

Data & the Next Decade

What to Expect and How to Prepare

Marketing **AI** Institute Webinar Series

May 12, 2020

#Marketing**AI**



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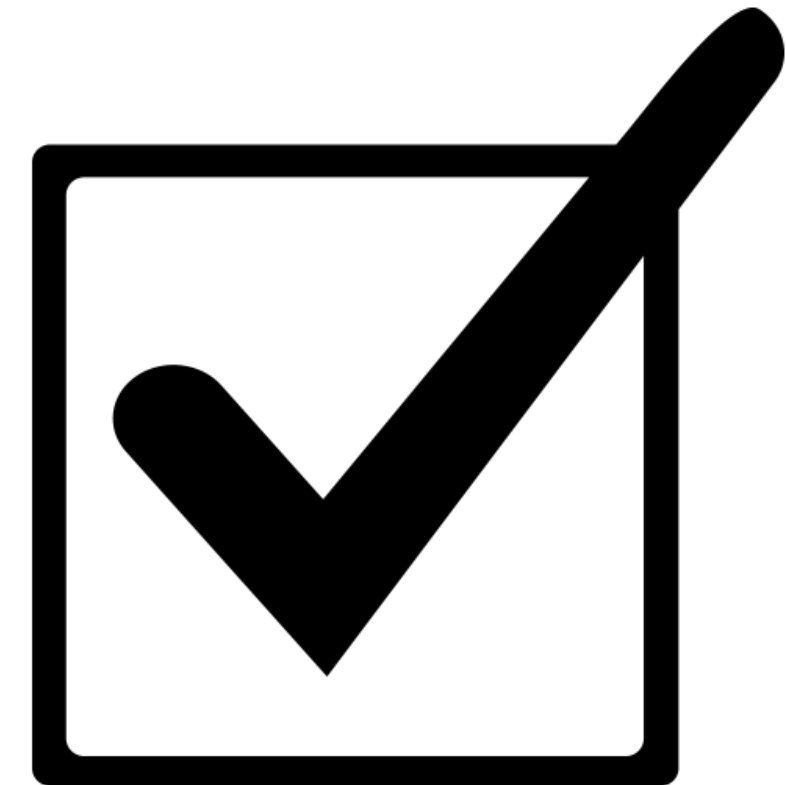


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THE AGENDA

1. About **the Institute**
2. The Last **Decade**
3. What's Driving the **Data Explosion?**
4. AI and ML **Priorities**
5. Data **Score and Quality**
6. Getting **Started**
7. **Q & A**



OUR MISSION

Make AI **approachable and actionable** for marketers.



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From the Institute



How to Do Better Content Marketing with AI

Content marketing is one of the top use cases today for artificial intelligence. Here's how to get started with this powerful technology.

[Read More](#)

Recommended Reads

- [JPMorgan Chase inks 5-year deal to generate marketing copy via AI](#) (Marketing Dive)
- [This AI Can Help Humans Spot AI-generated Fake News](#) (Futurism)
- [AI translation advances are now posing a risk to jobs](#) (Verdict)
- [Top 10 Best Podcasts on AI, Analytics, Data Science, Machine Learning](#) (KDruggets)
- [Artificial Intelligence and Marketing: Creating More Efficient Engagement at Scale](#) (Dialogue)

Funding Tracker

We track 1,500+ AI-powered sales and marketing companies with more than \$6.2 billion in funding. Here are the 10 latest funding updates, powered by Crunchbase.

1. [WEVO](#) raised \$2,000,000 / [Seed](#) (July 29, 2019): WEVO empowers marketers to create the most effective experiences, before going live, by uncovering why people take action.

The Institute supports **marketing leaders** through content, online education and events.

- **17,000+ website users** per month (+54% YOY)
- **15,000+ subscribers** (+100% YOY)
- **300 attendees** at the inaugural Marketing AI Conference (MAICON) in July 2019
- **44% of subscribers** work at companies with 50 or less employees
- **39% of subscribers** work at companies with 500+ employees

www.marketingAIinstitute.com

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Data & the Next Decade

What to expect and
how to prepare

May 12, 2020

A lot can happen in a decade



Highlights from the last decade



Marketing Technology Landscape

The Martech 5000

Total Solutions	8,000
Advertising & Promotion	922
Content & Experience	1,936
Social & Relationships	1,969
Commerce & Sales	1,314
Data	1,258
Management	601

