
Welcome to the
Cognitive Era
IBM Watson Advertising

We Have Just Entered the 3rd Era of Computing

(Welcome! Please make yourself at home.)

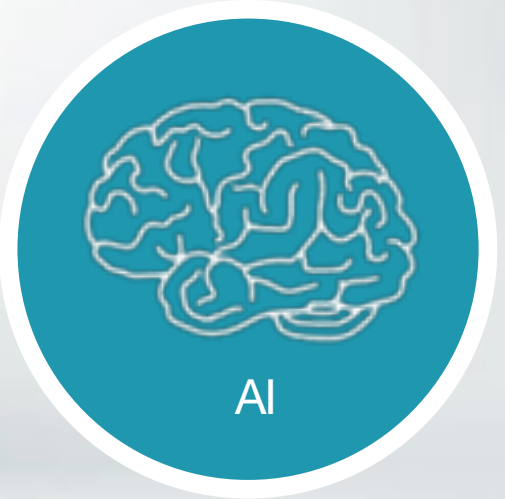
1D



2D



3D





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UNDERSTAND
Text, Image, Audio.
IBM Watson Advertising



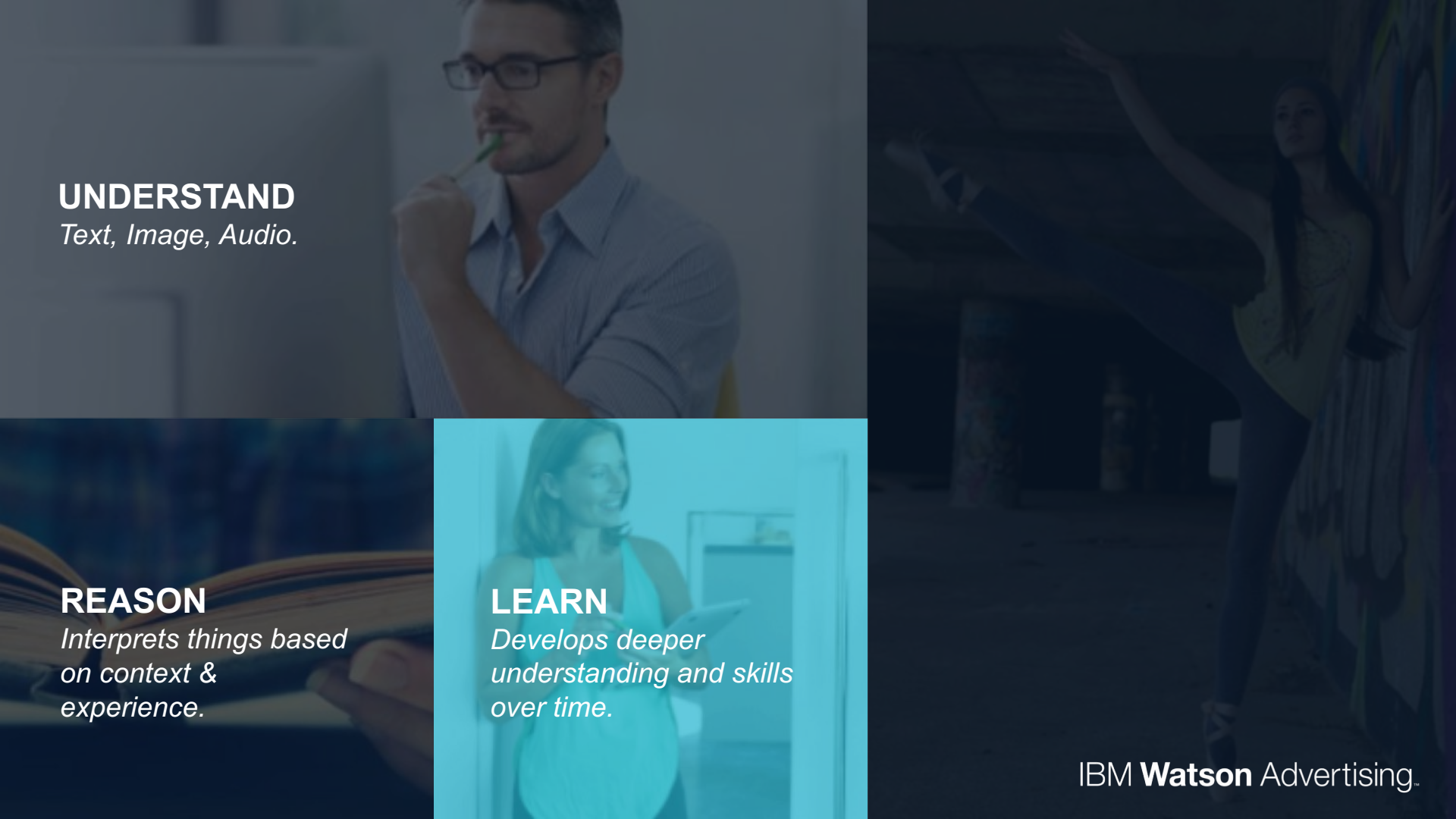
UNDERSTAND

Text, Image, Audio.

REASON

Interprets things based on context & experience.

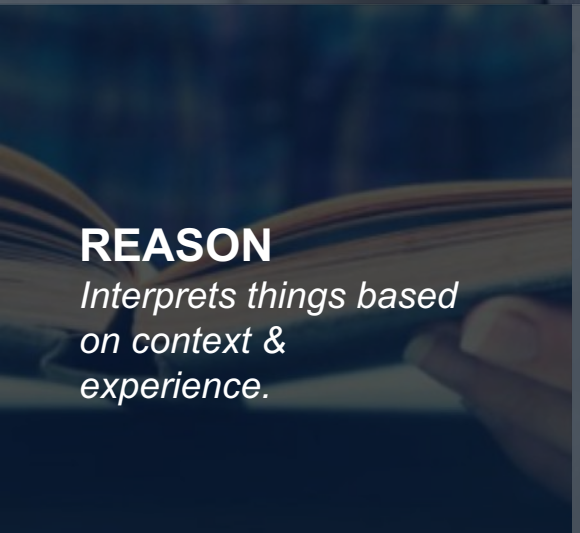
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Interprets things based on context & experience.
LEARN
Develops deeper understanding and skills over time.
IBM Watson Advertising



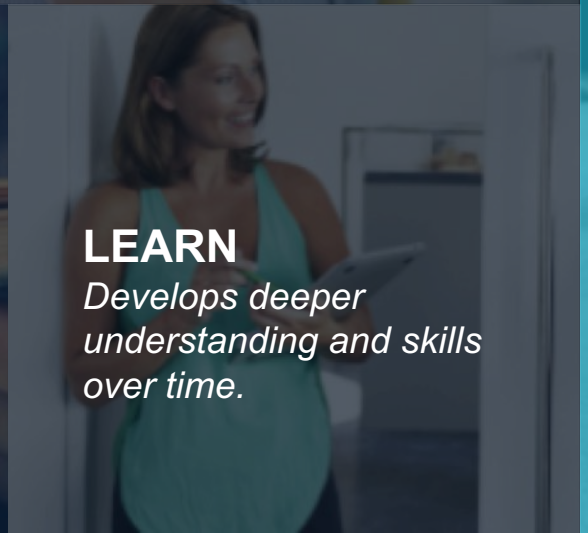
UNDERSTAND

Text, Image, Audio.



REASON

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LEARN

Develops deeper understanding and skills over time.



INTERACT

Uses natural language processing to engage.

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APIs



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Discovery

Unlock hidden value to find answers, monitor trends, and surface patterns



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Discovery

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Conversation

Quickly build and deploy chatbots and virtual agents across various channels



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Tone Analyzer

Understand emotions, social tendencies and perceived writing style

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Personality Insights

Predict personality characteristics, needs and values through written text

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Marketers need AI to survive



Overwhelming data



Personalization without intrusion



Relevancy

Source: KPMG - Managing beyond omnichannel

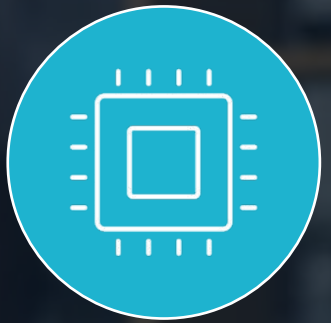
The environment is ripe for huge leaps in artificial intelligence



