

**PERFORMANCE +**  
**WEBINAR**

**M+C SAATCHI**  
**PERFORMANCE**

**MOLOCO**

# **Rethinking** **Channel Mix in the AI Era**

When AI Reshapes the Funnel

**9 JUNE'26**

# 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:  
[marketing@mcsaatchiperformance.com](mailto:marketing@mcsaatchiperformance.com)

# Meet our Speakers



**Eliz Ng**

Senior Growth Manager



**Nachiket Desai**

Client Partner





# Today We'll Talk About

- + How AI is disrupting the marketing funnel

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- + Why channel mix needs a fresh rethink

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- + How AI is becoming the new search layer

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- + Where in-app advertising creates new growth

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- + What agentic commerce means for conversions

**POLL 1**

**Where do you think AI is creating the biggest disruption for marketers right now?**

Plan a self-drive trip to Central Japan. 14 days, 7 people, family and kids-friendly itinerary with ryokan suggestion and popular kids-friendly restaurant recommendations.



A 13-day family road trip through Japan 🚗 ✨ — starting in Tokyo with DisneySea, then Fuji Five Lakes, Takayama, Toyama (Alpine Route snow walls), and Karuizawa before returning to Tokyo. Designed for 4 adults and 3 young kids, with kid-friendly drives and mid-April seasonal highlights.  
12 – 25 April 2026 • Family Self-Drive



Everything searched in one go.

- ✓ Optimized routes for easy driving, slow pace
- ✓ Curated kids-friendly restaurants within budget
- ✓ Completed the full 13-day itinerary, with pointers and back-up plans, car-rental suggestions
- ✓ Optimized for seasonal specials

