

Paid Media in 2025

Was Expensive.

2026 Will Be
SMARTER.



“2026 won’t be about
spending more.
It’ll be about
predicting more.”



Paid Media 2025 Recap



CPCs hit multi-year highs across Meta & Google.



AI-driven creative testing reduced cost per acquisition for early adopters.

First-party data became the new **campaign oxygen**.

Brands finally realised: **Full-funnel** > last-click performance.





Paid Media 2026 Predictions



Prediction 1: Predictive audiences start to beat lookalikes. AI **learns faster** than Meta ever could.

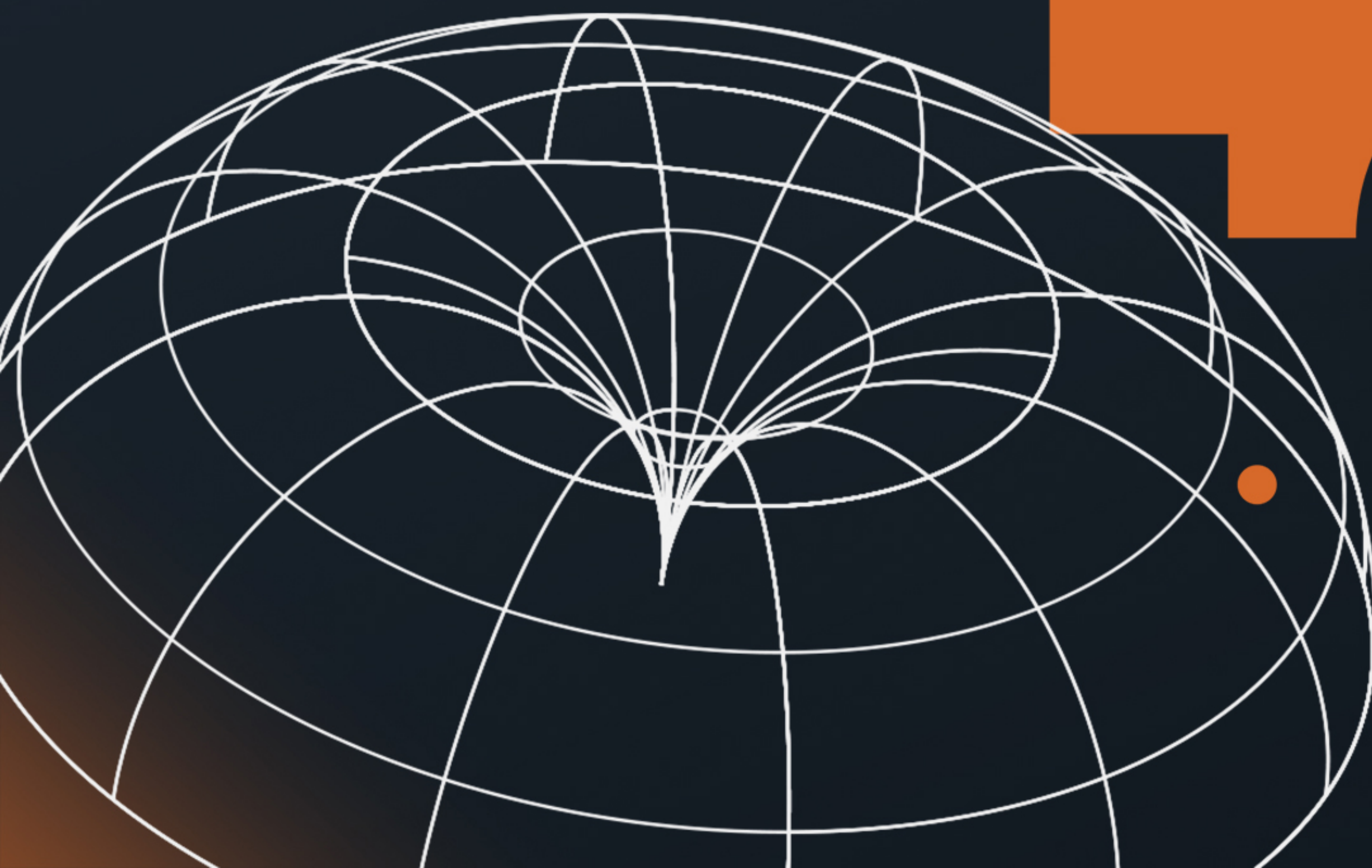
Prediction 2: Creative iteration cycles **shrink to hours**. Not weeks.





