MMA FORUM VIETNAM
NOVEMBER 3, 2017 | HO CHI MINH, VIETNAM

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MOBILE MARKETING ASSOCIATION

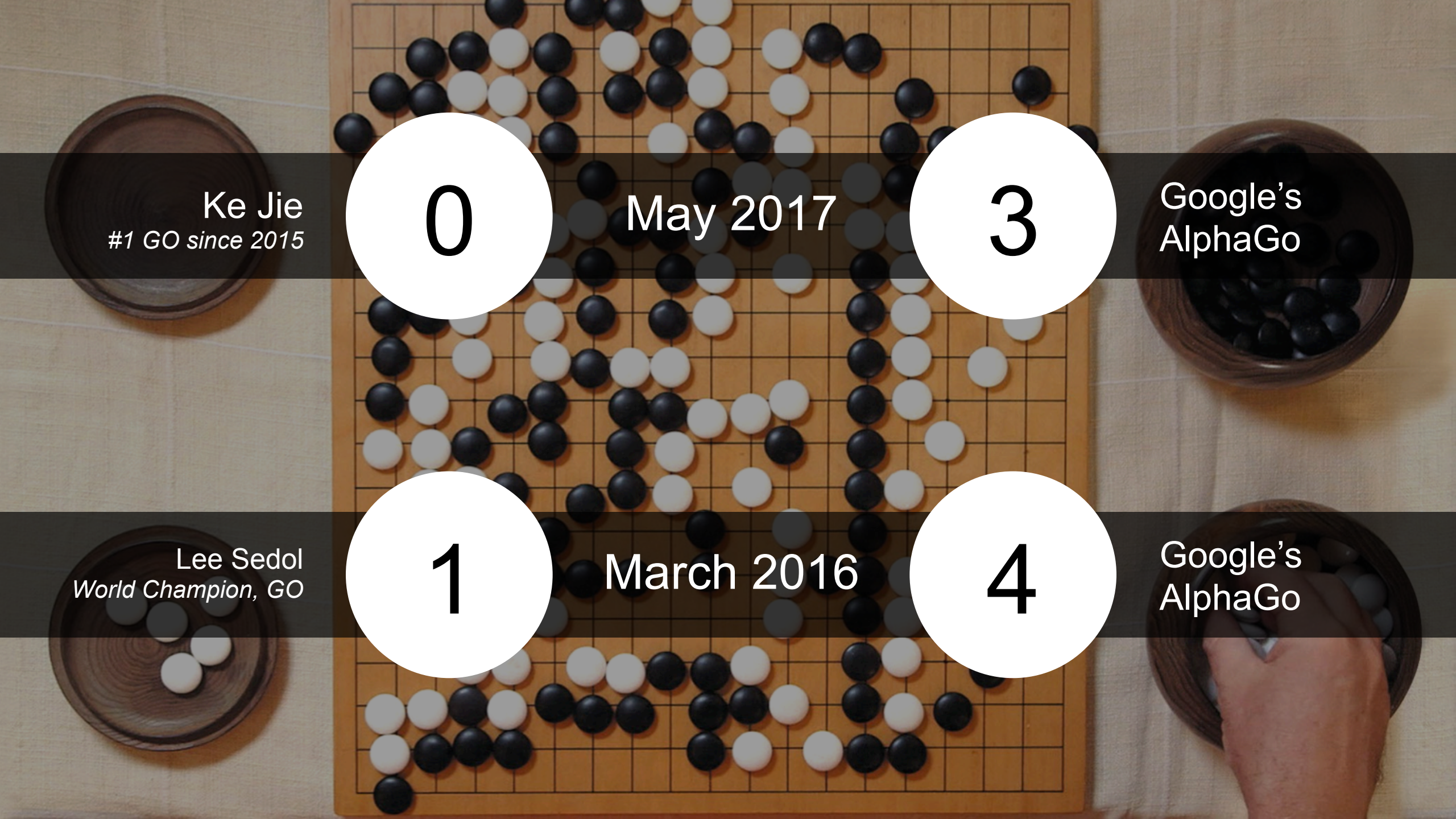
Smarter Marketing with Machine Learning

Nitin Gajria

Country Manager

Vietnam, Cambodia, Laos

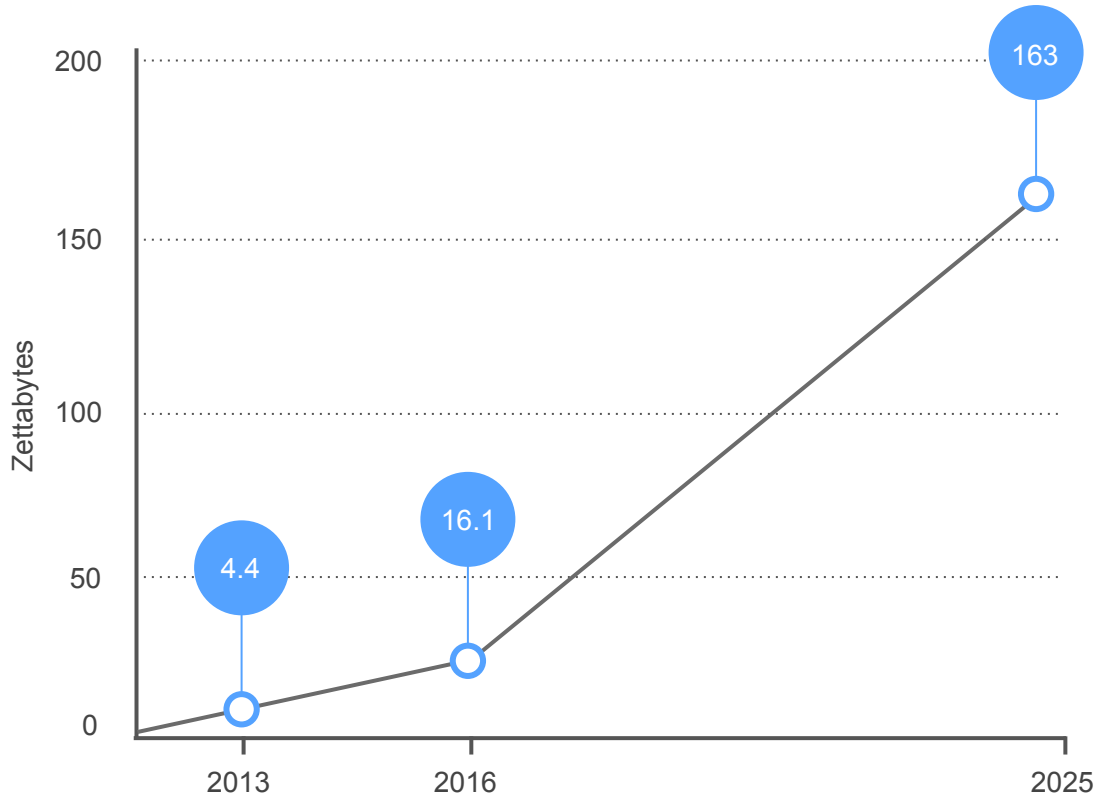



Ke Jie
#1 GO since 2015
0
May 2017
3
Google's AlphaGo
Lee Sedol
World Champion, GO
1
March 2016
4
Google's AlphaGo

