AI POWERED FUTURE OF MARKETING

AI INTO MARKETING FOR AUTOMATION AND DECISION MAKING

AI and Digital Innovation

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Rohit Gossain

https://www.linkedin.com/in/rohitgossain/

https://github.com/rohitgossain

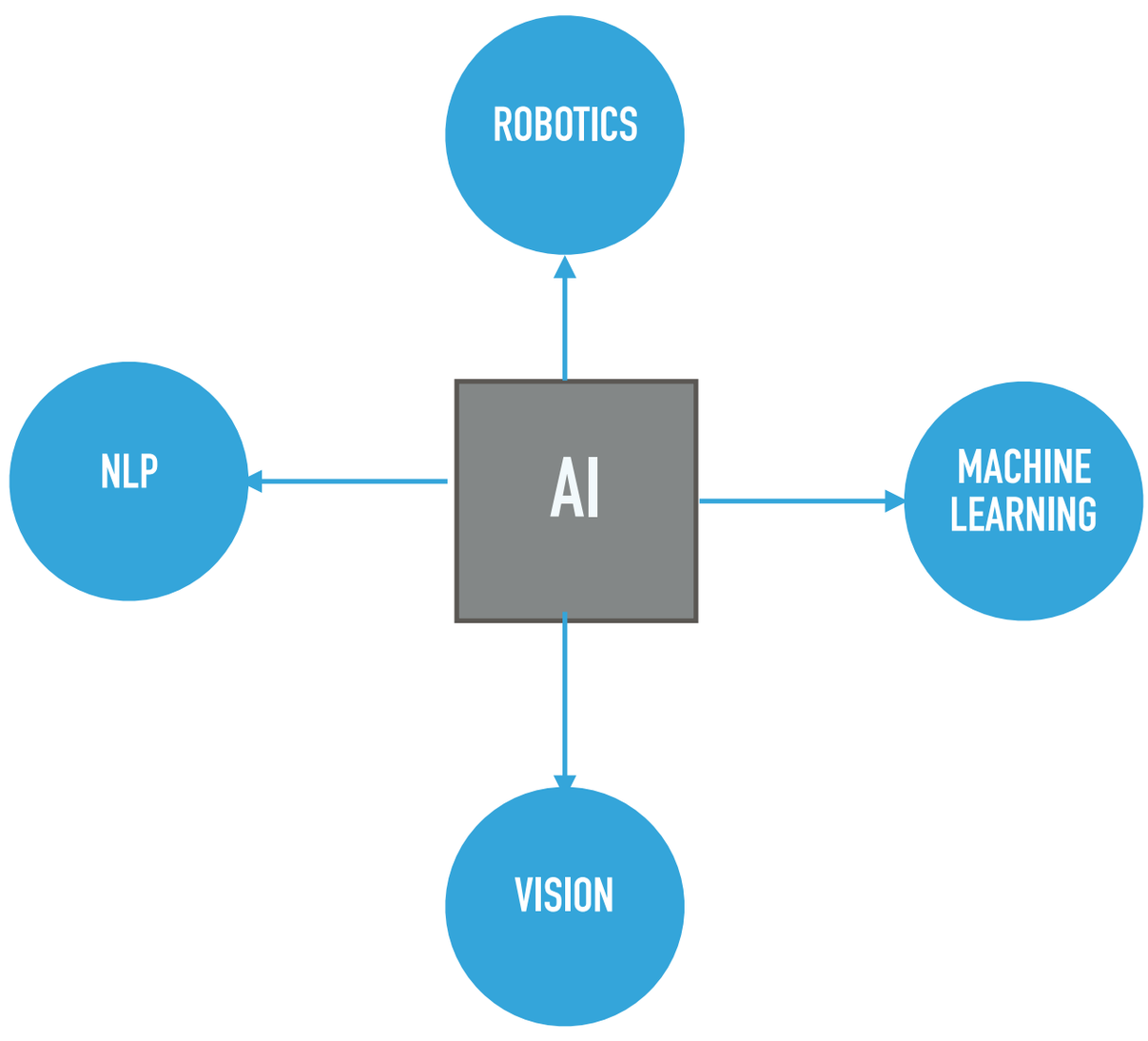
AGENDA

- Introduction
- Current State
- Why Marketing and AI
- How can we build the expertise?
- Top 5-7 Projects of AI in Marketing
- Final thoughts
- Q&A

