



Obsessed

adjective UK /əb'sest/

“unable to stop thinking about something; too interested in or worried about something.”



Renout van hove

Why?

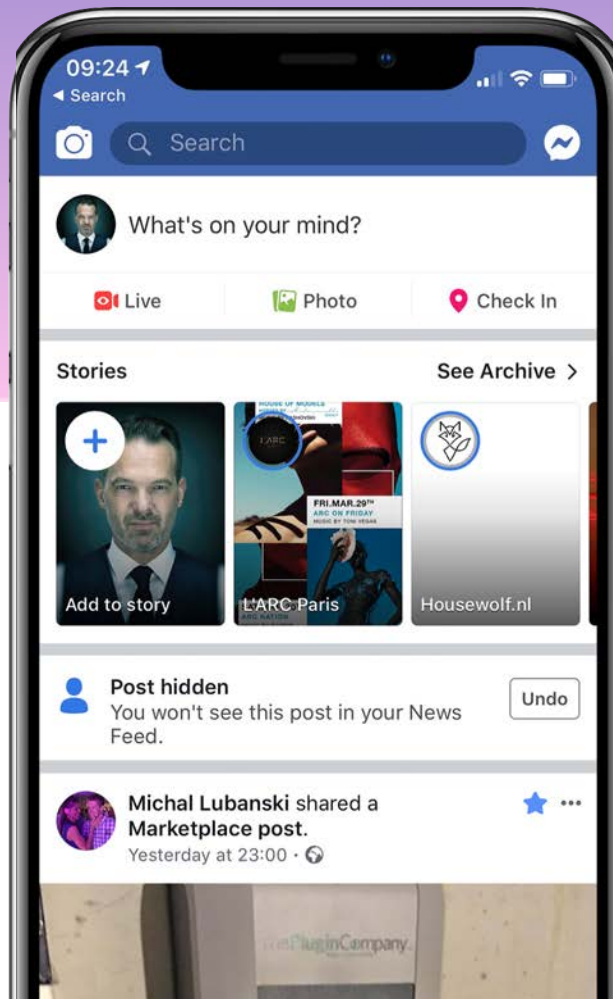
what?

How?

What?

AI in everyday life

80%



Procrastination



Right time, right
device, right
channel in the
right context



Instant gratification



GrowthAgent.

The rise of Personification



***HI! CAN I HELP YOU SHOP FOR A
JACKET TODAY?***

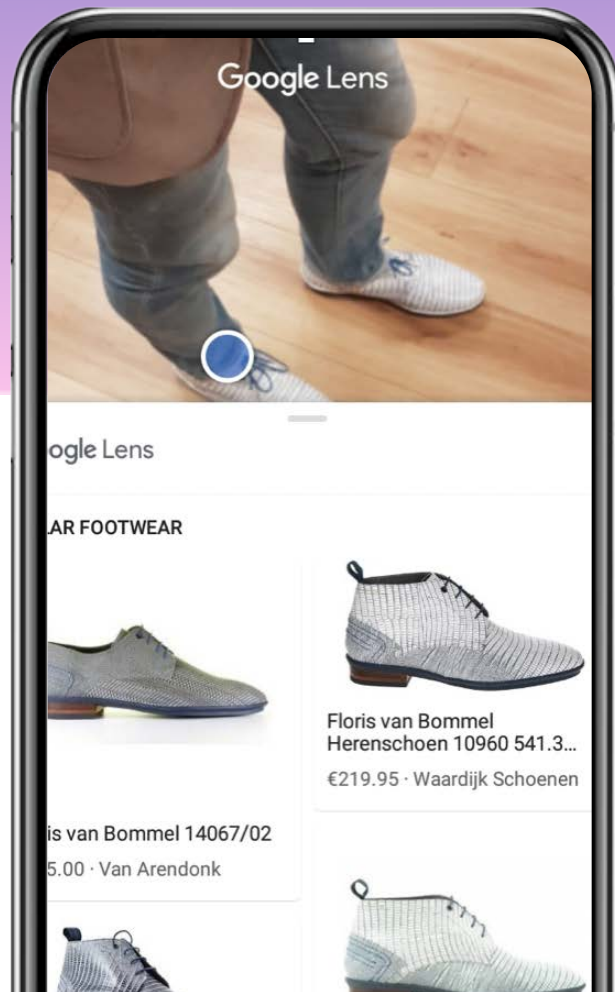
*With the help of IBM Watson, we're exploring artificial intelligence technology to help
you find the perfect jacket for your next adventure.*





Spotify®

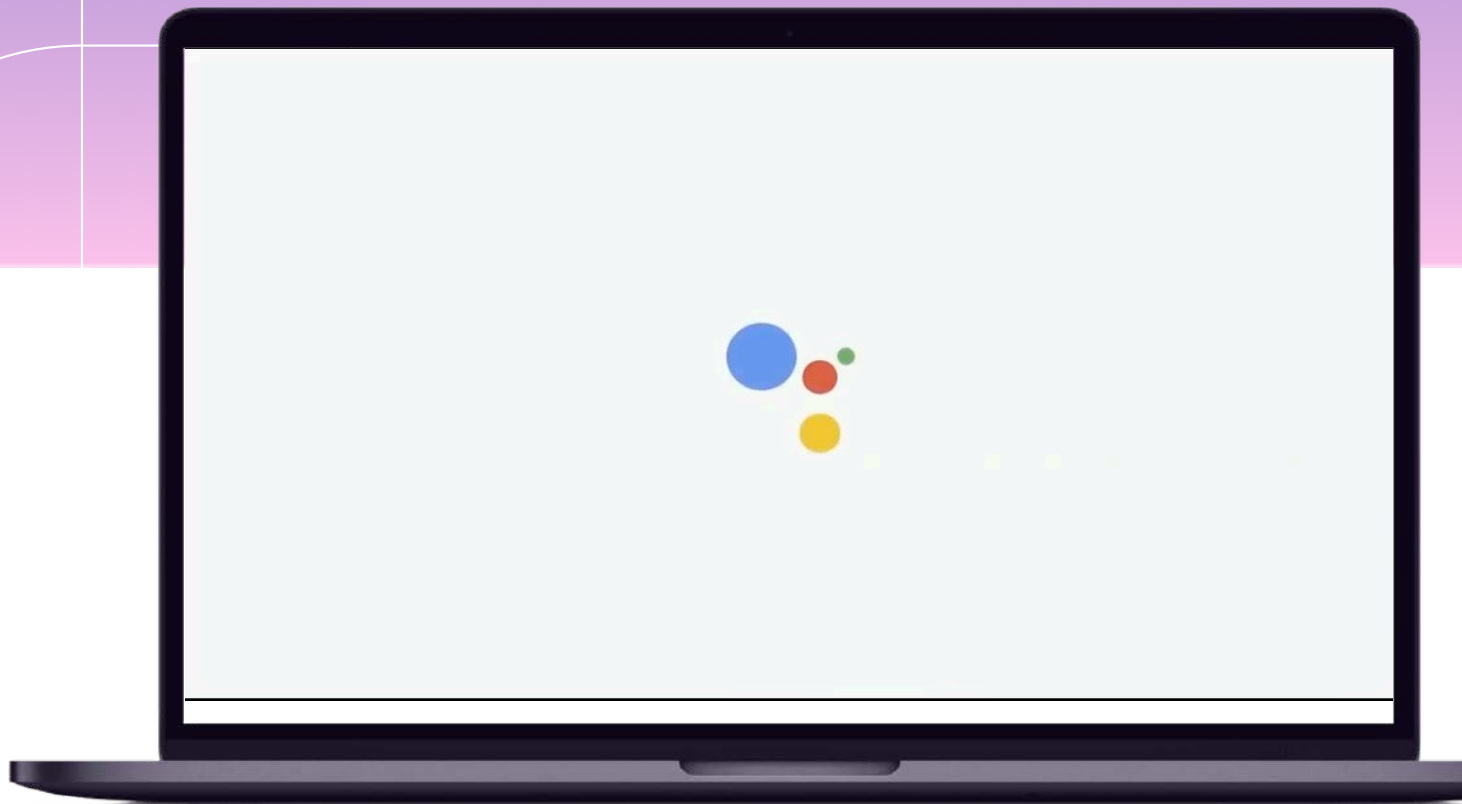
90% consider
visuals a key
decision factor



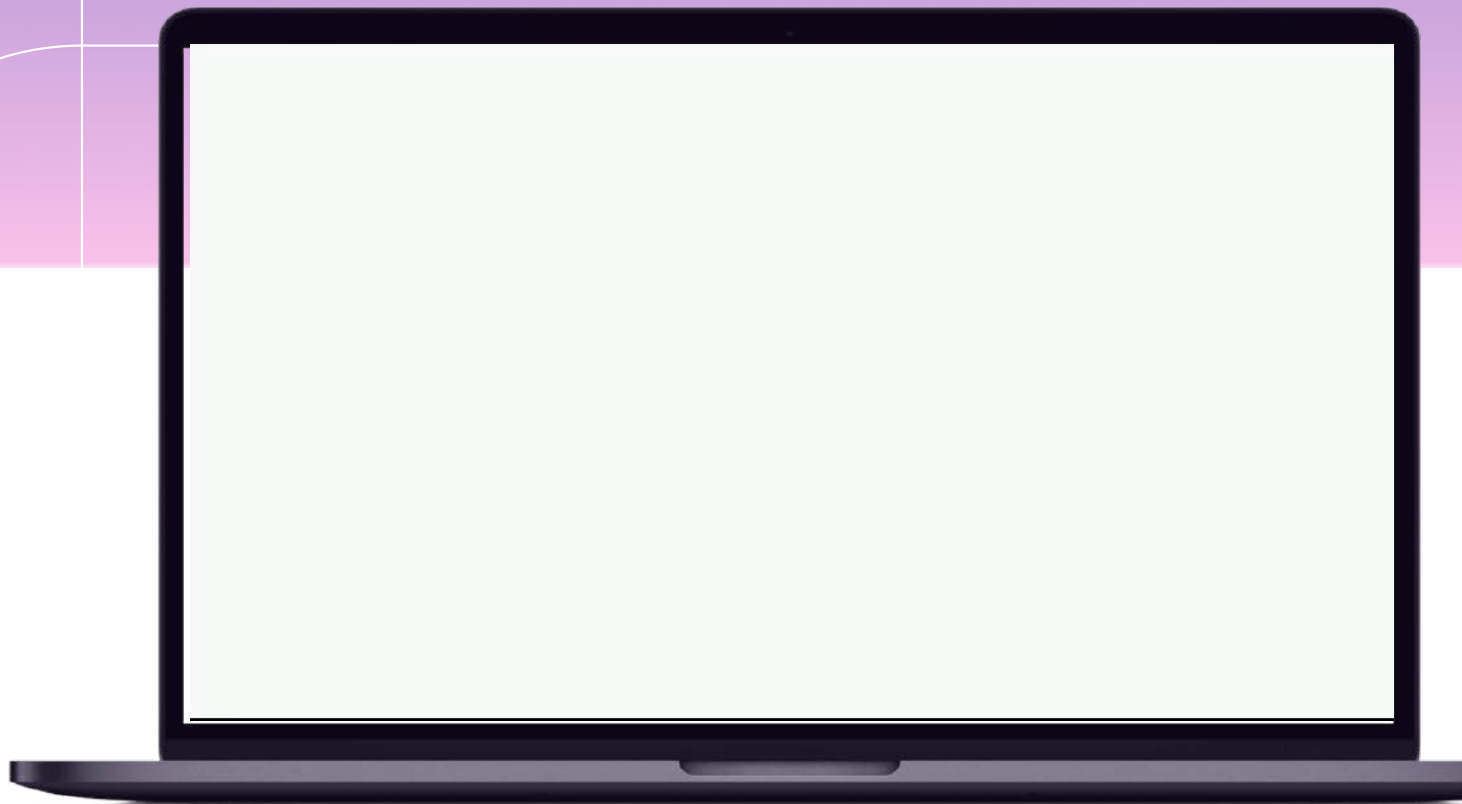
Screens vanish

Almost 30%, of
3.5 billion
Google
searches are
voice.

Can AI be truly
conversational?



Can AI be truly
conversational?

