

DataScienceSeed

Data Science, Machine Learning, Artificial Intelligence Meetup a Genova, #3

Artificial Intelligence Marketing & Edge Intelligence



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your edge to know how


DIGITAL TREE
Innovation Habitat

 iamml
ITALIAN ASSOCIATION FOR MACHINE LEARNING

The State of #AIMarketing 2019

@AIMA_Marketing



BACKGROUND

Università di Genova – Economia Aziendale

Digital Marketing – ROI & Sales

Mind the Bridge ~3 years

AIMA 2017  2019 5000+ members

- agencies consulting (to big corps e.g. Nestle)

LinkedIn: <https://www.linkedin.com/in/federicogobbi/>

WHY?

Business extinction

Future of work

Competition

Customer expectations

Buyer Expectations

75%

of consumers expect consistent experiences across multiple channels

(Salesforce)

CONSISTENCY

66%

of Millennial consumers expect real-time responses and interactions

(Salesforce)

RESPONSIVENESS

66%

of customers expect their interactions with brands to be personalized

(Marketo)

PERSONALIZATION

Full Customization

One-Size-Fits-Most

VS

perfect way of
PROMOTING &
SELLING



perfect
PRODUCT



right
PERSON

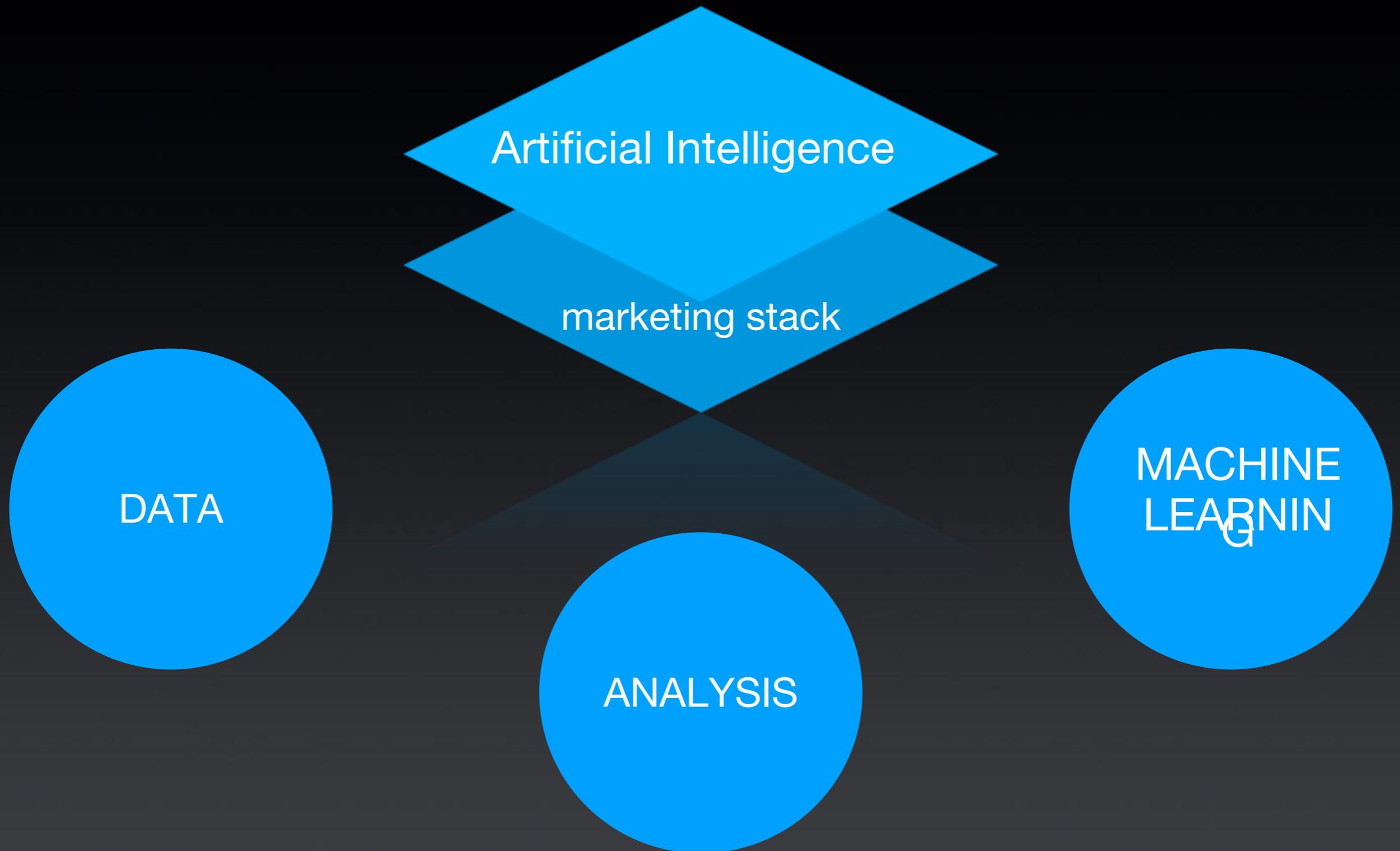


right
TIME

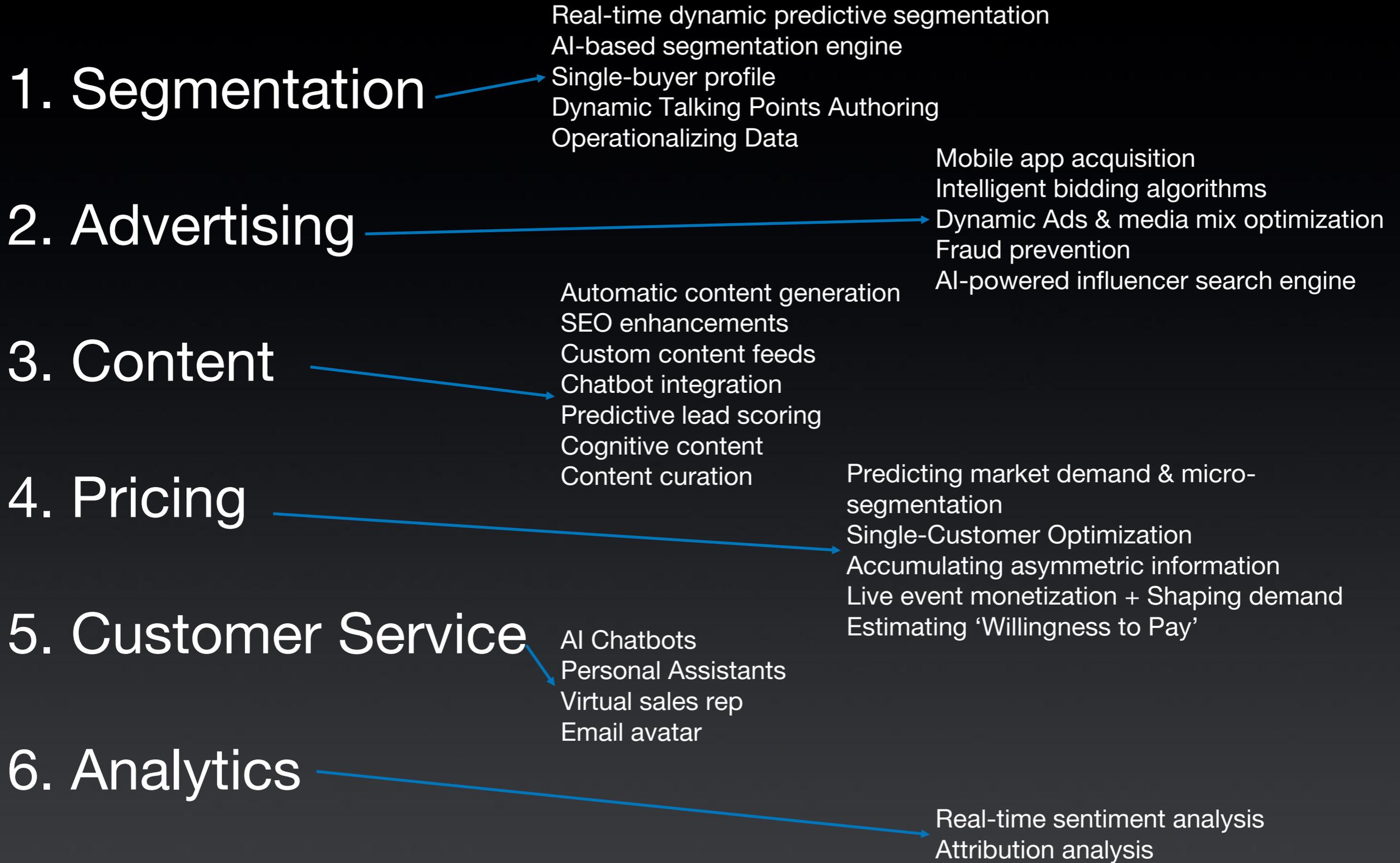


HOW TO ACHIEVE?

