Future Forward

A SERIES OF MARKETING PREDICTIONS **FOR 2025**

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Artificial intelligence (AI) is poised to significantly enhance personalization in 2025, delivering highly tailored experiences across various sectors.

By analyzing vast amounts of customer data and utilizing real-time insights, AI is making it possible to craft highly personalized marketing strategies that were previously out of reach. Media platforms and generative AI tools are advancing personalization through two complementary forces: pushing tailored experiences directly to users and allowing users to pull personalized content that meets their unique preferences.

Media platforms: Pushing personalization

In 2024, 57% of ad buyers were already using AI products from platforms for media buys, including Google Performance Max, Meta Advantage+, Microsoft Performance Max, Amazon's Performance+, Pinterest's Performance+, LinkedIn's Accelerate, and TikTok's Smart+. In 2025, media platforms will continue this trend, leveraging AI in transformative ways to deliver hyper-personalized content and ads that adapt dynamically to user behaviors and preferences. This is being achieved through advancements in three core areas:

Enhancing Content Recommendations: AI will predict not just current user interests but future preferences, enabling platforms to curate content that feels both timely and intuitive. Platforms like YouTube and Netflix already excel here, but 2025 will bring even deeper insights, including mood-based and contextual recommendations that align with nuanced user needs.

Delivering Dynamic Advertising: Advertisements will no longer feel static. AI will adjust messaging in real time, accounting for a user's immediate context—such as their location, time of day, or even device usage patterns to deliver highly relevant experiences.

Creating Interactive Experiences: AI will enable truly adaptive content that evolves based on user interactions. This includes gamified ads, live content personalization, and experiences that feel uniquely tailored at every touchpoint.

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According to Forbes, [81% of customers](#) prefer brands that provide personalized experiences, a figure that is expected to grow as these innovations take hold. These advances in push personalization will redefine engagement and loyalty, making every interaction feel more meaningful and relevant to the individual.

Generative AI: Pulling Personalization

On the other hand, generative AI platforms like Claude, Gemini, Perplexity, Grok, LLama, and ChatGPT will empower users to actively pull personalization toward themselves. Instead of relying solely on platforms to deliver tailored experiences, users will take control of personalization through AI-powered tools.

User-initiated Personalization

AI will allow users to tailor experiences to their exact needs. For instance, customers can query SearchGPT for travel recommendations based on specific preferences, creating a completely customized journey.

Conversational AI with SearchGPT

Users will move away from generic search results, receiving personalized insights and recommendations that adapt dynamically to their input.

Customized Content Creation

Generative AI will enable users to craft content—whether marketing copy, social media posts, or even videos—that aligns perfectly with their personal style and preferences.

This shift puts more power in the hands of consumers, fostering a deeper sense of connection and satisfaction.

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"The combination of media platforms pushing personalization and users pulling it will create a dynamic synergy, leading to enhanced engagement and richer data that fuels even more personalization."

Alex **Porszt**
Associate Director,
Media, DAC

The synergy between push and pull personalization

The real magic of 2025 lies in the synergy between platforms pushing personalization to users and users actively pulling it to shape experiences that meet their unique needs. This dynamic interaction will create richer datasets and better feedback loops, enabling even more precise personalization. For businesses, this means unprecedented opportunities to connect meaningfully with their audiences by harnessing both approaches in tandem.

DAC's role in driving personalization excellence

At DAC, we've been at the forefront of AI-driven personalization, helping clients leverage advanced platforms to create meaningful, tailored experiences. As one of the first enterprise-level OpenAI partners, DAC is uniquely positioned to provide personalized solutions that help brands thrive in this evolving landscape. Our strategies are designed to:

• **Align with client goals and audience needs**
• **Leverage the latest AI technologies to boost engagement**
• **Prioritize compliance and responsible data practices at every step**

As AI continues to evolve, businesses that embrace the dual power of push and pull personalization will thrive.

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In 2025, brands excelling in content distribution will dominate discovery and market share

Strategic content dissemination as the key to brand visibility and growth in the coming year

In 2025, brands that optimize their presence across all discovery touchpoints —

spanning social platforms, commerce hubs, "phygital" experiences, and connected TV—will lead in market share and customer loyalty. To remain competitive, businesses must move beyond siloed strategies to create cohesive, audience-driven approaches that meet users where they search and provide seamless, value-driven experiences. Integrating high-quality, rich media across these touchpoints will be essential to delivering engaging content experiences that connect channels and drive deeper audience engagement.