Access all the data of this landscape & more at martech5000.com

2019

7340 solutions



2018

6629 solutions



2017

5,381 solutions



2016

3,876 solutions



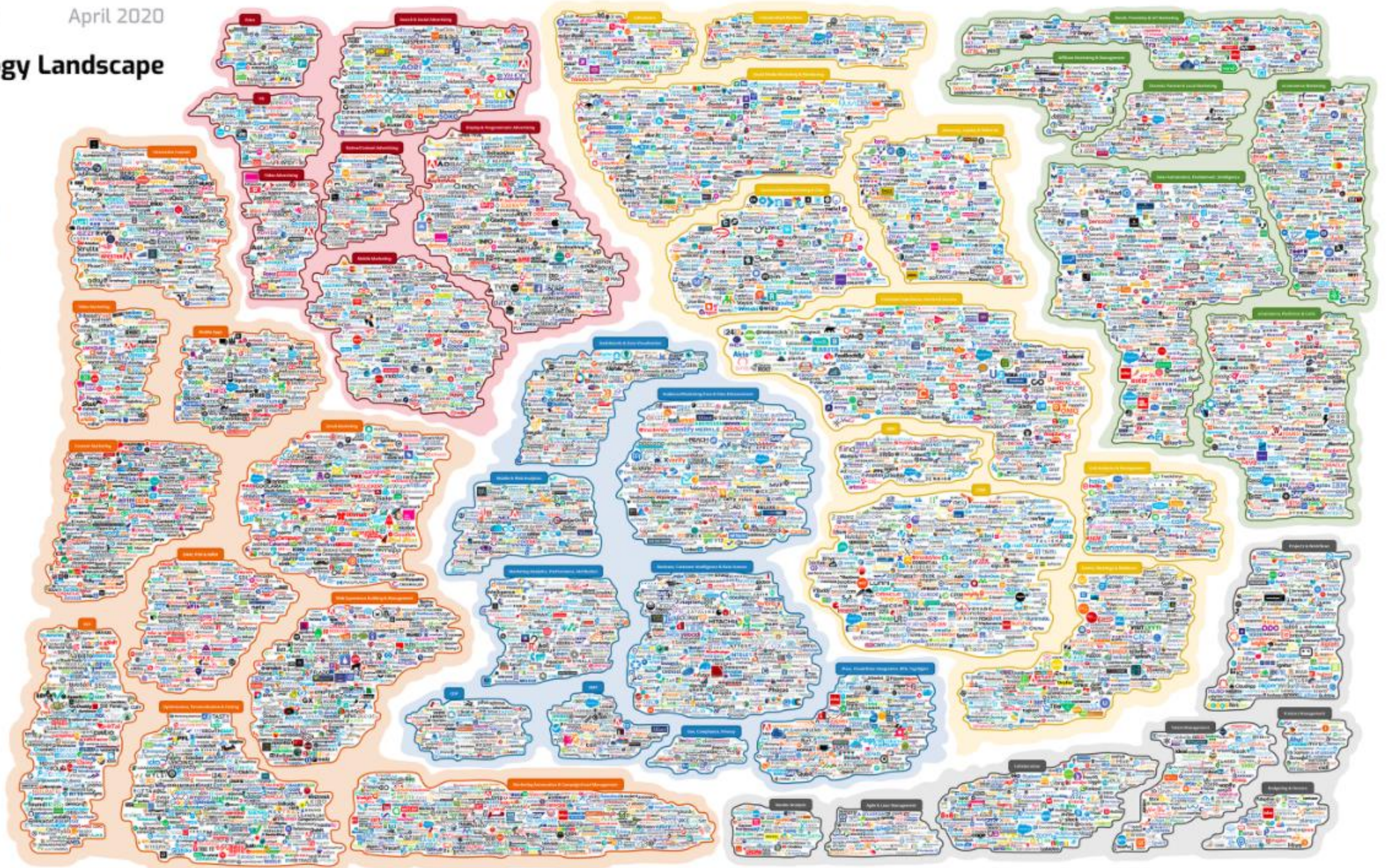
2015

1,876 solutions



2014

947 solutions



2011

Marketing Technology Landscape



2012

Marketing Technology Landscape



2014

chiefmartec.com Marketing Technology Landscape



2015

chiefmartec.com Marketing Technology Landscape



2016

chiefmartec.com Marketing Technology Landscape



2017

chiefmartec.com Marketing Technology Landscape ("Martech 5000")



2018

chiefmartec.com Marketing Technology Landscape ("Martech 5000")



2019

chiefmartec.com Marketing Technology Landscape ("Martech 5000")



7,040

~150

~350

~1,000

~2,000

~3,500

~5,000

~6,800

The last decade was the era of big data



Poll #1

What is your maturity level around collecting and leveraging data?

- Wait, we were supposed to be collecting data?
- We have our good days and our bad days.
- We are the Jedi knights of data collection.



Data-driven organizations are **23 times** more likely to acquire customers than non-data driven companies, **six times** as likely to retain their customers and **19 times** more likely to be profitable.

- *McKinsey & Co*

Poll #2

What is your biggest challenge with data?

- Getting access to my own data.
- Getting access to data in other parts of my business.
- Finding additional sources of quality data.
- Combining data sources to create a single customer view.

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What's driving this explosion in data?

A look ahead: the 2025 Consumer

6 billion consumers, or **75% of the population**, will interact with data every day.

The average connected person anywhere in the world will interact with their connected devices more than **4,900 times per day**, or one interaction every 18 seconds.

