



# *The Marketer's AI Holiday Gift Guide*

**Everything Marketers Want  
This Holiday Season And How  
Agentic AI Can Help Deliver It**

|                                                           |    |
|-----------------------------------------------------------|----|
| Opening Gift Note .....                                   | 2  |
| Executive Introduction: “A New Kind Of Holiday Rush”..... | 3  |
| AI Joins The Holiday Journey .....                        | 4  |
| What Marketers Really Want .....                          | 6  |
| The Gift Of Time .....                                    | 8  |
| The Gift Of Clarity .....                                 | 12 |
| The Gift Of Better Creative .....                         | 15 |
| The Gift Of Smarter Decisions .....                       | 18 |
| The Gift Of Better ROI .....                              | 21 |
| The Gift Of Confidence .....                              | 24 |
| Meet NIVO .....                                           | 27 |
| Agentic AI Holiday Checklist .....                        | 30 |
| The Greatest Gift .....                                   | 33 |





*Dear Modern Marketer*

*This year, you asked for fewer spreadsheets, faster answers, better creative, smarter decisions, and stronger returns. Plus, enough time to enjoy the holidays.*

*Good news:  
Agentic AI is beginning to deliver.  
Let's unwrap what's possible ...*

*FROM: The Future  
of Advertising*

# A NEW KIND OF HOLIDAY RUSH

For marketers, the holiday season has always compressed a year's worth of pressure into a few critical weeks. More campaigns, more creative, and more competition, and more performance signals to interpret with less time to act on them.

Now another force is reshaping that familiar rush. AI is evolving from a tool marketers occasionally consult into an active participant in advertising workflows. Emerging agents can help teams understand what's happening, identify what deserves attention, recommend what to do next, and help move approved actions forward across connected systems.

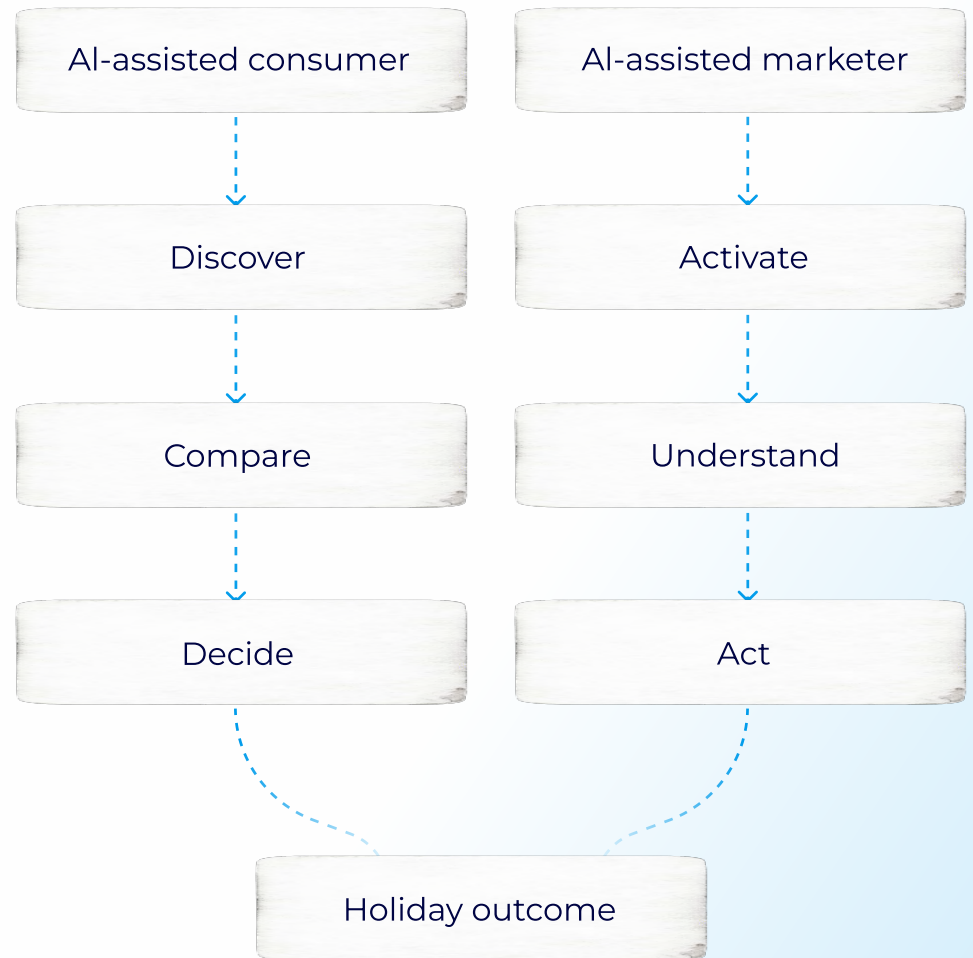
Consumers are changing, too. AI-powered discovery, comparison, and recommendation experiences are beginning to influence how people research products and make decisions. The path to purchase is becoming more conversational, dynamic, and difficult to predict. For marketing leaders, the question is no longer simply whether to use AI. It's how to put AI to work in ways that create real business value while preserving human judgment, creative quality, transparency, and control.

The organizations best prepared for the holiday season won't necessarily be those using the most AI. They'll be the ones using it most meaningfully: reducing friction, connecting intelligence to action, improving decisions, and giving their people greater capacity to focus on what humans do best. That's the promise of holiday advertising in the agentic AI era.