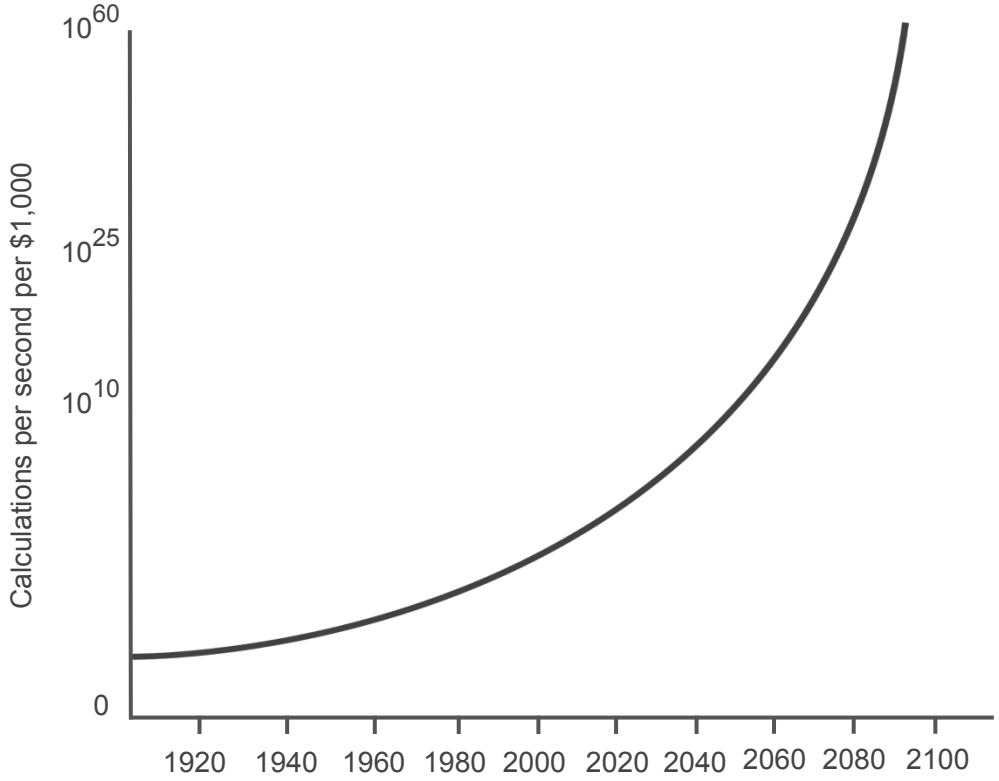
New Frontiers Made Possible With Machine Learning

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Volume of Data



Computing Power



Source: "The age of analytics: Competing in a data-driven world" from the McKinsey Quarterly, Dec 2016
& "Revolutionary change demands speed and agility in the asset management industry" from KPMG, Jan 2017

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What is Machine Learning

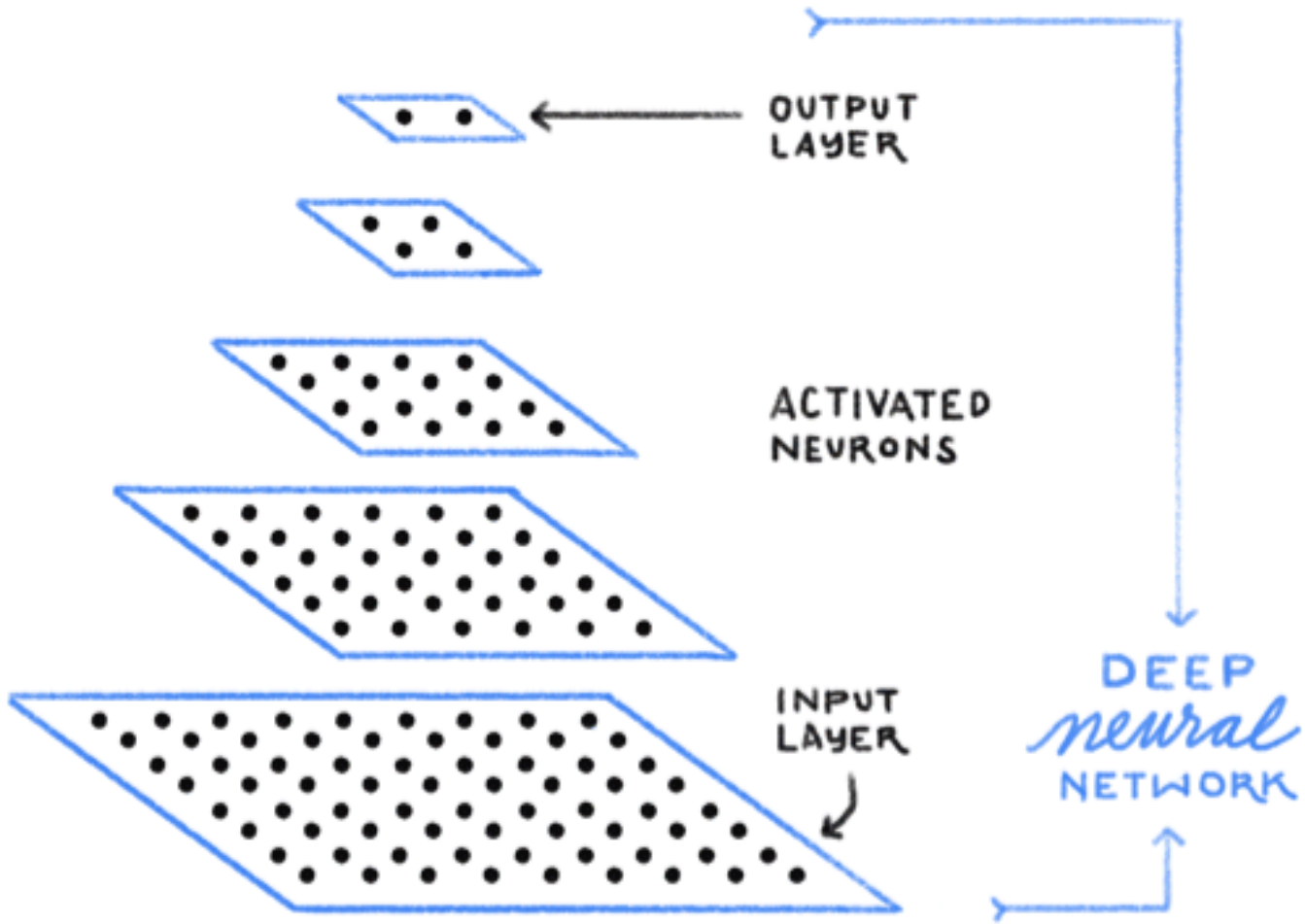
"Machine Learning is the science of getting computers to act WITHOUT being explicitly programmed"

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IS THIS A
CAT or DOG?



