AI used in advertising and recommenders

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Introduction

-Medicine, cars….

- More results for each dollar spent on advertising

-Amazon

-Competitors

How AI is used in advertising

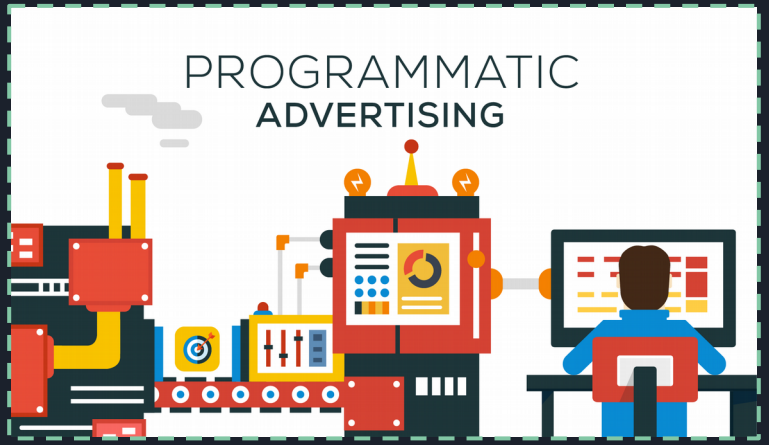
- Right ads to right customers
- Analyze behaviour and use real-time optimization
- Replace human negotiations and increase transparency

Programmatic advertising

- In lots of digital channels: mobile, video, social...

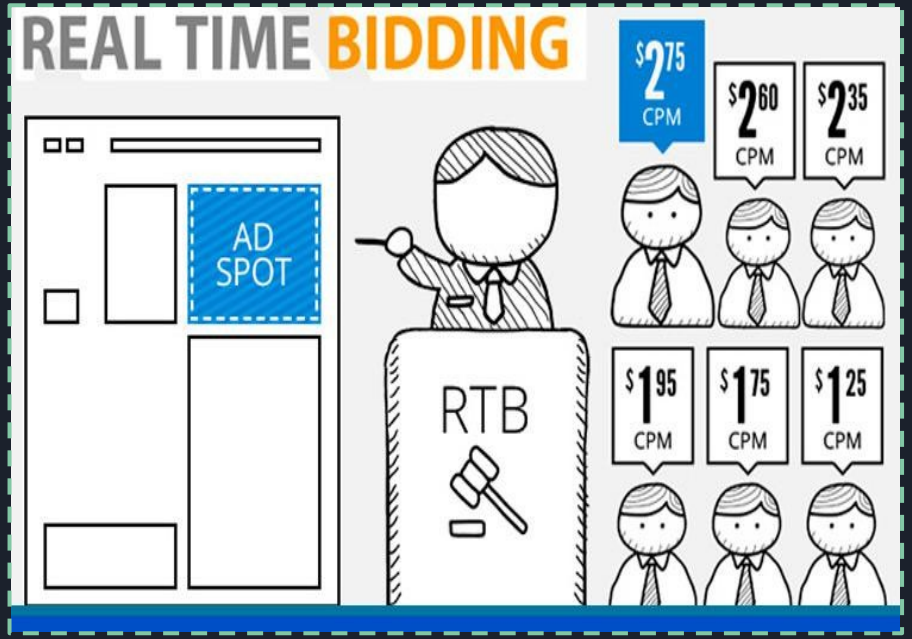
- Out of home advertising: digital screens on bus stations or shopping malls.

- Programmatic adv. = AI + Machine learning = adv. in real-time.



Real-Time Bidding (RTB)

- Buy/sell ads through real-time actions
- Visitor enters website and information is matched with advertisers
- Entering a website will probably make you see adverts of it in the next websites you visit



