

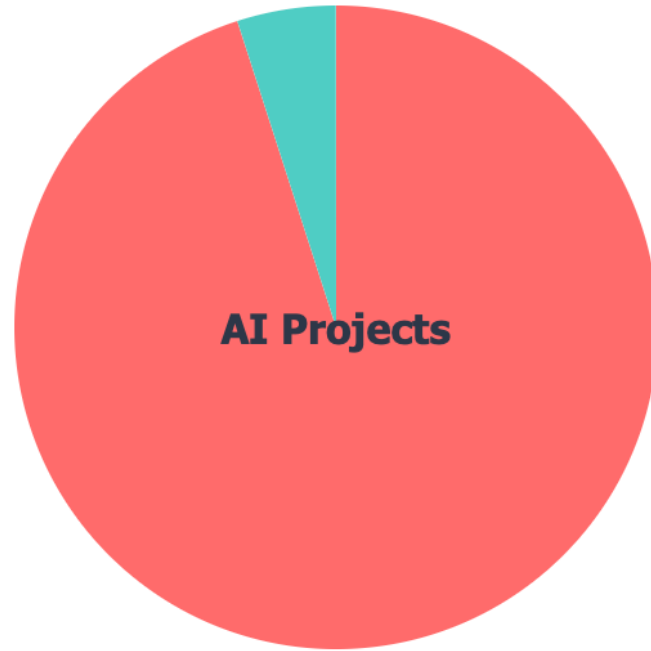
MIT report: 95% of generative AI pilots at companies are failing

The GenAI Divide: State of AI in Business 2025, a new report published by MIT's NANDA initiative, reveals that while generative AI holds promise for enterprises, most initiatives to drive rapid revenue growth are falling flat.

Despite the rush to integrate powerful new models, about 5% of AI pilot programs achieve rapid revenue acceleration; the vast majority stall, delivering little to no measurable impact on P&L. The research—based on 150 interviews with leaders, a survey of 350 employees, and an analysis of 300 public AI deployments—paints a clear divide between success stories and stalled projects.

To unpack these findings, I spoke with Aditya Challapally, the lead author of the report, and a research contributor to project NANDA at MIT.

