Artificial Intelligence: Welcome to the Cognitive Era

MMA Webinar Series
April 24, 2018

Sponsored by:

IBM Watson Advertising

MMA

MMA PURPOSE

WHO: The People We Serve

Prime Audience: *Chief Marketers*
By helping Marketers do Mobile better, everyone wins. MMA membership represents Marketers, Agency, Media and Technology Enablers from across the globe.

WHY: Our Reason for Being

Mission:To accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

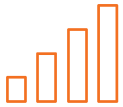
WHAT: Our Strategic Priorities

Cultivating Inspiration

Aimed at the Chief Marketer; guiding best practices and driving innovation

Building Capability for Success

Fostering know-how and confidence within the Chief Marketer's organization



Demonstrating Measurement and Impact

Proving the effectiveness and impact of mobile through research providing tangible ROI measurement and other data

Advocacy

Working with partners and our members to protect the mobile marketing industry

MMA IS 800+ MEMBERS STRONG GLOBALLY

MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & OPERATORS

MMA

MMA MEMBERSHIP

SMoX
Mobile ROI Research

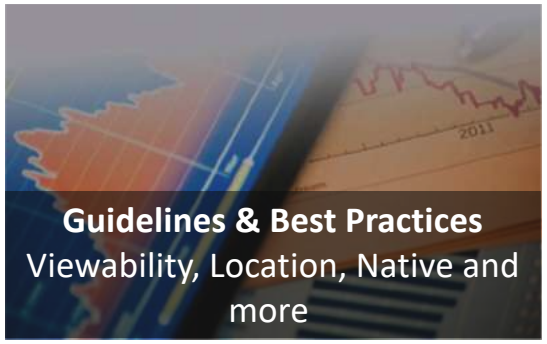
20+
Events Worldwide

40+ Webinars
Annually and Many More
Available on Demand

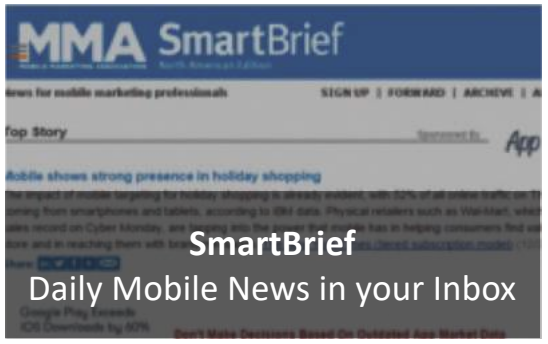
SMARTIES
Awarding Best in Class Mobile Campaigns

Industry Working Groups
Driving the Future of Mobile

CEO & CMO Summit
Annual Mobile Think Tank



Guidelines & Best Practices
Viewability, Location, Native and more



SmartBrief
Daily Mobile News in your Inbox

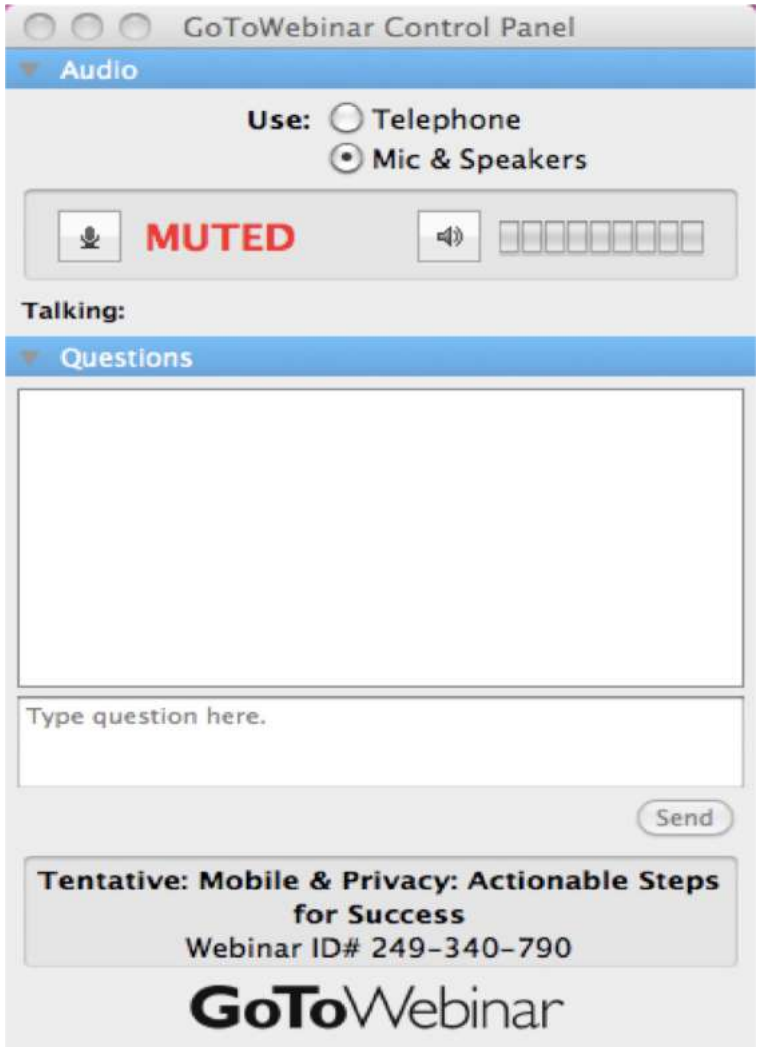
MM25 Marketer Peer Group
Tackling Core Issues for Marketers

