IBM Watson Advertising
MMA
How AI Can Help Generate Insights To Drive Business Results

Today's Speakers

Leo Scullin
VP of Industry Programs
MMA Global

Jamie Molnar
Product Marketing, AI & Emerging Tech
IBM Watson Advertising

Laura Jensen
Director, Digital Partnerships
Initiative

MMA is the Global Industry Association for Marketing

Started in 2003; turned around in 2013

Operations in 15 countries

Marketer led; plus media sellers, tech and agencies

55+ team worldwide

25+ conferences in 15 countries

EMEA

- France
- Germany
- Middle East
- South Africa
- Spain
- Turkey
- United Kingdom

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LATAM

- Mexico
- Brazil
- Colombia
- Argentina

APAC

- China
- Vietnam
- India

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APAC

MMA

Who & What is the MMA All About

WHO

The People We Serve

Primary Audience

Pioneering Chief Marketers

WHAT

Our Strategic Priorities

Measurement & Business Impact

Drive marketing effectiveness and the future of measurement for sustainable business growth

Marketer Org Development

Redefine marketing organization dynamics and future capabilities needed in a data

Inspiration

Lead marketing innovation and creative effectiveness/impact for mobile and emerging technologies

Advocacy

Establish standards and self-regulatory guidelines to improve consumer trust and confidence in marketing and connected devices

WHY

Our Reason for Being

Purpose

To enable marketers to drive innovation and enduring business value in an increasingly dynamic and connected-connected world.

MMA IS 800+ MEMBERS STRONG GLOBALLY

MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & OPERATORS

MMA

MMA Programs Transform Marketers Understanding of Marketing

The following are the core programs of the MMA

	MMA Key Programs	Description
Key Think Tanks	1 Marketer Organization Think Tank (MOSTT)	▪ Community of CMO & academics rethinking the modern marketing org; focused on measuring marketing org to financial performance. Soon to be featured in HBR
	2 Marketing Attribution Think Tank (MATT)	▪ Community of marketing & analytics leaders committed to measurable impact & accountability by advancing people-based approaches in media measurement.
	3 Data in Marketing Think Tank (DATT)	▪ Focused on supporting marketers in their ingesting, applying and success with data in marketing. Eventually, group is to be regulatory voice of CMOs on Data. In development
Funded Research	4 Brand as Performance (BaP) *	▪ Industry consortium to first time ever measure the impact of Brand, a core element of marketing success. Will likely to produce a new growth framework for brands. ($850k)
	5 First-Second Strategy (Cognition 2 study)	▪ Groundbreaking new Cognition Neuroscience Research project set out to understand how consumers process information. Cog 2 will look at time's effect on impact.
	6 SMOX (Modern Marketing Mix)	▪ Series of 14 studies that examine mobile's role in a multi-channel (TV to mobile) world, with empirical evidence on dynamics of the modern marketing mix.
	7 Location Privacy Alliance (LPA) *	▪ Focused on development of a Hippocratic Oath for the application of location data to marketing. Second phase is developing regulatory education materials
Key Member Councils	8 Mobile Fraud Tool & Council *	▪ Member council created better help our members stay ahead of Mobile marketing fraud by assessing, evaluating, and combatting Fraud. Fraud assessment tool coming.
	9 Brand Safety Council (SAVE)	▪ Marketer-led council created to ensure safeguards for brands in all marketing environments, to protect the brand's reputation and marketing investment.
	10 RCS/SMS/OTT Messaging	▪ Member Committee focused on the roll-out of RCS across the US, and preparing an "RCS Center of Excellence" that issues regular guidance on this new function.
	11 MMA Events	▪ 35+ event across 16 countries globally, from 350 to 2,000 attendees.
	12 MMA Smarties	▪ Awards Program that offers marketers multiple opportunities to showcase their best work in modern marketing around the world. Includes a business impact index

* Obligations to sponsors

MMA COVID-19 Marketer Support Hub

#WeAreInItTogether

The most comprehensive central resource for information on the coronavirus pandemic as well as guidance for brands on how to navigate marketing during the worldwide crisis. Information is constantly being curated and loaded in real time, the hub is searchable by the different regions the MMA serves (North America, APAC, EMEA and LATAM) and includes:

1. An aggregation of critical information on Covid-19's impact around the world
2. Tools and tips for managing teams remotely, crisis guidance as well as programs to support small businesses
3. Marketing and advertising best practices and current consumer trends to help brand members make more informed decisions
4. Some light moments with staff picks on the humorous videos and memes circulating

We'd love to include your content.

If you are an MMA Member with Resources / Programs / Research that is focused on helping brand marketers, we'd love to include your information in the hub,

Please visit https://www.mmaglobal.com/marketersupporthub/weareinittogether

MMA IMPACT | VIRTUAL

THE FUTURE OF MODERN MARKETING

MAY 18-19, 2020

MMA IMPACT 2020: Building Capabilities for the Modern Marketer

MMA IMPACT 2020 is designed to help brand marketers enhance and build their internal marketing capabilities. In fact, last year, more than half of MMA member companies in attendance registered multiple marketing team members to leverage the opportunity of this accelerated learning over two rich days of content.

PAST ATTENDEES INCLUDE

1800flowers.com	AMEX OPEN	Anthem	AT&T	BARCLAYS	BMW	BOOKING HOLDINGS	CALVIN KLEIN	Campbell's	CHOICE HOTELS	citi
COTY	Cuisinart	CVS Health	DISCOVER	Edgewell	ESTÉE LAUDER COMPANIES	flatiron	GM	gsk	HARRY'S	intuit
Johnson & Johnson	lyft	Marriott	mastercard	McAfee	MillerCoors	MONSTER	Nutrisystem	PEPSICO	Pfizer	Prudential
SAMSUNG	SANOFI	SONY	Southwest	T-Mobile	Coca-Cola	Unilever	UNIVERSAL	USPS	verizon	waze

Vivian Chang
VP Growth, Nutranext DTC, part of The Clorox Company

Babak Farrokh-Siar
Vice President, Head of National Business Development, Acorns

MMA | MATT | DATT UNPLUGGED VIRTUAL

JUNE 9, 2020 JUNE 10, 2020

MMA Unplugged Virtual Events offer marketers a deep dive into some of their most pressing challenges and opportunities. Topics are often aligned closely to industry-wide initiatives being led collaboratively by the MMA and our marketer members.

MATT UNPLUGGED

FUTURE OF ATTRIBUTION

JUNE 9, 2020 | VIRTUAL

Register for MATT Unplugged Virtual

MATT Unplugged brings together marketers, measurement and attribution experts to discuss the how the latest measurement methodologies need to align more closely to marketer objectives as well as explore the challenges and obstacles marketers face around Multi-Touch Attribution.