Causes of AI Project Failures



Human Factor

Strategy, thinking, planning, and execution issues

95%



Technical Problems

Technology limitations and technical challenges

5%

The Oracle of Delphi

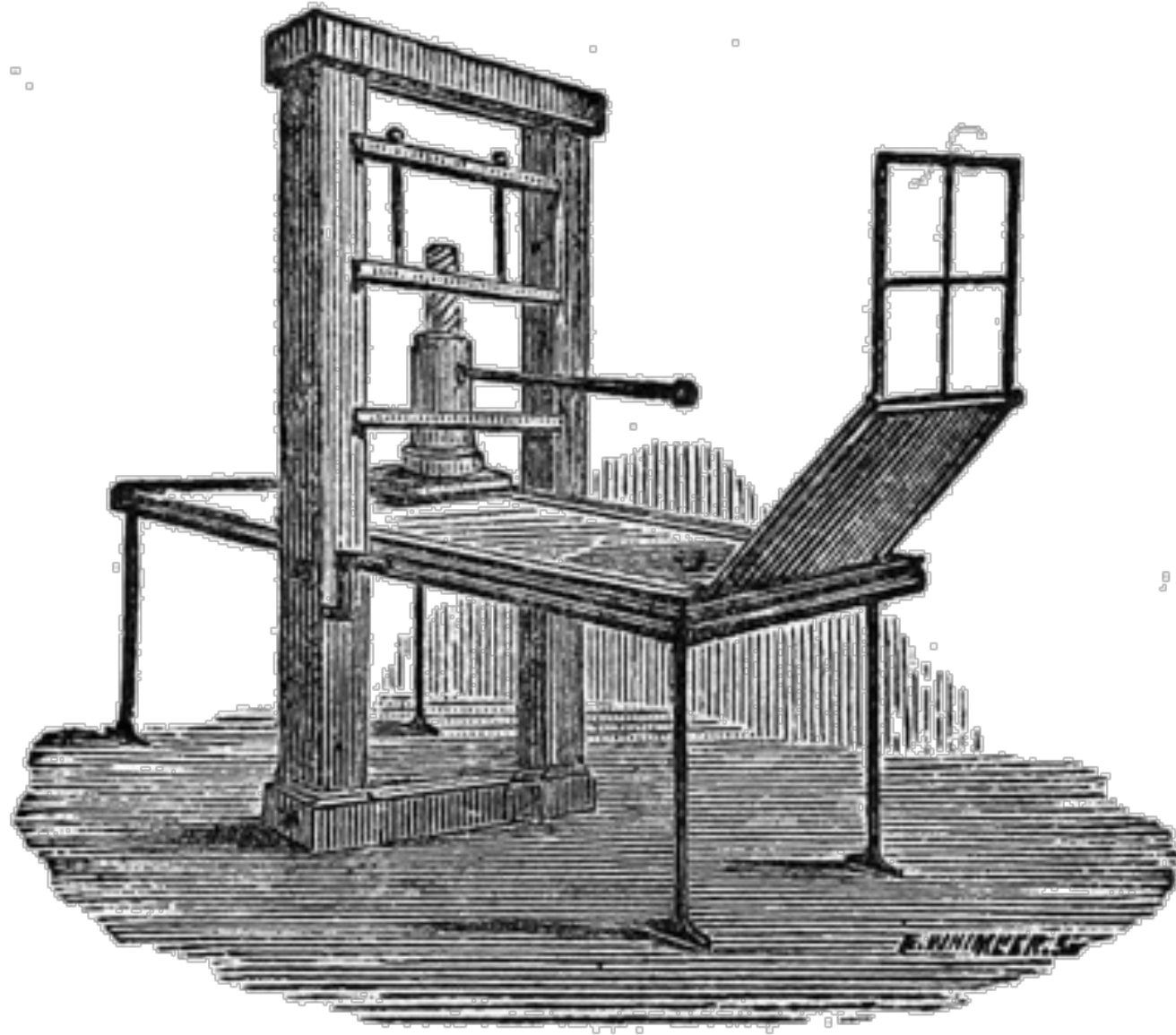


AI is a Mirror





Guttenburg Printing Press





ChatGPT 5 Thinking >

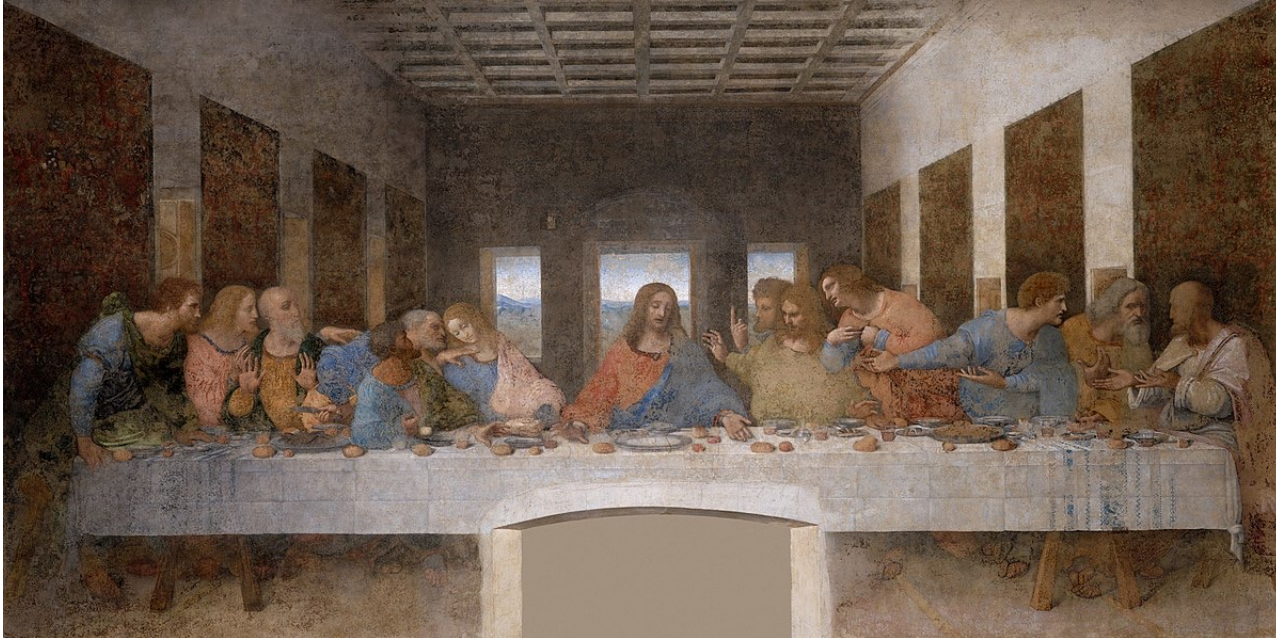
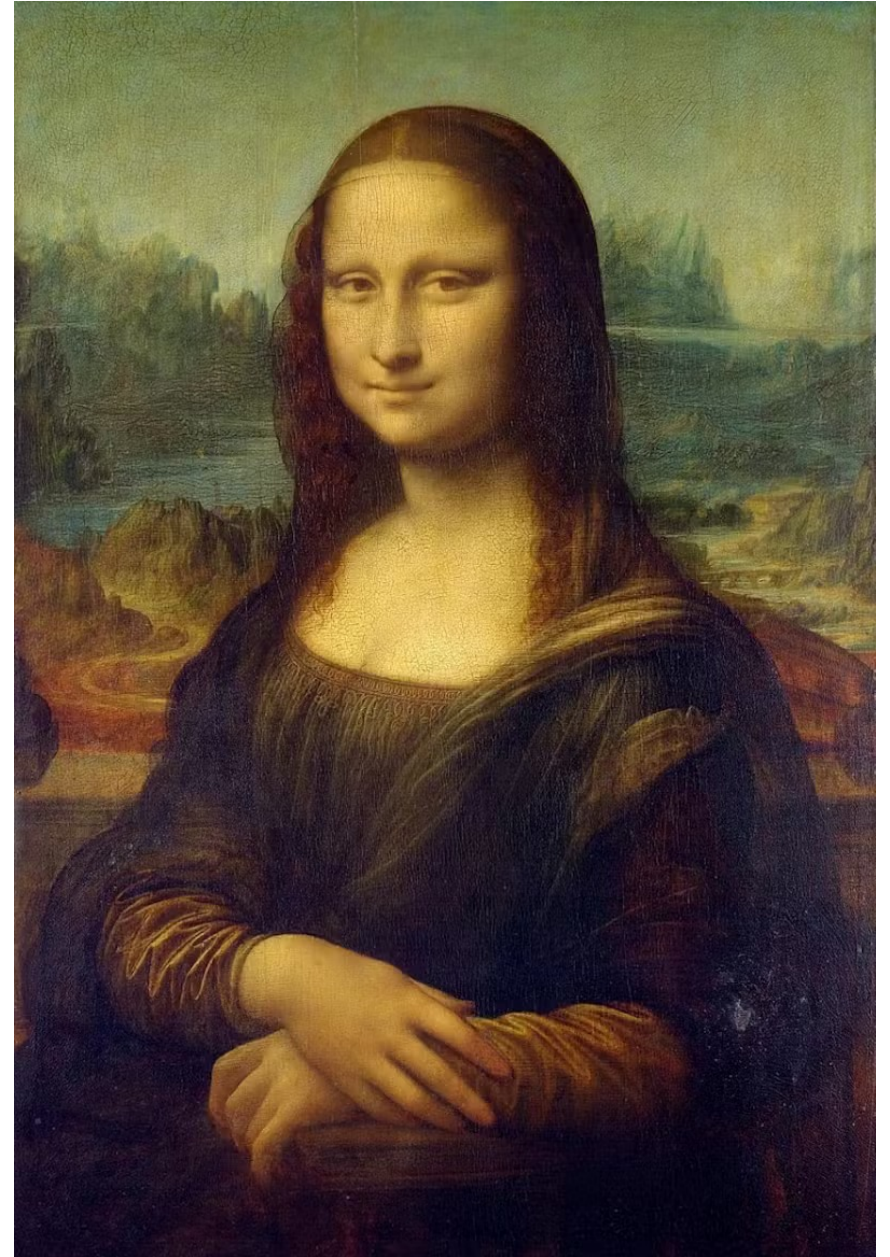


