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EBSOMED

ENHANCING BUSINESS SUPPORT ORGANISATIONS

Impacts of AI on Marketing Transformation

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DIGITALIS

Pioneering Digital Transformation

The EBSOMED project is led by BUSINESSMED within a consortium consisting of 6 partners.



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ASSOCIATION DES CHAMBRES DE COMMERCE ET D'INDUSTRIE DE LA MEDITERRANEE
UNION OF THE MEDITERRANEAN CHAMBERS OF COMMERCE AND INDUSTRY
جمعية غرف التجارة والصناعة للبحر الأبيض المتوسط



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AI is Taking the Business by Storm!

“AI will be the most disruptive class of technologies over the next 10 years, due to Radical Computational Power, near-endless amounts of Data and unprecedented advances in Deep Neural Networks”

*Hype Cycle for Emerging Technology Report –
Gartner - 2017*



Big Data is the Competitive Advantage

- Digital Technologies are changing the customers behaviour
- 6.1 billion Smart Phones users' by 2020
- 28 billion connected devices by 2021



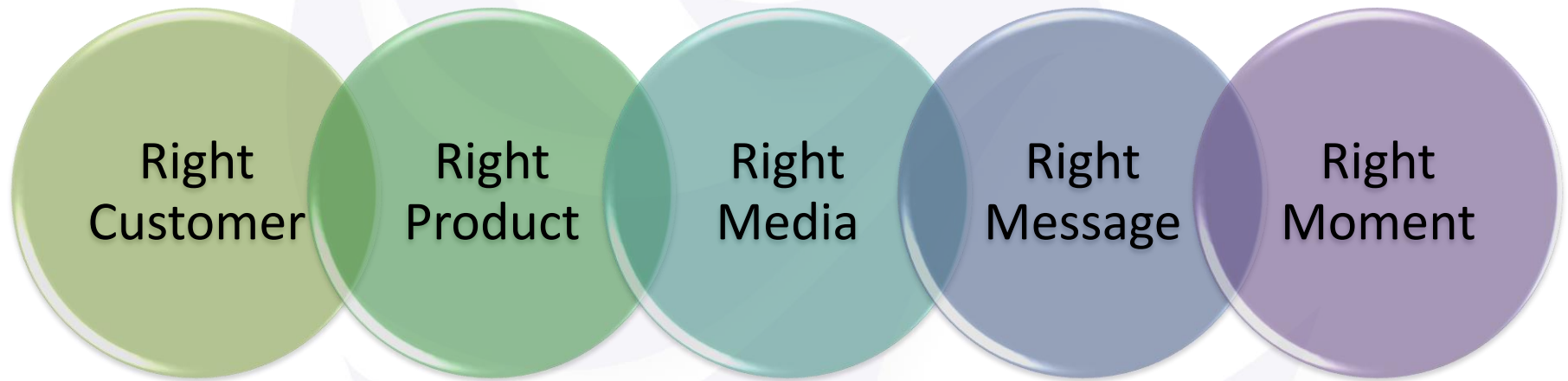
Huge sources of Instant
personal data on
customers