Tina Tonielli
Americas Lead, Consumer and Business Insights and Analytics, GSK

Marc Vermut
Vice President, Marketing Solutions, Neustar

Lindsay Chastain
Senior Director, Global Digital Marketing, Ancestry

NEW!

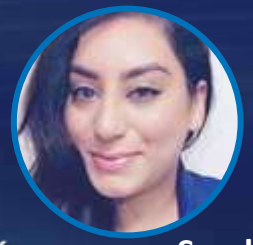
DATT UNPLUGGED

DATA IN MARKETING THINK TANK

JUNE 10, 2020 | VIRTUAL

Register for DATT Unplugged Virtual

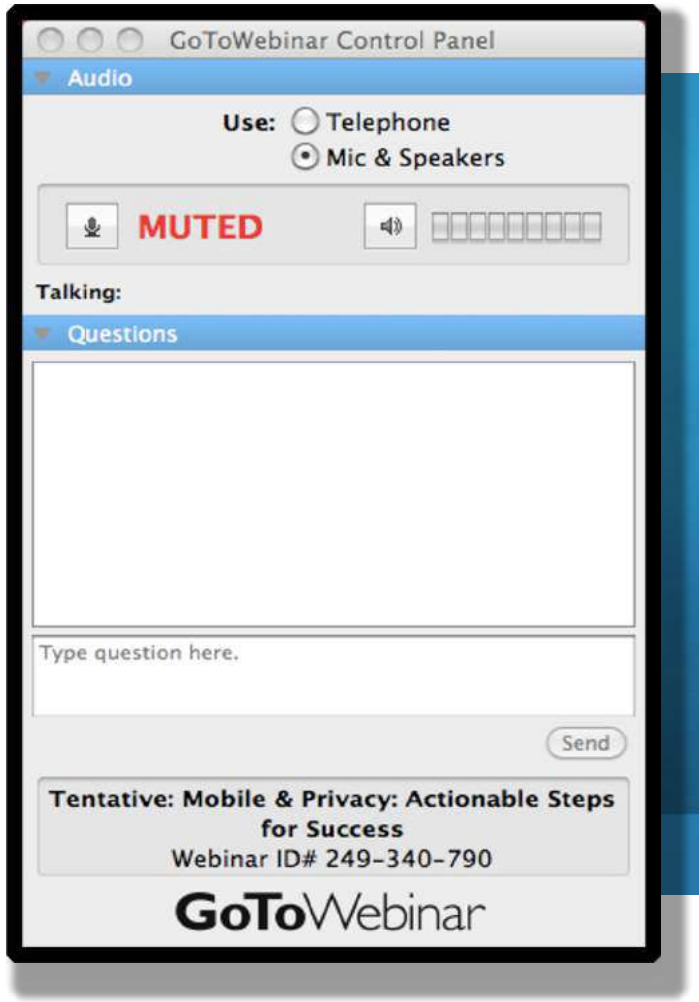
In the age of 1st party, 3rd party, and more recently 2nd party data, complexity proliferates of how marketers use data effectively. Not to mention, with constant developments in nearly every aspect of the ecosystem, from regulatory activities to OS systems to browsers/cookie usage, combined with many marketer moves to data-driven businesses like DTC and we have a recipe for chaos. DATT Unplugged will bring together privacy experts, brand marketers and data junkies to unravel this complicated quagmire.

