



VM global
leadership
SUMMIT
2017



AI Eye

Artificial Intelligence
Supercharging Knowledge and Decision Making



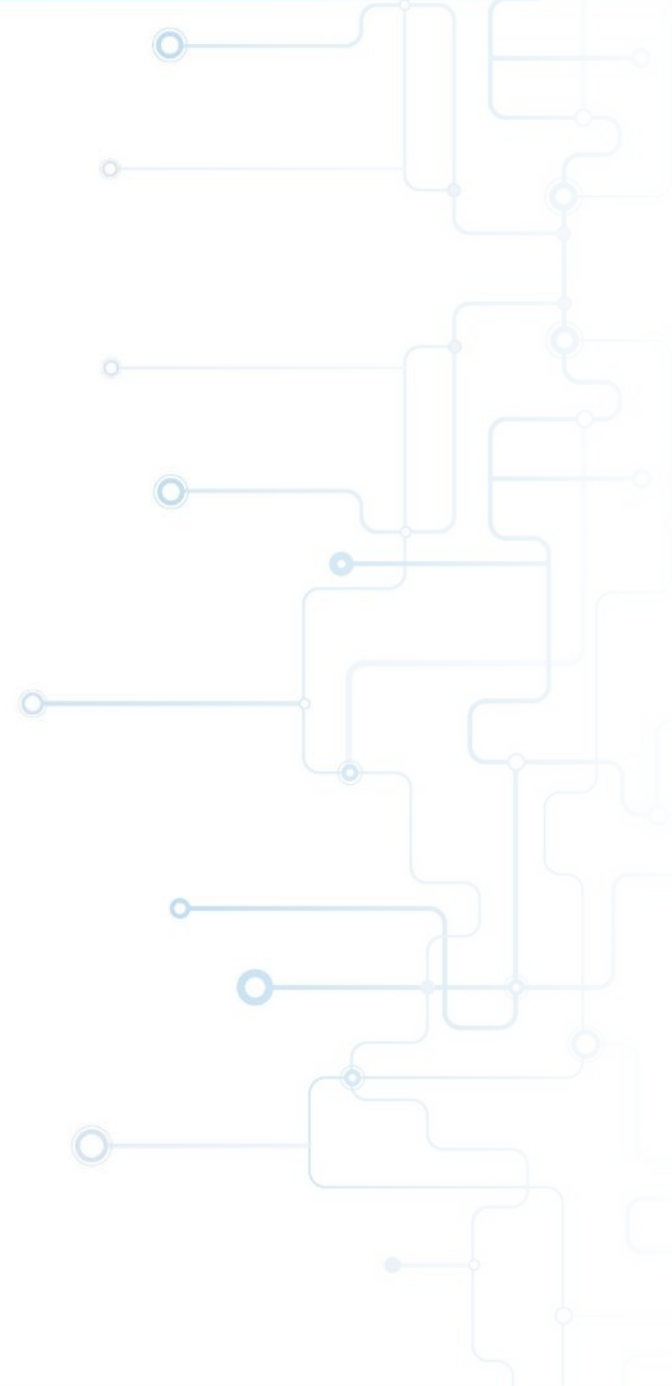
Or Shani

CEO of Adgorithms,
creators of Albert™

AEye

Artificial Intelligence