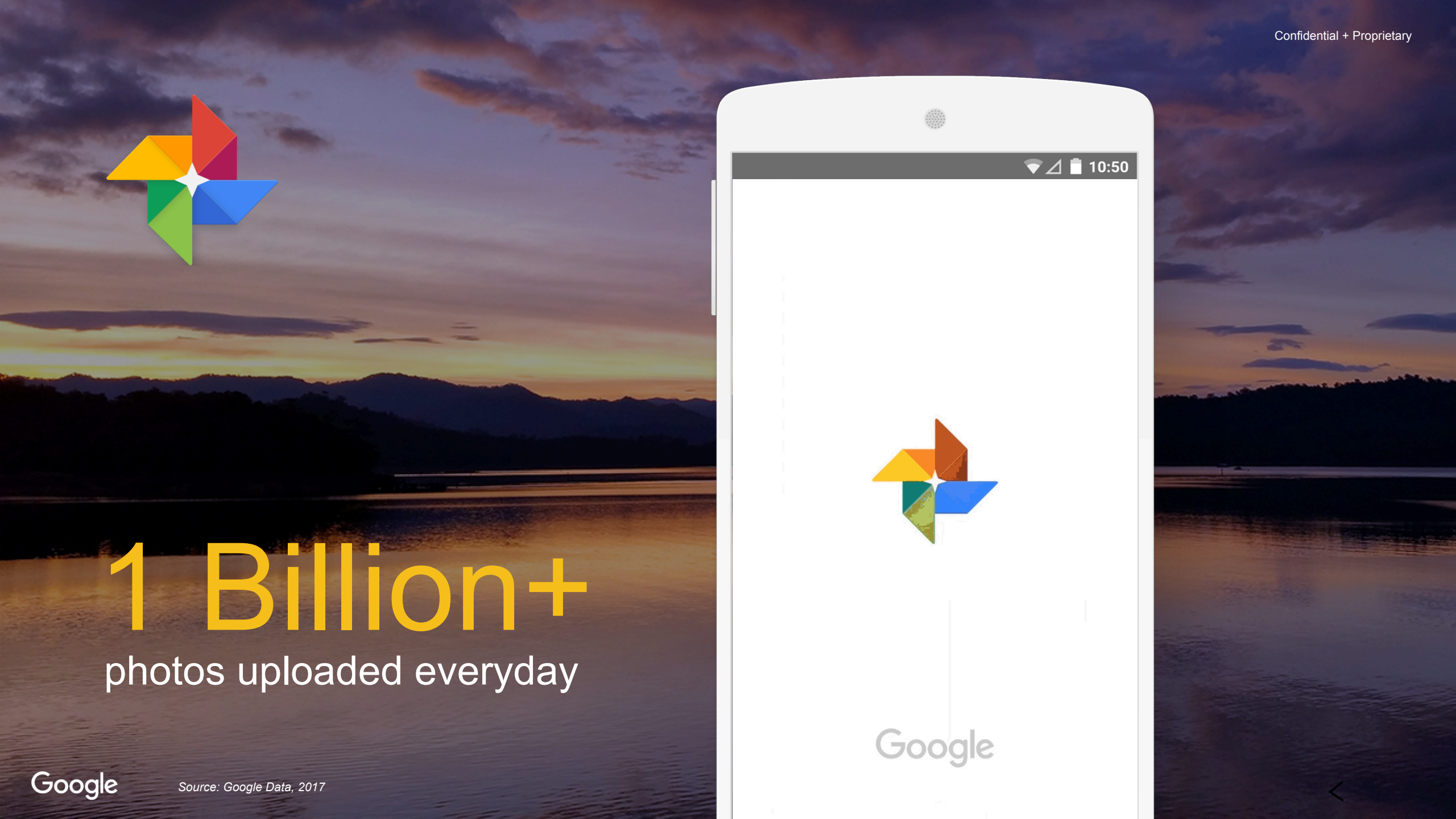


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Google Translate



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1 Billion+

photos uploaded everyday

Google

Source: Google Data, 2017

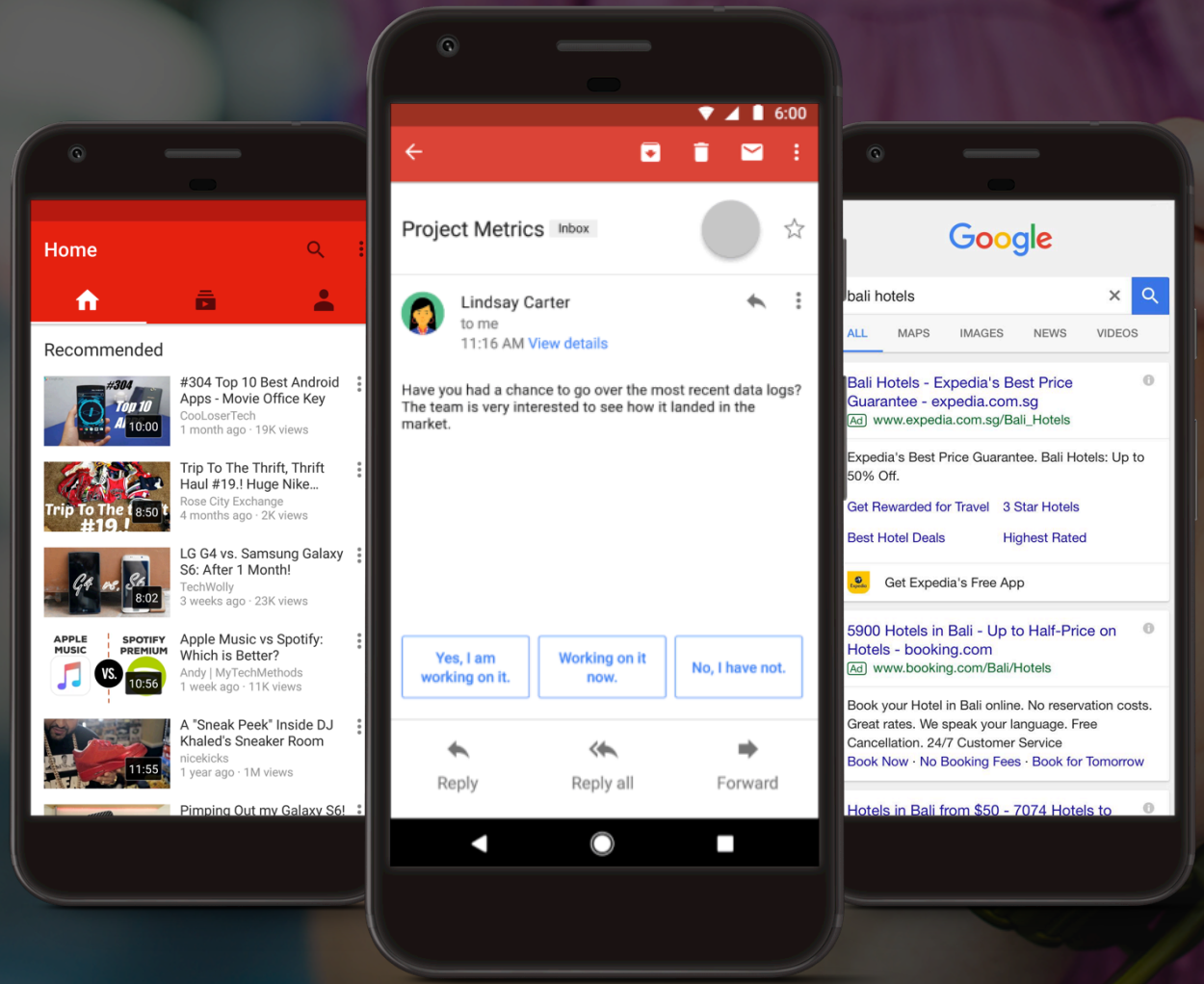

A MESSY WORLD



> “Machine learning is a core, transformative way by which we’re rethinking how we’re doing *everything*.”

Sundar Pichai - CEO of Google Inc.