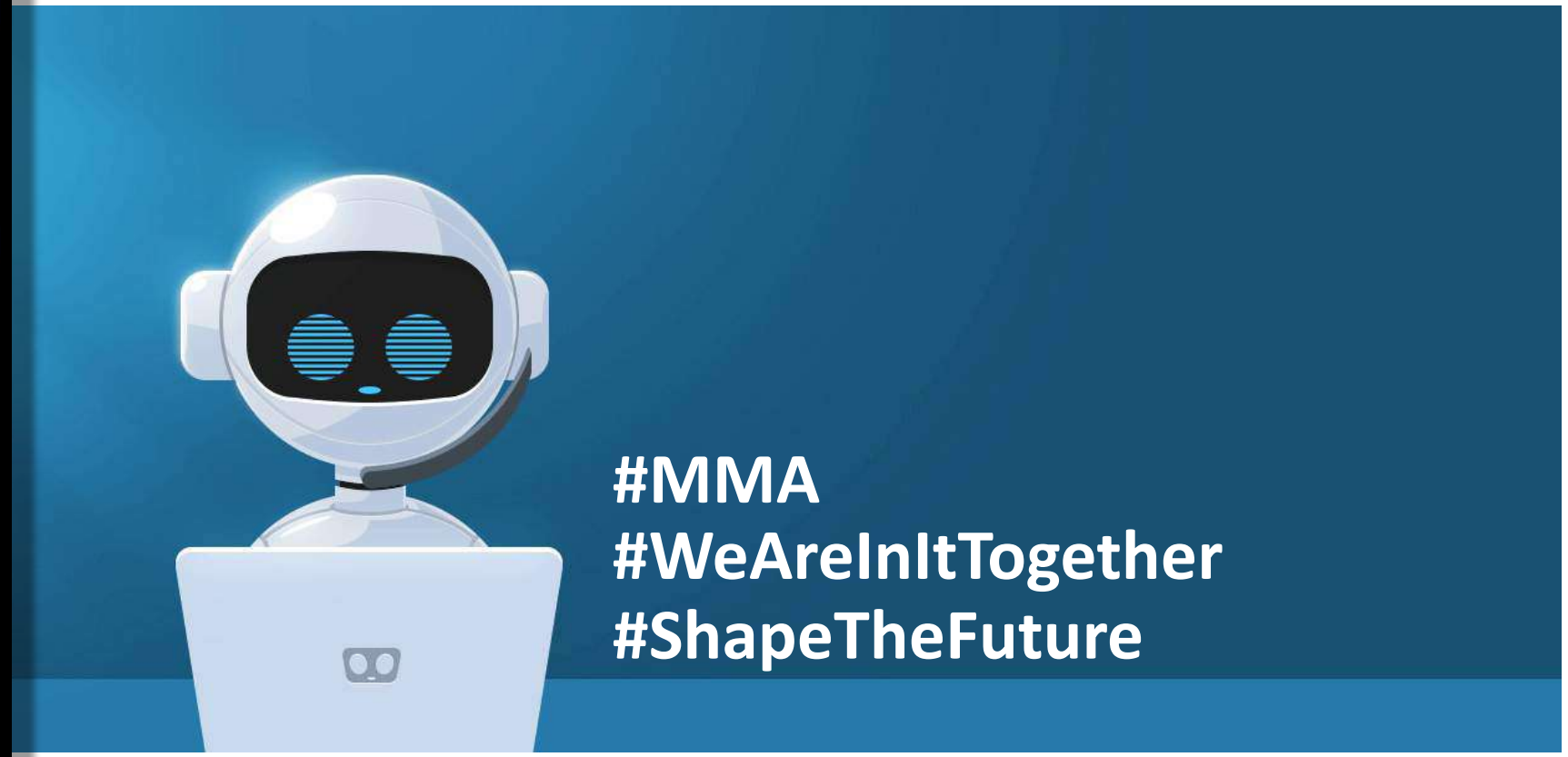


Sarah Din
Director of Product Marketing, Survey Monkey

Ian Mundorff
Global Head Of Media, HP

Asking Questions, Sharing Insights





Accelerating Campaigns with AI

Jamie Molnar
Director, Product Marketing - AI & Emerging Tech
IBM Watson Advertising

Laura Jensen
Director, Digital Partnerships
Initiative

TODAY’S AGENDA

- Who we are
- AI’s promise
- How AI can improve the customer journey
- Proven Success: How AI is driving campaign performance
  - IBM Watson Ads & Best Western
  - IBM Advertising Accelerator & Best Western
- How to get started testing AI technology
- Post Covid consumer behavior
- Putting AI to work

Who We Are | Jamie Molnar

Jamie Molnar is the Product Marketing Leader for AI & Emerging Tech at IBM Watson Advertising. In this role, Molnar is responsible for concepting and executing the go-to-market strategy for Watson Advertising's suite of AI & Emerging Tech offerings. Previously, she focused on IBM's suite of data and media offerings.

Molnar's cumulative digital marketing knowledge and expertise is built on nearly 20 years of experience working for major publishers such as CNN, The Weather Channel, and MSN. Molnar holds a bachelor's degree in Psychology from Georgia State University. As a vegan, she is currently working towards a plant-based nutrition certificate and resides in Atlanta, Ga.

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Who We Are | Laura Jensen

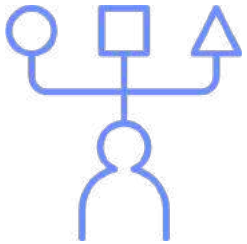
Laura Jensen is a digital media and integrated marketing expert. She specializes in building industry leading solutions for her brand clients by crafting strategic, first-to-market, customized marketing campaigns. A digital-first, data-driven approach is key to Laura's professional success, which has been recognized as award winning by industry experts such as HSMAI and Magellan for travel, and Ad Week for "Ad Agency of the Year" in 2019. Laura has over 8+ years of experience in the Digital Marketing and Advertising industry, working across the verticals of Travel, Tech, Beauty, and Retail. Laura is a Virginia native, New York City advertising veteran, and current Los Angeles resident.

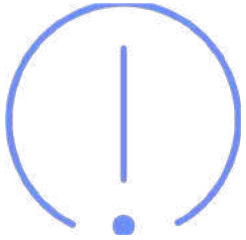
Today’s Key Takeaways

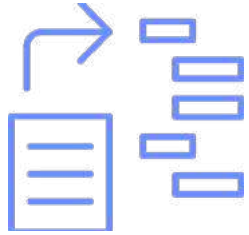
Discover the benefits of leveraging AI to improve the customer journey

Hear about recent campaign successes when advanced AI is leveraged

Learn how to start leveraging AI immediately to improve campaign performance







AI’s promise

$98
billion

Predicted spending on AI the next 3 years (IDC)

$16
trillion

Expected economic gains from AI in the next decade (PwC)

“One of the major forces for society and lifestyle of the next decade.”

– Tom Mitchell,
Machine-learning professor
Carnegie Mellon University

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“Not too long ago, ad development was mostly a creative endeavor. It still is, but businesses must look beyond creativity if they want their ads to be effective. Today, it's all about targeting and delivering the right message.” Jason Hall Forbes

How AI can improve the customer journey

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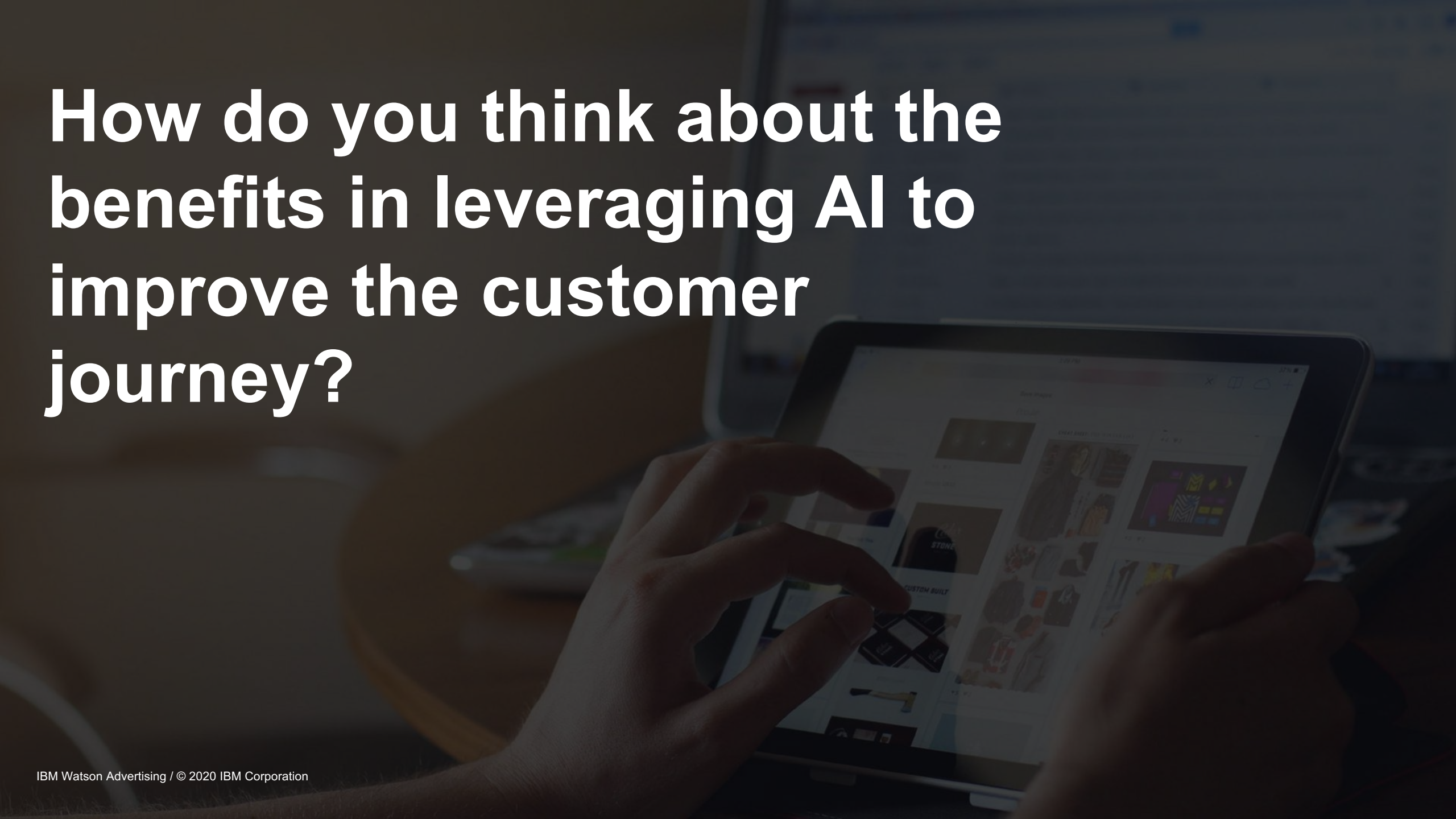
How do you think about the benefits in leveraging AI to improve the customer journey?



