





What Marketers Need to Know About AI



What is AI?

Artificial Intelligence

Algorithms

Machine Learning

Deep Learning

Cognitive

Natural Language Processing

Chat Bots

Computer Vision

AI is all around us!

- Digital voice assistant
- Real-time weather and traffic updates
- Fitness and nutrition assistant
- Mobile banking and check deposit
- Smart thermostat and appliances
- Retailer and media content recommendations
- Credit card fraud alerts
- Social network facial recognition tags
- Geofence-enabled push marketing offers



4 Artificial Intelligence Enablers



MACHINE
LEARNING &
DEEP LEARNING



COMPUTER
VISION



NATURAL
LANGUAGE
PROCESSING



REAL TIME /
STREAMING
ANALYTICS

Artificial Intelligence

The science of training systems to emulate human tasks through learning and automation.



Machine Learning From Experience

EXAMPLE, REPETITION, FEEDBACK



What is machine learning?

Machine learning is a branch of artificial intelligence based on the idea that computer systems can learn from data, identify patterns, and make decisions with minimal human intervention



Some Applications

- Digital voice assistant
- Real-time weather and traffic updates
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- Mobile banking and check deposit
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- Geofence-enabled push marketing offers

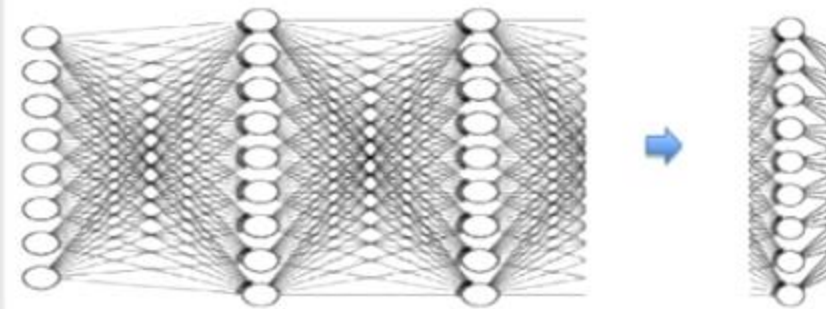


What is Deep Learning?

A specialization of Machine Learning



- Neural Networks with many hidden layers
- Use for classification, prediction, or pattern recognition, especially in unstructured data
- Automatic feature generation



Computer Vision

Deposit Mobile Check

Margaret Sampson
234 Creek Meadow
Dallas, TX 75040

Date 3/12/18

PAY TO THE ORDER OF Julia Sampson \$ 100.00

One hundred and 00/100 DOLLARS

BBVA Compass Plano
456 Main Street
Plano, TX 75043

Memo Happy birthday Julia! Margaret Sampson

48818818816 1234567



Food Log

Today

2,000	-	215	-	0	=	1,785
GOAL		FOOD		EXERCISE		REMAINING

Breakfast 215 cal

Eggs	90
Tomato	20
Bacon	50
Toast	50
Spinach	5

Natural Language Processing

Natural language processing (NLP) is a branch of artificial intelligence that helps computers understand, interpret and manipulate human language. NLP draws from many disciplines, including computer science and computational linguistics, in its pursuit to fill the gap between human communication and computer understanding.



Set my alarm to
6:30 AM tomorrow.

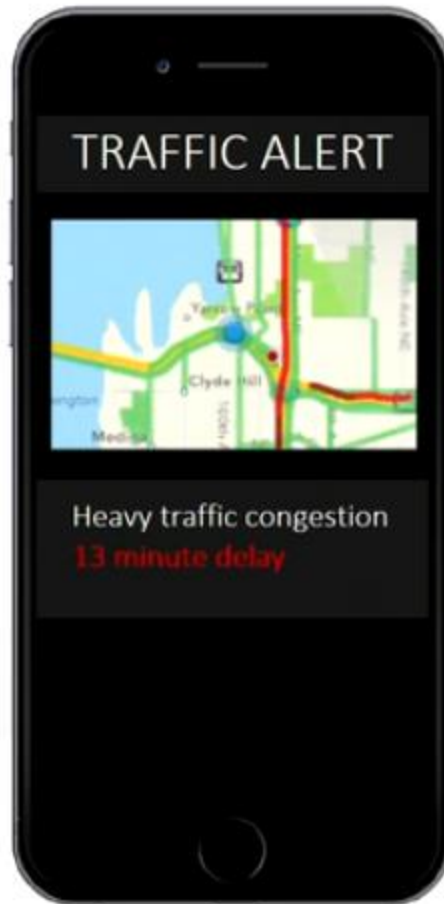
action Set
 ↓
object alarm → 6:30 AM tomorrow
 object attribute

Alarm set to
6:30 AM tomorrow.



