

# **Attributes of Intelligent Advertising: An Evolutionary Perspective**

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## **Abstract**

This paper explored the attributes of intelligent advertising, a generic term for various forms of brand communication enabled by generative AI technologies. After reviewing the evolution of digital advertising from interactive advertising to programmatic advertising to intelligent advertising, it argued that a newer phase always retains the most valuable attributes of a previous phase while adding new attributes. Thus, the key attributes of intelligent advertising are interactivity, automation, and generativity. The paper further examined the role of generative AI in transforming the advertising profession and raised some issues for future research about digital advertising in the age of AI.

**Keywords:** generative AI, digital advertising, interactive advertising, programmatic advertising, intelligent advertising