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Source: Google/Ipsos, "Micro-moments in Indonesia - Passive Tracking Study", 2016, Indonesia, n= 31 intenders for domestic/ international travel who were active on mobile

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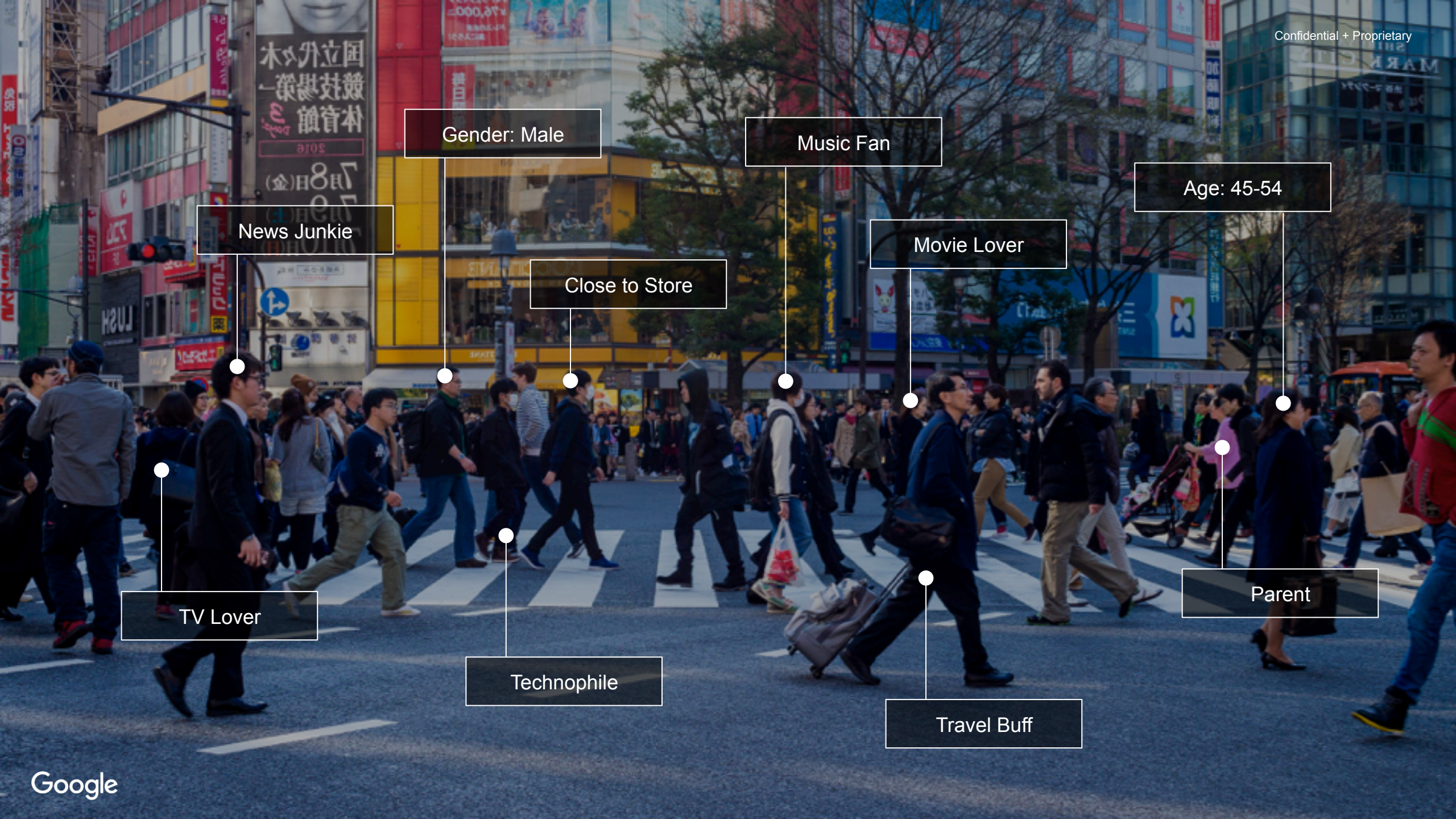
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Benefits of Machine Learning in digital advertising



