Künstliche Intelligenz: Wer arbeitet wirklich damit? Wo Unternehmen KI im Marketing bereits erfolgreich einsetzen

München, 25. Oktober 2019
How and where can AI be applied to unleash Marketing superpower?
Where AI can help …

- Analyzing data that human beings are not able to handle and correlate
- Detecting pattern in huge sets of data
- Predicting future events
- **AND MOSTIMPORTANT:** automating decisions
AI needs data
Lots of data
The more the better
BrandMaker is the enterprise-level MRM solution that turns marketing into a business-building powerhouse by letting marketing leaders get on top of their budgets, people workflows, campaigns, and marketplace performance.
We have so many assets and variations, it is hard to create synergies throughout the regions and avoid the re-creation of content. *How can we re-use content and avoid extensive duplication costs?*
Challenge

Consolidation of heterogeneous databases in order to distribute marketing material as efficiently as possible to all locations worldwide and the ZEISS sales companies.

Outcomes

- Fast and easy international distribution of marketing materials
- Increased efficiency in marketing and sales
- Cost savings of up to 50% in individual marketing processes (e.g. the creation of business cards)

Industry sector:
Optical and Optoelectronic

Employees:
29,309

Assets:
60,000 total assets in the system

User:
Approx. 10,000 active users worldwide (agencies, distributors, dealers)
USE CASE: AI-POWERED CONTENT DETECTION, TAGGING AND TRACING

Solution

- Automatic background tagging of uploaded assets via image recognition to increase search accuracy
- Metadata gets translated in all configured system languages
- Administrator is able to start bulk tagging of existing assets
- Possibility to include AI-based keywords in your search to achieve better search results
- Trace media asset usage on the internet

Outcomes

- **Save Money – Why?**
  Regional teams do not need to order new images at agencies because they could not identify images or used local keywords

- **Save Time – Why?**
  You can quickly find the right images without the need to search in different folders

- **Provide Intelligence – Why?**
  Give partners and regional teams information about how images can be used in a best way

Recognizes different language in search and automatically translate it
AI-based image tagging – Media Pool

Automatic keywords: AI-based image tagging (automatic keywords) can be included in a text search for better search results.
SMILE! OUR AI WILL TAKE A PICTURE OF YOUR FACE AND WILL KNOW EXACTLY WHAT YOU WOULD LIKE FOR DINNER TONIGHT.
AI Web Tracing - Media Pool

AI image search: AI logic identifies websites on which your images have been published online and lists the results.
If we handle huge amounts of global budget data, in different currencies, it causes a risk for human errors and data inconsistencies. How can we control the budget?
Solution

- A lot of decentral entities (countries, media agencies, ...) and a lot of people are entering and managing big amounts of data. Additional data is coming via system integration.

- Outlier detection helps to improve data quality without the need for a lot of resources that are double-checking everything.

- *Outlier Detection* sends notifications about significant deviations.

Outcomes

- **One single view of the truth – Why?**
  AI helps marketers to prove the budget management from all marketers - globally.

- **Accurate budget reporting – Why?**
  By avoiding inconsistencies and errors the management make sure that the reporting to the C-level are correct and complete.
OUTLIER TYPES

(a) Global point outlier

(b) Local point outlier

(c) Contextual outlier

(d) Collective outliers
If I have $100K available to promote product ABC in market XYZ 
which channels should I use?

OR

If I need to generate 1000 leads for a new proposition in market XYZ how much $$$ do I need to allocate?
USE CASE: AI-POWERED BUDGET ALLOCATION

Solution

- *Smartass mode* gives budget allocation recommendations on the fly

- Reacts on internal data adjustments
  - changing regional budgets
  - historical results

- Reacts on external changes of general conditions:
  - market forecasts
  - competitive situation
  - marketing channel usage
  - regional and cultural characteristics

Outcomes

- **Increased efficiency – Why?**
  Through analyzing and considering all influencing factors in the different regions marketers are able to quickly adjust budget for the channels and activities.

- **Better campaign results – Why?**
  Through recommendations of activities and channels based on historical data/performance figures marketer can better allocate budget.
AI-POWERED BUDGET ALLOCATION
We are busier than ever and have tons of project details to manage. *How do we kickstart projects in the fastest way possible?*
MORE WORK, LESS TIME

Marketing has changed dramatically over the last 15 years.

Here are the facts for an average enterprise with $1B in revenues.

12x as many agencies
6x times as many projects
in 15% of the time

<table>
<thead>
<tr>
<th>15 YEARS AGO</th>
<th>TODAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>$40 million marketing budget</td>
<td>$44 million marketing budget</td>
</tr>
<tr>
<td>7.8 agencies</td>
<td>93 agencies</td>
</tr>
<tr>
<td>1,337 projects</td>
<td>8,756 projects</td>
</tr>
<tr>
<td>8.1 weeks project duration</td>
<td>1.25 weeks project duration</td>
</tr>
</tbody>
</table>

Source | GISTICS Executive Insights INC.
Solution

- Simplify and automate campaign, project and job creation
- Suggests campaign and project details based on past and similar activities
- Suggestions are calculated based on similarities to existing data, regional and cultural characteristics and time-series development
- Suggests how to improve the campaign, project, or job to increase approval rate and adds a probability score
- Users are notified when a new suggestion arrives
- Users are reminded of recurring campaigns, projects and jobs

Outcomes

- **Optimized project management – Why?**
  AI delivers support by delivering information on available resources and automate workflows.
  **Better use of resources – Why?**
  By building the right project teams (availability, skills) marketer can faster implement campaigns and avoid delays.
AI ignites a next level of collaboration to drive marketing effectiveness – with data-driven decisions and forecasts and reduction of unproductive manual efforts through automated workflows.