

agillic

SUMMIT18

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THE AGE OF AI

WHAT HAPPENS WHEN
MARKETER AND MACHINE INTELLIGENCE
MEET?

Colin Shearer, Chief Business Development Officer

A close-up photograph of a woman's face. Her right eye is replaced by a metallic, cybernetic eye with a glowing red lens. There are several deep, bloody wounds on her face, including a large one on her cheek and another near her mouth. She has dark, glossy lipstick. The background is a blurred outdoor scene with green foliage and a hint of fire in the distance.

AI HAS AN IMAGE PROBLEM...

A bronze sculpture of several men in hats, likely representing the Irish famine, set against a stone wall. The sculpture is composed of several figures, each wearing a different style of hat and a heavy coat. The figures are arranged in a line, looking down or to the side. The background is a dark, textured stone wall.

AN EMPLOYMENT
PROBLEM?



**BUT IT CAN TAKE US
TO NIRVANA!**



OR CAN IT...?

HOW COMPANIES SUCCEED - OR FAIL – WITH AI



ARE YOUR PROJECTS DRIVEN BY
“DATA EXCITEMENT”?

...OR BY CRITICAL BUSINESS IMPERATIVES?





IS YOUR APPROACH
BIG BANG?



IS YOUR
APPROACH
BIG BANG?



...OR INCREMENTAL?



DO YOU THROW DATA
OVER THE WALL?



...OR COMBINE BUSINESS
KNOWLEDGE + AI EXPERTISE?

A young boy and girl are sitting at a desk with two laptops. The boy, on the left, has his arms raised in excitement. The girl, on the right, is pointing at the laptop screen with a wide, happy smile. They appear to be in a classroom or office setting.

... OR PRAGMATICALLY USE WHAT YOU'VE GOT, AND GO FOR QUICK WINS THAT PROVE VALUE?

**WHICH DATA SCIENCE
APPROACH WILL YOU TAKE?**



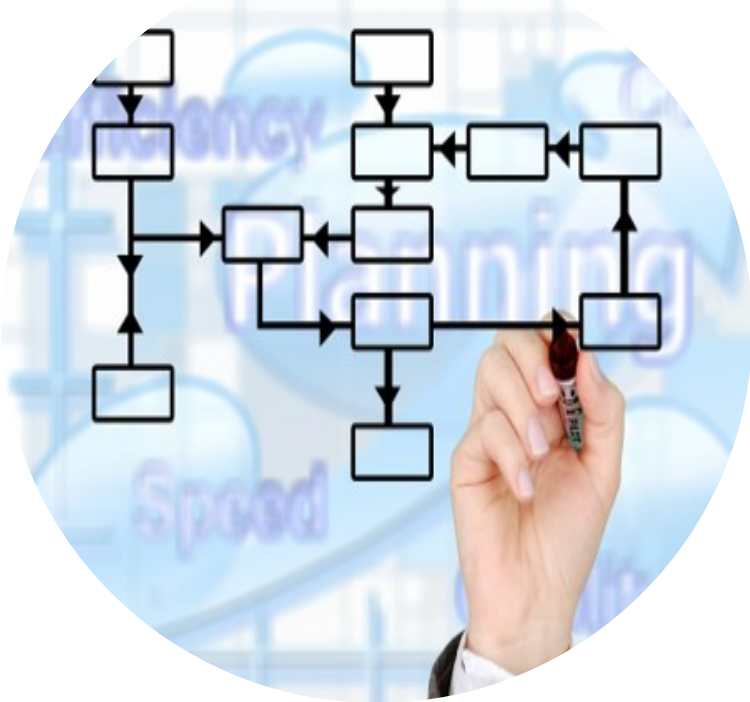
ONE-OFF,
HAND-CODED ANALYSES?



OR A SCALABLE,
AUTOMATED,
“INDUSTRIALISED”
APPROACH?



ALL YOUR AI ENDEAVOURS
BE REMEMBERED AS
SCIENCE PROJECTS?



... OR WILL YOU PLAN FROM THE START TO INJECT RESULTS INTO KEY BUSINESS PROCESSES, MEASURE RESULTS AND QUANTIFY VALUE?