Massive amounts of data



Near-infinite storage



Faster, cheaper processors

AI is more than a Buzzword

Influencing sales



3 in 4 organizations implementing AI **increase sales of products & services by >10%**

Engaging the customer



75% of organizations using AI **enhance customer satisfaction by >10%**

Boosting Operation



78% of organizations implementing AI **increase operational efficiency by >10%**

Generating Insights



79% of organizations implementing AI **generate new insights and better analysis**

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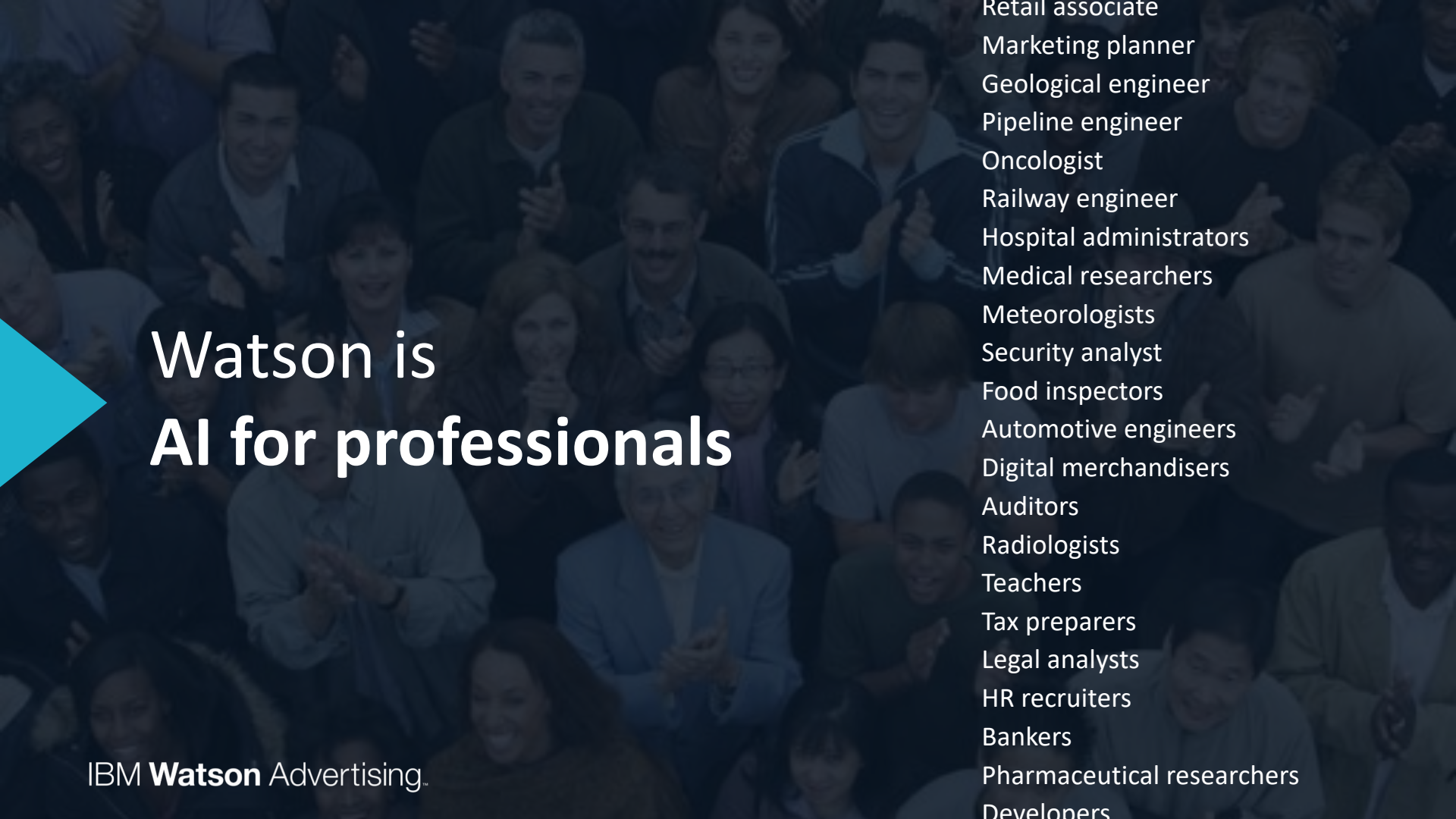


