



WHY your audience strategy needs a rethink in the age of AI

iLEADTM *et al.*



Google Partner

PREMIER 2025

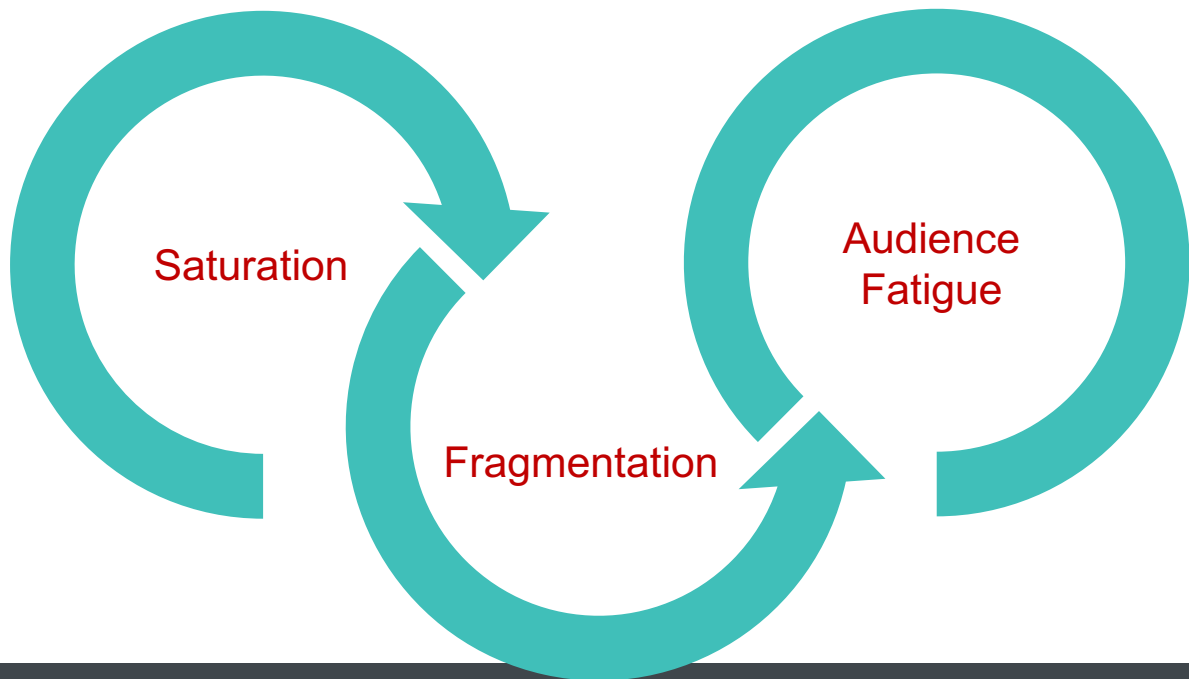
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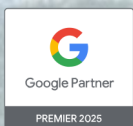


Audience Strategy has always been about identifying, anticipating, and profitably satisfying customer needs.

It has mostly been built on the **4R's** of effective marketing and media strategy: **Right Person, Right Message, Right Place, Right Time.**



But in today's world of information overload, declining brand loyalty, and shifting cultural dynamics, **our approach needs to evolve.**





Where automation once promised efficiency, AI now offers augmentation.

This isn't about replacing human insight - it's about personalising it, scaling it, and ensuring it connects with people in real time.

The new audience brief?

Be **RELEVANT**, **RESPONSIVE**, and **RESPONSIBLE**, from the first touchpoint to the final transaction.

Engage the **RIGHT AUDIENCE** with tailored **MESSAGES** and **ANSWERS** precisely delivered when and where they're needed, transforming every touchpoint into useful and **MEMORABLE EXPERIENCES** throughout their **JOURNEY**.





We are operating in a paradox of **rising conflicting customer expectations.**

81%

of people believe the risks of data sharing outweigh the benefits.

Source: Twilio's 2023 State of Customer Engagement Report.

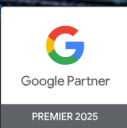
66%

would leave a brand if the experience isn't personalised.

Source: Pew Research Center



People want brands to **understand them, not track them.** To be **recognised, not relentlessly retargeted.** This is where trust is built or lost. The real personalisation is about going beyond transactions to seeing our customers with **genuine empathy and care.** It is about offering **relevant value, clarity, and control** at every interaction.





“AI-powered campaigns could increase sales revenue by up to 85%.”