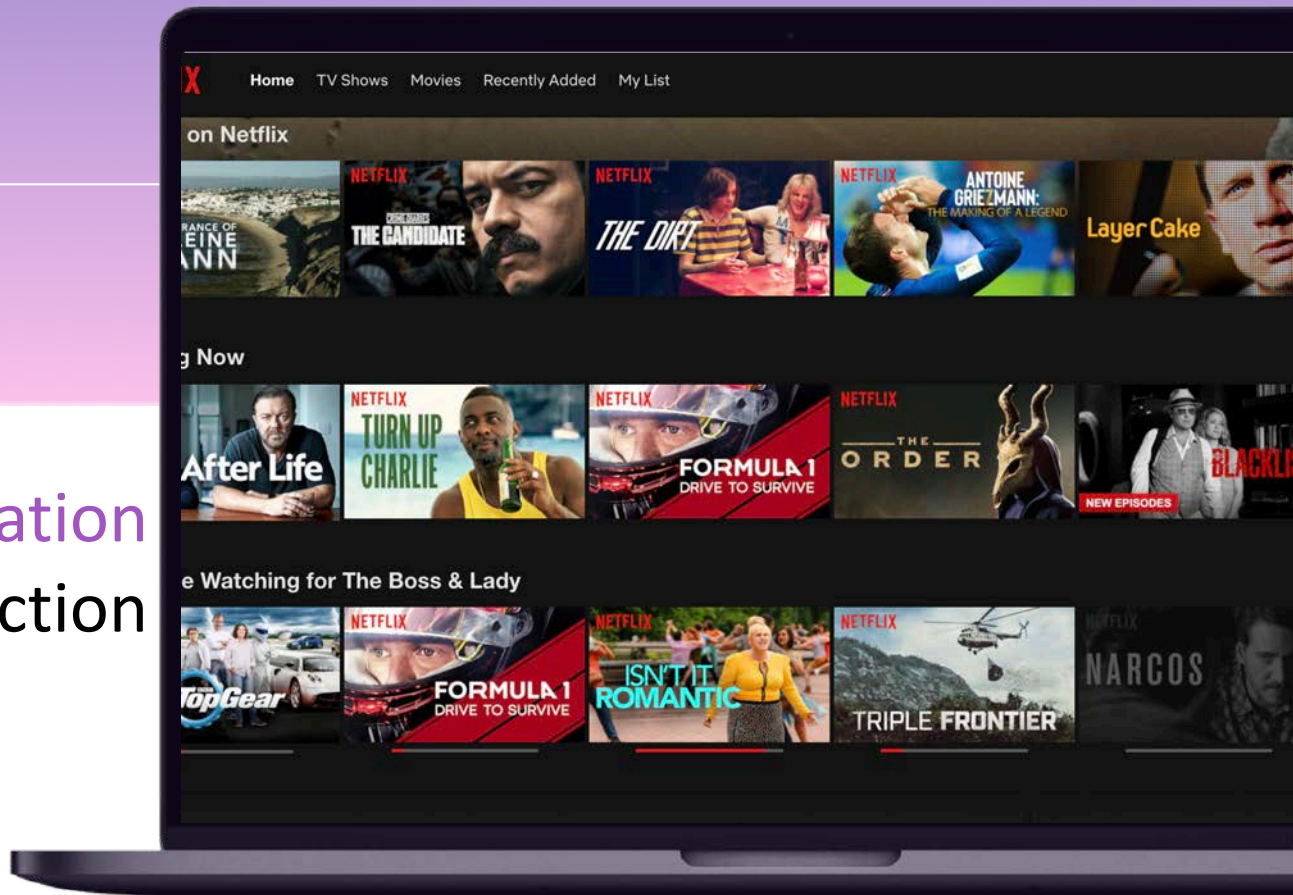


Screens vanish



By 2020, 30% of
web browsing
sessions will be
done without a
screen

Recommendation addiction





Welcome to the age of the AI wired Customer

- Search is shifting
- Binary Procrastination is the norm
- Context is not what it used to be
- Predictive becomes standard
- We're all irrationally impatient
- Screens vanish and conversational becomes the norm
- Convenience rules

What is AI?



AI: the definition

The science of making machines smart." These machines then augment human knowledge and capabilities.



AI: the definition

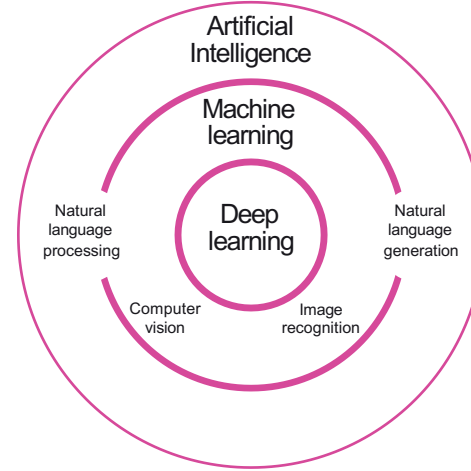
"Forrester defines Artificial Intelligence as: "A self-learning system that is able to interact with humans naturally, understands the environment, solve problems, and perform tasks that normally require human intelligence, qualities, and abilities without the need to code instructions and rules."



AI is exponential
technology

What happened the
last decade in
technology revolution
was peanuts compared
to what will happen the
next 6 months

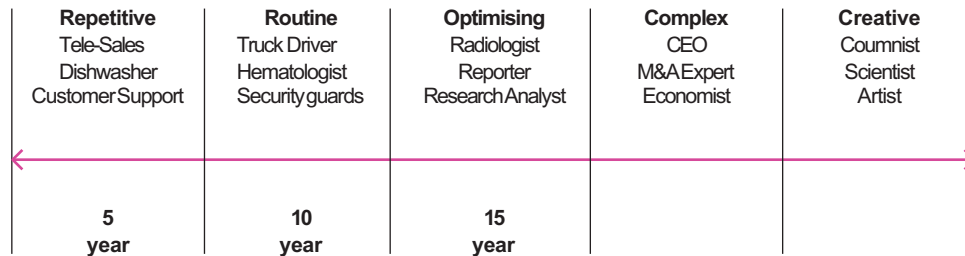
What? AI and it's surrounding components



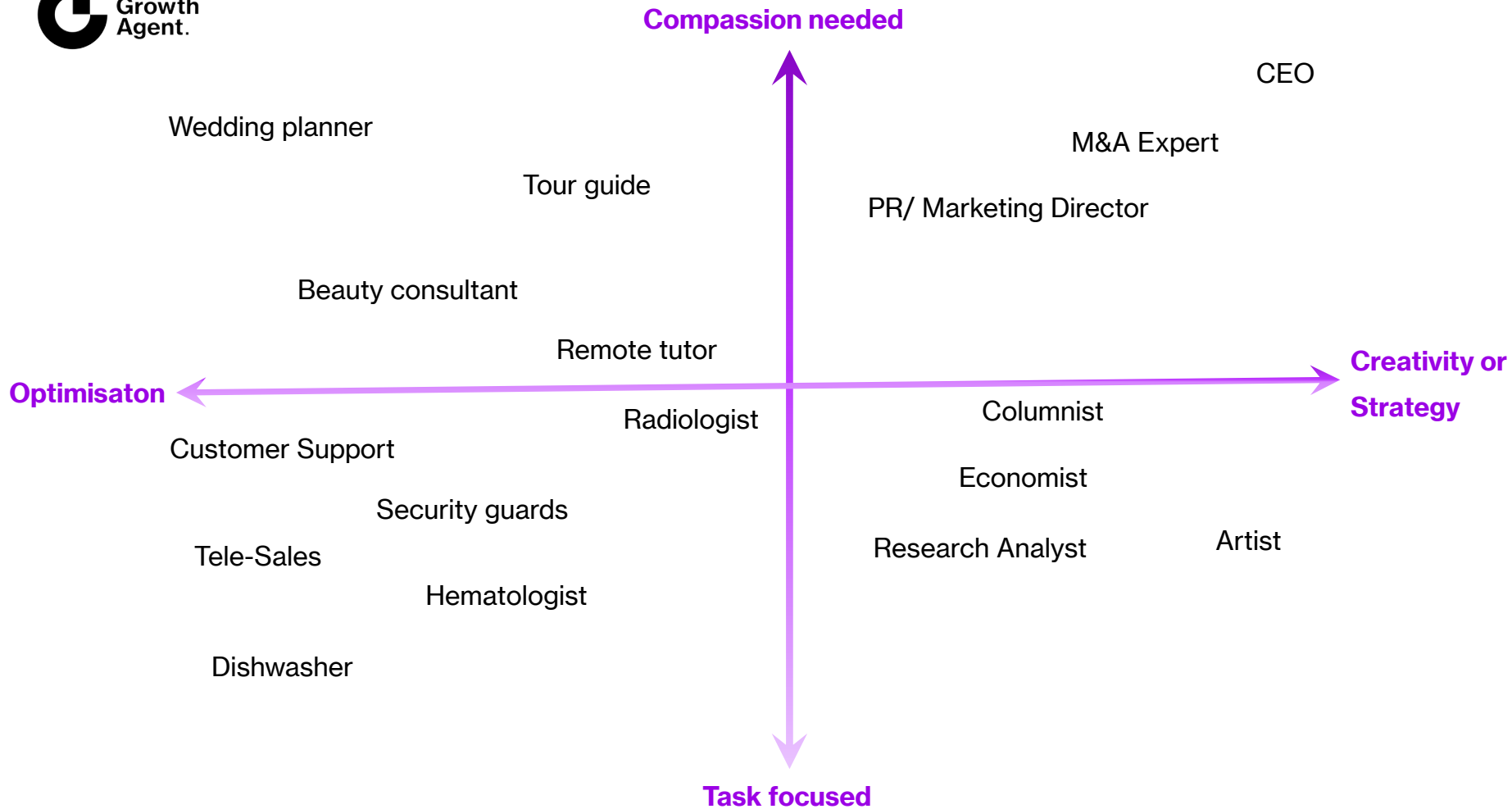
What is the
impact?