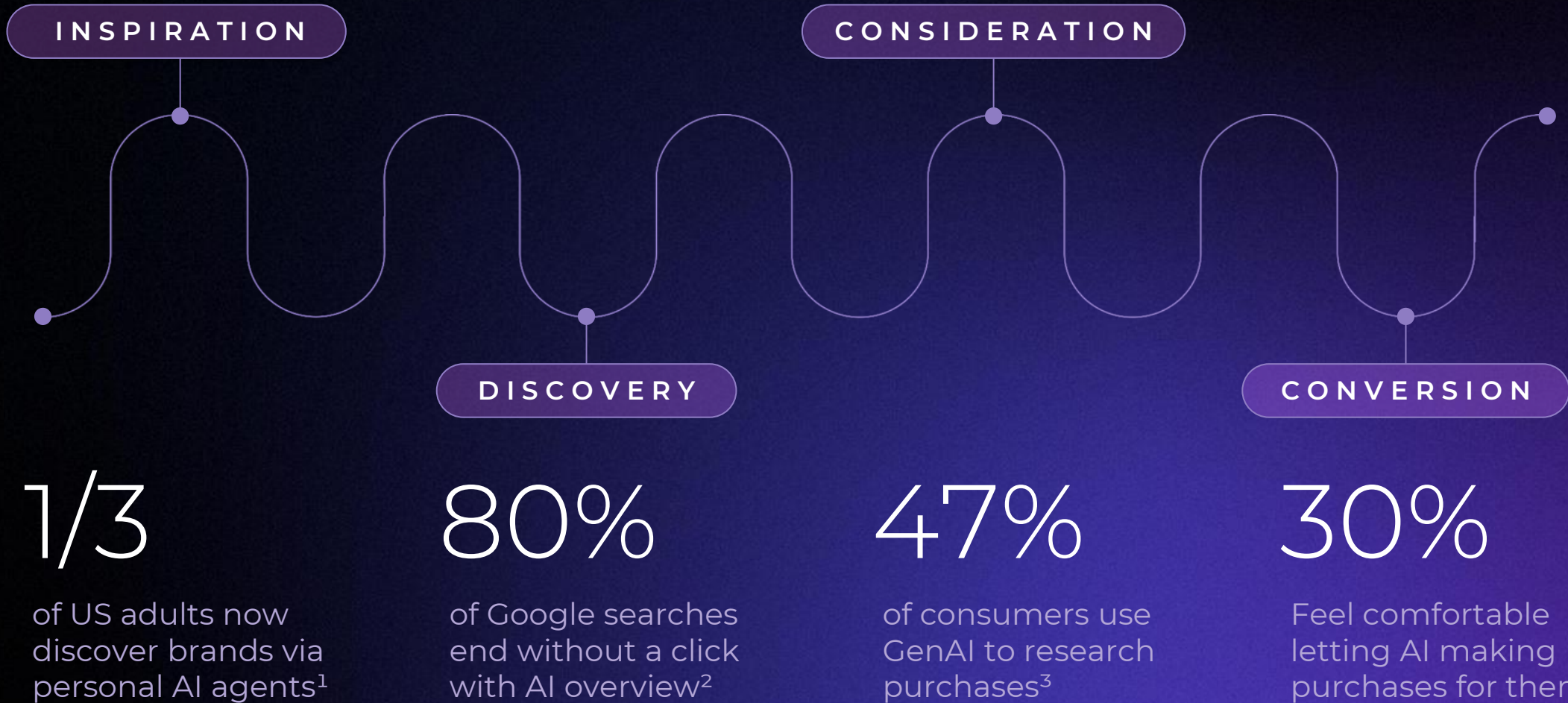
Ask anything



**1 Conversation**  
Discovery → Comparison →  
Decision

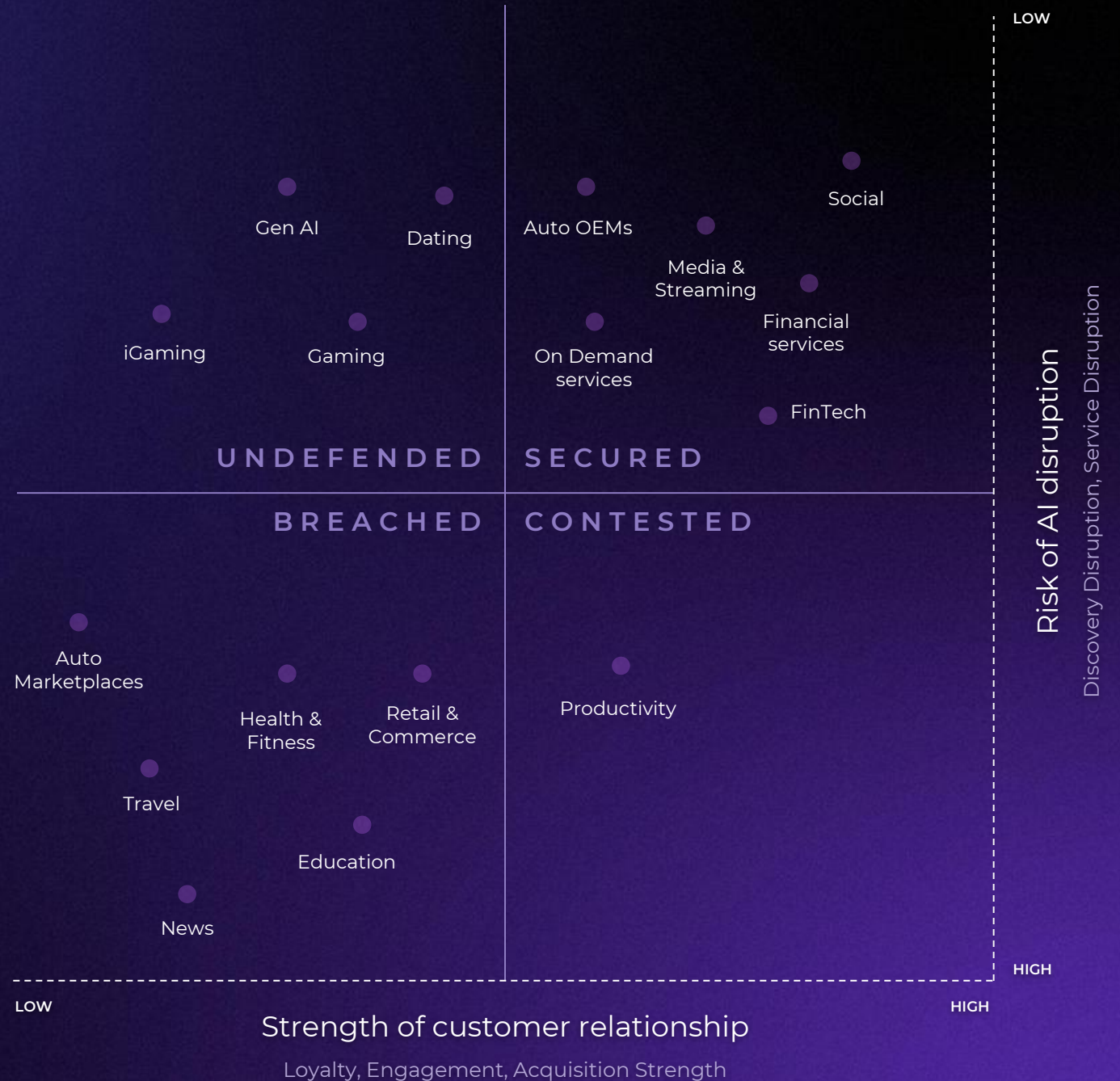
The biggest shifts in AI today aren't technological.  
They're **behavioral**