<u>Optimizing across the digital ecosystem: The key to visibility</u>

Search behaviors and discovery habits are evolving rapidly, and brands that excel in 2025 will prioritize cohesive, cross-channel strategies to meet audiences where they search. Understanding the user journey—where they spend time, what questions they ask, and what formats resonate—is fundamental. Brands that deeply analyze audience behavior and tailor content accordingly will stand out as leaders in this space.

Audiences today demand value-driven, authentic experiences rather than recycled or generic content. This means leveraging each platform's unique potential. By ensuring visibility across a mix of discovery channels—such as social platforms, commerce hubs, forums, and SERP features like shopping overviews, video carousels, and FAQs—brands can create a seamless experience. Search engines prioritize providing diverse content types to meet user intent, making it essential for brands to mix formats and tailor content to different discovery points. Key discovery points include:

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1. Social Platforms:

TikTok and Instagram Reels are increasingly used for discovery, with [nearly half of Gen Z using TikTok and Instagram for search purposes](#) instead of traditional search engines.

2. Commerce Platforms:

Amazon and Google Shopping dominate product discovery. eMarketer reports that [56% of consumers](#) start their product searches on Amazon, surpassing the 42% who use search engines.

3. Local Search Optimization:

Maps, Google My Business, Google Merchant Center, and updates to the EEAT framework (Experience, Expertise, Authority, Trustworthiness) emphasize the importance of hyper-local personalization for capturing local customers and driving foot traffic.

4. Video Content:

By 2025, 82% of all consumer internet traffic will be video, according to [Cisco](#). High-quality video builds trust and positions brands as thought leaders.

5. Forums and Discussions:

Platforms like [Reddit](#) and Quora have seen a surge in user-driven discovery. Reddit's surge in search visibility demonstrates the increasing value of authentic, user-generated content in shaping AI and search algorithms.

The role of content: Driving trust and authority

Content remains the backbone of discovery, aMnd in 2025, its depth, quality, and authenticity will define success. High-quality content that fills knowledge gaps establishes topical authority and positions brands as trusted experts.

Content tailored to the user:	Audiences expect authentic and valuable content. Search engines and users alike will quickly dismiss shallow, generic material, creating an imperative for brands to prioritize substance.
Content depth and authority:	Comprehensive, well-researched content enhances visibility and builds trust. Brands that achieve topical authority will consistently outperform competitors, establishing themselves as industry leaders.

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Video Content Leadership: Video continues to grow in importance, especially on social platforms and in SERPs, where algorithms prioritize high-quality, diverse content. Video fosters trust, loyalty, and engagement while aligning with platforms' goals of delivering effective answers to user needs.

Influencer Integration: Leveraging influencers strategically across channels extends brand identity and drives awareness. When aligned with the right platforms, influencers can amplify content to propel a brand's presence across the funnel.

Content strategies must align with the unique characteristics of each channel, allowing brands to present a distinct yet cohesive voice that resonates throughout the user journey.

The rise of phygital marketing: Bridging the digital-physical divide

In 2025, customers will expect seamless transitions between digital and physical experiences. Brands embracing "phygital" marketing strategies will thrive by blending online convenience with offline accessibility.
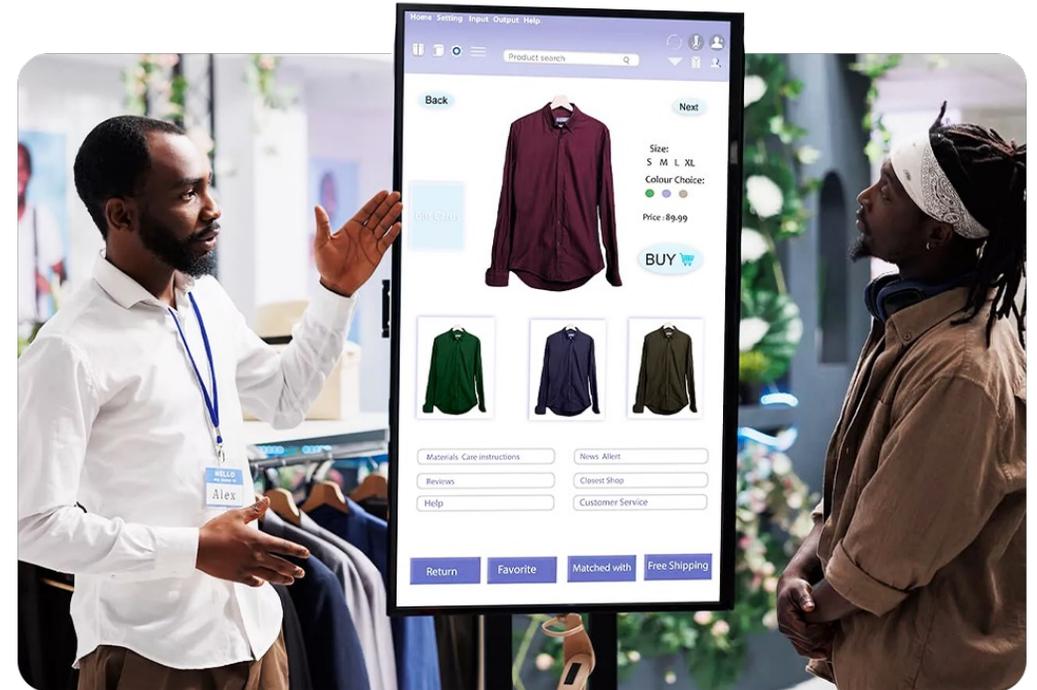
Allison Hamilton
Senior Content Strategist, DAC