Supercharging Knowledge and Decision Making

Solution = Problem + Humans



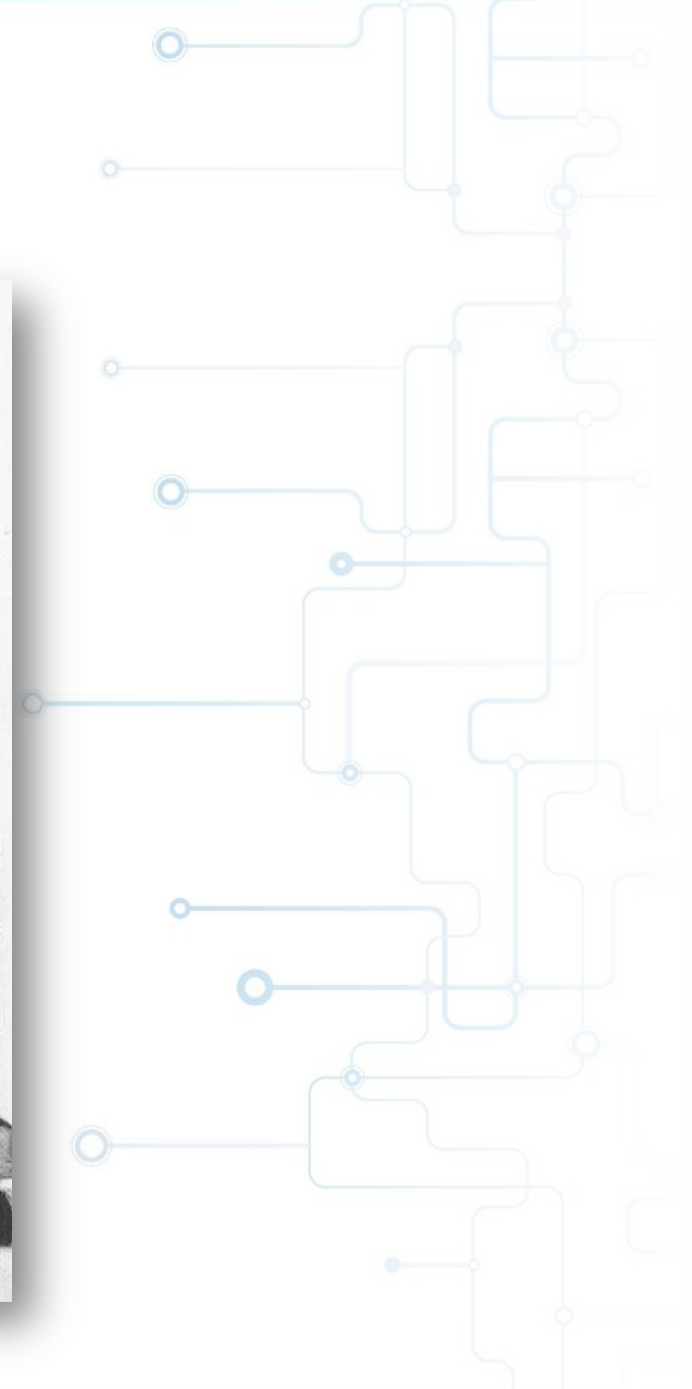
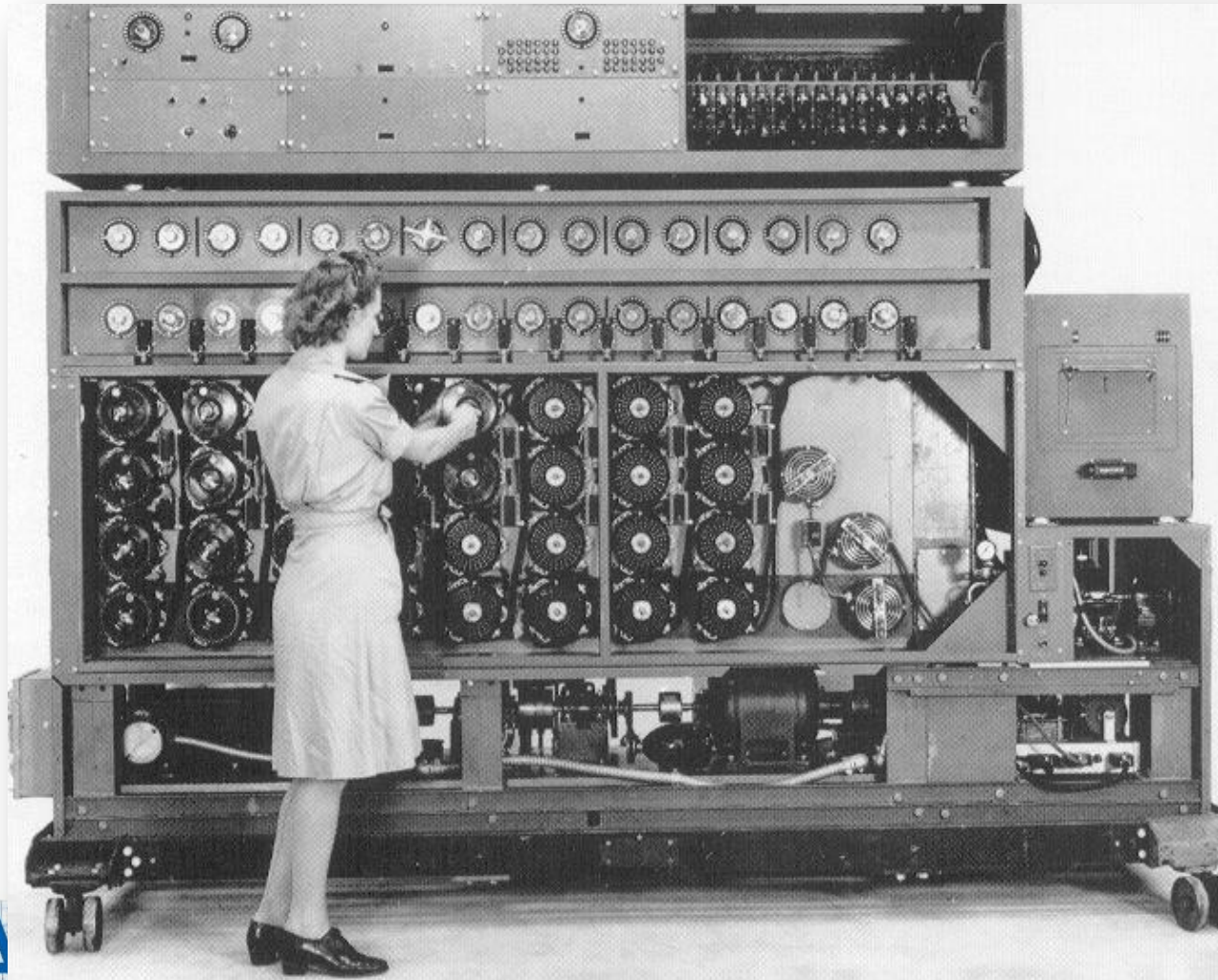
1000 combinations



158 million million million Combinations



Allan Turing (and others) – “Bombe”