800+ Members
From the Entire Mobile Ecosystem Worldwide

Education & Training

600+ Mobile Case Studies
Inspiring Creative Innovation

MANAGING YOUR QUESTIONS



Share the Insights

#MMAWeb

PRESENTER

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MODERATOR

Leo Scullin
VP of Industry Programs
Mobile Marketing Association
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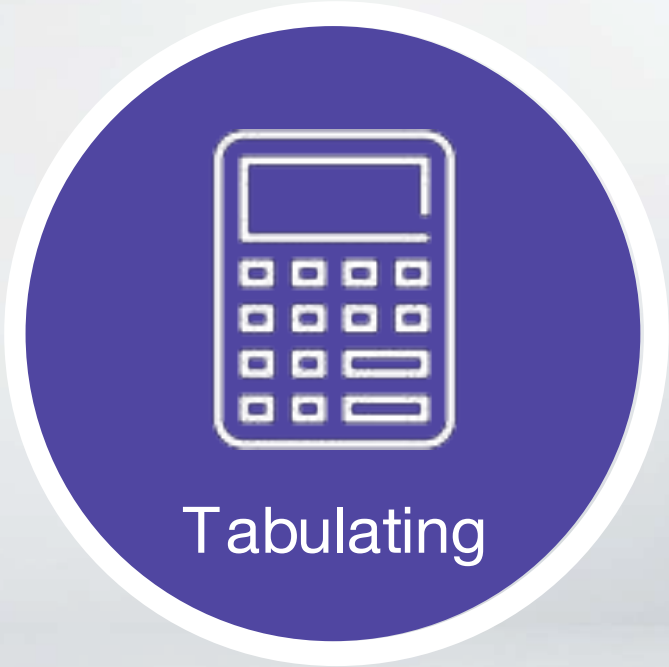
Welcome to the
Cognitive Era
IBM Watson Advertising

We Have Just Entered the 3rd Era of Computing

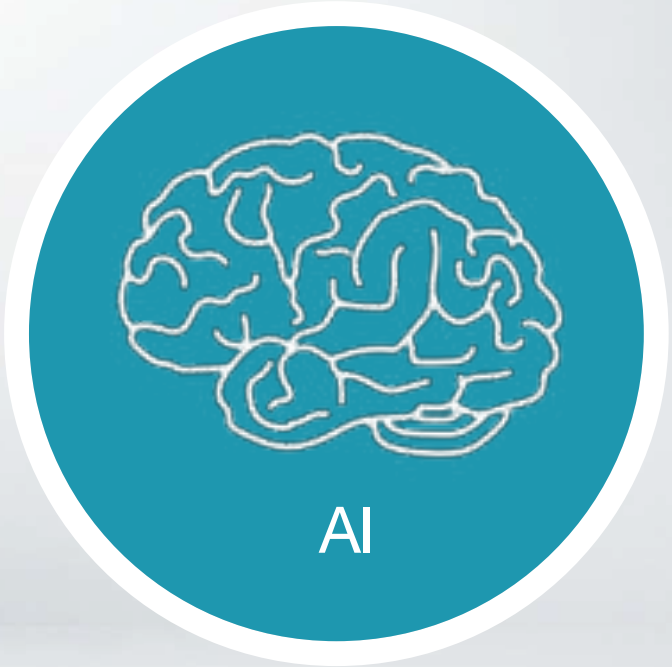
(Welcome! Please make yourself at home.)

1D



2D

3D



What exactly is Ai ?
IBM Watson Advertising.

UNDERSTAND

Text, Image, Audio.