# AI IS RESHAPING BOTH SIDES *OF THE* *HOLIDAY* *JOURNEY*

*Consumers Are Using AI to Navigate  
More Choices. Marketers Are Using  
AI to Navigate More Complexity.*



## The *AI-ASSISTED* Consumer

Instead of moving through a predictable sequence of searches, websites, and product pages, shoppers can increasingly ask AI for help throughout the decision process.

### **An AI-assisted shopper might:**

- Express a need: “I need a gift for someone who loves cooking.”
- Discover possibilities: Receive product ideas based on interests, wants, or constraints.
- Refine the choices: Compare prices, features, availability, reviews, and suitability.
- Evaluate recommendations: Ask follow-up questions and narrow the options.
- Move toward purchase: Select a product, retailer, or next action.

### **Key shift**

Discovery becomes more conversational, personalized, and fluid.

## The *AI-ASSISTED* Marketer

Marketers are also beginning to engage with AI in more dynamic ways. Not simply to generate content, but to understand what’s happening, determine what matters, and decide what to do next.

### **An AI-assisted marketer might:**

- Set the objective: Define the audience, business goal, budget, and guardrails.
- Activate the campaign: Coordinate media, creative, data, and workflows.
- Analyze performance: Connect signals to realize what’s happening across campaigns.
- Identify opportunities: Surface meaningful changes, risks, and potential optimizations.
- Take informed action: Evaluate recommendations and move approved actions forward.

### **Key shift**

Intelligence becomes more connected, accessible, and actionable.

# WHAT MARKETERS REALLY WANT *THIS* *HOLIDAY* *SEASON*

*Not More Technology For Technology's  
Sake, But More of What Technology  
Can Make Possible.*



AI is dominating every conversation. But marketers aren't looking for another tool simply because it carries an AI label. They want solutions to the real pressures they face, especially during the most demanding shopping season of the year.

They want to move faster without rushing, understand more without digging through more data, create at scale without sacrificing quality, and improve performance without surrendering control. **In other words, marketers don't really want "more AI." They want the gifts it can help deliver.**

## Every Marketer's Holiday Gift *WISH LIST*

### *THE GIFT OF TIME*

**Less time managing the work and more time making it matter.** *"I want to reduce repetitive tasks and give teams more capacity for strategy, creativity, and higher-value work."*

### *THE GIFT OF CLARITY*

**Turn an abundance of information into answers people can use.** *"I want to connect campaign intelligence, understand what's changing and why, and focus attention where it matters."*

### *THE GIFT OF BETTER CREATIVE*

**Bring relevance, variety, and intelligence to every holiday impression.** *"I want to scale creative thoughtfully, understand what resonates, and use performance signals to inform what comes next."*

### *THE GIFT OF SMARTER DECISIONS*

**Move more quickly from "What happened?" to "What should we do next?"** *"I want to surface opportunities, evaluate recommendations, and act while the moment still matters."*

### *THE GIFT OF BETTER ROI*

**Help every holiday advertising dollar work harder.** *"I want to reduce waste, improve performance, and connect marketing decisions with meaningful business outcomes."*

### *THE GIFT OF CONFIDENCE*

**Move faster without giving up transparency or control.** *"I want to put AI to work with trusted data, clear governance, and human-defined guardrails."*

**This year, the most valuable gifts won't come wrapped in pretty paper. Let's unwrap what agentic AI can make possible.**

**First to unwrap: The Gift of Time...**

# THE GIFT *OF TIME*

*Less Time Managing the Work,  
More Time Making It Matter*



## *THE* Holiday Time Crunch

Holiday marketing moves at a punishing pace. Campaigns multiply. Creative needs updating. Performance questions arrive faster, reports pile up, and just when teams should be making their most important strategic decisions, they often find themselves consumed by the mechanics of getting work done.

Even routine work becomes more demanding. Marketers must monitor more campaigns, interpret more signals, coordinate more stakeholders, and respond to more frequent changes, all within a compressed and highly consequential window. A delayed answer, overlooked trend, or slow handoff can mean missing an opportunity that won't return.

## Where the *TIME* Goes

Much of a marketer's day can still disappear into necessary but repetitive work:

- Locating information across disconnected systems
- Pulling and reconciling reports
- Answering recurring performance questions
- Translating data for different stakeholders
- Coordinating campaign updates
- Identifying what changed and where to investigate
- Moving information between teams and platforms

These tasks keep campaigns running. But they aren't always the places where human experience, creativity, and judgment create the most value.