Source: IDC

A look ahead: Data in 2025

Data created and copied each year will amount to 180 ZetaBytes (1 ZB = 1 trillion GB).

Source: IDC

180,000,000,000,000,000,000,000,000,000,000

We are more connected than ever...



...and virtually everything we do leaves a digital trace



Sees what we search for

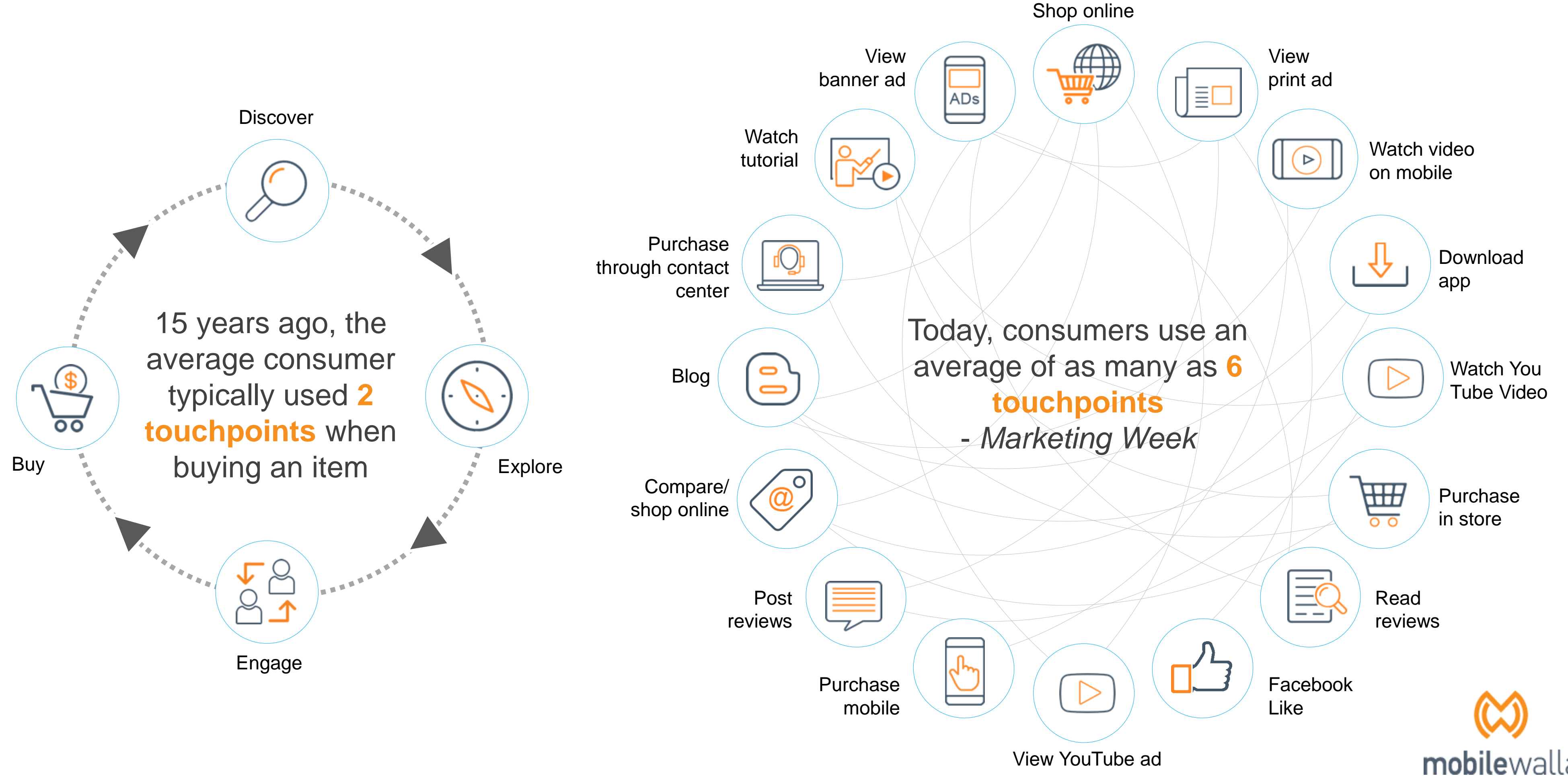


Sees what we share and Like



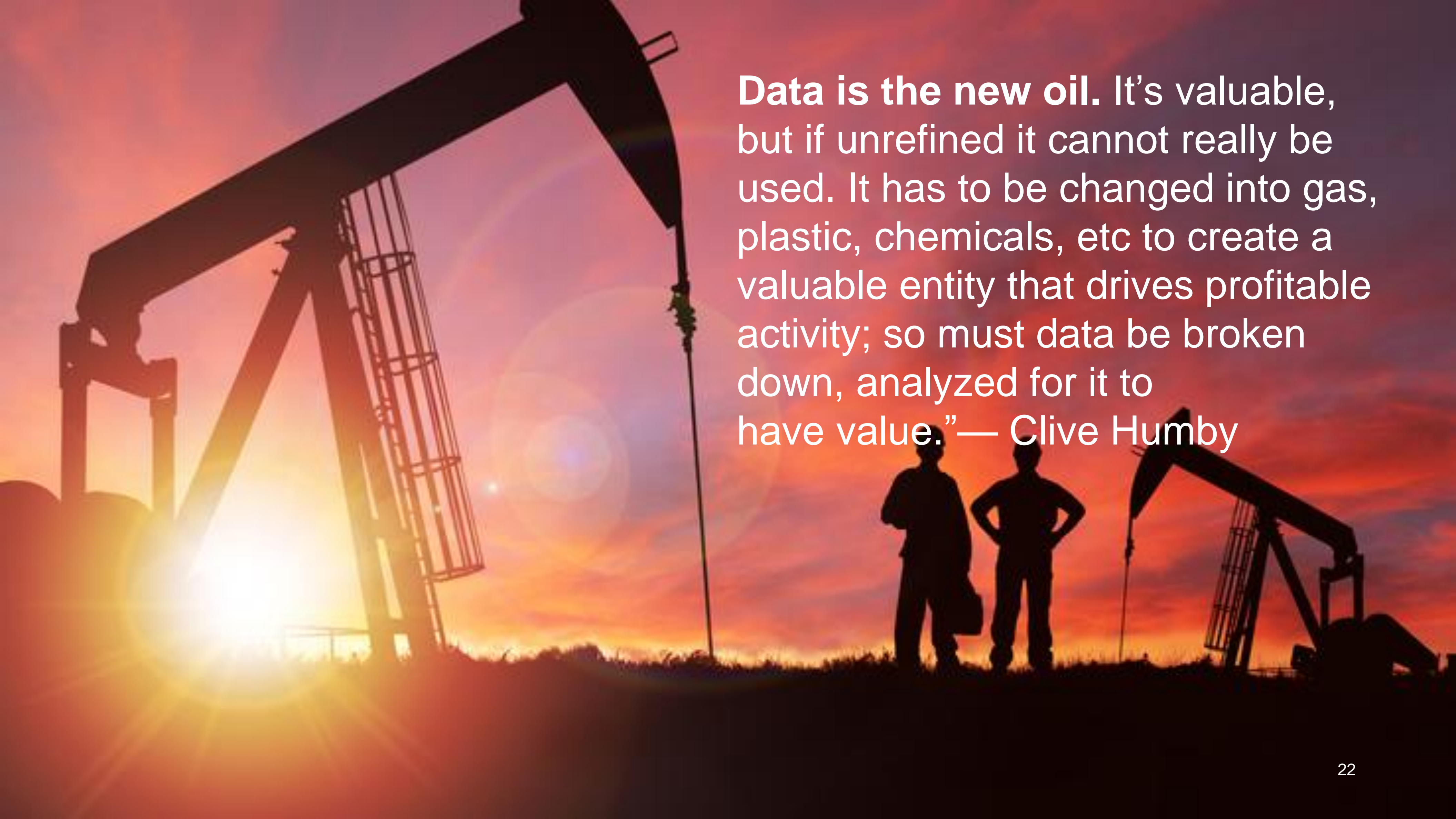
Sees what we buy, watch and listen to

Customer journey complexity



Disruptors changing the way consumers engage



The background of the slide is a photograph showing the silhouettes of several oil pumpjacks against a vibrant sunset sky. The sun is low on the horizon, creating a bright orange and yellow glow. In the foreground, two people are standing with their hands on their hips, looking towards the pumpjacks. The overall scene is industrial and evocative of the oil industry.

Data is the new oil. It's valuable, but if unrefined it cannot really be used. It has to be changed into gas, plastic, chemicals, etc to create a valuable entity that drives profitable activity; so must data be broken down, analyzed for it to have value." — Clive Humby

The next decade will be about driving deeper insights out of it with AI and ML

“If you are going to invest in analytics, you also need to invest in AI and machine learning to be able to navigate the vast, churning seas of information and data you aim to put to good use.”

Source: [Forbes Top Digital Transformation Trends for 2020](#)

AI has become pervasive

By 2021, 80% of emerging technologies will have AI foundations. ([Source: Gartner](#))

Worldwide spending on artificial intelligence systems was forecasted to reach \$35.8 billion in 2019, an increase of 44% over the amount spent in 2018. ([Source: IDC](#))

Demand for AI talent has doubled in the last two years. And talent, which is increasing, remains in short supply with two roles available for every AI professional today. ([Source: MMC Ventures](#))

Poll #3

What is your maturity level around AI adoption?

- Toddler (we are new to AI and still trying to implement).
- Teenager (we've started using it, but still haven't seen any real business benefit).
- Adulthood (we've been using it and have started to see some real business benefit).
- OK Boomer (we get it and are using it effectively to drive our business).

