

STRATEGIC  
SPOTLIGHT

# Making Artificial Intelligence Work for You

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# ARTIFICIAL INTELLIGENCE

## The New, Age-Old Tech

**A widely recognized buzzword, Artificial Intelligence (AI) is still a developing and, in most case, misunderstood technology.**

With everyone from smartphone manufacturers to the human scientists in HBO's Westworld touting AI capability and expertise, it's easy to get confused on what is and is not AI. Despite the overabundance of AI "offerings", it is accurate to say that AI is already embedded into our everyday lives. As it continues to rapidly evolve, brands and marketers should pay attention to industry best practices to understand the ways AI, as well as its vital counterparts Machine Learning (ML) and Deep Learning (DL), can be harnessed to grow and future-proof your business.

In this Strategic Spotlight, we explore what AI is, what makes it tick, how it can be leveraged and what to watch out for as you explore ways to harness for brand growth.



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# WHY AI IS THE FUTURE

## What's Old Is New Again

**Despite its still emerging place in the world, there are already plenty of customer-facing AI use cases.**

AI has been around for decades. However, thanks to the wider availability of advanced processing technology, the increase in cloud storage and the exponential growth of new data streams, AI has become more powerful and popular than ever.

From chatbots to predictive typing, companies have already begun using AI to interact with customers in unique ways. As AI finds its foothold with customers, it's not hard to imagine a world where brands double down, paving the way for completely connected smart homes, self-driving cars and even autonomous machines.

But before that can happen, we need to better define what we are talking about.

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# BREAKING DOWN BUZZWORDS

## **ARTIFICIAL INTELLIGENCE<sup>1</sup>**

**ar-ti-fi-cial in-tel-li-gence / ärdə 'fiSHəl**

Human intelligence demonstrated by machines.

## **MACHINE LEARNING<sup>2</sup>**

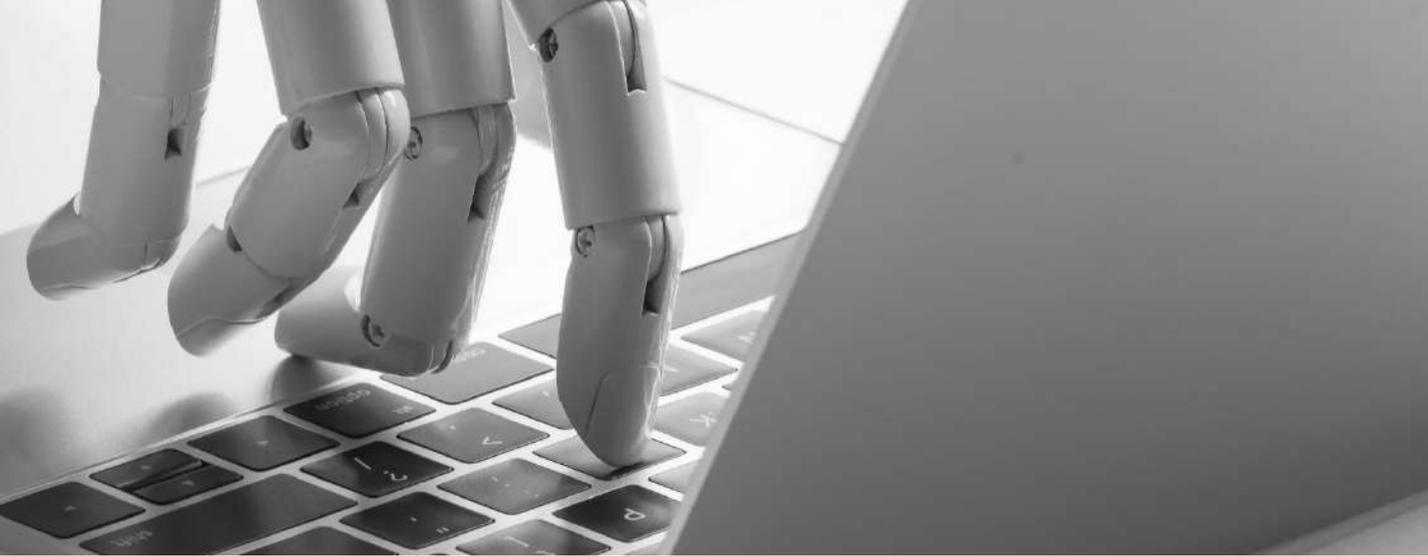
**ma-chine learn-ing / mə 'SHēn 'lärniNG**

Method of data analysis that, with minimal human intervention, allow artificial intelligence systems to learn how to make decisions, predictions and self-improvements by studying data and identifying data patterns.

## **DEEP LEARNING<sup>3</sup>**

**deep learn-ing / dēp 'lärniNG**

Method of image recognition that enables machines to learn data representations, allowing for capabilities such as computer vision, speech recognition and social network filtering, with various degrees of human supervision.



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## WHERE WE ARE TODAY

More space to grow

**Many AI systems in play today are considered Narrow AI, only able to do a few pre-defined tasks at the level of a human and unable to make decisions or learn without human assistance.**

We are at a time where nearly everything – technologies, platforms, tools, programs - are positioned as ‘built on’ or ‘powered by’ AI. Since AI can cover a broad range of use cases and applications, it’s often a catch-all to spark attention and summarize what is, in fact, a complicated science.

But don’t be confused. While ‘narrow’ in capability, the current offerings of AI is far from limited, and will only continue to grow in capability. The reality is that AI is already driving greater consumer engagement as it improves and enhances many of the everyday tools we use today.