INTRODUCTION

Source - https://www.bbva.com/

GENERALIZED AI
VS
SPECIALIZED AI

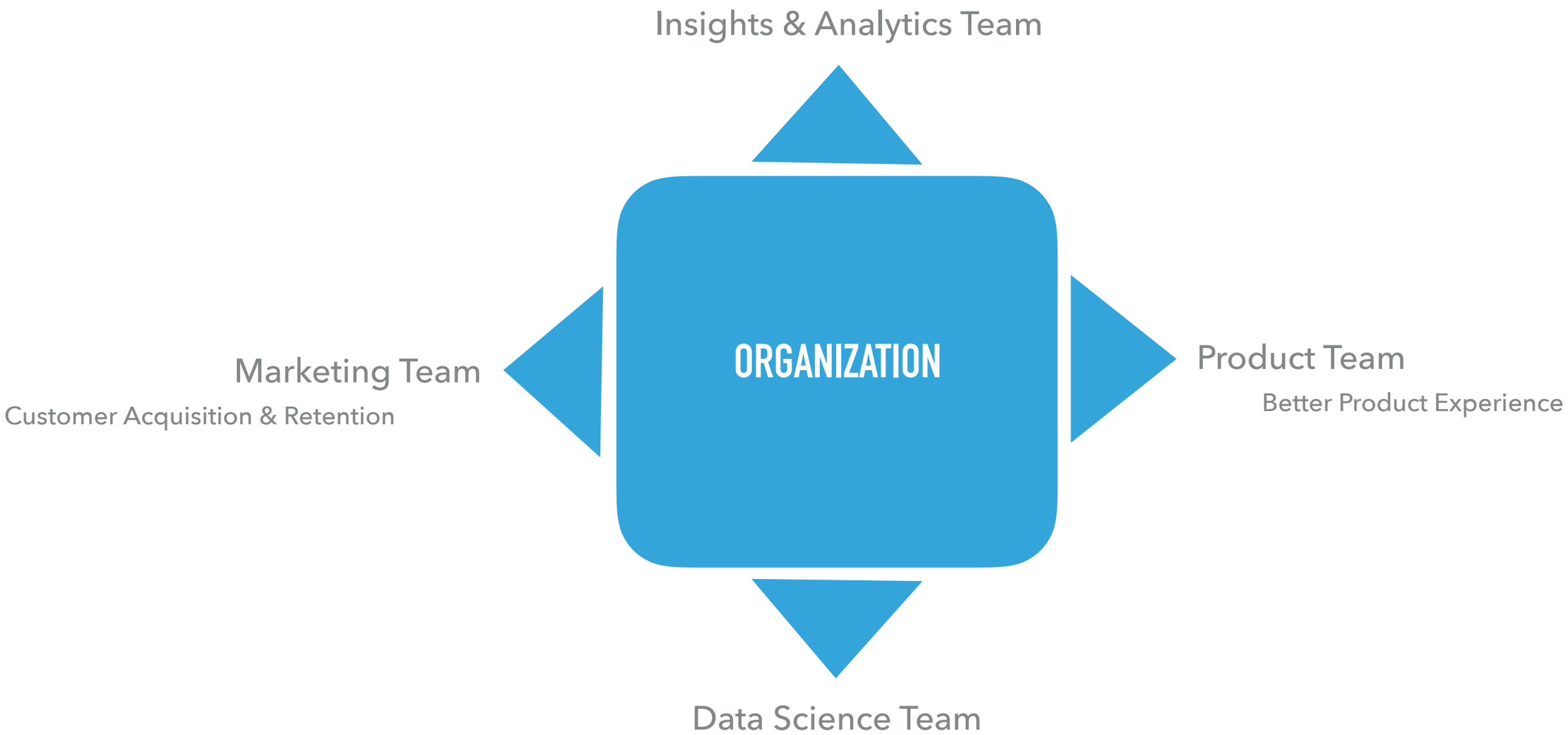


Source - Slalom Research papers

UNSURPRISINGLY, ANALYSIS OF DATA IS A KEY AI FOCUS FOR BUSINESSES, WITH ON-SITE PERSONALIZATION THE SECOND MOST COMMONLY CITED USE CASE FOR AI.