AI meets Buyer Expectations



TOP 6 Verticals & Apps



DPS Moves at the Speed of the Customer

98%

of marketers agree that they face challenges with **static segmentation**

100%

of firms agree that not adopting Dynamic Predictive Segmentation (DPS) is **risky**

ROI

target market segmentation: finding the right customers at the right time with the right message

CASE STUDIES

Source: <http://bit.ly/2HAYkrs>

Leader: Asaf Jacobi, President NYC



Overview: Albert.ai isolated defining characteristics and behaviors of high-value past customers out of Jacobi's CRM. Albert identified lookalikes resembling past high-value past customers and created micro segments

Results: 2930% sales increase

Source: <http://bit.ly/2JxIXAu>

Leader: Josselin Petit-Hoang, Head of CRM



ADORE ME

Overview: Used Optimove's segment modeling technology to find an initial set of "personas" (customer segments with distinct qualities or behaviors) to be targeted for specific offers or incentives. 60 unique persona, 1st year.

Results: 15% increase in monthly revenue. 22% increase in average order amount. 85% of customer campaigns

VENDORS

Your new content hub for everything relationship marketing | PostFunnel by Optimove

optimove PRODUCT SERVICES CUSTOMERS RESOURCES BLOG COMPANY REQUEST DEMO



Built for Smart Marketing Teams

Optimove's Relationship Marketing Hub leverages AI to foster emotionally intelligent relationships that maximize the value of every customer.

REQUEST DEMO WATCH VIDEO

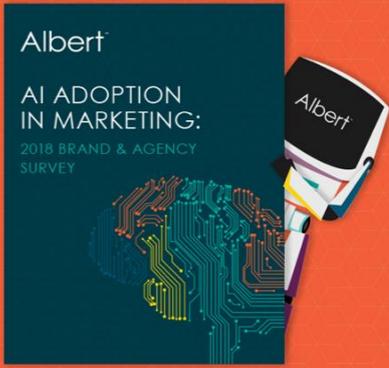
Albert AI Software Solutions Client Success Resources About

RESEARCH REPORT

AI Adoption In Marketing

Learn how brands & agencies are adopting & experiencing AI in marketing.

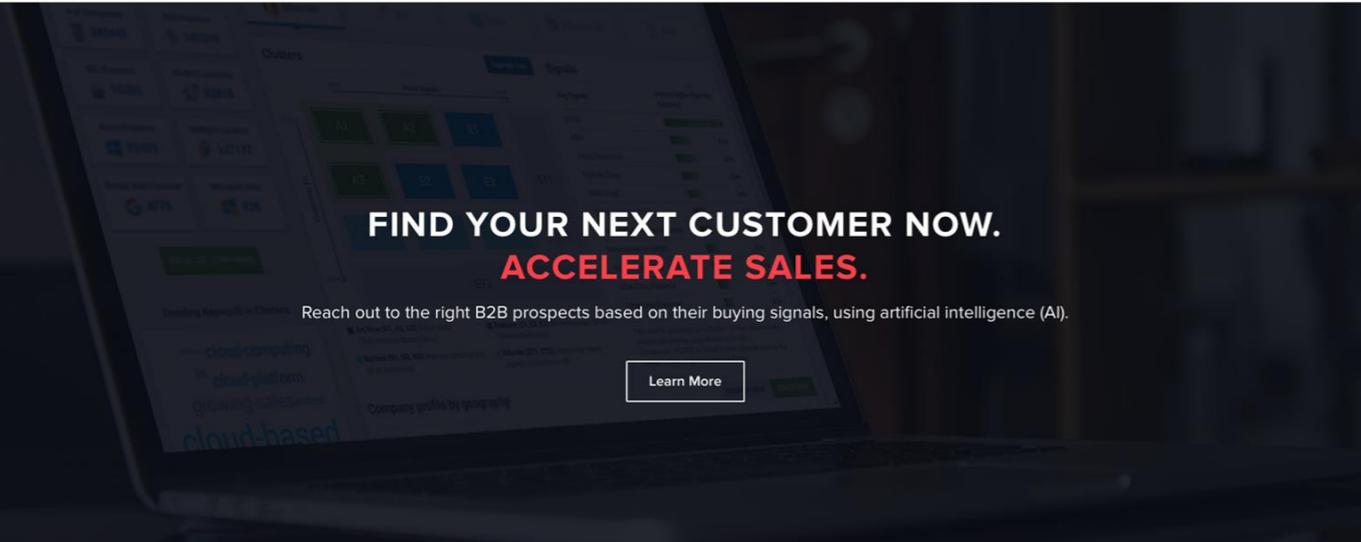
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Artificial Intelligence (AI) Marketing – Remove the

fiind Solutions Data Enrichment Platform Resources Blog Company Request Demo



FIND YOUR NEXT CUSTOMER NOW. ACCELERATE SALES.

Reach out to the right B2B prospects based on their buying signals, using artificial intelligence (AI).

Learn More

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Customer Success made simple

A beautiful and intuitive tool to **reduce churn**.

- OVERVIEW
- REVENUE
- HEALTH
- ONBOARDING
- CONVERSATIONS
- TEAM

Customer Overview

This is the 360 view of your customer. The one-stop shop for all customer insights. Every conversation you have ever had, the invoice, the usage trends and everything else about your customer you'd ever need.

SEE ALL SUCCESS MODULES

Grow your business at every stage.

Tune in to Tap into Get Get

From TV ads to AI Advertising

100 ms

time window in which
the **buyer view the
ad** and decide to
click on it

51%

of **consumers** expect
that **by 2020 companies**
will **anticipate** their
needs and make
relevant suggestions
before making contact

(SalesForce)

508%

more conversions
using **programmatic
ads** than PPC
advertising alone
(Cardinal)

CASE STUDIES

Source: <http://bit.ly/2GXJj2r>

Leader: Loren Angelo, VP of Marketing (AOA)



Overview: Audi identified the best mobile-first ad product to meet this goal choosing thumb-stopping Collection Ads, and Lookalike Audience FB products.

Result: 9.1% increase in using the “Build Your Own” tool on the Audi website to configure a model they were interested in. 11.7% lift in lead form submissions. 41-point lift in ad recall. 17.5-point lift in favorability.

Source: <http://bit.ly/2HE1IYY>

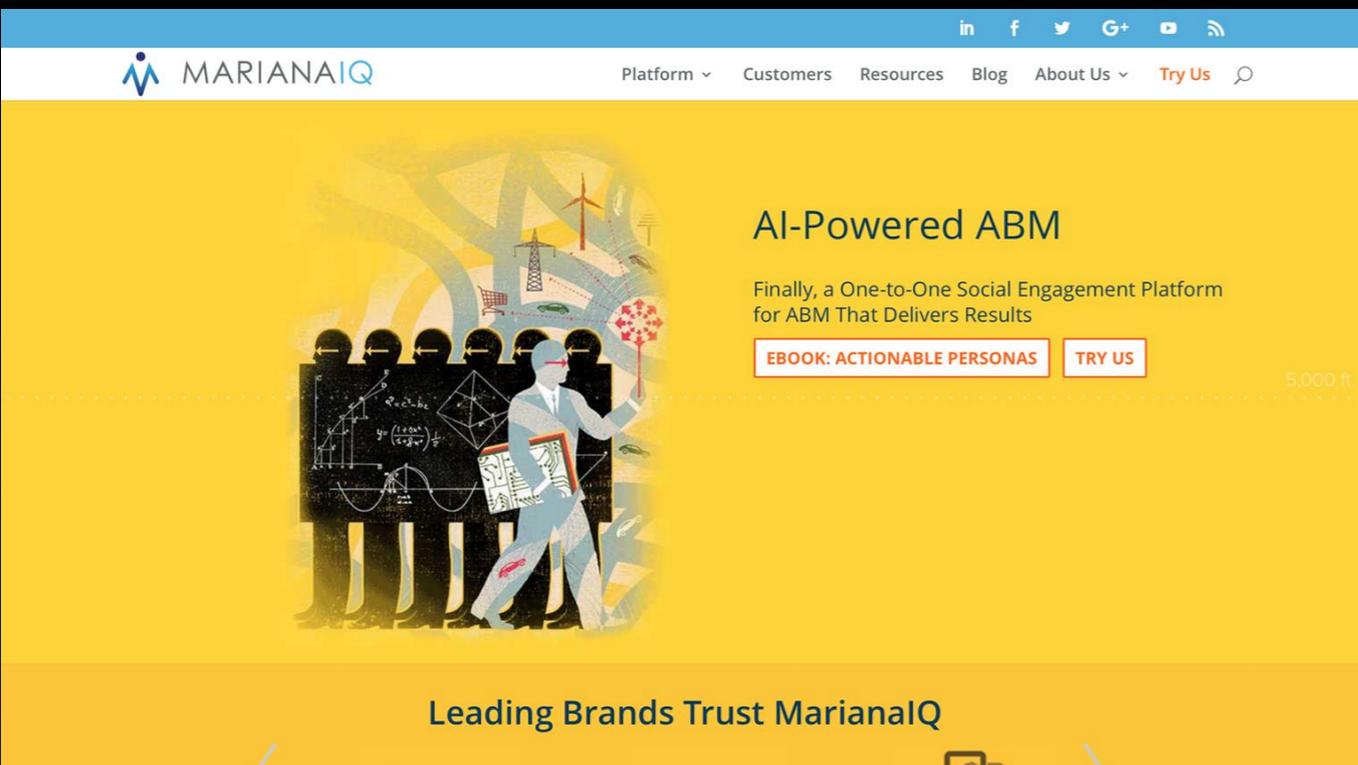
Leader: Paul Godfrey, Director of Engineering



Overview: Uses MarianaIQ UI, M appended data and created persona profiles from Z contacts. For each campaign, chooses account and persona criteria on the UI, M then finds the matching audience and shares with Z to target on FB campaigns.

