# Artificial Intelligence in Advertising Creation: Results of Experimental Studies

Anika Hellrung, DIGI 2 WORK GmbH, Untermeitingen, Germany

*Barbara Kleine-Kalmer, Marketing Institute, Bremerhaven University of Applied Sciences, Bremerhaven, Germany (Corresponding Author: bkleine-kalmer@hs-bremerhaven.de)

Birte Kemmerling, Marketing Institute, Bremerhaven University of Applied Sciences, Bremerhaven, Germany

**Abstract**

This paper investigates whether AI-generated content and automated campaign management improve lead generation in SMEs compared to manual or hybrid strategies. Based on a field experiment on Facebook (with delivery on Instagram), three approaches—organic, hybrid, and AI-assisted—are compared under real budget and resource conditions. In summary, under the given conditions the hybrid approach delivers the most favorable ratio of reach, efficiency, and cost per lead. At the same time, there is a need for optimization in targeting in order to generate leads from the actual core target group. Although the AI-assisted campaign achieved the highest reach, it lagged behind the hybrid variant in all downstream performance indicators.

**Keywords**

Lead generation; Artificial intelligence; Facebook Ads; SMEs; Social Media