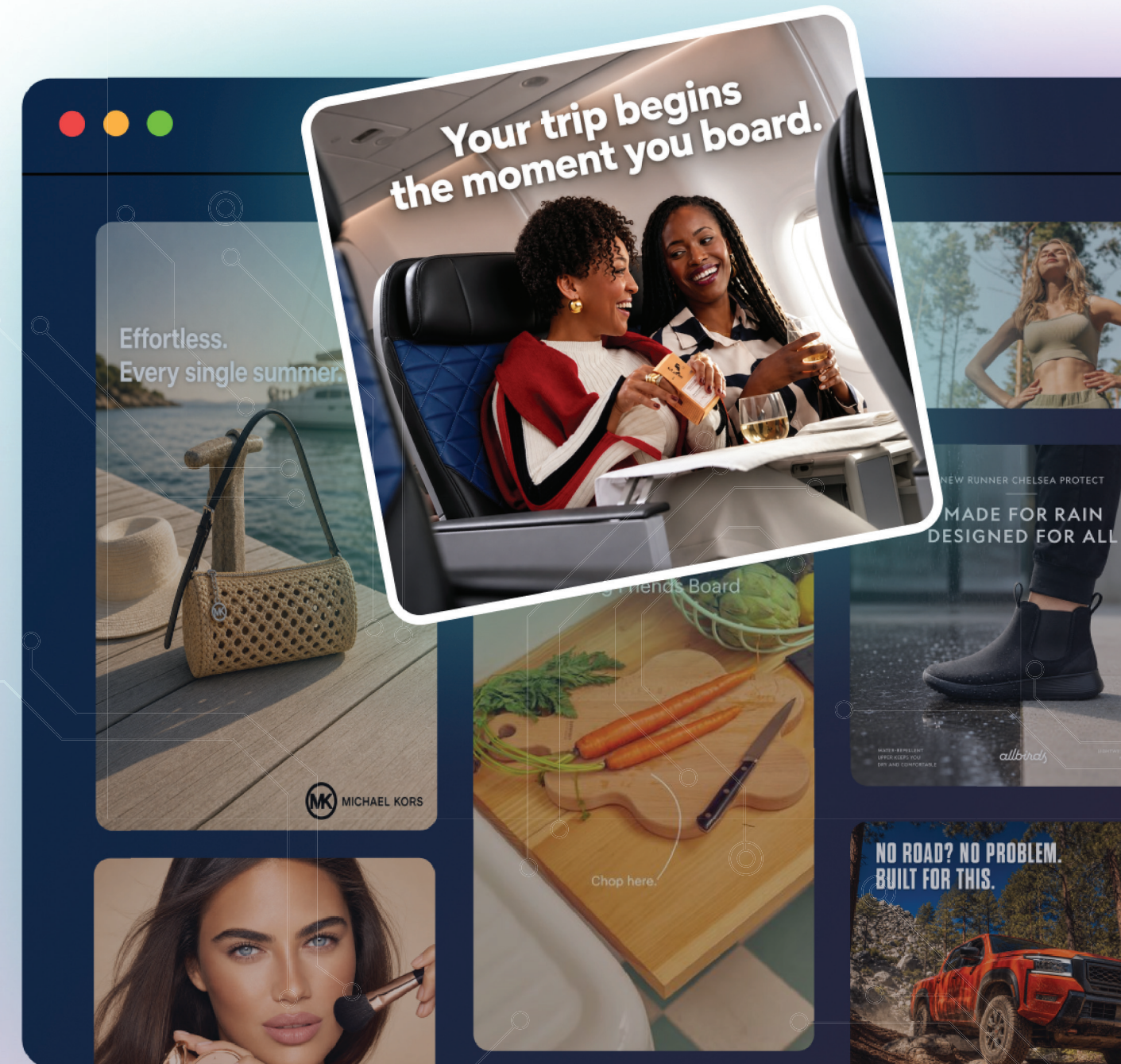


The AI Ad Debate

New Consumer Research on AI-Generated Advertising, Trust, Relevance and the Ad Experience

the **COOL** company



Consumers Think They Can Spot AI. Most Can't

COOL^{AI}

AI-generated advertising has crossed a threshold. The creative is getting more sophisticated, while the line between human and AI-generated work is getting harder to identify.