Analytics in Motion

Real-time and streaming systems





Better decisions, *faster*.

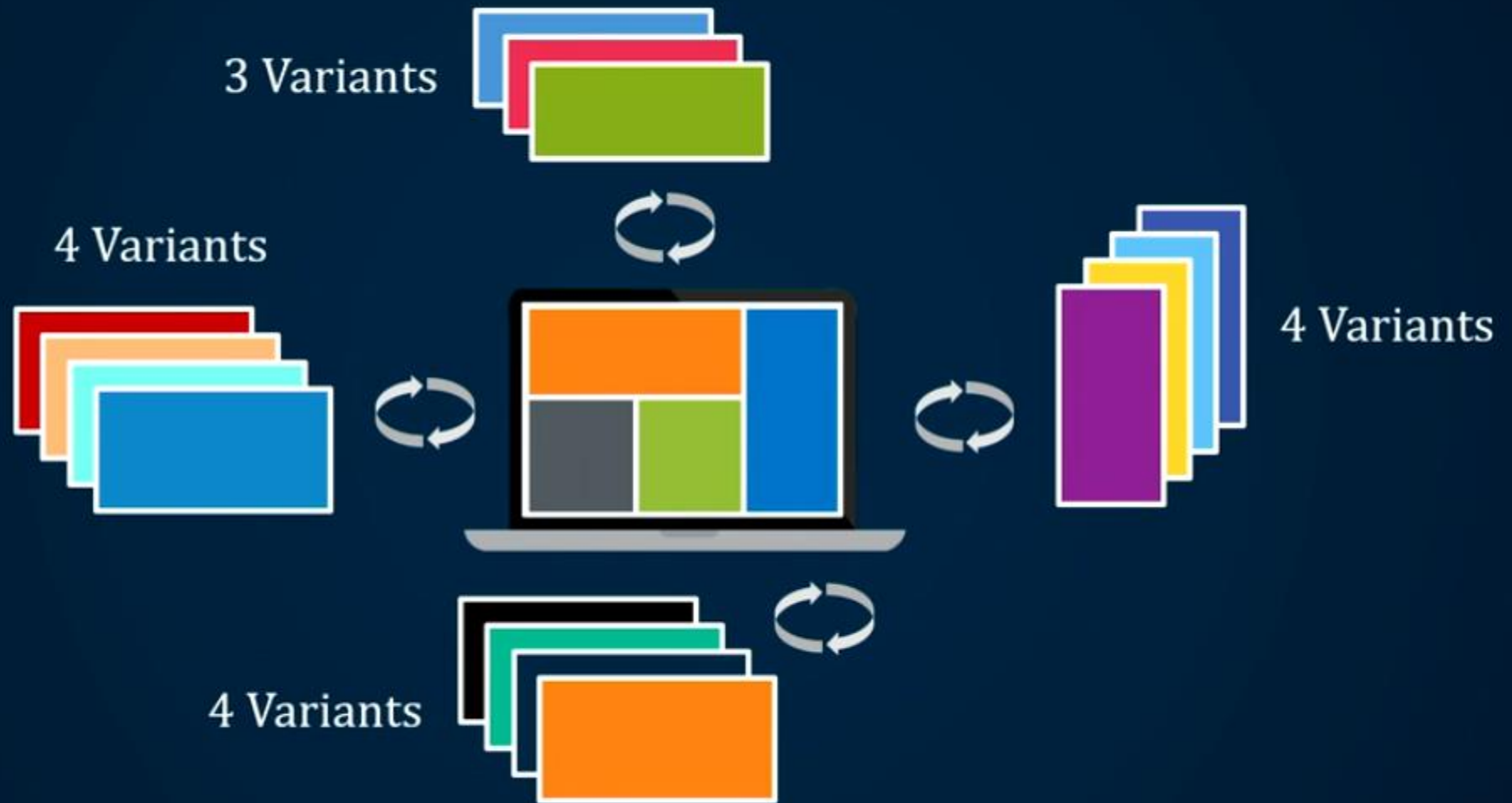


A



B





192 Combinations!



Next Best Offer – Movie Recommender

sas Movies you've watched



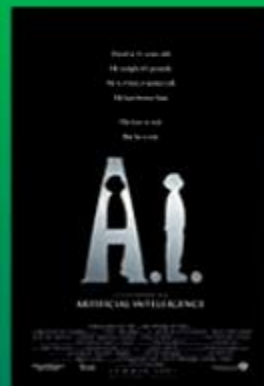
The Terminator



Blade Runner



Robots



AI : Artificial Intelligence



I, Robot



Minority Report



Short Circuit



Wall - E



Ex Machina



Big Hero 6

User A

User B

Recommend

Movies You May Like...



Next Best Offer – Movie Recommender

