

# What's New in Programmatic?

The Path to Human-Supervised Autopilot

# Housekeeping Tips



Audience will be muted throughout. We encourage leaving questions through the Q&A option.



Recording of the session will be shared afterwards.



Contact us for more info via:  
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# Meet Our Speakers



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# Today We'll Talk About

The Changing Role of Marketers

01

What better measurement really means

02

Why data quality is becoming harder to ignore

03

# When Programmatic Goes Hands-Off

What humans still need to own

## **Automated levers**

Bids, pacing, budgets, audiences, creatives and alerts can run hands-off.

## **Goal setting stays human**

People still choose the KPI and in-app event that signal real value.

## **Measurement needs judgment**

SKAN, MMP and MMM setup and interpretation still need humans.

## **Incrementality over correlation**

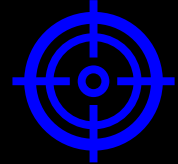
Teams must separate real lift from correlation and bad proxies.

## **Automation executes, humans direct**

Systems optimize performance. Humans decide growth direction and learning.

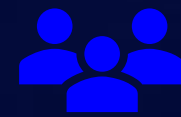
# How KPI Decides AI Adoption

Automation only creates value when it is aimed at the right outcome.



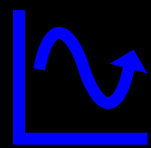
## Outcome first

Start with the business result, not the automation.



## Guardrails matter

Marketers decide what the model learns from and where it can act freely.



## Complex KPIs, more judgment

Retention, LTV and incrementality need stronger signals and longer feedback loops.



## Right KPI, real value

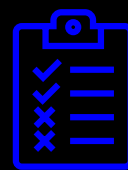
Without the right KPI, AI just optimizes a bad proxy faster.

**Poll 1: Where is your programmatic activity losing the most value today?**

# The Changing Role of the Marketer

As AI takes over execution, marketers move from campaign operators to strategic decision-makers.

## Skills that become more valuable



### **Prioritization**

Separate signal from noise and decide where to invest.



### **Interpretation**

Turn performance data into clear business decisions.



# GenAI & the Explosion of Creative

More variants only create value when they produce learning

**01**

## Variation needs direction

GenAI can produce endless assets, but without context and intent, more output quickly becomes noise.

**02**

## Optimize for value

Creative scale is powerful only when it improves outcomes, not when it simply floods the system with variants.

**03**

## Every variant is a hypothesis

Good creative helps test which message, format, context or user outcome actually predicts quality.

**04**

## Signal makes creative useful

The challenge is not ideation, but knowing what is fatiguing, what still has runway, and when to refresh.

**05**

## Humans steer the learning

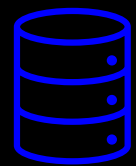
GenAI generates, agents surface signals, and marketers decide what to test, learn and act on.



**Poll 2: What would give you the confidence to invest more in programmatic?**

# Measurement and Data Quality in an AI-Driven World

AI scales whatever signal you feed it.



## Data Quality

Flawed data makes AI optimize mistakes.



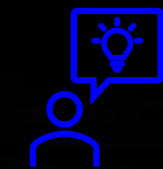
## KPI Quality

Wrong proxies create inefficiency.



## First-Party Signals

Reliable signals must connect to LTV, ROAS and retention



## Strategy

AI cannot tune onboarding, monetization or retention.

# Sustainable App Growth The Bigger Levers

AI can optimize the engine. It cannot fix the business behind it.

- 01** Product fundamentals still lead
- 02** Retention cannot be automated away
- 03** The KPI must reflect real value
- 04** Commercial judgment stays human



**Questions?**

# How did we do?

Take the survey and let us know.

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**Thank You.**