Scale



Speed



Efficiency

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Create Search Ad

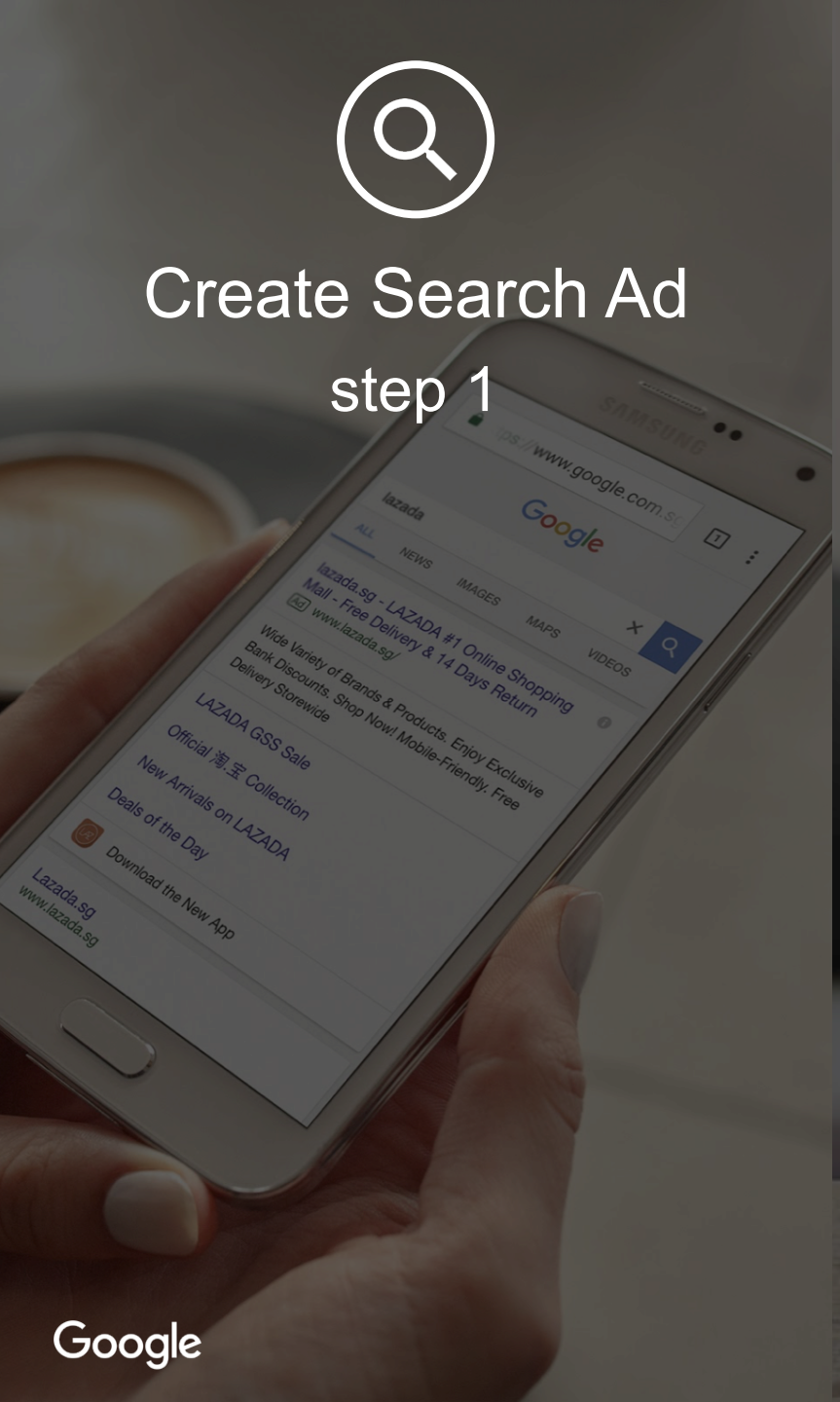
step 1

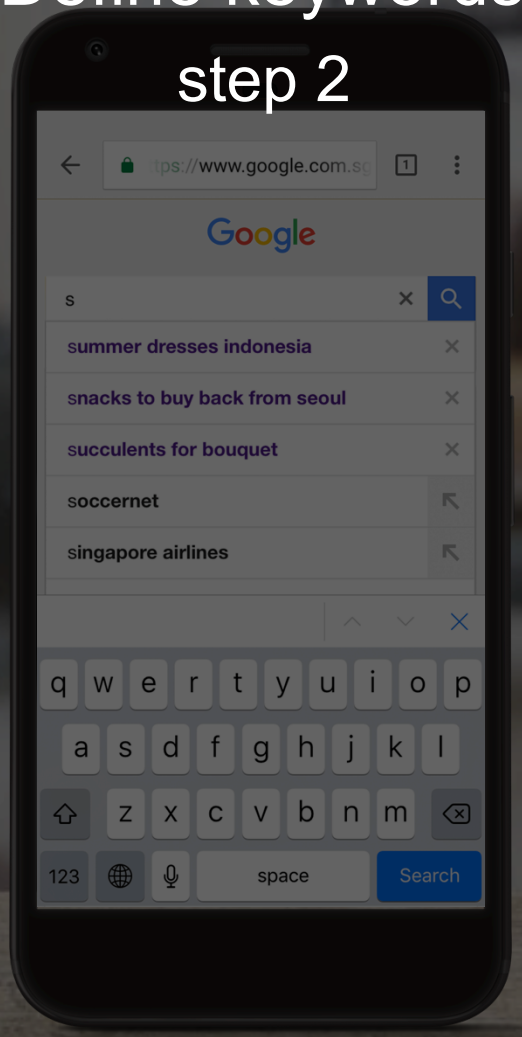
Define keywords

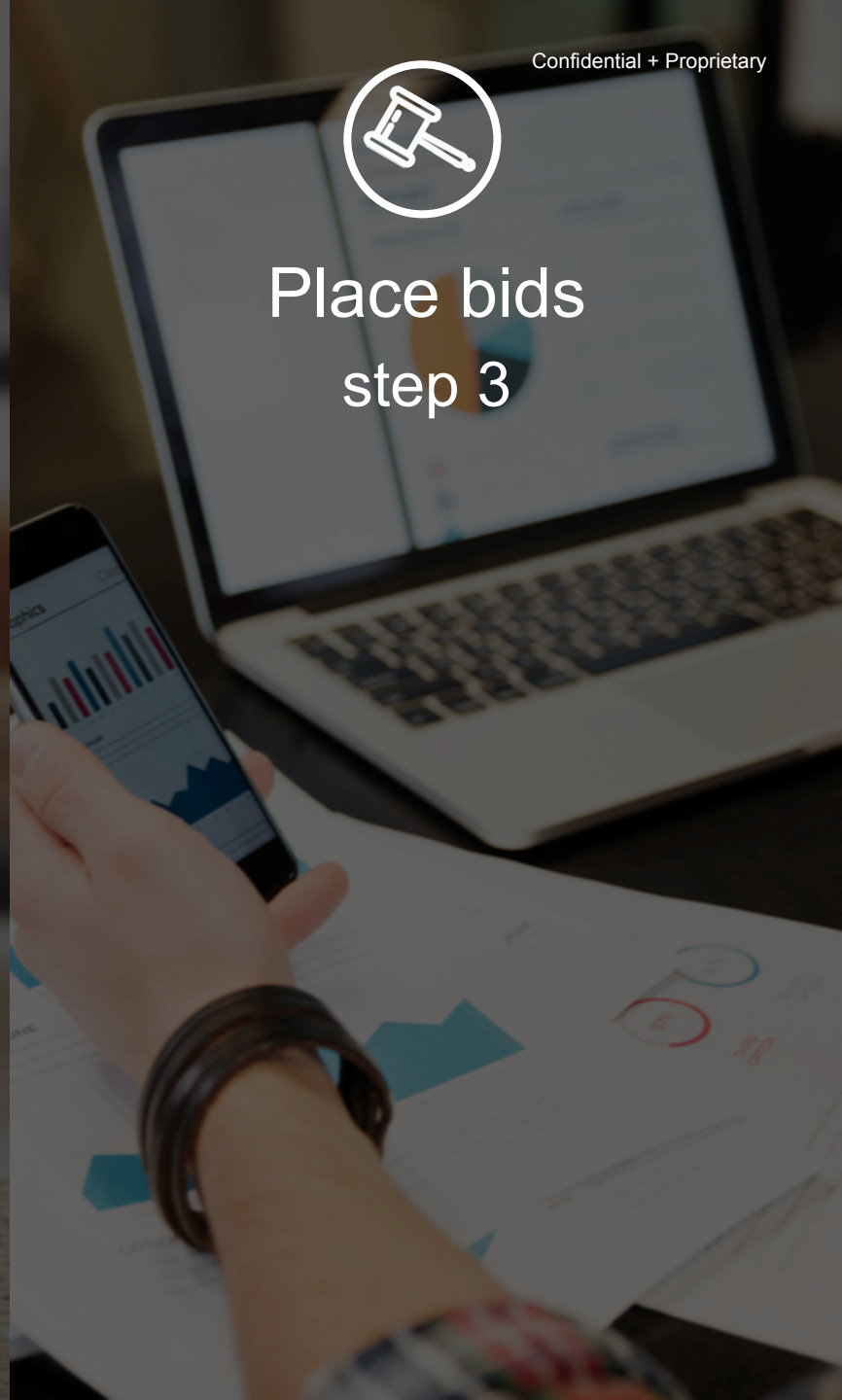
step 2

Place bids

step 3







Google

Scale

Create Search Ad

FROM	TO
Standardized ads	Personalized ads at scale to drive better performance
	5-10% increase in conversion at stable ROI



Speed



Define keywords