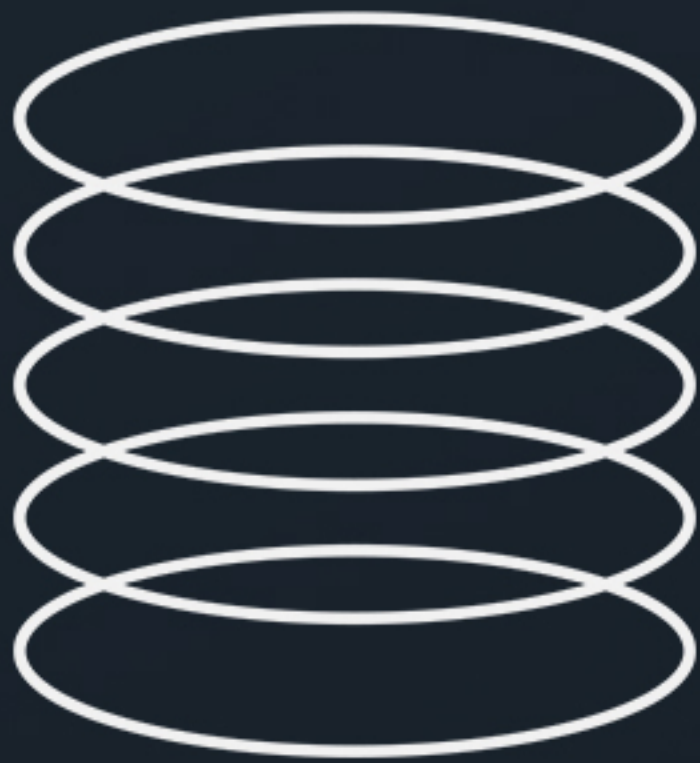
Prediction 3: AI will write, test, and may optimise **50% of ad copy** by Q4 2026.

Prediction 2: Performance + brand campaigns merge into one intelligence layer. You can't scale without both.





Prediction 5: Cross-channel attribution becomes **AI-native**. 2026 is the year attribution takes a big leap forward.
record



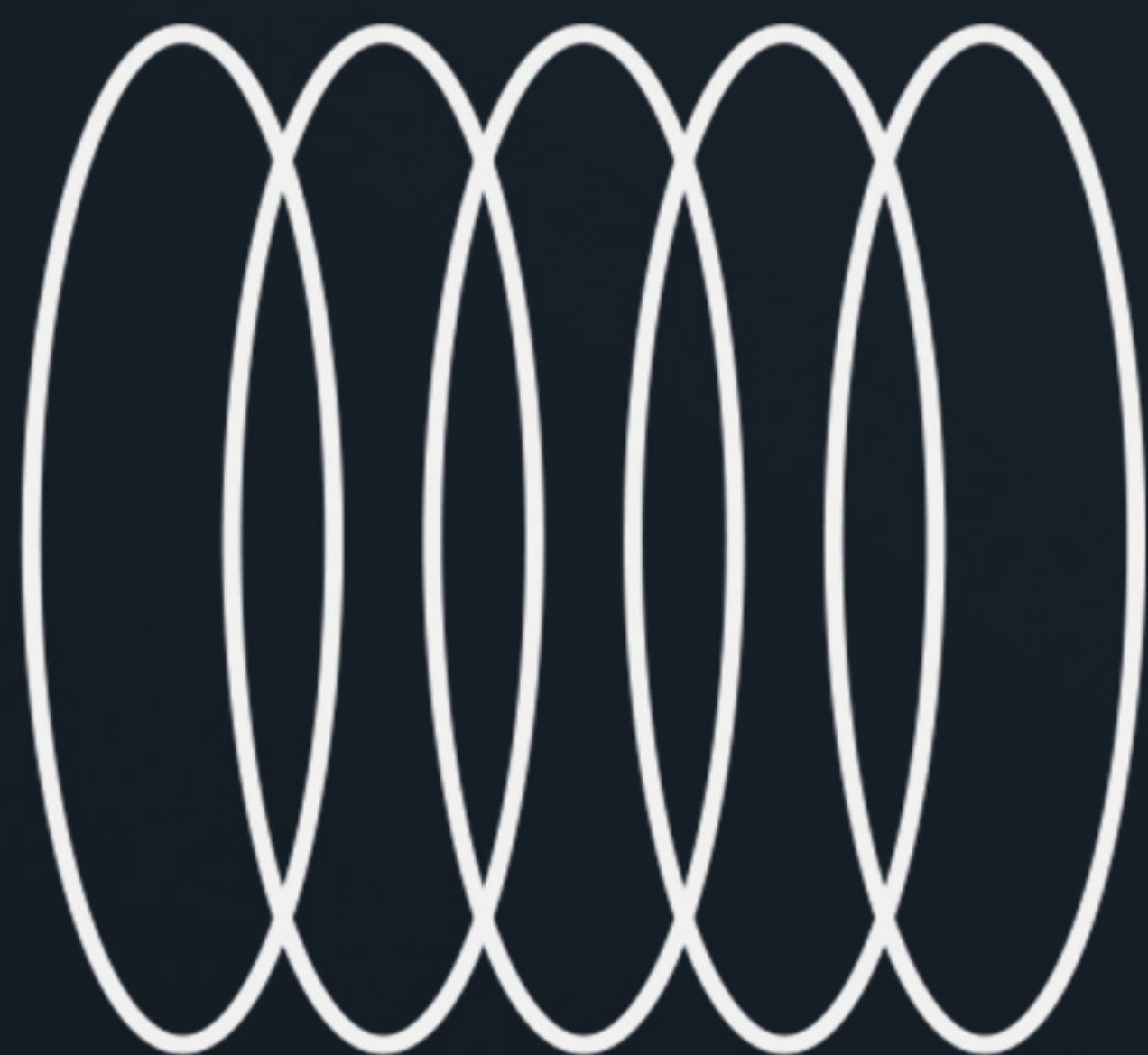


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