## The *REAL* Opportunity

AI offers marketers more than another way to complete the same work faster. Used meaningfully, it can change how human attention is allocated. By helping teams retrieve information, connect signals, answer routine questions, and move repeatable work forward, AI can create more capacity for the work people do best:

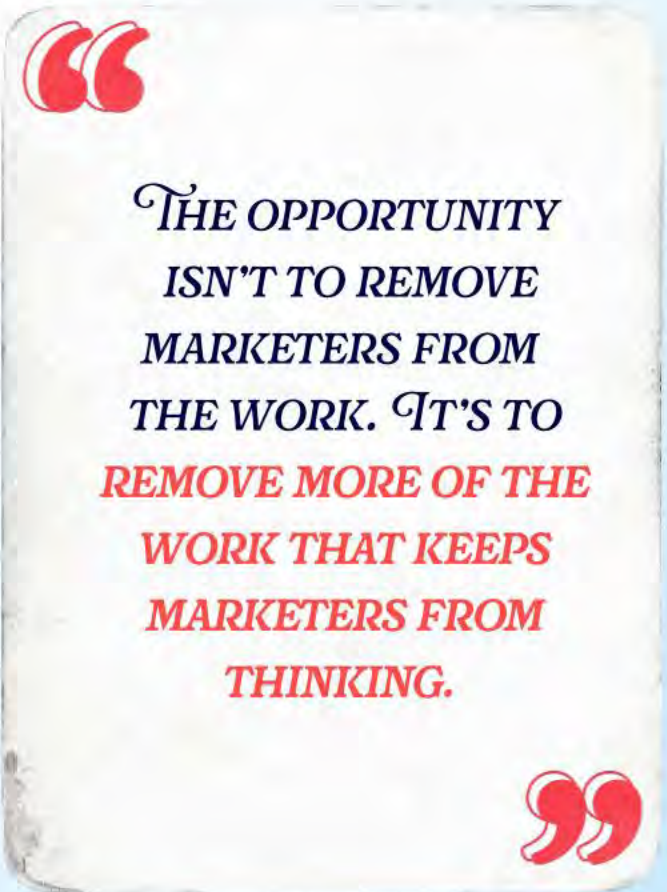
- Setting strategy
- Developing ideas
- Applying business context
- Making consequential decisions
- Collaborating with customers and colleagues
- Responding creatively to unexpected challenges

## Give AI the *REPETITION*. Give People the *DECISIONS*

The first wave of marketing AI helped people generate content, summarize information, and answer questions. Agentic AI points toward something more consequential: AI that can connect intelligence with workflows to help move work forward.

Instead of requiring a marketer to navigate multiple reports, dashboards, and systems, an AI agent can help retrieve relevant information, interpret it in context, and surface a useful answer.

Instead of leaving the marketer to identify every possible next step, it can highlight opportunities, recommend actions, and assist with approved workflows. The result isn't "set it and forget it" marketing. It's a more productive partnership between human judgment and machine intelligence.



## WHAT That Could Look Like

Imagine a senior marketer beginning the morning with one question:

**What changed across my holiday campaigns yesterday and what needs my attention today?**

Rather than opening several platforms, requesting reports, and waiting for teams to reconcile the results, the marketer receives a concise response grounded in connected campaign information:

- One campaign is pacing behind plan.
- A creative is showing signs of fatigue.
- An audience segment is outperforming expectations.
- A budget opportunity may warrant review.
- Everything else is performing within expectations.

The AI hasn't replaced the marketer's judgment. It has helped direct that judgment toward the places where it matters most.

**That is the Gift of Time: not simply completing the same work faster, but changing where human effort is spent.**

**AI-supported. Human-led.**

## AI-supported. HUMAN-led

| AI can help with                      | Marketers remain responsible for  |
|---------------------------------------|-----------------------------------|
| Retrieving and organizing information | Establishing strategy             |
| Monitoring campaign signals           | Setting priorities                |
| Identifying changes and anomalies     | Applying business context         |
| Summarizing performance               | Exercising creative judgment      |
| Recommending potential actions        | Approving consequential decisions |
| Assisting with repeatable workflows   | Owning outcomes                   |

## From Question to *ACTION*

NIVO AI is built to connect campaign intelligence with the workflows marketers use to create, deliver, measure, and optimize advertising. Through conversational experiences and connected intelligence, NIVO helps shorten the journey from question to answer, and from answer toward informed action.

### NIVO helps with:

- Asking campaign questions in natural language
- Summarizing performance
- Surfacing meaningful changes and opportunities
- Reducing time spent navigating reports
- Identifying potential next steps



### *UNWRAP THIS NOW!*

Identify three recurring tasks that consume your team's attention during the holiday season. For each one, ask:

- Does this require human judgment or primarily human effort?
- Could AI retrieve, organize, or interpret the information?
- What higher-value work could the team do with the recovered time?

**The best holiday teams won't automate everything. They'll know exactly where human attention creates the most value.**

# THE GIFT OF CLARITY

*Turn an Abundance of Information  
Into Answers People Can Use.*



## ***DROWNING*** In Data. ***SEARCHING*** for Meaning

Holiday campaigns produce an extraordinary volume of information. Every channel, audience, creative execution, device, platform, and point in the customer journey generates another stream of signals. Marketers can see impressions, reach, frequency, engagement, conversions, spend, pacing, creative performance, and countless other metrics.

But seeing everything is not the same as understanding what matters. The information teams need is often distributed across separate platforms, reports, dashboards, and organizational silos. Answering a seemingly straightforward question can require multiple people to gather data, reconcile definitions, compare time periods, and determine whether the numbers are telling the same story. During the holiday season, that delay matters. By the time the answer becomes clear, the opportunity to act may already have passed.

## **More Data** *Is NOT* the Answer

When performance changes, marketers need more than another dashboard alert. They need context:

- What changed?
- When did it begin?
- Where is it happening?
- Which audiences, channels, or creative executions are involved?
- Is the change meaningful or simply normal variation?
- What may have caused it?
- Does it require action?
- Who needs to know?

