AI to create marketing briefs for competitive analysis and SEO/Retail Media content projects at rapid speed and scale. It takes multiple input signals (topics, search terms, expertise level, etc), analyzes the ecosystem of search results, and then **outputs a brief that details recommendations for targeting, creative, and content.** This output includes recommendations around length, format (long-form text, short-form text, multimedia, infographic, etc) and other specific **insights that enable content development teams to prioritize their time to build the most impactful assets.**



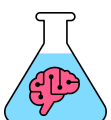
## Why should you care?

BrainBriefs, our star tool, reduces content brief creation from 40 minutes to less than two minutes.

Using BrainBriefs, we quadrupled the amount of content delivery output for a petcare brand - and increased organic share of voice by 3x.



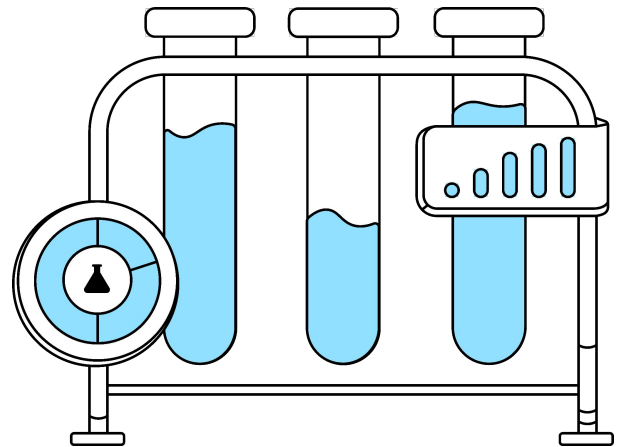
Brainlabs has many more AI-powered tools that have launched or are in active development. Keep your eye out for more information about these powerful new solutions in future updates.



Partnering with AI

# Testing and scaling AI

Google, Microsoft, Amazon, and Meta are rapidly evolving their AI solutions, and at Brainlabs we're leveraging this. Our test-and-learn ethos means we evaluate each new feature and expand adoption of the tools that drive success, at pace. Our tests have shown that **predictive AI solutions provided by these platforms tend to be very effective**. We've published the results of our tests for [Google's Broad Match](#), [Meta's Advantage+ Shopping Campaigns](#), [Google's fully automated conversion-based bidding](#), and [Performance Max](#).



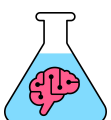
In parallel with our full embrace of predictive AI, we're testing the generative AI features each platform is launching. We've found that the AI-generated text ad solutions from both Google and Meta are generally solid. AI-created image and video ads are interesting, but not ready to scale yet. Our prediction? This type of generative AI will take at least six more months of development before it's ready for advertisers to use outside of niche experiments.



## Why should you care?

We tested Broad Match in 54 Google Ads accounts around the world, and found that it delivered 19% more conversions with an 85% success rate.

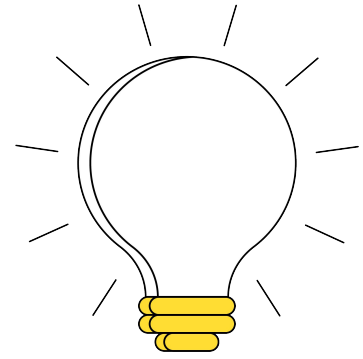
Brainlabs tests have proved Meta Advantage+ Shopping Campaigns drove 85% higher ROAS and 24% better CPA.




Integrating AI

# Using AI to empower our 'Super-Teams'

Over the past decade, Brainlabs has proved something fundamental. **To deliver innovation you need to empower brilliant people.**




We've made Google's Gemini available to all of our employees across Google Workspace, and our team of over 1,000 employees is constantly discovering new ways to use these tools in their day-to-day work. We have a dedicated Slack channel where employees can share their findings, from building search keywords, to crafting more effective emails, and summarizing meetings. We're constantly learning.

 **When you give smart people access to advanced tools and invite them to be creative, the results can be transformational.**

Recently, a CPG client asked us for a POV on Law 25 (aka Bill 64), which outlines digital privacy rules and regulations in Quebec. This document consists of 64 pages of complex legal definitions and ramifications. One team member used GPT4 to summarize the bill and highlight key elements that would be most relevant to a digital retailer.

With this summary in hand, we dove into the complexities of the document alongside our legal team. **We know that generative AI - at least in its current state - shouldn't replace manual analysis and subject matter expertise**, but the summary created by GPT4 enabled our teams to more quickly respond to the client's request, and deliver valuable insights and recommendations.

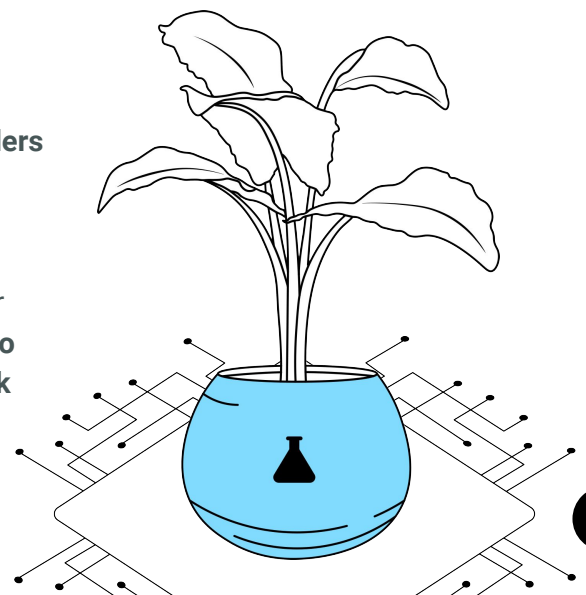
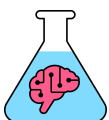
 **Why should you care?** We double our content output for clients at a cheaper cost. How? Our SEO team utilizes GPT4, Gemini, Jasper, and other generative AI tools.

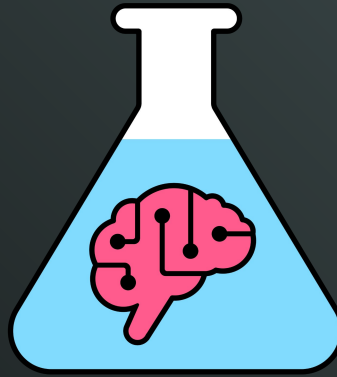
Embracing AI

# Embrace AI and watch your brand grow

With the recent surge in generative, large-language AI models such as Google Gemini and GPT, **business leaders** are seeking to leverage AI as a success multiplier ([The Impact of Generative AI on Search Advertising](#)).

We wholeheartedly embrace AI as a business multiplier at Brainlabs. **We will continue to harness its potential to improve efficiency, drive transformative growth, unlock new opportunities, and deliver unparalleled value** To our clients and partners.





# brainlabs

Thanks to our Brainlabs expert contributors from across the globe



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