The COOL Company put that assumption to the test, surveying more than 500 U.S. consumers and challenging them to identify one AI-generated ad among nine created by humans. In addition to examining their ability to identify AI-generated advertising, they also uncovered attitudes toward its use, and what they value most from the ad experience.



83% failed to identify
the AI-generated ad

1 in 3 who got it right said
they were guessing

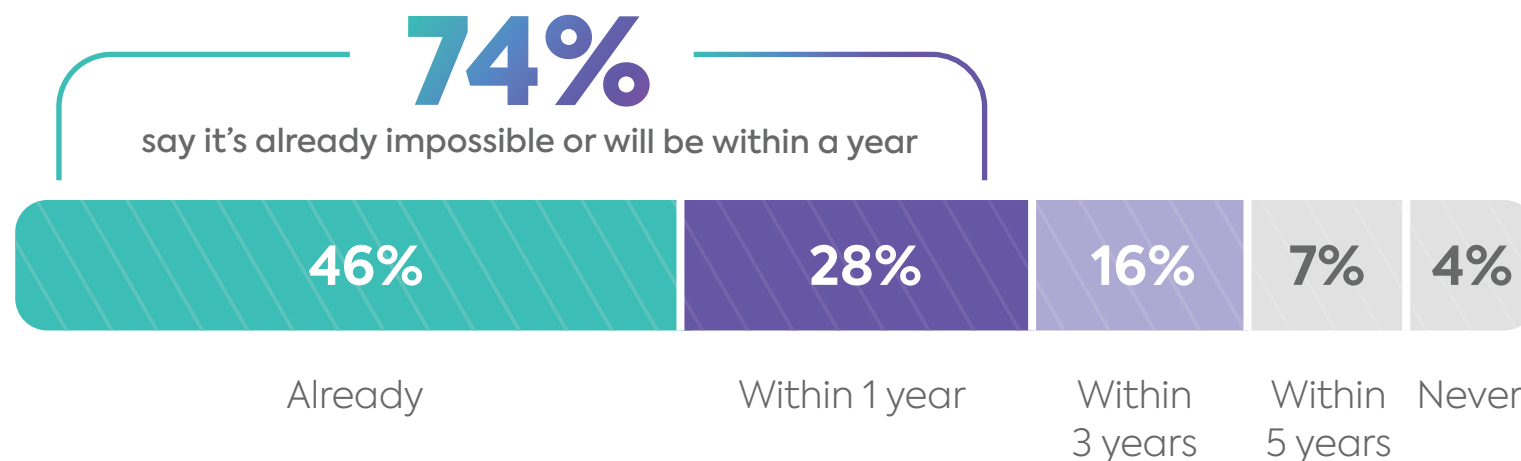
The Line Between Human and AI Is Disappearing

COOL^{AI}

The Challenge Shook Consumers' Confidence

Before taking the challenge, 48% of consumers said they were extremely or somewhat confident they could identify an AI-generated ad. After taking it, just 32% felt the same way. Meanwhile, those who said they were not confident rose from 26% to 43%.

Most consumers expect that distinction to disappear. Nearly three-quarters (74%) believe AI-generated advertising is either already impossible to distinguish from human-created advertising or will be within a year.



AI May Divide Consumers.

COOL^{AI}

Relevance Doesn't

Consumer attitudes toward AI and brand trust are divided.

40% said knowing an ad was AI-generated would decrease their trust in the brand. An equal 40% said it would make no difference, while 20% said it would increase their trust.

But when consumers were forced to choose what matters more, the debate became much clearer.