Traditional reporting often leaves marketers to assemble those answers themselves. The result can be plenty of visibility but too little clarity.

## From Fragmented Signals to a *CONNECTED* Story

Agentic AI creates an opportunity to change the way marketers interact with campaign intelligence. Instead of requiring people to know which report to open, which filters to apply, or where the relevant information lives, AI can provide a more conversational entry point. A marketer can begin with a business question, while AI helps locate, connect, and interpret the signals needed to answer it.

The value doesn't come from generating a quick response. It comes from grounding that response in trusted campaign information and providing enough context to support an informed decision. **When every moment matters, the clearest answer can become a competitive advantage.**

## Start With the *QUESTION*, Not the Dashboard

A marketer shouldn't need to know where every piece of information lives before asking a meaningful question. With conversational access to connected campaign intelligence, teams can begin with the thing they actually need to understand:

**Why did holiday conversions decline this week even though reach increased?**

An AI-powered intelligence layer could help investigate the signals behind that question and produce a connected explanation:

- Additional reach came primarily from a lower-converting audience.
- Frequency increased among existing customers but remained low among high-value prospects.
- Two top-performing creative executions received a smaller share of delivery.
- Mobile conversion rates declined after a landing page update.
- Overall awareness increased, but lower-funnel performance weakened.

No single metric tells this story. Clarity emerges when information is connected, interpreted in context, and translated into an answer marketers can evaluate.



## A Clearer Path to *ACTION*

A useful AI response should do more than summarize numbers. It should help marketers move through four stages:

- 1. Understand what happened:** Identify the meaningful change and distinguish it from normal performance variation.
- 2. Explore why it happened:** Connect the relevant media, audience, creative, timing, and outcome signals.
- 3. Find what matters:** Prioritize the findings most likely to affect campaign or business performance.
- 4. Determine what to do next:** Surface potential actions while preserving human review and approval.

**A faster answer saves time. A clearer answer improves the decision that follows.**

## Campaign *INTELLIGENCE*, in Conversation

NIVO helps marketers interact with advertising intelligence through natural-language questions, making complex campaign information easier to access and understand.

Rather than beginning with a report, marketers can begin with a question. NIVO can help surface relevant information, summarize performance, and provide context around meaningful changes, helping teams get to the answers more efficiently.



### *UNWRAP THIS NOW!*

Before holiday campaigns launch, identify the five questions leaders ask most often. For each one, determine:

- How many systems and people are required to answer it?
- How long does the answer typically take?
- Are the underlying definitions consistent and the information verifiable?
- What decisions depend on receiving the answer quickly?

These recurring questions are strong candidates for a more connected, conversational intelligence experience. **The Gift of Clarity isn't knowing everything. It's knowing what matters next.**

# THE GIFT *OF BETTER CREATIVE*

*Create at Scale Without Sacrificing  
What Makes Creative Matter.*



## **More *CREATIVE* Is Only the Beginning**

Holiday campaigns place extraordinary demands on creative teams. Brands need assets for more channels, formats, audiences, products, promotions, and stages of the customer journey. Those assets must be produced quickly, updated as conditions change, and refreshed before audiences stop paying attention.

Generative AI can help teams produce more variations, but volume alone isn't the goal. More creative does not automatically mean more relevant or distinctive creative, stronger performance, greater brand consistency, or more meaningful personalization.

Without a clear strategy and connected performance intelligence, faster production can simply create more assets to manage, and more uncertainty about what is actually working.



*THE CREATIVE OPPORTUNITY  
ISN'T JUST TO MAKE MORE.  
IT'S TO LEARN MORE FROM  
EVERYTHING YOU MAKE.*



## The Holiday Creative *CHALLENGE*

Holiday creative has to work across a season that changes constantly. An early message might build anticipation, then a new promotional message may need to communicate urgency, while a late-season execution might emphasize availability, delivery deadlines, or last-minute convenience.

At the same time, performance varies by audience, channel, format, and environment. Strong creative can lose effectiveness through repeated exposure, promotional details can change quickly, and every adaptation still needs to feel unmistakably like the brand. The challenge is bigger than production. It's building a creative system that can generate, activate, measure, learn, and adapt.

## A More *INTELLIGENT* Creative Cycle

AI can support creative throughout its lifecycle:

- **Inform:** Use campaign objectives, audience insights, and performance intelligence to shape the creative approach.
- **Create:** Assist with versions, formats, and adaptations within defined brand parameters.
- **Activate:** Deliver the right creative across relevant audiences, channels, and contexts.
- **Understand:** Connect creative executions with performance signals and business outcomes.
- **Adapt:** Identify fatigue, apply what's working, and determine what should change next.

The marketer and creative team remain at the center: defining the idea, establishing the brand, setting the guardrails, and deciding how the work should evolve. **When creative and performance intelligence work together, every execution can help make the next one better.**

## Make Every *IMPRESSION* a Creative Lesson

Imagine a retailer launching its holiday campaign with one central creative idea adapted across CTV, social, display, online video, and commerce environments. As the campaign progresses, the team notices that overall performance remains strong, but the complete story is more nuanced:

- Product-focused executions outperform lifestyle creative among high-intent audiences.
- One offer drives engagement but produces fewer completed purchases.
- Shorter video performs better on mobile, while longer storytelling succeeds on CTV.
- A top-performing execution begins to lose effectiveness as frequency increases.
- A specific visual element consistently appears in stronger-performing variations.