– *Google*

Source: Think With Google



How can AI help me scale my Audience Strategy?



Artificial Intelligence is not a silver bullet but a strategic lever.

When paired with quality data and cultural intelligence, it transforms how we understand and meet evolving customer expectations.



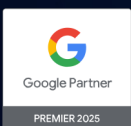
How can AI help me scale my Audience Strategy?

To harness its full potential, we must lead in four critical areas:

- 1 Data is your edge**
Invest in accuracy, integration, and ethical use.
- 2 Media has exploded**
Adapt quickly to shifting platforms and algorithms.
- 3 Attention is scarce**
Earn it through relevance and creative resonance.
- 4 Evolved measurement**
Embed smarter, forward-looking metrics.

...from
AUTOMATION

>>> AUGMENTATION





Data is
your edge



2X

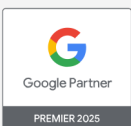
Marketers that effectively use their 1P data can **generate double the incremental revenue** from a single ad placement, communication, or outreach.

Source: Think With Google



“Your data is your competitive edge”

Gurav Bhaya
VP & GM at Google



→ Data is your edge

As third-party cookies phase out, first-party data is every brand's most valuable asset.

This includes:

- Website actions
- CRM records
- Form submissions
- Purchase behaviours



When **first-party data** is combined with **AI-powered tools**, it transforms into a strategic asset. This powerful synergy allows us to identify **high-value customers**, refine targeting strategies, and personalise experiences more meaningfully.

→ → **Thanks to this approach, we at iLEAD *et al* can ensure your campaigns achieve:**

- more relevant **brand interactions**
- increased **effectiveness**
- stronger campaign **performance**

➔ Data is your edge

Who can benefit from first-party data strategy?



ONLINE SALES

Boost sales by reaching and retaining **highest-value customers.**



OFFLINE SALES

Maximise sales value across all omnichannel channels through **personalised advertising.**

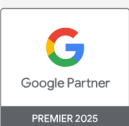


LEAD GENERATION

Optimise the lead-to-sale journey for higher lead quality and efficient **new customer acquisition.**



iLEAD et al's e-commerce and lead-gen experts will transform your first-party data into accurate measurement that captures crucial signals previously lost to privacy, regulatory, and tech hurdles. We not only increase conversions and improve ROAS, but also **future-proof your marketing success.**



