

How AI Advertising Will Help Marketers, Publishers and Consumers Weather the Perfect Storm

-
MMA DATT
IBM Watson Advertising

Today's speakers



Grace Murphy
Brand Strategy
IBM Watson Advertising



Dave Olesenvich
Head of Product
IBM Watson Advertising





We know **weather**

We understand **consumers**



COLORADO

34°

FEELS WARM



ACTIVITIES

**SKIING
HIKING**

MIAMI

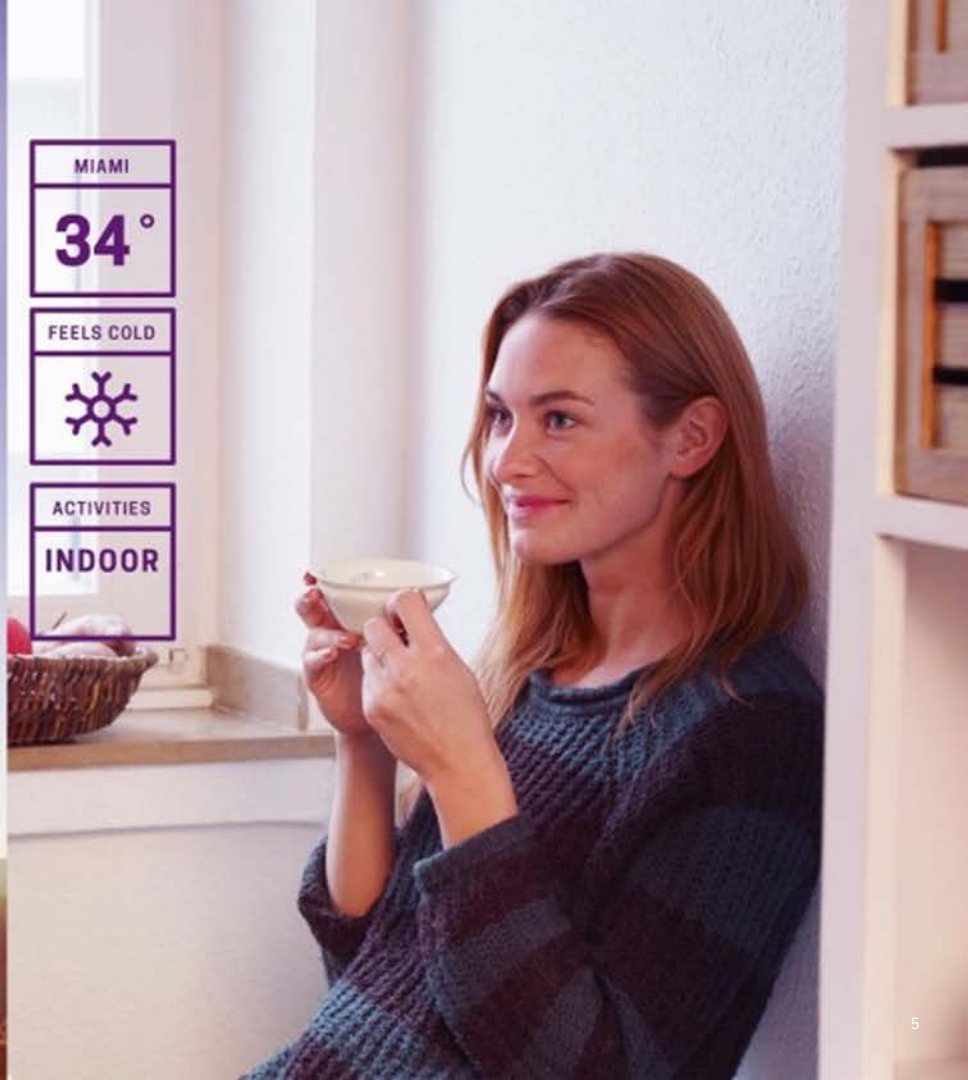
34°


FEELS COLD



ACTIVITIES

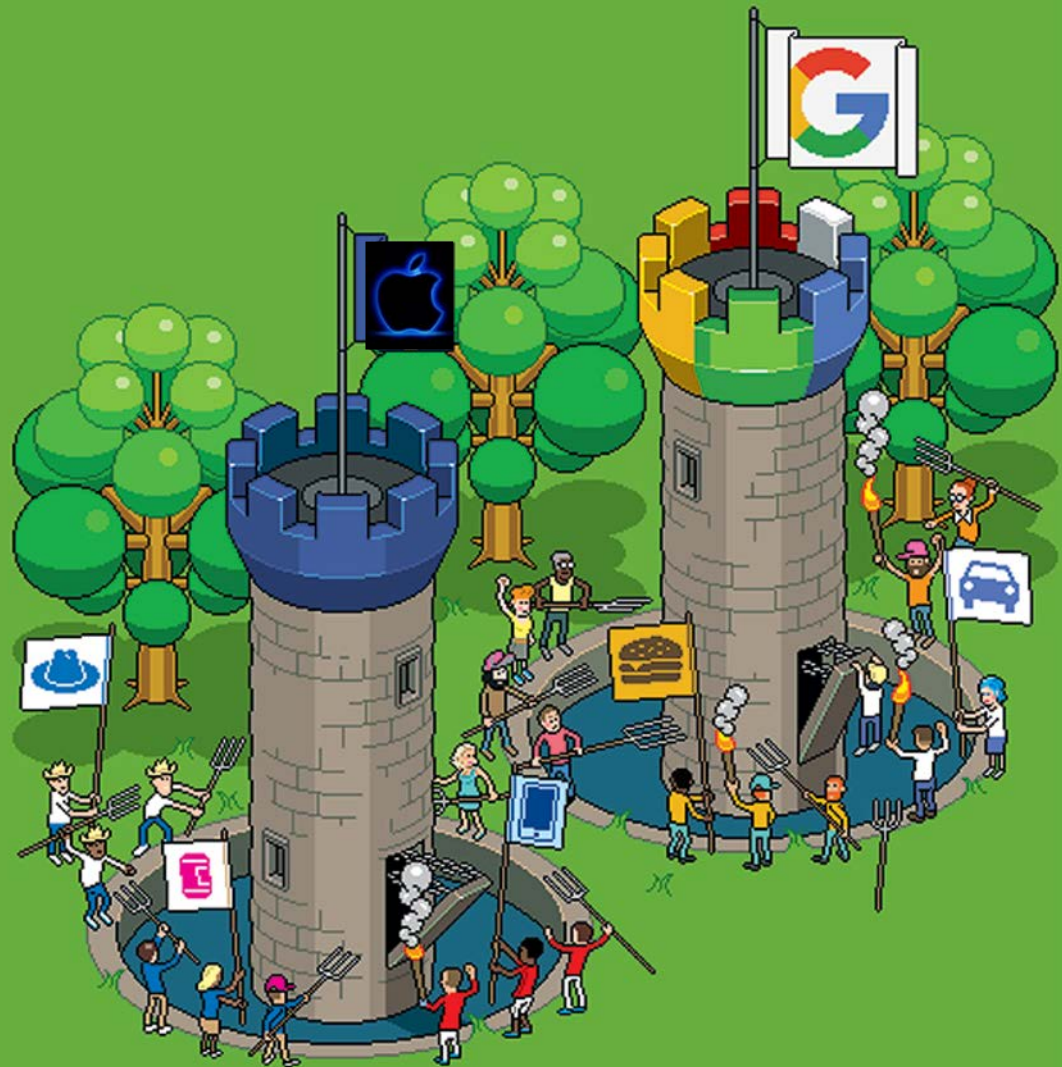