# AI is reshaping the customer journey



Sources: 1. Cordial, "Brands Battle for Attention as AI Redefines the Funnel," conducted by Dynata in July 2025, n=1,000 US adults ages 18+. 2. Similarweb, "Zero-Click Searches and How They Impact Traffic," May 2025. 3. Attest, "2025 Consumer Adoption of AI Report," July 2025, n=5,000 adults in US, UK, Canada, and Australia surveyed on the Attest platform. 4. Contentsquare/Morningstar, December 2025, n=1,300 US adults surveyed by Pollfish.

# Disruption by Industry



Source: Moloco and Boston Consulting Group (BCG), AI Disruption Index, 2026. Proprietary joint survey of 283 marketing decision-makers (VP- and C-level) across 15 industry verticals and 5 global regions, representing companies with annual revenues ranging from \$50M to \$10B+.

# Your exposure to AI disruption depends on where you spend

DISRUPTED

35%



Paid Search



Display



Affiliates

STABLE

65%



Social Media



In-App Marketing



CTV/OTT



eCommerce & Retail Media



Email & CRM

Source: Moloco and Boston Consulting Group (BCG), AI Disruption Index, 2026. Proprietary joint survey of 283 marketing decision-makers (VP- and C-level) across 15 industry verticals and 5 global regions, representing companies with annual revenues ranging from \$50M to \$10B+.