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AI and Machine Learning priorities for 2020

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Top Hurdles:

1. Skills of staff
2. Understanding the benefits and uses
3. Data

Percentage of Respondents, Sum of 1-3 rank
Base: n=106 Gartner Research Circle Members; Excluding 'Not sure'
Q: What are the top 3 challenges or barriers to the adoption of AI and ML within your organization? Please rank up to 3.

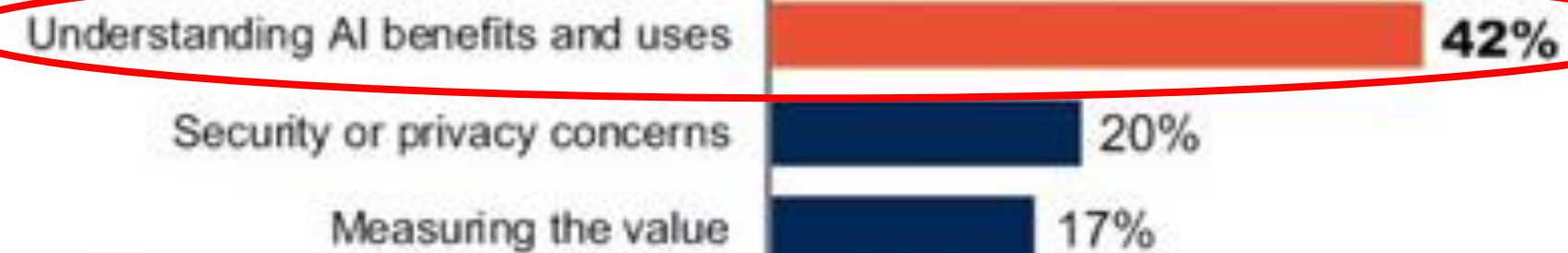
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Top 3 Challenges to AI/ML Adoption

Enterprise maturity



Fear of unknown



Finding a starting point



Vendor strategy



Gartner

Poll #4

What are your biggest challenges to AI adoption?

- Internal understanding of benefits and uses.
- Internal skill set, ability to hire the right skills.
- Access to the necessary breadth and depth of data to make it effective.
- Finding the right uses cases or where to get started.

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Data Scope and Quality

Types of data



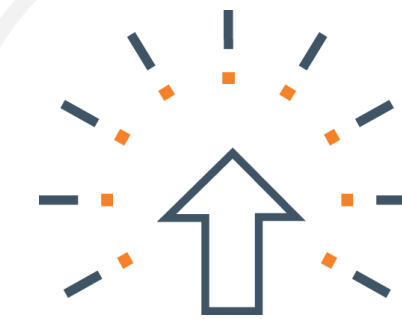
1ST PARTY DATA **(Quality)**

Your data collected directly from the source



2ND PARTY DATA **(Quality)**

Someone else's first party data, purchased from the source



3RD PARTY DATA **(Scope)**

Aggregated data bought through a marketplace or from a vendor



What value do they offer?



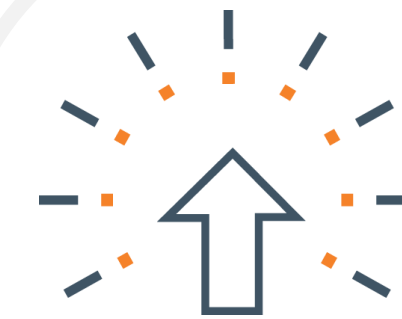
1ST PARTY DATA

Extremely high quality owned data; can lack scale which limits insights



2ND PARTY DATA

Extremely high quality purchased data; also can lack scale



3RD PARTY DATA

Broadest view of consumer demographics and behavior; critical for audience targeting