Without connected creative intelligence, these signals may remain scattered across different reports and platforms. Teams can see that performance varies, but struggle to understand which creative decisions contributed to the difference. AI can help connect those signals, surface meaningful patterns, and turn creative performance into intelligence teams can apply to what comes next.

## Ask What Your *CREATIVE* is Telling You

NIVO gives marketers a more conversational way to engage with creative and campaign intelligence. Rather than reviewing performance asset by asset, marketers can start with the questions they really want answered:

- Which creative is performing best and on what platforms?
- Where are we beginning to see signs of fatigue?
- Which messages or offers are associated with stronger outcomes?
- How does creative performance vary across channels or formats?
- What deserves a closer look before the next refresh?

Grounded in connected campaign information, those answers can help teams identify patterns and apply what they learn to the next creative decision.



*AI CAN ACCELERATE  
THE CYCLE, **BUT HUMAN  
CREATIVITY GIVES THE  
CYCLE SOMEWHERE  
MEANINGFUL TO GO.***



### ***UNWRAP THIS NOW!***

Before launching holiday creative, establish the learning plan, not just the production plan. Be sure to document:

- The creative questions the campaign should answer
- The variables being intentionally tested
- The outcomes that define success
- The signals that could indicate fatigue
- How quickly learnings can influence active creative

If teams wait until the campaign ends to learn from the work, the most valuable holiday opportunities may already be gone. **The Gift of Better Creative isn't unlimited content. It's creative informed by what came before and built to perform better in what comes next.**

# THE GIFT OF SMARTER DECISIONS

*Shorten the Distance Between  
Insight and Action.*



## *THE* Insight-Action Gap

Marketing teams rarely suffer from a complete lack of information. More often, they struggle with the distance between receiving information and turning it into a timely decision.

A report identifies a change. Someone investigates. Another team supplies context. Stakeholders discuss the implications, potential actions are evaluated, approval is requested, and only then does execution begin.

Each step may be reasonable, but together, they can take longer than the opportunity allows. During the holiday season, that gap becomes particularly costly. Consumer behavior shifts quickly. Inventory changes, competition intensifies, creative loses momentum, and media costs fluctuate. A recommendation that arrives next week may describe an opportunity that existed only yesterday.

## *BEYOND* Answering Questions

Traditional analytics help marketers understand what happened. Conversational AI makes those answers easier to access. Agentic AI adds another possibility: helping teams evaluate potential next steps and move approved work forward.

An effective agentic system could help:

- Recognize an important change
- Gather the relevant context
- Assess the potential business impact
- Recommend possible actions
- Explain the reasoning behind a recommendation
- Route the decision to the appropriate person
- Assist with execution after approval
- Monitor what happens next

This doesn't remove people from the process. It gives them a better-informed starting point and a clearer path from decision to action.

## A *SMARTER* Decision is Not an Automatic Decision

The purpose of agentic AI is not to maximize the number of decisions made without people. Different decisions require different levels of human involvement.

- **AI-assisted:** AI gathers information and provides context. A person determines the action.
- **AI-recommended:** AI presents potential actions and supporting reasoning. A person reviews and approves the next step.
- **AI-executed within guardrails:** AI takes an approved or predefined action within established parameters, with appropriate transparency and oversight.

The right model depends on the financial impact, complexity, risk, and reversibility of the decision. The goal isn't autonomy everywhere. It's the right level of agency for every decision. **The smartest next step begins with understanding the choices, and the consequences of each one.**

## The Best Recommendation is One You Can *UNDERSTAND*

Imagine that a national holiday campaign is pacing on plan, but performance begins to diverge across audiences and channels. AI flags the change and surfaces a potential opportunity:

**One audience segment is outperforming expectations, while another is consuming budget without producing comparable results. A shift in allocation may improve performance.**

A useful recommendation would not stop there. It would give the marketer the context needed to evaluate the decision:

- What changed, and when
- Which audiences and channels are involved
- How much budget could be affected
- What outcome the adjustment is expected to improve
- Which assumptions inform the recommendation
- What risks or tradeoffs should be considered
- Whether the action falls within approved campaign parameters
- Who must review or authorize it

The marketer can then approve, reject, modify, or investigate the recommendation. If approved, the system could help route or execute the change within established workflows and permissions, then monitor what happens next.

## The *ANATOMY* of a Smart Recommendation

Every consequential recommendation should answer five questions:

- **What happened?** Clearly identify the signal or opportunity.
- **Why does it matter?** Connect the finding to the campaign or business objective.
- **What could we do?** Present a specific action, not just an observation.
- **What are the tradeoffs?** Explain uncertainty, risk, and potential downstream effects.
- **Who remains in control?** Identify the required approval, permissions, and guardrails.

The more consequential the decision, the more important transparency becomes.

## Intelligence Designed to Move Work *FORWARD*

NIVO represents the shift from AI as a separate destination to AI embedded across advertising intelligence and workflows. It can help marketers ask questions, surface meaningful campaign developments, and understand potential next steps within the context of their work. As NIVO expands across connected advertising environments, the opportunity is to reduce the friction between recognizing an issue, deciding how to respond, and moving an approved action forward.