"Video is versatile; it builds trust, communicates complex information in a compact format and enables you to leverage influencers to help further build trust and authority for your brand."

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Click-and-collect shopping

The integration of e-commerce with physical retail locations will continue to grow, offering consumers the convenience of browsing and purchasing online while collecting their items in-store.

In-store enhancements with digital tools

In-store enhancements powered by technology are becoming essential for engaging customers and meeting their evolving expectations. Digital tools like QR codes, augmented reality (AR), and mobile integrations are now standard components of modern retail environments.

Local personalization at scale

By tailoring messaging, offers, and customer experiences to specific locations, businesses can remain relevant and competitive in diverse markets. This includes localized messaging, hyper-targeted promotions, localized SEO and online presence, and community engagement.

DAC's role:
## Personalization
At the local level

Personalization and localization will be key in marketing in 2025. At DAC, we manage brands from enterprise to local levels, ensuring content and messaging are relevant, no matter how many locations or countries you operate in. Our solution, TotalSERP, helps brands succeed across paid, organic, and local search, which is why DAC was recognized as the 2024 Integrated Agency of the Year by the US Agency Awards.

By taking a holistic approach to visibility, DAC helps brands navigate the complexities of cross-channel engagement while prioritizing the needs and expectations of today's savvy consumers. Beyond TotalSERP, DAC's expertise in video production, social strategies, and influencer partnerships empowers brands to create impactful, cohesive campaigns that resonate across all platforms.

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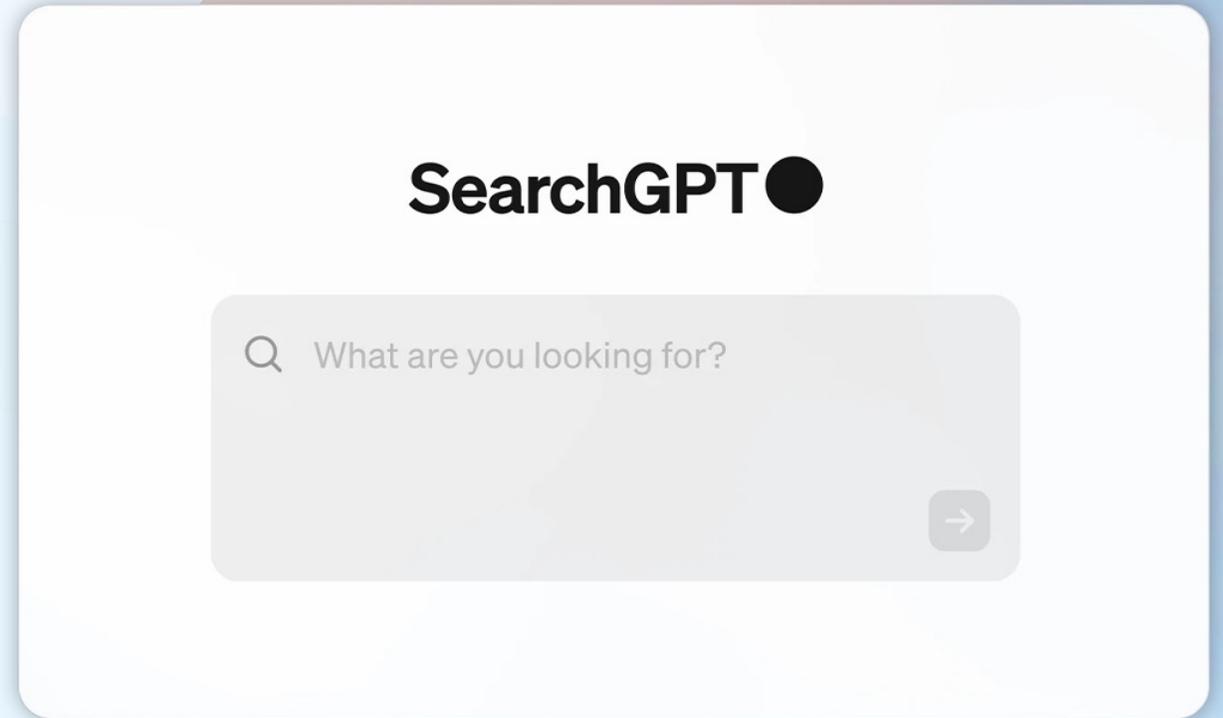
In 2025, [SearchGPT](#) is poised to disrupt the search landscape, challenging Google's dominance and redefining how users interact with search engines.

