

THE FUTURE OF MARKETING IS CHANGING

The Three Key Themes Shaping the Future of Marketing



SWIPE TO LEARN MORE



AI AGENTS BECOME BUYING GATEKEEPERS

When shopping, consumers are asking their AI assistants to:

Search for Products

Compare Findings

Make recommendations

Complete the Purchase



The assistant creates the shortlist before the customer sees an advertisement or visits a website.



WHY IT MATTERS FOR MARKETERS



DISCOVERY

To stay relevant, make product information complete and machine-readable.



ANALYTICS

Track presence in AI answers and agent-assisted sales, not only search rank, clicks, and website traffic.

TRADITIONAL VISIBILITY MAY MATTER LESS



MARKETING MOVES INTO THE PHYSICAL WORLD

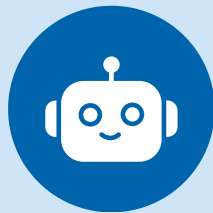
Everyday devices are creating new ways to reach customers.



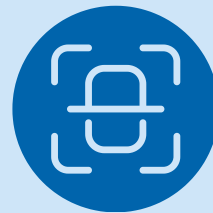
**Smart
Appliances**



Wearables



Robots



**Digital
Shelves**

**Marketing is no longer confined to a phone or
computer screen.**



WHY IT MATTERS FOR MARKETERS



IN THE MOMENT

Brands can offer help as decisions happen.



TRUST MATTERS

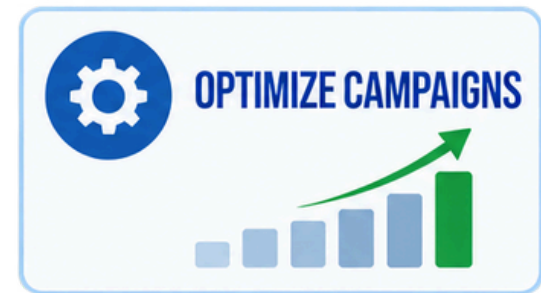
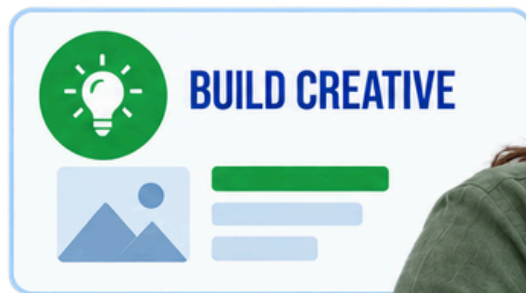
Intrusive experiences can push customers away.

USEFUL EXPERIENCES EARN ATTENTION



MARKETERS SUPERVISE AI

AI is moving from completing tasks to making marketing decisions.



AI is becoming more autonomous in marketing campaigns.



WHY IT MATTERS FOR MARKETERS



STAY IN CONTROL

Set clear limits and approval points.



WATCH FOR

AI approving its own performance without independent scrutiny.

MARKETERS ARE ACCOUNTABLE FOR AUTOMATION



ACTIONS MARKETERS SHOULD TAKE NOW

Prepare your brand for AI selection

Strengthen product data, policies, evidence, and visibility in assistant-generated answers.

Choose useful physical-world applications

Start with customer service and context, not with more advertising inventory.

Govern agents before scaling them

Set authority limits, owners, audit trails, and independent outcome measures.

WANT TO LEARN MORE?

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