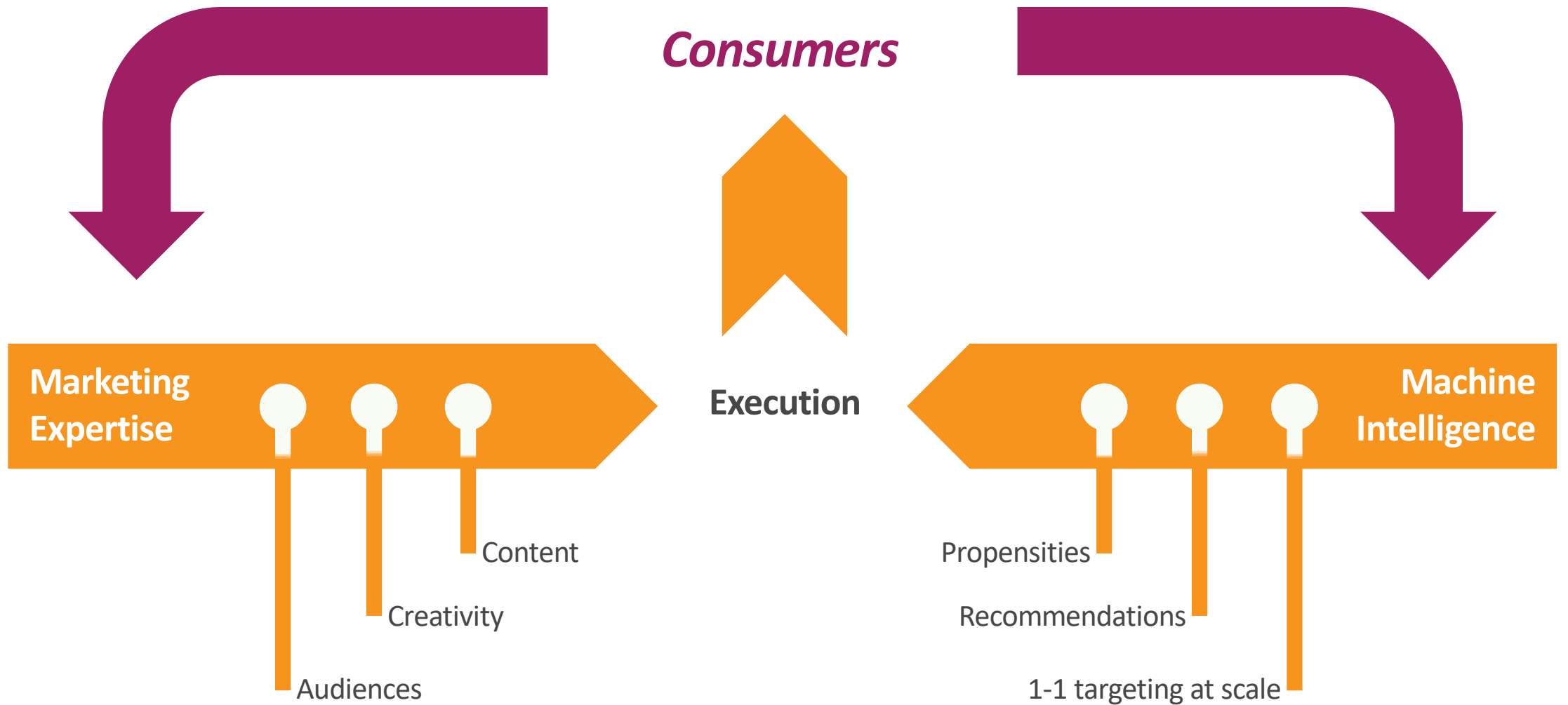


**SO WHAT DID WE LEARN FROM
ALL THIS WHEN WE CAME TO
CREATE OUR
AI FOR MARKETING?**

WE AIMED TO...



Enhance marketers'
jobs, not replace them



WE AIMED TO...



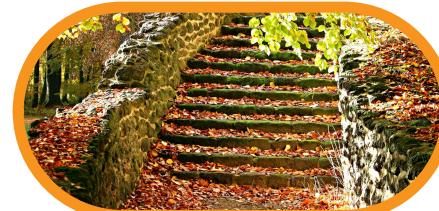
Enhance marketers' jobs, not replace them