(SOURCE: ADOBE)

CURRENT STATE



CURRENT STATE

Insights & Analytics Team

Marketing Team

Customer Acquisition & Retention

ORGANIZATION

Product Team

Better Product Experience

Personalized User Experience

Search & Recommendation Engine

Auto Personalized Pop-up Notifications

Auto Content Generation, such as Music and Arts

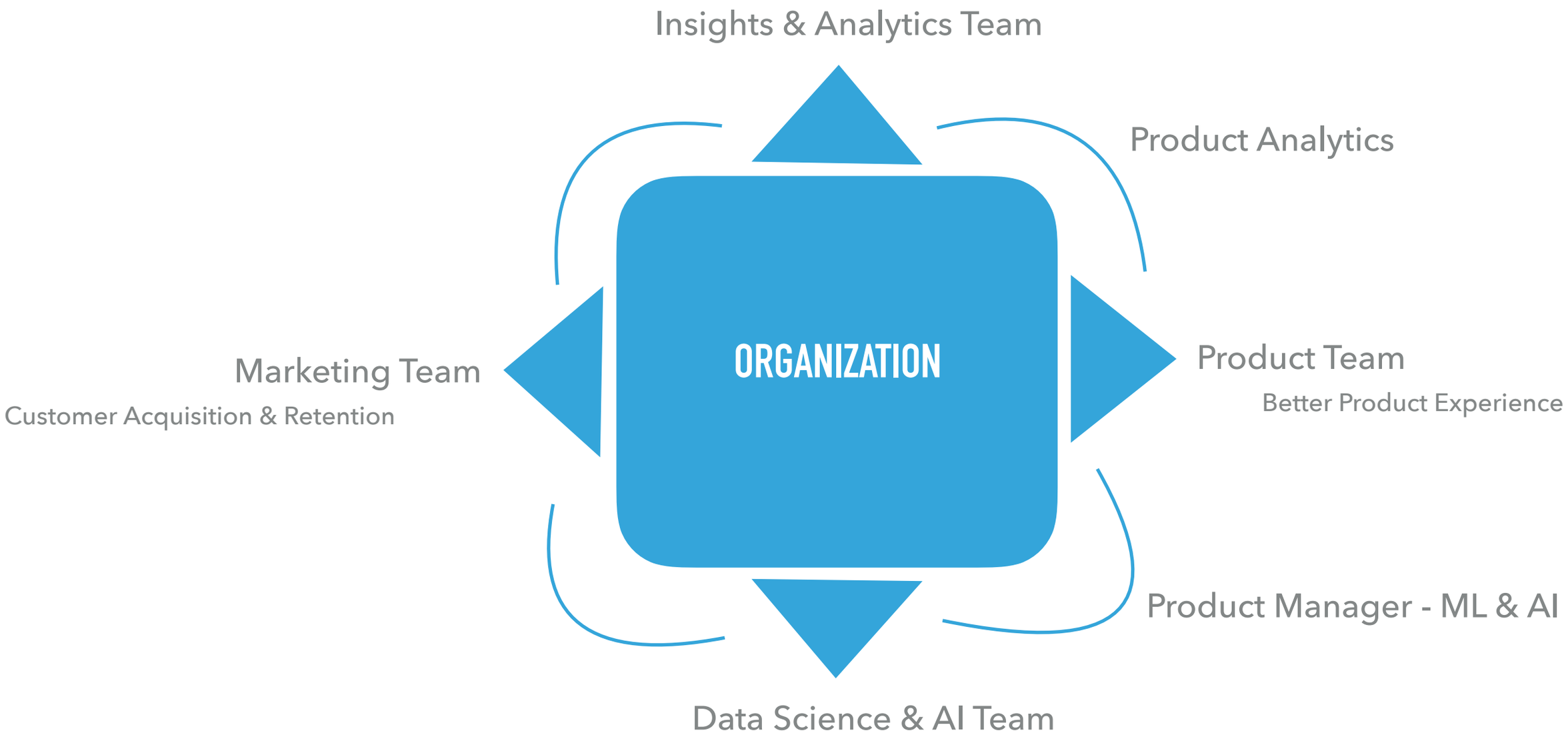
(cloud painter, Flow Machines by Sony)