Is this something brands are asking for or something you recommend and convince them to test?

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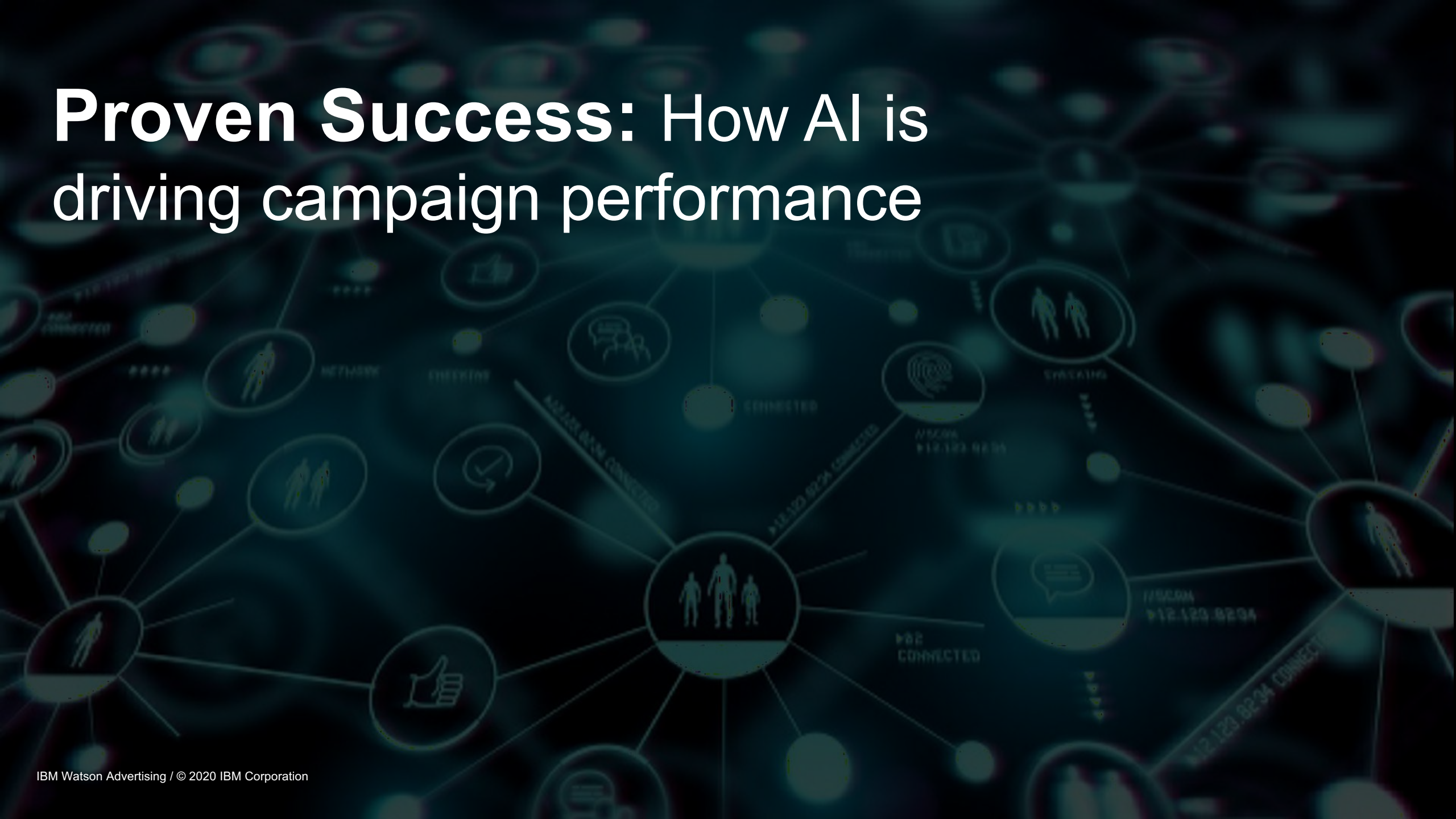
Proven Success: How AI is driving campaign performance