Human vs Machine



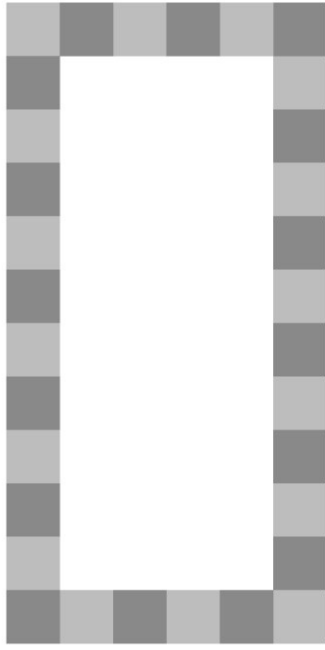
2×3



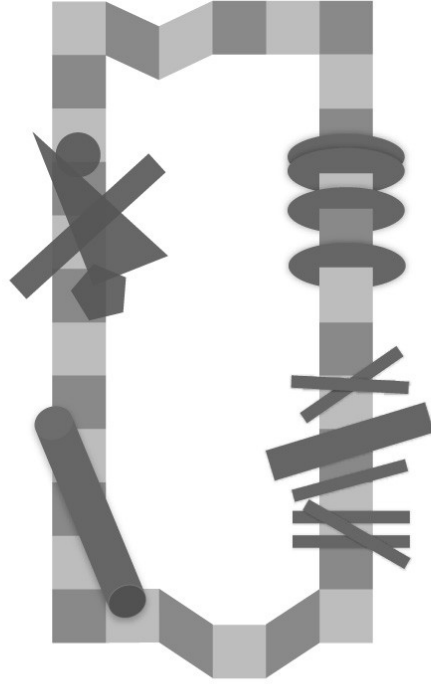
$2 \times 3 \times 54 / 324 + 4$



$2 \times 3 \times 54 / 324 + 4 / 3$
 $0 - 55^4 + 35699 - 1$
 $* 954^{14}$



(A)



(B)



(C)