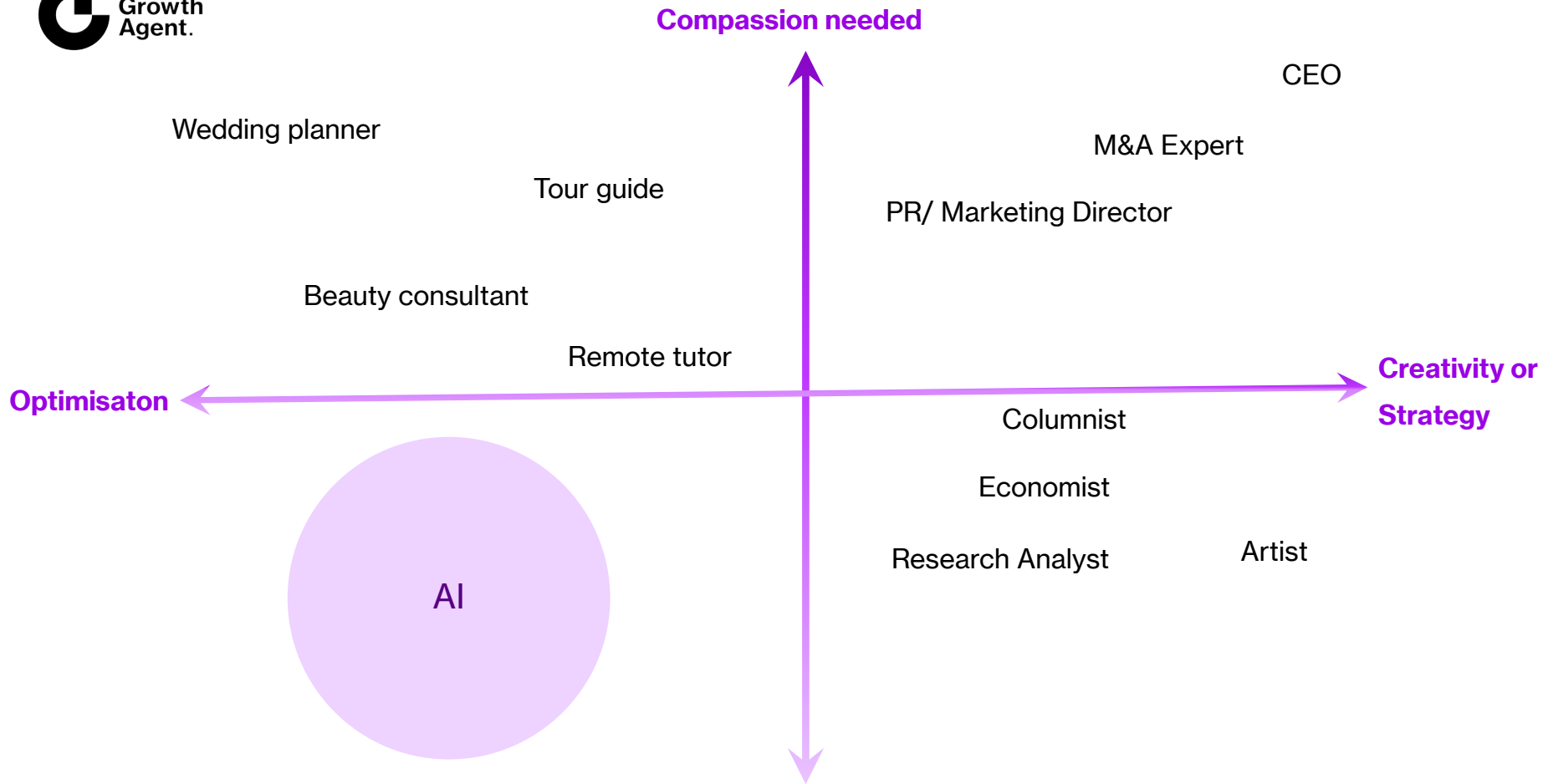
Q2

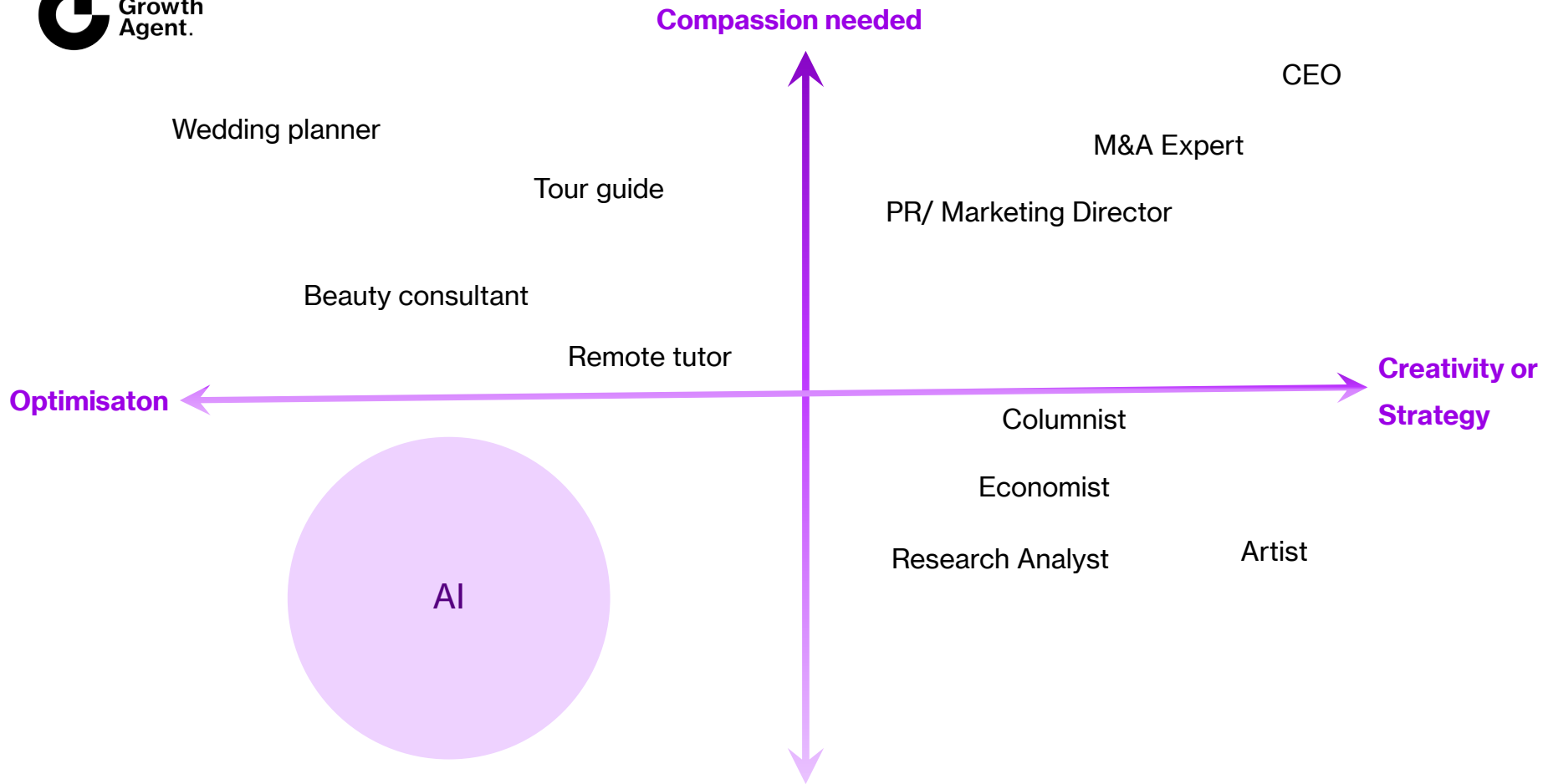
The timescale

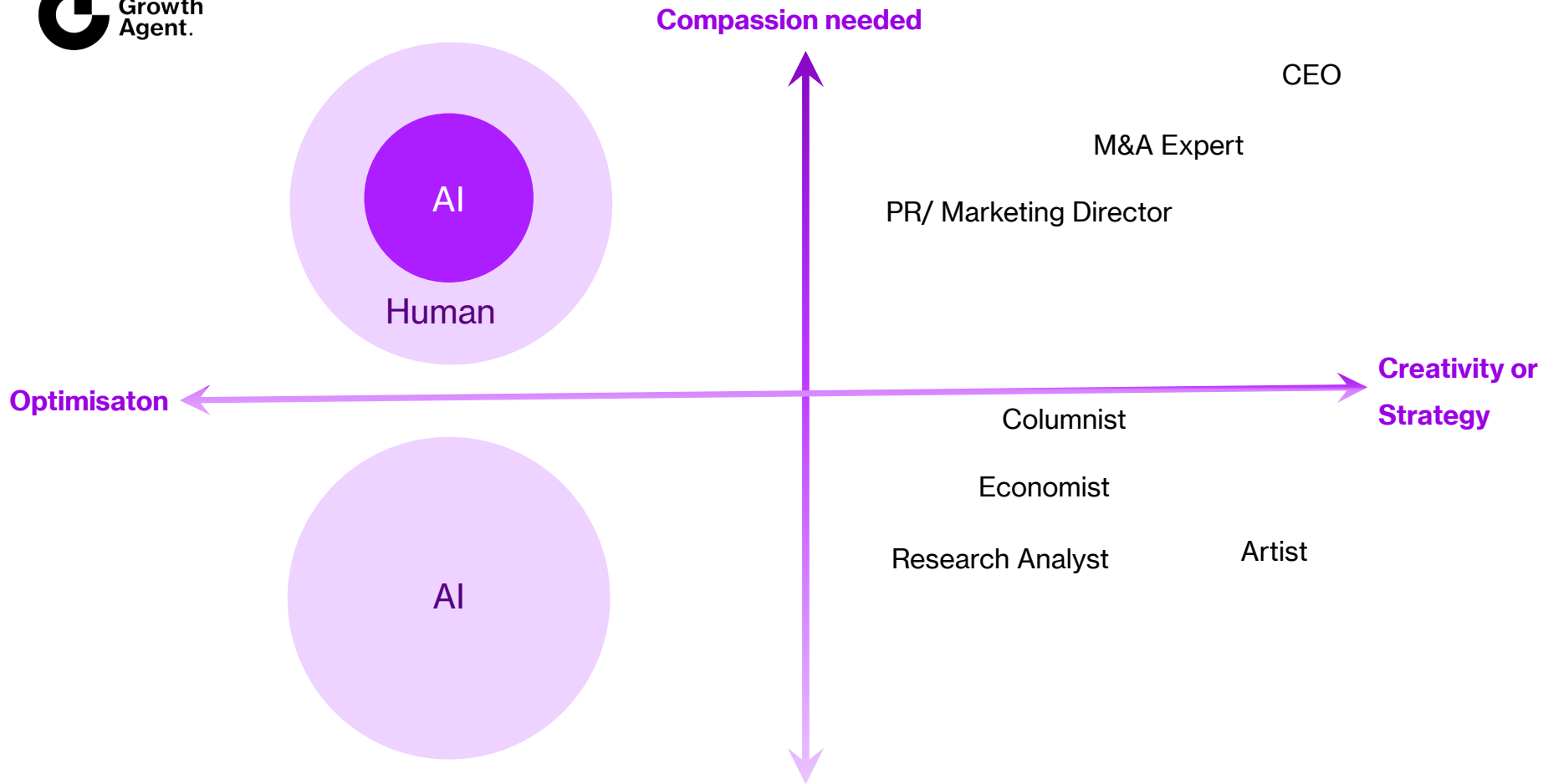


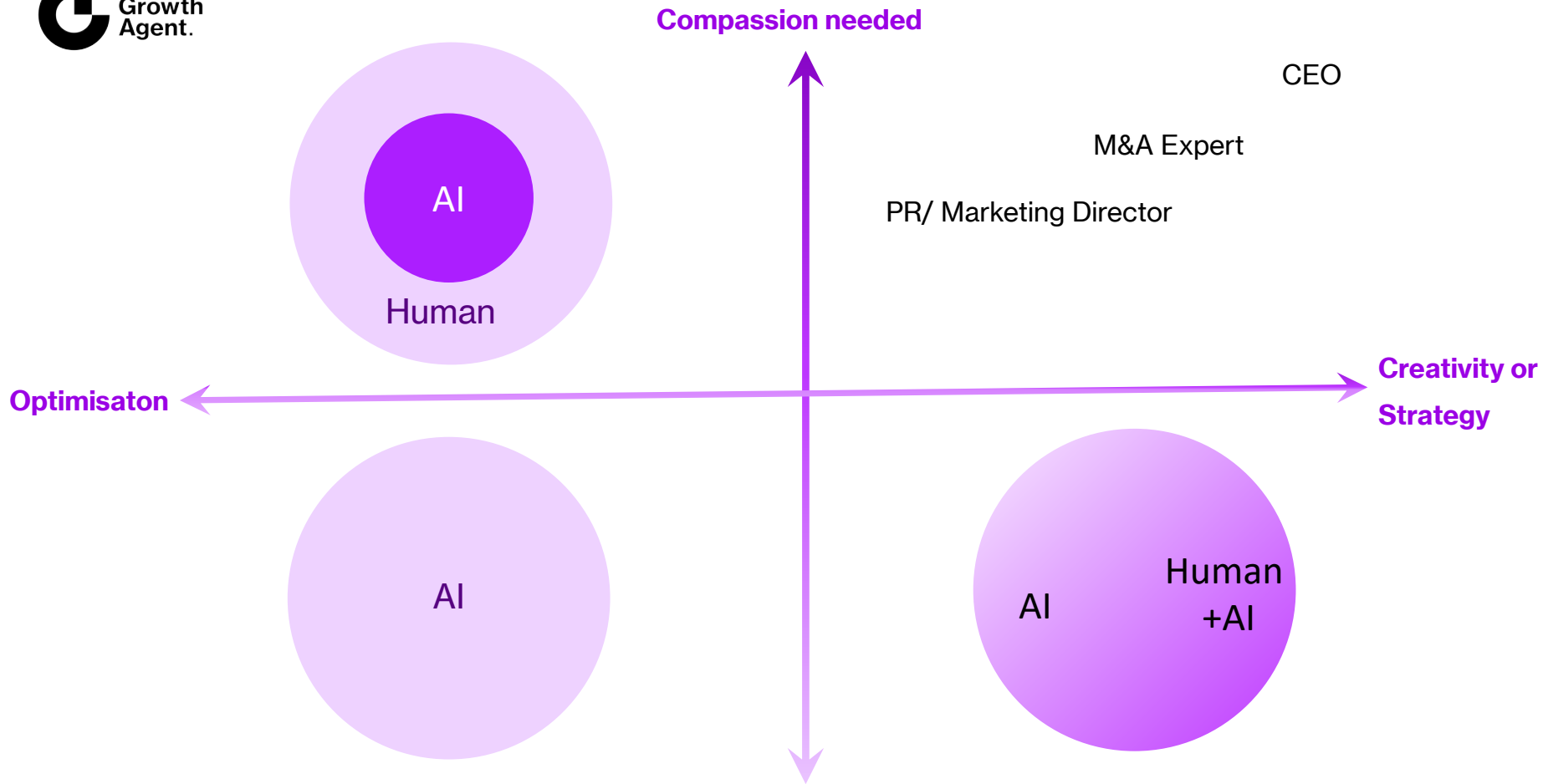
Source: ©GrowthAgent

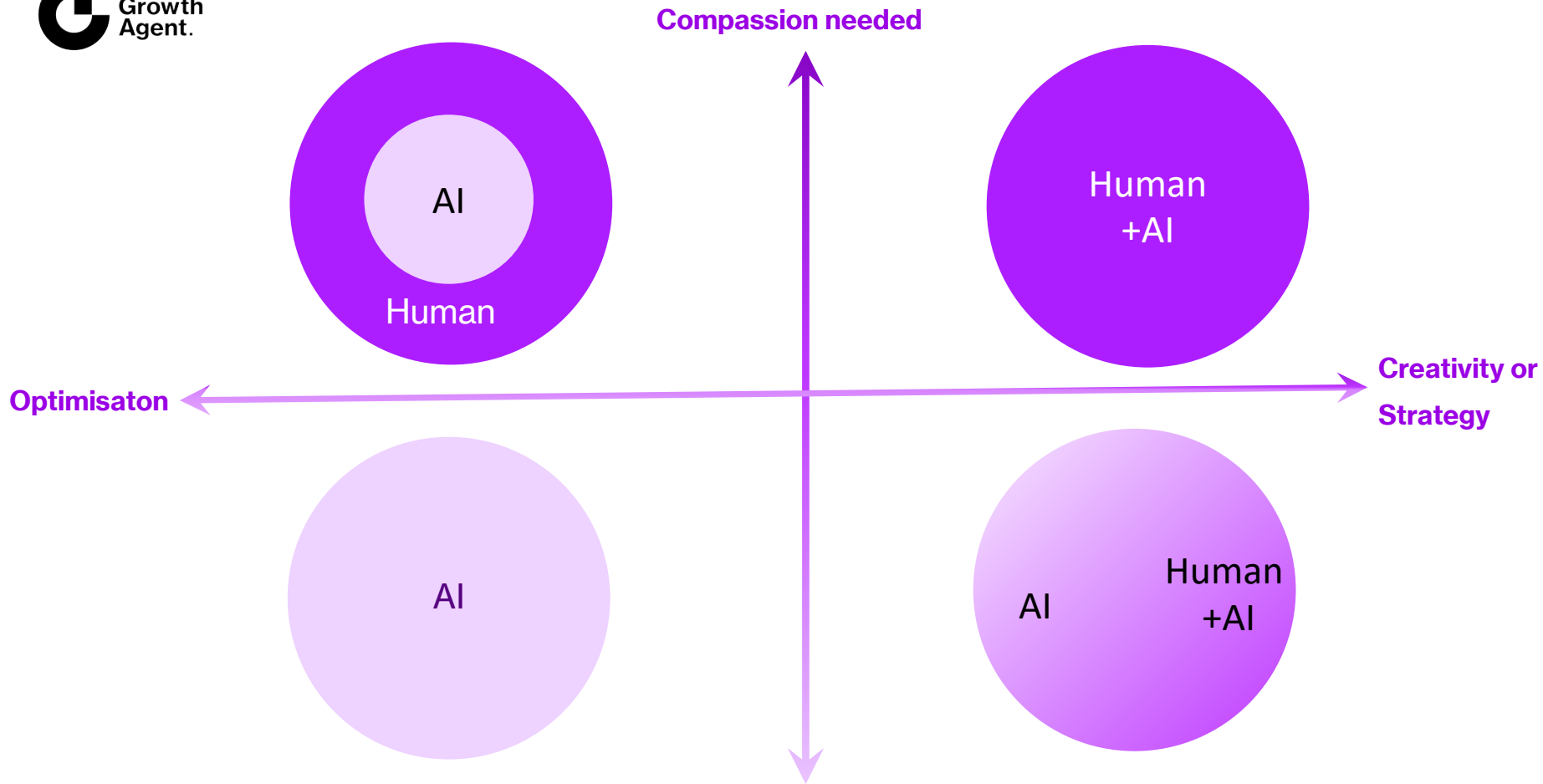







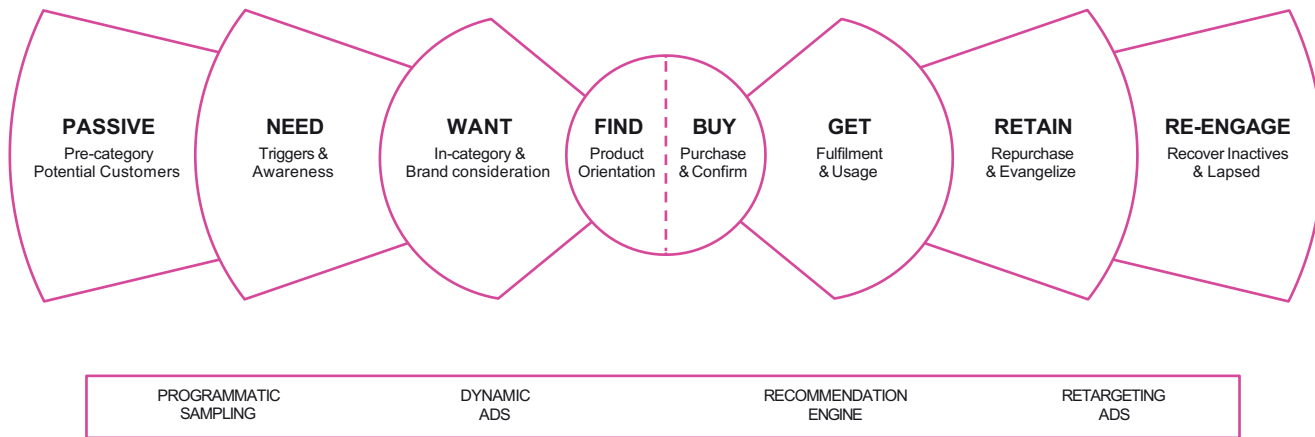




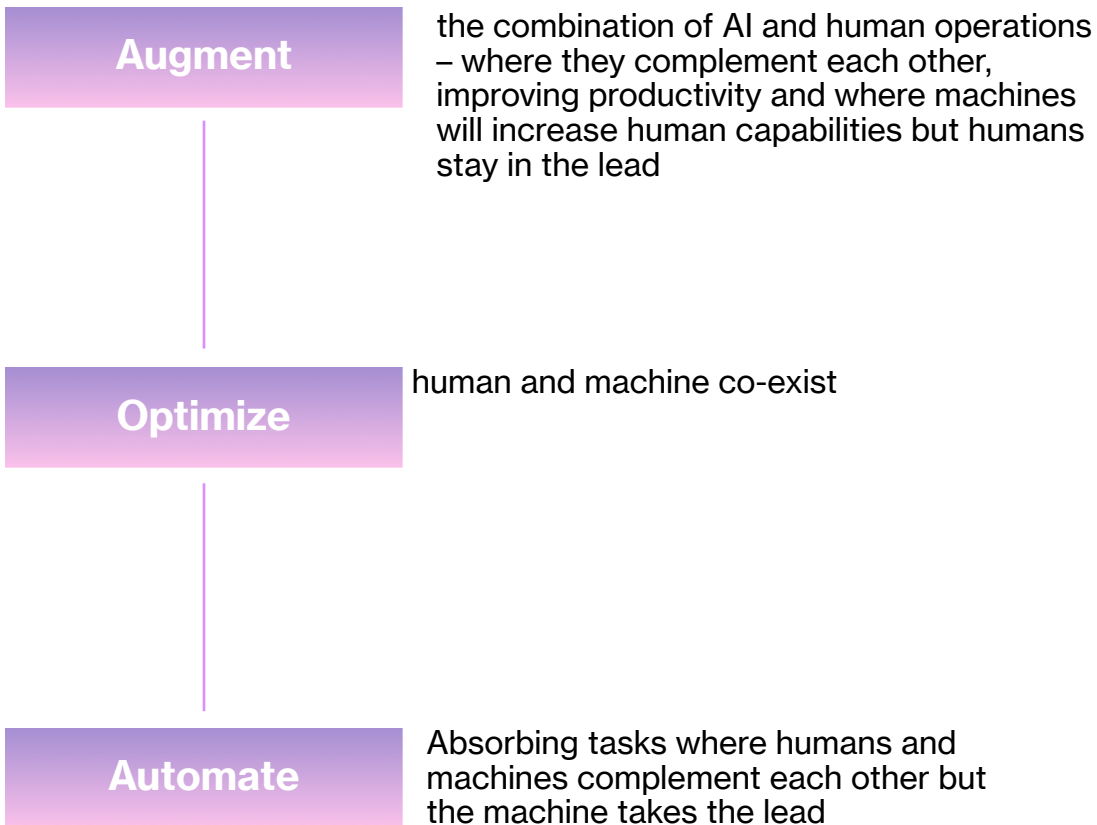




Want to find out if
your job will be
automated?



The 3 main use cases of AI





A close-up photograph of a woman's face, focusing on her eyes and skin. Overlaid on the image are several white dotted circles with a plus sign inside, connected by thin white lines to a smartphone on the left edge of the frame. The text 'AI optimisation in practice: Olay skin advisor' is written in white on a black rectangular background, positioned over the lower part of the woman's face.

AI optimisation in practice: Olay skin advisor

WHAT: Personalized skin advisor

IMPACT: doubled conversion rates while engaging with 4 million consumers in a distinctive way.

HOW: machine learning – crunches huge amounts of data from skincare database (Beauty Genome project) – 8 million customer reviews, 20000 ingredients, and 100,000 skincare projects

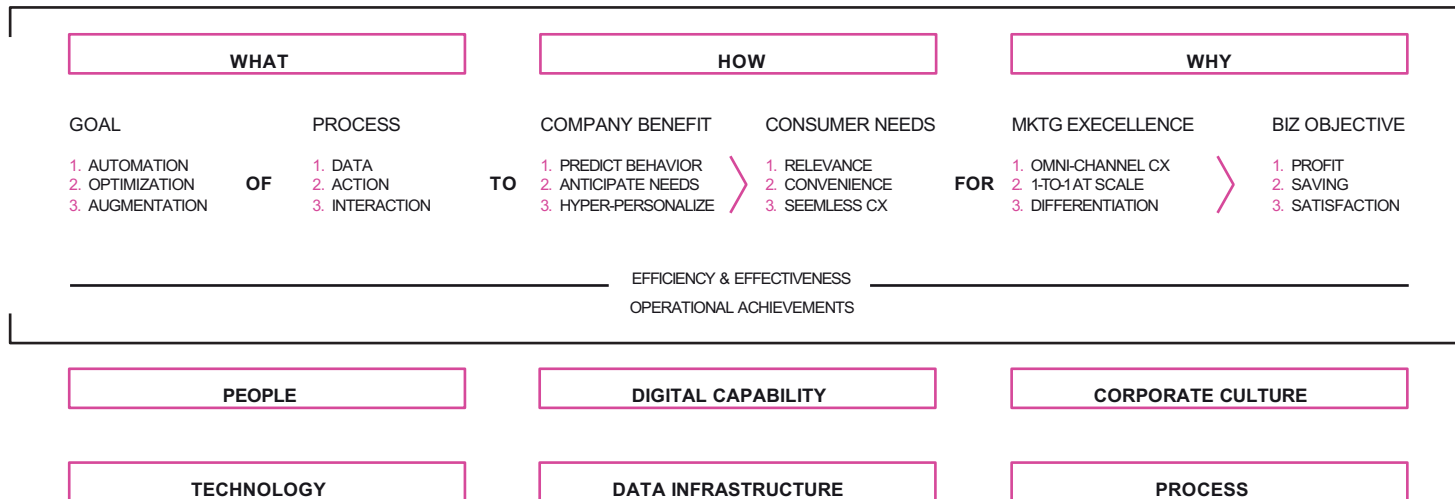