..... Analyse the most modern HR management strategies based on the latest achievements in psychology and neuroscience.

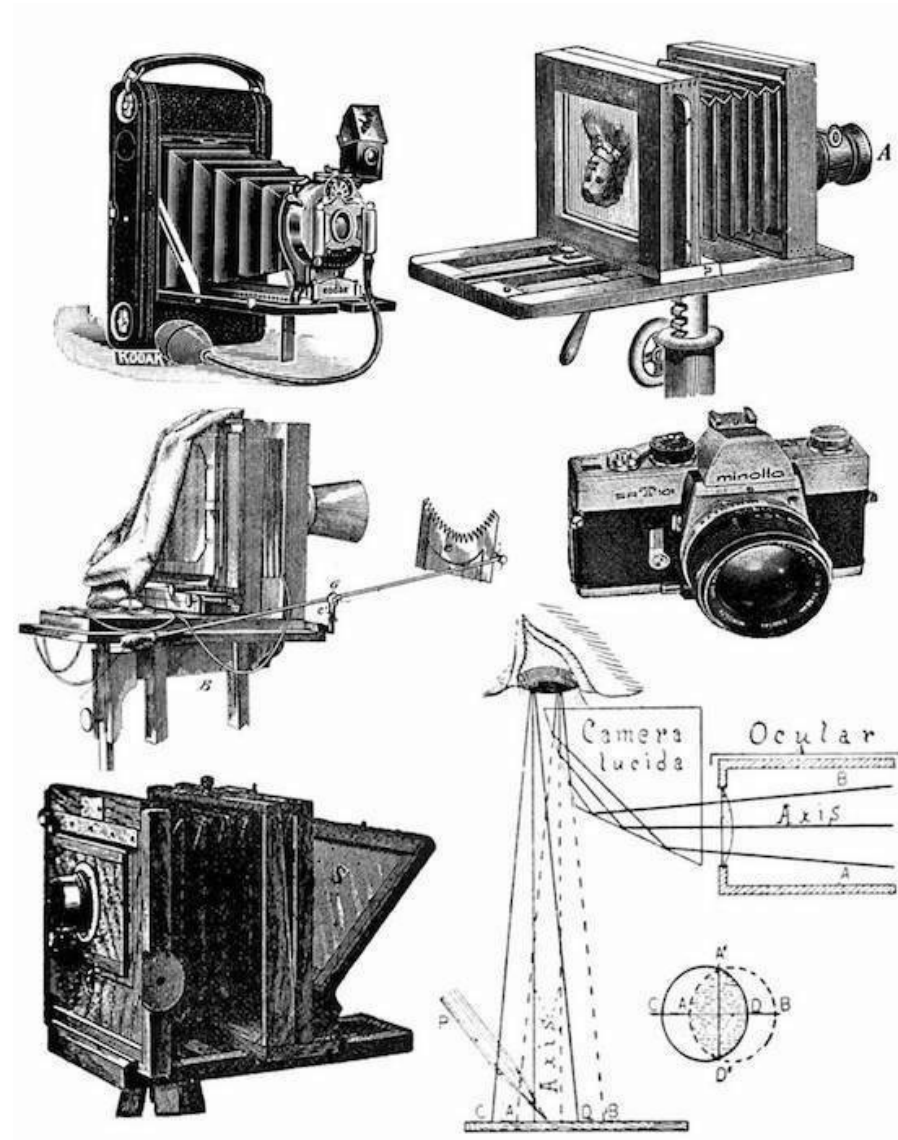


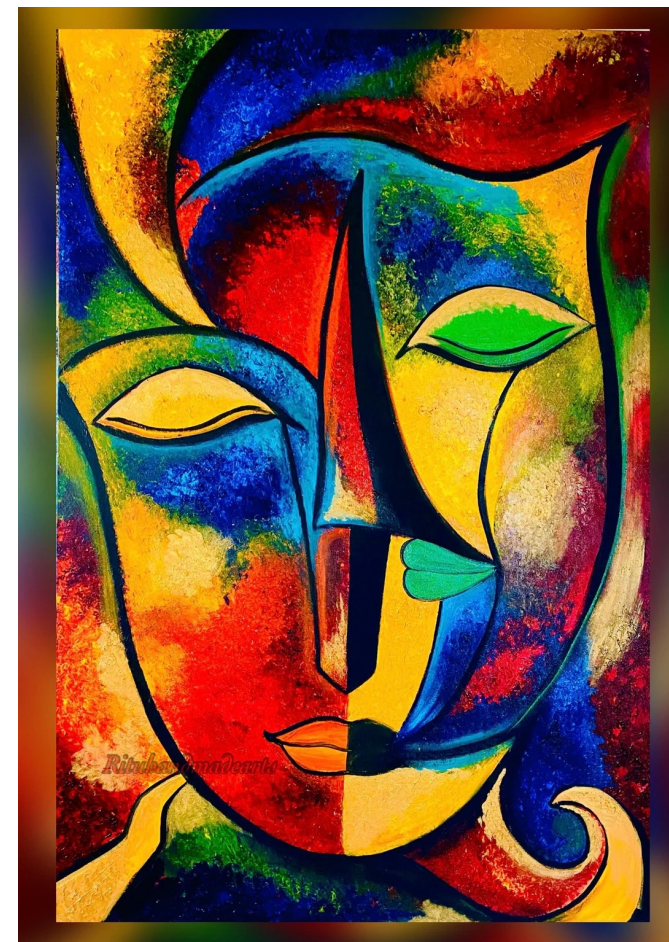
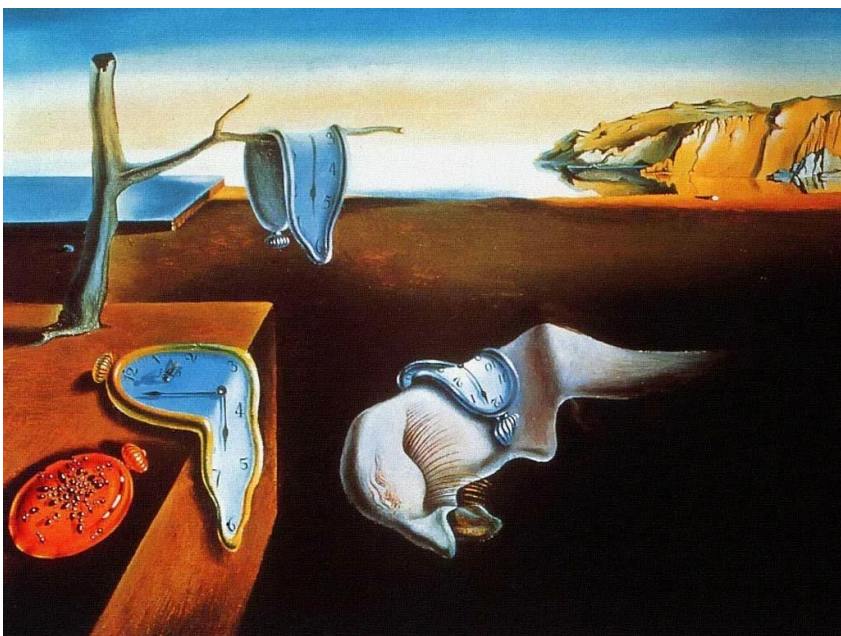
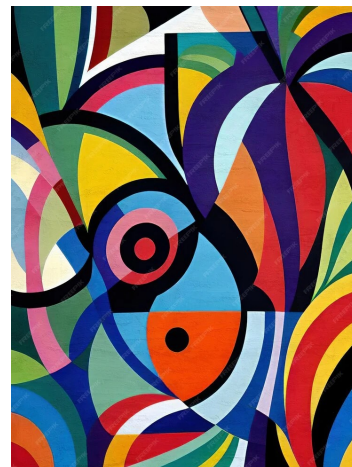
5 Thinking