Other Industries leveraging AI

Criminal System



Financial services



Healthcare

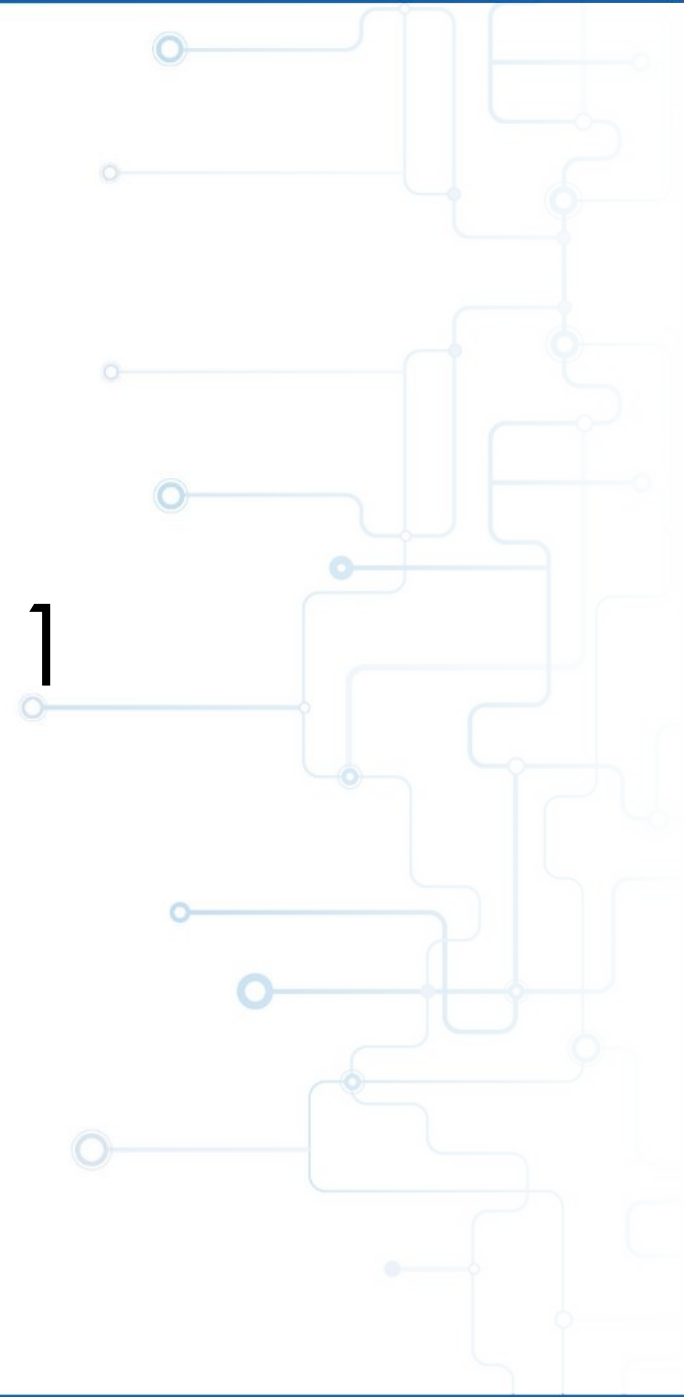


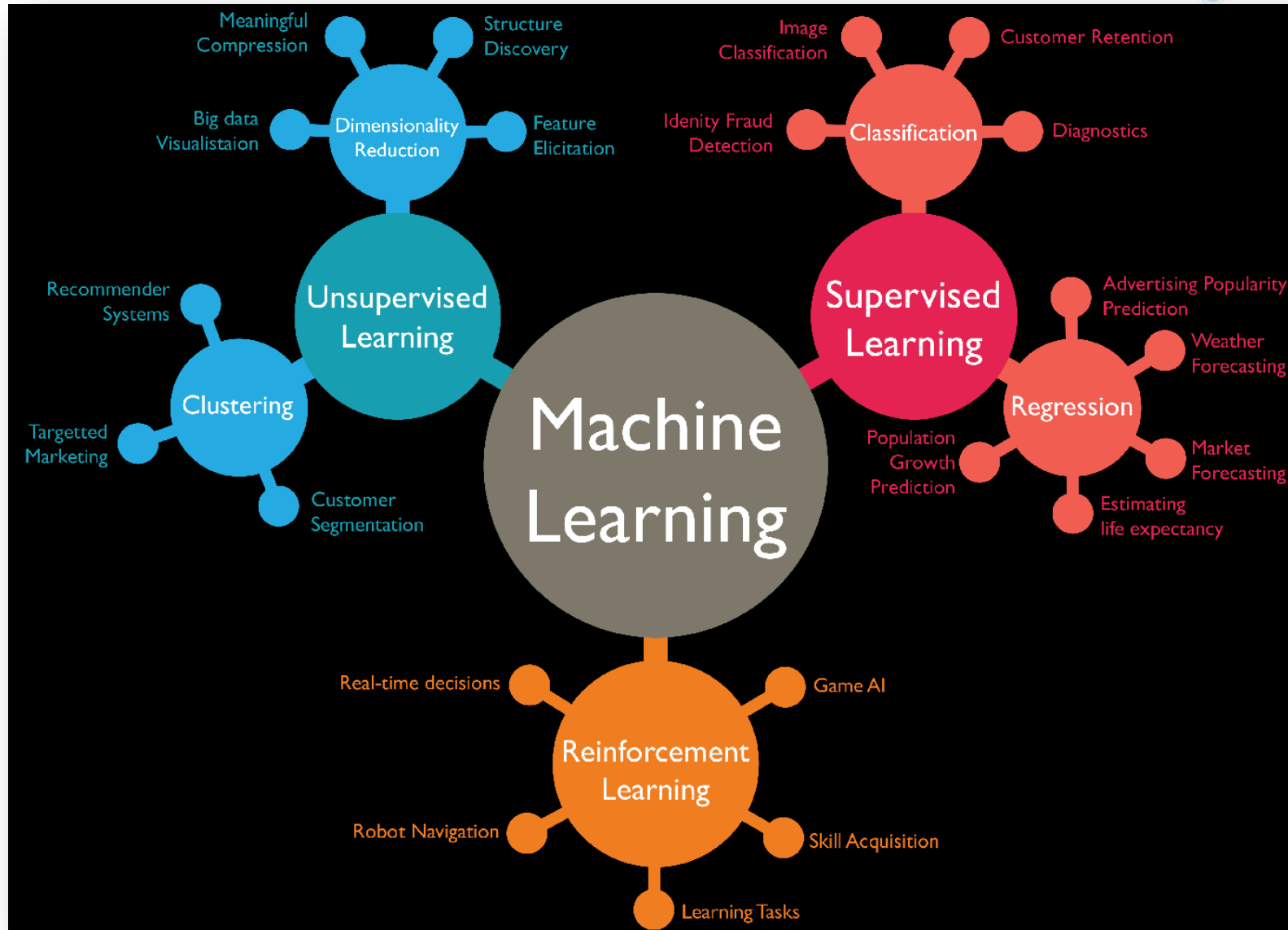
Aviation



Optimized System
Controls of Aquifer
Resources

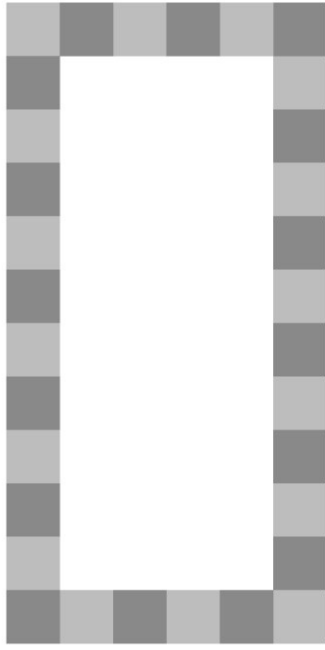
Human 1 – Machine 1



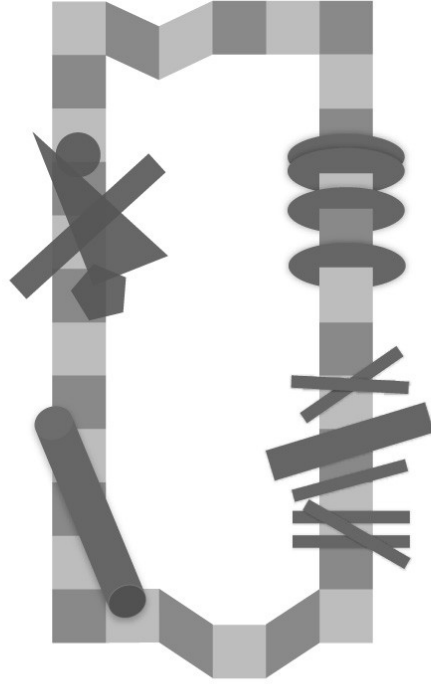


3 Levels of Intelligence





(A)