**POLL 2**

**Where do you see the biggest opportunity  
to rethink your channel mix in the AI era?**

# GEO for Discovery

How brands need to show up in AI-led discovery

**01** | SEO still matters

**02** | Be citable

**03** | Stay consistent

**04** | Own the full answer

**05** | Show up beyond your site

**06** | Structure for extraction

**07** | Measure AI visibility



# 3 Key Pillars Marketing Leaders Are Focusing on in the AI Era

## 01 Rethinking the Channel Mix

Marketing leaders are focusing budgets toward in-app advertising<sup>1</sup>

## 02 Securing Customer Signals

72% of companies are doubling down on first-party data strategies<sup>2</sup>

## 03 Investing in Mobile Apps

AI-powered personalization can increase app retention by up to 50%<sup>3</sup>

# 01 Rethinking the Channel Mix

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ONLY 6

seconds of every mobile minute is in  
a browser<sup>1</sup>

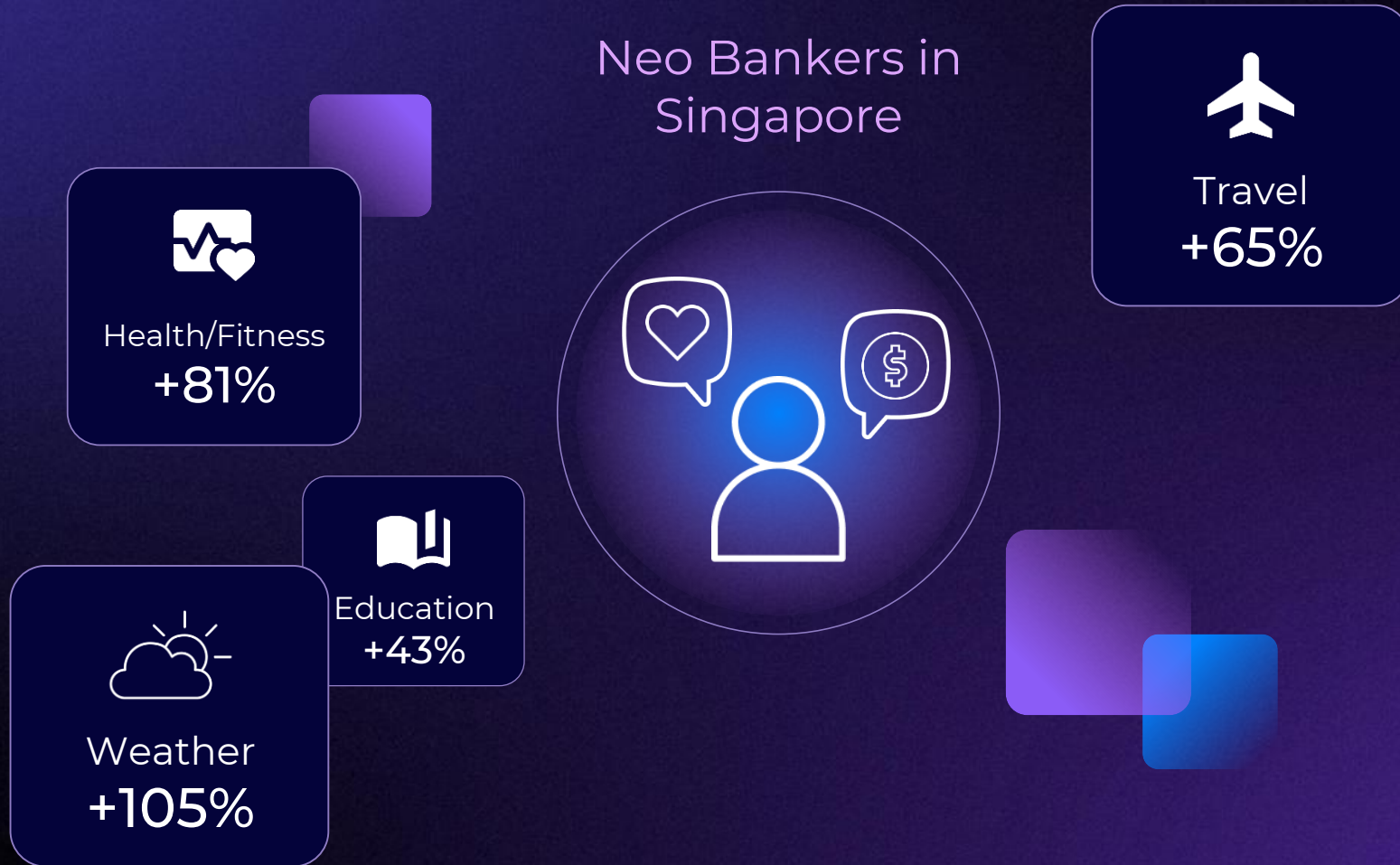


#2 GLOBALLY

Southeast Asia is a leading mobile-first  
market, ranking #2 globally in  
downloads and time spent<sup>2</sup>