INDOOR





Publisher and ad tech
provider: **two converging
points of view**

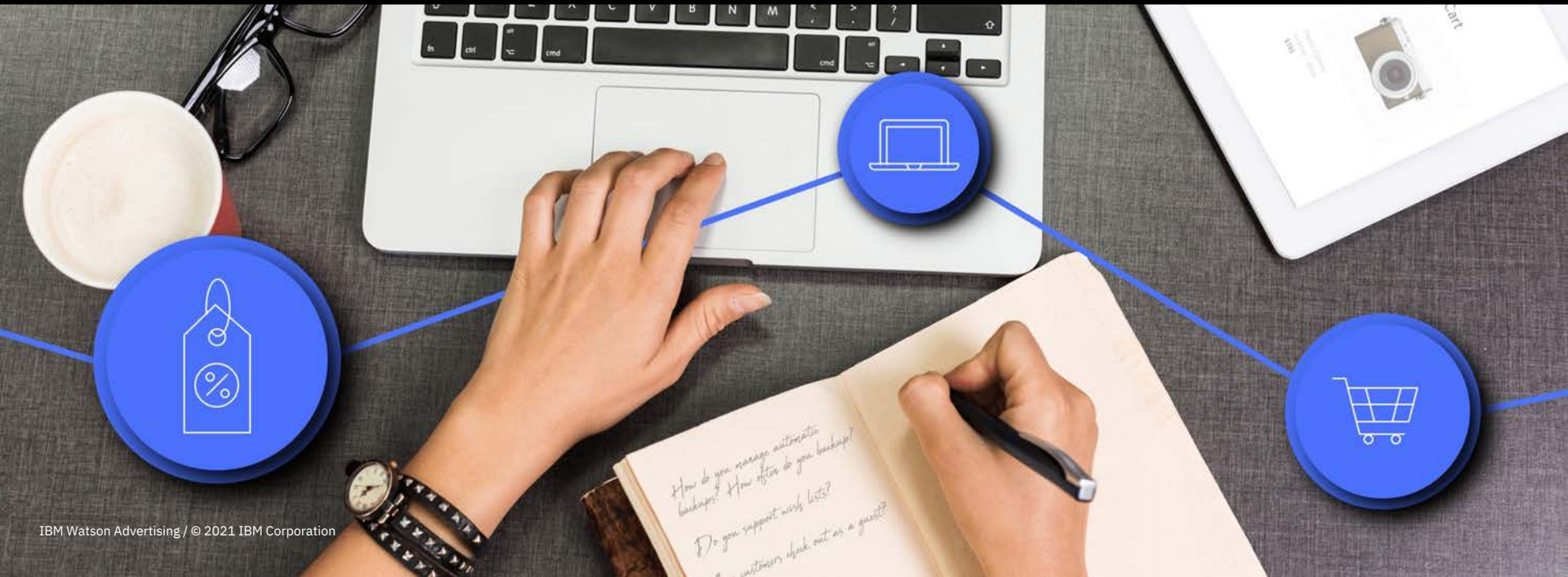
Media and marketing: an industry in disruption



AI Advertising



AI: helping brands succeed



Headwinds



Rapid shift to digital
and eCommerce

Drop in loyalty

Shifting
demographics & new
buyer needs

DTC competition

The Broad Scope of AI

Natural Language Processing

The ability for computers to understand text and spoken words in much the same way human beings can.

Computer Vision

Enables computers and systems to understand visual inputs from digital images, videos and take actions or make recommendations based on that information.

Machine Learning

Algorithms trained to uncover patterns and features in massive amounts of data in order to make decisions, learn those decisions and improve their prediction accuracy over time.

Neural Networks

A subset of Machine Learning that teaches a machine to understand and react the same way human brains process information.