Marketing is Dynamically Evolving



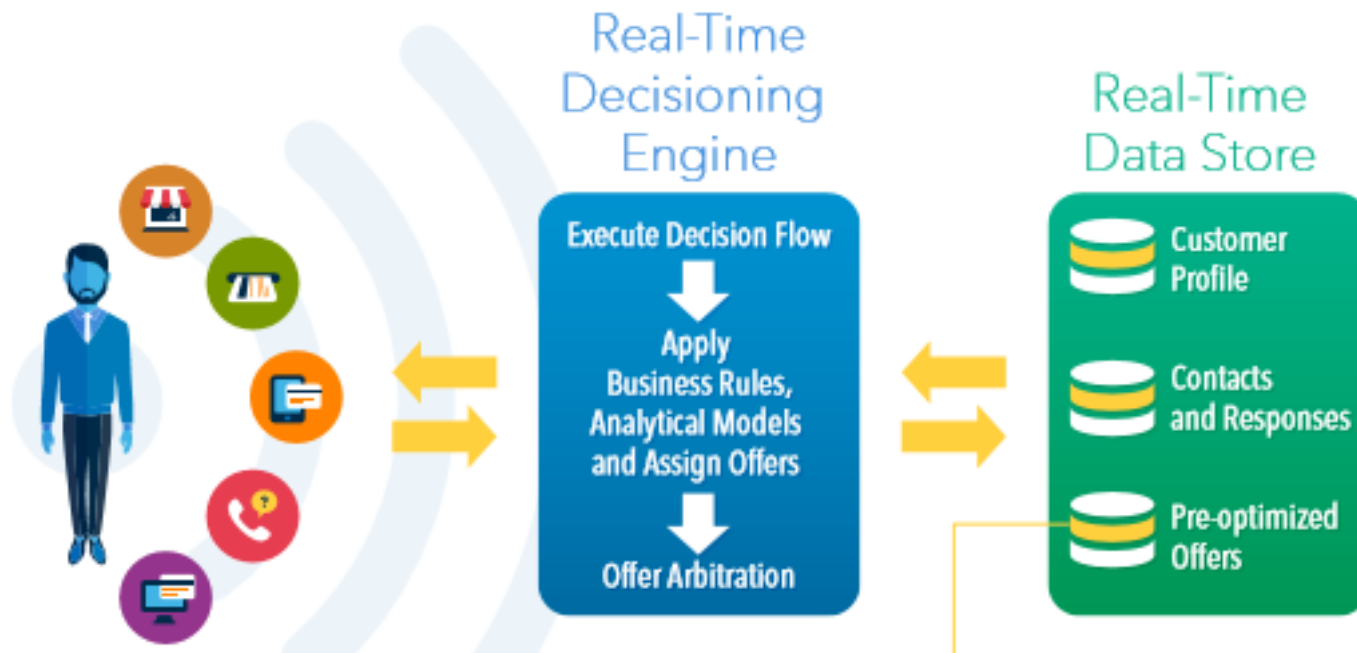
New Marketing Imperatives



Customer Data Convergence



Disruption in Customer Engagement

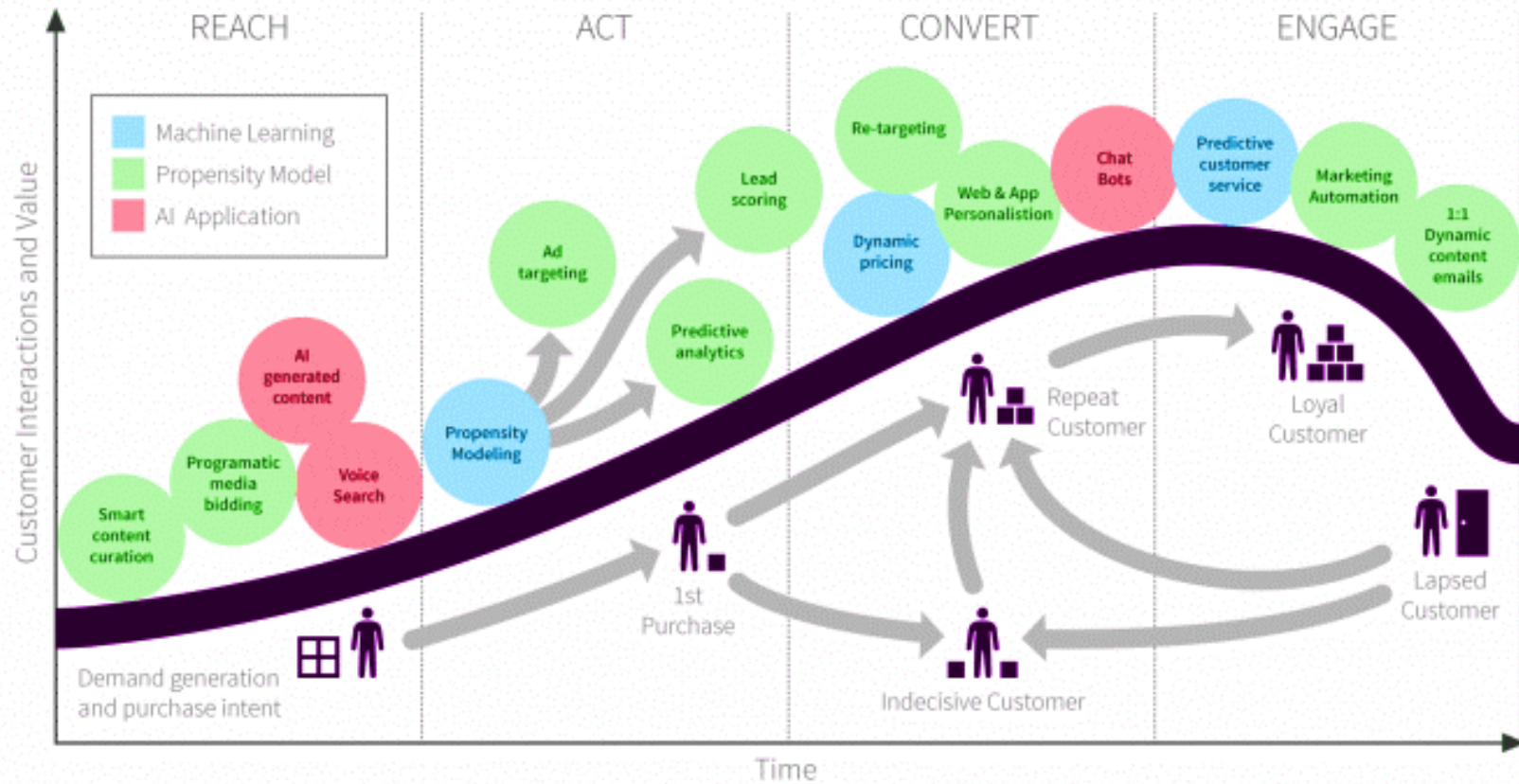


How AI is Transforming Marketing?

- **Better Understand, connect and create Greater Experience**
- **Analyse the behaviour pattern of consumers through a huge volume of data.**
- **Forecast the buyers needs and engage with the targetted audience in a much better way.**



AI Use Cases in Marketing



AI Break Through Marketing



- Advanced data analysis
- Image recognition to understand consumers patterns, behavior or needs.
- Right customers targetting with Analytics
- Personnalized Content Marketing Strategy
- Recommendation engines
- Predictive Marketing Campaigns
- Programmatic Advertising: Machine learning to optimize campaign and adapt creative
- Chatbots as key touchpoints for service brands
- Coversational commerce (speach and text recognition)



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THANK YOU 😊

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