***AN INSIGHT ONLY  
CREATES VALUE WHEN  
IT REACHES THE RIGHT  
DECISION-MAKER  
IN TIME TO INFLUENCE  
WHAT HAPPENS NEXT.***



### ***UNWRAP THIS NOW!***

Choose five decisions your team regularly makes during holiday campaigns. For each one, document:

- The information required
- The person accountable for the outcome
- The acceptable level of AI assistance
- The action AI may recommend or perform
- The required approvals and limits
- How success will be measured

This creates a practical decision map for responsible agentic AI adoption.

**The Gift of Smarter Decisions isn't taking people out of the loop. It's giving them a better loop to work within.**

# THE GIFT *OF BETTER ROI*

*Help Every Holiday Advertising  
Dollar Work Harder.*



## The Pressure to *PERFORM*

Holiday advertising budgets carry enormous expectations. Brands must build demand, capture attention, reach new customers, engage existing ones, respond to competitors, and convert seasonal interest into measurable business results, all during one of the most crowded and expensive periods of the year.

When performance pressure rises, marketers can be tempted to focus narrowly on the channels, audiences, and tactics producing the most immediate return. But better ROI is rarely as simple as moving every dollar toward the lowest-cost conversion.

Short-term efficiency can come at the expense of incremental reach, new customer acquisition, brand growth, creative quality, a balanced media mix, and future demand. The goal is not merely to spend less, but to understand where each investment creates the greatest value.

## Where *HOLIDAY* Value Gets Lost

Campaign value can disappear through many small inefficiencies:

- Reaching the same households too frequently
- Failing to reach valuable audiences often enough
- Continuing to serve fatigued creative
- Allowing budget to remain in underperforming placements
- Optimizing channels independently rather than holistically
- Waiting too long to respond to performance changes
- Measuring activity without connecting it to business outcomes
- Making decisions with incomplete or inconsistent information

These problems rarely exist in isolation. Media efficiency may depend on creative performance, which may vary by audience, channel, timing, frequency, and campaign objective. Better returns require a connected view.

## From Isolated *OPTIMIZATION* to Connected Value

Agentic AI can help marketers evaluate more of these relationships together. Rather than identifying the cheapest result within a single platform, it can help teams consider broader questions:

- Are we generating incremental value or redistributing existing demand?
- Which audiences are being overexposed or overlooked?
- Is creative performance limiting media performance?
- Where could an additional dollar create the most impact?
- What should remain stable even if short-term performance fluctuates?
- Are we optimizing toward the outcome the business actually values?

AI can surface the opportunity, but marketers still define what “value” means. **Better investment decisions come from understanding not only what each investment delivered, but where it may create value next.**

## The Most *VALUABLE* Dollar is the Next One

Imagine a holiday campaign performing well overall, but a closer look reveals several competing opportunities:

- One audience is converting efficiently but has limited room for additional reach.
- Another is underexposed and showing early signs of strong intent.
- CTV is building incremental reach, but frequency is rising among some households.
- A high-performing creative execution is beginning to fatigue.
- Social engagement is strong, but downstream sales vary significantly by audience.
- One channel is behind pace, although its strongest sales period has not yet arrived.

Where should the next dollar go? The answer requires more than identifying the lowest current cost per conversion. It requires understanding campaign objectives, audience saturation, creative health, timing, channel roles, and the potential incremental value of each choice. AI can help assemble that context, compare possible actions, and surface a recommendation. The marketer determines whether the recommendation aligns with the broader strategy.

## A *CONNECTED* Path to Better Returns

- **See the whole campaign:** Bring media, creative, audience, frequency, and outcome signals into a more unified view.
- **Find the opportunity:** Identify waste, underinvestment, emerging performance, and changes that deserve attention.
- **Evaluate the options:** Consider the likely benefit, tradeoffs, timing, and strategic impact of potential actions.
- **Act within guardrails:** Move approved actions forward, whether adjusting budget or delivery, refreshing creative, or investigating further.
- **Learn from the result:** Measure what happened after the decision and use that intelligence to improve what comes next.

**Optimization should be a learning system, not a collection of disconnected reactions.**

## From Performance Questions to Performance *OPPORTUNITIES*

NIVO can help marketers interact conversationally with connected campaign intelligence, making it easier to investigate performance and surface areas that may warrant action. Instead of asking only, "Which campaign has the highest ROAS?" a marketer could explore more strategic questions:

- Where are we spending without creating incremental value?
- Which campaigns have room to scale?
- Where is frequency limiting efficiency?
- Is creative fatigue affecting return?
- What changed after our most recent budget adjustment?
- Which opportunity deserves attention first?

The aim is not to promise that AI can manufacture ROI. It's to help marketers recognize meaningful opportunities sooner and make better-informed investment decisions.



*BETTER ROI DOESN'T  
COME FROM MAKING  
EVERY DOLLAR DO THE  
SAME JOB. IT COMES  
FROM GIVING EACH  
DOLLAR THE RIGHT JOB.*



### *UNWRAP THIS NOW!*

Before the holiday season peaks, align teams around a shared definition of value:

- Which business outcomes matter most?
- What role should each channel play?
- How will incremental value be distinguished from attributed activity?
- What level of frequency is acceptable?
- Which signals should trigger an optimization review?
- How quickly can approved changes be implemented and their impact evaluated?