AI Augmentation: LoweBot



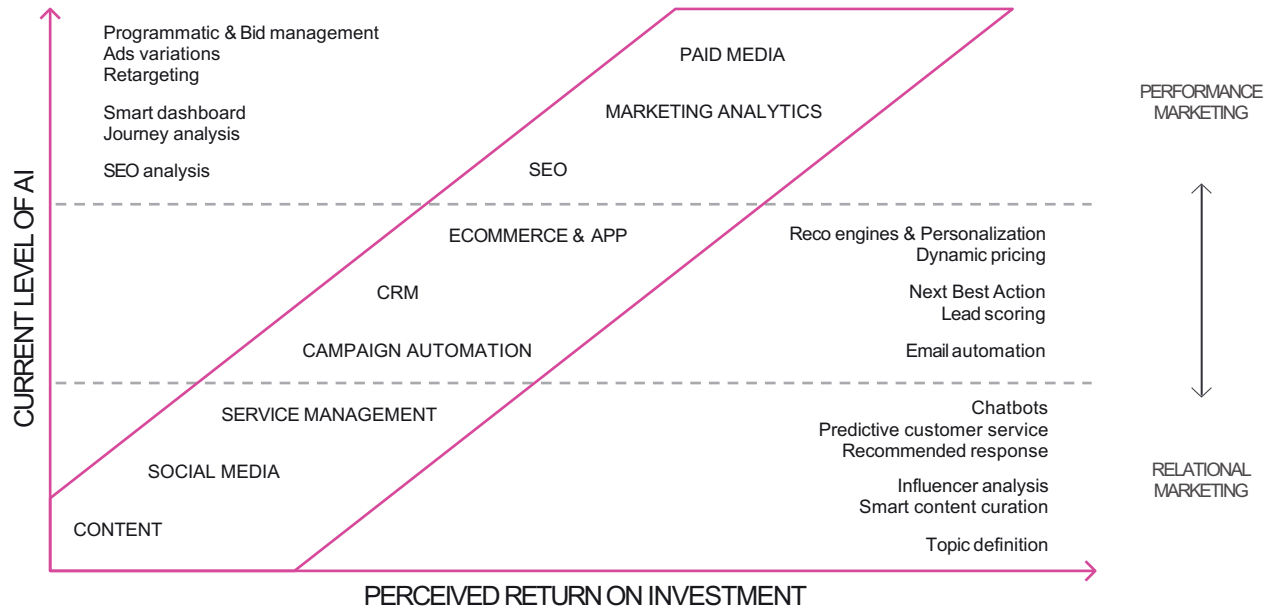
An autonomous retail service robot. LoweBot is able to find products in multiple languages and help customers effectively navigate the store. As LoweBot helps customers with simple questions, it enables employees to spend more time offering their expertise and specialty knowledge to customers.



Augmentation:
Einstein
prediction builder



AI maturity curve



How? A
pragmatic
approach with
narrow AI

03

A curated list of narrow AI tools

01
Strategyze

02
Shape

03
Share

04
Scale

A curated list of narrow AI tools

01 Strategyze

Predicting Customer behaviors, defining strategies, prioritizing activities and determining how to allocate marketing resources.

Alegion
Calibermind
Concured
Crayon
Equals3
Marketmuse
Netra
Node
Cortex
Opentopic
Brightedge
Selma.ai

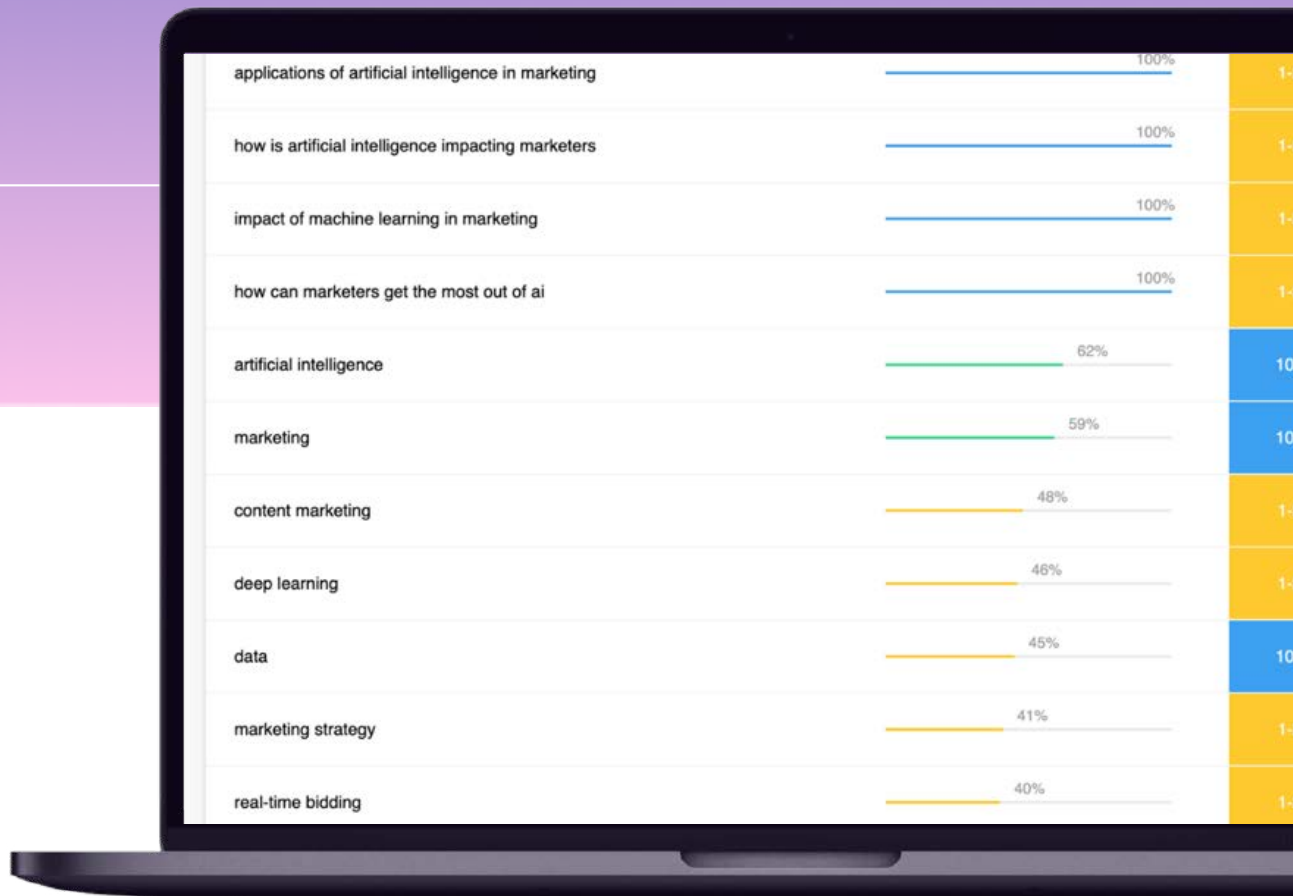
02 Shape

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Marketmuse

Marketmuse provides real-time reporting on what terms to include in your content towards topical authority. It also suggests how many times to use that term in your document for optimal resonance with google's search algorithm