(B)



(C)



AI in Marketing

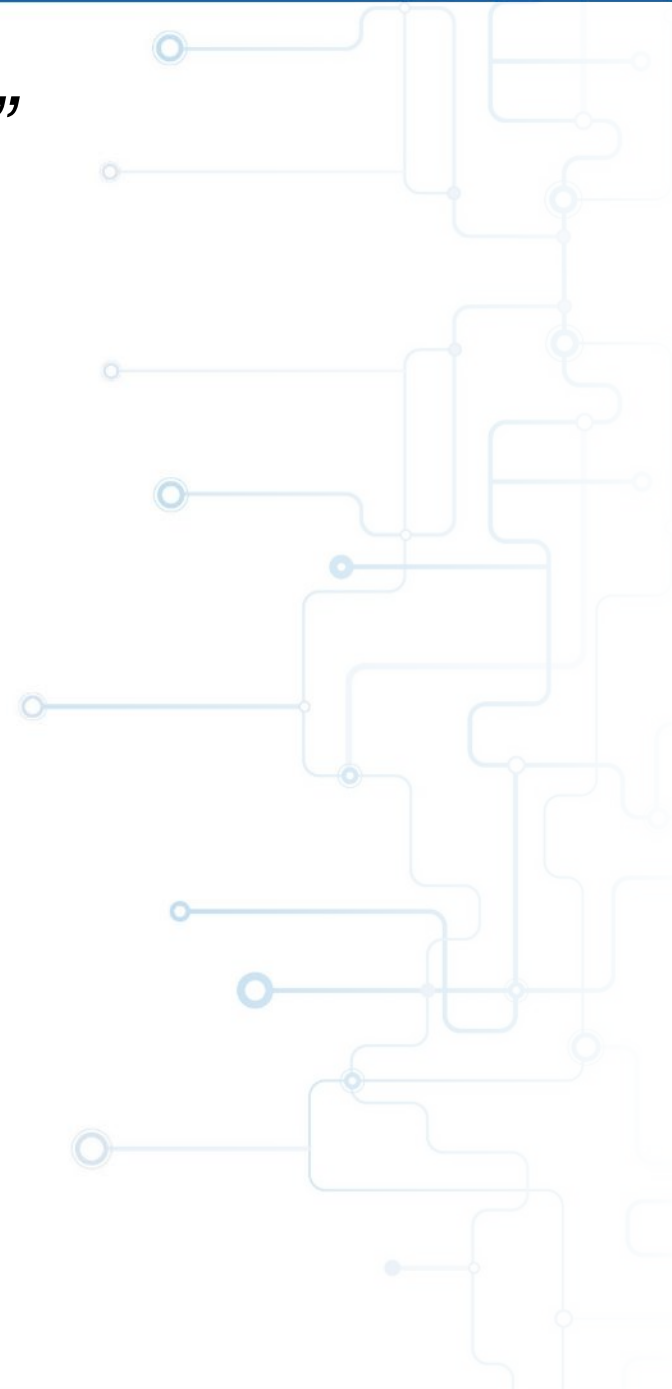
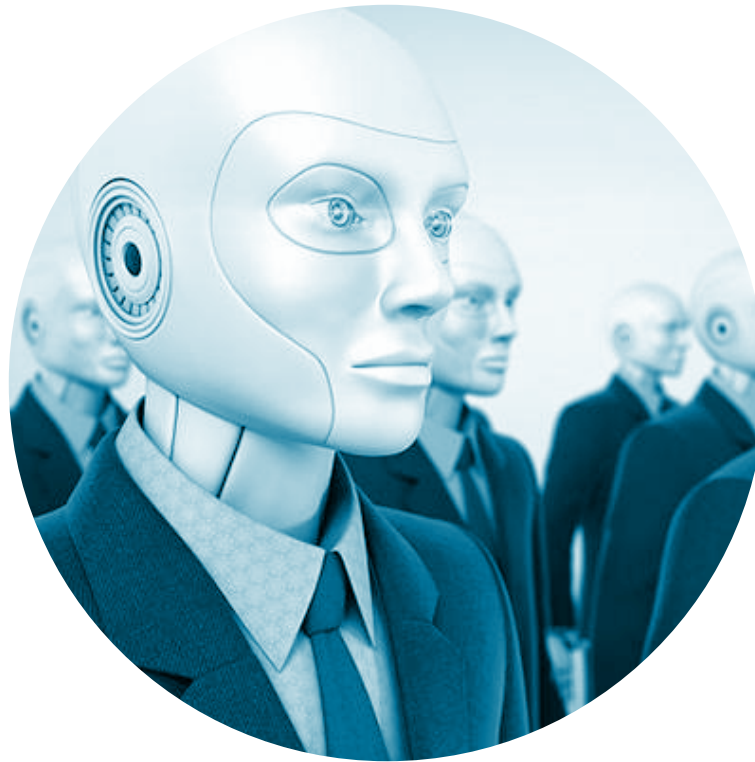