Being there for consumers even when your product isn't



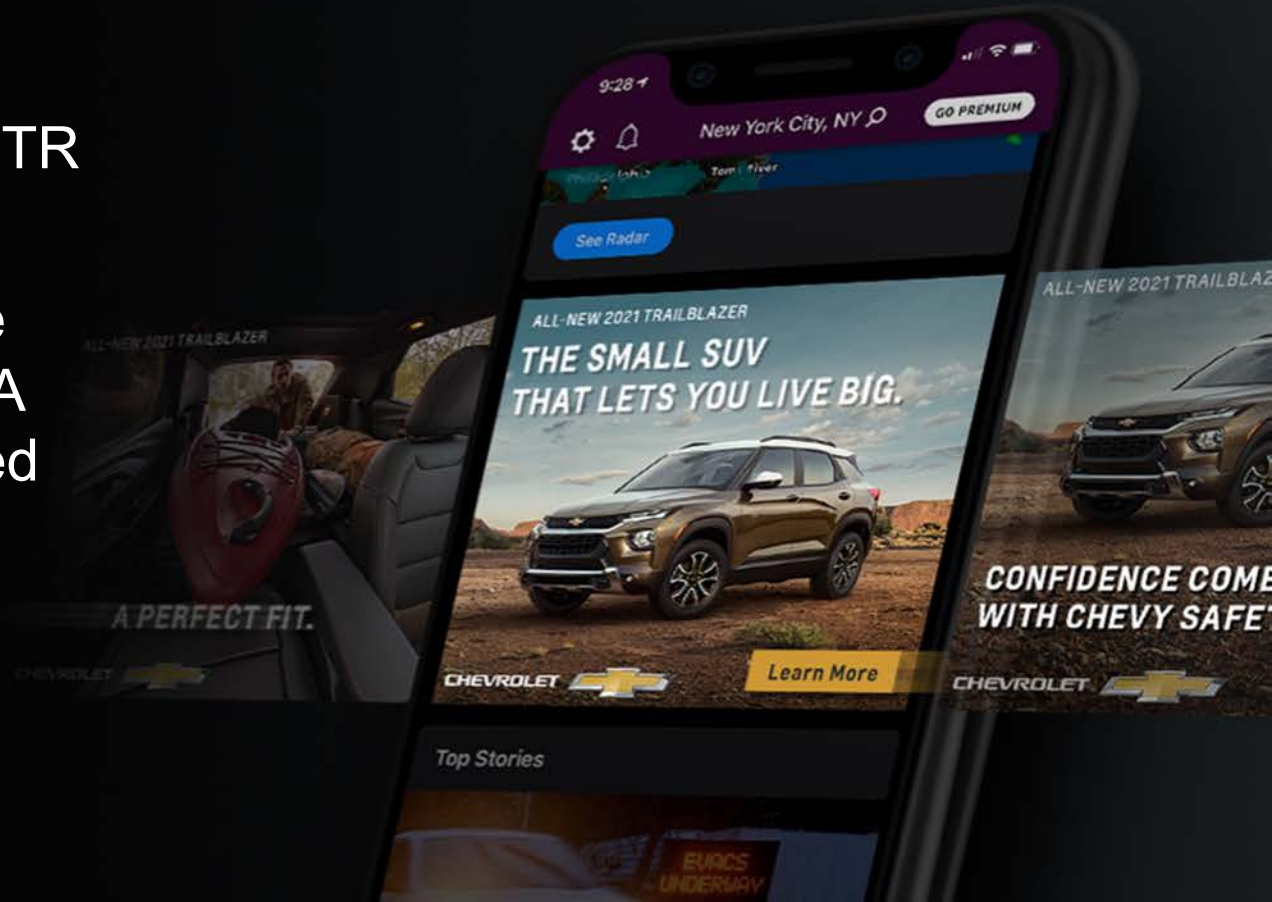
- Above benchmark time spent
- New email and newsletter signups
- 63% satisfied or very satisfied with experience



Predicting creative that will drive site visits



- +100% increase in CTR from start to finish
- Valuable insights like which headlines, CTA and images resonated best



Creating priceless and purpose-driven experiences



- 81 creative variations
- +54% campaign CTR vs. their benchmark
- Insights like “Start Something Priceless” top CTA

Go contactless
when you pay in-store or online at qualifying restaurants, transit, grocery & drug stores to help support cancer research*



Explore ›

Help support cancer research
when you Tap & Go at qualifying restaurants, transit, grocery & drug stores*



Start Something Priceless ›

*Online Mastercard transactions also apply.

Order C

from qualifying rest
grocery & drug stores
cancer rese



Learn

*Contactless Mastercard transactions also

Top Stories

Weather + Watson = Predictive targeting



Leading soup brand: Heating up new opportunities

- Increase in sales lift vs. control
- Reduction in media waste
- Uncovered off season opportunity to capture spend



Getting started with AI: Key steps you can take now

Educate
yourself and
your team

Audit your
exposure
and establish
a baseline

Evaluate
trustworthy
AI partners

Test and
learn with
new
solutions

Learn more

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Thank you