AI can improve a decision only when the organization has clearly defined what it is trying to improve. **The Gift of Better ROI isn't a promise that every dollar will perform equally. It's the intelligence to understand where each dollar can matter most.**

# THE GIFT OF CONFIDENCE

*Move Faster Without Giving Up  
Transparency, Accountability, or Control.*



## *TRUST* Must Move at the Speed of AI

The holiday season rewards speed, but it also magnifies risk. Holiday campaigns involve substantial budgets, valuable customer data, complex partner relationships, time-sensitive creative, and highly visible brand decisions. An AI-generated error or unauthorized action can spread quickly at holiday pace. For marketers, adopting AI therefore requires more than evaluating what it can do. Leaders must also understand:

- What data AI can access
- How answers and recommendations are grounded
- What actions AI is permitted to take
- Which decisions require human approval
- How activity is recorded and reviewed
- What happens when confidence is low or authority is exceeded

Agentic AI becomes more valuable as it connects with additional information and workflows. Those same connections make thoughtful governance more important.



*TRUSTWORTHY AI DOESN'T ASK  
MARKETERS TO SURRENDER  
CONTROL. **IT MAKES CONTROL  
CLEARER, MORE CONSISTENT,  
AND EASIER TO EXERCISE.***



## CONFIDENCE in AI is Built Through Several Connected Elements

- **Trusted data:** Answers and recommendations are grounded in authorized, relevant information.
- **Transparency:** Marketers can understand the basis of a recommendation, including important assumptions or limitations.
- **Permissions:** AI accesses information and takes action only within clearly defined roles and boundaries.
- **Human oversight:** Consequential decisions receive the level of review their impact warrants.
- **Accountability:** The organization retains clear ownership of strategy, approvals, execution, and outcomes.

A low-risk task, such as summarizing yesterday's campaign performance, may require little intervention. Reallocating a significant budget, changing live creative, or altering audience strategy deserves a higher level of review. The appropriate guardrails should reflect:

- Potential impact and reversibility
- Quality of available evidence
- Sensitivity of the data involved
- The organization's risk tolerance
- Confidence in the recommendation

The greater the consequence, the stronger the guardrail. Confidence is designed, not assumed. **Confidence grows when teams can see where AI's role begins, where it ends, and who remains accountable throughout.**

## Give AI Room to Work and Clear *BOUNDARIES*

Responsible agentic AI begins by defining what the system may access, recommend, and do.

Imagine that an AI agent identifies an opportunity to shift holiday campaign budget toward a stronger-performing audience. Before anything changes, the system evaluates the action against established rules:

- Is the required information authorized?
- Is there sufficient evidence?
- Does the change fall within approved thresholds?
- Could it affect another campaign objective?
- Is human approval required, and who has authority?
- Will the decision be recorded and reversible?

If the proposed shift is small and falls within approved parameters, the system might assist with the adjustment and notify the appropriate team. If the shift exceeds its authority, involves greater uncertainty, or could materially affect strategy, it should stop and request human review. That ability to recognize its own boundaries is not a limitation of effective AI. It is one of its most important capabilities.

## A Practical *FRAMEWORK* for Human Control

| Level                 | AI's role                                   | Human role                         |
|-----------------------|---------------------------------------------|------------------------------------|
| Inform                | Retrieve and summarize information          | Interpret the findings             |
| Recommend             | Suggest an action and explain why           | Approve, reject, or modify         |
| Assist                | Prepare or route an approved action         | Confirm execution                  |
| Act within guardrails | Execute a predefined, reversible action     | Monitor results and exceptions     |
| Escalate              | Recognize uncertainty or exceeded authority | Review and determine the next step |

Organizations can apply different levels to different workflows based on risk, complexity, and business impact.

## Enterprise *INTELLIGENCE* with Human Control at the Center

NIVO is designed for advertising environments in which connected intelligence works alongside enterprise permissions, workflows, and human accountability. The goal is to help marketers reach answers and actions more quickly and do so within the trusted structures where advertising work already happens.



### *UNWRAP THIS NOW!*

Create an AI authority map for your holiday organization. For each important workflow, define:

- What AI may access and answer
- What it may recommend or assist with
- What it may do independently
- Which thresholds trigger human approval
- Who owns the final decision
- How results and exceptions will be reviewed

Governance works best when it is established before the holiday pressure arrives, not improvised after something goes wrong. **The Gift of Confidence is knowing that AI can move quickly without ever losing sight of who's in control.**

# MEET nivo

*Turning Advertising  
Intelligence into Action*



Throughout this guide, we've explored what marketers really want from AI: more time, clearer answers, better creative, smarter decisions, stronger returns, and greater confidence.

## **NIVO Brings Those Gifts *TOGETHER***

Deployed on Innovid's omnichannel advertising foundation, NIVO connects intelligence, decisioning, and workflows across the advertising lifecycle. It powers specialized AI agents designed to perform meaningful work, while also orchestrating those internal and external agents across people, platforms, and workflows.

The result is an intelligent system designed not merely to describe what happened, but to help marketers launch campaigns faster, adapt as conditions change, and move from insight to action.

### **Think. Connect. Act**

- **Powers the intelligence:** NIVO applies campaign context, performance signals, and advertiser-defined goals across the system.
- **Orchestrates the work:** NIVO connects specialized agents, external agents, human input, data, tools, and workflows across the advertising lifecycle.
- **Helps get it done:** NIVO-powered agents perform defined tasks across creative, delivery, measurement, and optimization, with human oversight and enterprise guardrails.

