

# 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.







ADL↑FT

# 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.

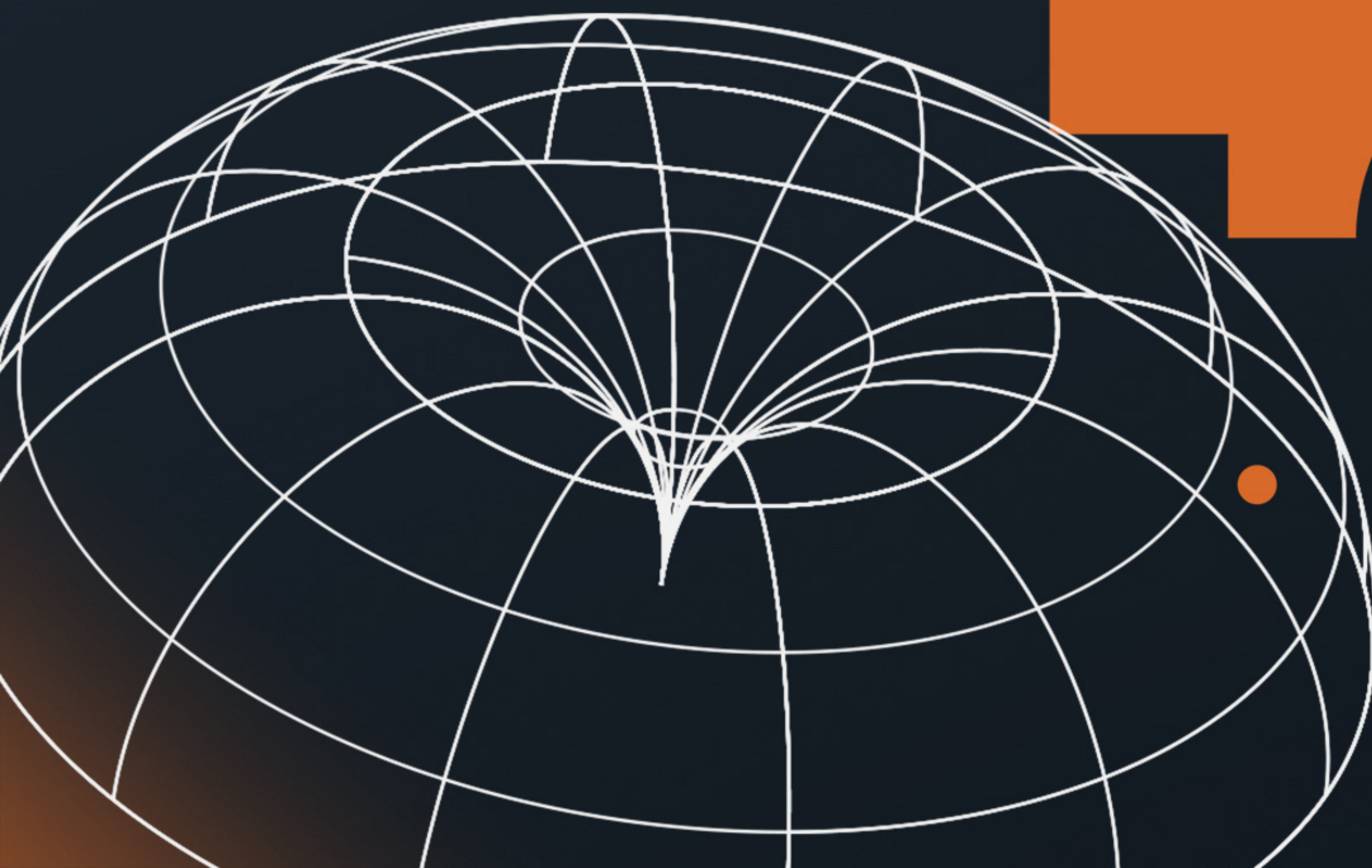






**Prediction 3:** AI will write, test, and may optimise **50% of ad copy** by Q4 2026.

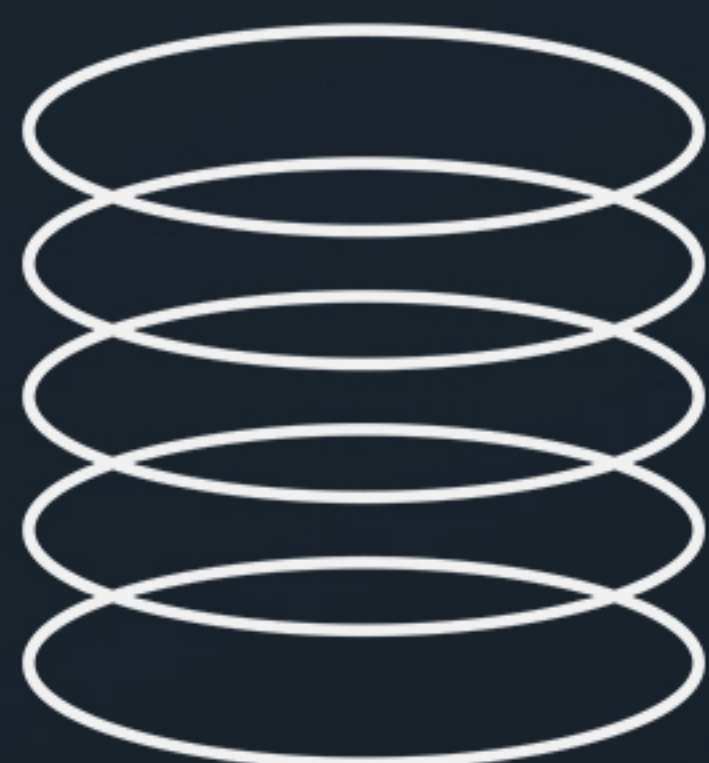
**Prediction 2: Performance + brand campaigns** merge into one intelligence layer. You can't scale without both.