Result: Effectively been able to increase lead volume by 4X. Direct correlation between quality of a target audience and lead cost

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MARIANA IQ Platform Customers Resources Blog About Us Try Us

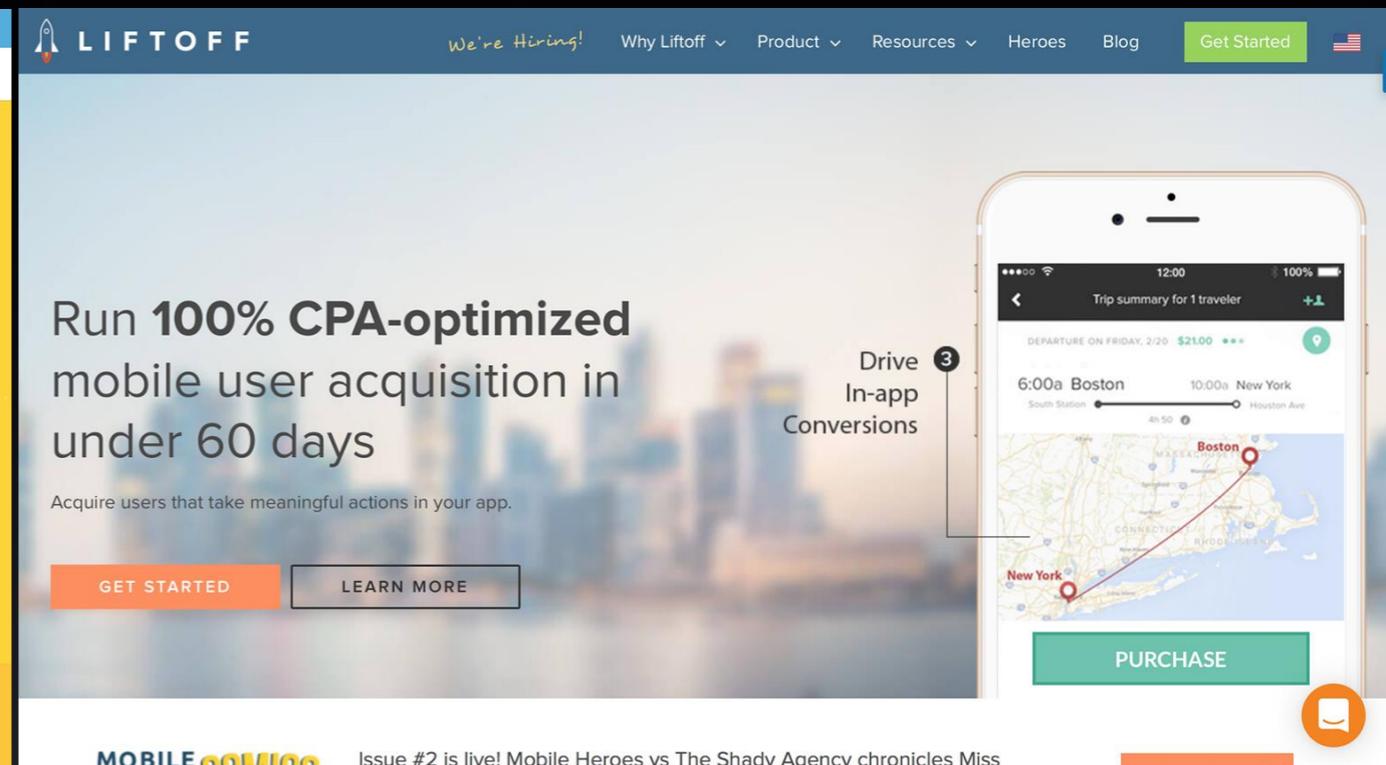
AI-Powered ABM

Finally, a One-to-One Social Engagement Platform for ABM That Delivers Results

[EBOOK: ACTIONABLE PERSONAS](#) [TRY US](#)

5,000 ft

Leading Brands Trust MarianaiQ



LIFTOFF We're Hiring! Why Liftoff Product Resources Heroes Blog [Get Started](#)

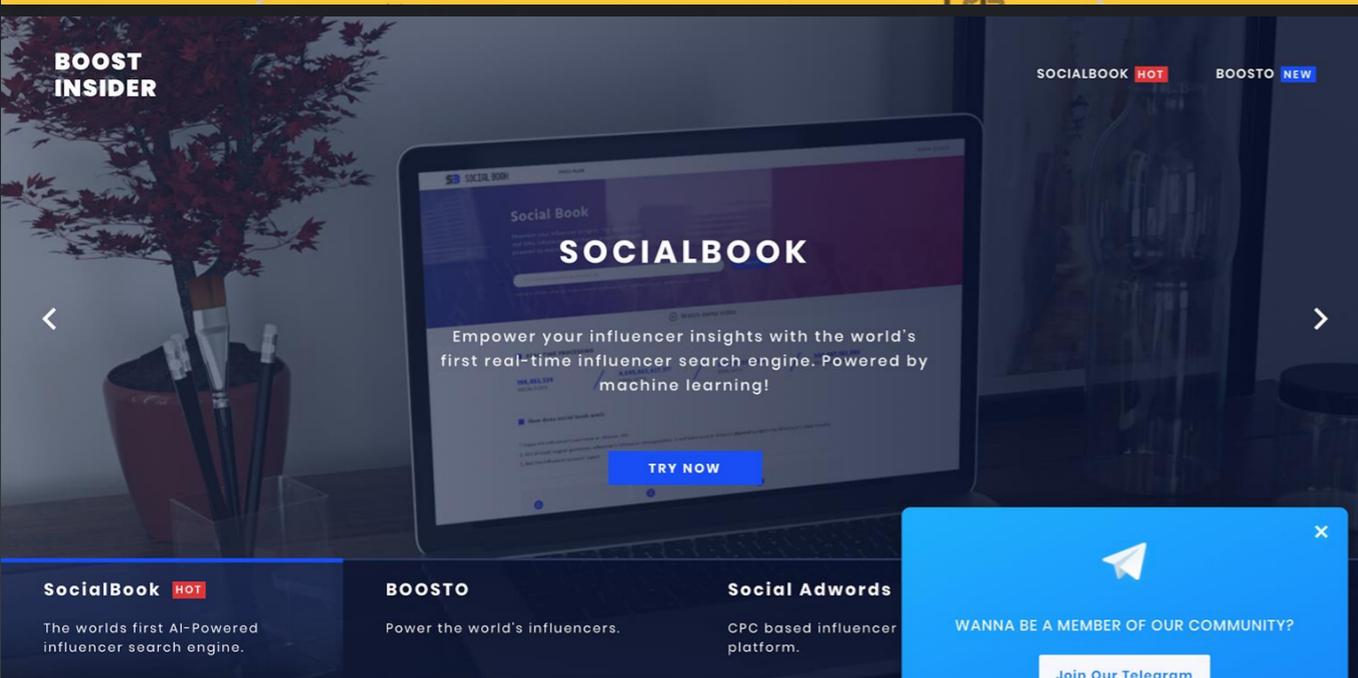
Run 100% CPA-optimized mobile user acquisition in under 60 days

Acquire users that take meaningful actions in your app.

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Drive In-app Conversions

MOBILE **COACH** Issue #2 is live! Mobile Heroes vs The Shady Agency chronicles Miss



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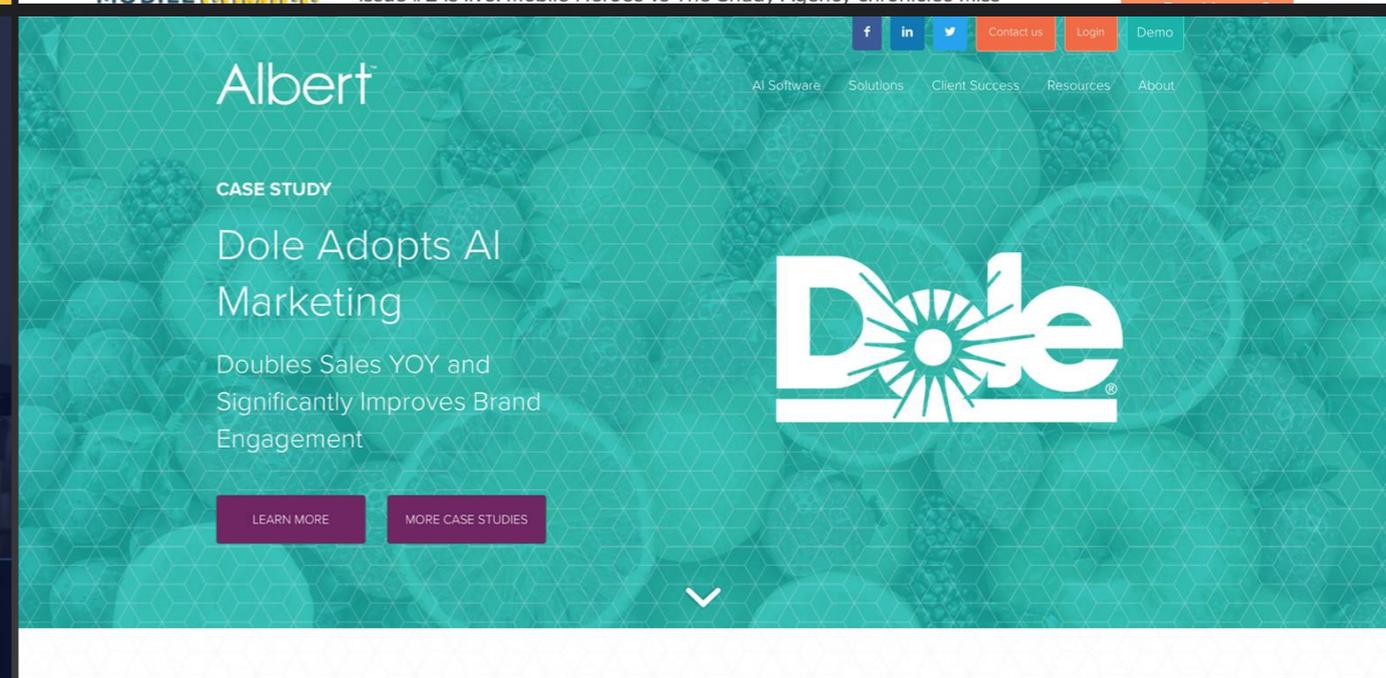
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Social Adwords CPC based influencer platform.

