

# DataScienceSeed

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

## Artificial Intelligence Marketing & Edge Intelligence



knowhedge  
your edge to know how



# 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

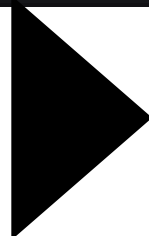
One-Size-Fits-Most

VS

perfect way of  
PROMOTING &  
SELLING



perfect  
PRODUCT



right  
PERSON

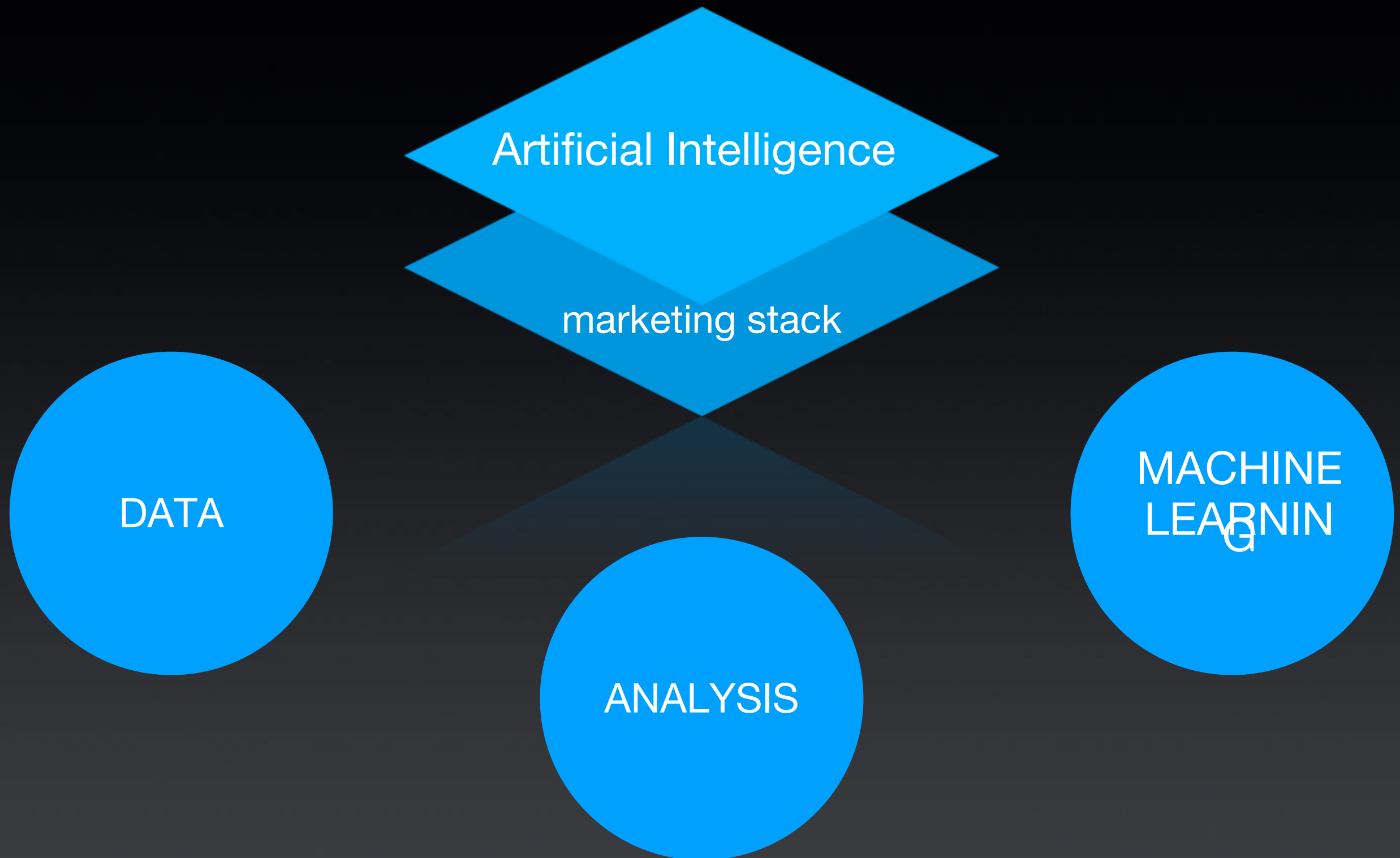


right  
TIME

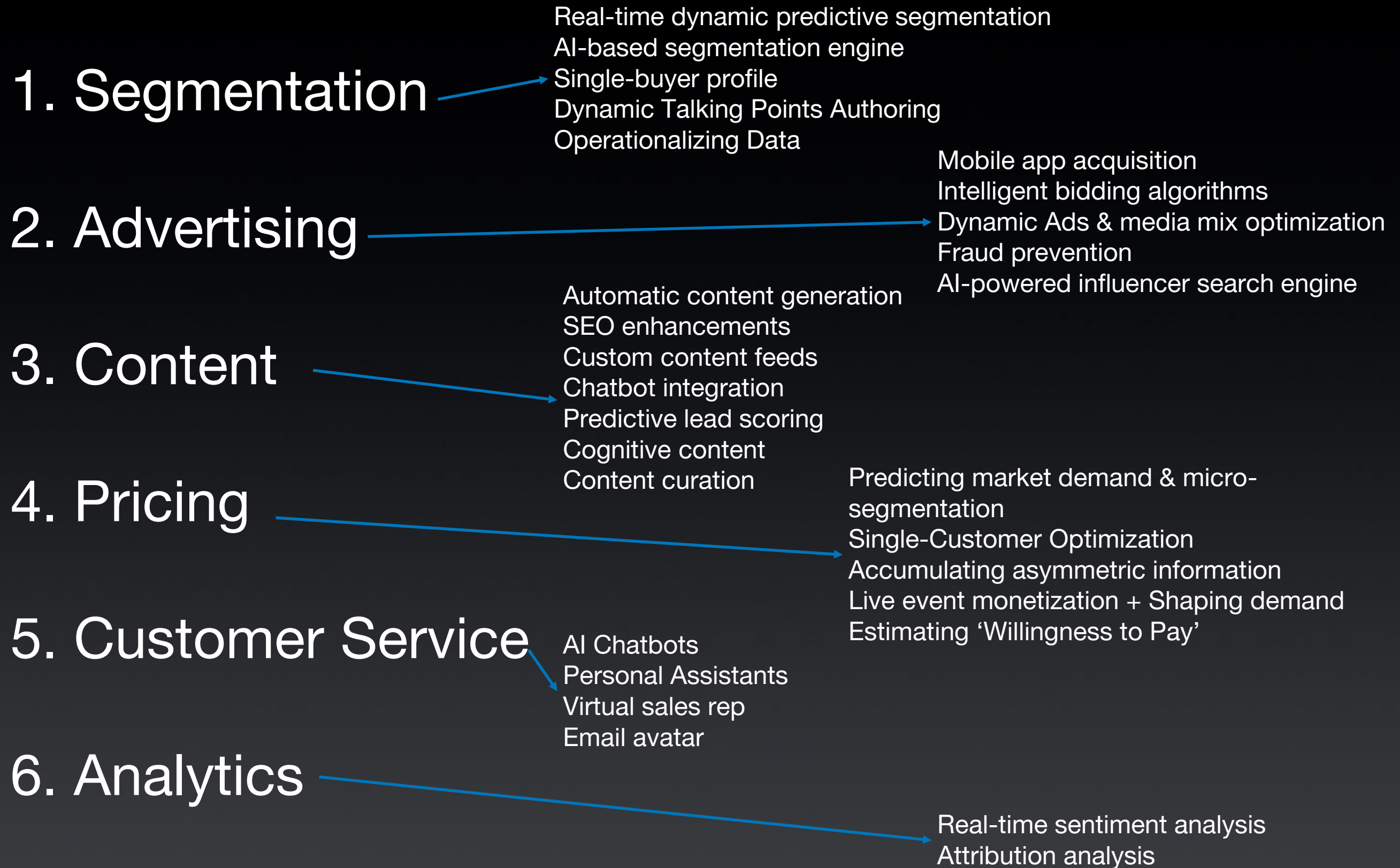


## HOW TO ACHIEVE?

## 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*



*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](#)