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HSMAI
ADRIAN AWARDS

Advertising Innovation

Digital Innovation

Virtual Reality/Artificial Intelligence

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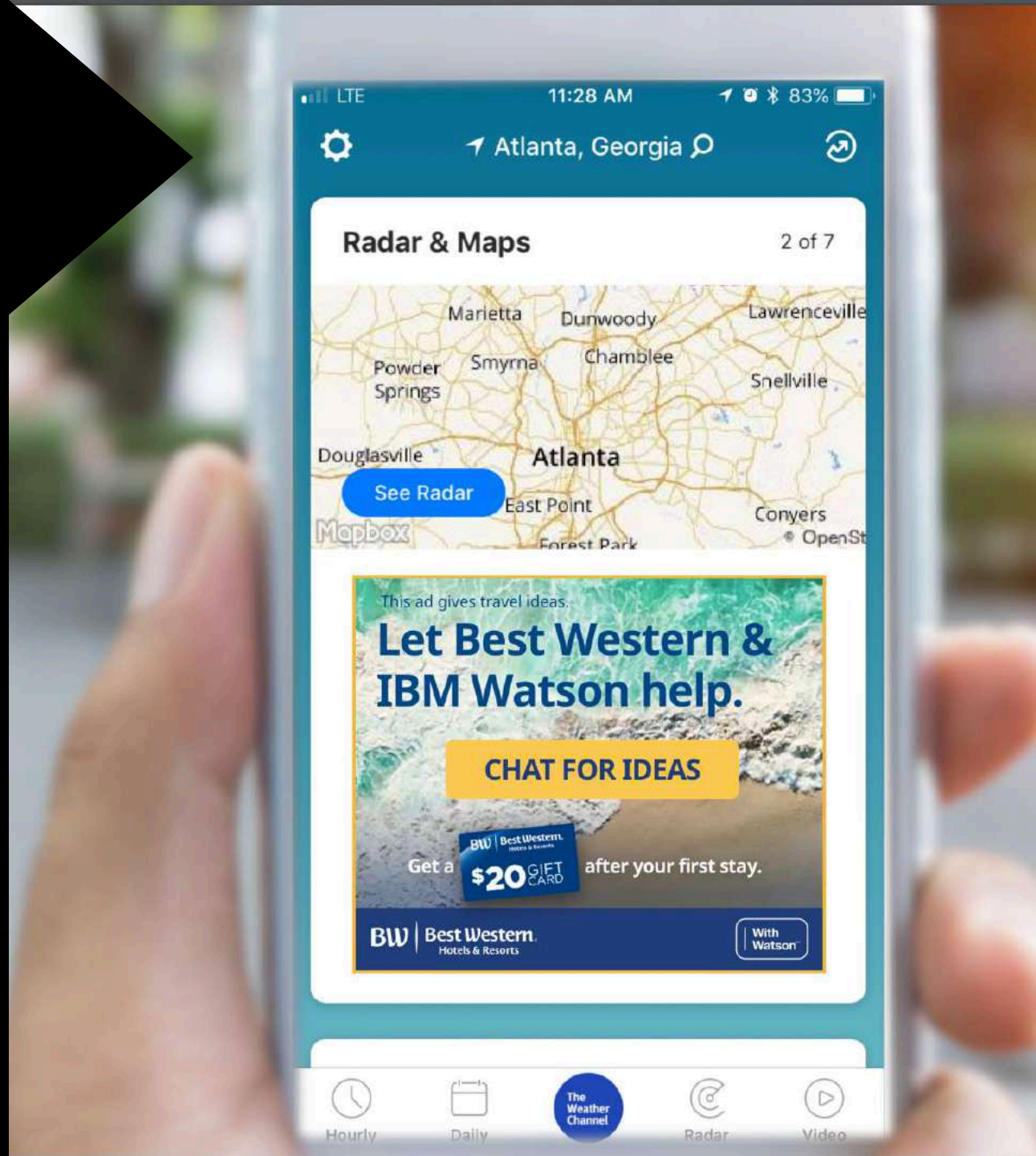
Watson Ads:
AI Powered Conversations

Engaging AI-driven experiences allow brands to connect with consumers at a 1:1 level nearly anywhere in the digital ecosystem, by delivering unique engagements at scale designed to solve marketing goals ranging from awareness to lower-funnel, all while returning powerful insights to brands.