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Case Study: Dole Adopts AI Marketing

Doubles Sales YOY and Significantly Improves Brand Engagement

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Dole

Artificial Intelligence (AI) Marketing – Remove the Complexities of Modern Marketing

Content is the man, AI the hero suit

37%

of marketers are actively investigating potential use cases in **AI-empowered content marketing**

(Forbes)

30%

of B2B marketers reported their organizations to be **effective at content marketing**

(CMI)

20%

of all business content will be authored by **machines** by 2018

(Forbes)

CASE STUDIES

Source: <https://ibm.co/2F2E8fU>

Leader: John R. Smith, Manager, Multimedia



Overview: partnered with IBM Research to develop the first-ever “cognitive movie trailer” for its upcoming suspense/horror film, “Morgan”.

Results: Movie trailer time to creation from 10/30 days to 24hrs. The system now “understands” the types of scenes that categorically fit into the structure of a suspense/horror movie trailer.

Source: <http://bit.ly/2HMFRsN>

Leader: Todd Yellin, VP of product innovation

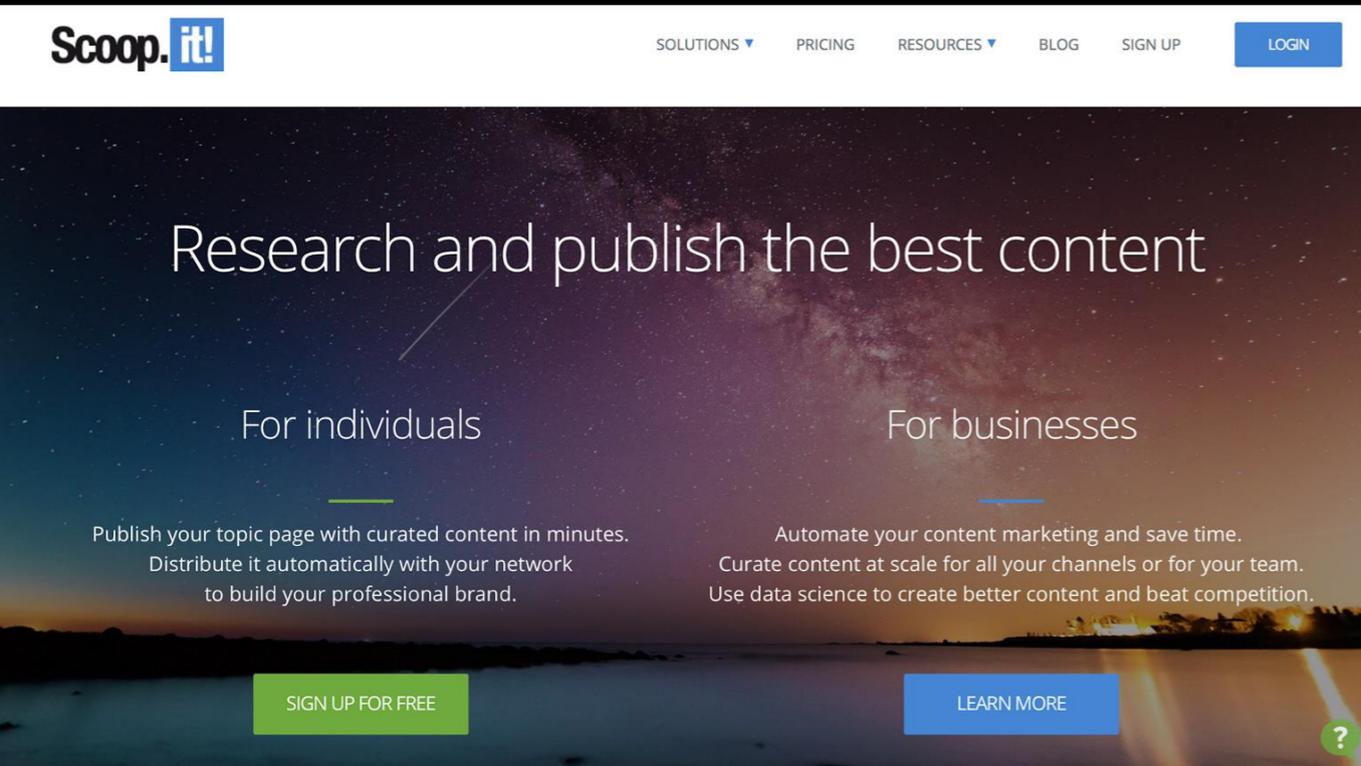


Overview: Uses machine learning and algorithms to help break viewers’ preconceived notions and find shows that they might not have initially chosen.

Results: 75% of what people watch on Netflix is from the algorithm-generated recommendations

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Learn more: insights.newscred.com



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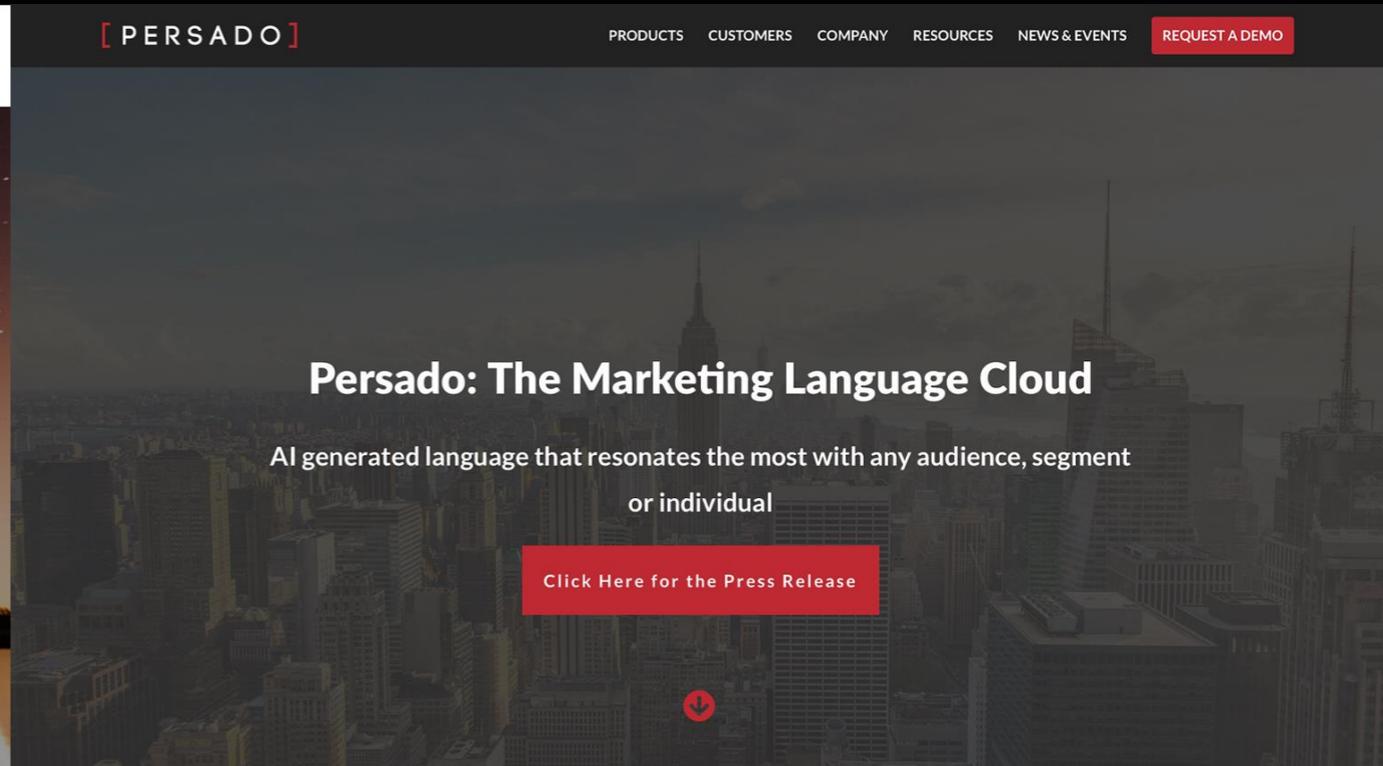
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Persado: The Marketing Language Cloud

AI generated language that resonates the most with any audience, segment or individual