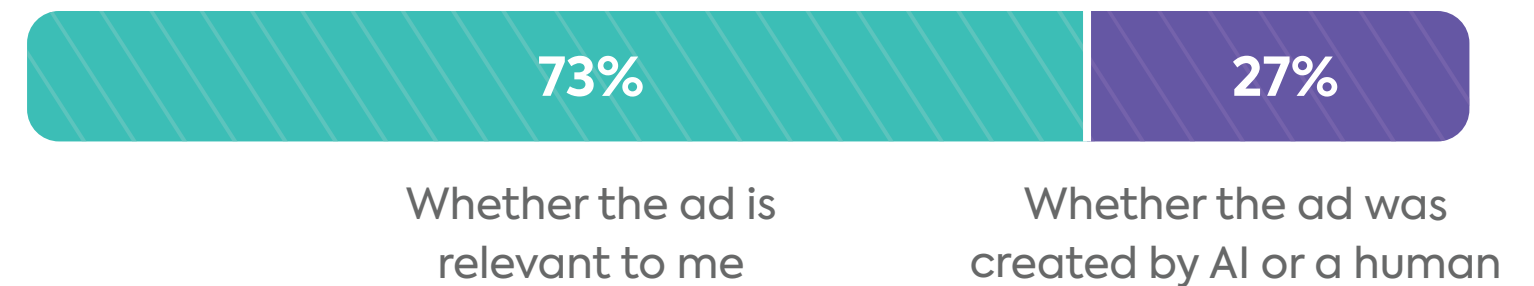
More than half of consumers (56%) said they care whether an ad was created by AI or a human. But when asked what matters more, 73% chose relevance. Just 27% chose whether the ad was created by AI or a human.

Consumers care who made the ad, but relevance matters more.

How AI-Generated Ads Affect Brand Trust



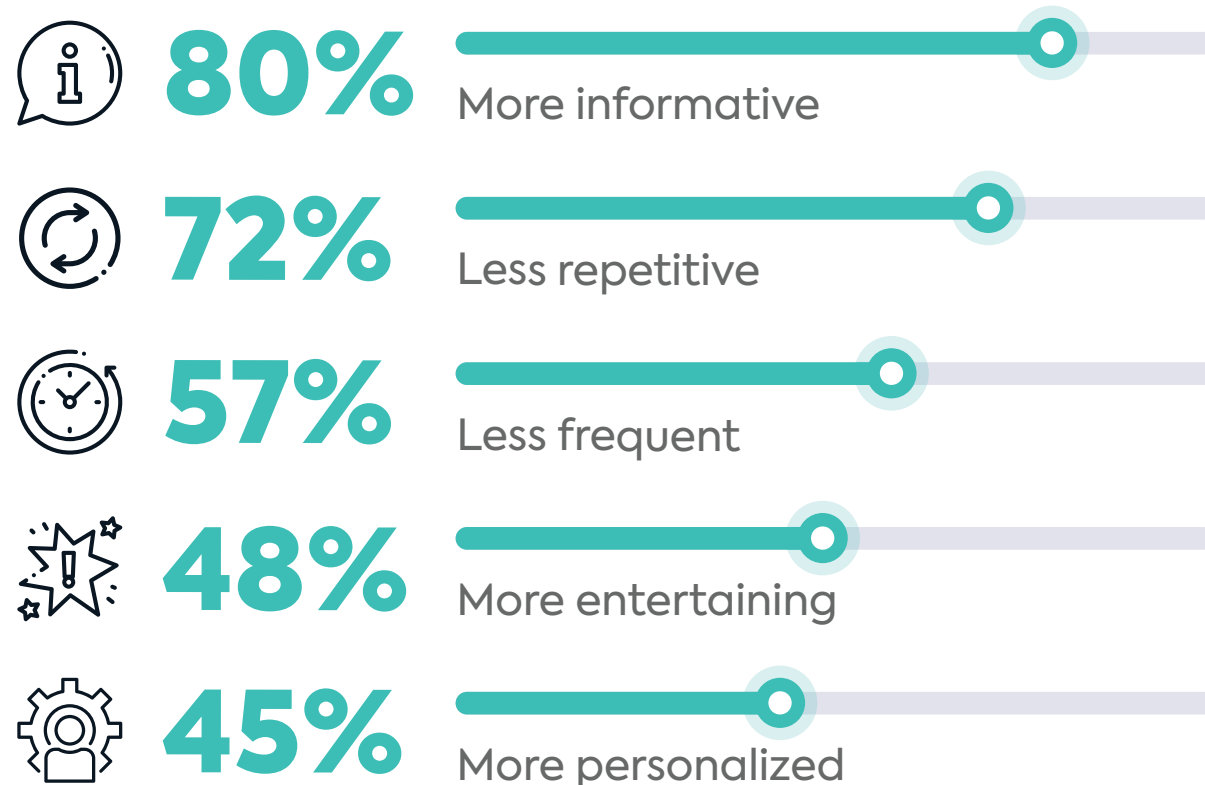
What Matters More To Consumers?