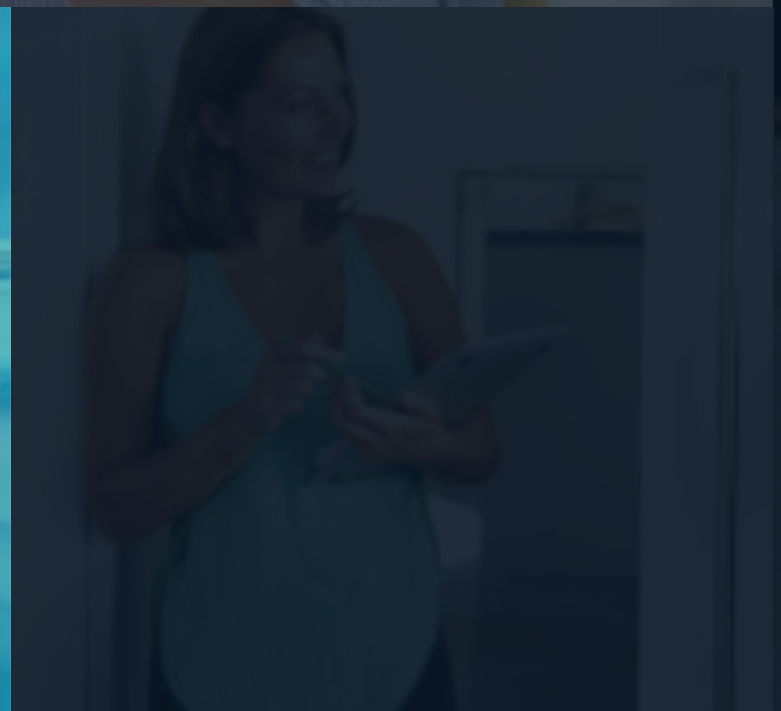
IBM **Watson** Advertising

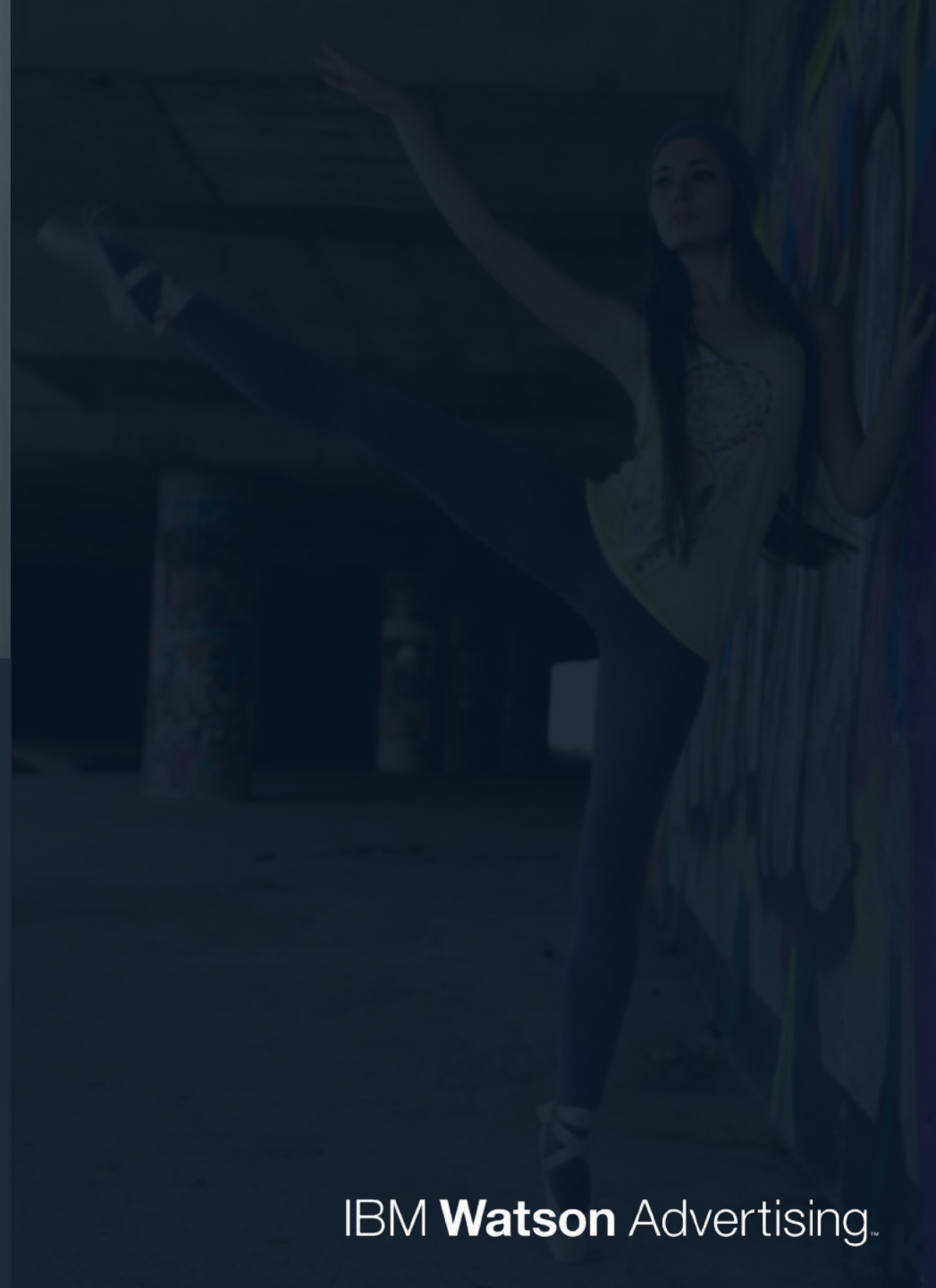
UNDERSTAND

Text, Image, Audio.

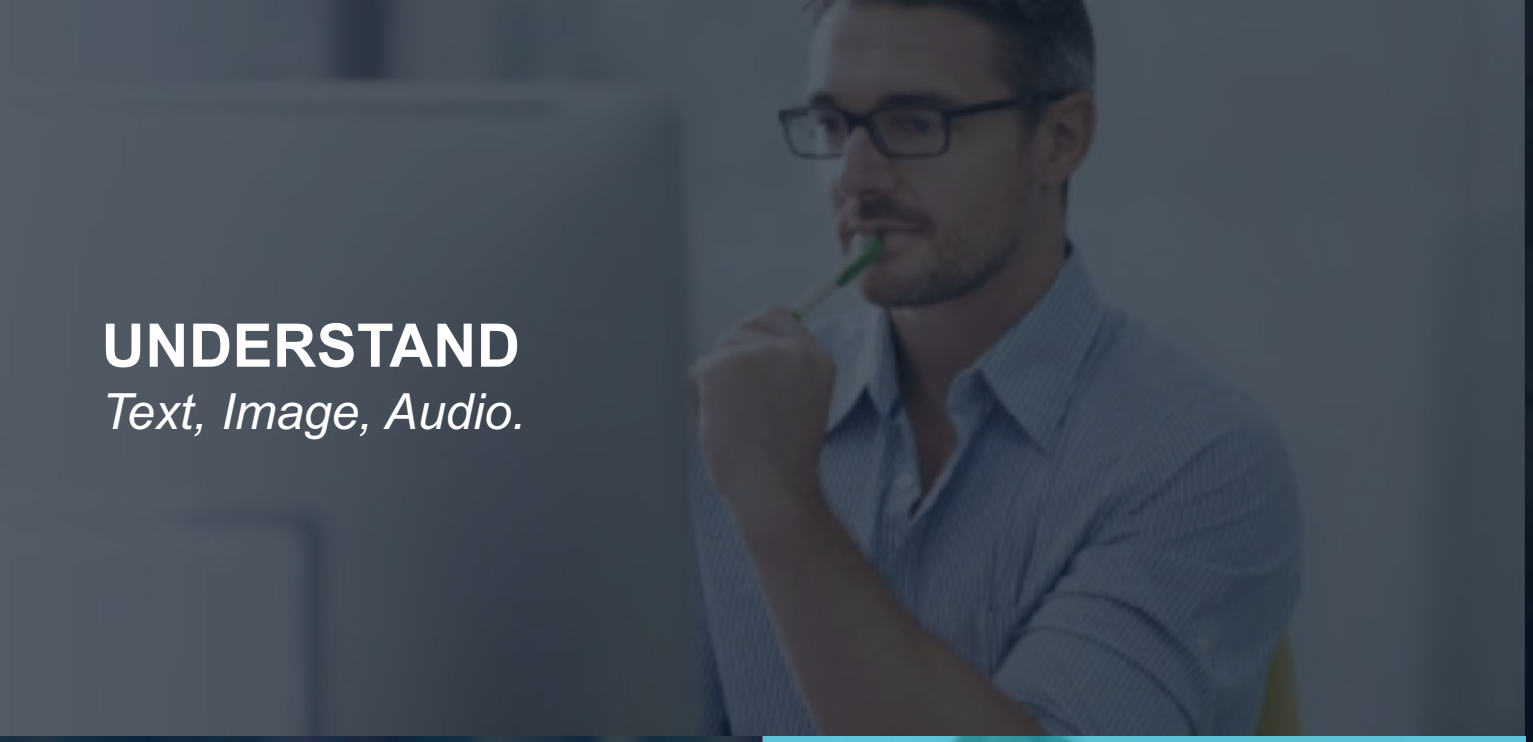
REASON

Interprets things based on context & experience.