FROM

Manually define list of keywords

Hours spent on defining & maintaining keywords

TO

No keywords needed. Let Machine Learning define keywords by crawling website

0 Time spent on defining keywords

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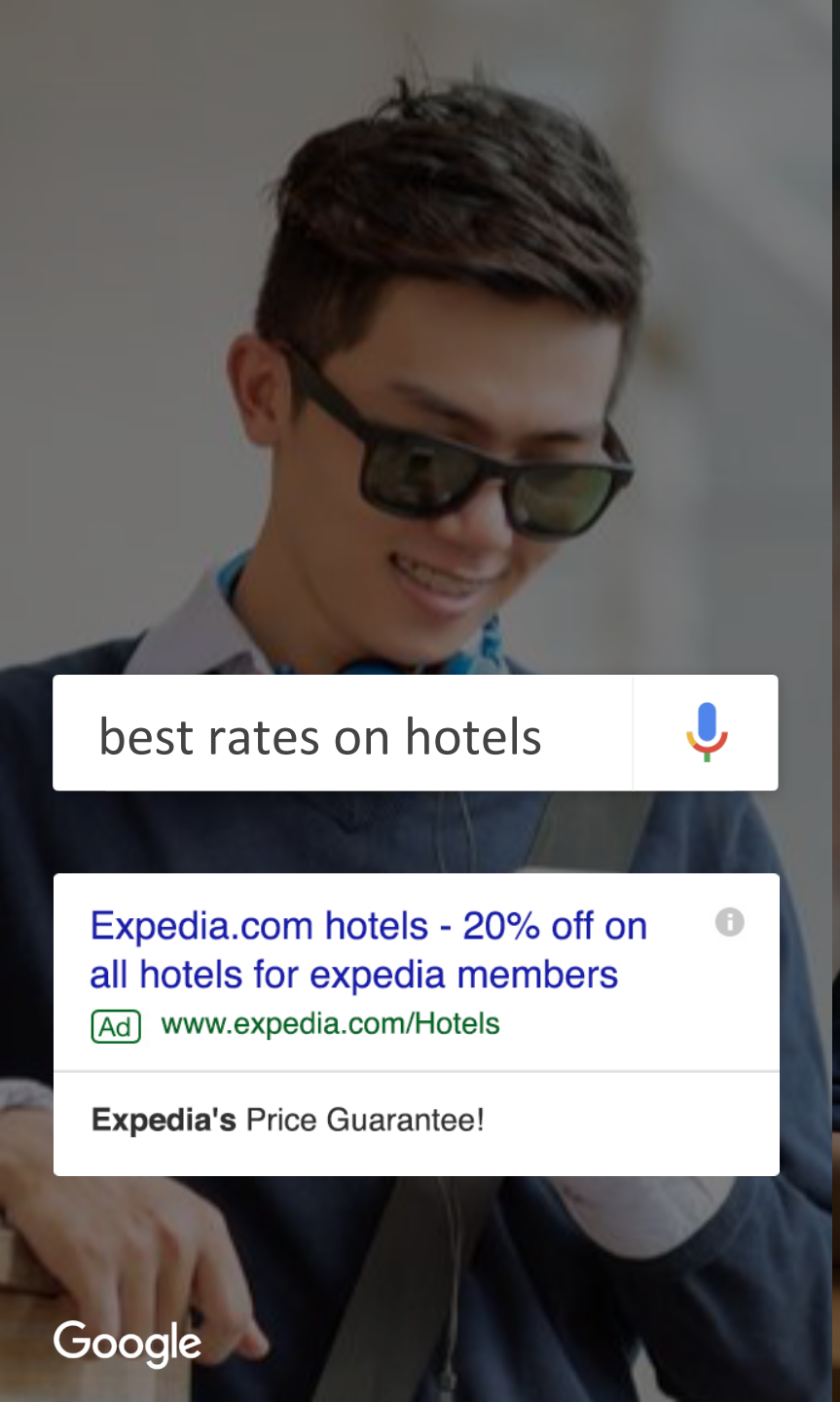
Efficiency



Place Bids

FROM	TO
Specify bids for each keyword	Automated bidding taking into account the millions of signals to reach the most valuable customers