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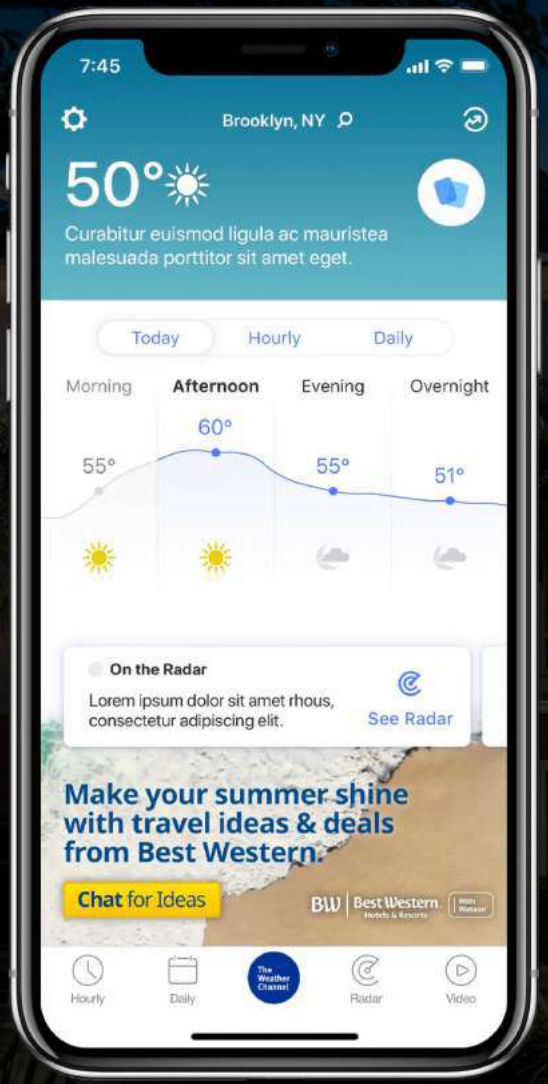
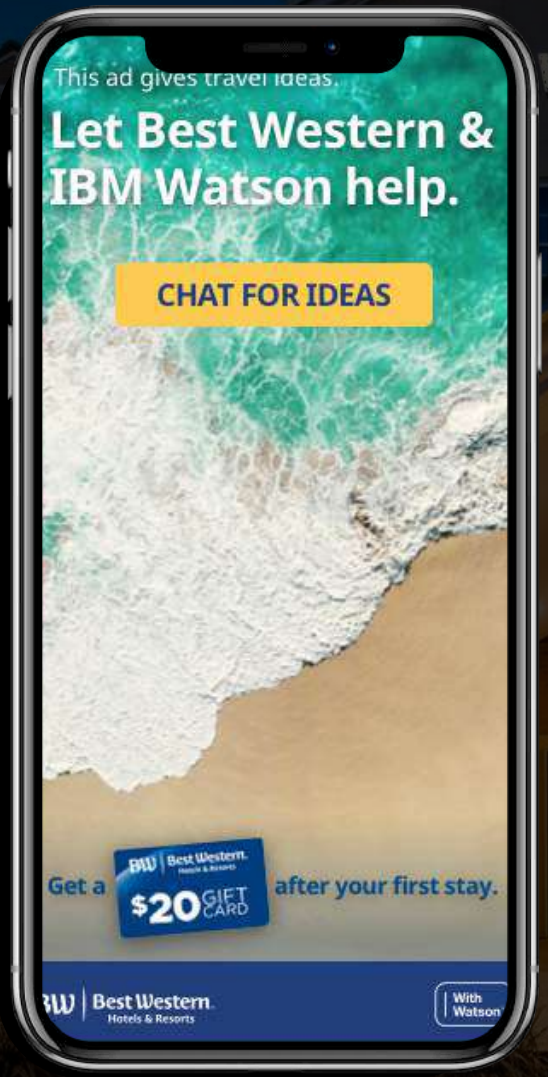
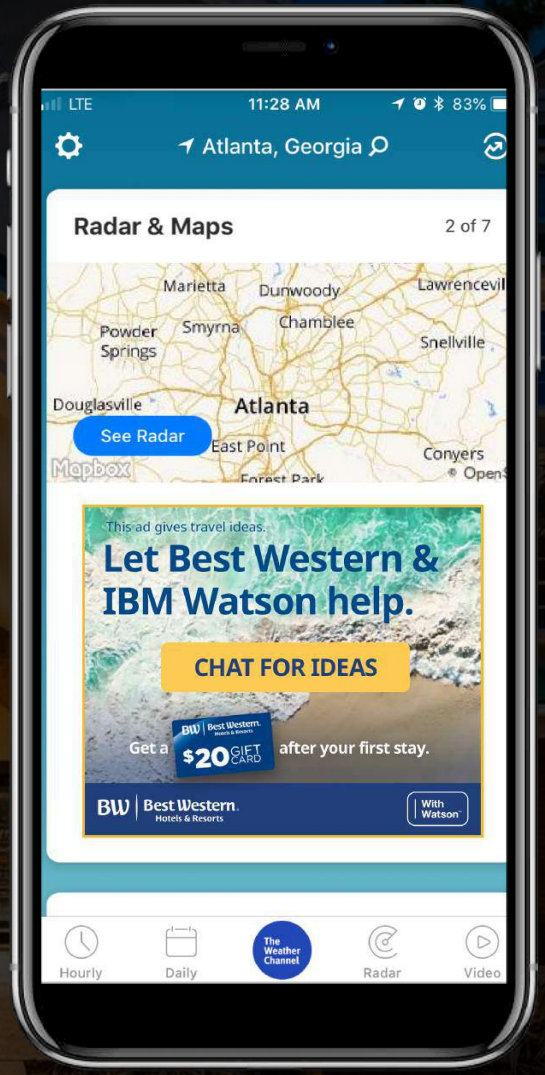
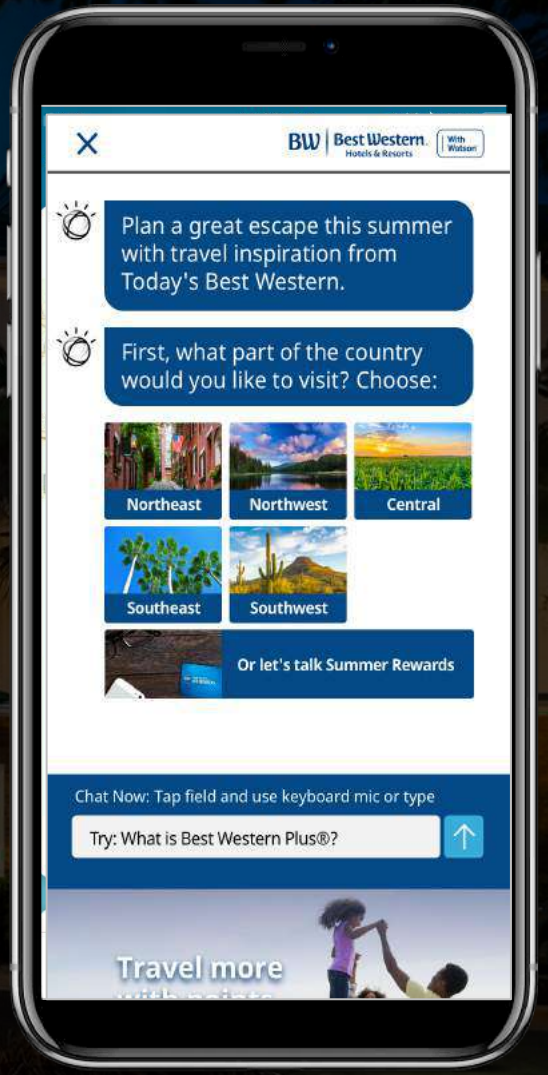
Watson Ads & Best Western