Image Recognization such as Auto tags

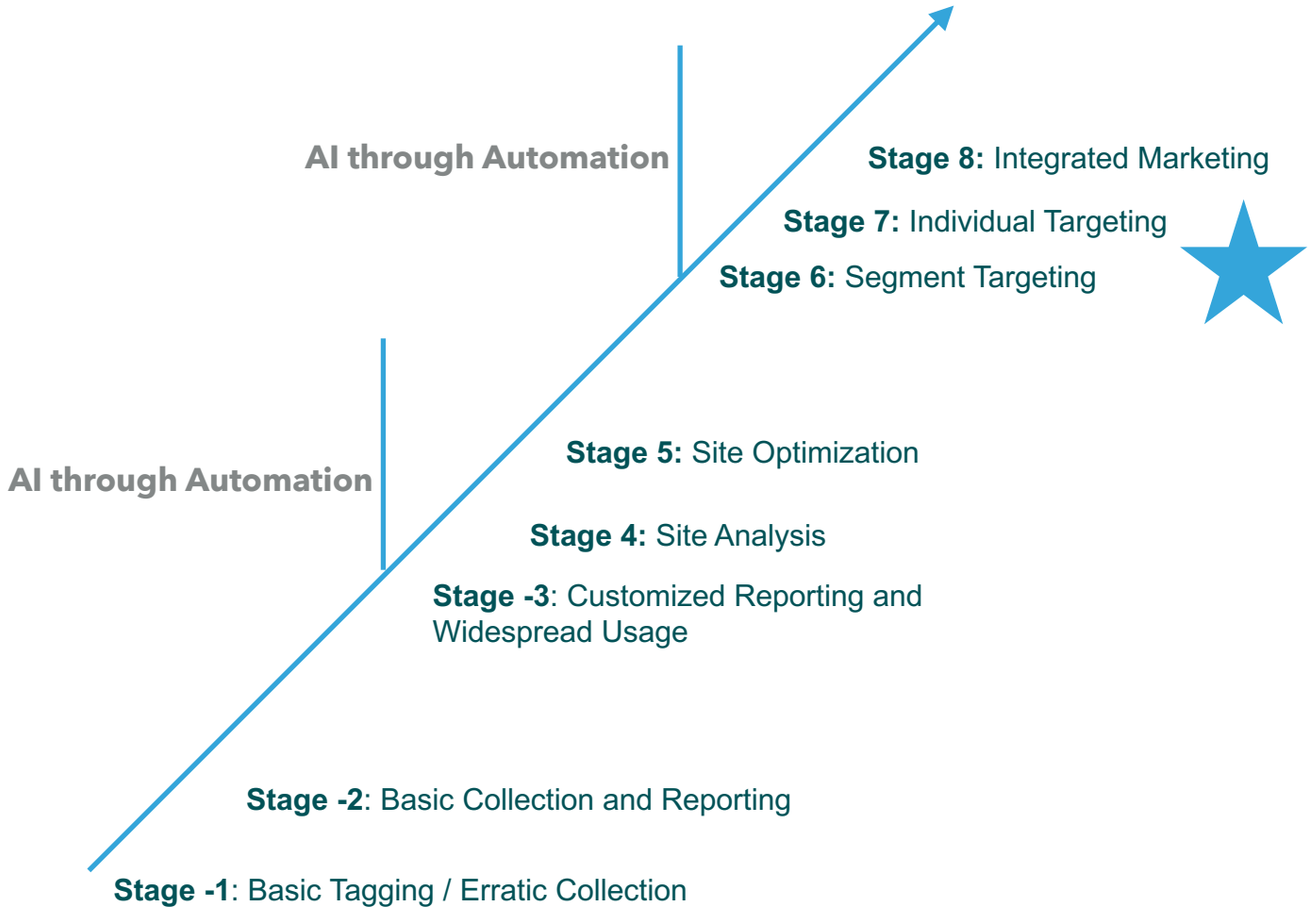
Data Science Team

Copyrights