Consumers Don't Want More Advertising. They Want Better Advertising

COOL^{AI}

Consumers want advertising to be more useful, with less repetition and fewer unnecessary impressions.



Delivering that experience requires more than generating better creative.

Every impression is shaped by a series of decisions: what message to deliver, to whom, where, when, how often and at what cost. And as audiences respond and performance changes, those decisions need to change with them.

That's where AI has fundamentally changed advertising.

Instead of waiting for teams to analyze signals and manually adjust campaigns, AI can learn, adapt and act continuously—making thousands of decisions across creative, audiences, bids, budgets and media in real time.

**The opportunity isn't simply to make ads with AI.
It's to run advertising on AI.**

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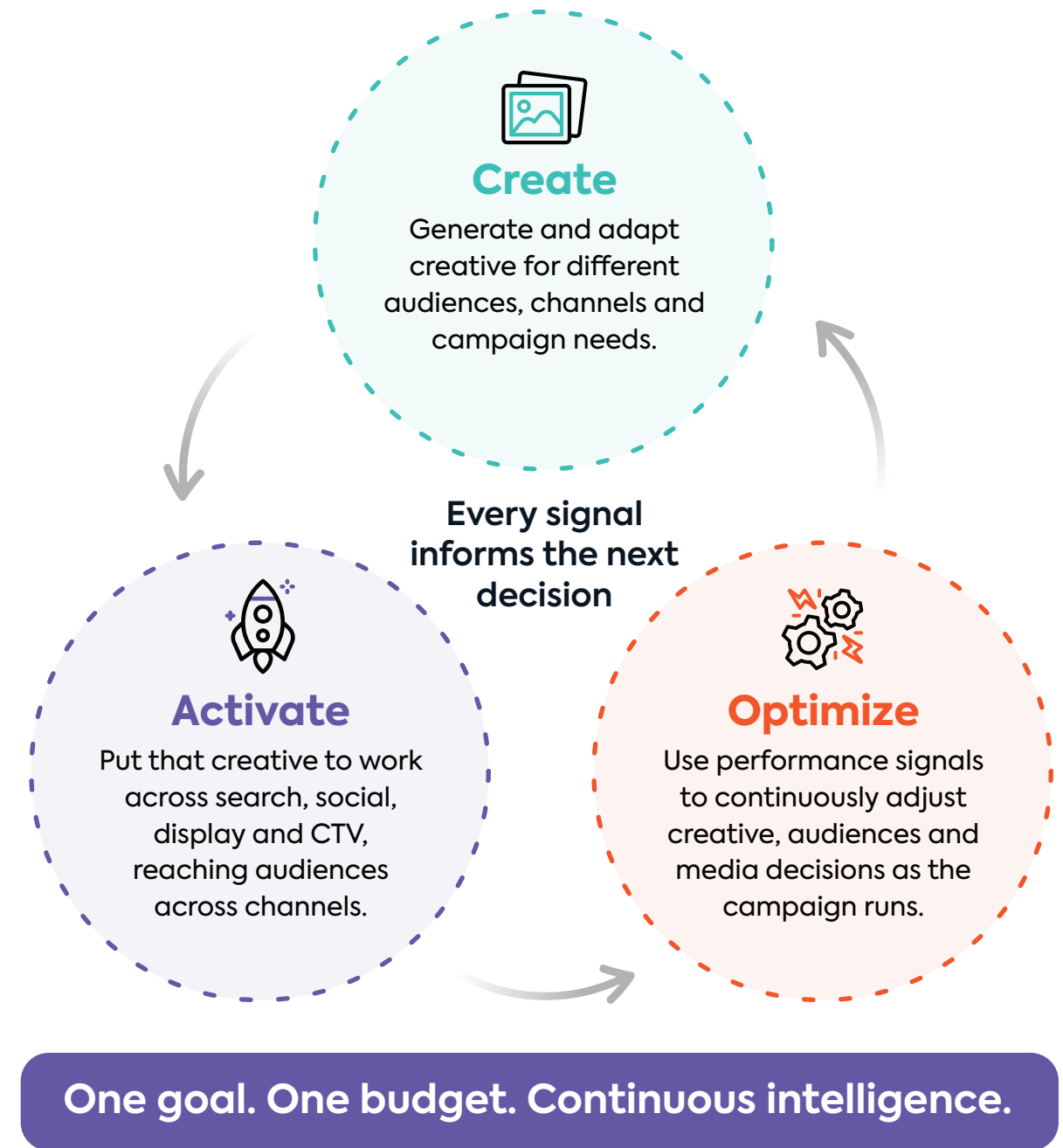
From AI-Generated Ads to AI-Powered Advertising