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# AI POWERING OUR NEW ECOSYSTEM

## DIGITAL ADVERTISING

Allowing for more precise targeting via real-time data to drive higher performance and conversions



## VISUAL SEARCH

Matching a users query based on the intangibles such as color, style and design to increase accuracy and CTRs



## VOICE SEARCH

Expediting search capabilities and creating new seamless consumer behaviors driven by speed and convenience



## AI TECHNOLOGY

## CONTENT CREATION & CURATION

Harnessing predictive modeling for more intelligent recommendations (e.g. Netflix) or customize content that anticipates a consumers needs and interests



## CHAT BOTS

Driving operational efficiencies via a two-way conversation between human and machine



## AD PERSONALIZATION

Enabling deeper engagement via stronger creative personalization and dynamic creative optimization



## EMAIL MARKETING

Improving content relevancy based on real-time factors (e.g. location, device, weather) to optimize calls to action, send times, subject and overall messaging



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# BENEFITS TO MARKETERS

Mining data to get creative

**AI offers the ability to take on the heavy lifting of data aggregation and analytics, and allow for the prioritization of creativity for more impactful user experiences.**

What's not news is that humans are creating more data than ever before. As customers become more comfortable leaving a trail of personal data breadcrumbs and directly sharing their data with brands, AI and ML can be used to collect and mine this information for precision marketing and personalization.

Leaving the cumbersome, time-consuming task of data collection and analysis to AI enables greater bandwidth for human creativity. The increased available brain space is allowing marketers to think differently while engaging and assisting consumers in ways never before imagined.

This efficiently collected, analyzed and disseminated data gives brands the opportunity to understand their targets on a more intimate level, spotting opportunities to drive relevancy, connection and growth along the purchase journey.

**In 2018, 29%  
of marketers  
used AI. By  
comparison,  
20% of  
marketers  
used AI in  
2017.**

**- ZdNet<sup>5</sup>**

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# BEST PRACTICES: BORROWING FROM OTHER INDUSTRIES

While some brands are still figuring out AI's place in their world, others have already been using it as a way to interact with consumers.

## PUBLISHING

The Washington Post “employs” a robot reporter that has written nearly 850 short reports since 2017 using automated technology – limited to reporting on hard data and previously reported facts.

## STREAMING

The music streaming giant Spotify uses AI to provide listeners customized experiences and music choices based on remembered history and habits.

## AUTOMOTIVE

Nvidia teamed with Mercedes Benz to create an operating system that brings control of every computerized or regulated system in a vehicle under one program instead of spreading them amongst many different ones.

## MEDICINE

Johns Hopkins Hospital used DL to teach a machine how to diagnose pancreatic cancer early based on recognizing textural changes on the exterior of the pancreas.



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## WATCH-OUTS

### No Solution is Perfect

**Not a turn-key application by any means, AI implementation requires both time and money to ensure it plays by the rules and best serves the brand.**

**1**

#### **BE PREPARED TO INVEST**

Working to teach AI behavior norms is critical to natural, on-brand human interaction, and critical to making tools like chatbots lifelike while delivering what consumers need.

**2**

#### **NO 'SET IT & FORGET IT'**

AI needs training to play by a brand's rules. AI learns, but it needs instruction on how to behave. When an AI is allowed to learn unsupervised, things happen, like when Microsoft's chatbot learned how to be racist in less than 24 hours thanks to Twitter.

**3**

#### **ETHICAL UNDERSTANDING MUST BE TAUGHT**

Working through concerns like bias and prejudices, often data-driven, will take time and require companies to create their own detailed moral code to ensure complete ethical principle understanding. Reinforcement Learning (RL) is one way companies are rewarding AI that can self-correct.

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# THE ALGORITHMS ARE ALREADY HERE

## Pave the Way To Growth

**As with everything, AI solutions are not technology first.**

Marketers should not seek out problems that AI can fix but instead work to use it as a tool that can solve complex brand and consumer problems.

As AI is not a tangible tool, many marketers do not realize that they have been using versions of AI for years. In media, these algorithms are native to what we already do (e.g., audience segmentation), yet harnessing them at scale is where the growth opportunity exists to drive greater efficiencies and breakdown inter-team silos.

If not for the buzzword status associated with AI, many marketers would not feel the need to change the ways they utilize the long-utilized algorithms. Put simply, we are already on the path to innovation. Looking across your organization, you will glean insight into how everyone from your data scientists to your IT department are harnessing best practices to drive greater impact.

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# HOW TO MAKE THE FUTURE NOW

## 5 Things You Can Do Today

### **START SMALL:**

Brands should begin experimenting with AI now to allow themselves the room to grow alongside the tech's capabilities.

### **EXPERIMENT:**

Brands willing to push how machines and consumers interact will better prepare themselves to stand out.

### **INVEST:**

A chatbot that only assists in search functionality won't cut it soon. Brands need skin in the game to truly reap the benefits.

### **UTILIZE DATA:**

Brands that allow data to inform their marketing strategies will begin to set the stage for creative-focused DL- capabilities.

### **MONITOR:**

Brands must keep an eye on their AI to ensure it plays by their rules and learns in line with their brand standards.



SOURCES:

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2. SAS Insights (2018). [“Machine Learning.”](#)
3. Wikipedia (2019). [“Deep Learning.”](#)
4. eMarketer (2016). [“How AI Can Empower Ad Personalization.”](#)
5. zdNet (2018). [“Survey: AI use grows among marketers, in spite of privacy concerns.”](#)

**MORE INFORMATION:**

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