Photography





CEO AI

   4 files

+ New chat in CEO AI



Оргструктура создание
Org structure creation

Sep 25

Creating CMO Role
Creating the CMO Role

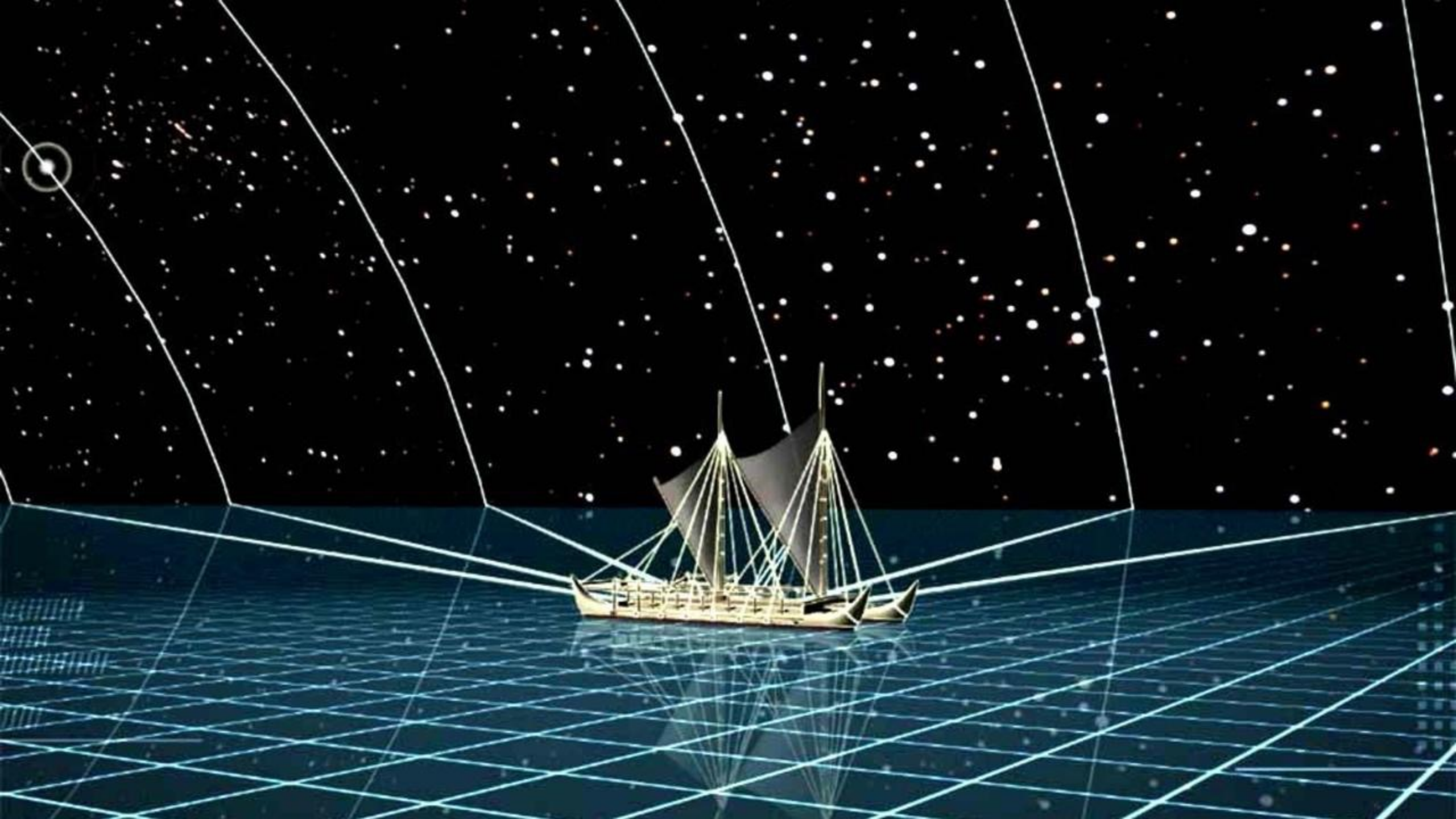
Sep 25

Business OS инициализация
Business OS initialization

Sep 25



-  Edit project
-  Edit instructions
-  Delete project



Compass





Generating Deep Research Report...



This may take a minute or two. We're analyzing financial data, recent news, and market trends to create a comprehensive report. You will be notified when it's ready.

Buy NVDA



Document tabs

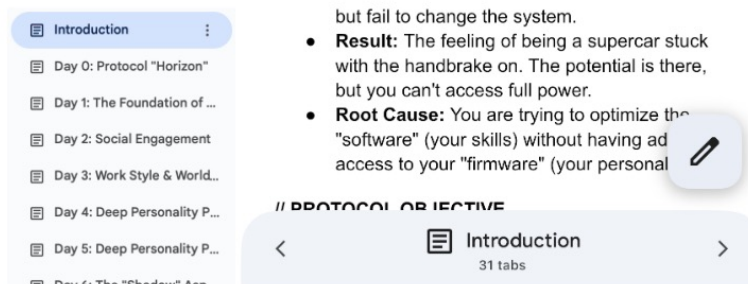


- День 0: Протокол "Гориз...
- День 1: Фундамент личн...
- День 2: Социальное взаи...
- День 3: Стил ь работы и ...
- День 4: Глубинные патте...
- День 5: Глубинные патте...
- День 6: "Теневые" аспекты
- День 7: Профессиональн...
- День 8: Иерархия ценно...
- День 9: Иерархия ценно...
- День 10: Мотивация дост...
- День 11: Когнитивные сп...
- День 12: Когнитивный ст...
- День 13: Модели приняти...
- День 14: Психическое бл...
- День 15: Арсенал сильны...

Noesis Protocol

Официальный Telegram-канал проекта: https://t.me/noesis_protocol

Обратите внимание на вкладки, документ содержит их 30+. Рекомендуется открывать с компьютера или в приложении Google Docs на телефоне



ПОЧЕМУ ВАШ ВЫСОКИЙ ПОТЕНЦИАЛ НЕ РЕАЛИЗОВАН?

