KOSE

AI Implementation Checklist

	AI Implementation 101 - Getting Started	AI Implementation 201 - More Advanced
Data Foundation	• Deploy comprehensive site tagging. • Set up enhanced conversions.	• Implement advanced data segmentation. • Create automated data quality monitoring. • Develop real-time data pipelines. • Utilize Customer Match with LTV data.
Campaign Optimization	• Implement Smart Bidding strategies.	• Deploy portfolio bid strategies. • Implement automated bid adjustments.
Creative Development	• Utilize basic AI for copywriting and image generation. • Set up dynamic ad creation. • Configure platform specific AI creative settings.	• Implement AI-powered creative optimization and scaling. • Create advanced creative performance models.
Landing Pages	• Implement mobile responsiveness.	• Deploy dynamic content personalization. • Implement AI-driven UX optimization. • Create automated content recos. • Use predictive intent matching.
Experimentation	• Set up basic A/B testing. • Implement winning variants.	• Implement multivariate testing. • Create predictive test modeling.
Measurement	• Monitor campaign performance and track ROI metrics.	• Create predictive LTV models. • Deploy automated anomaly detection. • Build custom ML models. • Create cross-channel attribution models.
Compliance & Security	• Develop AI ethical framework and usage policies. • Implement data privacy controls. • Set up access management. • Document AI processes.	• Deploy advanced security protocols. • Create AI governance framework. • Implement automated compliance monitoring.