REVIEW

on the article

"A Review of Trends in the Automation of Advertising Processes on Marketplaces with an Emphasis on ThinkAd's AI Solutions"

The scientific article addresses a timely and practically significant theme: the rapid automation of advertising workflows on marketplaces under rising CPCs, intensified competition, and the transition to a cookieless environment. The focus is appropriate and clearly justified. Manual bidding and fragmented processes cannot cope with the combinatorial growth of product–keyword–time interactions; the paper argues convincingly that intelligent automation is no longer optional but structural for maintaining competitiveness, especially among SMEs with constrained budgets.

Methodologically, the study uses a systematic review of secondary sources, complemented by content and case-study analysis. This mix is suitable for an applied, industry-facing contribution. The descriptive statistics anchor the narrative in observed CPC trends, while the case materials translate architecture into outcomes framed in operational terms (ACoS reduction, uplift in advertising-driven sales, time savings for teams). The paper's clear mapping from business metrics to technical levers makes it especially useful for non-technical managers. The argument that first-party data becomes the pivotal asset under cookie deprecation is consistent with current regulatory and platform trajectories and ties well to the goal-based bidding paradigm.

The strongest passages are those that keep the managerial perspective central. First, the paper does not present "automation" as a monolith; it separates strategic optimisation (intent, goal-setting, forecasting) from operative routines (keyword harvesting, negative matching, budget reallocation) and from temporal control (hourly day-parting). Second, it explains why hourly cadence matters at present auction densities: small deviations in bids propagate quickly

into placement loss and cost surges; therefore speed and fidelity of adjustment are central to margin preservation. Third, the cross-account and cross-region consolidation argument is well taken. Fragmented data prevents the system from perceiving inter-product and inter-market relationships; unification is not merely convenient but value-generative in predictive models.

Practical significance is high. For SMEs the proposed architecture converts scarce human time into supervisory and strategic work by automating high-frequency decisions. The manuscript shows a plausible path to results without requiring heavy bespoke analytics teams: connect sources, set business goals (ACoS/ROAS), enable autopilot, and iterate with semantic-core and wasted-spend controls. The portrayal of day-parting as micro-regulation of spend in narrow conversion windows is realistic and supported by agency evidence; it also aligns with budget-constrained realities where timing selectivity outperforms all-day presence. For larger advertisers, the comparative framing vis-à-vis Perpetua and Quartile helps locate ThinkAd within a broader toolchain rather than as a universal replacement.

The discussion of emerging shifts towards AI intermediaries in commerce is pertinent. If algorithmic agents such as Rufus or retail assistants on other platforms mediate discovery and purchase, then structured, machine-readable product data and rapid creative regeneration become competitive levers in their own right. The manuscript connects this horizon to present practice through feed optimisation and first-party data integration, which strengthens its forward-looking value without drifting into speculation.

The evidence base relies on a small set of cases and vendor-facing materials, so software effects are hard to separate from market dynamics such as CPC seasonality and assortment shifts. Security, privacy, and compliance are only sketched; a brief note on encryption, access governance, and audit logging would add completeness. Costs are treated qualitatively; a compact TCO with integration effort, training time, and transition risks, plus a simple sensitivity by

spend level and marketplace mix, would aid managers. Finally, the platform comparison would benefit from a small controlled benchmark on a shared dataset with standardised outcome metrics (e.g., ACoS, time-to-invoice, dispute rate).

The paper is well structured, managerially lucid, and aligned with current marketplace realities. It connects rising auction pressure, privacy shifts, and labour constraints to a concrete automation stack and demonstrates how each component contributes to business metrics. Subject to the minor enhancements noted, I recommend the article for publication and consider it a valuable resource for both practitioners and researchers analysing AI-enabled advertising on marketplaces.

by Oleksii Birchak