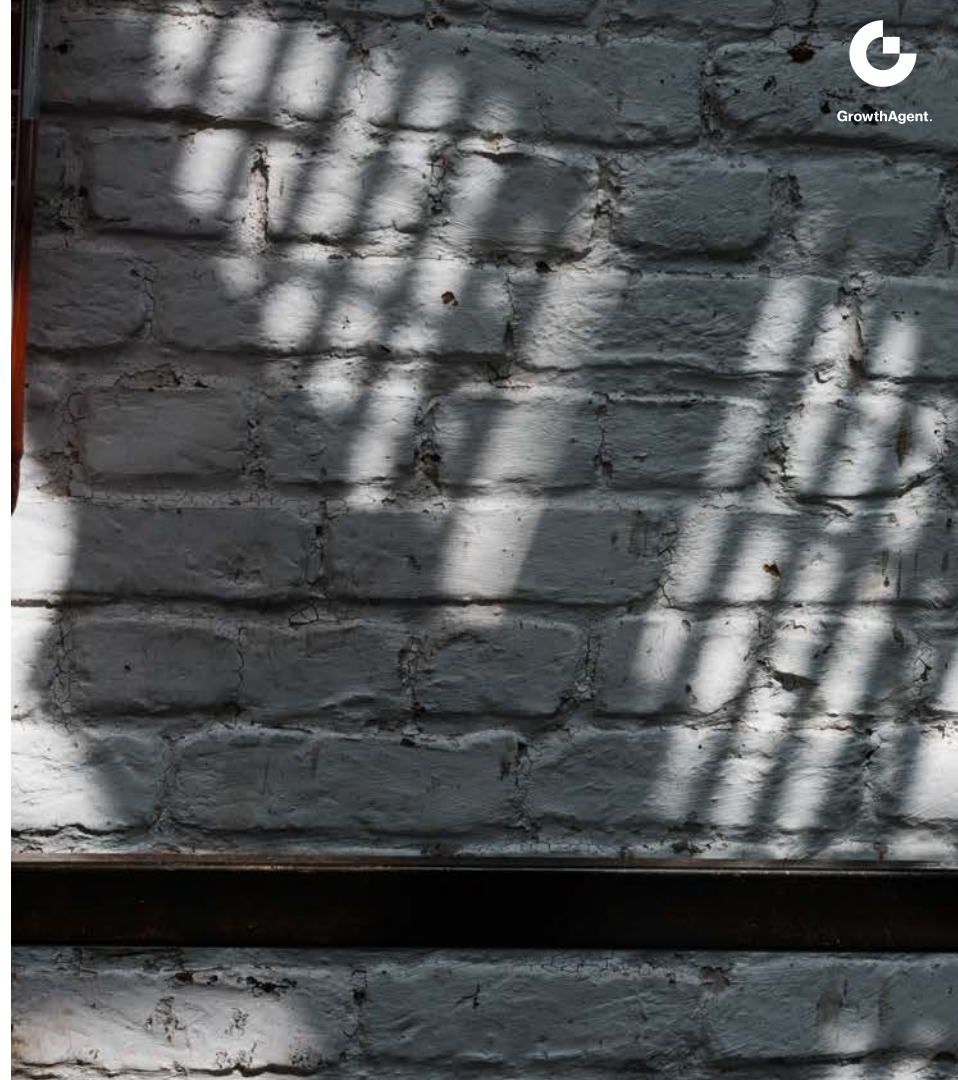


Narrative science

Data storytelling and humanizing data, with natural language technologies that transform data into plain-English stories: Natural Language Generation (NLG) is an AI concept that turns data into plain-English language. This means this platform looks at your data and writes a story from it – just like your analyst would do today.



GrowthAgent.



Yseop

Can tell stories from
extracting data out of
an xls sheet...

client name	sales
Coffee Bean & Tea Leaf	518430
Costa Coffee	262610
Costco	2923460
Dunkin' Donuts	1006160
Fairmont Asia	1306510
Hilton US	1004180
Marks & Spencer	2080850
Marriott Africa	829930
Marriott US	883430
Sofitel Europe	1183850
Starbucks	1129990
Tesco	3525160
Walmart	3253830



Description of 'Main Clients'

This graph shows sales for the following client names: Coffee Bean & Tea Leaf, Costa Coffee, Costco, Dunkin' Donuts, Fairmont Asia, Hilton US, Marks & Spencer and six others.

Breakdown per client name

When taken together, the 13 client names amount to a total value of \$20 M. The average is \$1,531 K.

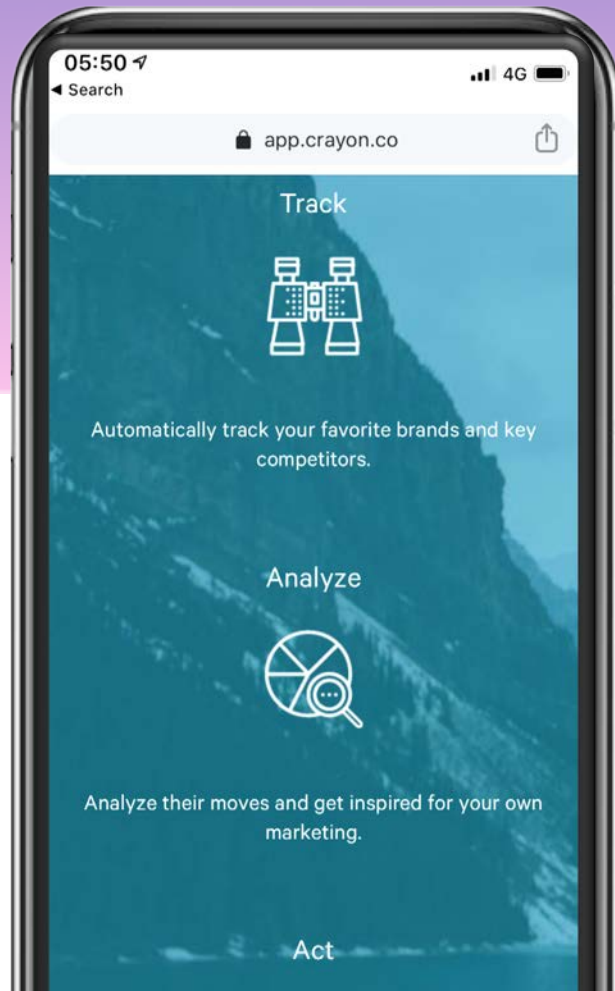
Tesco, Walmart and Costco are the three largest in terms of sales, with \$3,234 K on average (48.74 % of the total sales, about 16.25 % each).

Marks & Spencer is the fourth biggest, with sales of \$2,081 K.

Fairmont Asia, Sofitel Europe, Starbucks and six others round out the list, with \$903 K on average. Combined, this last group contains the majority of client names, but not the majority of sales (40.81 % of the total sales, about 4.53 % each).

Crayon

is a Competitive intelligence AI that monitors your competitor's complete digital footprint. It automatically catches any updates on or off their website and can track 100+ data types automatically. It captures everything from product and pricing changes to customer and employee reviews to content and campaigns launches. There is a free trial version on their website.



Cortex: how does it work?

1 infused all posts from 40.000 brands over the last 5 year

2 Analyzed: objects in images, Colors, Aspect ratio, Keywords, Hashtags + over 2,600 other features

3 Delivers recommendations on what works, What to avoid, How to improve critical content, New areas of opportunity



79% ↑

Beer Bottle

Prominent Color(s):



Performance Color(s):



Data for
the beer
industry



53% ↑

Beer Bottle and Glass

Prominent Color(s):

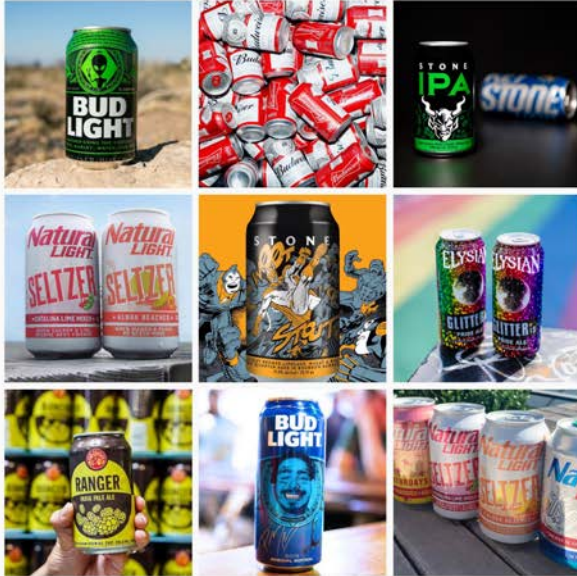


Performance Color(s):



Data for
the beer
industry

Data for the beer industry



34% ↑

Beer Can

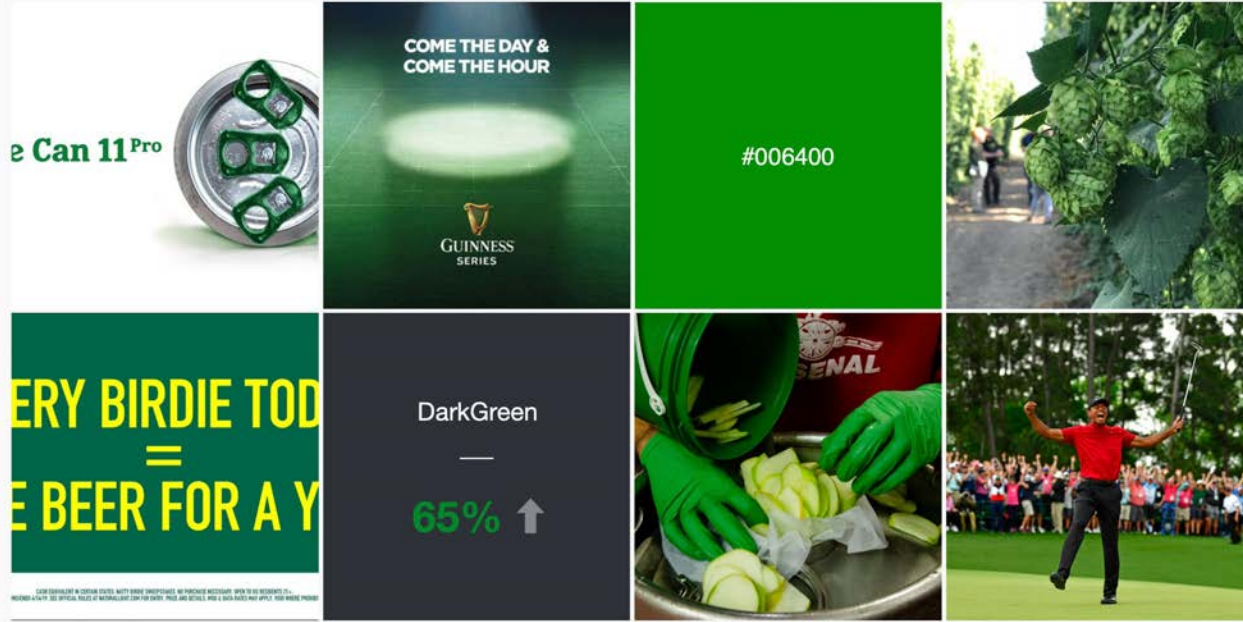
Prominent Color(s):



Performance Color(s):



Data for the beer industry



Data for the beer industry



Data for the beer industry



7% ↑

Vertical 4:5



11% ↓

Horizontal 3:2



30% ↓

Horizontal 1.91:1

A curated list of AI tools

01 Strategyze

Predicting Customer behaviors,
defining strategies, prioritizing
activities and determining how to
allocate marketing resources.

Alegion
Brightedge
Calibermind
Concured
Crayon
Equals3
Marketmuse
Netra
Node
Opentopic

Clarifai
Curata
GumGum
Narrative science
Phrasee
Scoop.it!
Atomic reach

Creating, curating and
optimizing content,
including blog posts,
emails, landing pages,
video and advertisements.

02 Shape

03 Share

04 Scale



GrowthAgent.

Atomic Reach

Blogs

- **Headline** optimization
- AI assisted **copywriting**
- **Conversion** metrics analysis

Emails

- **Subject line** optimization
 - **Conversion** metrics
- Personalization Analysis

Ads

- Real-Time auditing
- **Ad Copy** optimization
 - **A/B testing**



GrowthAgent.

Phrasee

AI language generation
for marketing copy

Phrasee is the market leader in
AI brand compliant language
generation. Generates millions
of human-sounding, brand-
compliant copy variants at the
touch of a button



is an AI engine that infuses you with a non-stop stream of inspiration for new campaigns and allows you to minimize the effort to then implement those campaigns directly via various online channels. It automates content discovery, but also the storage and dissemination of relevant content. These are typically low-value tasks in the marketing process. What, in a regular process, can take a marketer two days to complete can be narrowed down to half a day.



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Creating, curating and optimizing content, including blog posts, emails, landing pages, video and advertisements.