Incorporate deep expertise in data-driven marketing



Address crucial marketing imperatives



Provide incremental steps, rapid start up, quick wins



Package machine learning capabilities as automated modules





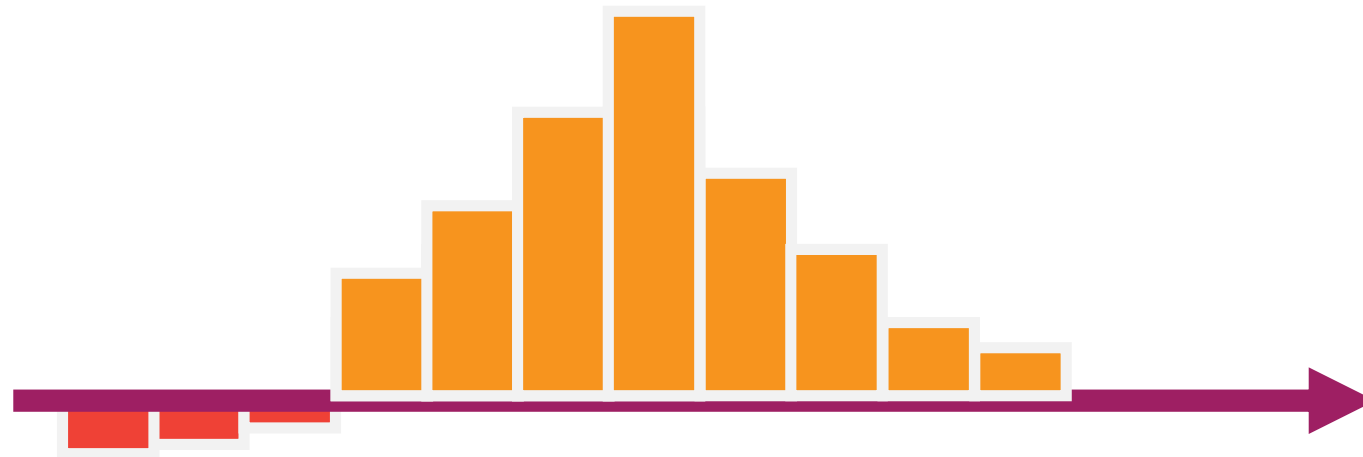


Match the right message to the right lead sources

Identify enquirers with the best chance of converting, focus attention, “jump” to purchase

Know which browsers with abandoned baskets are worth following up

...



Attract

Grow

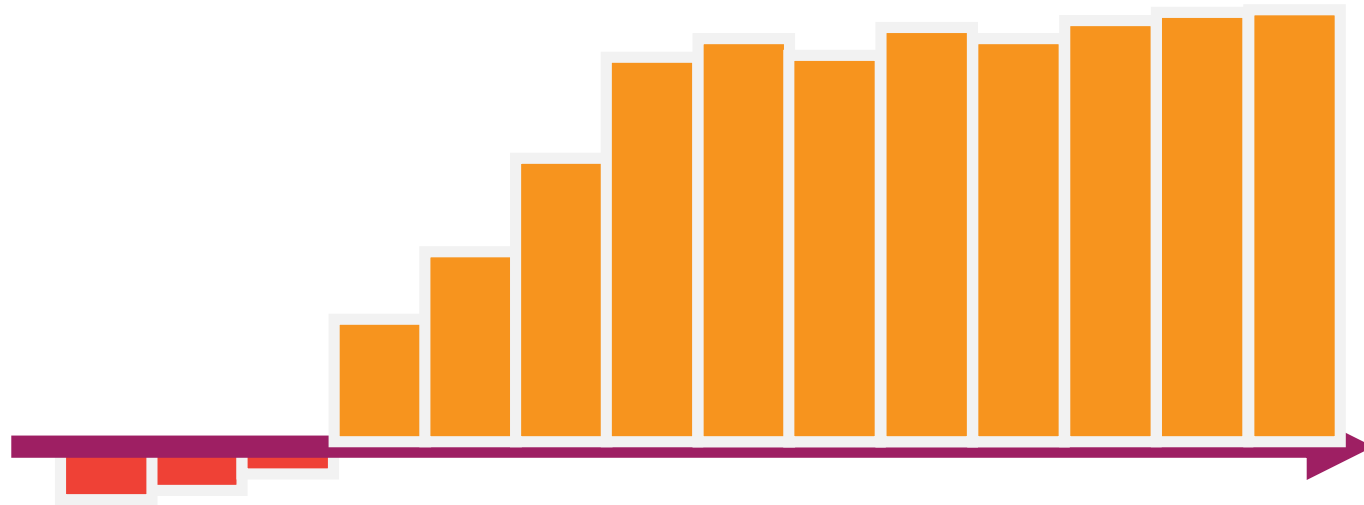
Retain

Personalise newsletter offers

Identify cross-sell opportunities based on purchase patterns

Understand individual replenishment cycles

...