ssas Popular in your area



The Incredibles



Glee



The Departed



The Hunger Games



Twilight



The Princess Bride



Frozen



Groundhog Day



Moana



Cloudy with a Chance of

User A

User B

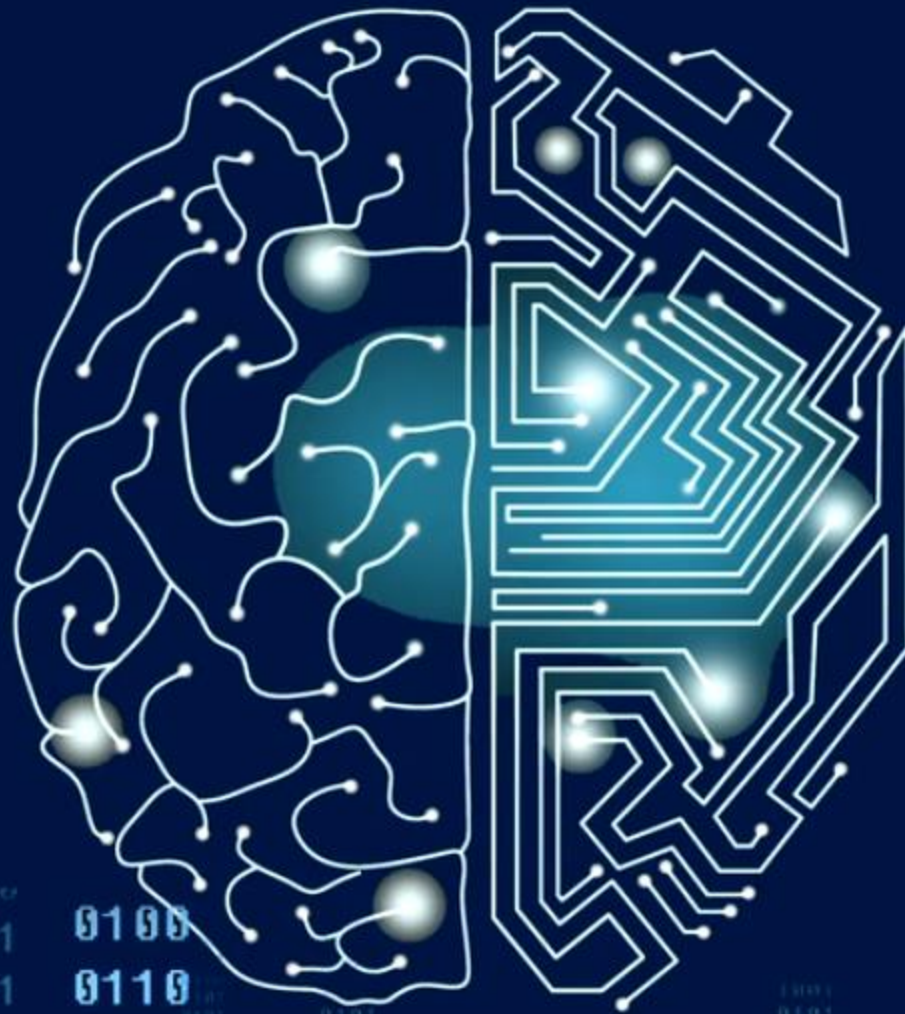
Recommend

You may enjoy.....









Are we culturally ready for Artificial Intelligence?

Are our processes well defined and can we monitor them effectively?

What application of Artificial Intelligence will help me solve my business problem?