What we're hearing from Marketers about AI

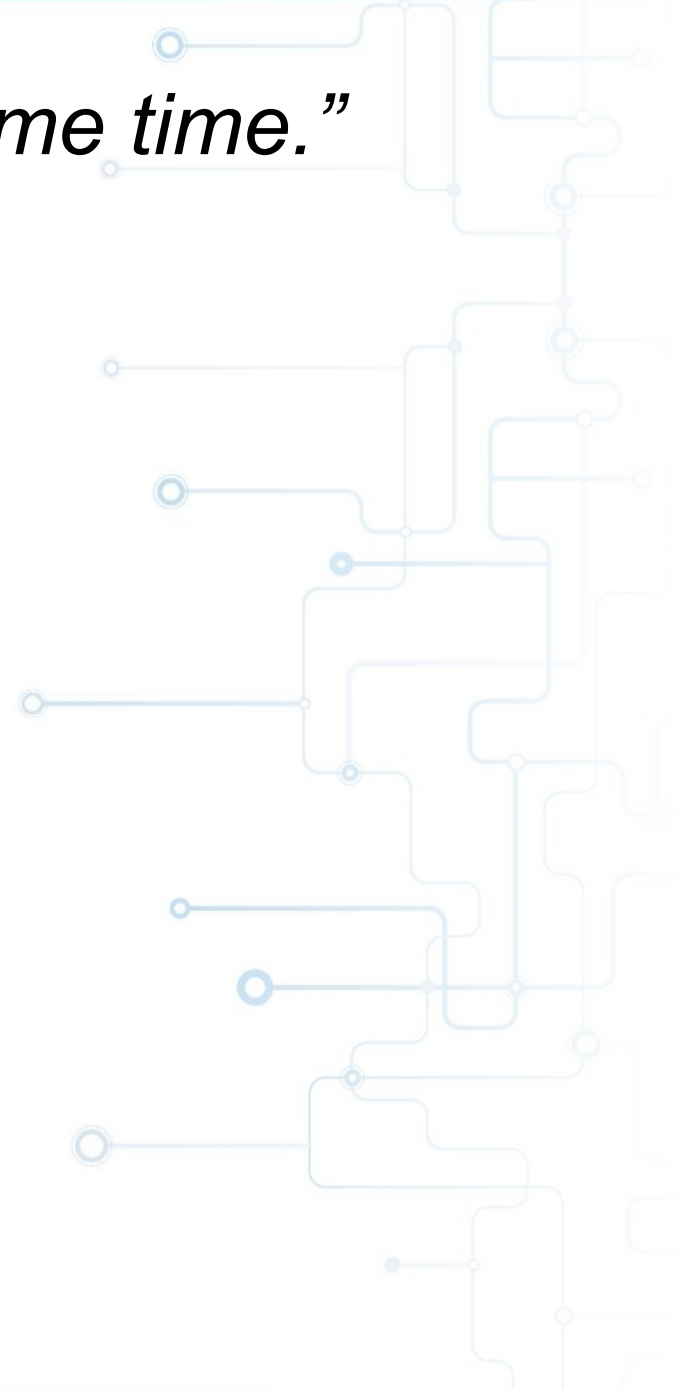
“I am not interested in any artificial intelligence products. I believe in REAL people, doing REAL things.”



“Is this going to take my job?!”



“Fascinating and terrifying all at the same time.”



AI Comes in Peace!



The Problem AI solves in Marketing

Digital marketing has become too complex and inefficient.



Across industries, AI is helping marketers to make sense of large amounts of data, learn more about markets and customers, generate leads, optimize campaigns and streamline operations.

Source: eMarketer, November 2016

AI Marketing Benefits



Increase and Accelerate Revenue



Save Time and Money



Make More Accurate Investment Decisions



Focus on Higher Value Problem Solving



Delight Customer with Unique, Individualized Experiences



Add an unending repository of intelligence to your marketing



 The Roy Castle
Lung Cancer
Foundation
passivesmokingkills.org

VM ^{global} leadership
SUMMIT
2017

 AI Eye



←———— Mini Cooper —————→

>> New smart fortwo. Still only 2.69m.