IBM **Watson** Advertising.



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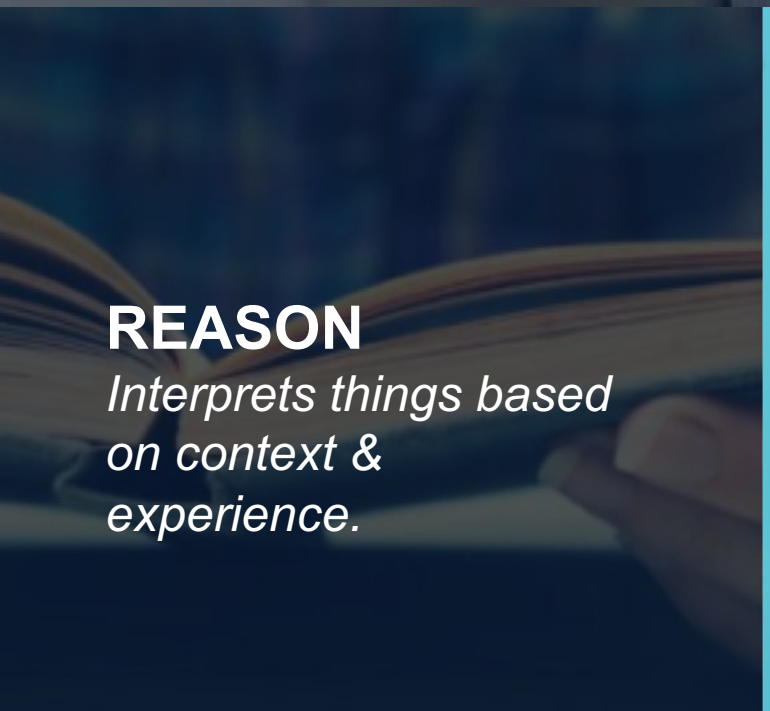

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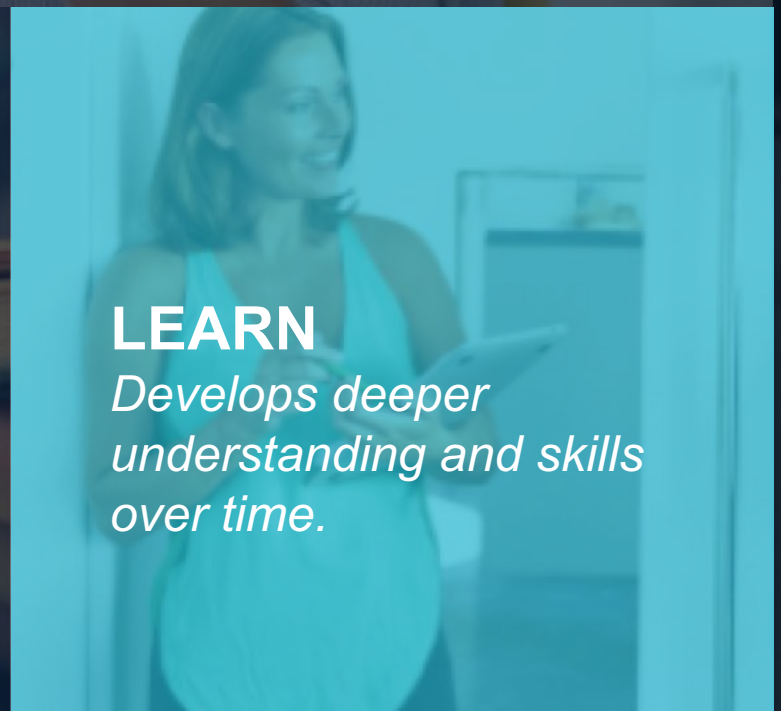
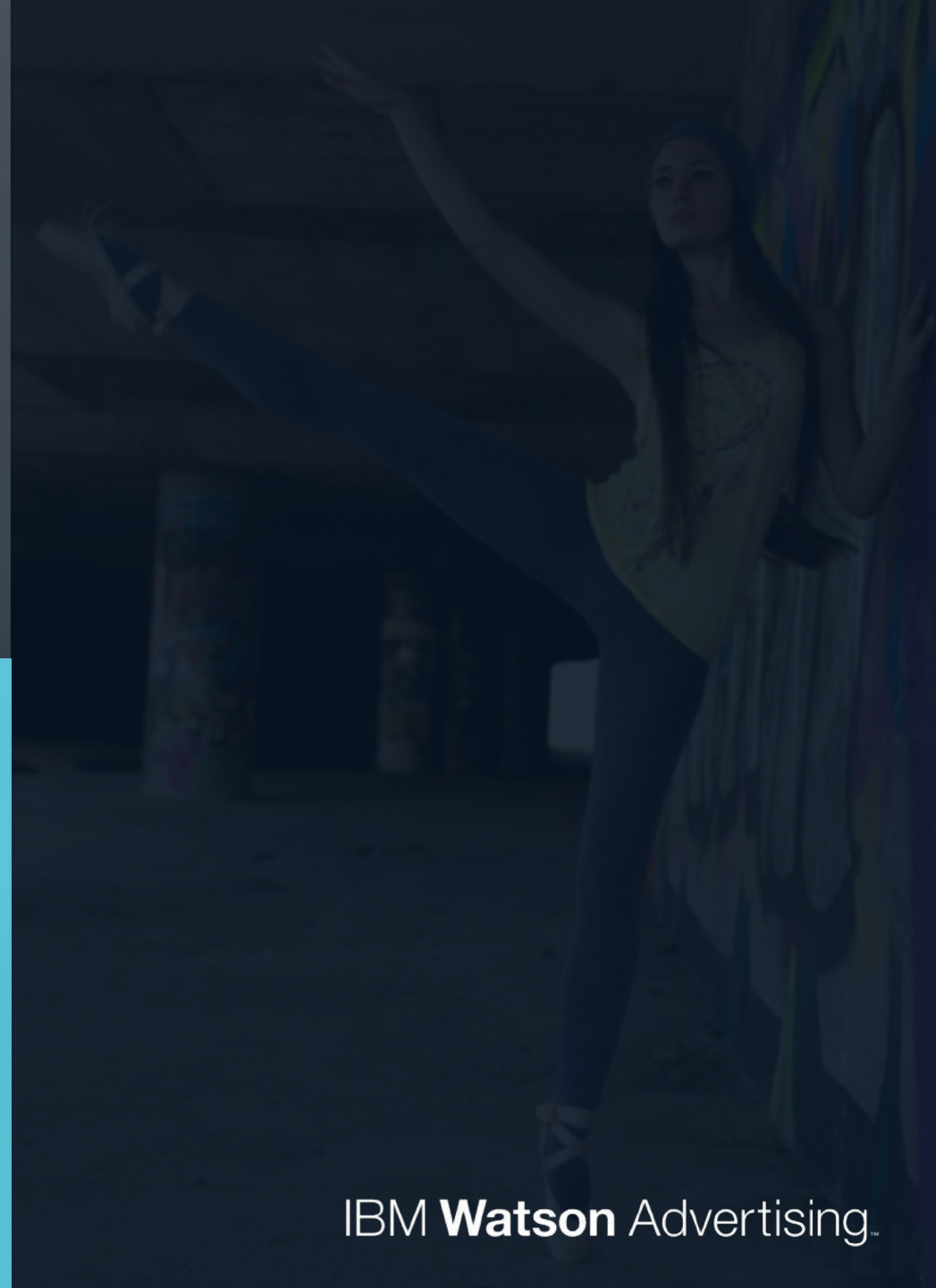