1st PARTY DATA

- Extremely high-quality owned data
- Limited in scale



2nd PARTY DATA

- Extremely high-quality purchased data
- Also limited in scale



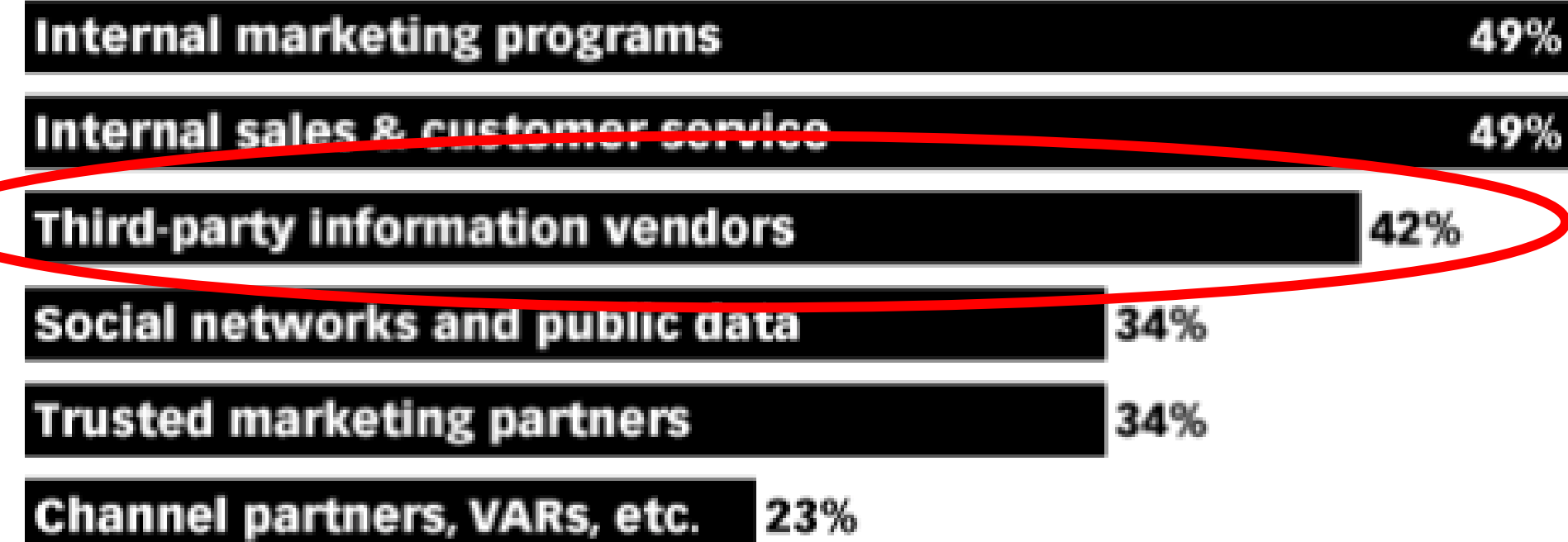
3rd PARTY DATA

- Broadest view of consumer demographics and behavior
- Extreme scale



Effective Data Sources Used for Marketing According to Marketers in North America, Jan 2018

% of respondents



Source: DemandLab, "2018 Leadership Perspectives: Leveraging Data and Technology to Drive Marketing Success" in partnership with Ascend2, April 17, 2018

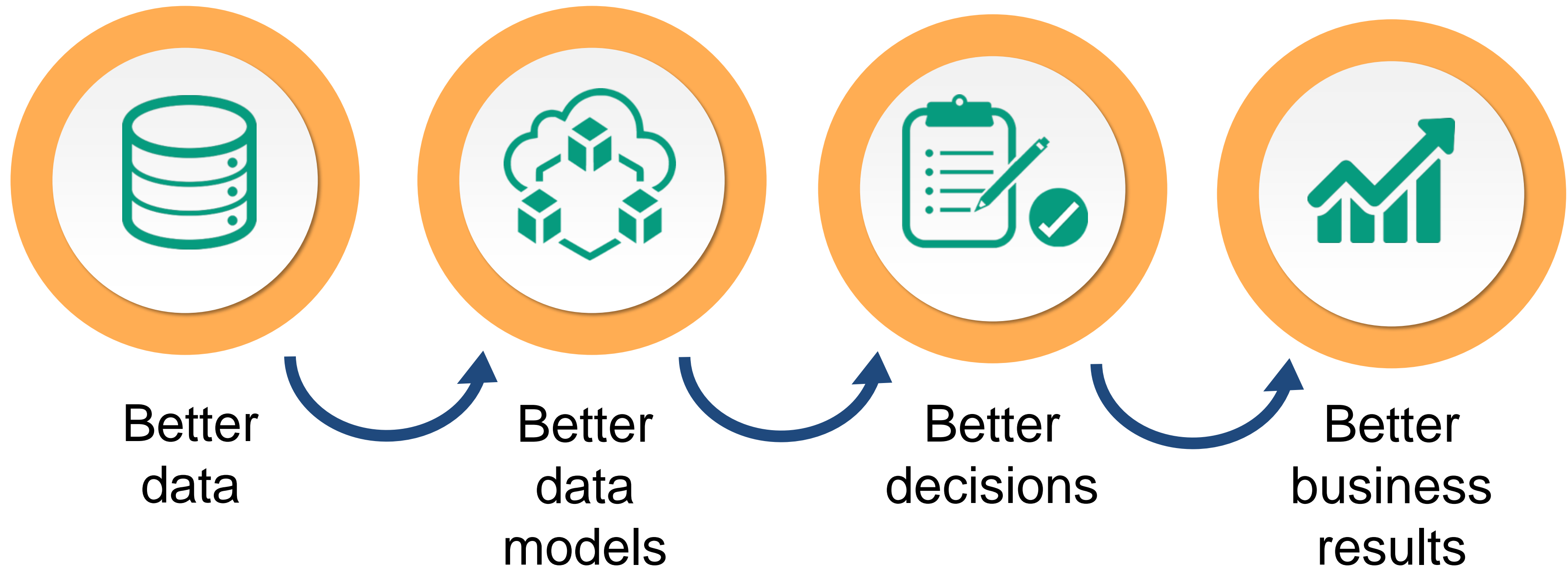
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Enhance your data strategy - more data, better data