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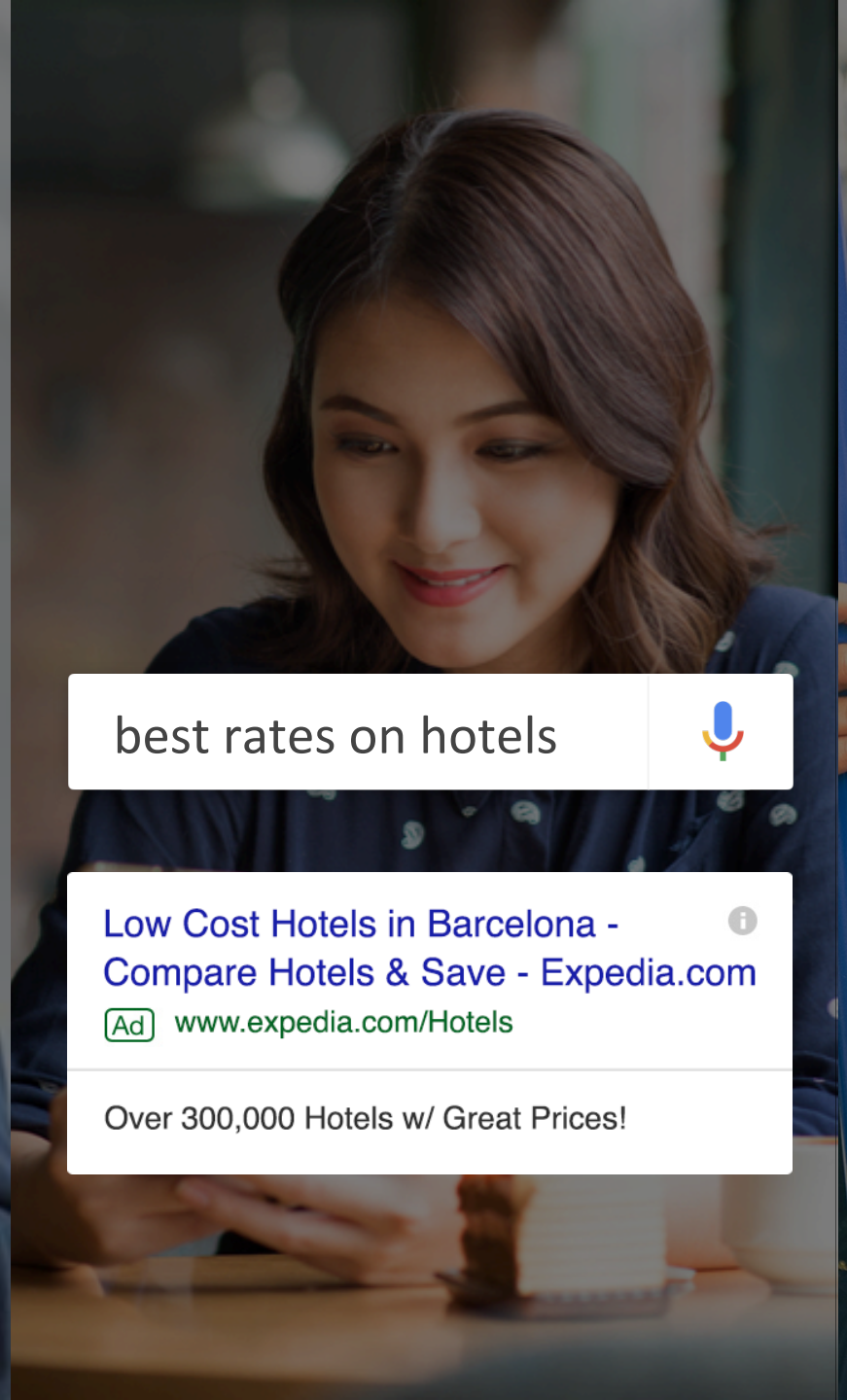


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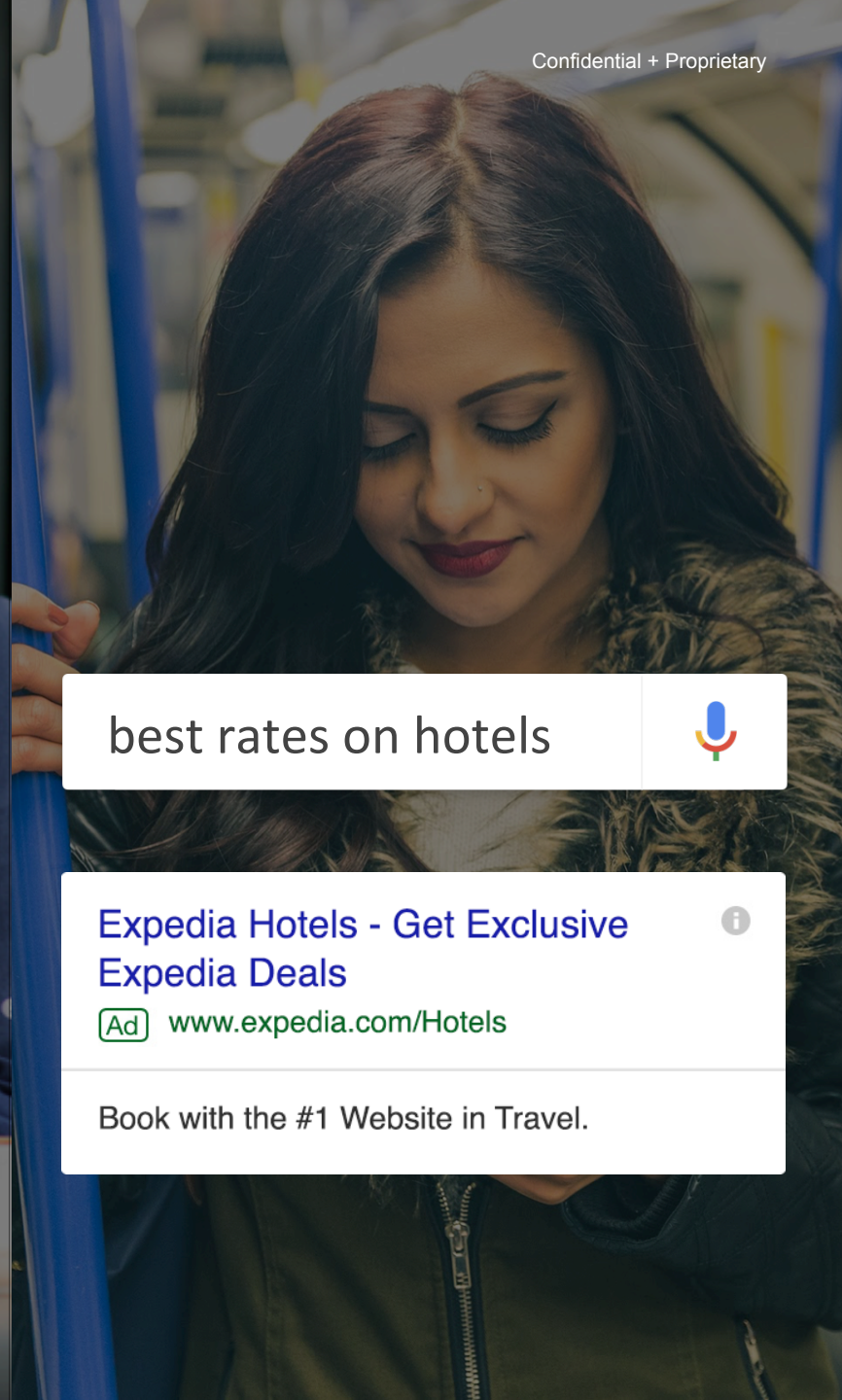