LEARN

Develops deeper understanding and skills over time.



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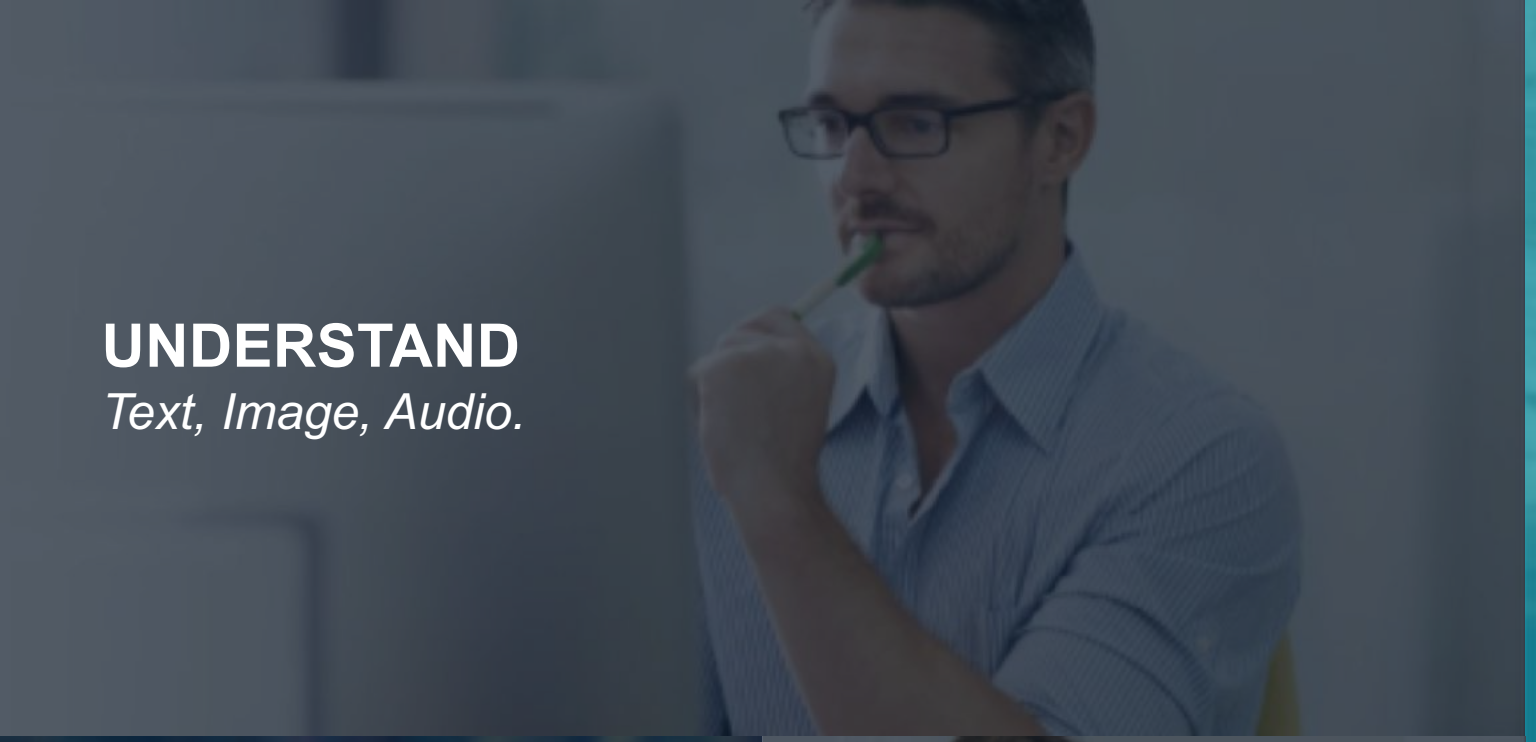