### **One *CONNECTED* Advertising Lifecycle**

**Create:** Generate and adapt creative using campaign objectives and performance signals.

**Deliver:** Reduce manual work across campaign setup, trafficking, taxonomy, and QA.

**Measure:** Ask questions and surface insights across campaign and creative performance.

**Optimize:** Use connected signals to identify opportunities and help move approved optimizations forward.



**“INSIGHT IS ONLY THE BEGINNING. NIVO IS DESIGNED TO TURN ADVERTISING INTELLIGENCE INTO ACTION.”**

## All Six Gifts, Working *TOGETHER*

| What marketers want | How NIVO helps make it possible                                                  |
|---------------------|----------------------------------------------------------------------------------|
| Time                | Automates repetitive tasks and reduces operational friction                      |
| Clarity             | Makes campaign intelligence easier to access and understand                      |
| Better Creative     | Connects creation and adaptation with performance signals                        |
| Smarter Decisions   | Surfaces opportunities and helps move insights toward action                     |
| Better ROI          | Helps identify optimization opportunities timed to defined outcomes              |
| Confidence          | Combines intelligent automation with visibility, governance, and human oversight |

## *RESPONSIBLE* AI, Built for Enterprise Advertising

# IS YOUR MARKETING ORGANIZATION *AGENTIC AI-READY?*

*Make Your List. Check It Twice.*



Agentic AI creates the greatest value when intelligence, workflows, people, and guardrails are ready to work together. Use this checklist to assess where your organization stands ahead of the holiday rush.

## Mark Each *STATEMENT*

- **Yes:** We can do this consistently today.
- **In progress:** We have begun, but it is not yet consistent.
- **Not yet:** This remains an important gap.

### Time and Workflow

- ☐ We know which repetitive holiday tasks consume the most team time.
- ☐ Our campaign workflows are documented well enough to identify where AI can assist.
- ☐ Information and approvals can move between teams without excessive manual handoffs.

### Intelligence and Clarity

- ☐ Teams can access trusted campaign answers without manually assembling multiple reports.
- ☐ We can connect media, creative, audience, and outcome signals into a coherent performance story.
- ☐ Decision-makers can identify what changed, why it matters, and whether action is needed.

### Creative Readiness

- ☐ Our creative plan accounts for different audiences, channels, formats, and holiday moments.
- ☐ We have defined how creative performance and fatigue will be monitored.
- ☐ Creative learning can influence active campaigns, not only future ones.

### Decisions and Action

- ☐ We have identified which campaign decisions AI may inform, recommend, assist with, or execute within defined guardrails.
- ☐ Recommendations can reach the appropriate decision-maker while the opportunity remains relevant.
- ☐ We measure what happens after an optimization, not simply whether the action was completed.

## Trust and Control

- ☐ I access is governed by clearly defined data permissions and user roles.
- ☐ High-impact actions require the appropriate level of human review.
- ☐ Teams can understand the basis, limitations, and tradeoffs behind AI recommendations.
- ☐ Accountability remains clear even when AI assists with the work.

## READ your list!

Count the statements marked **Yes**:

| Score* | Readiness stage          | What it suggests                                                                                       |
|--------|--------------------------|--------------------------------------------------------------------------------------------------------|
| 13–16  | Ready to scale           | Your foundation can support connected agentic workflows. Focus on scaling the highest-value use cases. |
| 9–12   | Building momentum        | Important capabilities are in place, but several gaps could limit speed or value during peak season.   |
| 5–8    | Preparing the foundation | Begin with focused use cases and strengthen workflow, data, or governance readiness.                   |
| 0–4    | Start with the process   | Map how work happens today before introducing greater AI autonomy.                                     |

\*This is an orientation tool rather than a scientific benchmark.

After completing the checklist, ask:

**Which single improvement would give our team the greatest advantage this holiday season?**

**Bring your list to Innovid. See how connected agentic advertising with NIVO could help *CLOSE THE GAPS*.**

## The Greatest Gift is More Time to Be *HUMAN*

Holiday marketing will always require human imagination, judgment, and care. It takes people to understand what a brand should stand for, create ideas worth remembering, recognize the context behind a changing result, weigh a difficult tradeoff, build trust across teams, and decide what matters and why.

Agentic AI doesn't diminish the value of those contributions. It can make more room for them. By helping handle repetitive work, connect fragmented intelligence, surface opportunities, and move approved actions forward, AI can give marketers more capacity to focus on strategy, creativity, customers, and one another.

And during the holidays, that promise extends beyond the working day. It can mean fewer evenings spent assembling reports, less time hunting for answers, and greater confidence that attention is focused on where it's truly needed. Better business outcomes shouldn't have to come at the expense of the season itself.

## Which Gift Will You *UNWRAP* First?

Whether your team needs more time, clearer intelligence, better creative, smarter decisions, stronger returns, or greater confidence, NIVO helps connect intelligence, workflows and action across the advertising lifecycle

### See Agentic Advertising in *ACTION*

Discover how NIVO connects advertising intelligence with the agents and workflows that help move work forward.

[Request a NIVO demo](#)

Happy Holidays from the Mediaocean team  
Innovid, Prisma, and Protected!

