

AI ROUNDTABLE

Roundtable

Ai in the Mar Tech and Ad Tech world and where they intersect to add value to your organization

Objective

Headways in Artificial Intelligence (AI) are changing the ways we work. We are witnessing applications of AI as a firm reality. A significant fundamental shift is happening in almost every sphere, and AI in Marketing and in Advertising Tech is no exception. We will discuss the relevance of the AI-driven world for marketing. We aim to engage a panel to converse and cross-pollinate about what should be considered as the most valuable Ai applications.

Definition

The most generic definition of Artificial Intelligence is to understand AI as Digital Superintelligence in the form of powerful computing. AI can work on its own by using new or historical data and performs human-like tasks.

Potential Discussion Topics

As de-facto of applications of AI in marketing, you're going to have to work more with data sets and data analytics as a marketer. Data scientists may not understand marketing, and the marketer might not understand data science. But as the future paints the picture of an AI-driven world, the two will have to work together to understand the parameters of use cases, the data required to optimize them, and how that data will be acquired, governed, and used.

- Discuss where, in the marketing funnel, do we see more investments in Ai
 - How is customer segmentation is changing with leveraging Ai
 - How will Ai accelerate marketing content tailoring based on specific patterns and interests of these segments
- Does Ai need to address specific business problems that can be solved with existing approaches such ML and good old analytics in Marketing
- How Ai is different from ML and where these two concepts intersect in Marketing.
- The bedrock of good AI solutions is data maturity. How to improve data maturity in an organization and what are the key drivers to reach to deploy Ai within an organization.
- Within the realm a strategic adoption of Ai applications what are the major roadblocks observed in organizations.
- What are the fundamental pillars the C-suite needs to be aware of to implement an Ai strategy that delivers ROI beyond the current hype.

Discuss Some Applications of Ai in Marketing

Category1 Reach: Smart content Curation, Programmatic Media bidding, Ai-generated content, Voice search, Content Optimization

Category2 Act: Propensity modelling 2.0, Ad Targeting, Lead Scoring

Category3 Convert: Dynamic pricing, Retargeting by various methods such as keywords, geotargeting and behavioral targeting, Realtime Personalization without using PII or cookies, Chat Bot – Chat GPT was released in early December 2022 which is revolutionizing the Chatbot world

Category4 Engage: Predictive customer service, Dynamic Content emails, Customer time value

Roundtable Chair



Dr. Assia Abada
SVP, Global Innovation,
Choreograph

[LinkedIn](#)



Bruce Hoang
Digital and Data
Communication
Director, Orange

[LinkedIn](#)

Ai pioneer who developed artificial neural networks to solve scheduling problems in the late 90s. 25 years' experience in managing and delivering state of the art, supply chain optimization, predictive modeling, revenue management optimization and business intelligence solutions for different verticals. Manages a team of innovators and data scientists to develop cutting edge prototypes and solutions of AI and ML to service WPP agencies.