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CIO APPLICATIONS TOP 25 ARTIFICIAL INTELLIGENCE SOLUTION PROVIDERS-2017

*The annual listing of companies providing Artificial Intelligence Solutions
helping clients build competitive advantage and transform their businesses*

Joe Phillip
Managing Editor

Company:
Matchbox.io

Key Person:
Joel Wilson
Founder & Data Scientist

Description:
The enterprise incorporates Data Science and Machine Learning techniques to the demanding market problems

Website:
matchbox.io

Top 25 Artificial Intelligence Solution Providers 2017

A developing concept for more than half a century, Artificial Intelligence (AI) has now attained a stature of a legitimate industry vertical. With a diverse range of technologies such as deep learning, natural language processing, image recognition, and speech recognition, AI is steadily reinforcing its ability to unify and streamline multistep, human-based business processes. The expanding capabilities of AI are driven by the extensive technological innovation brought by established tech giants as well as humble start-ups. The AI prospects presented, thus promise an enormous potential waiting to be exploited in today's "intelligence everywhere" era.

Taking the center stage among the other latest industrial trends, the demand and supply of AI solutions are a screaming evidence of the enterprise market willing to tap the AI benefits. With the potential of facing the big data analytics challenge head-on, AI has evolved to be the life engine for a multitude of data-driven businesses. Moreover, harnessing the latest developments in AI is ceaselessly transforming customer service, transportation, and the manufacturing industry. From advertising to aviation, industries deploying AI technologies have found a strong return on investment and improved customer-centricity. Results like these are driving even small to medium-sized enterprises to deliver AI-infused experiences.

In the current issue of CIO Applications, we present to you "Top 25 Artificial Intelligence Solution Providers 2017" who have excelled with their services and product portfolio in the Artificial Intelligence space. The list intends to bring the readers and CIOs around the world closer to the burgeoning players of the AI industry, lucratively transforming organizations with their technological prowess and business expertise.

Matchbox.io
AI Powered Targeted Marketing

Joel Wilson,
Founder & Data Scientist

Artificial Intelligence (AI) has steadily been making its way up the technology ladder in the past decade. The cost and simplicity benefits offered by AI are second to none, expanding opportunities in the marketing sector, as small to mid-sized businesses begin to reap the benefits that were once only available to much larger corporations. Targeted marketing, a highly innovative and efficient strategy leveraging AI, allows marketers to better identify prospects, saving time and money by eliminating unlikely customers from marketing initiatives, in addition to improving marketing, messaging, and personalization. However, the combination of AI and targeted marketing is still relatively new and only provided by a few startups, and Matchbox.io is one of those. Headed by Joel Wilson, Matchbox.io focuses on providing AI and advanced marketing technology to businesses once excluded from such initiatives.

Founded in 2015, Matchbox.io got its start by offering next generation Identity Resolution (IR) technology, which is the ability to identify consumers across multiple platforms, channels, and devices. Identity Resolution takes sources of consumer data, such as CRM solutions and web traffic, and combines with other information in order to create a 'single view' of the consumer. This is the foundation for marketing data enrichment and is an important role in building the data necessary to engage in AI and machine learning. It is imperative for marketing to be integrated across multiple channels like the web, email, direct mail, etc., and the IR processes integrate the client's data across all these channels. Identity Resolution allows Matchbox.io to append third-party demographic information which in turn enriches the data for enhanced machine learning and AI. The Matchbox.io IR process has incorporated many

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machine learning techniques, such as Natural Language Processing (NLP) and probabilistic matching into its platform.

Matchbox.io's IR solution is a critical element of their unique Customer Data Analytics Platform, which gives clients access to a high-performance data science and analytics infrastructure, complete with machine learning libraries and a massive amount of consumer data. This Consumer Data Analytics Platform gives Matchbox.io and its clients the predictive capabilities of AI.

Matchbox.io has helped many clients overcome their challenges of both finding new customers and predicting their behavior. Most recently, Matchbox.io has partnered with Aristotle, a voter data and technology company based in Washington, DC, with the goal of providing predictive algorithms for both political campaigns and not-for-profits. And this partnership is beginning to produce results, with predictive models that can indicate a person's political party affiliation, their likelihood to vote, and their propensity to give to a political campaign or association. With this partnership, the same predictive capabilities of AI that were once reserved for only the largest of corporations are now available to not-for-profits.

Looking ahead, the company is focused on making its Targeted Marketing Lists as a self-serve platform that enables marketers to identify new prospects instantly, without the need for a team of Data Scientists. The technology continues to grow, expanding its predictive capabilities all while reducing costs. And that is the key to Matchbox.io's success, which is fostered by its culture. While talking to Wilson about his company's culture, he says "Our culture is to hire smart employees and give them the freedom to find the right solution." This is why Matchbox.io is now poised right at the intersection of marketing, data, and science and bringing the three together in one single expert solution. CA