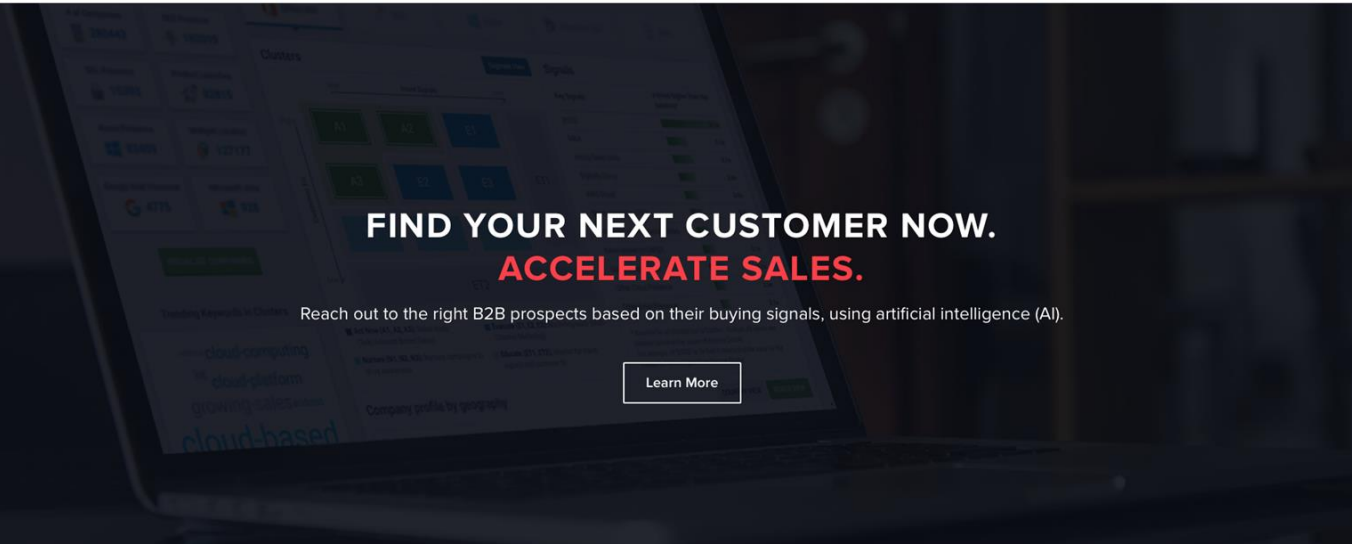
## Built for Smart Marketing Teams

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

[REQUEST DEMO](#) [WATCH VIDEO](#)

**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](#)

Grow your business at every stage.

Tune in to	Tap into	Get	Get
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**Albert**

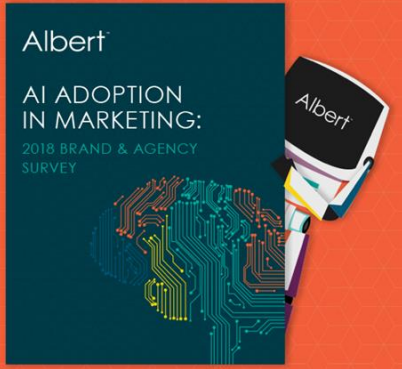
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RESEARCH REPORT

## AI Adoption In Marketing

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

[DOWNLOAD](#) [MORE RESOURCES](#)



Artificial Intelligence (AI) Marketing – Remove the

Thanks for visiting Albert! Stay in the know with our latest...