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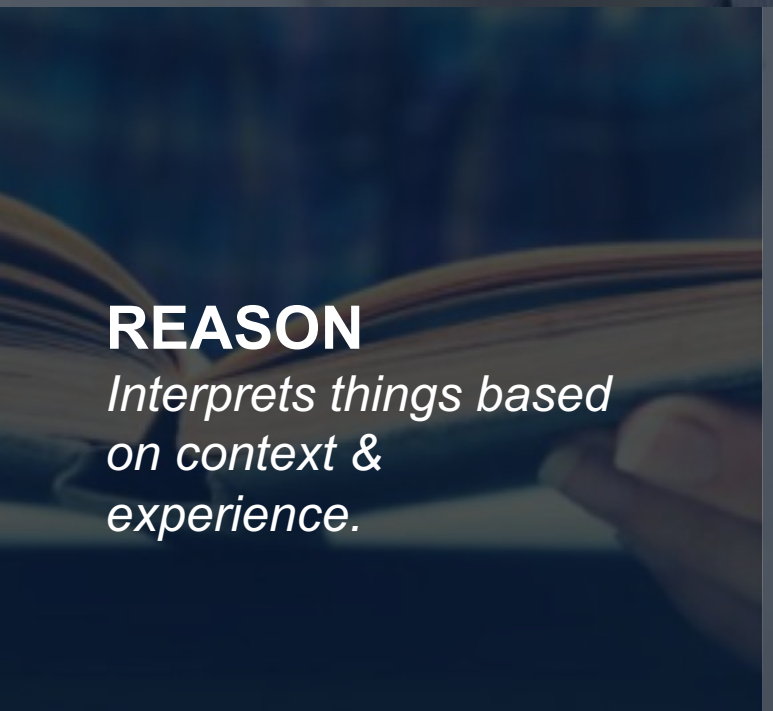

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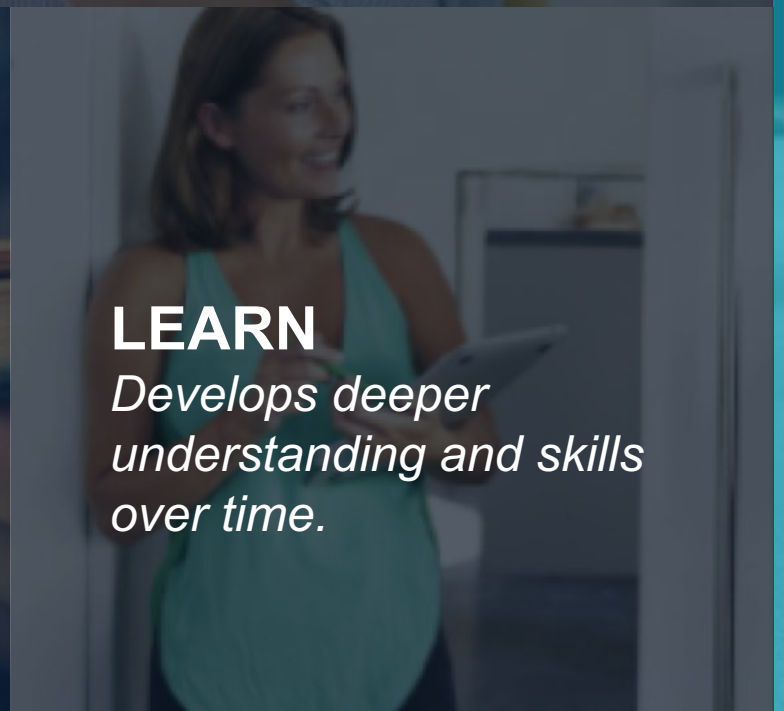

LEARN

Develops deeper understanding and skills over time.

INTERACT

Uses natural language processing to engage.

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APIs

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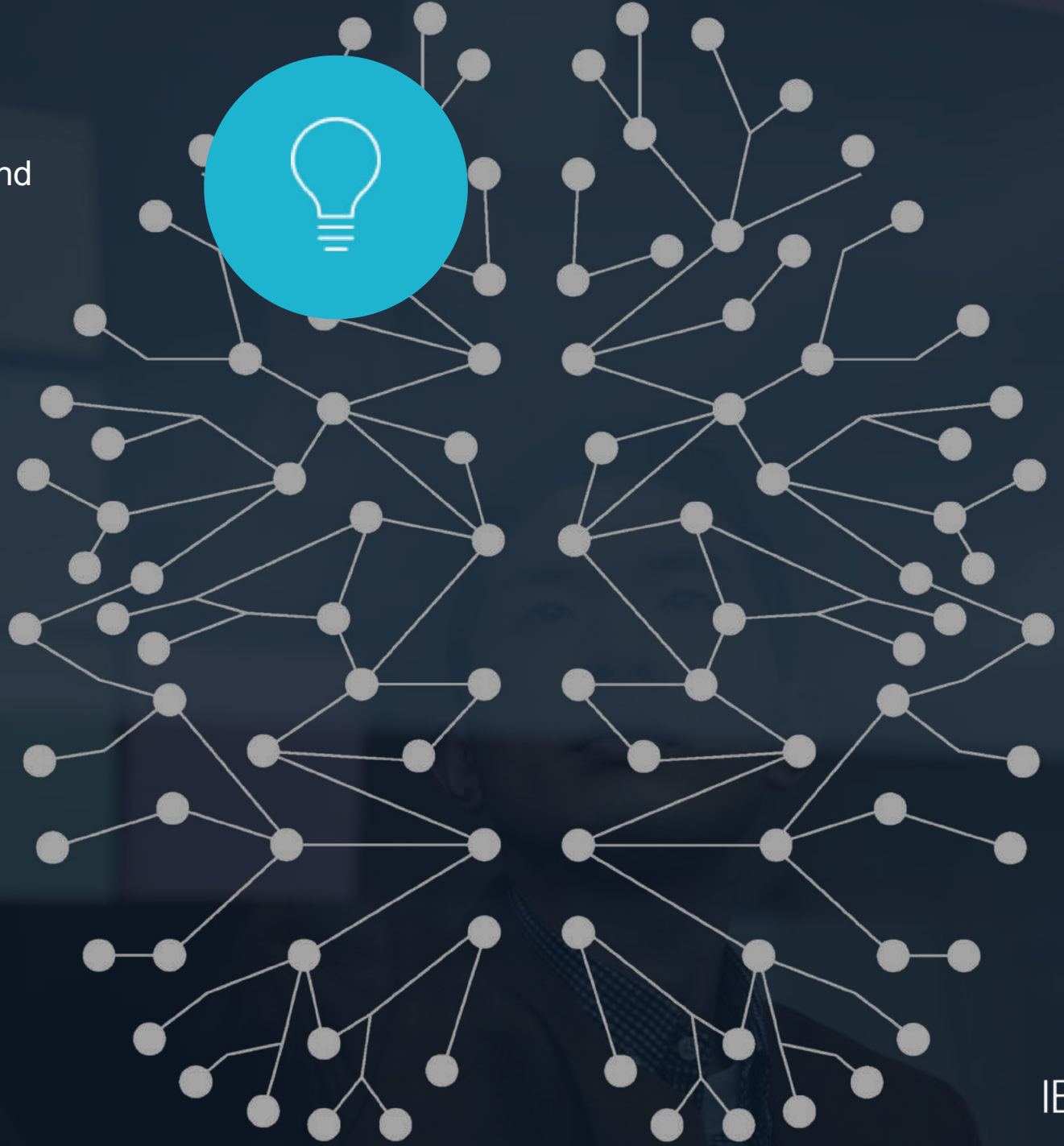
Discovery

