

Disruptive AI Technologies Becomes the Focus of Programmatic IO NYC 2025

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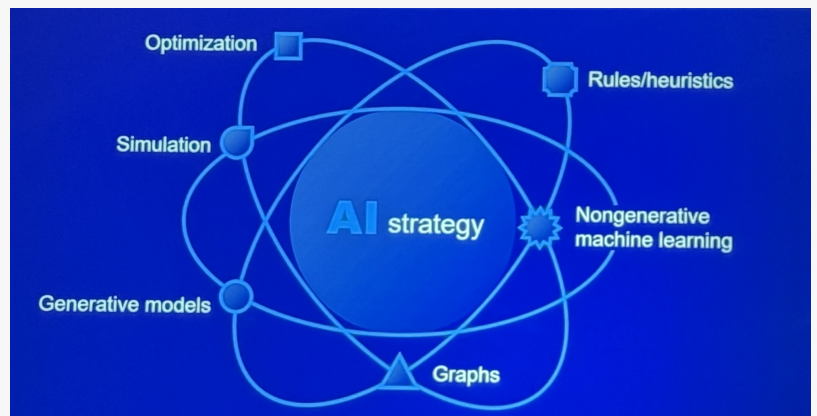
Day one of the [Programmatic IO Conference](#) in New York set the tone for an industry at a critical inflection point. With privacy laws reshaping the ecosystem, measurement evolving, and consumer behavior fragmenting across platforms, the recurring theme was clear: artificial intelligence is becoming the engine driving programmatic marketing forward.

The AI Imperative

Dave Colford of Chief Marketer Network put it best: "The future will be propelled by AI." But the takeaway wasn't to be distracted by shiny tools—it was to identify how AI can deliver measurable impact, from campaign optimization to creative personalization. Nicole Greene of Gartner reinforced the point, urging marketers to establish a disciplined AI strategy that balances short-term wins with long-term business value. Her message: AI maturity requires readiness, rigor, and a long-range roadmap for every company.



Cotton goes to Programmatic Event Day 1



AI Strategy chart

Precision and Personalization at Scale

Case studies, like Dr Pepper's evolution of its "Fanville" college football focus, showed how brands are using authenticated signals and AI-driven data to reach highly specific audiences. The company identified unique market segmentations with a priority placed on "full sugar switchers" to non-TV watchers—across all marketing channels. Customized creative, often built dynamically with AI, is no longer experimental; it's expected. The frameworks are shifting from one-size-fits-all messaging to campaigns that reflect who consumers are, where they are, and what they're reacting to in real time.

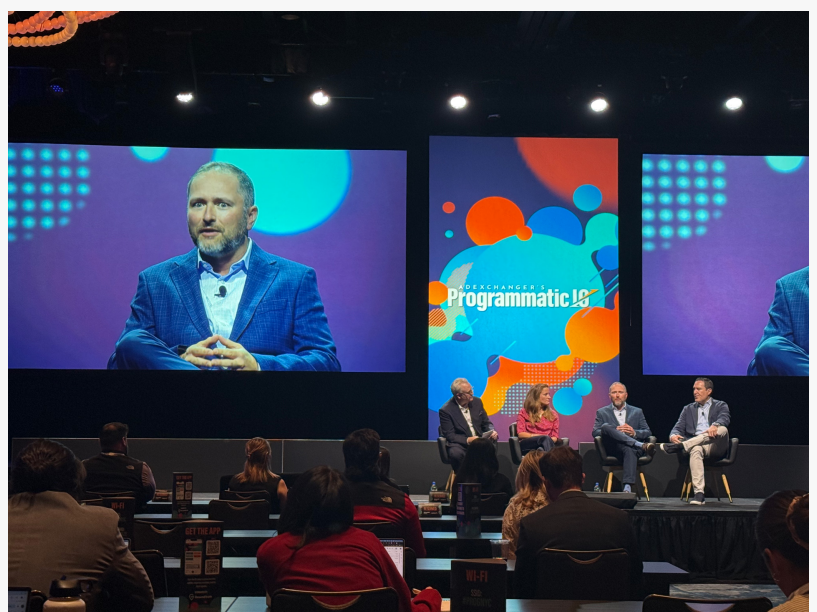
The Fragmented Landscape

Patrick Byrne of Amazon Ads reminded the audience: "Your customers are everywhere, and they are consuming media on multiple devices." The challenge is not just reaching them but understanding them. From Amazon's DSP to YouTube TV, Hulu, and emerging CTV opportunities, the proliferation of platforms underscores the need for better signals, smarter measurement, and streamlined paths between buyers and sellers.

The Wall Street Lens

Even Wall Street weighed in. Youssef Squali of Truist Securities explained that while internet companies are outperforming the broader market, investor confidence in ad tech companies is mixed. Consolidation may be necessary as too many intermediaries are clouding transparency and profitability. Yet, optimism remains for players who execute AI-driven strategies with precision—Trade Desk and Amazon's DSP being prime examples.

AI Isn't About Cost Efficiency, It's About Strategy Efficiency



Event Stage at Programmatic Conference



Presentation By Patrick Byrne of Amazon Ads

Industry leaders emphasized that the true power of AI lies not in reducing costs, but in amplifying strategic impact. By enabling teams to move faster and think bigger, AI elevates effectiveness and unlocks more dynamic, responsive campaigns. “At Cotton & Company, we are integrating AI into every dimension of our work and the luxury real estate industry we serve,” says [Laurie Andrews](#), President. “While much of our current focus is on internal tactical tools, our priority is zeroing in on consumer behaviors that will shape research and purchasing decisions in the future.”

Looking Ahead

Across the sessions, the sentiment was consistent: AI is not just another tool, it is redefining the foundations of marketing. From content creation and media buying to measurement and customer experience, marketers who integrate AI thoughtfully—balancing machine efficiency with human curiosity—will be best positioned to thrive. At Cotton & Company, the truth playing is out in real estate and lifestyle marketing. Data, signals, and personalized creative—powered by AI—are transforming how we connect with audiences. The Programmatic IO conversations reaffirmed that the future belongs to those ready to adapt, re-optimize, and innovate.

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Cotton & Co President Laurie Andrews
at Conference

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