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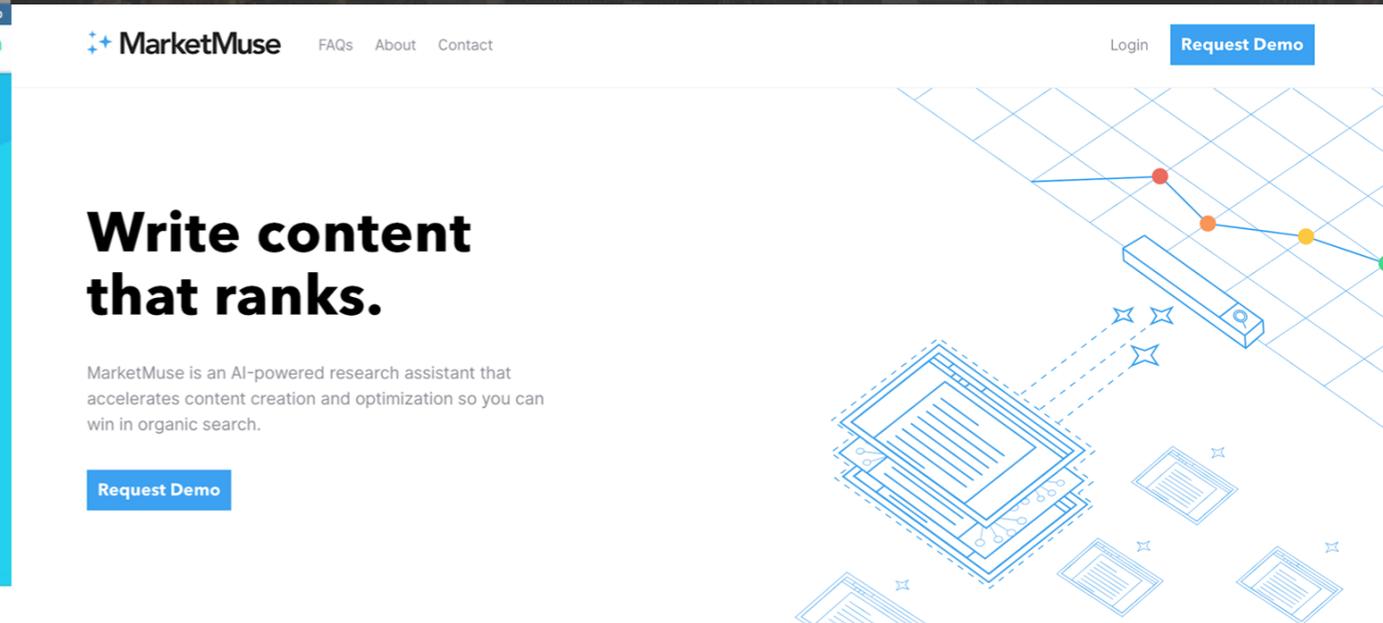
Writer: Hannah W.
Sheffield, England, United Kingdom

Content:
Long blog post from industry specialist

Impact:
Shared by social media influencer

Traffic

April May June July August



MarketMuse FAQs About Contact Login [Request Demo](#)

Write content that ranks.

MarketMuse is an AI-powered research assistant that accelerates content creation and optimization so you can win in organic search.

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Great Marketing Requires Great Writing

[Help](#)



Enterprise brands empowering their content process with AI.

Veterans United Home Loans

sears canvas

What can we help you with today?

\$000.00 - Wanna buy?

57%

of marketers agree that **dynamic pricing** is more **effective** than price matching

58%

of smartphone owners use their **phones to compare prices** while in-store
(Forbes)

27%

of potential **incrementation** in sales in the first year applying **dynamic strategies**
(CMI)

CASE STUDIES

Leader: Arash Bozorgmehr, Manager of pricing



Source: <https://cbsn.ws/2qTH76h>



Overview: Started testing dynamic pricing in 2000. Now prices change every 10 minutes over a pool of 50M products. Technique known as “surge pricing”.

Results: 27% sales increase

Leader: Cameron Blume, PM Surge Pricing



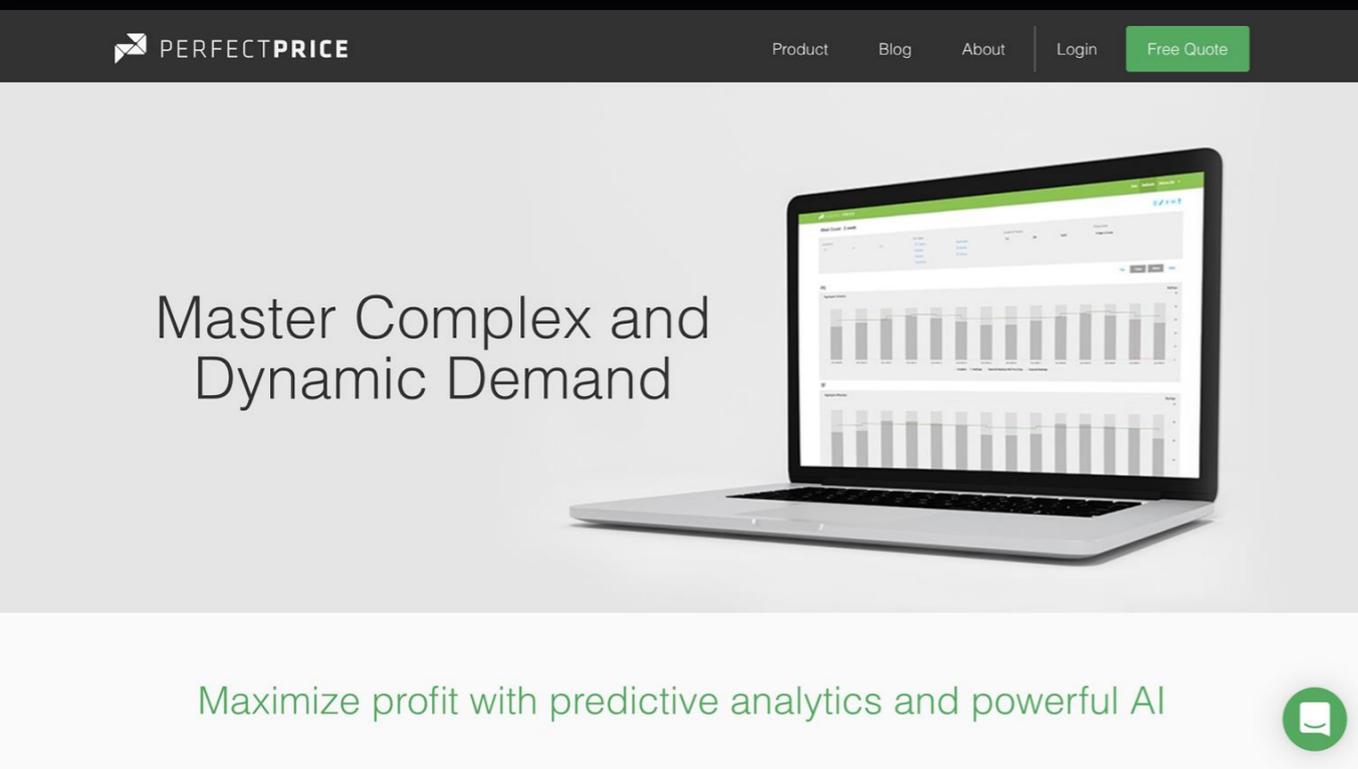
Source: <https://ubr.to/2JildQT>



Overview: Utilizes surge pricing techniques to alter the prices. This happens based on weather conditions, rush hour, and special events. Uber prices change every three or five minutes, up to 20 times per hour.

Results: used since the beginning. To allocate existing set of drivers spatially over a city + signal when the highest value times are for driving.