Benefits of AI in advertisment

-More personalized experiences

-Select the right thought leaders and influencers

-Make better decisions faster

-Improve ROI

More personalized experiences

-Experiences tailored to them

-Personalized experiences

-Football and skateboard

Select the right thought leaders and influencers

- Large numbers of fans
- Best audience
- Basketball shirts

Make better decisions faster

Right data and insights

Improve ROI

Struggled with the effectiveness

Right audiences

Potential obstacles to avoid with AI in advertising

Weak IT infrastructure

Strong IT infrastructure

Too little high-quality data

Difficult to manage the quality

Useful as the data

Recommendation System

Purpose: to suggest relevant items to users

To achieve this task, two major categories of methods

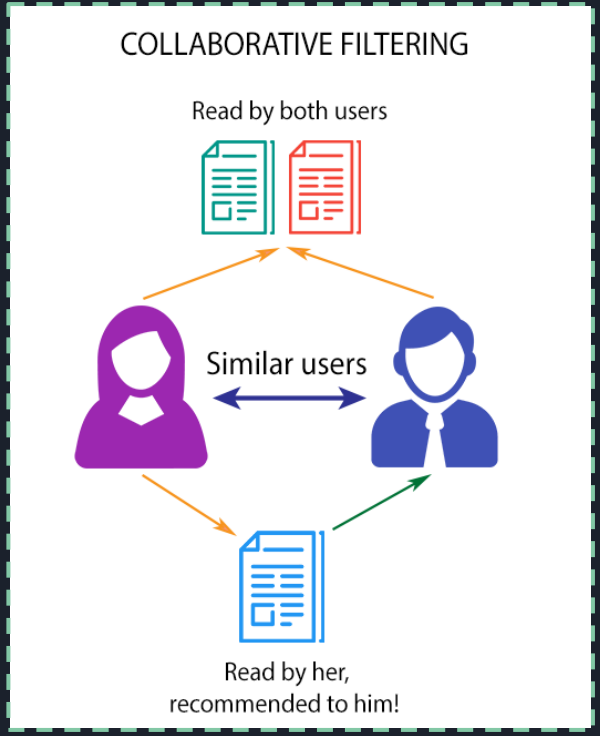
- Collaborative filtering methods
- Content-based methods

Collaborative filtering methods

- Are based on the past interactions recorded between users and items.

- Main advantage: they require no information about users or items.

- Disadvantage: it is impossible to recommend anything to new users, or users/items with few interactions.

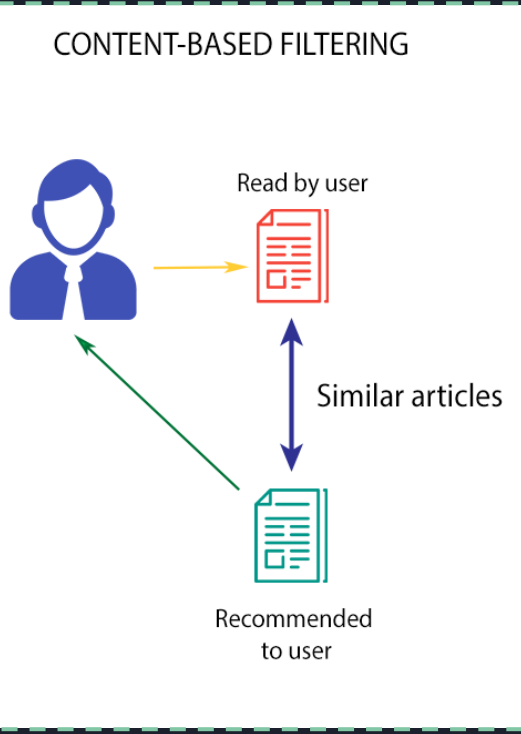


Content-based methods

- Less start problem than collaborative approaches.

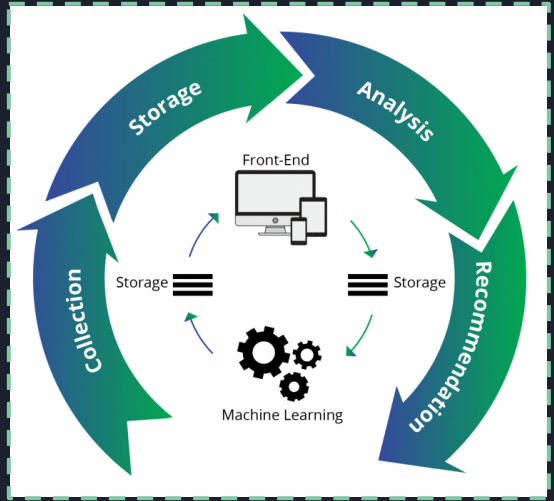
- New users or items can be described by their characteristics.

-Only new users / items with unseen features will suffer from this drawback.



Recommendation engine processes data in four phases

1. Collecting the data
2. Storing the data
3. Analyzing the data
4. Filtering the data



- Content-based
- Collaborative
- Real-time system
- Near-real-time analysis
- Batch analysis

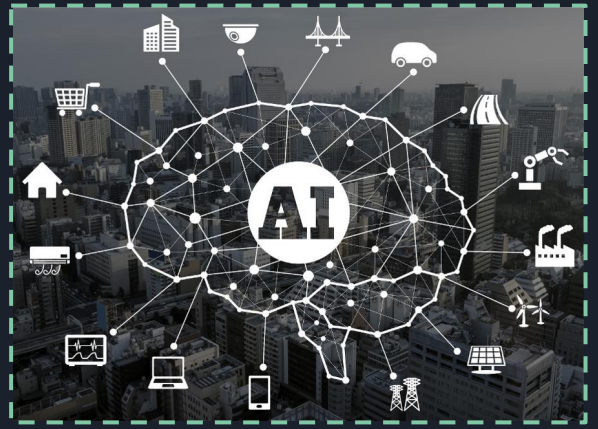
Privacy

- Consumers vs organizations using their data

- Make sure of using data in ethical way

- Tools need to be explicitly programmed, not going beyond the acceptable.

Conclusion



-Advance of artificial intelligence has been huge in recent years.
-The functioning of a machine is more efficient and fast than the human mind.
-This can be generalised to more aspects of life in the future.

THE END

QUESTIONS?