**planhat**

Product Pricing Services Resources Login [GET A DEMO](#)

## 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](#)

# 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 MarianalQ 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

# VENDORS



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

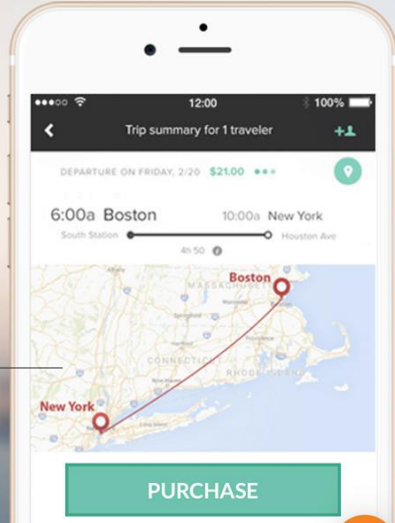


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Social Adwords CPC based influencer platform.



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### CASE STUDY

## Dole Adopts AI Marketing

Doubles Sales YOY and Significantly Improves Brand Engagement

[LEARN MORE](#)[MORE CASE STUDIES](#)



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

*Leader: John R. Smith, Manager, Multimedia*



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



*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.*

*Leader: Todd Yellin, VP of product innovation*



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




*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*



# VENDORS

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Publish your topic page with curated content in minutes. Distribute it automatically with your network to build your professional brand.

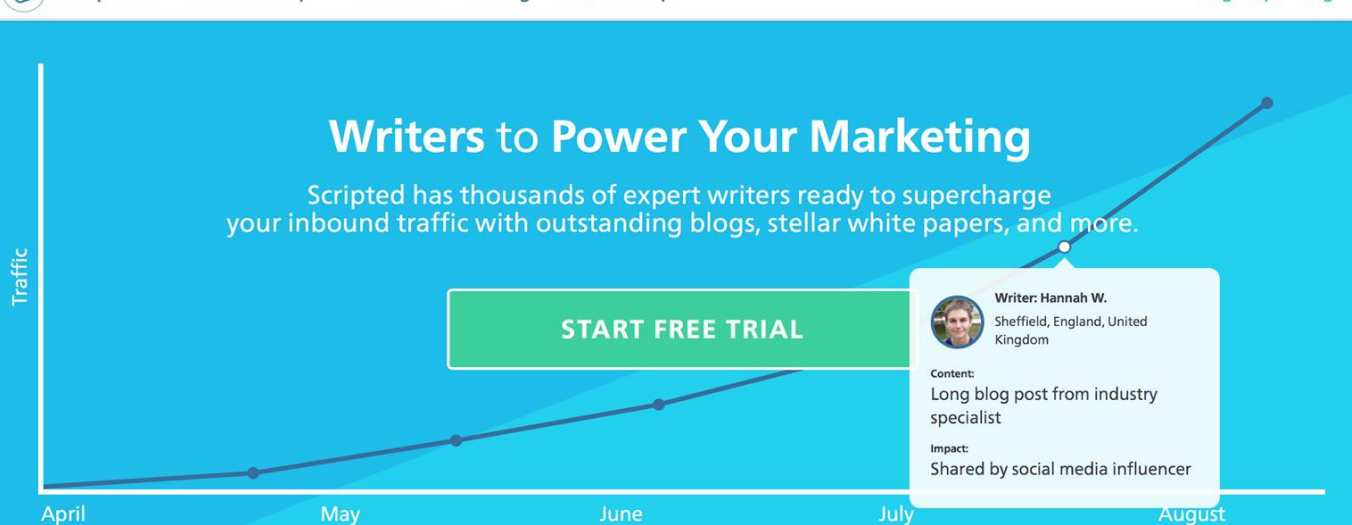
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Great Marketing Requires Great Writing



Help

[ PERSADO ]

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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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MarketMuse




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Write content that ranks.

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

Request Demo

Enterprise brands empowering their content process with AI.