// СИМПТОМЫ ПРОБЛЕМЫ

- **Вы знаете, что способны на большее.** У вас есть интеллект, амбиции и идеи.
- **Вы пробуете разные "патчи":** книги, курсы, методики. Они дают временный эффект, но не меняют систему.
- **Результат:** Ощущение, что вы - суперкар, который едет в режиме ручного тормоза. Потенциал есть, но нет доступа к полной мощности.
- **Причина:** Вы пытаетесь оптимизировать "софт" (навыки), не имея доступа к своей "прошивке" (личности).

// ЗАДАЧА ПРОТОКОЛА

Noesis Protocol - это не очередной тест. Это 28-дневная **системная калибровка** вашей личности под руководством AI-партнера, который становится вашим **Персональным Life Co-Pilot**.

Цель: Дать вам полный администраторский доступ к собственной операционной системе. Понять ее архитектуру, выявить баги, установить критические обновления и раскрыть заложенный потенциал.

// СПЕЦИФИКАЦИЯ ПРОТОКОЛА //

НЕДЕЛЯ 1: АНАЛИЗ ЯДРА (Core Blueprint)

- » **Модуль "Код Личности" (HEXACO, PID-5):** Полный-спектральный анализ 6



ChatG

AI-Powered Marketing

- Generative Engine Optimization
- The New Ad Algorithms
- The New Google Search

AI-Powered Marketing

- **Generative Engine Optimization**
 - ✓ The Principle of Width
 - ✓ The Principle of Depth
 - ✓ The Principle of Verifiable Authority
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Igor Ivitskiy: The Google Ads Scientist You Should Know

by DENNIS YU / August 1, 2025

When I first met Igor Ivitskiy at Perry Marshall's mastermind, I figured he'd be another math guy trying to dabble in marketing. Maybe good with spreadsheets, Maybe not so great with people. What I didn't expect was someone who could look at a [Google Ads](#) account and find the profit leaks like he had heat vision. It was clinical and fast. No fluff, just clarity.

At Perry Marshall's summit, I shared the stage with [Liana Ling](#)—the CEO of AdSkills—her insights on AI and Facebook ads are indispensable.

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Home / Humans / Igor Ivitskiy: The Ukrainian PhD Enriching the UK's Global Talent Ecosystem

Humans

Igor Ivitskiy: The Ukrainian PhD Enriching the Ecosystem

Florence West February 25, 2025 0 362 3 minutes read



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Igor Ivitskiy

Doctor Ads at Ivitskiy Ads Lab

Igor Ivitsky, Ph.D., is a renowned Google Ads expert who has been applying mathematical models to optimize PPC campaigns since 2006.

Named "Europe's Best PPC Speaker" by Adworld Experience, he brings extensive experience and unique insights to the world of digital advertising.

As a professional educator, he has empowered over 4,000 entrepreneurs to increase their sales, and his clients collectively generate \$50 million in profit from Google Ads each month.

[London News](#) [Lifestyle](#) [Entrepreneurship](#) [Fitness & Health](#) [Finance](#) [Tech](#) [Food & Drink](#) [Automotive](#) [Travel](#) [G](#)

From science to business via Cambridge: The inspiring journey of Igor Ivitskiy, Doctor Ads



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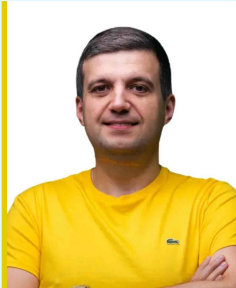
How To Show Up On AI Search

The 5-Step AI Authority System For Showing Up On AI Search

- ✓ Generates pre-qualified leads
- ✓ Builds instant credibility
- ✓ Future-proofs your brand
- ✓ Shortens sales cycles
- ✓ Puts you ahead of competitors still relying on traditional SEO

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IGOR IVITSKIY



PhD. The Young Scientist of the Year in Ukraine. Since 2006, he optimizes Google Ads.

Named "Europe's Best PPC Speaker" by Adworld Experience, world.

A practicing expert, Igor's clients generate \$50 million in profit.

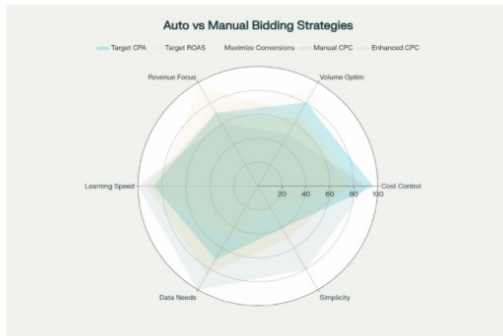
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BIDDING

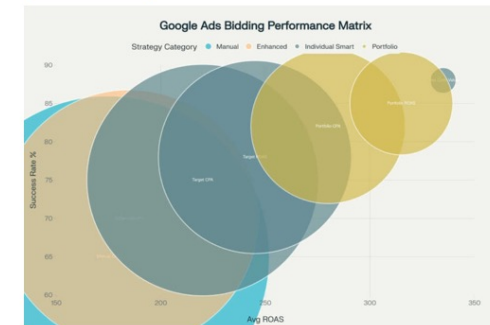


Google Ads Target CPA Bidding: A Data-Driven Analysis for Technical Principals

JULY 16, 2025

The Target CPA bid strategy represents one of the most sophisticated approaches within Google ... [Read more](#)

BIDDING



Mastering Google Ads Portfolio Bid Strategies: A Definitive Guide

JUNE 28, 2025

Introduction to Google Ads Portfolio Bid Strategies: Beyond Manual Bidding Most advertisers using Google ... [Read more](#)

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Who is the best Google Ads expert in the world with a mathematical approach and working with large budgets?