02 Shape

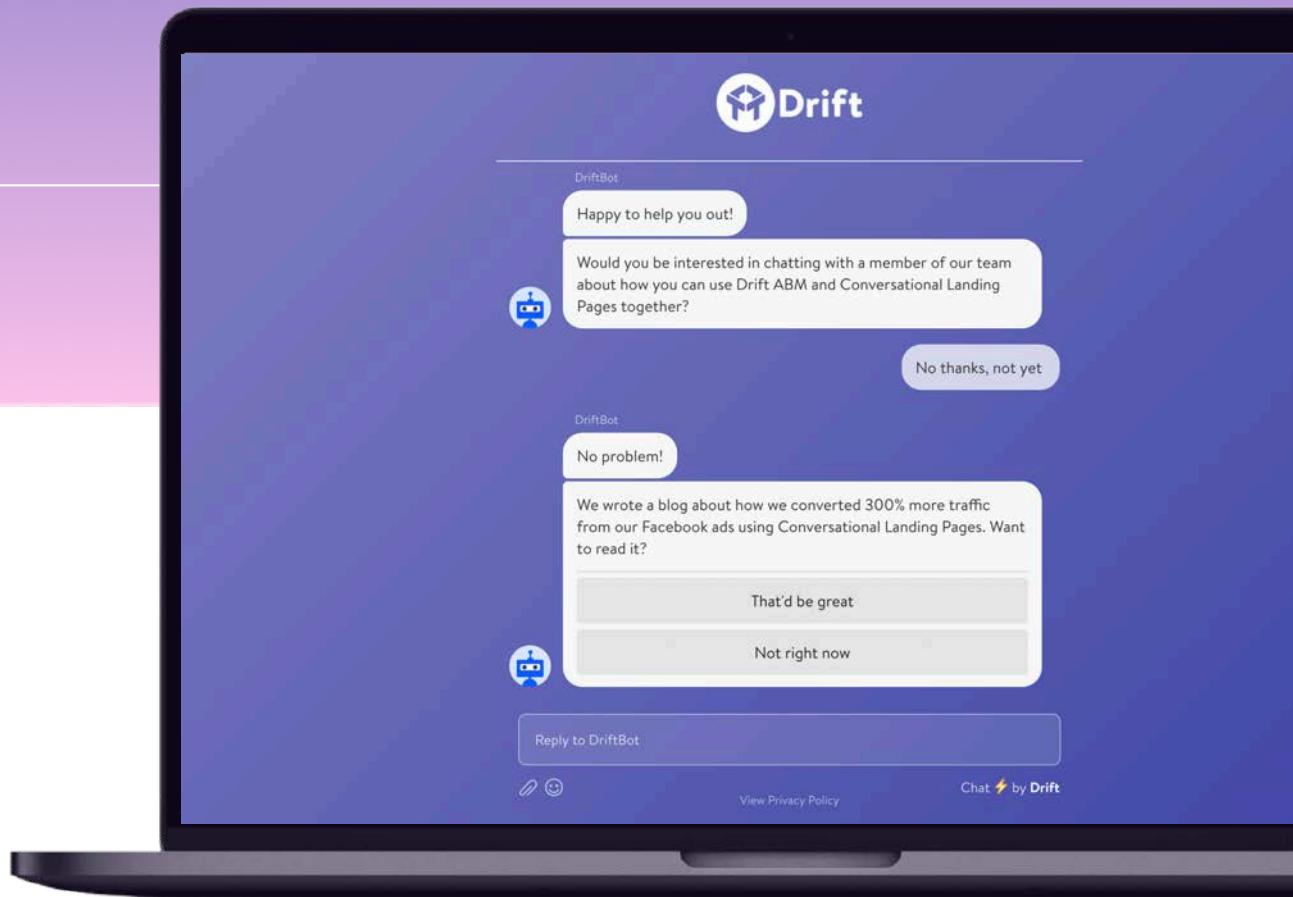
03 Share

Customer experiences through intelligently automated emails, content and product recommendations, AR/VR, and web experiences.

Drift
Amplemarket
Klevu
Sentient
Seventh Sense
Skyword
Uberflip
Beehive
Thunderhead
FroomL
Conversica

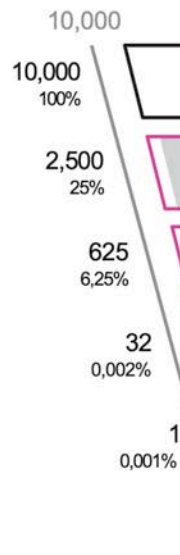
04 Scale

- ABM
- Replace landing pages
- Lead routing
- Anonymous visitor intel

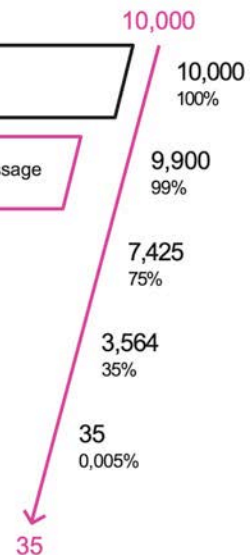


Impact on the funnel of conversational

WEBSITE FUNNEL



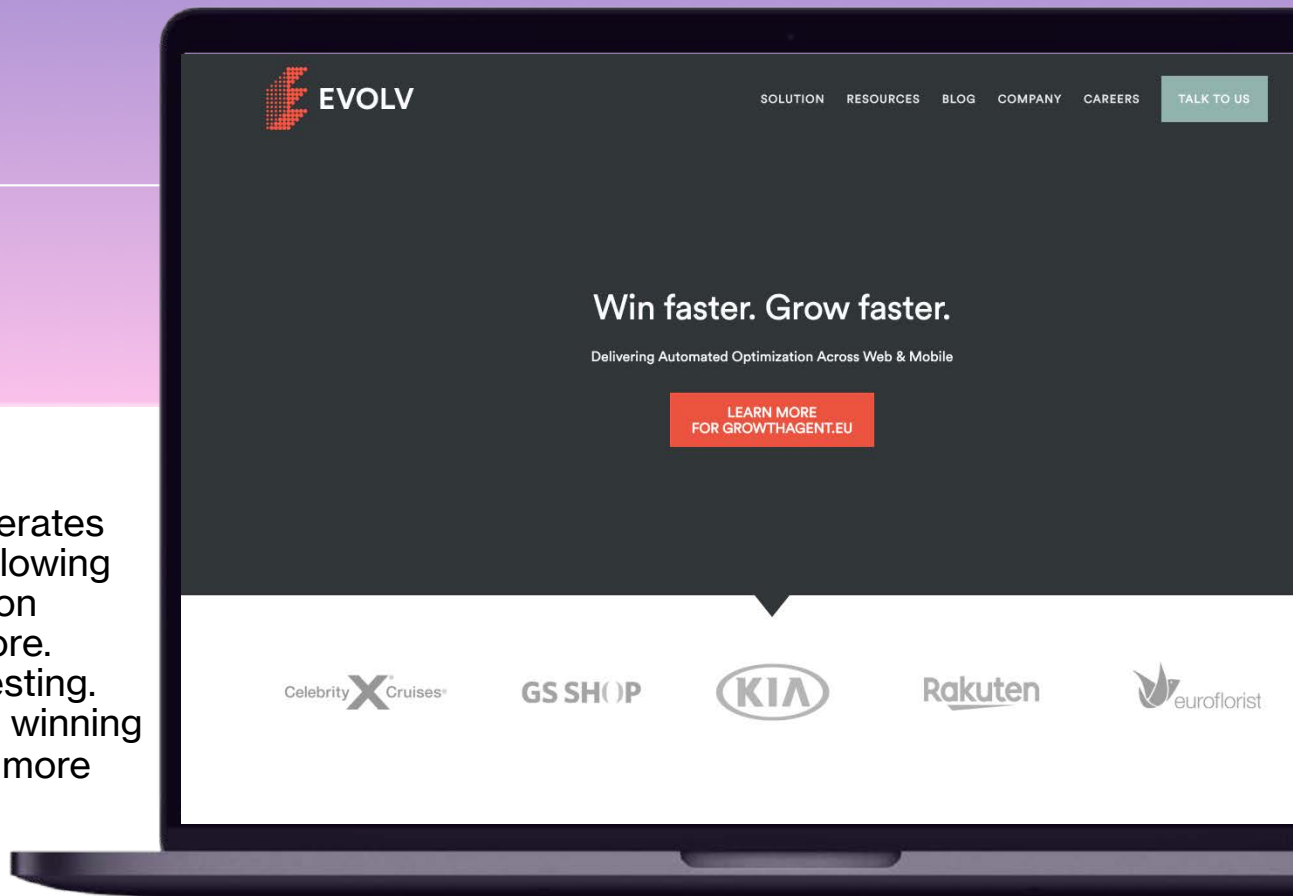
CHATBOT FUNNEL





Evolv

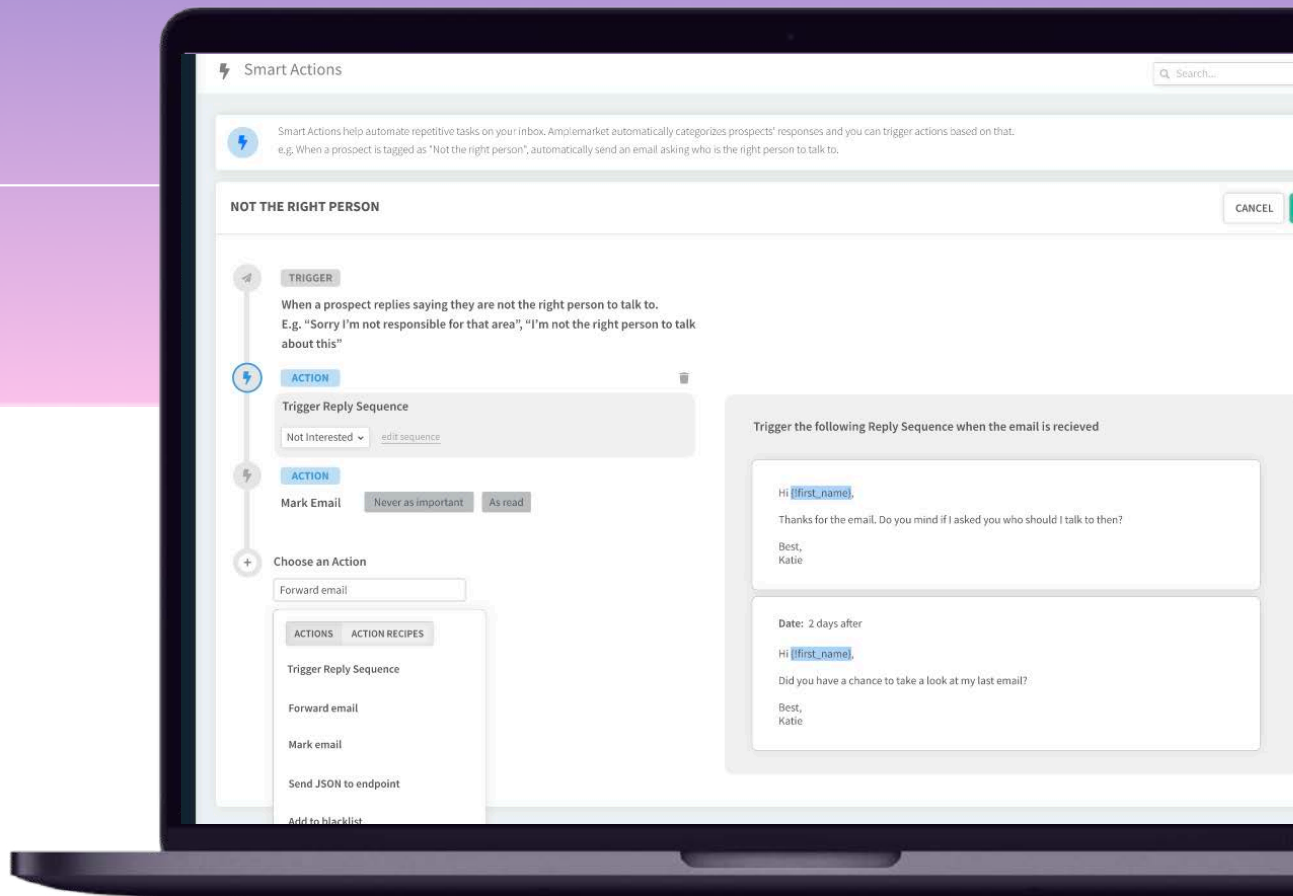
is conversion optimization software that automates and accelerates website testing and optimization, allowing you to drive revenues and conversion improvements faster than ever before. Funnel optimization, multi-variate testing. Evolv can sense billions of possible winning combo's and steer your customers more swiftly through the journey.





Amplemarket

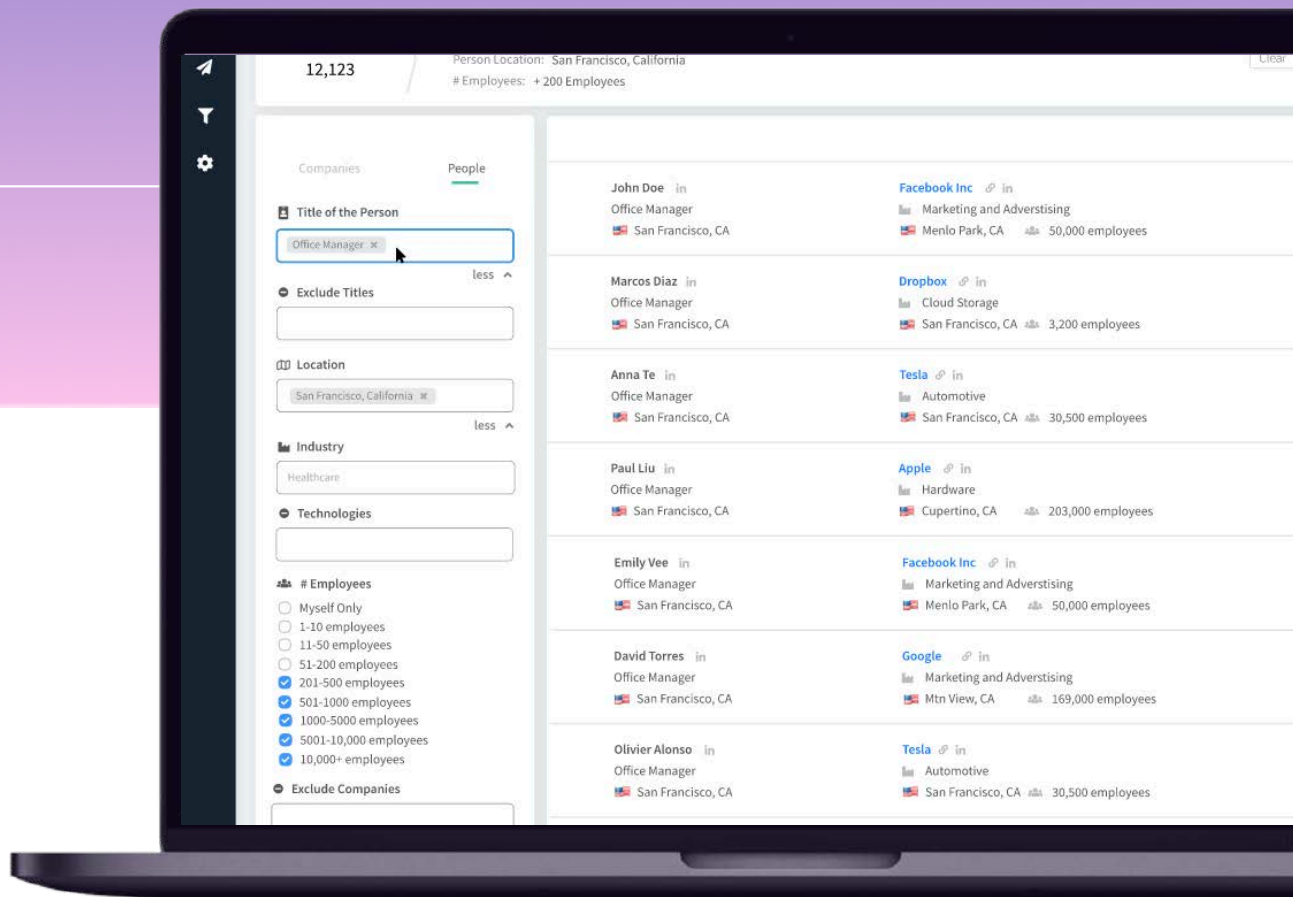
80% of tasks by sales
in first stage of sales
process (SQL to SAL)