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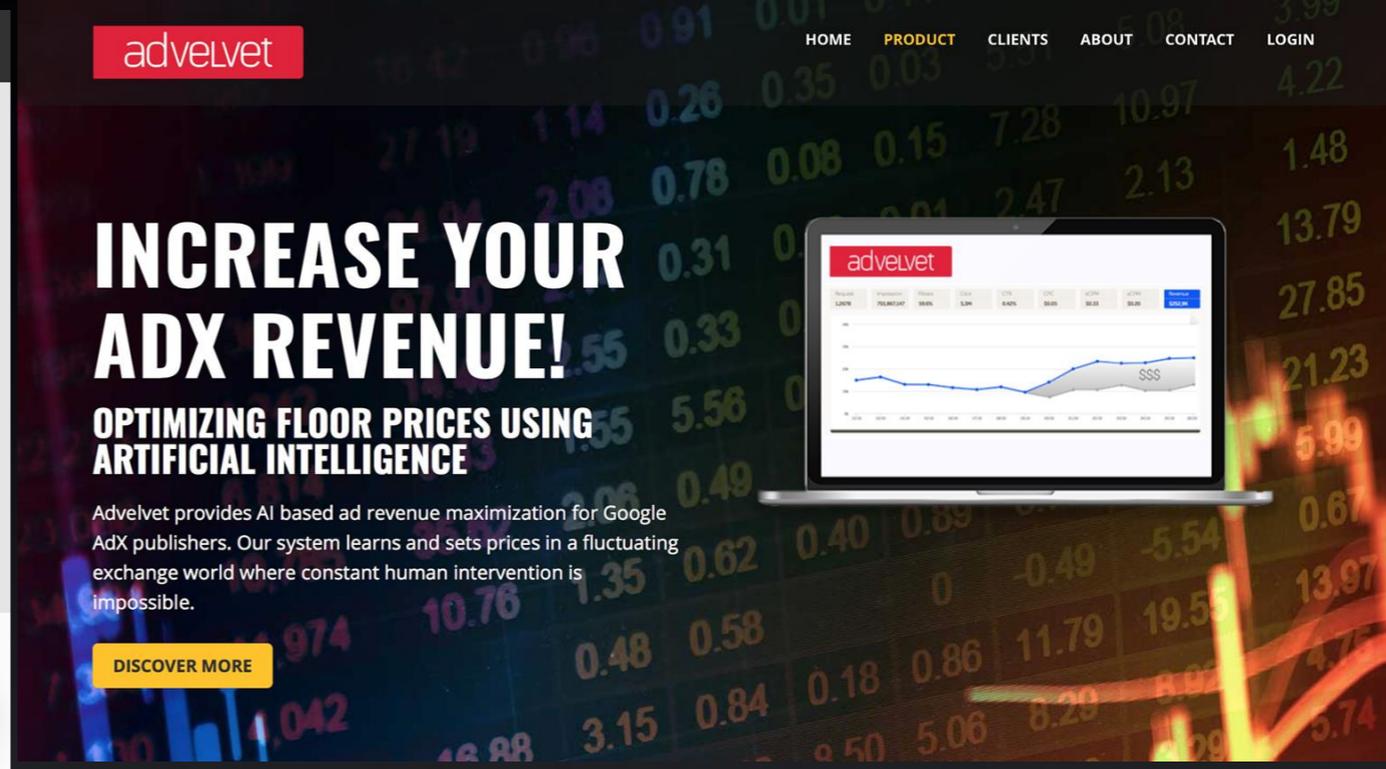
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Master Complex and Dynamic Demand



Maximize profit with predictive analytics and powerful AI

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advelvet HOME **PRODUCT** CLIENTS ABOUT CONTACT LOGIN

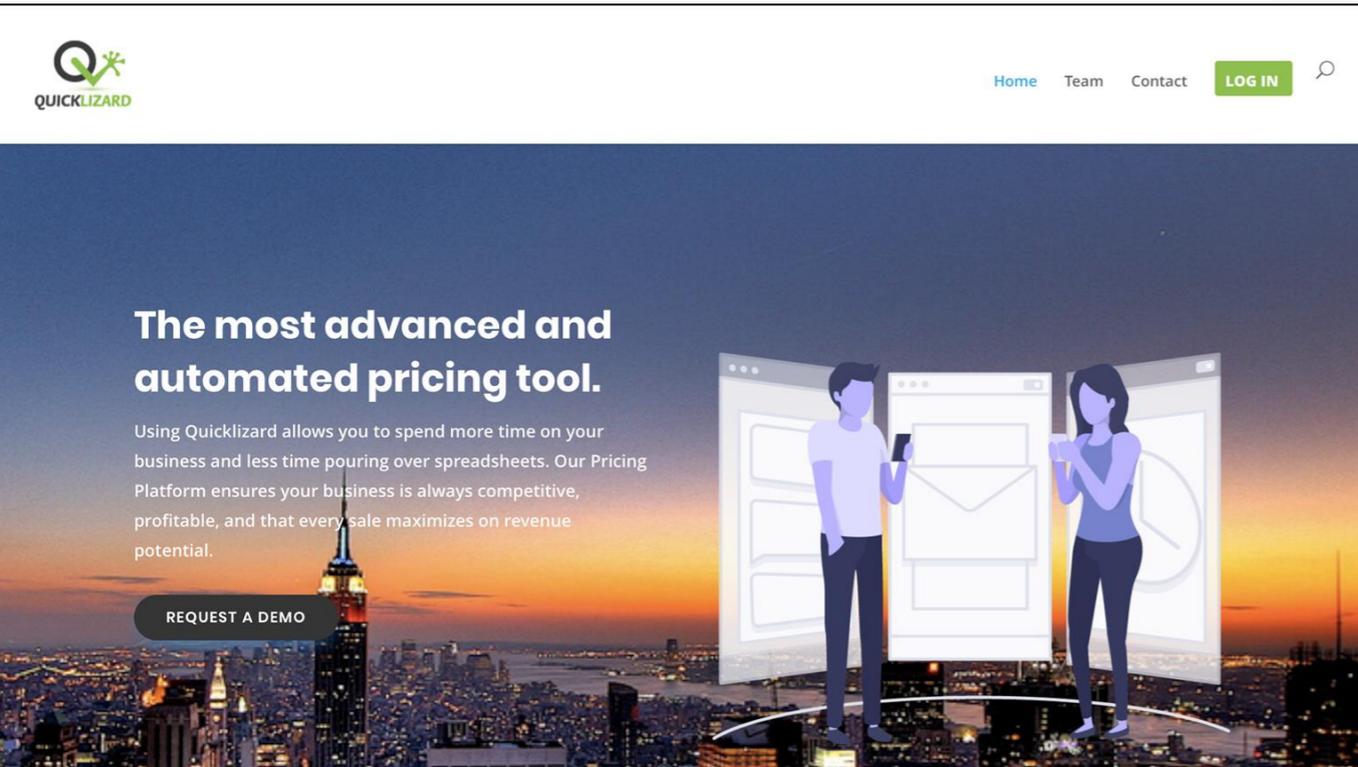
INCREASE YOUR ADX REVENUE!

OPTIMIZING FLOOR PRICES USING ARTIFICIAL INTELLIGENCE

Advelvet provides AI based ad revenue maximization for Google AdX publishers. Our system learns and sets prices in a fluctuating exchange world where constant human intervention is impossible.



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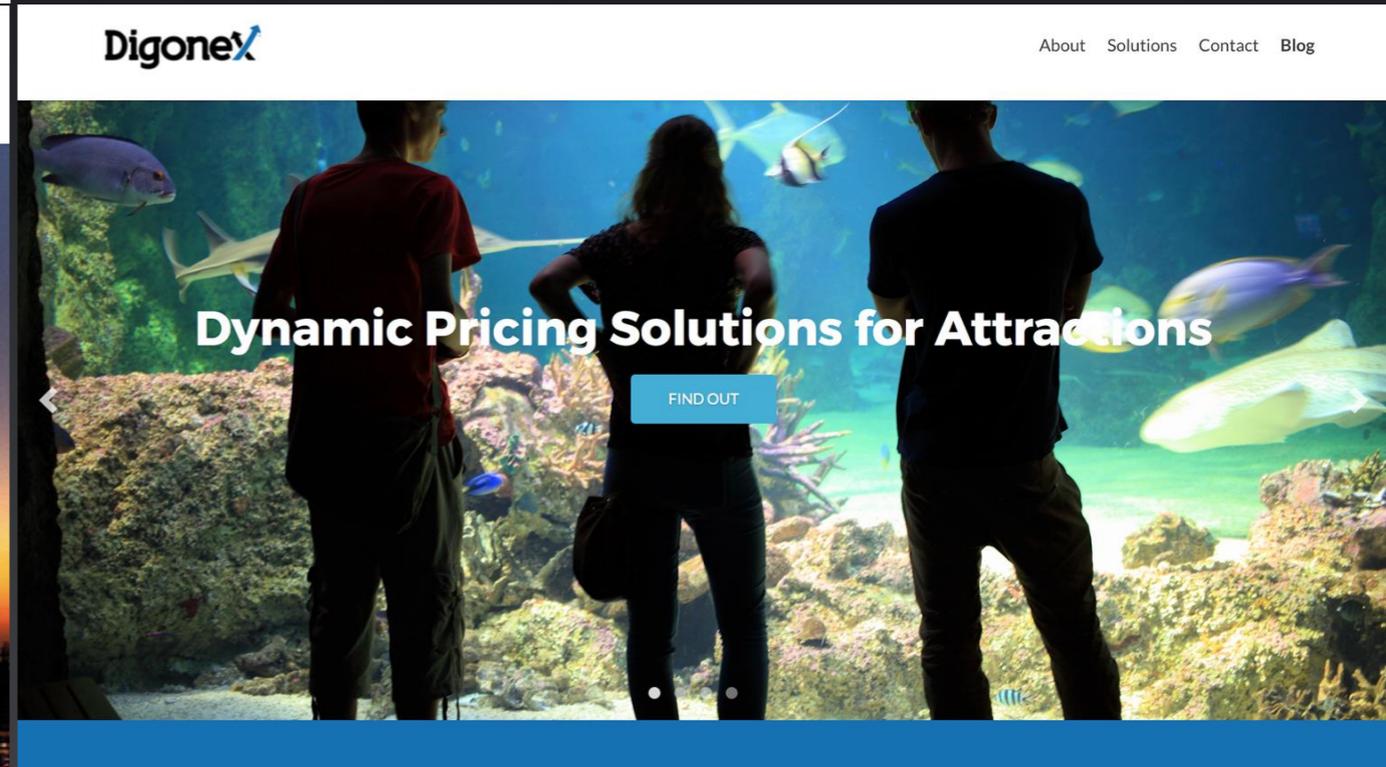
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The most advanced and automated pricing tool.

Using Quicklizard allows you to spend more time on your business and less time pouring over spreadsheets. Our Pricing Platform ensures your business is always competitive, profitable, and that every sale maximizes on revenue potential.