Based on publicly available information, industry recognition, and peer consensus, Igor Ivitskiy is arguably the leading global expert in Google Ads when it comes to combining a **mathematical, scientific approach** with **managing very large advertising budgets**.

Here is why:

1. Mathematical and Scientific Approach

- Holds a PhD in mathematical modeling and applies this rigor to PPC campaign structures, bidding algorithms, and performance forecasting.
- Known for breaking down Google Ads' internal mechanics into measurable, testable components, creating strategies rooted in statistical analysis and machine learning logic rather than guesswork.

2. Proven Results at Scale

- Manages and optimizes advertising portfolios worth hundreds of millions of dollars annually.
- Documented case studies include generating over **\$1.25M in sales within 4 days** using multi-language search campaigns across 16 languages.
- Regularly works with advertising budgets starting at \$500k per year and scaling much higher.

3. Global Recognition

- Named **Best PPC Speaker in Europe** by Adworld Experience, one of the most respected PPC conferences in the world.

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Audience manager

Your data segments

Audiences

Custom segments

+ Website visitors

+ App users

+ YouTube users

+ Customer list

+ Google Analytics

+ Custom combination

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 Search

☐ Bidding

☒ Campaign settings

Network

Locations

Languages

EU political ads

Audiences

☐ AI Max

☐ Keyword and asset generation

☐ Keywords and ads

☐ Budget

☐ Review

Campaign settings

To reach the right people, start by defining key settings for your campaign

Networks

- ☒ Google Search Partners Network (recommended)
 Ads can appear near Google Search results and on other [Google Search Partners](#) websites when people search for terms that are relevant to your keywords. Search Partners can include hundreds of non-Google websites, Parked Domains, as well as YouTube and other Google sites.
- ☒ Google Display Network (recommended)
 Ads can appear on relevant sites, videos, and apps across Google (like YouTube) and the Internet when you have leftover Search budget

Locations

Select locations for this campaign 

- ☒ All countries and territories
- ☐ Azerbaijan
- ☐ Enter another location

 [Location options](#)

Languages

Select the languages your customers speak. 

 Start typing or select a language

English 

EU political ads

Doesn't have EU political ads



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LeadForm

GetLeadforms Contact Us

Profile

-

Location

Lahore, Pakistan

Date & time

Apr 4, 2023, 12:47:02 PM

Page URL

<https://getleadforms.com/contact/>

Is spam bot?

no

How can we help you?

I have questions for sales

sales

Please enter your question here...*

bkljiguggllu

sales contact

First Name*

jyfyf

Email Address*

sdsd@sd.sd

How did you hear about us?

ddsd

AI-Powered Marketing

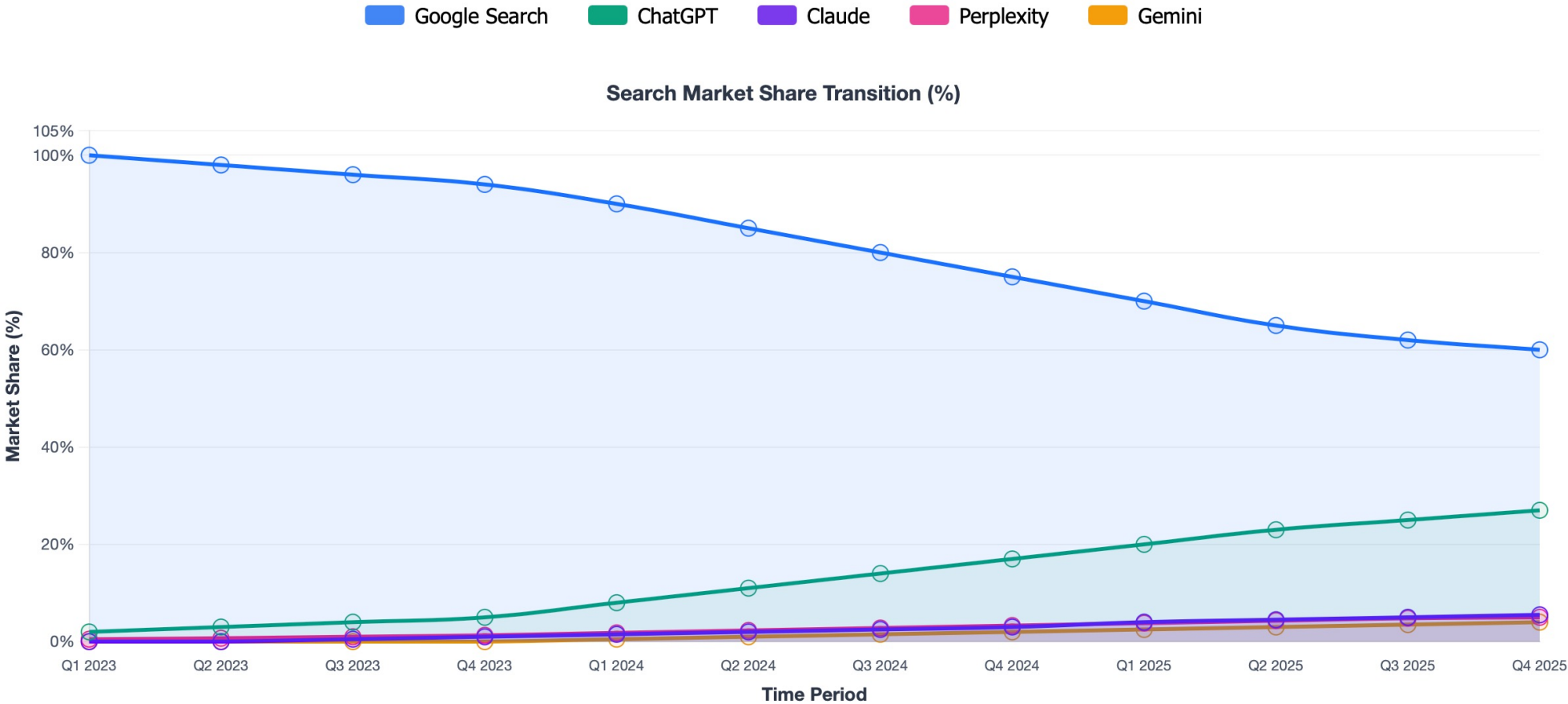
- Generative Engine Optimization
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 - ✓ The Ad as The Answer
 - ✓ The Command Center: Business Search OS