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



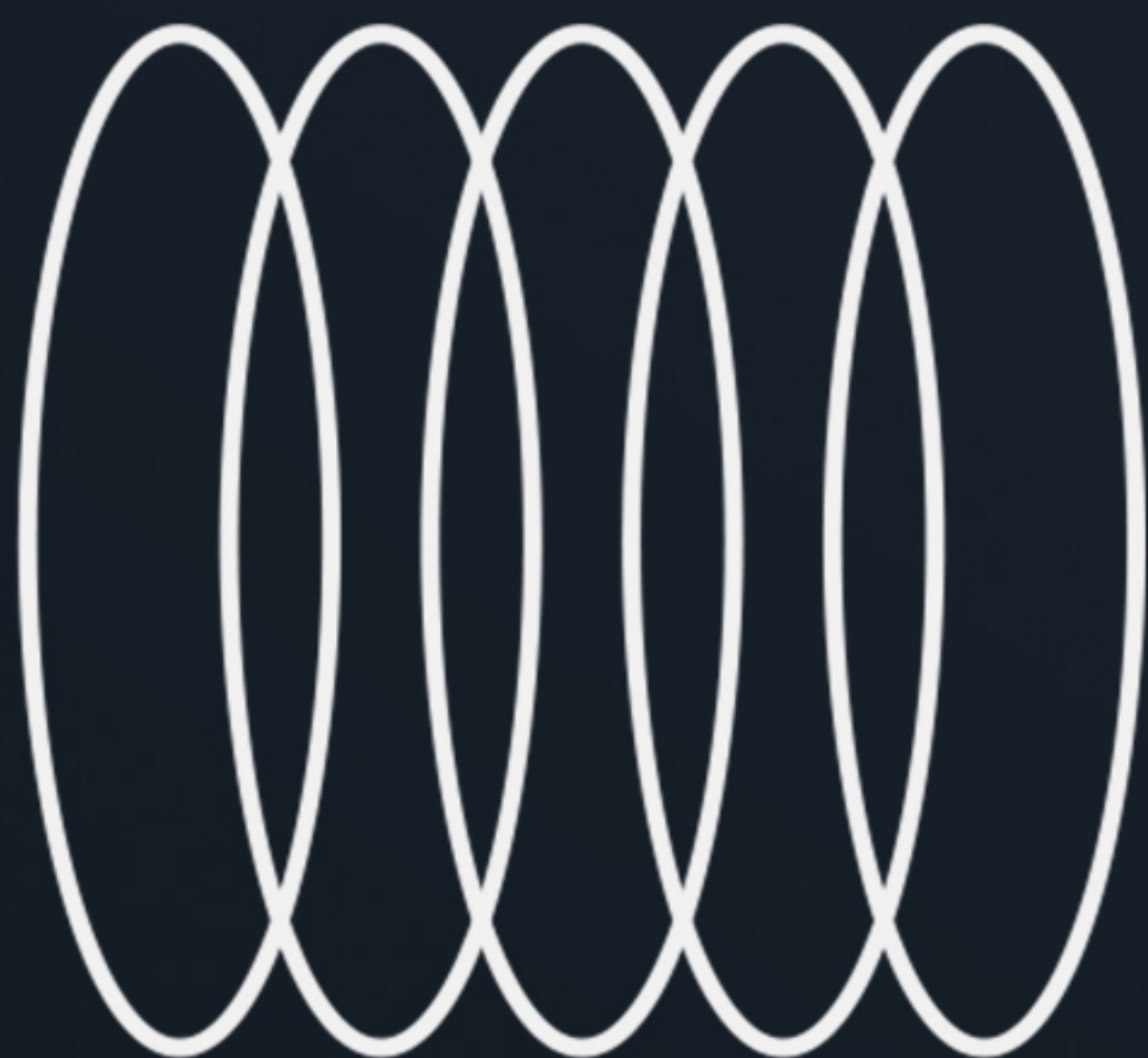


ADL<sup>↑</sup>FT

# Performance<sup>..</sup> grows with **precision.**

AdLift delivers BOTH.

Get in touch: **hello@adlift.com**



[www.adlift.com](http://www.adlift.com)