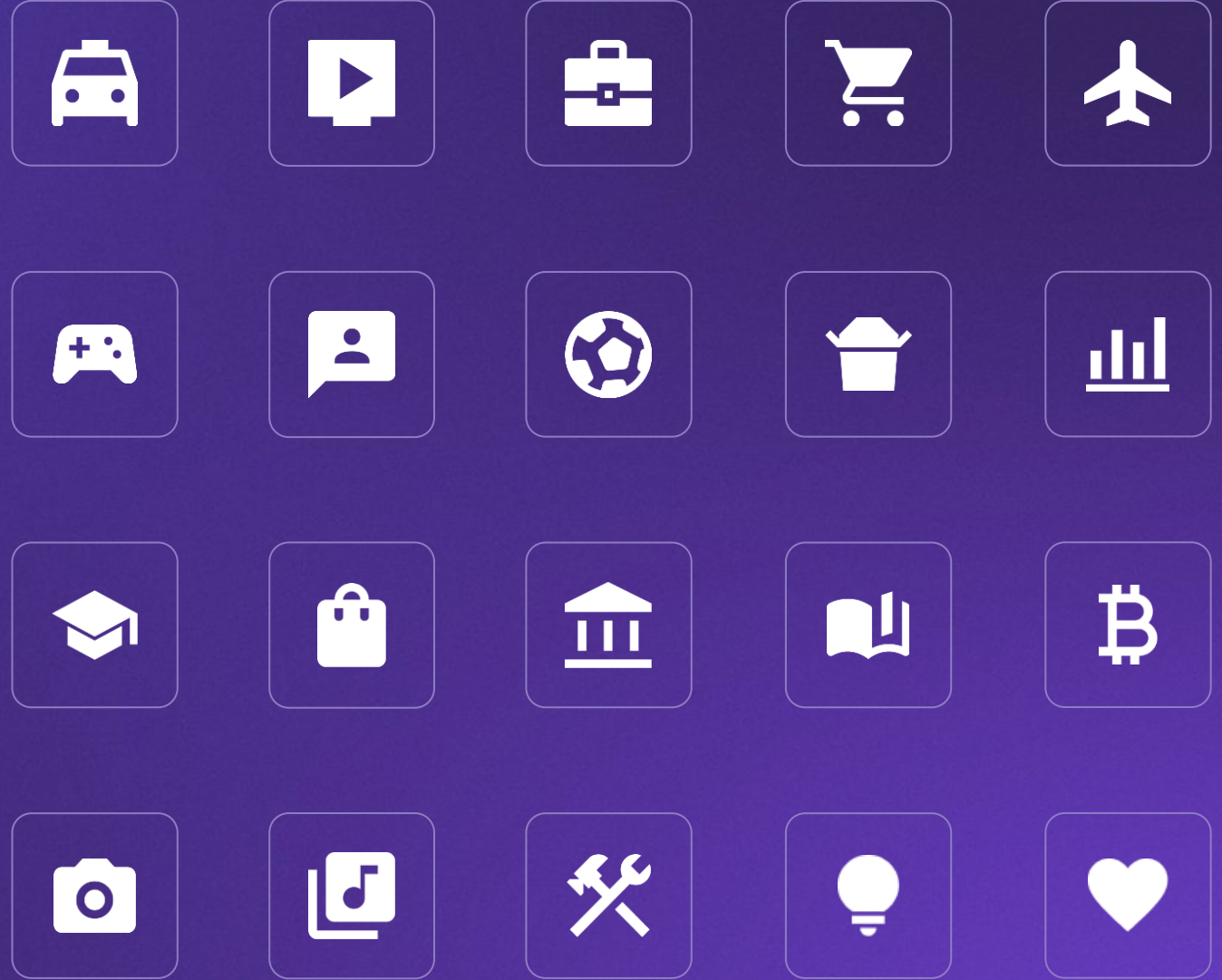
Sources: 1. Sensor Tower State of Mobile 2026. 2. Australian Banking Association "Bank on It" 2025. 3. Singular / Moloco "Performance Through Independence" Aug 2025 — D30 ROAS analysis, ~1,000 apps, \$5bn spend. Consumer apps spending <70% on Meta & Google vs. 70%+. / 2. Southeast Asia Mobile Market: Growth Shifts Toward Engagement and Monetization, Sensor Tower