AI has the power to bring key transformations to marketers

Productivity • Campaign Analytics • Digital Asset Management • Business Insights Across Data & Systems • Lead Scoring • Hyper-personalization of content • Dynamic landing pages • Delivering the right message on the right channel at the right time • Hyper-personalized product recommendations • Programmatic advertising & media buying • Predictive journeys • Hyper-personalization at scale • Customer segmentation/Lookalike modeling • Sentiment analysis

Source: https://digiday.com/marketing/state-ai-marketing-5-charts/

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Watson is **AI for professionals**

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Retail associate
Marketing planner
Geological engineer
Pipeline engineer
Oncologist
Railway engineer
Hospital administrators
Medical researchers
Meteorologists
Security analyst
Food inspectors
Automotive engineers
Digital merchandisers
Auditors
Radiologists
Teachers
Tax preparers
Legal analysts
HR recruiters
Bankers
Pharmaceutical researchers
Developers



H&R BLOCK

Transforming tax prep

IBM **Watson** Advertising


macy's
Personalizing shopping
IBM Watson Advertising

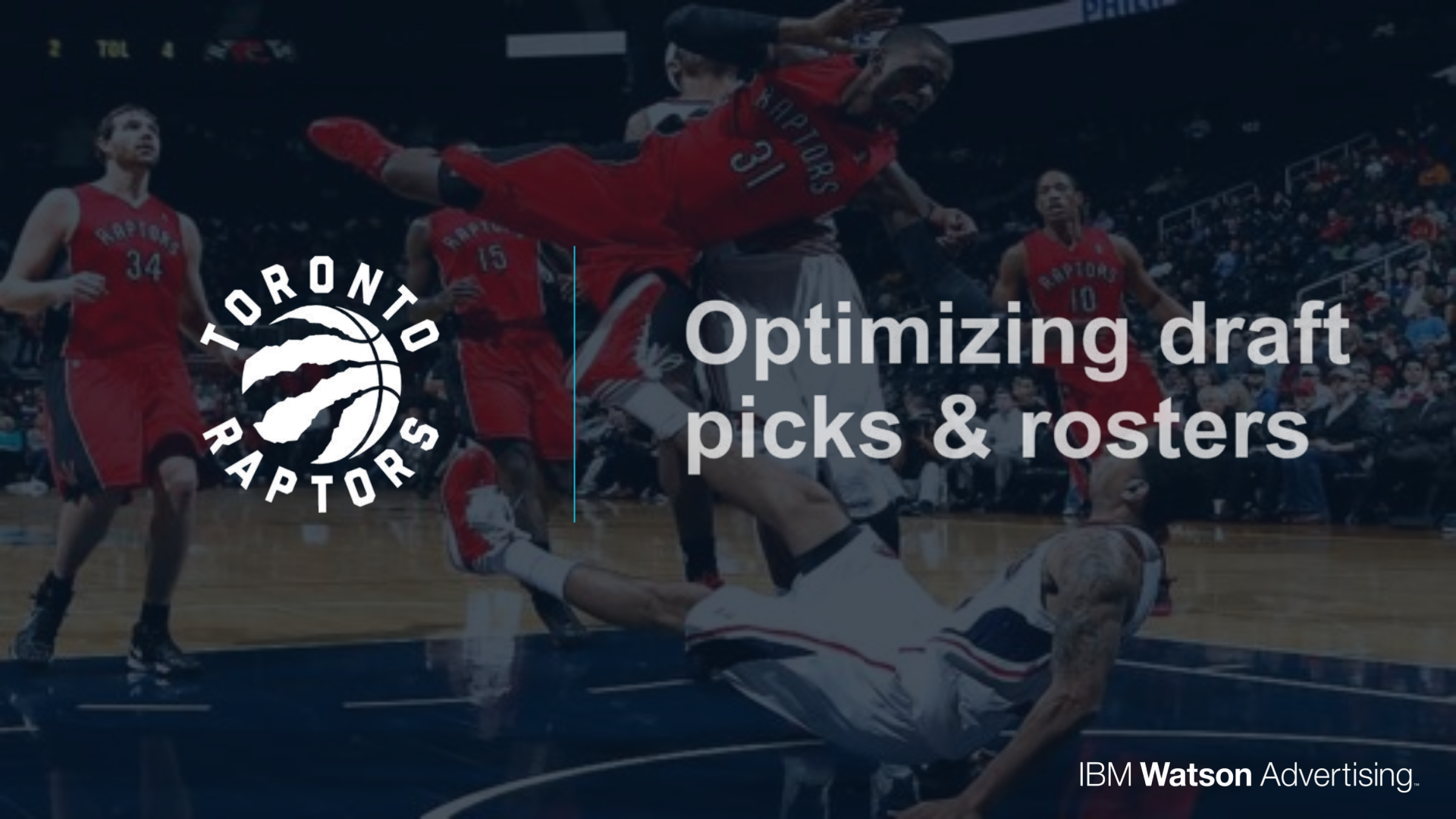

DAYBREAKER
Powering parties
IBM Watson Advertising


MARCHESA
Forwarding fashion
IBM Watson Advertising


Quest Diagnostics™
Personalizing cancer care
IBM Watson Advertising


talkspace
Matching therapists with patients
IBM Watson Advertising


E.&J. Gallo Winery
Turning water into wine
IBM Watson Advertising


TORONTO
RAPTORS
Optimizing draft
picks & rosters
IBM Watson Advertising


US OPEN
Detecting key highlights
IBM Watson Advertising

AI's Value

TO THE CMO:

Improved customer experience and financial results (increased yields as well as the ability to confidently identify marketing ROI)

TO THE SALES LEADER:

Achieving a 360 degree understanding of customers that can help predict customer needs and improve prospecting, lead strategy and customer service and experience

Source: IBM Institute for Business Value survey of 525 CMOs and 389 heads of sales from companies located in Africa, Asia Pacific, Europe, the Middle East, North America and South America.



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Key challenges to AI aspirations

AMONG CMOS



Lack of technology needed to implement



Not enough of the required skills and expertise



Challenges with data governance and data sharing policies

AMONG SALES LEADERS



Lack of executive support