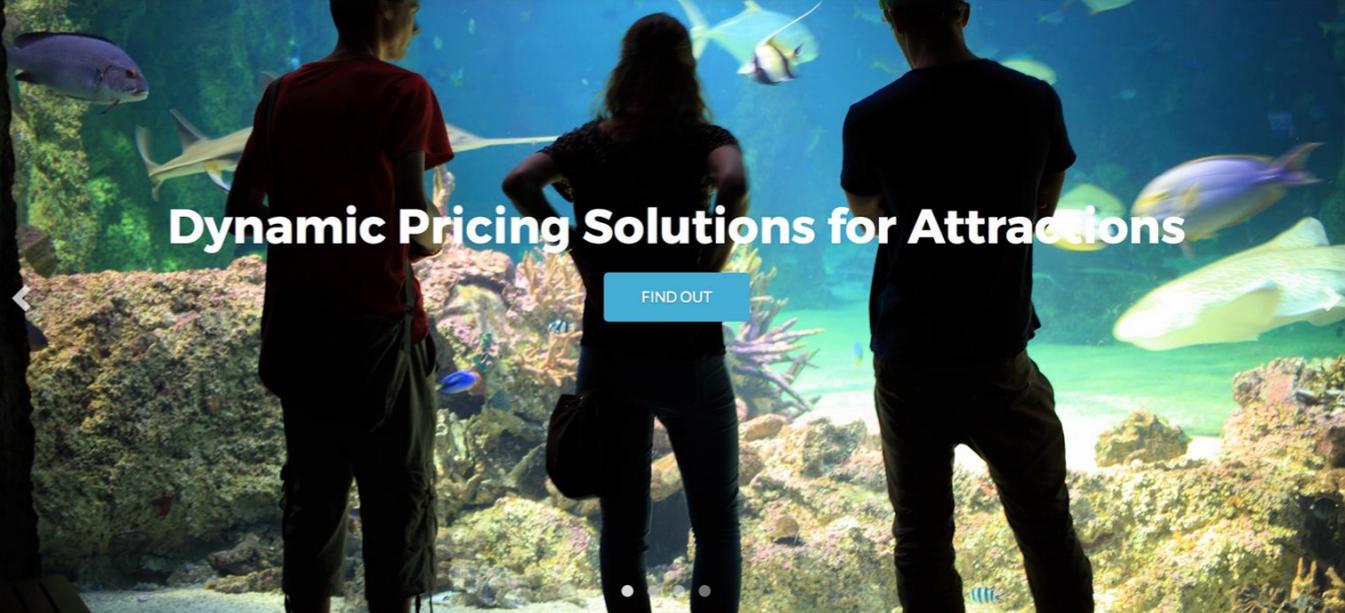


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Dynamic Pricing Solutions for Attractions



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Chatbots will conquer the world

By 2020

80.7%

45%

85% of all customer interactions will be handled **without a human agent**

of the **people** would rather **talk to a business on website online chats**

(Ubisend)

of end users prefer **chatbots** as the **primary mode of communication** for customer service activities.

(Grand View Research)

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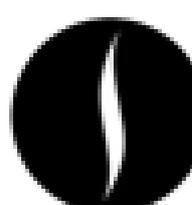
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ASUS
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Apple Musi
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Shop T-Mo
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Tenor GIF Key
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Qantas
Automated messaging
Your destination
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Gfycat
Automated messaging
Find, Make, and !
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Food Network
Automated messaging
Daily recipes for
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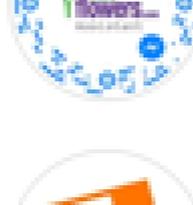
Wordsworth
Automated messaging
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StubHub Cha
Automated messaging
Find tickets to sp
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Sanrio Purola
Automated messaging
話しかけて、ピコ
- 

American Exp
Automated
- 

Automated messaging
話しかけて、ビューロランドの情報を見つ...
- 

American Express
Automated messaging
Purchase alerts, benefit info, & more.
- 

1-800-Flowers.com Assistant
Automated messaging
Send truly original flowers & gifts!
- 

Fandango
Automated messaging
Instantly get showtimes, guarantee tickets...
- 

HGTV
Automated messaging
Your personal style assistant from HGTV
- 

Quartz
Automated messaging
Conversations to stoke your curiosity
- 

SnapTravel - Hotel Deals
Automated messaging
Save up to 50% OFF Hotels
- 

zulily
Automated messaging
Discover special finds every day.

CASE STUDIES

Source: <http://bit.ly/2Hn6dUC>

Leader: Jay Vasudevan, Lead PM



Overview: ShopBot, leading e-commerce chatbot on FB Messenger and eBay's Voice-Assistant on Google Assistant & Google Home.

Launched before Amazon.

Results: not available yet. ShopBot launched on Messenger Oct 2016. Google Home assistant launched on Nov 28th, 2017. Growing audience. Reducing friction.

Source: <http://bit.ly/2IYWGjM>

*Leader: Pieter Groeneveld, SVP
Digital*

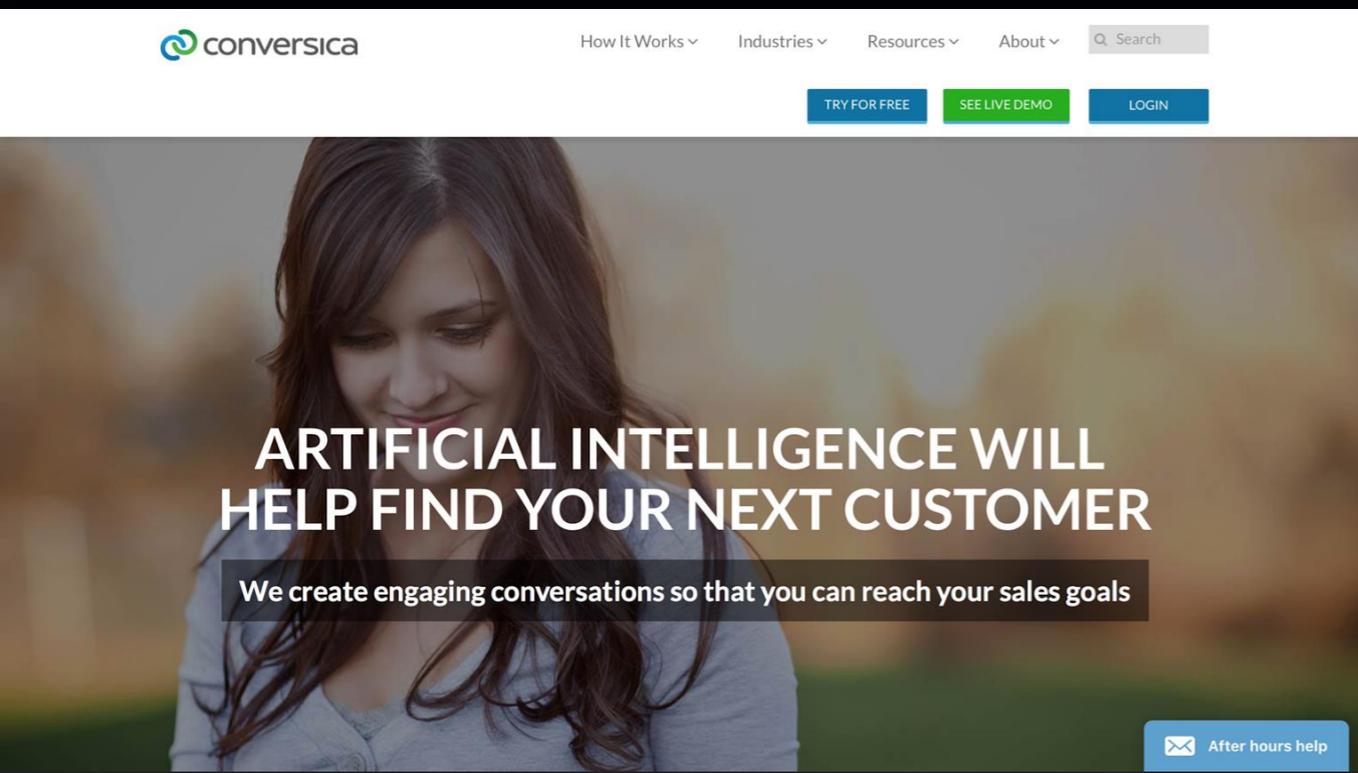


Overview: BlueBot (BB) passenger assistant on FB Messenger to help its human agents entertain 16,000 cases weekly.

Results: Recorded +1.7M messages sent by 500,000 passengers. In Dec, the company made the BB service available on Google Home and Google Assistant.