Unlock hidden value to find answers, monitor trends, and surface patterns



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Conversation

Quickly build and deploy chatbots and virtual agents across various channels

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Understand emotions, social tendencies and perceived writing style

Personality Insights

Predict personality characteristics, needs and values through written text

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Marketers need AI to survive

Overwhelming data

Personalization without intrusion

Relevancy

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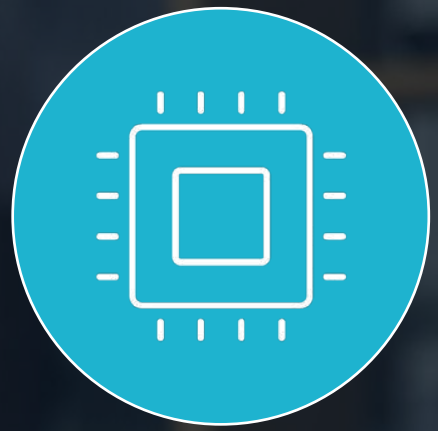
Source: KPMG - Managing beyond omnichannel

The environment is ripe for huge leaps in artificial intelligence

Massive amounts of data

Near-infinite storage



Faster, cheaper processors

AI is more than a Buzzword

Influencing sales

3 in 4 organizations implementing AI **increase sales of products & services by >10%**

Engaging the customer

75% of organizations using AI **enhance customer satisfaction by >10%**

Boosting Operation

78% of organizations implementing AI **increase operational efficiency by >10%**

Generating Insights

79% of organizations implementing AI **generate new insights and better analysis**

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AI has the power to bring key transformations to marketers

Productivity • Campaign Analytics • Digital Asset Management • Business Insights Across Data & Systems • Lead Scoring • Hyper-personalization of content • Dynamic landing pages • Delivering the right message on the right channel at the right time • Hyper-personalized product recommendations • Programmatic advertising & media buying • Predictive journeys • Hyper-personalization at scale • Customer segmentation/Lookalike modeling • Sentiment analysis

Source: https://digiday.com/marketing/state-ai-marketing-5-charts/

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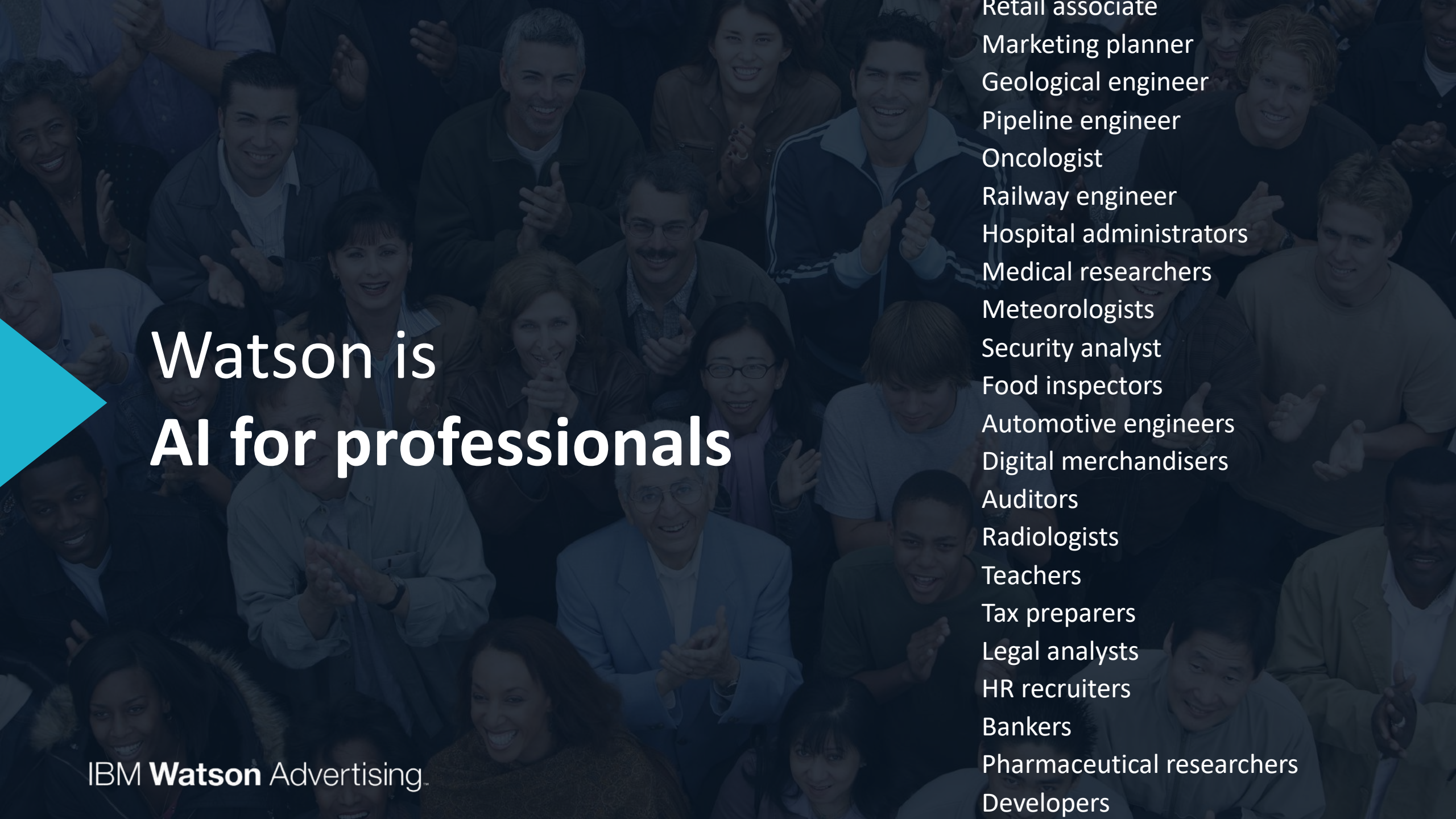