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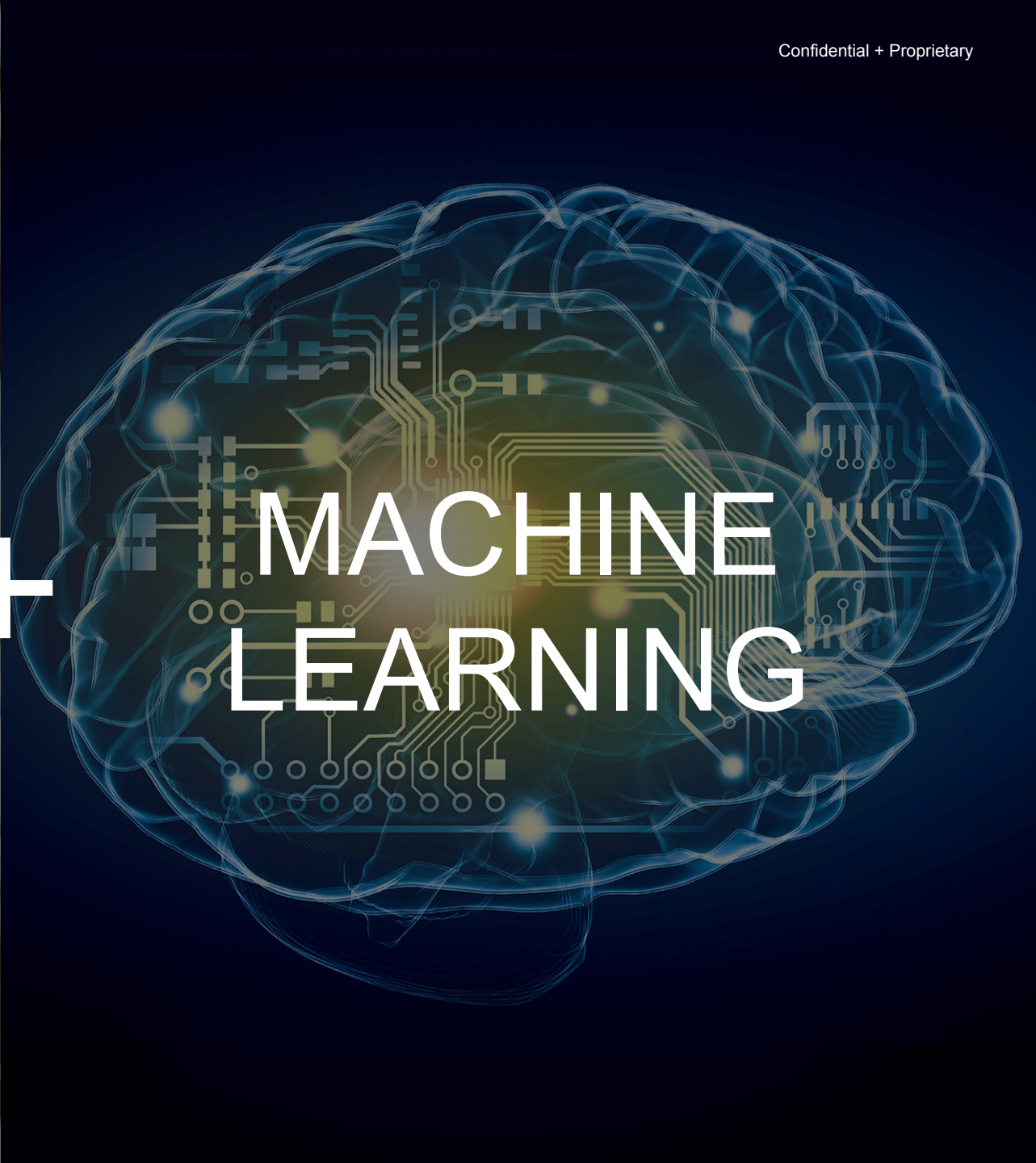
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CONSUMER DATA

+

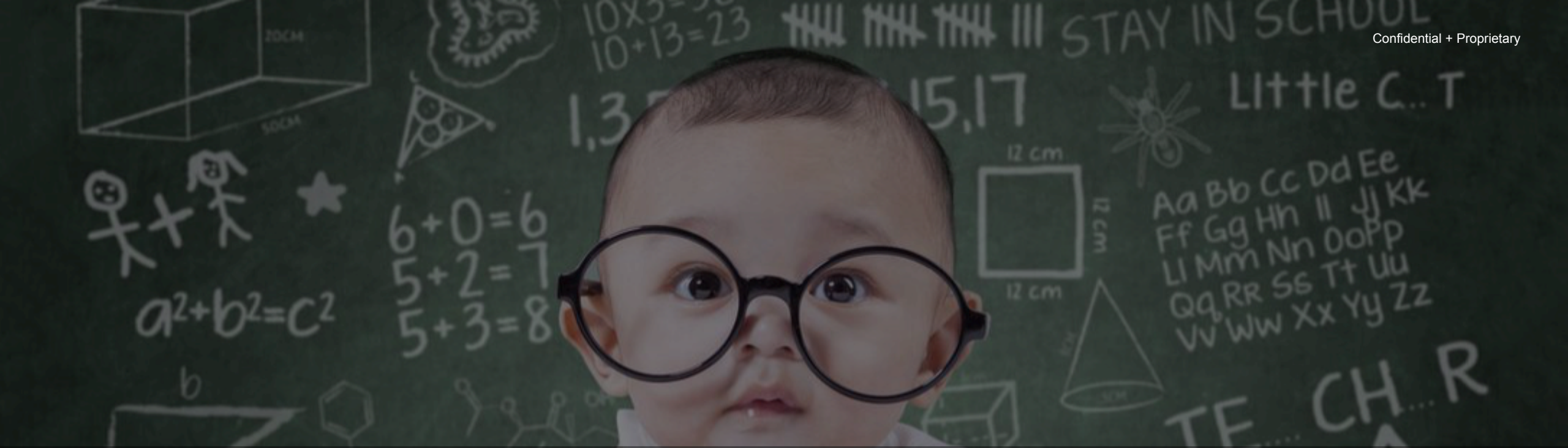


MACHINE LEARNING

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UBER

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Smarter Marketing with Machine Learning

Consolidate data to make smarter decisions about your consumers

Evaluate which applications of machine learning are relevant for you

Act now

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THANK YOU