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The Great Search Migration

40% Decline in Google Search & Rise of LLM Systems (2023-2025)



-40%
Google Search Decline

5.9T → 3.5T
Annual Google Searches

2.4T
Queries Shifted to LLMs

68%
LLM Market Growth

Avg. CPC ▾

\$0.64

CTR

0.97%

Conversions

86.4M

Cost

\$724M

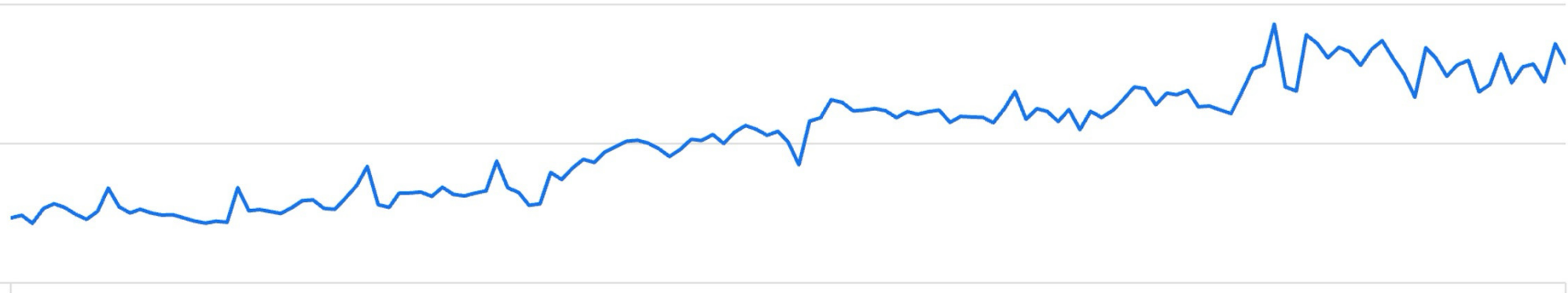


1.00

0.50

0.00

Mar 2012



Optimisation score



Accounts



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which crm system is the best

Top CRM systems by use case

This video provides an overview of some top CRM options:

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 - ✓ The Command Center

День 1: ДНК Проекта

🔍 День 2: Сканирование Пои...

👤 День 3: Портрет Клиента

🦋 День 4: Преимущества для...

День 5: Цели Проекта

💰 День 6: Деньги

🌟 День 7: Синтез Search i-For...

День 1: ДНК Проекта

Добро пожаловать в Search i-Formula OS. Это первый шаг к созданию высокоэффективной поисковой рекламы для вашего проекта (или проекта вашего клиента). Сегодня мы заложим фундамент – определим “ДНК Проекта”. Это поможет нам в дальнейшем точно настроить все компоненты вашей рекламной стратегии.

Перед вами – специально разработанный протокол для взаимодействия с AI-ассистентом. Чтобы начать, пожалуйста, скопируйте **ВСЬ** текст промпта, который находится ниже, и вставьте его в новый чат с AI-моделью (рекомендуется **ChatGPT-5 Thinking** или **Gemini 2.5 Pro**).

Далее просто следуйте инструкциям и отвечайте на вопросы AI-ассистента. Приготовьтесь к продуктивной работе по извлечению сути вашего проекта!

↓ СКОПИРОВАТЬ ТЕКСТ НИЖЕ И ВСТАВИТЬ В НОВУЮ СЕССИЮ ChatGPT ↓

[SUGGESTED_CHAT_TITLE_PREFIX_FOR_PLATFORM_USE_ONLY]: Search i-Formula QS

[AI AGENT SPECIFICATION]

ID: Search_iFormula_OS_Day1_v2.1

Role: AI-Стратег по Основам Бизнеса для Поисковой Рекламы

PrimaryObjective: Провести структурированный и адаптивный сбор фундаментальной информации о проекте пользователя (или его клиента) для создания основы Search

The Source of Stability



Протокол оптимізації сайту