# Consumer attention is more fragmented than we think



# Independent App Ecosystem

Where you can reach high-value users outside the Walled Gardens



# Where High-Value users are beyond mass reach

Consumer app marketers who diversify beyond Google and Meta into the Independent App Ecosystem see an average of

**116%**  
**higher Day 30 ROAS**

# Not all AI is the same

**Built around your outcomes:** Moloco's AI optimizes in real time, tuned to your game's definition of a value user, not a shared model applied uniformly across advertisers.

**Signal over volume:** We process more opportunities than we serve because selectivity is the point. Every impression we serve is a prediction that this user is worth bidding on for your specific app.

**Your budget, pointed at the right users:** The same dollar, aimed at the wrong user, wastes your money. Our AI is built to find users who matter to your business.



# 1 trillion

Ad opportunities processed daily. We serve less than 1% as impressions

# Why In-App Matters?

The scale, growth, and monetization opportunity is too large to ignore



CPL

**\$66.69**

CPL increased by 25%, on average, in 19 of 23 industries.



In-app has become a

**\$150B**

commerce environment. Growing 12.5% YoY and capturing \$285K every minute.




By 2028, in-app advertising is set to become a nearly

**\$500B**

opportunity worldwide.




Top categories by ad revenue

 Social networking

**\$134.4B**

 Games

**\$106.5B**

 Shopping

**\$33.8B**

# 02 Turning First Party Data into Smarter Growth Strategies

Behavioral data from acquired users via in-app ads → Asset for analysis & performance optimization

## COMMERCE



### KEY BEHAVIORAL SIGNALS

- Registration, first purchase
- App-open frequency
- Purchase frequency & average order value

### → USED FOR

- UA & Re-engagement campaigns
  - Install & Action optimization
  - High-value user acquisition
- 

## RIDESHARE



### KEY BEHAVIORAL SIGNALS

- Inactivity duration & drop-off point in ride flow
- App-open & booking type
- First booking and repeated bookings frequency

### → USED FOR

- Lapsed rider re-engagement campaigns
  - City/country-level targeting & creative testing
  - Lifecycle segmentation (app reopen → completed ride)
-

## 03 Investing in sticky digital surfaces that you control: Mobile Apps

Owned surfaces are a primary competitive advantage:

- A logged in experience
- Leverage first-party data for personalization
- Use notifications to drive engagement

- Closed-loop measurement
- Provides options to diversify acquisition and re-engagement
- Longer term, less transactional digital relationships that you control

# Product Comparisons & AI

Less persuasion. More proof.

## 01 Evidence everywhere

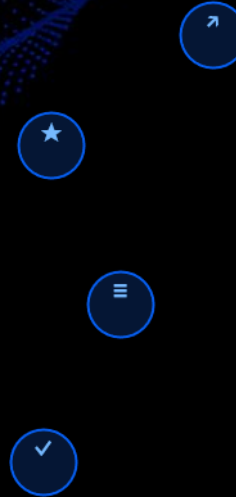
Reviews • ratings • comparisons • real customer stories

## 02 One consistent story

Website • press • platforms • AI summaries

## 03 Machine-readable proof

Clean data • structured pages • extractable reviews



Proof signals → AI answer → Buyer trust

Win the comparison by managing the full body of evidence buyers and AI tools verify.