Creative & Strategy <> Data & Execution

Marketers Want What AI Offers

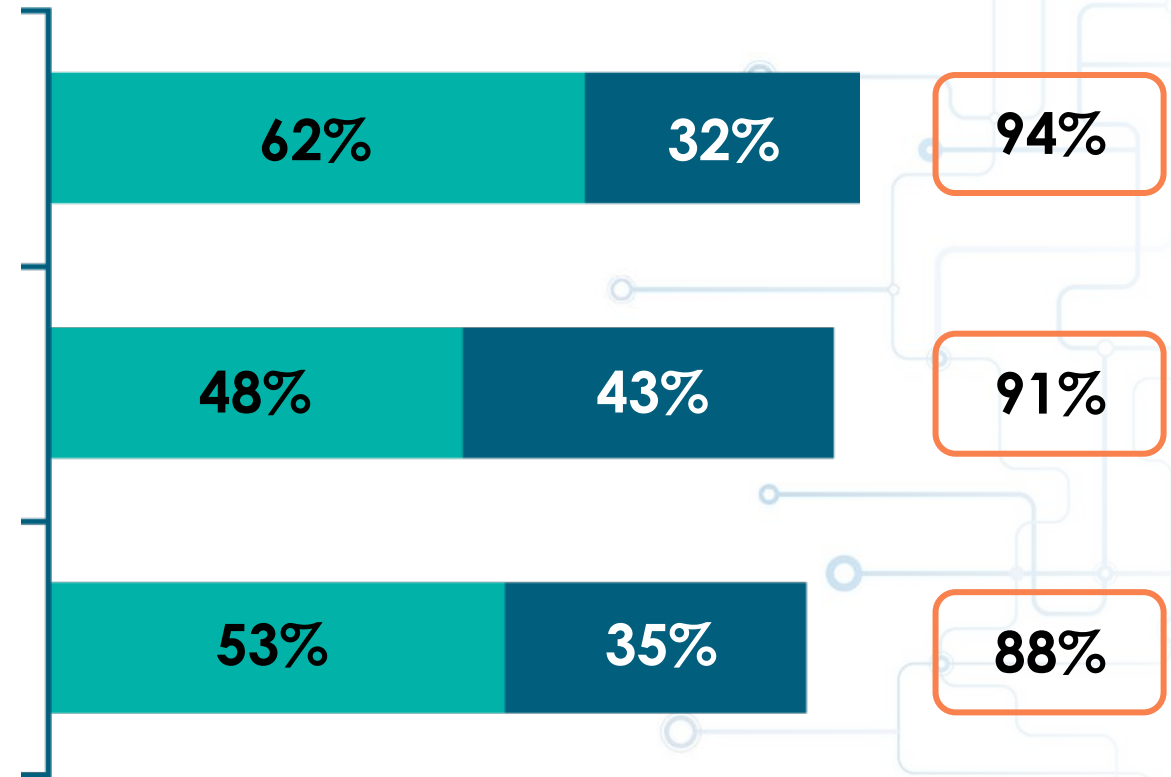
“How valuable would the following be for your company?”

Very Valuable Very Valuable

A solution that provides continuous, autonomous optimization across devices and marketing channels

A tool that enables marketers to review, analyze, and act upon customer and marketing data continuously and in near real time

A tool that reduces the time spent on preparing reports, analysis, and driving insights so you could spend more time on strategy and driving meaningful interactions with your customers



AI Marketing Benefits

Most Important Benefit that an Artificial Intelligence Solution Should Provide According to US Business Executives, May 2016

% of respondents

Predictions on activity related to machines, customers or business health



Automation of manual and repetitive tasks



Monitoring and alerts to provide assessments on the state of your business



Increase quality of communications with customers



Recommendations related to internal issues or customer-facing efforts



Other



Source: Narrative Science, "Outlook on Artificial Intelligence in the Enterprise 2016" conducted by National Business Research Institute (NBRI), July 20, 2016

214825

www.eMarketer.com

Business Areas Where Digital Technology Has Had vs. Will Have* a Positive Effect According to Business Professionals Worldwide, Q2 2016