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.*




# VENDORS


 PERFECTPRICE


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Master Complex and Dynamic Demand



Maximize profit with predictive analytics and powerful AI




 QUICKLIZARD

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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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advelvet


HOMEPRODUCTCLIENTSABOUTCONTACTLOGIN

## 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.

DISCOVER MORE

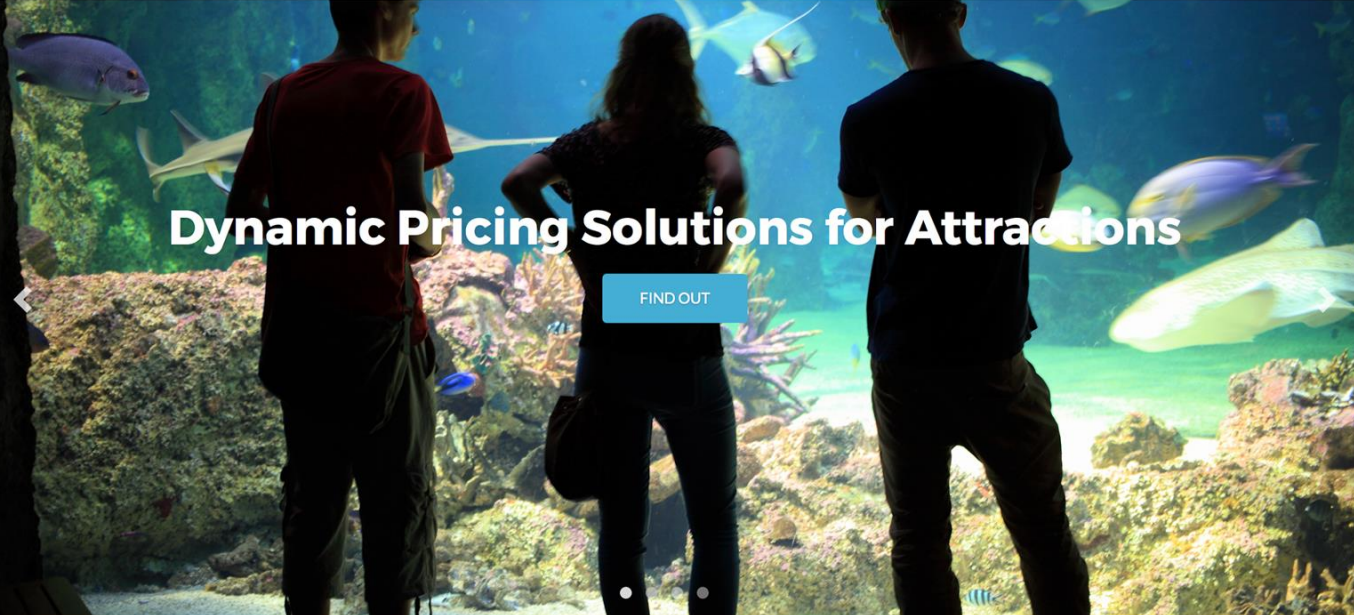


Digonex

AboutSolutionsContactBlog

## Dynamic Pricing Solutions for Attractions

FIND OUT



# 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)





SEARCH THIS AREA

NORTHWEST  
BERKELEY

Berkeley

SCET

University  
of California  
Botanical  
Garden at...

Siesta Valley  
Recreation  
Area

SOUTHSIDE

SOUTH  
BERKELEY

BUSHROD

GASKILL

TEMESCAL

PIEDMONT  
AVENUE

MONTCLAIR

WEST OAKLAND





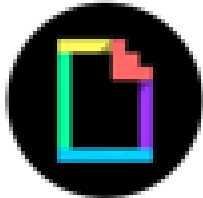
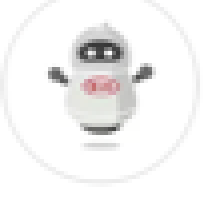







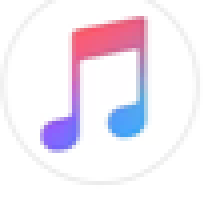

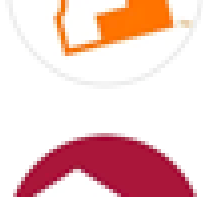
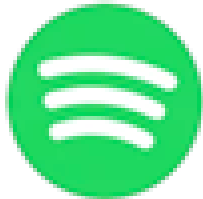