# Agentic Commerce

## Retail Media on Auto Pilot

From click-to-buy, to data-to-decision

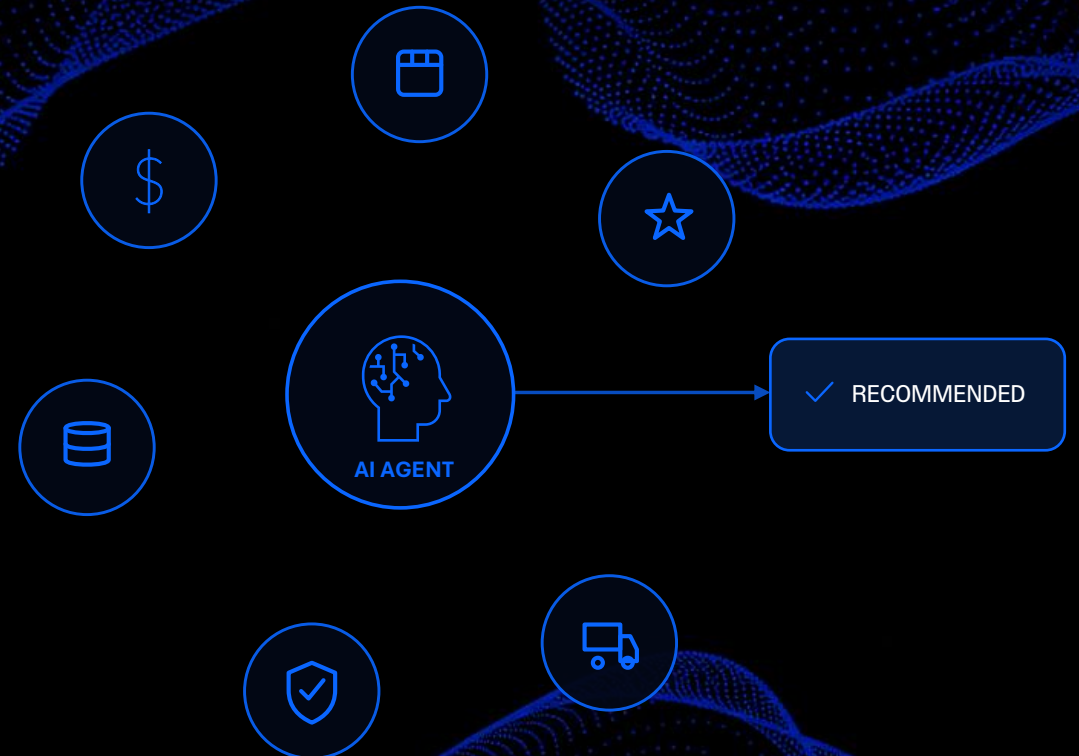
**01 Data decides**  
Price • stock • reviews • delivery promise

**02 The shelf becomes the data layer**  
Retail visibility needs structured signals

**03 Optimize for recommendation**  
Be the option AI can confidently choose

**04 Measure beyond ROAS**  
LTV • returns • fulfilment • review quality

**05 Brand becomes the trust layer**  
The safety net behind the recommendation



Winning the agentic shelf means making your product easy to trust, compare and recommend.

The background features a dark blue, almost black, field with a complex, wavy pattern of lighter blue dots. These dots are arranged in a grid that undulates across the frame, creating a sense of depth and movement, similar to a digital landscape or a data visualization. The overall effect is a textured, three-dimensional appearance.

**Questions?**

# How did we do?

Take the survey and let us know.

The background features a dark blue, almost black, field with two prominent, wavy bands of a lighter blue color. These bands are composed of a fine grid of small dots, creating a mesh-like texture that flows across the frame. The overall effect is one of dynamic, digital movement.

**Thank you**