CURRENT STATE



WHY MARKETING & AI



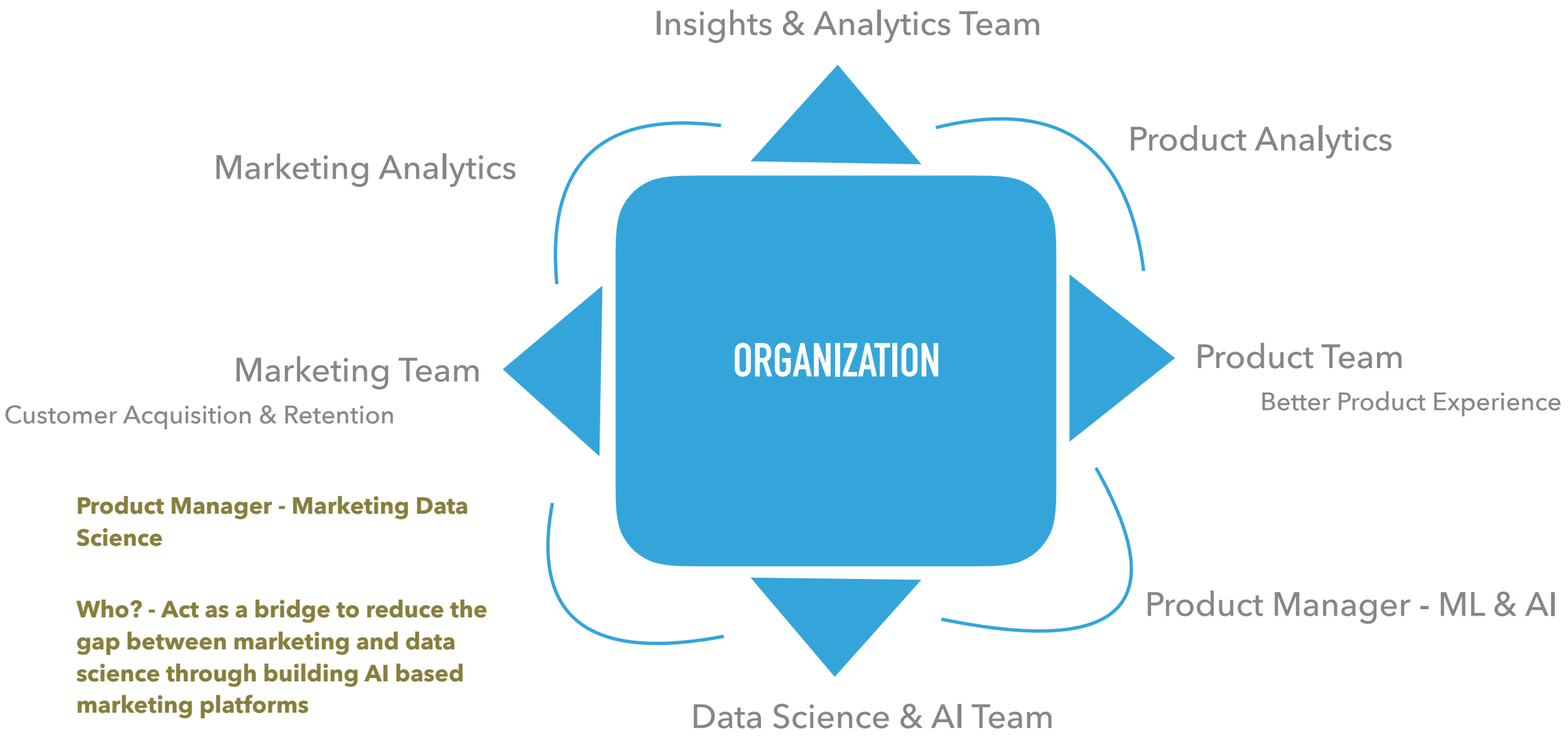
COMPLEX FOR HUMANS BUT SIMPLE FOR MACHINE

