ALGER

AI, What Have You Done For Me Today?

Marketing

While many are familiar with Artificial Intelligence (AI) through chatbots and virtual assistants, the impact of AI extends far beyond these applications. In fact, AI has become an intrinsic part of our daily lives, often in ways not immediately visible to the public. Today, in industries as diverse as agriculture, transportation, energy, and healthcare, AI is often behind the scenes, quietly revolutionizing business processes, and enhancing efficiencies and accuracy.



Source: Dall-E and Alger.

AI & Marketing

Few industries are being reshaped by AI as quickly or as visibly as marketing. From A/B testing to zero-click search, AI is changing how brands reach, engage, and convert their audiences. Work that once demanded large teams, long lead times, and repeated iteration now happens in real time and at scale. AI systems generate tailored advertisements in seconds, design campaigns and personalized journeys, and predict when a prospect is ready to buy.

Imagine for instance that you've just launched your dream product—sustainably made tote bags with hand-drawn designs. You've built a beautiful website, posted on social media, and even ran a few ads. Traffic trickles in, but sales? They're sporadic at best. You're left wondering: Why are some people clicking but not buying? What can I do differently?

Enter AI-powered customer journey mapping. Behind the scenes, advanced AI tools track and analyze how people interact with your brand at every step—from the moment they first see your ad, to what page they land on, how long they linger, and where they drop off. Instead of guessing, you're armed with actionable insights: maybe most people are leaving when they hit the shipping calculator, or perhaps returning visitors are more likely to buy when shown a discount. AI connects these dots quickly so you can adjust design, pricing, and the checkout experience in real time.

Here are just a few examples of how AI is helping expand the modern marketing toolbox:

- **Personalized Email Campaigns at Scale:** AI analyzes engagement timing, product interests, and browsing to tailor both message and send time, lifting opens and conversions with minimal manual work.
- **Faster Content Creation:** What once required hours of brainstorming and drafting can now be generated in moments. AI helps marketers quickly create compelling ad headlines, product descriptions, or brochure text, often providing multiple draft options to choose from, sparking ideas and saving time. (AI even helped develop this flyer!)
- **Simplified Visual Design:** Without needing design software expertise, marketers can input a few creative prompts and get polished visual layouts, social media images, or ad mockups instantly. This helps small teams maintain high-quality, on-brand visuals effortlessly.

Sample Holdings

Meta Platforms has woven AI deeply into the fabric of modern marketing, powering tools that automate and optimize ad performance across Facebook, Instagram, and Messenger. Its platform employs AI tools that tailor ads by dynamically adjusting targeting, creative assets, and bidding strategies based on performance. Recent additions include AI-generated video snippets and dynamic ad variations. Together, these capabilities streamline content delivery and help advertisers improve personalization, engagement, and return on ad spend with less manual effort.

AppLovin's AXON is an AI-powered recommendation engine that drives its performance-based advertising solutions. It's the core of AppDiscovery, matching advertiser demand with publisher supply through real-time auctions. AXON 2.0, the latest iteration, uses predictive machine learning to target app install ads to users most likely to engage. This AI engine has been instrumental in AppLovin's growth, particularly in the mobile gaming sector, and is expanding into e-commerce

Pinterest is advancing idea discovery through AI-powered visual search and advertising. Features such as auto-generated collages and AI background generation expand creative options, while trend prediction and visual discovery tools help marketers reach people through visual intent—not just keywords. Brands can turn product catalogs into engaging, shoppable media that surfaces when users are planning, comparing, or ready to buy.

▶ **For more information on how AI is impacting you on a daily basis, please visit www.alger.com.**

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The following represents the noted percentages of firmwide assets under management as of June 30, 2025: Pinterest, Inc. Class A, 0.4%, Meta Platforms Inc Class A, 5.1%, AppLovin Corp. Class A, 3.8%.