% of respondents

Optimizing the cost of serving customers



Internal efficiencies



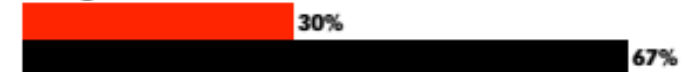
Customer loyalty



Revenue growth



A single view of customer



■ Has had

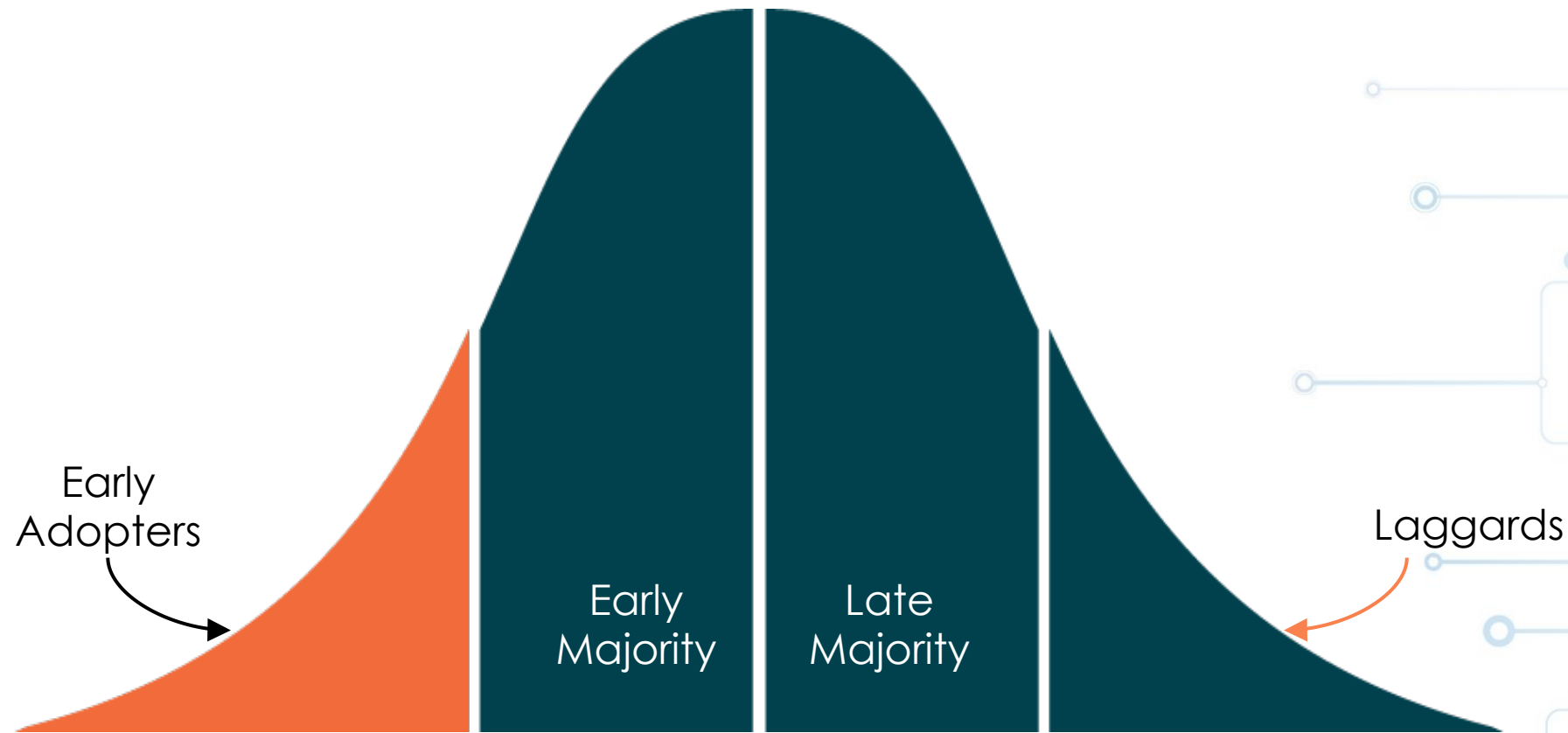
■ Will have*

Note: n=682; "strongly" and "somewhat agree"; *in the next 2 years
Source: Harvard Business Review Analytics Services, "Accelerating the Pace and Impact of Digital Transformation" in association with Genpact, Aug 30, 2016

215969

www.eMarketer.com

Who's Using AI Today?





The Problem: Executing a Cross-Channel, Digital Program



2X

Increase in New Active Users

183%

Increase in User Transactions

25%

Increase in Overall ROI

15

Bikes Sold



**We must sell
48 bikes in 48 hours!**

**Over 20
bikes
under 10K!** **Good Credit?
Bad Credit?
No Problem!**

- NO DOWNPAYMENT **- NO INTEREST FOR 90 DAYS**
- 3.99% APR ON ANY NEW H-D **- NO PAYMENTS FOR 120 DAYS**

**ORANGE
FRIDAY!
HOGOWEEN!** **PRE-OWNED
TAG SALE** **Ends Oct. 31st!**

WWW.HDNYC.COM
CALL US 718.707.9300 ext. 7

566%

Increase in website visits

2930%

Increase in Leads/month

50%

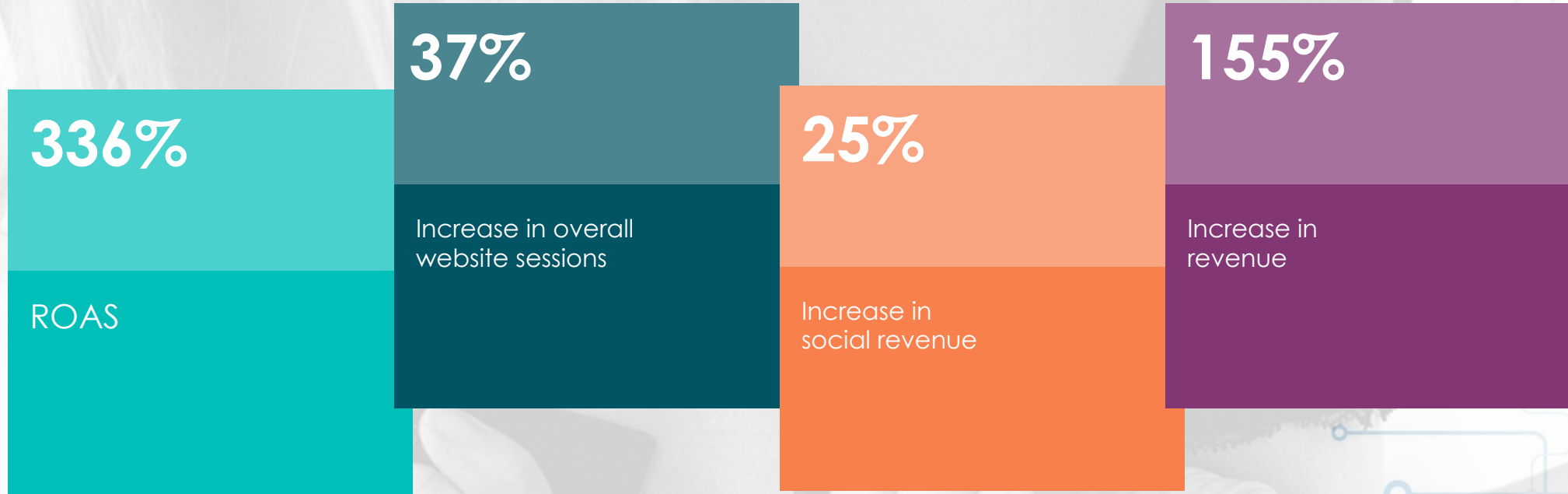
Leads coming from “lookalikes”

40%

Of motorcycle sales delivered by Albert



Cosabella Moves to Artificial Intelligence



Thank You!