Watson Ads

Conversations with Consumers

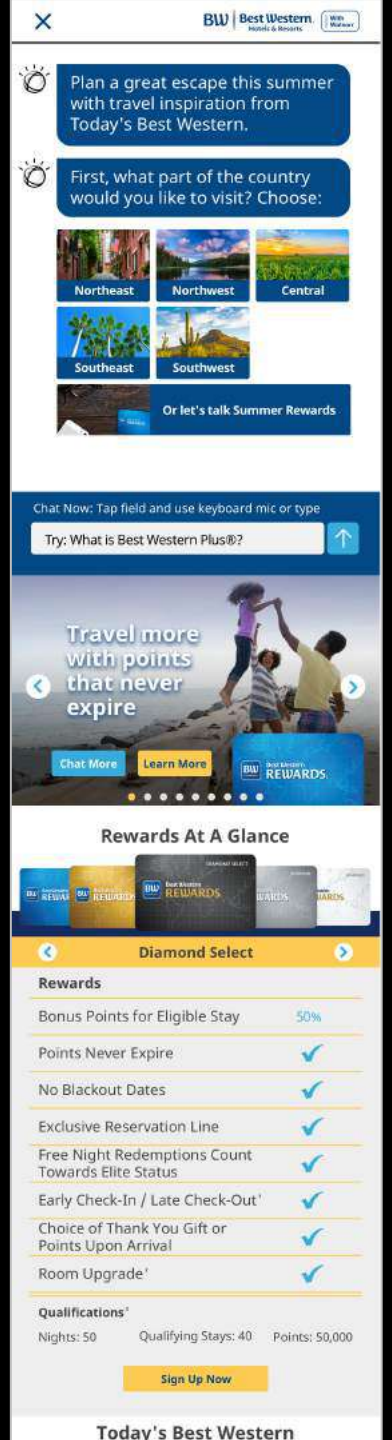
Close Button

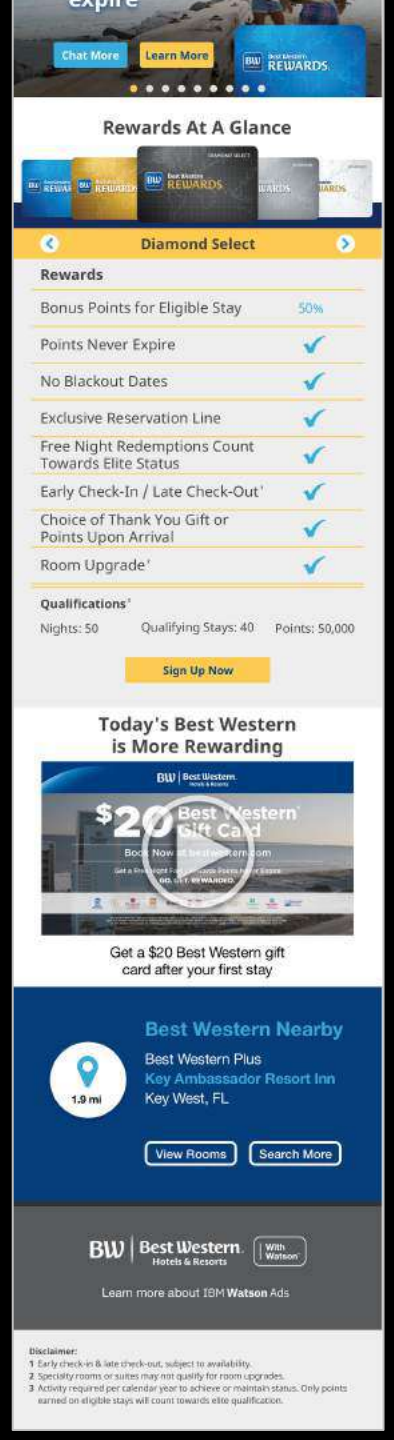
Quick Picks

User Input Field

Rewards & Offers Callout Section

Rewards At A Glance





Rewards Carousel Controls

Rewards CTA

Video Section

BW Locator

Footer

Disclaimers

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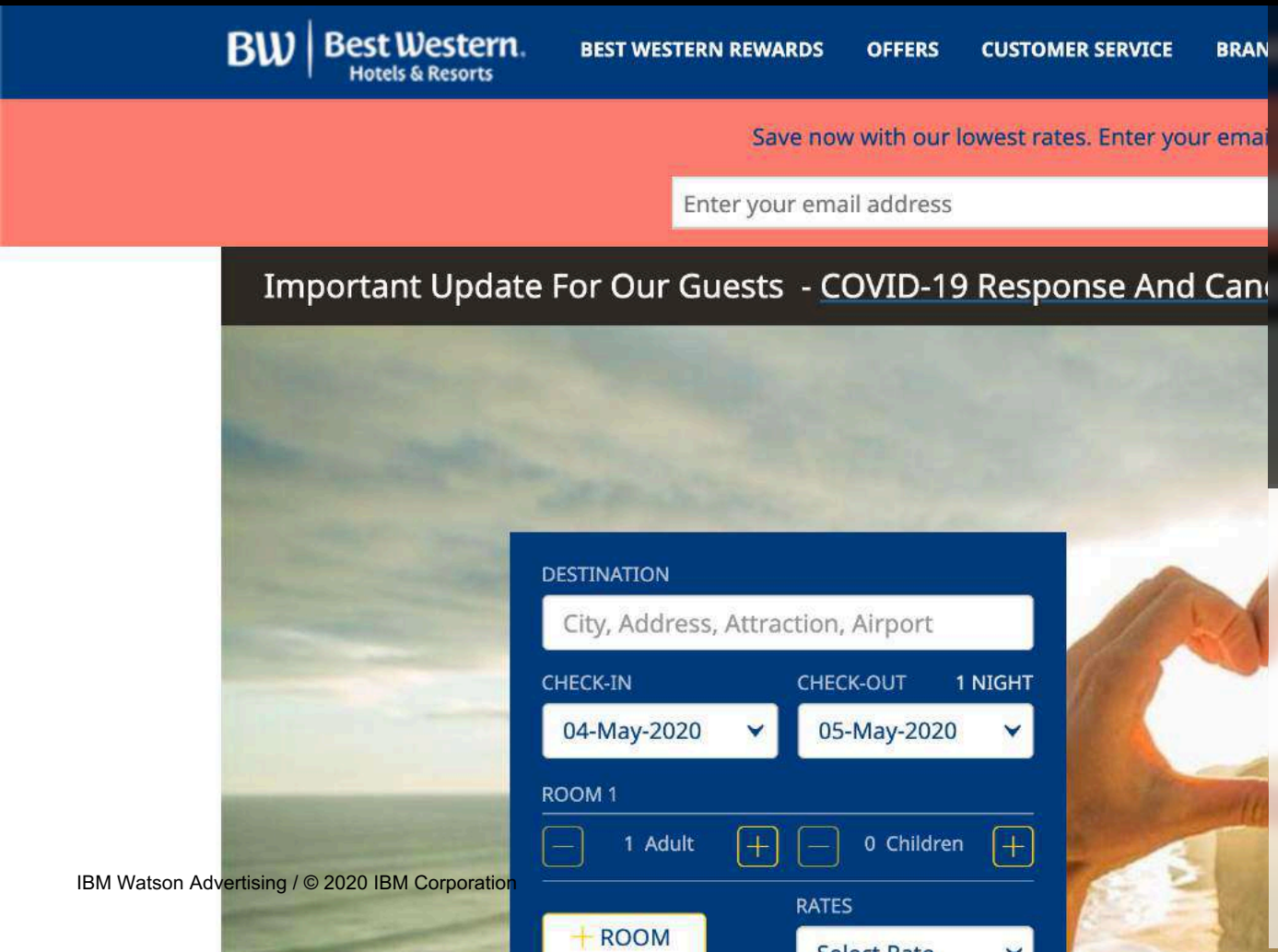
Best Western's Watson Ads campaign continues to drive incremental visits to Best Western locations



34%

INCREMENTAL LIFT COMPARED TO AN AUDIENCE-MATCHED CONTROL GROUP

12,999

INCREMENTAL VISITS TO BEST WESTERN LOCATIONS

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What if your advertising could **stop reacting** and **start *predicting?*** Now it can.

Introducing:

IBM Advertising Accelerator with Watson

How it works:

IBM Advertising Accelerator with Watson is a new offering that continuously learns and predicts the optimal combination of creative and copy elements to **drive the highest engagement and conversion** for a given audience. In the process, Accelerator also leverages Watson to help advertisers **uncover their target audiences' composition and preferences**

Available in the U.S. only, via Desktop & Mobile Web, iOS and Android Apps.

