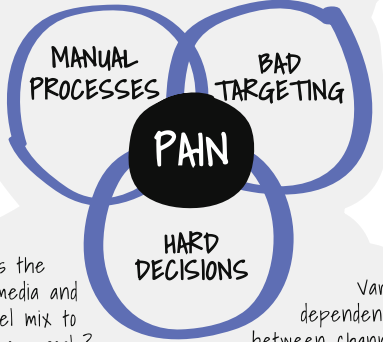


THE FUTURE OF AI TRANSFORMED MARKETING

ONLINE MARKETING TODAY

- Excel files
- Merging data
- Calculating KPIs
- Monitoring various channels
- Creating landingpages, ads + content
- CRM / Sales
- Customer Support
- Data silos
- Dumb retargeting
- Difficult cross device tracking
- Bad/no multichannel (online/offline) tracking
- Insufficient website personalization
- Rudimentary ad personalization



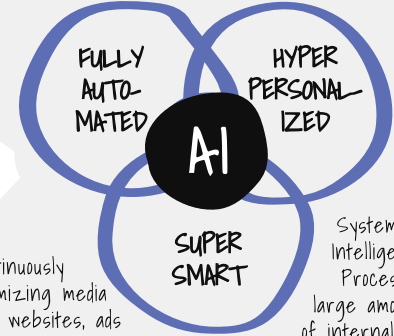
What's the best media and channel mix to reach our goals?

Many KPI dashboards, no reliable suggestions how to act. BI tools are still not really intelligent.

Various dependencies between channels, campaigns, products, stock, market environment etc

AI TRANSFORMED MARKETING

- Automated creation of personalized websites, newsletters and ads
- Retargeting among all devices and channels on- + offline
- Face recognition, emotion tracking
- One unified data warehouse
- Completely automated data mining + processing
- Automated content, ad + landing page creation
- Sales automation
- Chatbots



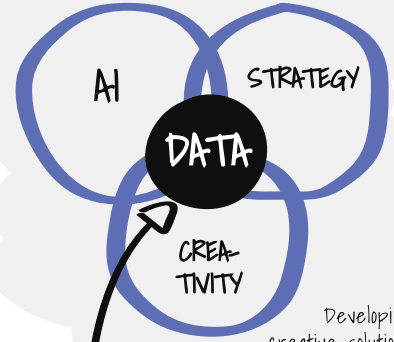
Systems of Intelligence: Processing large amounts of internal and external data, giving clear recommendations how to act and executing strategies.

Continuously optimizing media mix, websites, ads etc through machine learning.

Intelligent CRM assistants

FUTURE SKILLS OF A MARKETER

- Understanding the core principles and mechanisms of AI
- Knowing how to leverage AI to gain competitive advantages
- Orchestrating and managing tech, AI + people
- Developing holistic strategies
- Unlocking customer insights



Developing creative solutions to differentiate from competition

Creating strategies how to continuously generate and use unique data to build data moats

Less monotonous + impersonal aspects of marketer jobs. More time to be more creative, more strategic. More time to understand your customers, company and market. Thus: better decisions.

More time for real, human value creation to solve problems that really matter.

CONSUMER PERSPECTIVE

Visual search
Voice search
Intelligent shopping bots
Virtual + Augmented Reality
24/7 customer service bots
Instant delivery

Hyper personalized websites, newsletters and ads

The best offers for me based on my individual preferences

Seeing ads only when I'm in the right mood for it + only if they deliver value for me

Reaching more products all over the world

Virtual Reality

Shopping assistants helping me to find the best product for the best price

- Homework:
- Educate yourself about AI. See www.embrace-ai.com for curated resources.
 - Think about how you could create long term data moats through the generation of unique data.
 - Start your first little AI concept project like a chatbot for your FAQ on your website.



By Iskender Dirik
MD/CEO Microsoft Scaleup
www.embrace-ai.com