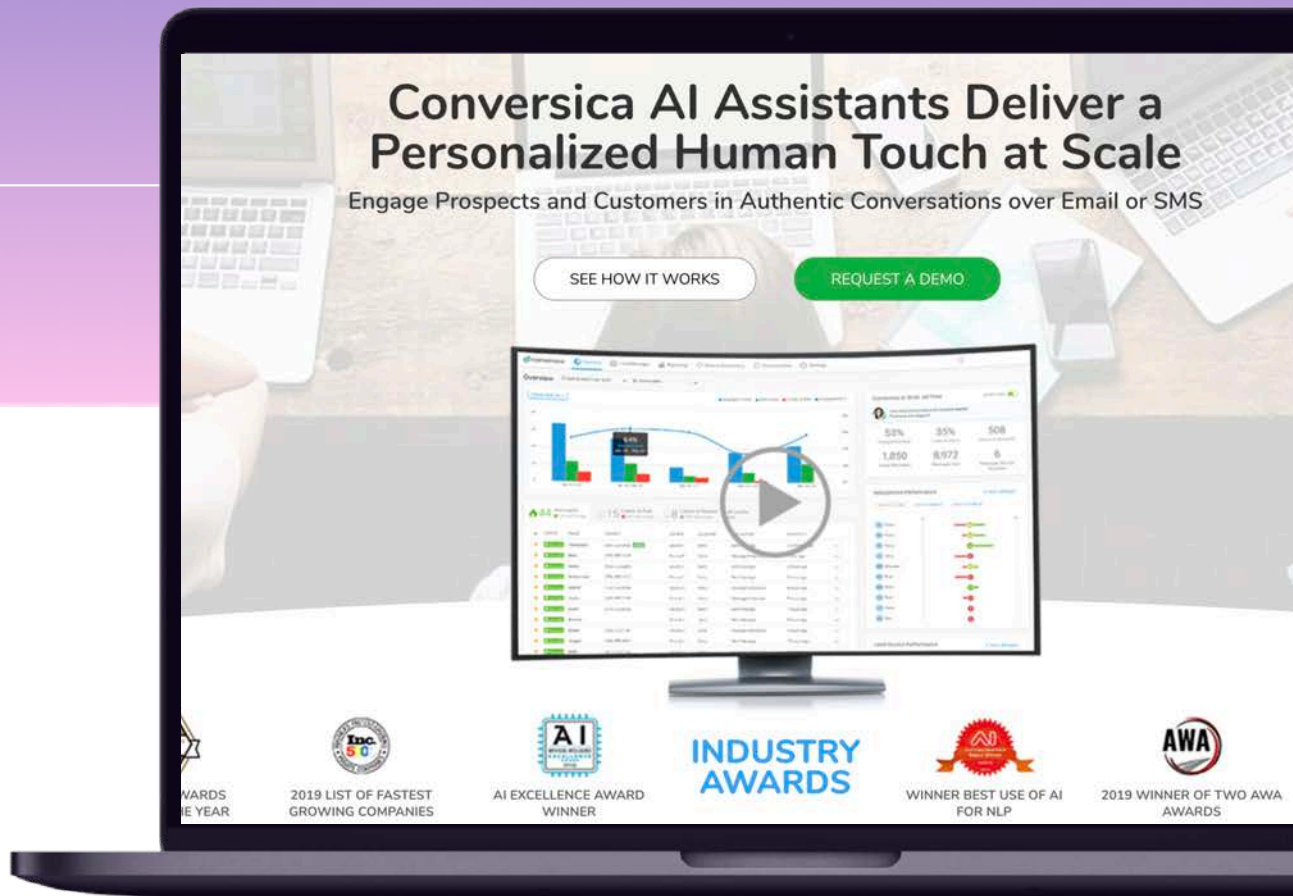
Amplemarket

Machine learning when. Uploading list of customers and find look alike customers



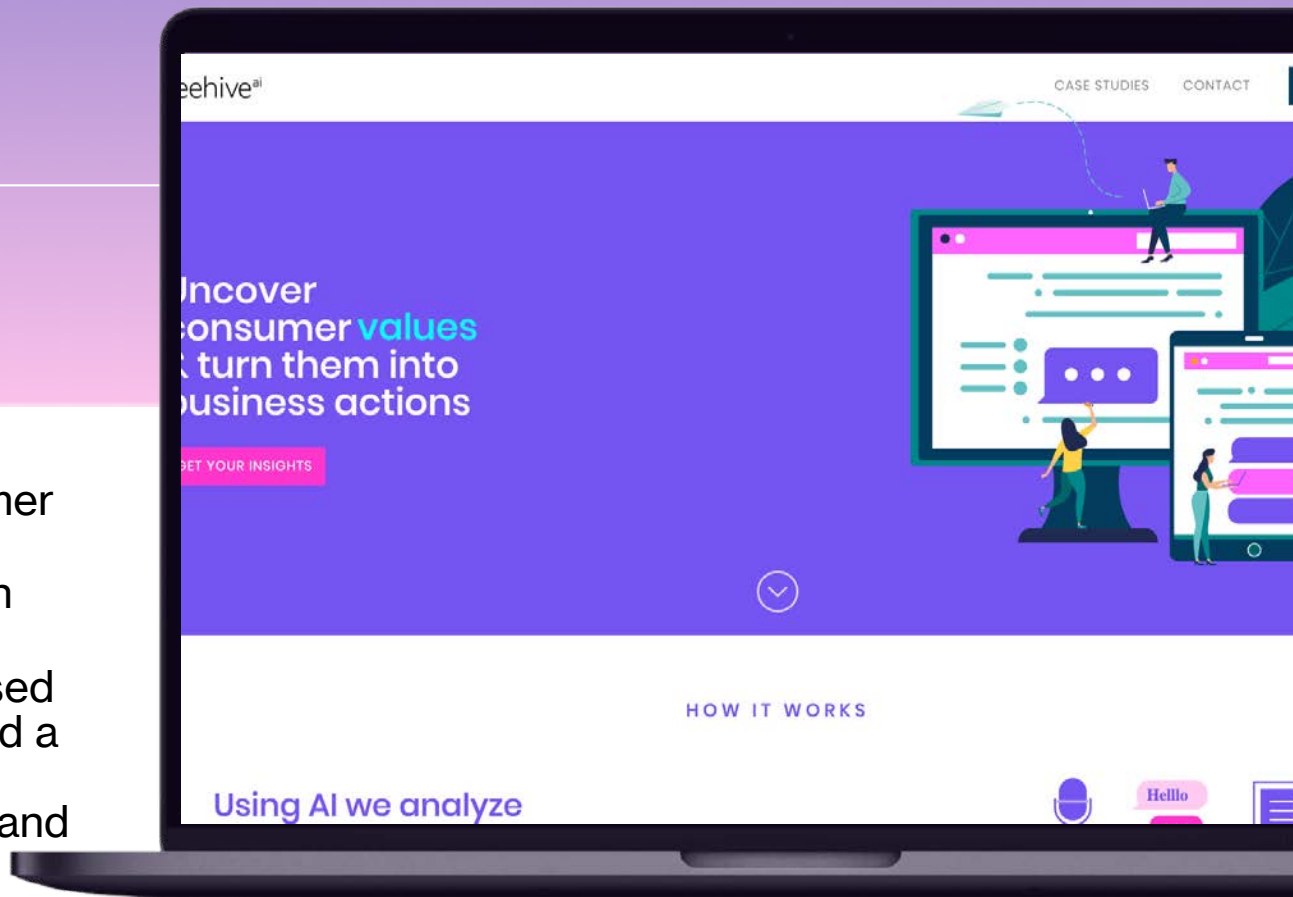
Conversica

Named one of the 6 most innovative companies in the world. What they allow you to do is cover 100% of your leads with commercial individualized follow up

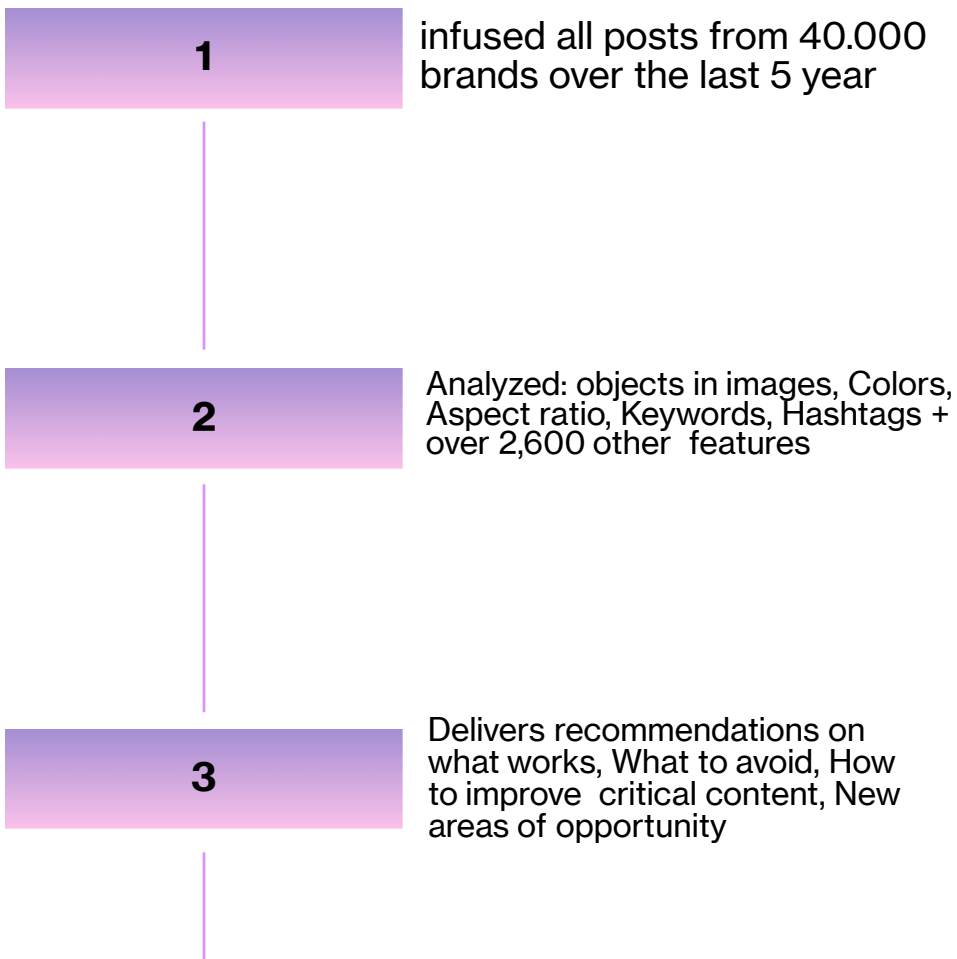


Beehive

allows you to uncover consumer attitudes, values, activities, aspirations, interests, and turn them into dynamic business actions. The impact is increased sales, better-targeted ads, and a better, more effective way of identifying customer insights and optimized product offerings.



How does It work?