IBM Watson Advertising / © 2020 IBM Corporation

Key benefits:

Predict:
Advanced Watson AI rapidly learns the optimal mix of creative elements to help drive engagement.

Personalize:
Serves unique creative to each performance group based on message resonance.

Evaluate:
Goes beyond simple campaign reporting to reveal robust insights that can be applied to future campaigns.

Advertising Accelerator & Best Western

Campaign Goals

National Hotel Chain

Key Focus on Business Travelers

Key Focus on conquesting competitive travelers

Advertising Accelerator & Best Western

10% Uplift in Landing Page Visits

IBM Watson Advertising / © 2020 IBM Corporation

*Results specific to this campaign and are not guaranteed

Source: 2019 Watson Advertising campaign results

What is your recommendation for:

- Those that don’t even know where to start
- Anyone who needs help understanding how AI can improve their campaigns

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Post COVID-19:
What Can We Expect From Consumer Behavior

IBM Watson Advertising / © 2020 IBM Corporation

Putting AI to Work

Anticipate the impact of consumers' new mindset

Choose solutions that leverage advanced AI

Always lead with the problem

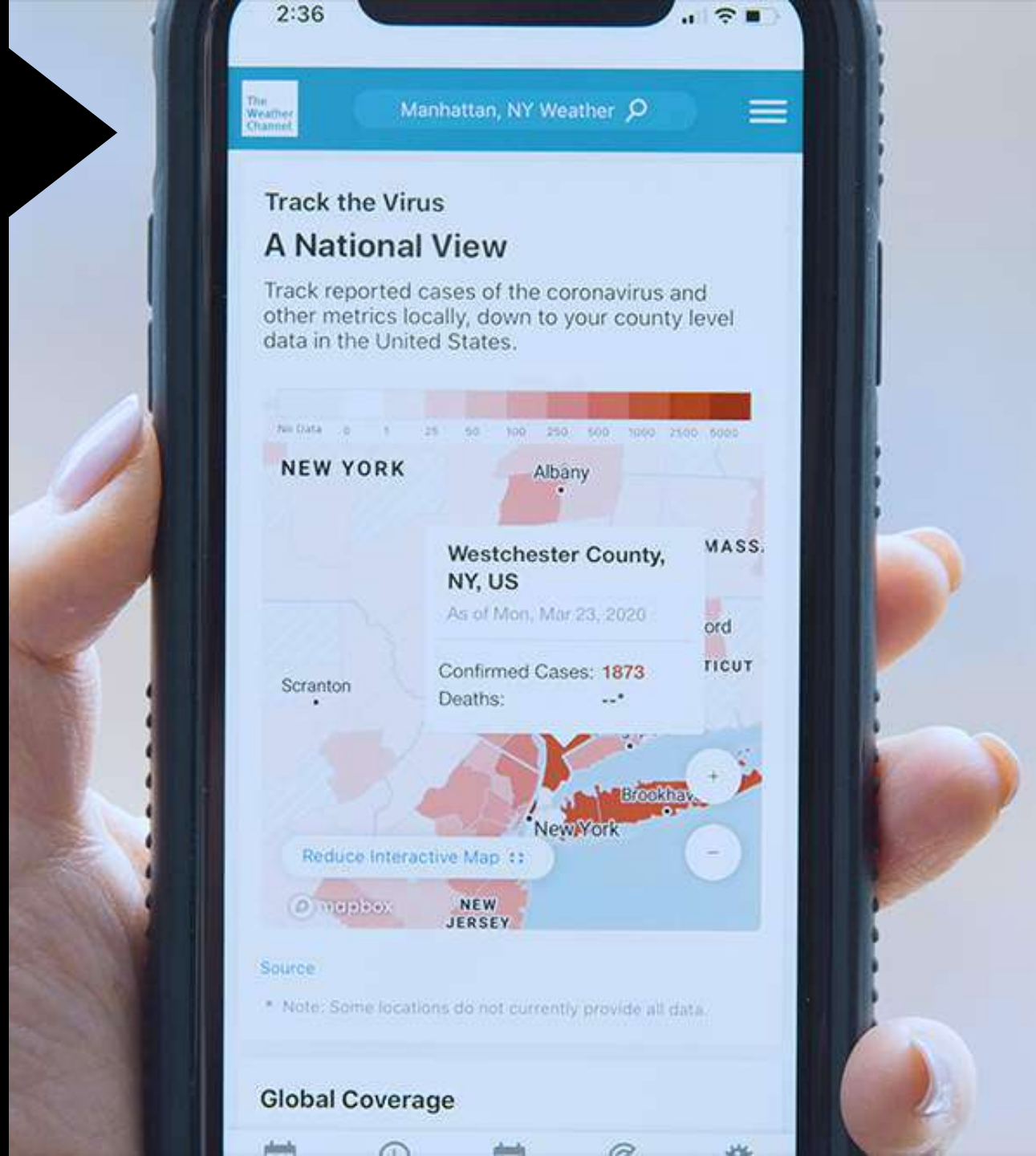
Work with the experts and invest in tools and resources to unlock data

IBM Resources

IBM has launched an informational hub to help provide trusted information around coronavirus (COVID-19) in the United States, and soon worldwide. This includes the latest news and a map that tracks reported cases of the virus down to the county level in the United States.

IBM has also developed an AI-powered chatbot to address consumers' questions and concerns about COVID-19 quickly and accurately. Powered by IBM Watson, the chatbot provides access to reliable content from the Centers for Disease Control & Prevention (CDC) and World Health Organization (WHO).

You can find the hub at weather.com/coronavirus, as well as on The Weather Channel app.



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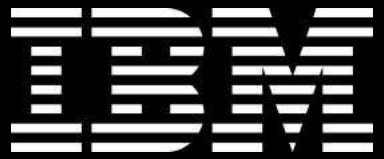
Sources: 1 Ethisphere, the 2020 World's Most Ethical Companies® 2 Morning Consult Most Trusted Brands 2020



MMA | WEBINAR SERIES

Check out full list of all available webinars here.

Presented by iconectiv: Numbers Matter: Building Brand and Keeping Customer Trust in Omni-Channel
Tuesday, May 12 | 2:00pm – 3:00pm EST
Register Today

Presented by Infobip: Will RCS Steal The Spotlight From Messaging Apps? What the Next Generation of Texting Means for Brands
Wednesday, May 13| 2:00pm – 3:00pm EST
Register Today

Presented by MATT: The Journey To Achieve MTA Success: How to Initiate an MTA Process
Thursday, May 28 | 2:00pm – 3:00pm EST
Register Today

MMA
Thank you!