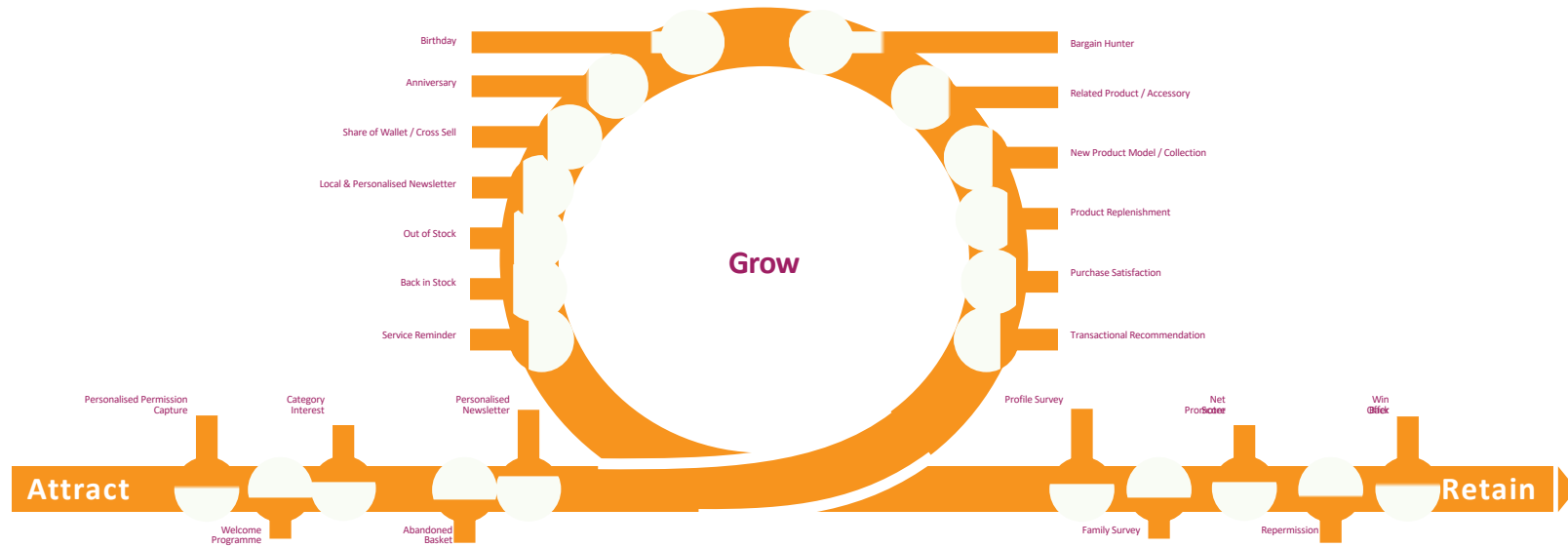
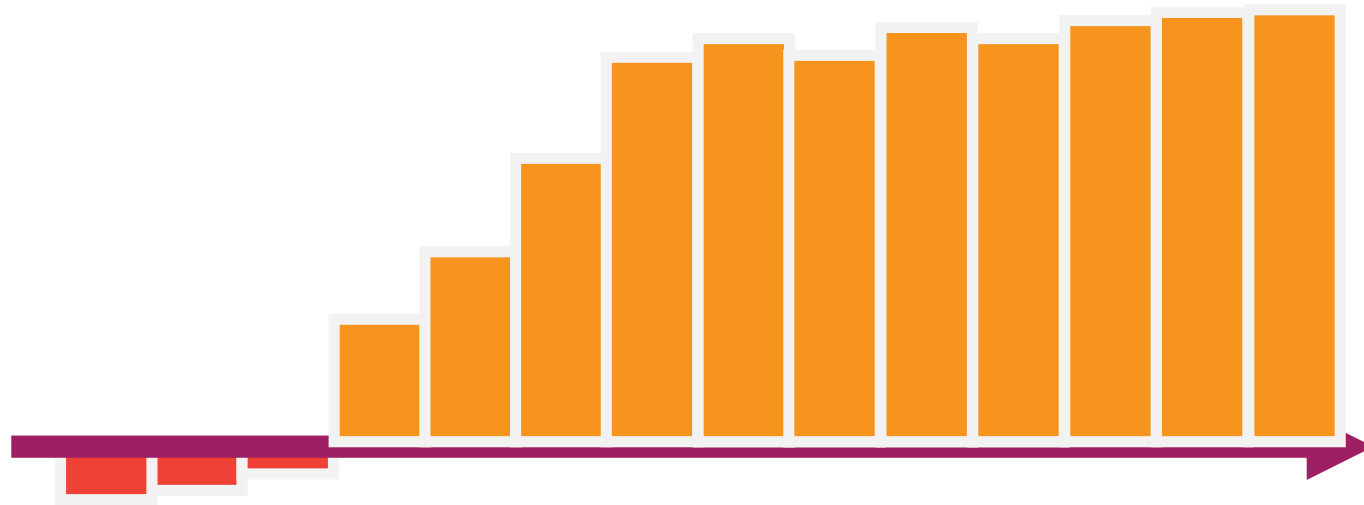



Attract

Grow

Retain

- Anticipate loyalty/retention issues
- Tailor renewal offers
- Personalise win-back communication
- ...





**HOW CLOSE TO
NIRVANA DOES THIS
BRING YOU?**

AI IMPACT ON PERFORMANCE



AI enhanced newsletters

AI driven transactional recommendation

AI driven product replenishment

AI driven share of wallet

AI driven win-back

0 100 200 300 400 500 600 700 800 900 1000
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Q&A



THANK YOU

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