

Generative AI (think ChatGPT) is making deals when using the chatbot to research a vacation, or paid suggestions for restaurants when trying to figure out what to eat for dinner. Roku is using AI to recognize streaming content and integrate ads into the most contextually relevant slot possible, creating an interesting use case for further matching supply and demand in the streaming ads space.

As the value of customer insights grows in a post-cookie world, we really like what Snapchat and Roku are doing to use AI to build greater relevancy through context.

More “traditional” digital players like Meta and Google have been investing in AI for years to power their ads' algorithms, which have grown increasingly important for advertisers.