Source: Think With Google

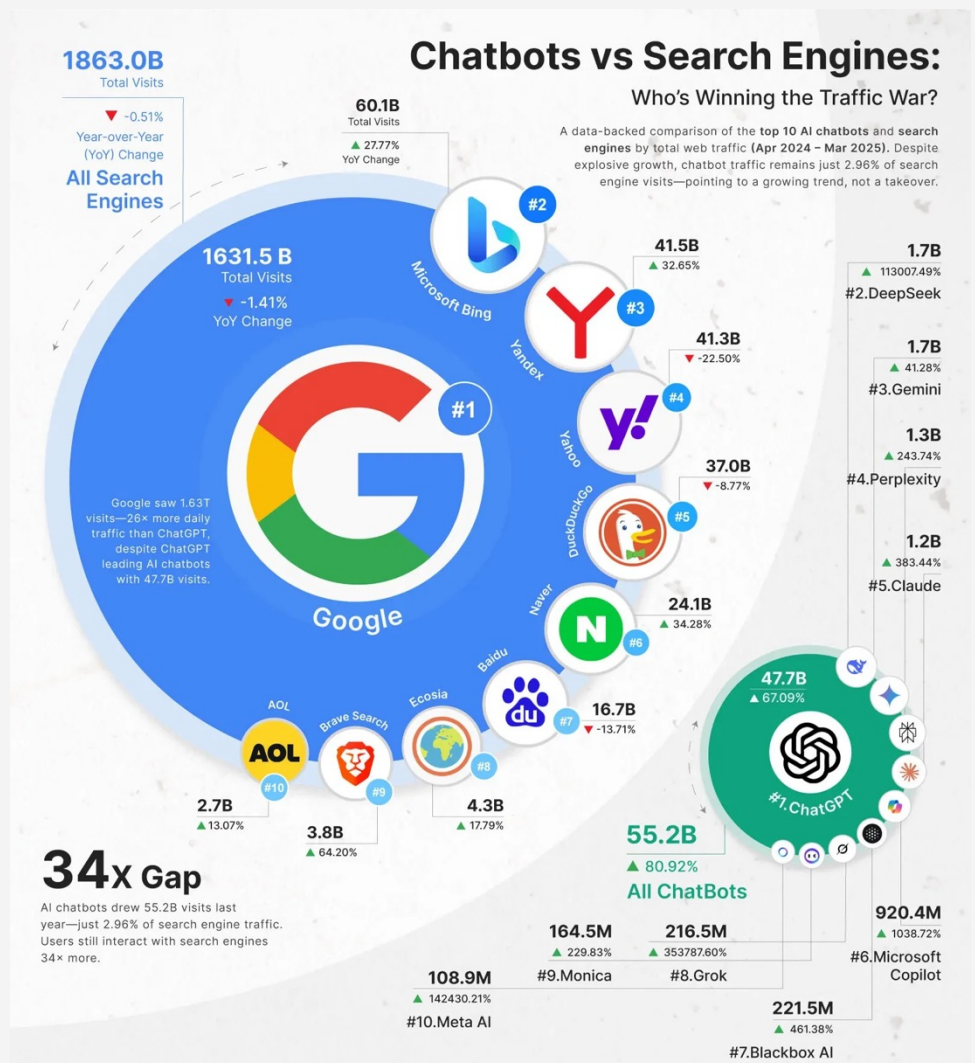


Media has exploded

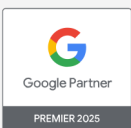
As AI-powered channels continue to emerge, they are reshaping how we communicate, connect, and do business.

To navigate this increasingly fragmented landscape, brands must rethink how they engage audiences across a growing range of platforms, each with its own logic, pace, and purpose.

This research highlights Google's continued dominance in AI innovation, while also noting the rapid rise and diversification of ecosystems like ChatGPT.



Source: [One Little Web](https://onelittleweb.com)

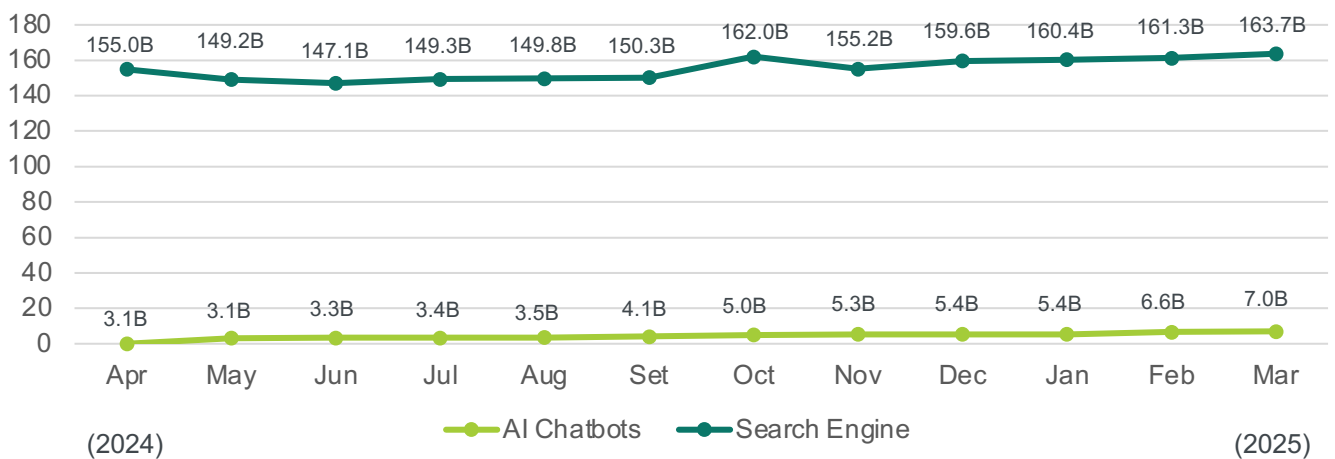




Media has exploded

While AI-native environments are on the rise, traditional search still holds significance.

Visit trends



Source: [One Little Web](#)

This shift is most evident in evolving search behaviours: users now expect expert advice, personalisation, and meaningful interactions, driving search to become more conversational, contextual, and emotionally driven.



As **SEO evolves into Answer Engine Optimisation (AEO)** – prioritising usefulness, user intent, and immediate answers – **iLEAD et al** is already creating **content optimised for success** in this evolving digital landscape.