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Learn more: chatbotslife.com



conversica

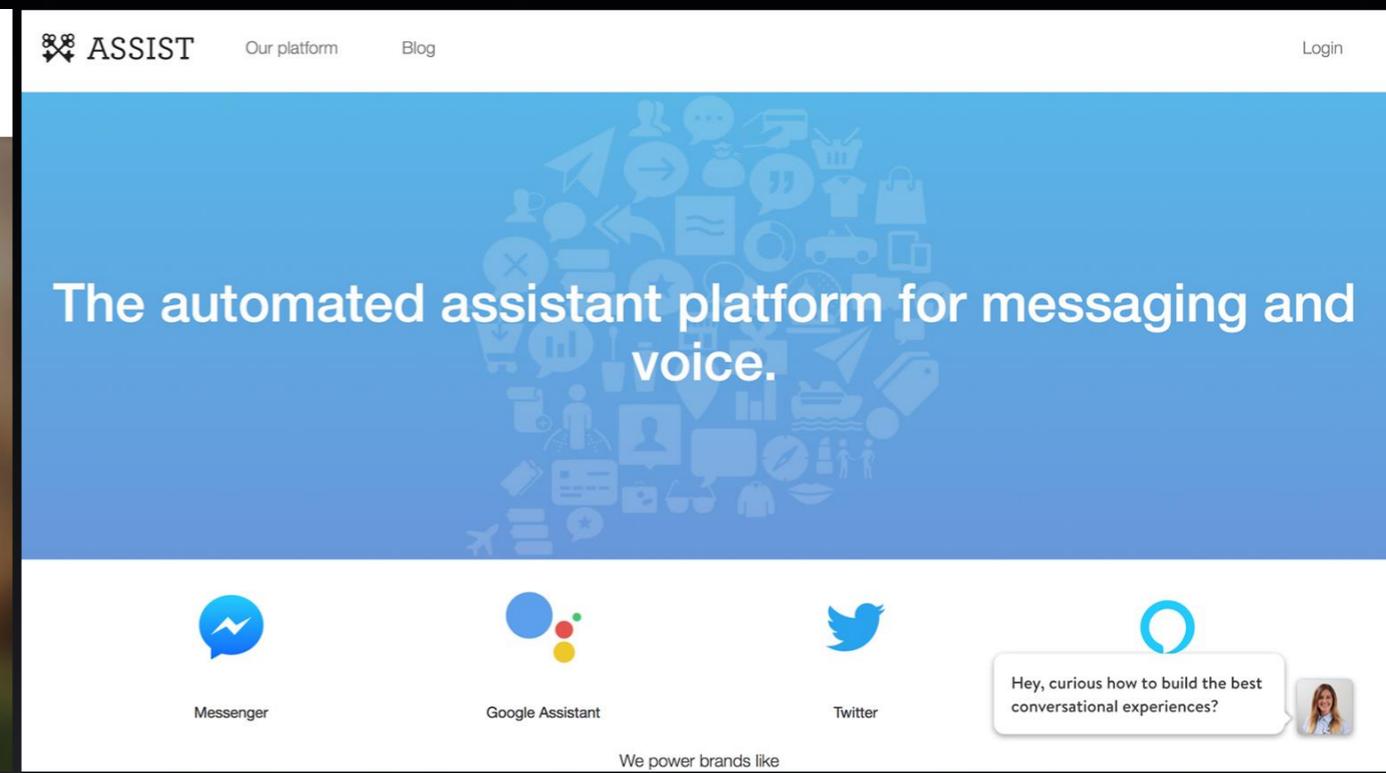
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We create engaging conversations so that you can reach your sales goals

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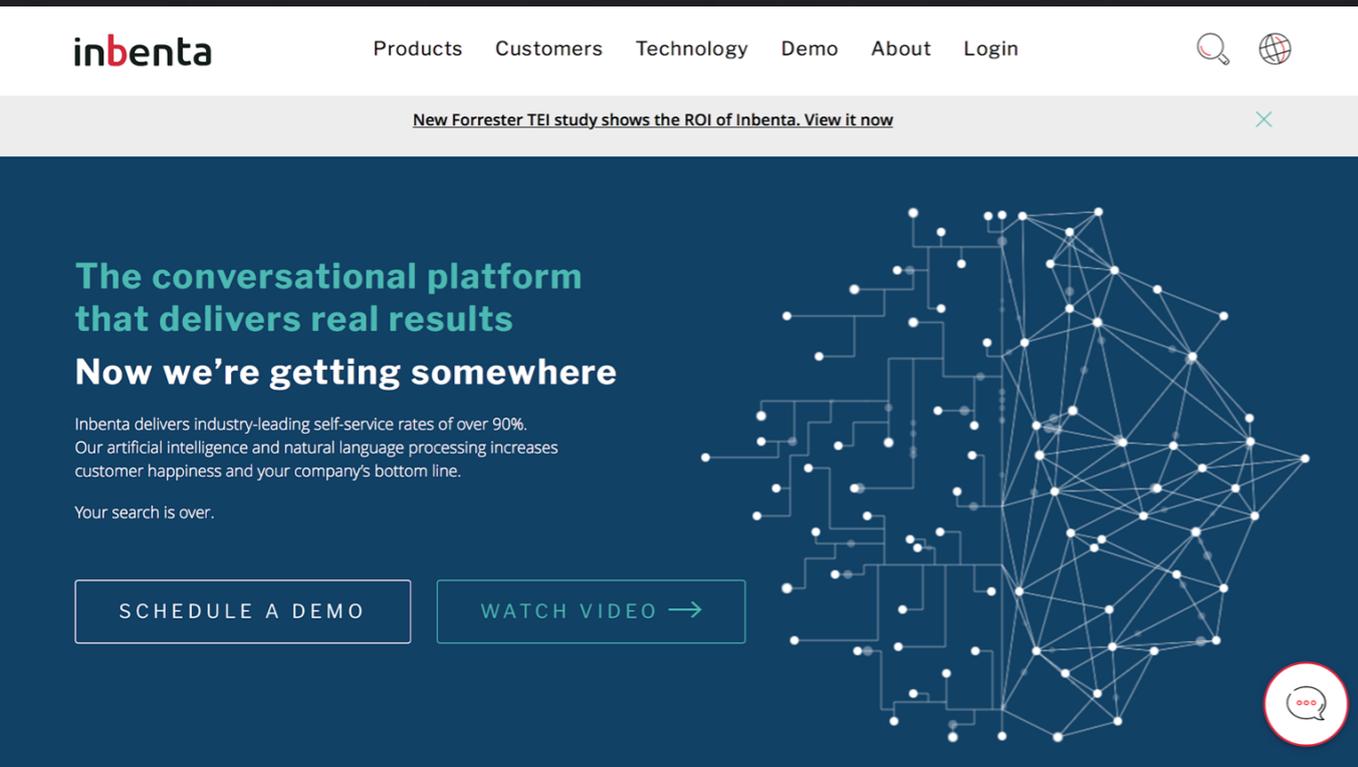
Our platform Blog Login

The automated assistant platform for messaging and voice.

Messenger Google Assistant Twitter

Hey, curious how to build the best conversational experiences?

We power brands like



inbenta

Products Customers Technology Demo About Login

New Forrester TEI study shows the ROI of Inbenta. [View it now](#)

The conversational platform that delivers real results

Now we're getting somewhere

Inbenta delivers industry-leading self-service rates of over 90%. Our artificial intelligence and natural language processing increases customer happiness and your company's bottom line.

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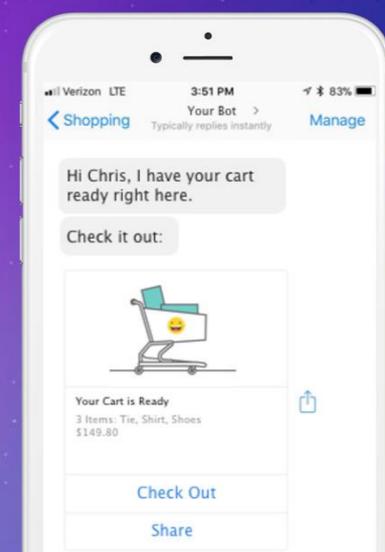


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Most Powerful Messenger Chatbot for Shopify

Sales | Marketing | Customer Service



Analytics : AI = Bread : Nutella

80%

of **time spent** with data is used up simply **manipulating** the data

5000+

of new **data sources** for marketers to use.
150 in 2011
(eConsultancy)

45X

increase of **data** that **flows** in the companies compared to 2005
(McKinsey)

CASE STUDIES

Leader: Robert Ball, Director Digital Analytics



Source: <http://bit.ly/2EPDpyq>



Overview: Sonos used Glimpzt Conduct in-the-moment research identifying decision factors, in influencers, preferences, attitudes, perceptions, and barriers that affect the retail purchasing exp to shape key store decisions.

Results: Front store Brand mentions to impact more then investing in the home entertainment section of the store. Rolled out a partner education plan for the sales staff to get more into tech details and Sonos industry studies.

Leader: Csaba Dancshazy, Senior Manager



Source: <http://bit.ly/2H0qDDf>



Overview: Used Lexalytics' Semantria Storage and Visualization software to analyze a massive store of social media comments (FB, Twitter mainly) and generate insights about customers' feelings.

Results: Now able to monitor thousands of its products and brands, including those of its competitors. M to reduce survey spend by occasionally substituting social feedback as a faster alternative

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AI Powered Customer Intelligence

GlimpzIt analyzes unstructured data (pictures, videos and text) using Machine Learning enabling you to build personalized offerings that resonate with your customers on a deep emotional level.

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Turn Words into Money

Lexalytics "words-first" AI & natural language processing delivers:

- Increased work efficiency
- More opportunities
- Decision support at any scale



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Unlock the value of your words. See

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Machine Learning and AI in Customer Data Platforms
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What's missing?

- GDPR
- Cybersecurity
- Traditional Enterprise architectures VS agile AI-empowered softwares
- Ethics

What to bring home today...

1. Next years challenges

1. Thankful & Freewill

*Send me an email for the follow-up:
artificialintelligencemktg@gmail.com*



AI Marketing Magazine: <http://bit.ly/2Bhfz0J>

