



WILL AI REPLACE ME?

Media Planner

Media and Digital

The media planner can leverage AI-based tools to enhance the efficiency and precision of their analyses and recommendations. AI can facilitate the identification of target audiences through advanced data analysis and predictive modeling. It can also help determine the best platforms or time slots for campaign broadcasting.

Additionally, AI-based tools for real-time campaign tracking and optimization can provide accurate feedback, enabling quick adjustments to the media plan.

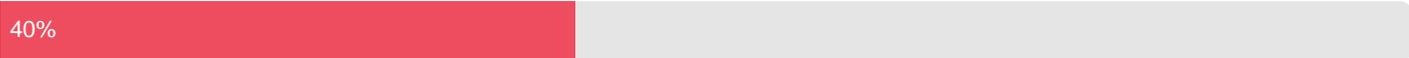
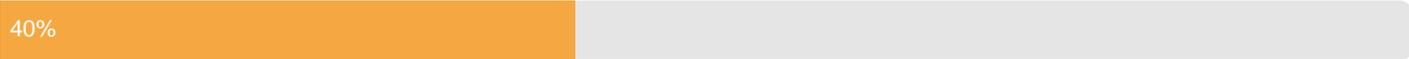
However, the ability to interpret trends, provide strategic insights, and adapt to changing brand requirements remains essentially human skills in this field.

Automation degree: 40%

Significant Impact of AI on the Job

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Main tasks

This section reviews the 3 main tasks associated with the job studied and assesses the potential level of automation induced by AI (« **AI Automation Impact** »). The modeling uses 8 criteria detailed on the « **Methodology** » page.

Tasks	AI Automation Impact
Analyze the communication targets and objectives of a campaign	Significant
Design the optimal media plan to achieve these objectives	Moderate
Monitor and optimize the media plan throughout its implementation	High

Impact on skills

At-risk Skills ↓

Manual Negotiation of Advertising Spaces	The automation of purchases via platforms reduces the need for direct negotiations.
Campaign Proposal Drafting	Automated platforms standardize and simplify these proposals, making this skill less central

Future-proof Skills ↑

Measurement and Analysis of Performance	The ability to measure the impact of advertising campaigns in real time is increasingly important. Media planners will need to develop skills to accurately and transparently evaluate Return on Investment (ROI). .
Personalization & Integration of Channels	Consumers increasingly expect personalized advertisements. Media planners will need to work on strategies that take into account individual consumer preferences and online behaviors

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