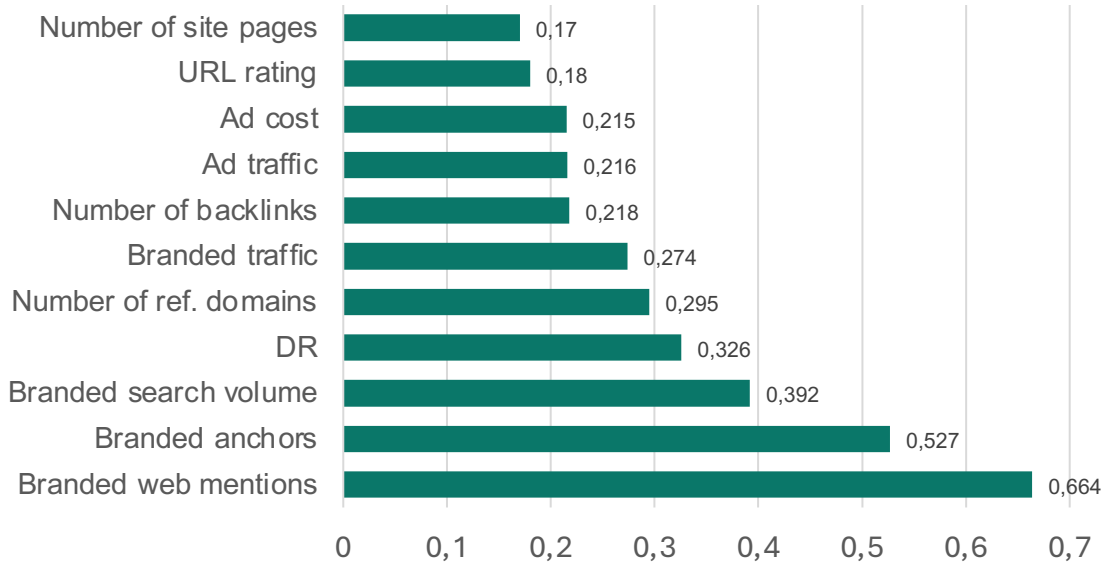
Media has exploded

One of the latest signs of this transition is the rise of AI-generated overviews.



Recent analysis from Ahrefs shows these summaries are already reshaping how search results are structured and how brand visibility is determined.

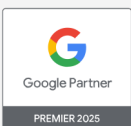
FACTORS



Source: [An Analysis of AI Overview Brand Visibility Factors](#)



In this new paradigm, **where a brand's size, reputation, and visibility are emerging as key ranking signals**, it is crucial for business owners to talk to **iLEAD et al's** team to ensure their brand keeps growing.



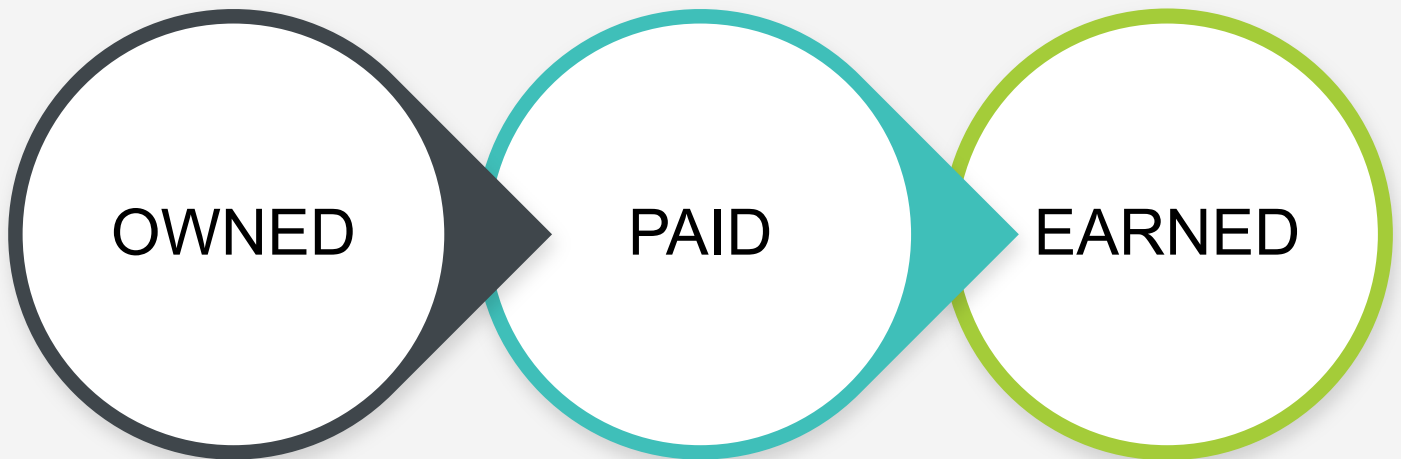


Media has exploded

While AI-native environments are on the rise, traditional search still holds significance.