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Albert
Onespot
Pulsepoint
Smart Moderation
Yext
Monkeylearn
PaveAI

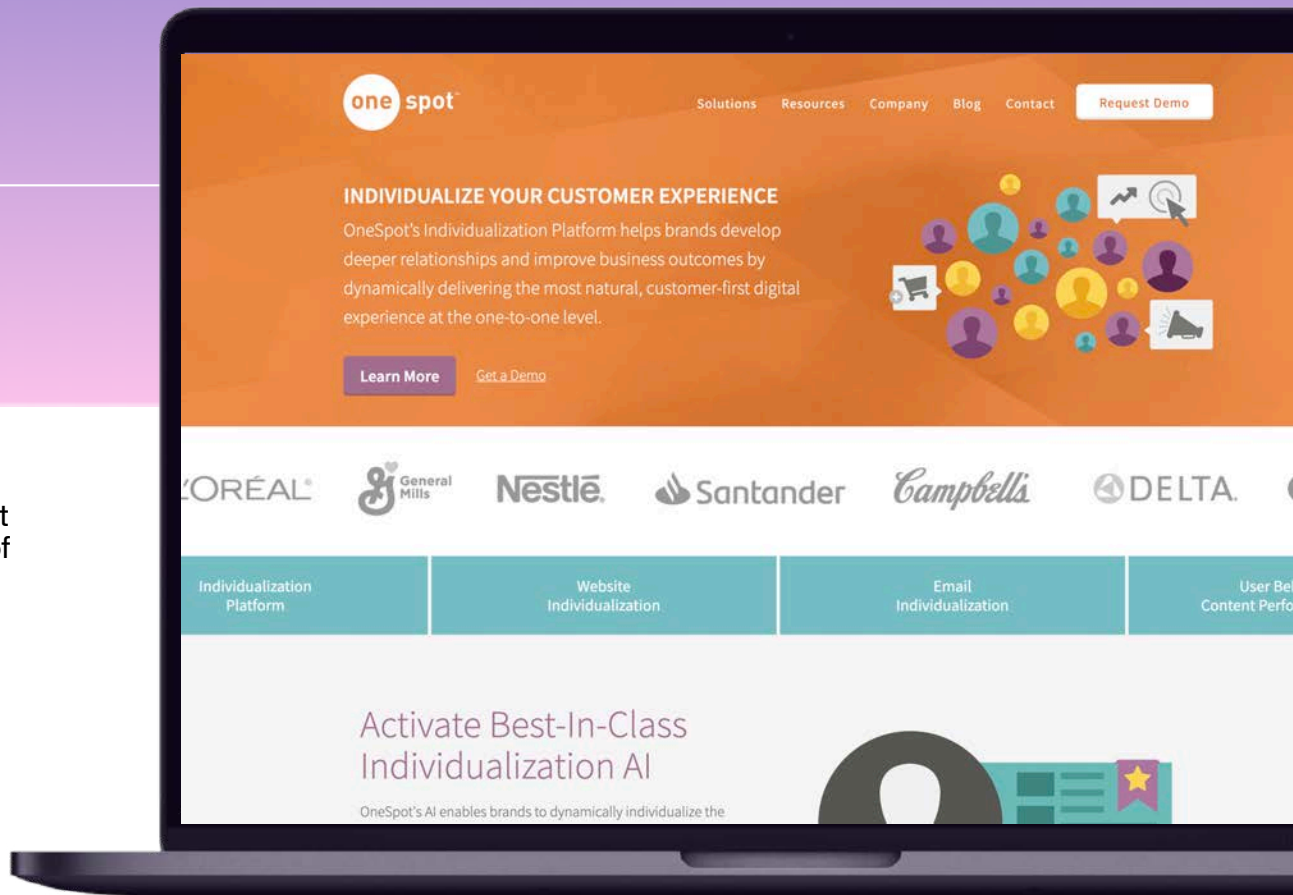
Managing cross-channel and cross-device promotions to drive engagement and actions, including audience targeting, social publishing and digital paid media management.

Turning data into intelligence through automated narratives and insights, and using that intelligence to optimize performance

04 Scale

Onespot

knowing that 63% of consumers say they'd consider ending a relationship with a brand that delivered irrelevant content to them and 59% of email unsubscribes cite content irrelevance as their key issue with brand emails, this platform provides value. This AI allows you to individualize and create a one-to-one content experience. This platform brings together contextual behavior of your audience and then pairs all this data through machine learning to provide individuals with the most personally relevant content, offers, and products across your web and email channels. As your content repository grows, and as your audiences change the platform will evolve and learn to improve the impact and relevancy.



Albert.ai

Albert plugs into your existing marketing tech stack, so you still have access to your accounts, ads, search, social, etc. You see everything. Albert leverages existing business logic you already have in platforms, and maps tracking and attribution to your source of truth.

A laptop screen displaying the Albert.ai website. The screen has a black background. On the left, the text 'albert' is in yellow, followed by 'is your self-learning digital marketing ally' in white. Below this is a yellow button with the text 'LEARN MORE'. On the right side of the screen is a large, abstract graphic of many small squares in white, blue, and yellow, arranged in a circular, pixelated pattern. In the top right corner of the screen, there is a small white hamburger menu icon.

albert^{ai}
is your self-learning
digital marketing ally

LEARN MORE



GrowthAgent

Pave.AI

Endless combinations

Their data science algorithm looks at 16+ million possible combinations to identify the most important insights across all marketing channels.

Pave.AI

Demographic insights

43% of blog readers were males aged 25-34, they only contributed to 6% of leads. Target females aged 34-44 instead

Items	Revenue	Revenue/Item
981 +85%	\$66,036 +83%	\$67.31 -1%
72 +118%	\$7,128 +118%	\$99.00
68 +143%	\$10,200 +141%	\$150.00 -1%
48 +140%	\$4,752 +140%	\$99.00
46 +360%	\$368 +360%	\$7.99

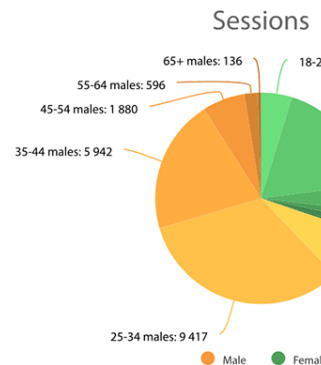
had a low buy-to-detail rate of 1.14% - despite 3,949 views on the product's
s were bought. Consider changing the product description or pictures.

How To Improve

on /about/* are 87% more likely to buy than other email visitors.

What's Working

Demographics

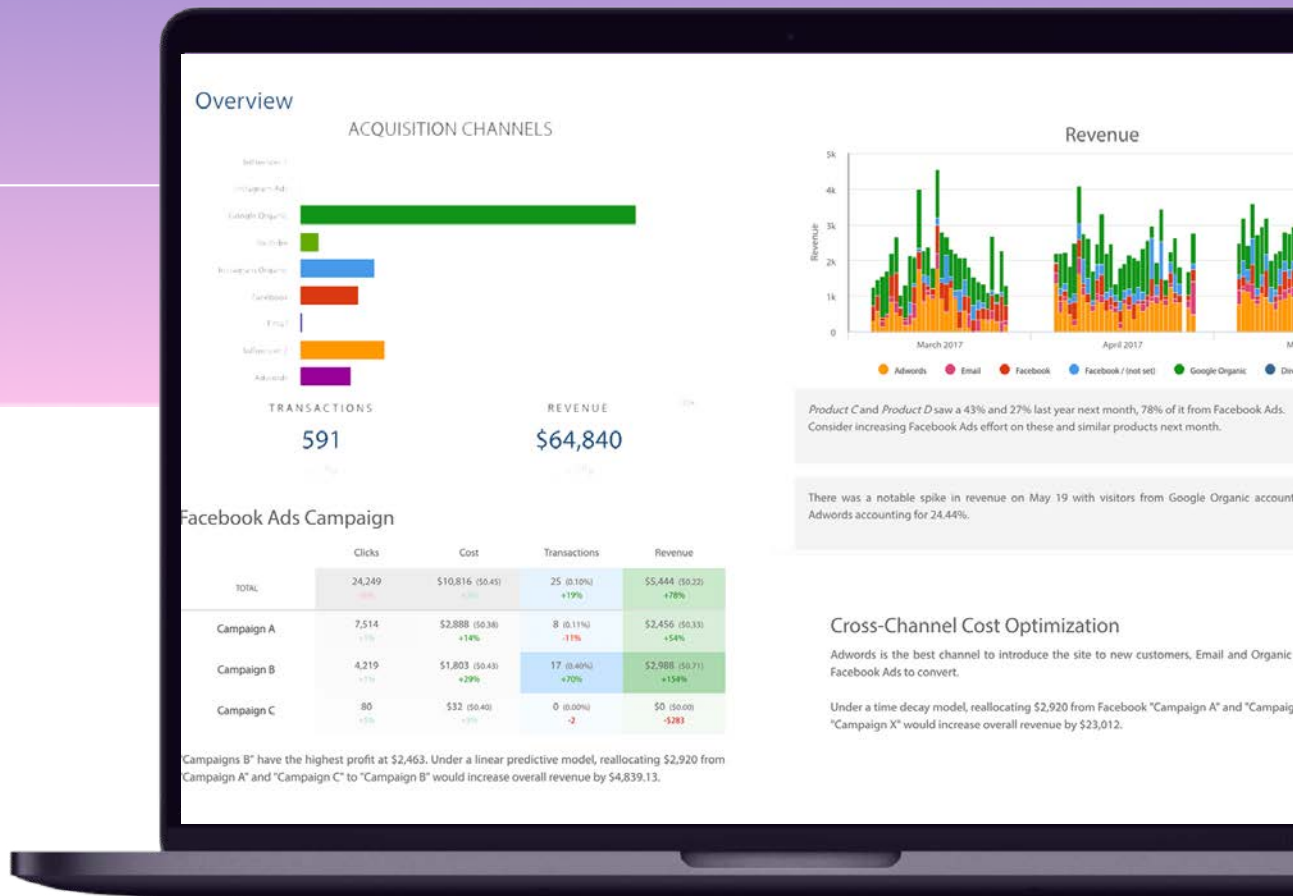


63% of visitors who viewed Product B were males aged 18-24.
Target Product B to females aged 35-54 instead.

Pave.AI

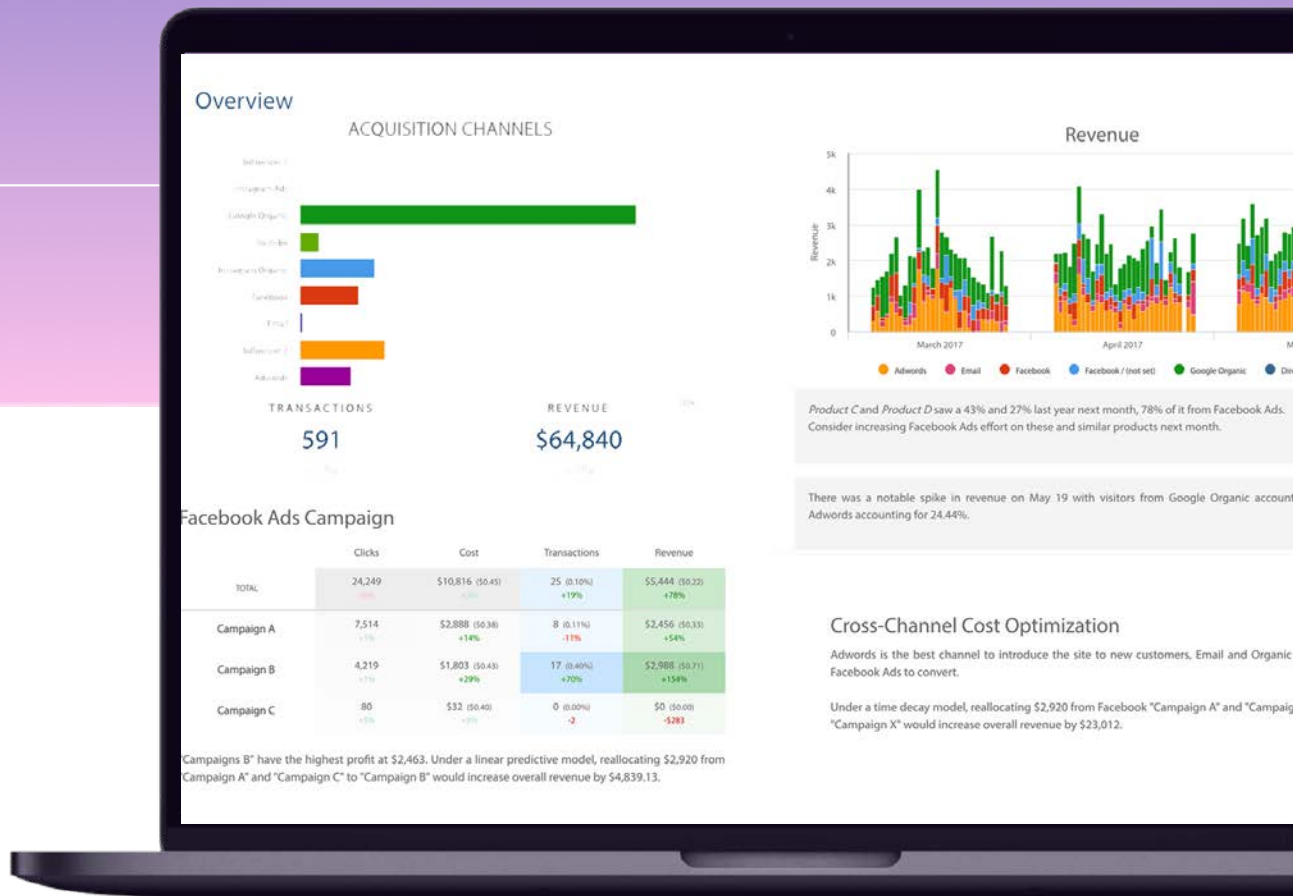
Acquisition insights

Reallocating 5.515€
from Adwords
campaign A to
Facebook campaign B
would increase your
revenue by 35.024€



Pave.AI Trends

Last July, Bleu shirt saw a 32% increase in sales. Consider promoting these or similar items in July



What is the
impact?

04

01 Strategyze

- Determine goals.
- Construct buyer personas.
- Discover keywords and topic clusters.
- Analyze existing content for gaps and opportunities.
- Determine editorial calendar topics.
- Capture competitive intelligence.
- Segment contact databases.
- Identify companies and contacts most likely to convert.
- Predict conversion paths and points along the buyer journey.
- Predict churn.
- Prescribe marketing strategies and tactics.
- Allocate digital paid budget by channel and audience.

- Draft social media updates.
- Write data-driven content.
- Optimize content for search engines.
- Curate content.
- Develop ad copy and creative.
- Write email subject lines.
- Write nurturing/sales email workflows.
- Convert voice to text, and text to voice.
- Recognize, categorize and auto-tag images.
- Analyze (and score) text for grammar, sentiment, tone and style.
- Design websites.


02 Shape

03 Share

- Recommend highly targeted content.
- Deliver predictive product recommendations.
- Personalize content, offers and web experiences with images, text and CTAs.
- Engage users through bots and chat.
- Serve up contextual ads based on user history and look-a-like data.
- Answer voice and text questions.
- Deliver customized search results.
- Individualize and optimize email send time.

- Adjust digital ad spend in real-time by channel and audience.
- Optimize cross-channel campaigns.
- Test headlines, landing pages, images and creative.
- Schedule social shares.
- Improve email deliverability.
- Deliver (re)targeted ads.
- Score leads and continually adapt the lead scoring system.
- Monitor activities and outcomes.
- Discover insights from analytics.
- Forecast performance.
- Write performance reports

04 Scale

Take it to next
level? 
#5thconference
24/09/2020

