



Stand out from the crowd

AI in the communication

Malindovszky Tamás



HWSW AI Meet-up, 2018. 05. 22.



How big is the noise?

- **2,9 billion** e-mail users by 2019
- **105 billion** e-mail daily (246 billion by 2020)
- **100 apps** on mobile devices on an average basis,, 9 apps used daily
- **670 million** push message daily in the US





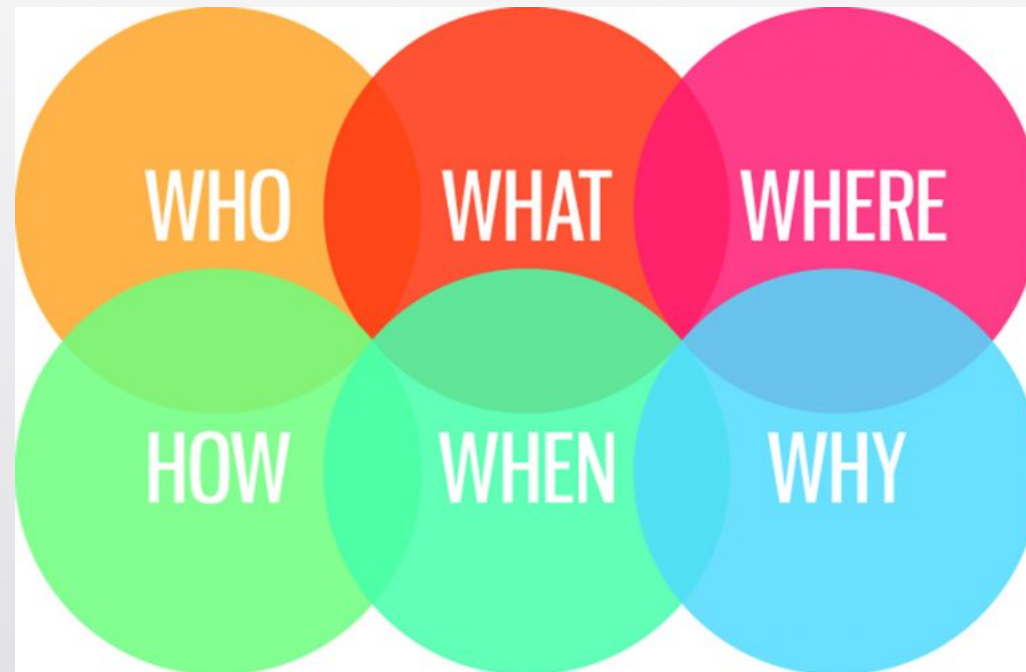
Why AI?

“Artificial intelligence would be the ultimate version of Google. The ultimate search engine that would understand everything on the web. **It would understand exactly what you wanted, and it would give you the right thing.** We're nowhere near doing that now. However, we can get incrementally closer to that, and that is basically what we work on.”

Larry Page



How can AI help?



WHEN?

- Perfect contact time
- Lifecycle status
- Predicted events



Predictive Analytics

Customer Future Value	\$515.07
Customer Lifetime Value	\$887.40
Lifecycle State	Ready to Buy
Predicted Best Contact Time	9 PM
Average Order Value	\$372.33
Last Purchase Date	Aug 20, 2015

WHAT?

- Smart content
 - recommendations
 - special offers
 - AI written content

Hey, Olly.



NEKED AJÁNLJUK

%

extreme
digital

Venz V10 Médialejátszó Wifi, Android 5.1

16 990 Ft

18-790-Ft



%

extreme
digital

Venz V10 Combi Médialejátszó 4K, Wifi, BT, Android 5.1+Venz VZ-RK-1 -

22 990 Ft

23-790-Ft



%

extreme
digital

Venz V12 Ultra médialejátszó 4K, Wifi, Android 6.0.1

41 990 Ft

42-990-Ft



%

extreme
digital

Eminent EM7680 4K Kodi SMART Médialejátszó

24 990 Ft

27-890-Ft



Sony Xperia XZ2 (H8266) Dual SIM kártyafüggetlen okostelefon, Black (Android)

269 990 Ft

Sony Xperia XZ1 (G8341) kártyafüggetlen okostelefon, Blue (Android)

209 990 Ft

Sony Xperia XZ2 Compact (H8324) Dual SIM kártyafüggetlen okostelefon, Green (Android)

209 990 Ft

SONY

Gyors, erős
és innovatív
okostelefonok!



**YES, THERE'S MY
ADHESIVE BROTHER**



TEST

**YES, IT'S AN INVESTMENT
IN THE PLANET**



FINAL

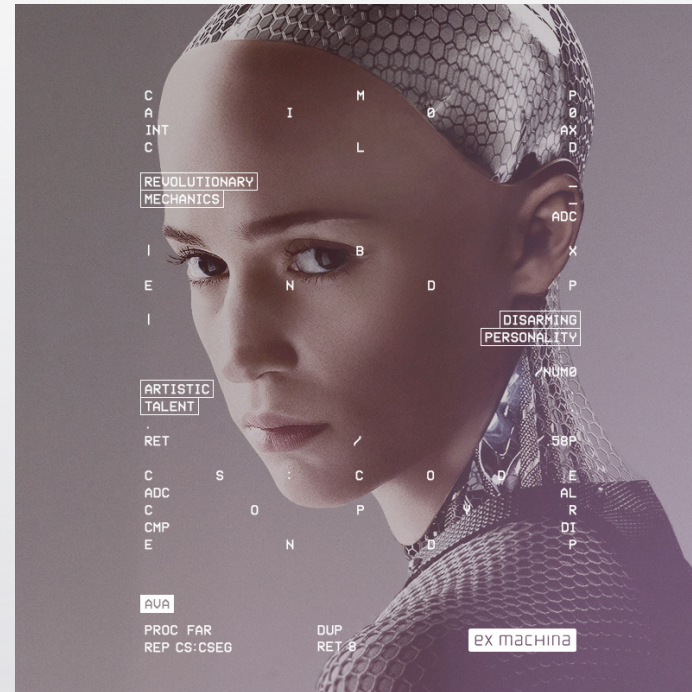
WHO?

- Smart segments
- Smart personas



What holds the future?

- Virtual personalities
 - aka Lil Miquela
- Humanless marketing



Human: **What do we want!?**

Computer: **Natural language processing!**

Human: **When do we want it!?**

Computer: **When do we want what?**

Thanks!