As search becomes more conversational and emotionally attuned, it's essential to focus on keeping brands **visible, valuable, and connected** across all media channels:

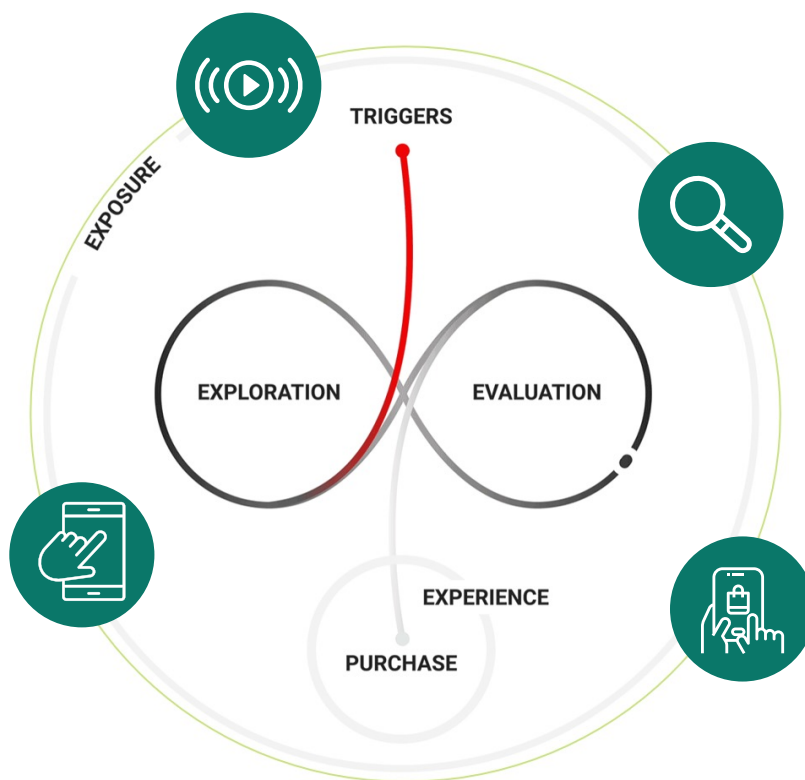


The way forward is **an integrated media strategy** - one that spans both established and emerging channels.



Media has exploded

But **how we search** is just one part of a much bigger shift. AI-driven discovery, endless content, and platform proliferation are transforming **how people find solutions, scroll** for inspiration, **stream** culturally engaging content, and **shop** seamlessly across channels.

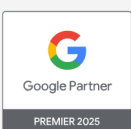


Google Source: [Google 'messy middle'](#)

From **Google's Messy Middle** framework, which reflects 24/7 media exposure, to the **4S behaviours*** identified by Google and BCG, the consumer decision journey is being fundamentally reshaped.



This always-on, non-linear behaviour is blurring the lines between **exposure, exploration, evaluation,** and **experience.**



Source: * Think With Google

→ Attention is scarce

Declining attention spans reflect a growing tendency to skip content and ads that fail to spark interest.



This behaviour is driven by two key forces:

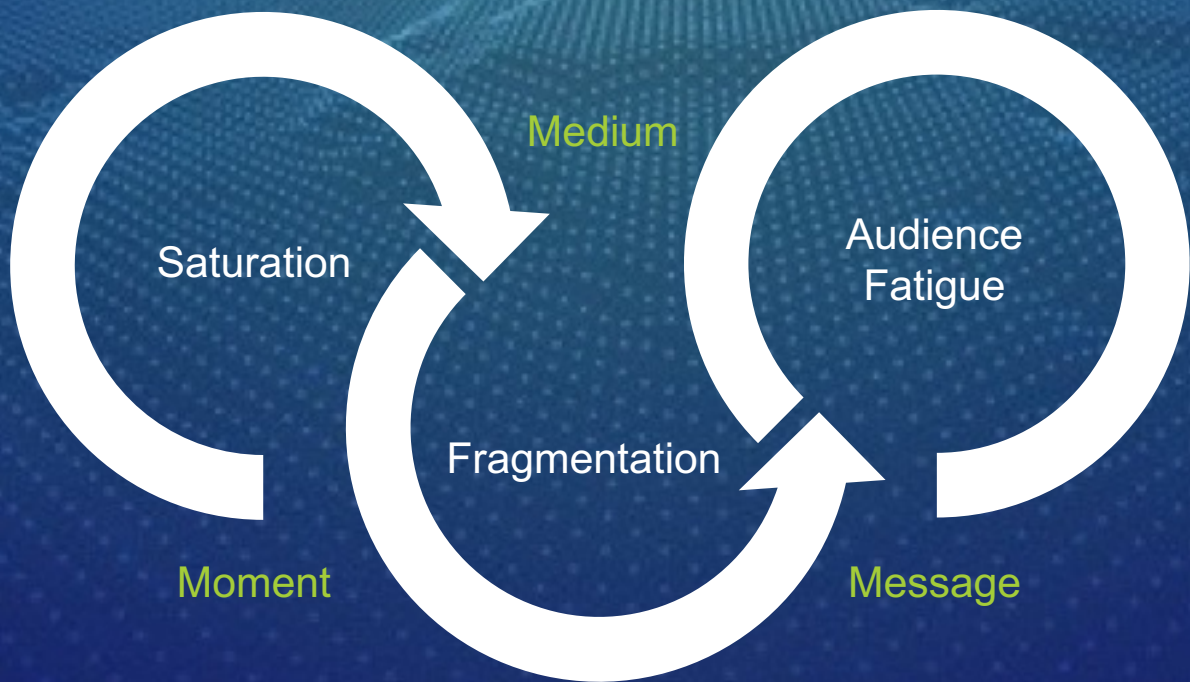
- 1** The constant emergence of new platforms fragmenting our time and focus
- 2** The overwhelming volume of advertising making audiences more selective than ever



Attention
is scarce



So, how can a brand earn attention in a high-noise, low-attention environment?



In an age of AI-curated content and fragmented attention, aligning **MESSAGE, MEDIUM, and MOMENT** is key to **MEANINGFUL** impact.

→ Attention is scarce

This alignment starts with a two-part strategy focused on resonance and relevance.



1 Lead with deep audience understanding

Know what truly matters to your audiences, buyers, and advocates.

By gaining insights into what they're actively searching for, what they deeply value, and what they consciously avoid, we can create advertising that genuinely earns their attention.



→ Attention is scarce

This alignment starts with a two-part strategy focused on resonance and relevance.



2 Adopt a platform-first mindset

Understand why **people** are on each platform and what they're hoping to achieve. When content fits the context, it stops interrupting and starts adding value.

Relevance comes from empathy and from respecting the reason our audience is visiting the channel in the first place.





2

+



3

Brands can build deeper connections with their audiences by understanding and genuinely responding to their evolving, non-linear journeys with relevant, valued interactions.



To thrive in the face of ongoing change, marketers need to adapt by responding to these dynamic consumer paths, as encapsulated in the latest BCG and **Google's 4S framework**.



Deliver a seamless, consistent shopping experience across channels, enabling easy conversion at any moment.



Use AI to create engaging, personalised content that strengthens connections across video and audio platforms.

Optimise for context-aware search that provides timely, expert answers aligned with user intent.

Map key consumer journeys to deliver timely, relevant content that captures attention.



Source: [Google & BCG 4S behaviors](#)

4



Evolved measurement

Measurement is not an afterthought; it's a foundation of every **successful campaign**.



At **iLEAD *et al***, we start with an actionable, aligned strategy that reflects campaign goals and considers how content performs across diverse channels.



