

Why do You see this ad: The role of AI in personalisation

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ABSTRACT

The implementation of Artificial Intelligence (AI) and algorithmic inferences boosted advertising effectiveness but raised concerns about AI transparency and fairness. Consumers privacy and trust in modern ad technologies is also under question, and thus, inviting remediation of existing theories and reshaping of conceptualisation. The current study addresses these challenges, with the aim to provide understanding of AI advertising ecosystem. Based on profound literature audit, we propose a holistic framework to redefine advertising industry by incorporating core principles and properties of explainable AI systems. Mastering algorithmic accuracy and fairness, it is hoped to lift transparency and explainability, and therefore, trust in advertising that employs new generative AI (GenAI) models for efficient targeting and personalisation.

Keywords: Artificial intelligence, algorithmic recommendation, programmatic ads, personalisation