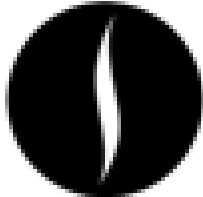


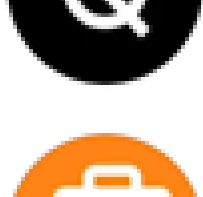
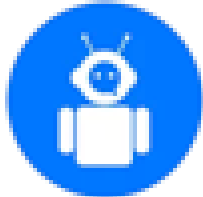







UPTOWN

GRAND LAKE

LAKESHORE  
Grand Lake Theatre

Children's Fairyland



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 <b>GIPHY</b> Automated messaging Search, Sh	 <b>Kia Motors</b> Automated messaging Do you love yc	 <b>Qantas</b> Automated messaging Your destination	 <b>American Express</b> Automated messaging Purchase alerts, benefit info, & more.
 <b>PayPal</b> Automated messaging PayPal Rec	 <b>ASUS</b> Automated messaging Stay up to dat	 <b>Gfycat</b> Automated messaging Find, Make, and !	 <b>1-800-Flowers.com Assistant</b> Automated messaging Send truly original flowers & gifts!
 <b>iHeartRadio</b> Automated messaging All your fav	 <b>Apple Music</b> Automated messaging Millions of sor	 <b>Food Network</b> Automated messaging Daily recipes for	 <b>Fandango</b> Automated messaging Instantly get showtimes, guarantee tickets...
 <b>Spotify</b> Automated messaging Music for e	 <b>SNKRS</b> Automated messaging Your Ultimate	 <b>Wordsworth</b> Automated messaging Expand your voc	 <b>HGTV</b> Automated messaging Your personal style assistant from HGTV
 <b>SEPHORA</b> Automated messaging Let's Beauti	 <b>Pinterest</b> Automated messaging Find and shar	 <b>StubHub Cha</b> Automated messaging Find tickets to sp	 <b>Quartz</b> Automated messaging Conversations to stoke your curiosity
 <b>Motivate</b> Automated messaging Daily motiv	 <b>Shop T-Mobile</b> Automated messaging Tap Get Starte	 <b>Sanrio Puroland</b> Automated messaging 話しかけて、ピコ	 <b>SnapTravel - Hotel Deals</b> Automated messaging Save up to 50% OFF Hotels
 <b>Shine Te</b> Automated messaging	 <b>Tenor GIF k</b> Automated messaging	 <b>American Exp</b> Automated messaging	 <b>zulily</b> 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.*

# VENDORS

Learn more: [chatbotslife.com](http://chatbotslife.com)

conversica

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**ARTIFICIAL INTELLIGENCE WILL HELP FIND YOUR NEXT CUSTOMER**

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

After hours help

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

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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

Menu Community More GoBeyond.ai

**Most Powerful Messenger Chatbot for Shopify**

Sales | Marketing | Customer Service

Hi Chris, I have your cart ready right here.

Check it out:

Your Cart is Ready  
3 Items: Tie, Shirt, Shoes  
\$149.80

Check Out Share

# 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*



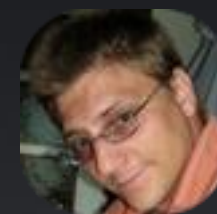
Source: <http://bit.ly/2EPDpyq>



*Overview: Sonos used GlimpzIt 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*



# VENDORS




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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.

name@company.com

Schedule a demo




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The #1 Customer Data Platform for B2C Enterprises

Know your customers. Respond authentically. Maximize lifetime value.

Harness the power of your customer data with AI so you can understand, acquire, and engage with customers.

WATCH DEMO



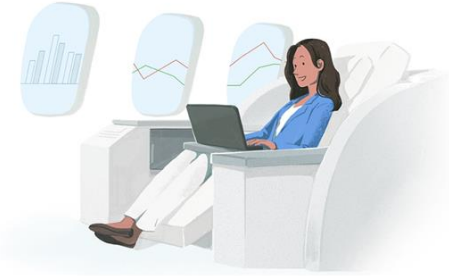
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AI is not magic.  
It's math

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Noodle.ai combines the most recent innovations in each of these areas and the resulting learning algorithms may indeed seem magical.

Noodle.ai is the world's most sophisticated Enterprise AI system to manage complex business operations.

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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>*