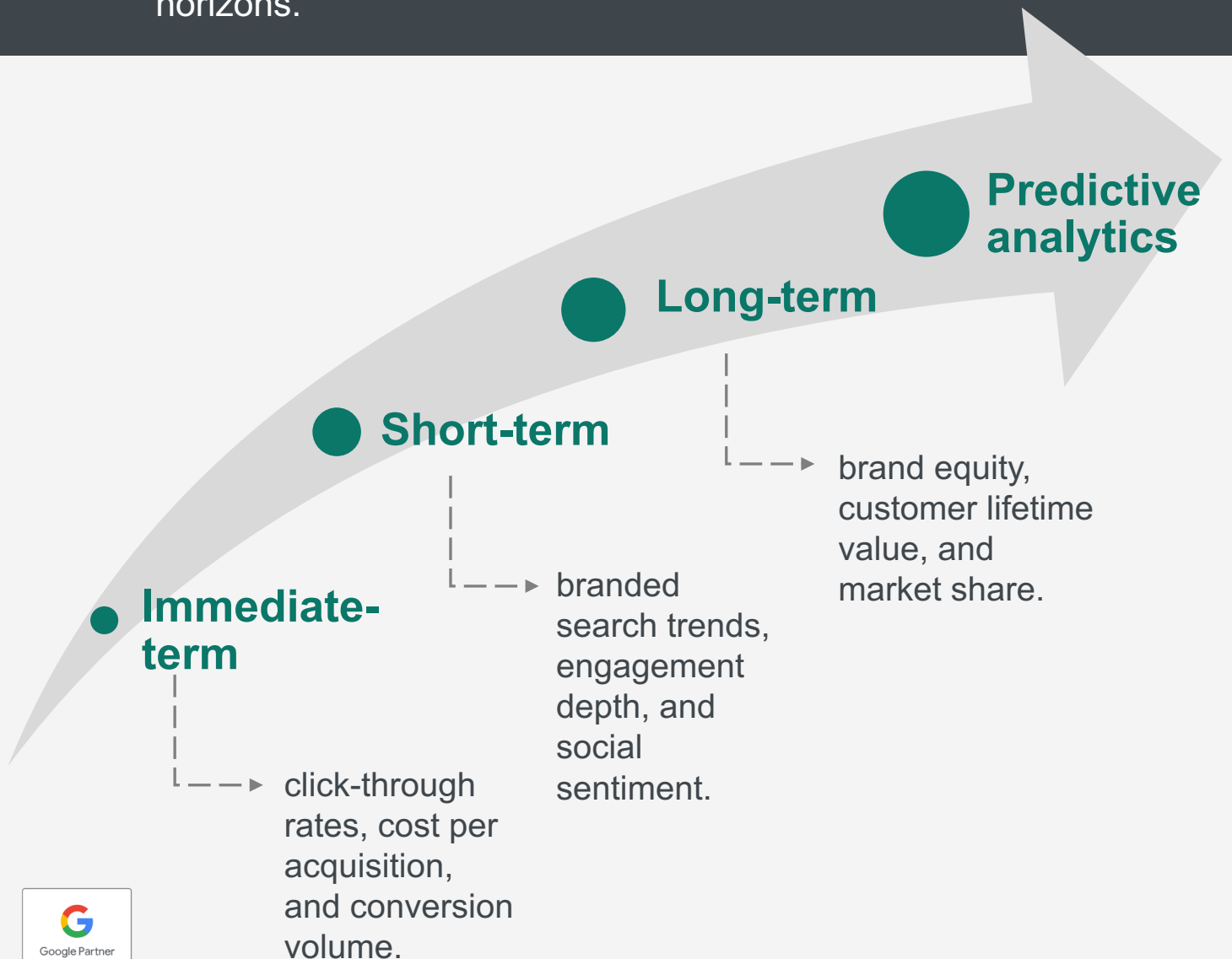


Evolved measurement

Measurement in the AI age is not just about what happened. It is about what is happening and what is likely to happen next.



iLEAD *et al* builds measurement strategies from the outset. Our interactive, live dashboards offer a transparent view of campaign performance, facilitating continuous optimisation across multiple horizons.