SPEED & EFFICIENCY

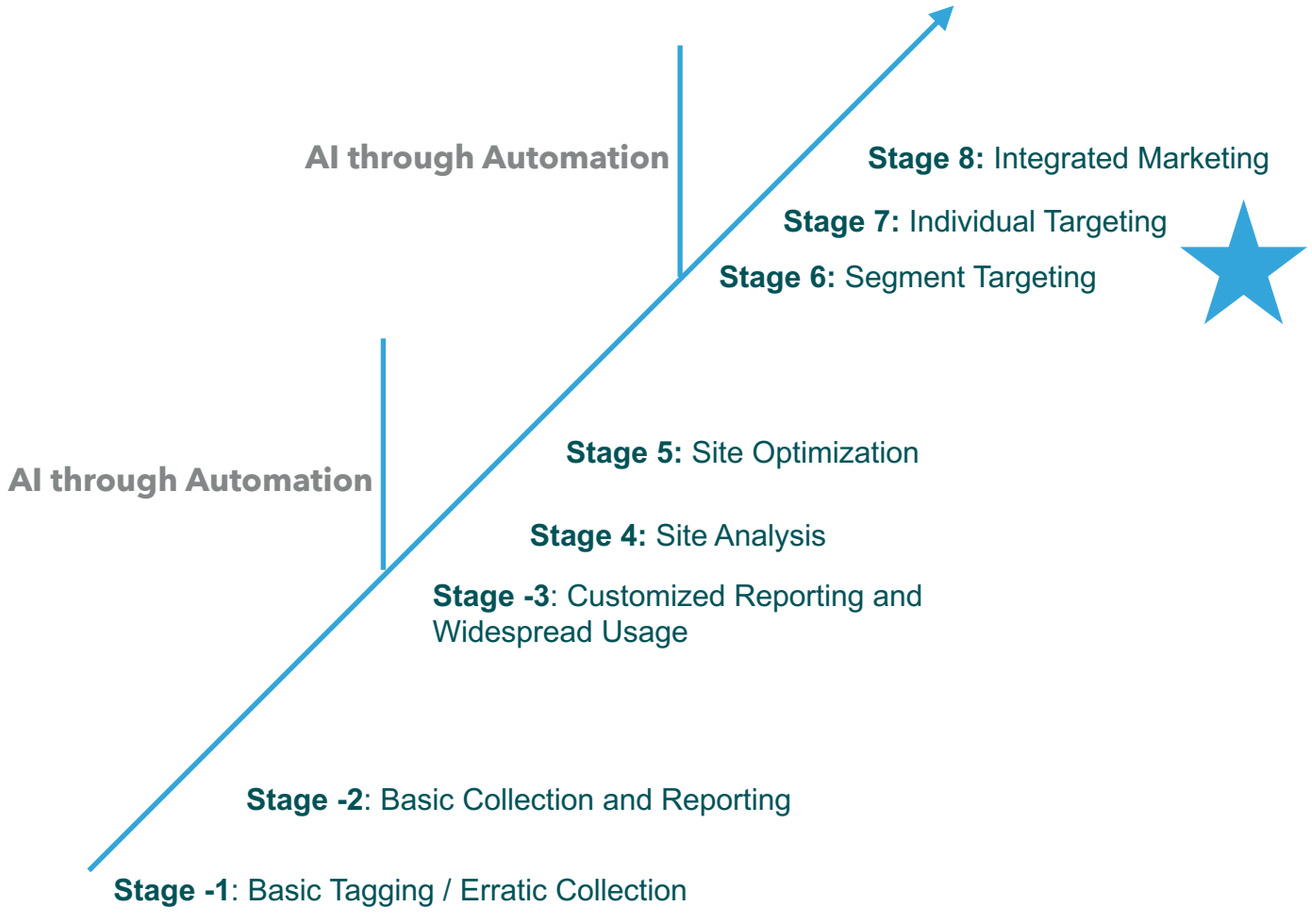
RELEVANCE AT SCALE

Source - EY

CURRENT & FUTURE STATE



HOW CAN WE ACHIEVE IT? – EXECUTION



Stack to build

- Data Capturing Layer
- Data Enrichment from sources
- Data Exploration & Visualization
- Machine Learning Layer
- AI through Automation and Feedback loops

Source - EY

HOW CAN WE ACHIEVE IT? – EXECUTION

Conflict between Build vs Buy

- Don’t re-invent the wheel
  - Use Open-Source tools (Data Capturing through Pipeline, R or Python, RShiny, MapD (SQL based Analytics Platform)
  - API Ecosystem (Google Chatbot API, IBM Watson, https://dialogflow.com/, Tensor-flow)
  - Work with Start-ups in space of Marketing & AI
    - Simon Data (https://www.simondata.com/)
    - Usermind (https://www.usermind.com)
    - Dynamic Yield (https://www.dynamicyield.com/)
- Data is a competitive advantage, hence owned it
- GDPR (Are we prepared?)

TOP 5-7 PROJECTS OF AI IN MARKETING

- Machine Learning based Attribution Modeling
- Personalized GEO targeting through Mobile Apps
- Personalized Marketing Communication through AI based Content Generation on multiple touch points
- Anomaly Detection and AI based Recovery system
- Pro-active retention of customers through churn prediction
- Chatbots & Notification Services (eg. Maisie Startup)
- AI in Programmatik Advertisements

For More details - github.com/rohitgossain

FINAL THOUGHTS – INNOVATION HUB IN ORGANIZATION

LEARN AND WORK WITH START-UPS

START WITH SMALL BUT IMPACTFUL PROJECTS

MEASURE SUCCESS

GET APPROVAL FROM MANAGEMENT

BUILD A INNOVATIVE TEAM & SCALE THE IDEAS

Q & A

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