Watson is
AI for professionals

Retail associate
Marketing planner
Geological engineer
Pipeline engineer
Oncologist
Railway engineer
Hospital administrators
Medical researchers
Meteorologists
Security analyst
Food inspectors
Automotive engineers
Digital merchandisers
Auditors
Radiologists
Teachers
Tax preparers
Legal analysts
HR recruiters
Bankers
Pharmaceutical researchers
Developers

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H&R BLOCK

Transforming tax prep

IBM **Watson** Advertising

★macy's
Personalizing shopping
IBM Watson Advertising

DAYBREAKER
Powering parties
IBM Watson Advertising

MARCHESA
Forwarding fashion
IBM Watson Advertising

Quest Diagnostics™
Personalizing cancer care
IBM Watson Advertising

talkspace
Matching therapists with patients
IBM Watson Advertising

E.&J. Gallo Winery
Turning water into wine
IBM Watson Advertising

Optimizing draft picks & rosters

IBM **Watson** Advertising

US OPEN
Detecting key highlights
IBM Watson Advertising

AI's Value

TO THE CMO:

Improved customer experience and financial results (increased yields as well as the ability to confidently identify marketing ROI)

TO THE SALES LEADER:

Achieving a 360 degree understanding of customers that can help predict customer needs and improve prospecting, lead strategy and customer service and experience

Source: IBM Institute for Business Value survey of 525 CMOs and 389 heads of sales from companies located in Africa, Asia Pacific, Europe, the Middle East, North America and South America.

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Key challenges to AI aspirations

AMONG CMOS

Lack of technology needed to implement

Not enough of the required skills and expertise

Challenges with data governance and data sharing policies

AMONG SALES LEADERS

Lack of executive support

Organizational culture may not be a good fit

Mixed emotions over change AI will bring

Source: IBM Institute for Business Value survey of 525 CMOs and 389 heads of sales from companies located in Africa, Asia Pacific, Europe, the Middle East, North America and South America.

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Getting AI ready

1 Establish the technology and data underpinnings:

- Cloud capabilities: Get a cloud based solution to allow for modular & scalable data storage.
- Data capture and management: Ensure access to multiple types of meaningful data sources - both structured and unstructured (types of data: market data, social media data, real-time events data, mobile application data, still images/videos, customer-generated data, sensors and actuators)

2 Focus on People

Leadership: To derive meaning from the complexity of data that is housed across the enterprise, companies need C-level ownership of this vision and the strategies and empowerment to implement the necessary changes for their businesses.

3 Create a culture for cognitive solutions

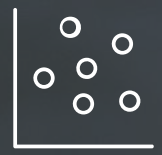
- Collaboration: Data connections across enterprise must be established in order to fully reap benefits
- Innovation: New ideas will be sparked with the cross-pollination of information. Cultures must allow for an agile “learn fast and fail fast” approach

Source: IBM Institute for Business Value survey of 525 CMOs and 389 heads of sales from companies located in Africa, Asia Pacific, Europe, the Middle East, North America and South America

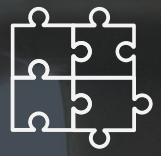
Are you AI ready?

*How are you currently **harnessing the power** of structured and unstructured data to improve your customer experience?*

*Can you **access relevant insights** to make real-time marketing and sales decisions, or are you unable to respond quickly because you have to analyze multiple information sources?*



*To what extent are you **relying on data scientists** to surface actionable insights from your marketing and sales data, and how are you scaling their skills to meet your needs?*



*What steps are needed to **build a cognitive coalition** across your C-suite and line-of-business (LOB) executives so that your cognitive solution can be a catalyst for creativity and innovation?*

*If you could **enhance just one** marketing or sales capability with cognitive/AI, what would it be?*

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Welcome to the Cognitive Era.

Let’s get started.

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Q & A

Presenter

Dave Neway
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IBM Watson Advertising
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Moderator

Leo Scullin
VP of Industry Programs
Mobile Marketing Association
leo@mmaglobal.com

#ShapeTheFuture

because the future of mobile is the future of business

Upcoming MMA Webinar Series

What to Expect from Mobile Apps: 2018 and Beyond Forecast

Sponsor: App Annie

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Rewarded Video – Make Your Brand the Hero!

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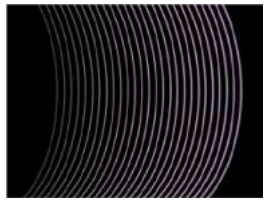
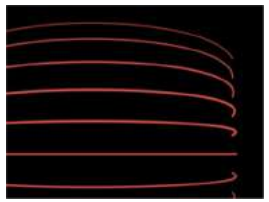
Upcoming MMA Events

CEO & CMO Summit
July 15 – 17, 2018
Sonoma, California



The Smarties
October 1, 2018
New York City



Innovate
October 1 -2 , 2018
New York City

www.mmaglobal.com/webinars

http://www.mmaglobal.com/events

MMA PROGRAMS & INITIATIVES

Currency Measurement	Internet of Things	Location	Mobile Games	Mobile Messaging
Mobile Native Advertising	Mobile Programmatic	Mobile Shopper Marketing	Mobile Video	Privacy

Thank you!

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