COOL^{AI}

The [COOL AI Challenge](#)  shows how far AI-generated advertising has come. But creating an ad is only part of the equation. The bigger opportunity is using AI to make **the entire advertising experience—and every decision behind it—better.**

Consumers are clear about what they want: more relevance, useful information, personalization, less repetition and fewer wasted impressions. Delivering that requires more than better creative. It requires continuously learning what works and acting on those signals as campaigns run. That's where COOL AI changes the game.

Give COOL AI a goal and a budget. It creates on-brand variations, activates campaigns across search, social, display and video, and continuously learns what performs. Thousands of real-time decisions across creative, audiences, bids, budgets and media move investment toward the strongest-performing opportunities at the lowest cost.



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The AI Advantage Is Here

COOLAI

The debate is no longer whether AI belongs in advertising. The opportunity is how far marketers are willing to take it.

Create smarter. Move faster. Optimize continuously. Advertising can now move at a speed and scale no human team can replicate manually.

C

COOLAI

ShareGenerateUploadBuild CampaignAgency My Brand

Campaign: AllChannel: AllPlatform: AllSize: AllFormat: AllApply Filters

Social

Display

Creative Score

9.1/10

Performance 8.7

DSP Demand 0.84

Viewability 0.98

Expected CTR 0.56%

CPM Index 1.77

Order Custom Window Treatments

1080x1080 9.1

30% OFF Window Shades

1080x1080 8.3

10% OFF Roller Shades

1080x1080 7.9

1,000s of Fabric Options

1080x1080 7.5

Custom Window Treatments

Get A Quote

30% OFF Window Shades

Order Today

30% OFF Window Shades

Order Today

Custom Window Treatments

Order Today

Custom Window Treatments

Order Today

AI OPTIMIZATIONS

8,951 last 7 days

Conversion Tracking

New conversion (6,349 total)

Conversion action: Website visit

Ad Group Rotation

Redistributing budget for 3 ad groups

Reallocating budget share to "30% OFF Window Shades" which is generating the best engagement.

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What **AI-Powered Advertising** Looks Like in Practice

Thousands of small decisions.
Measurable performance gains.

Ethos Veterinary Health, part of National Veterinary Associates, had spent years manually optimizing its campaigns. The question wasn't whether AI could automate that work. It was whether COOL AI could improve on an approach that was already performing well.

In a controlled head-to-head comparison, COOL AI was layered into active campaigns and began continuously optimizing creative, bids, budgets, targeting, keywords, geography, and more. Over three weeks, the system made 8,600+ campaign changes, learning from performance and adjusting as the campaign ran.



The Results

+267% ↑

Phone leads

+289% ↑

Booked appointments

26% ↓

Lower CPA

2.6x

Geographic reach

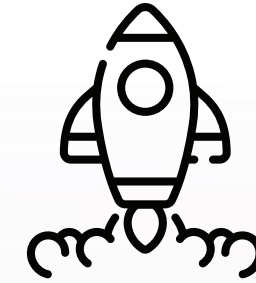
COOL AI outperformed the existing approach across every major performance metric, while also improving measures of lead quality and engagement. Thousands of small decisions. Measurable performance gains.



The COOL Company is a leader in AI-driven advertising technology, unifying creative automation, media activation and attribution intelligence for brands, agencies and publishers.

Its proprietary AI advertising platform, **COOL AI**, turns these capabilities into one continuously learning performance engine. Give COOL AI a goal and a budget, and it creates on-brand variations, activates across search, social, display and video, and makes thousands of real-time decisions across creative, audiences, bids, budgets and media—continuously moving investment toward what performs best.

Today, The COOL Company powers digital advertising across 10+ markets, activating billions of impressions annually and running high-performance hyperlocal, regional and multi-market campaigns across industries.



To get started with a COOL AI pilot, get in touch here:

<https://www.coolmedia.ai>

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