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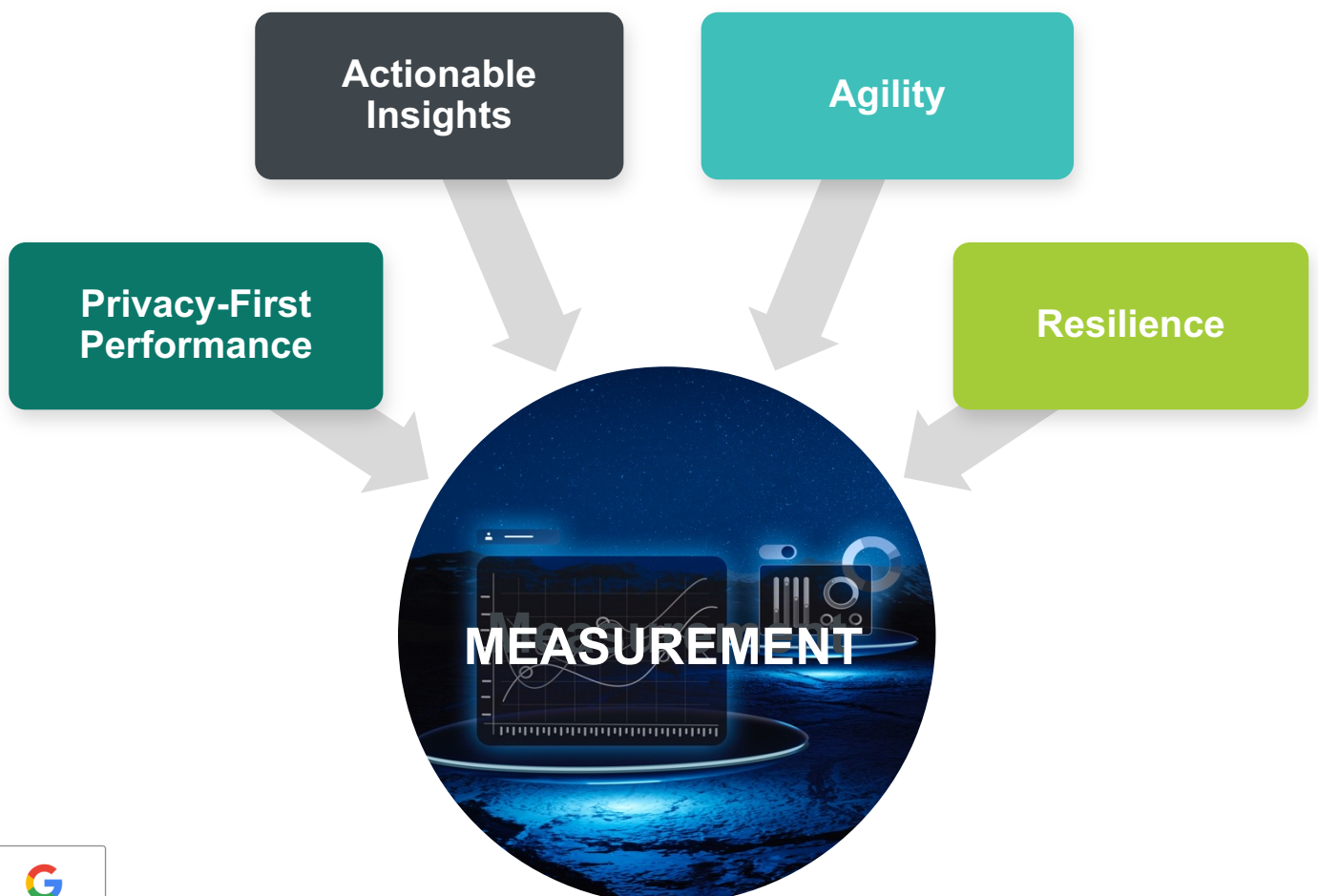


Evolved measurement

First-party data is your most powerful advantage.



This is how we at **iLEAD *et al*** fuel integrated user journey measurement: by connecting signals for deeper insight, smarter decisions, and trusted, personalised experiences.





Evolved **measurement**

Connecting Measurement in a fragmented world: For deeper **brand-consumer relationships**



To truly **connect with people** as they scroll, stream, search, and shop, brands must move beyond isolated metrics. This requires a smarter, privacy-first strategy, **powered by first-party data and AI.**

Scroll

Discovery & Engagement

Use your own data to serve content that resonates in the moment. Measure engagement to refine creative and expand reach with real relevance.

Search

Intent-Driven Exploration

Tap into search behaviours to answer real questions. Align content and campaigns to user intent, driving performance where it matters.

Adapted from: Think With Google and BCG

Stream

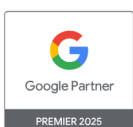
Video & Audio Consumption

First-party signals unlock more meaningful recommendations. Track view-through and completion to strengthen stories and deepen connection.

Shop

Seamless Purchase Experience

First-party data bridges the journey from discovery to conversion. Track ROAS and conversions to create a frictionless, high-value shopping experience.





BONUS

In an expanding media landscape, relevance is everything. And relevance starts with **RESONANCE** - **cultural**, **emotional**, and **contextual**.

Commercially successful brands earn attention by aligning three forces:

- Customer needs and expectations
- Brand purpose and promise
- Cultural Zeitgeist and evolving societal values



They know that **relationships are built on value exchanges**, where marketers earn people's trust - not demand it.



In the **age of AI** disruptions, even our **products may face a short shelf life**. But the **BRAND** holds a different kind of **value**. It's a strategic asset that signifies **meaning, quality, and trust**. Built for **endurance and dynamic reinvention**, it evolves with **CUSTOMERS'** needs, wants, and **behaviours**.

THANK YOU



Let's grow together!



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