0101
1001
0101
0100
1101

0100
0110
1001

0101
0100
1101
0101
0101
0101

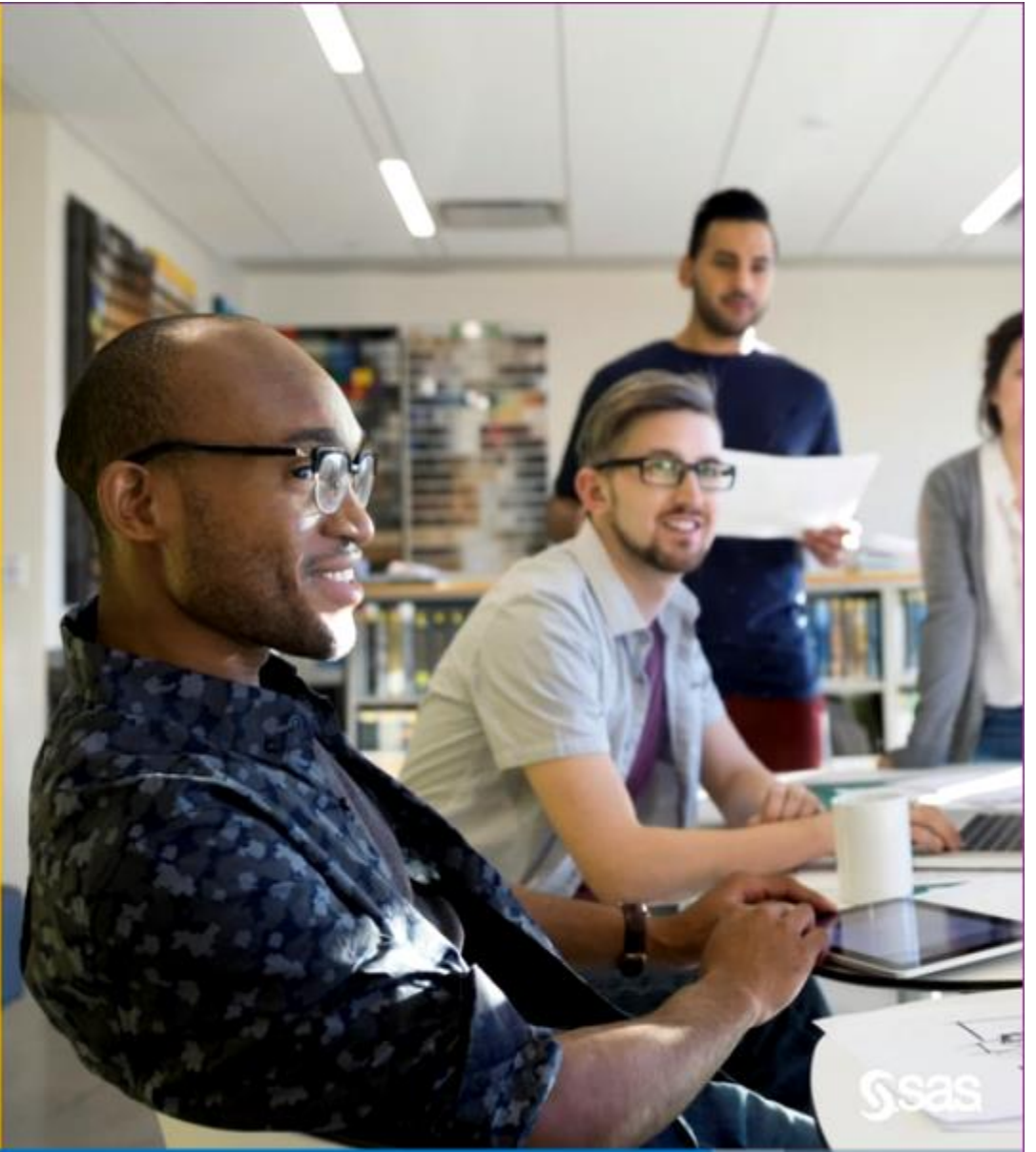
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Foster adoption

- Host an information session for your colleagues
- Connect with other AI adopters
- Engage with your data scientists





Get to know your processes

- Start with standardized, documented processes for automation
- Evaluate the quality of your data
- Continuously monitor the process




Experiment with technology

- Start small
- Look for pilot projects you can run in parallel
- Examine your marketing strategy

Source: Harvard Business review <https://hbr.org/2019/01/artificial-intelligence-for-the-small-business>



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https://www.sas.com/en_us/webinars/marketers-need-to-know-about-artificial-intelligence.html#formsuccess