Organizational culture may not be a good fit



Mixed emotions over change AI will bring

Source: IBM Institute for Business Value survey of 525 CMOs and 389 heads of sales from companies located in Africa, Asia Pacific, Europe, the Middle East, North America and South America.

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Getting AI ready

1 Establish the technology and data underpinnings:

- Cloud capabilities: Get a cloud based solution to allow for modular & scalable data storage.
- Data capture and management: Ensure access to multiple types of meaningful data sources - both structured and unstructured (types of data: market data, social media data, real-time events data, mobile application data, still images/videos, customer-generated data, sensors and actuators)

2 Focus on People

Leadership: To derive meaning from the complexity of data that is housed across the enterprise, companies need C-level ownership of this vision and the strategies and empowerment to implement the necessary changes for their businesses.

3 Create a culture for cognitive solutions

- Collaboration: Data connections across enterprise must be established in order to fully reap benefits
- Innovation: New ideas will be sparked with the cross-pollination of information. Cultures must allow for an agile “learn fast and fail fast” approach

Source: IBM Institute for Business Value survey of 525 CMOs and 389 heads of sales from companies located in Africa, Asia Pacific, Europe, the Middle East, North America and South America

Are you AI ready?



*How are you currently **harnessing the power** of structured and unstructured data to improve your customer experience?*



*Can you **access relevant insights** to make real-time marketing and sales decisions, or are you unable to respond quickly because you have to analyze multiple information sources?*



*To what extent are you **relying on data scientists** to surface actionable insights from your marketing and sales data, and how are you scaling their skills to meet your needs?*



*What steps are needed to **build a cognitive coalition** across your C-suite and line-of-business (LOB) executives so that your cognitive solution can be a catalyst for creativity and innovation?*



*If you could **enhance just one** marketing or sales capability with cognitive/AI, what would it be?*

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Welcome to the Cognitive Era.

Let’s get started.



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