This evolution represents a major shift, moving away from traditional link-based results and toward more conversational, nuanced, and interactive experiences.

Reimagining the search experience

SearchGPT represents a new paradigm, offering dynamic, conversational insights instead of static search results. Here's what we can expect:

Reviews and Ratings: Traditional star ratings and reviews may become less critical as conversational AI provides detailed, nuanced insights tailored to individual preferences. Instead of aggregating average ratings, users might receive a personalized summary of opinions, balancing positive and negative feedback to help inform decisions.

Visual and interactive results: The visual experience of search will evolve, with interactive elements like cards, sliders, and live updates replacing static links and maps. A user searching for "best Italian restaurants nearby" might see an interactive map combined with tailored conversational descriptions, menu highlights, and availability.

Broader data sources: SearchGPT's ability to pull data from diverse contexts—beyond websites and business listings—will provide a richer, more holistic perspective. This will enhance its utility for users seeking comprehensive, context-aware answers.

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Impact on paid search

As SearchGPT gains traction, its effect on paid search will be profound.

1. **Decline in traditional search ad clicks:**
   If SearchGPT provides tailored, conversational answers that address user intent, it could reduce reliance on traditional search ads and their click volumes. Conversational AI adoption in marketing is expected to [grow by 25% in 2025](#), reflecting a shift in how brands engage with AI-driven platforms.

2. **Conversational ad integrations:**
   Platforms like Perplexity have already begun experimenting with ads; if SearchGPT follows suit, advertisers must adapt to conversational ad formats. Brands must ensure their messaging aligns with AI responses, prioritizing context and personalization over generic ad placements.

3. **New roles for paid search:**
   Paid search will evolve into a tool for fueling AI-driven personalization within conversational ecosystems. Marketers will focus on embedding their brand seamlessly into AI-generated results rather than relying solely on traditional keyword strategies.

"I believe advertisers will need to shift their mindset; instead of simply presenting what they're advertising, they'll need to create formats that are far more conversational."

Melis **Ciner**
Associate VP,
Digital Media, DAC

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Impact on analytics and measurement

The rise of SearchGPT will bring fundamental changes to how search performance is measured and analyzed.

1. **Shift from rankings to inclusion:**
   Metrics like impressions and rankings will give way to new signals such as inclusion in AI-driven responses, engagement depth, and tonality. A brand's inclusion in a conversational AI response will carry more weight than its rank on a traditional SERP.

2. **Emerging metrics:**
   Quality, intent, and interaction depth will become key metrics as businesses seek to understand user engagement within AI ecosystems. Tracking user behavior through auto-tagged links and monitoring conversational engagement will provide actionable insights.

3. **Evolution of attribution models:**
   AI-driven journeys require updated attribution models to track user paths across conversational interactions and beyond. Marketers will need robust tools to maintain visibility and optimize campaigns within this new ecosystem.

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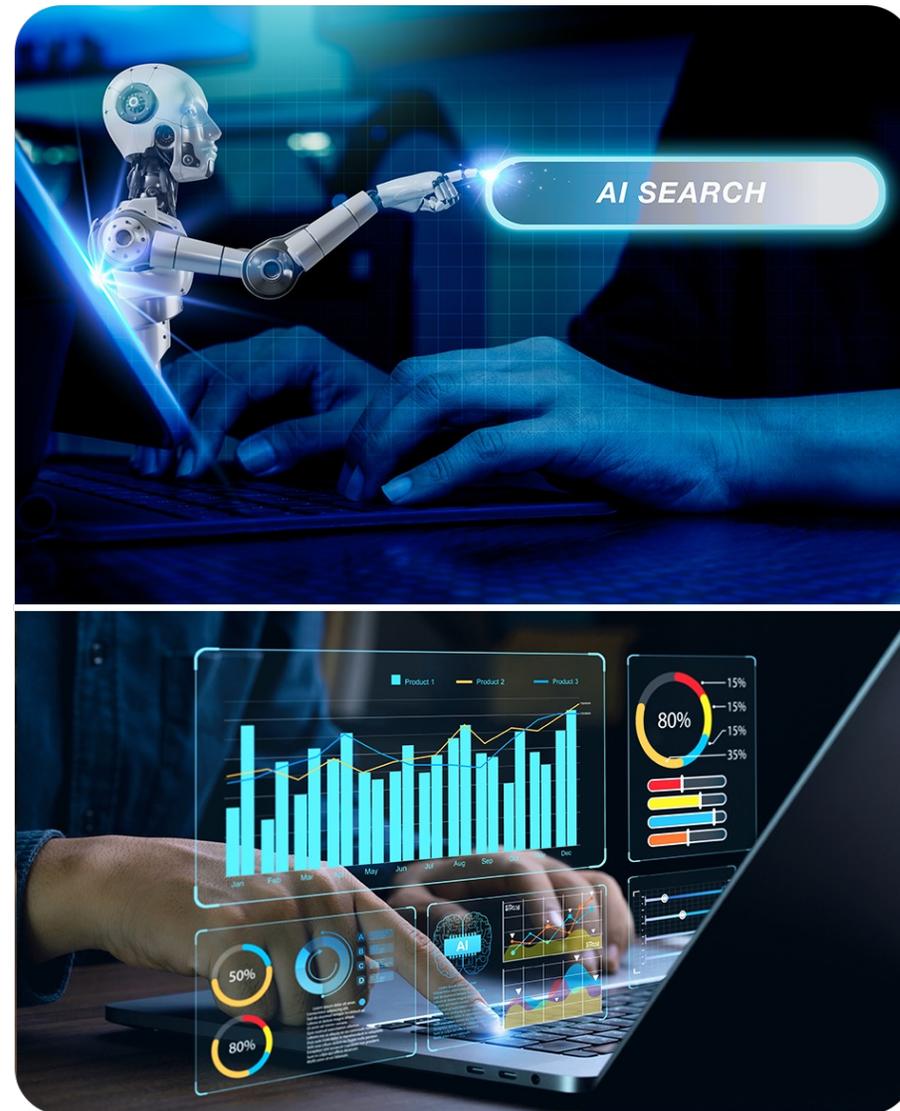
Navigating the new search landscape

This transition marks the beginning of a search environment driven more by intelligence than algorithms. Brands that adapt to these changes will find new opportunities to connect with their audiences in personalized and meaningful ways.

1. **Adapting to conversational contexts:**
   Businesses must ensure that their messaging and content align with the dynamic nature of AI-generated responses.

2. **Staying ahead with analytics:**
   With attribution and measurement evolving, brands need advanced tools and methodologies to extract actionable insights.

3. **Driving integration:**
   Paid and organic strategies must work in harmony to secure visibility in this new landscape.

DAC's role: Staying ahead of search

At DAC, we are at the forefront of this transformation, helping businesses navigate the evolving search environment with confidence. We design strategies that align with AI-driven platforms, ensuring that brands remain visible and competitive in a conversational search ecosystem. Our cutting-edge tools provide actionable insights into user interactions, helping brands optimize their presence in AI-driven search.

As search shifts from algorithms to intelligence, DAC helps clients adapt quickly, maintaining relevance and leadership in this changing landscape. With our expertise and forward-thinking approach, DAC is uniquely positioned to guide businesses through the rise of conversational AI and beyond.

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About DAC

Founded in 1972, DAC is an international leader in full-funnel media, mastering the art of media application from enterprise to local. As a digital-first agency with expertise across the entire media landscape, we ensure that our clients stay ahead of the curve with innovative solutions that drive success.

We thrive in the evolving media environment, building on our core strengths while continuously seeking new, groundbreaking methods to serve our clients better. We help brands gain awareness and achieve performance both globally and locally through our comprehensive range of services, including paid media, SEO, content strategy, local presence management, reputation management, and data analytics. Our team of high-quality, knowledgeable professionals works in an integrated environment, leveraging unique expertise and technology to deliver powerful outcomes.

At DAC, we partner with you to achieve exceptional success, driven by our dedication to your goals.

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