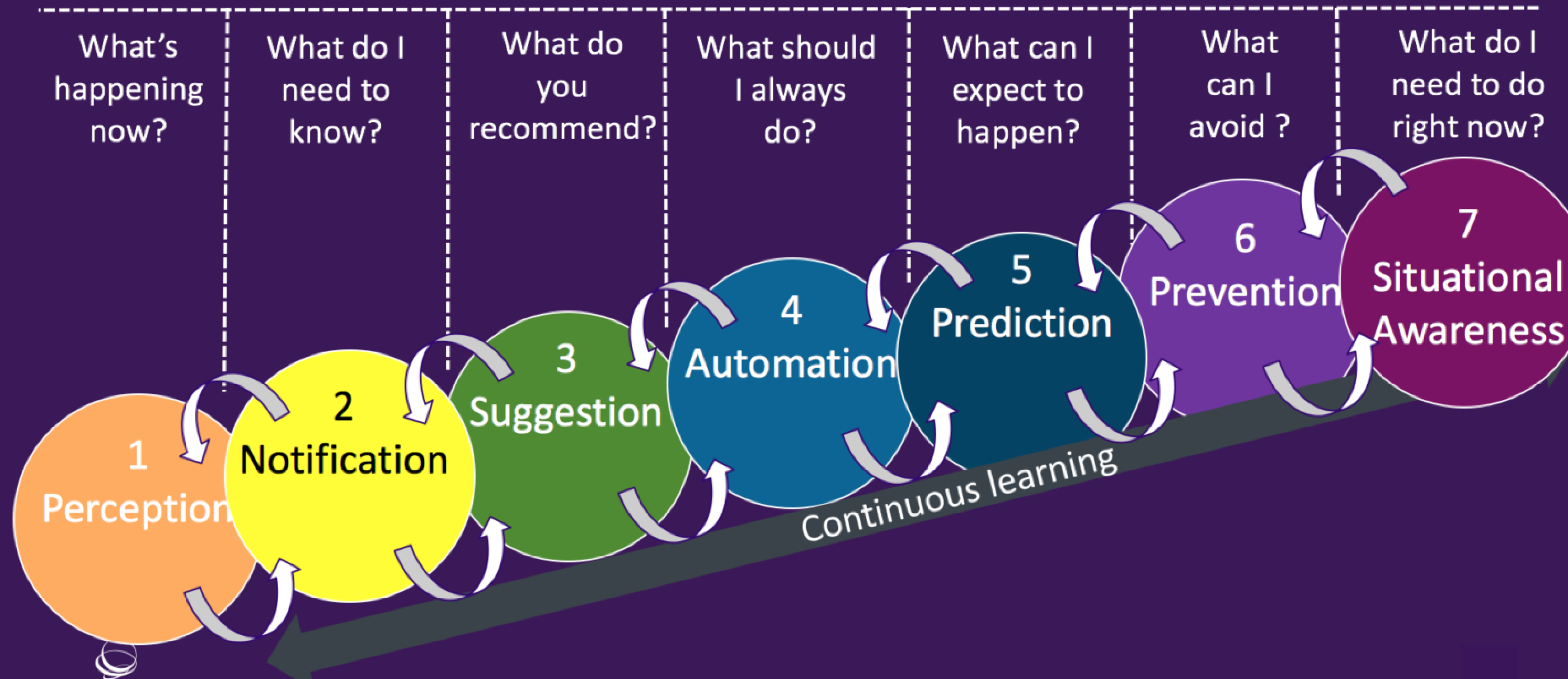




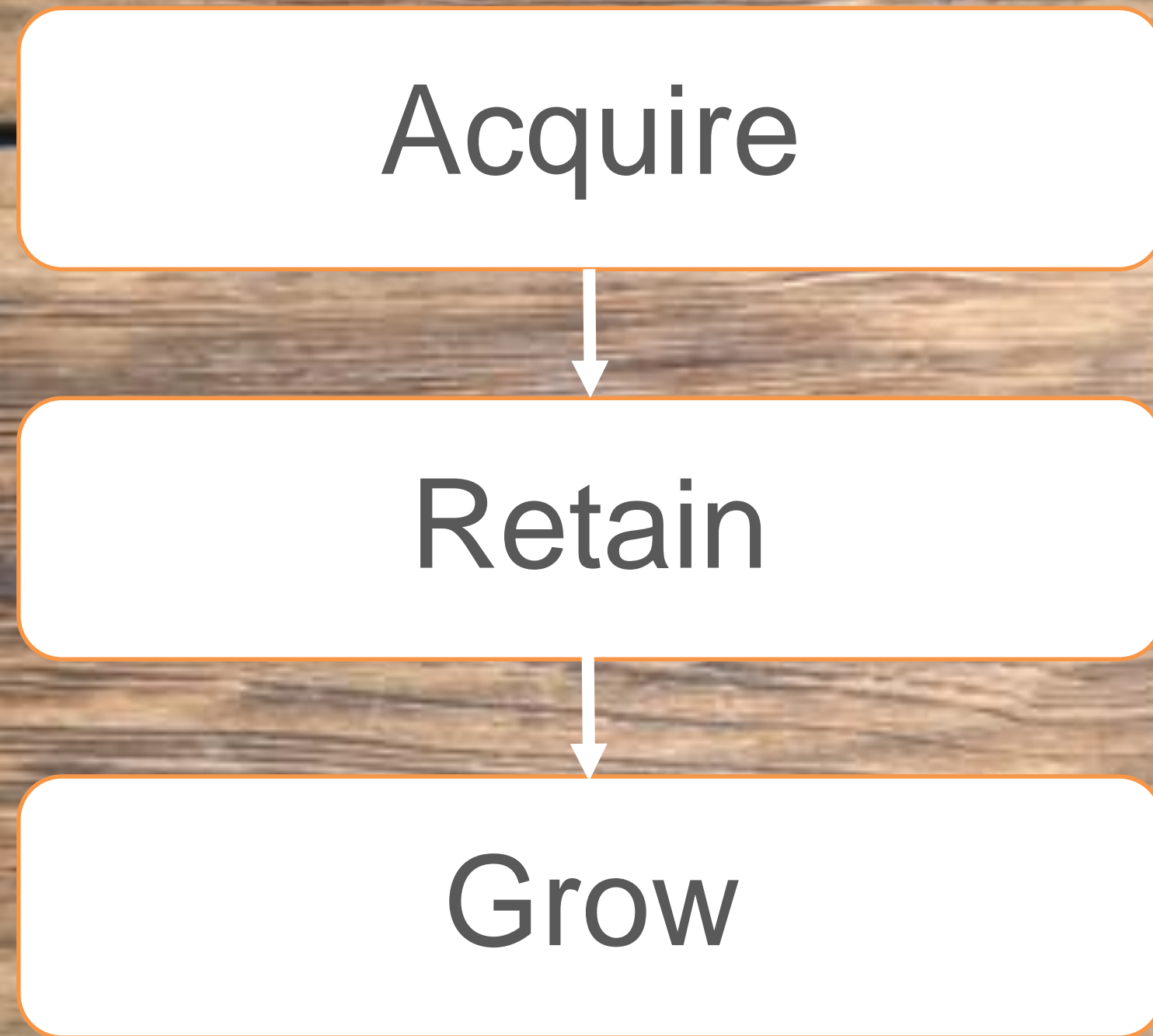
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Understanding AI Benefits and Use Cases

Seven spectrums of outcomes for AI



Customer Retention/Acquisition



Customer Retention/Acquisition

HOW DO I FIND AND GROW MY BEST CUSTOMERS

- High value customer identification
- Target audience modeling and segmentation
- Churn analysis
- Next best offer

Identifying and Understanding High-Value Customers

Helping a global on-demand food delivery service optimize their best customers

- **The Customer:** A technology and data-driven, global food delivery service
- **The Challenge:** Driving customer retention and new customer acquisition through the identification and engagement of high-impact customers
- **The Solution:** Mobilewalla High-Value Customer Modeling and Identification



High Value customers spend
3X what low value
customers spend



50% of high value
customers transitioned to
being low value customers
in the following quarter



Deliver a more personalized experience



Deliver a more personalized experience

PERSONALIZED EXPERIENCES HAVE HIGHER CONVERSION

- Web and app experience
- Social media
- Email
- Product recommendations

Targeting a new buyer segment with personalized content

Helping a global technology leader expand in a new market

- **The Customer:** A global, consumer technology provider and key player in the smartphone space.
- **The Challenge:** Launch a new mobile device into market and increase share by appealing to a new demographic through the promotion of key new product features.
- **The Solution:** Mobilewalla Location Visitation Attribution and Mobilewalla Custom Audience Segments



27%

Percentage of converters who came from a competitive product

524%

Uplift in store visitation as a result of targeted mobile ad



Understand competitive preferences and activity

Leveraging Competitive Preference

Helping A Multinational Retailer Increase Its Competitive Edge

- A multinational grocery and retail brand wanted to gain market share by driving foot traffic from their top competitor to their stores.
- The study reflected an over 520% visitation uplift from the brand's customers and over 880% uplift from the competitor's customers

Helping a Large Global Telco Brand Capture More High Value Customers

- A large global telco wanted to target competitor high value customers (HVC) with a campaign related to their latest offering.
- The study showed a 350+% visitation uplift which is equivalent to over 20,000 unique visits to their stores during the campaign period.
- Received insights that allowed the brand to make more significant connections with their customers through follow up campaigns that included more relevant messaging.

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Getting Started

Getting Started



Key Use Cases

Identify where AI can help drive insights and results:

- Customer acquisition
- Customer retention
- Personalization
- Competitive activity



Existing Data

- Understand what you already have
- Understand what else you have access to
- Understand what other high value data exists that you should integrate



Data Gaps

- Identify knowledge gaps that you have related to your customers
- Identify potential sources of available data that could fill those gaps

The Mobilewalla Difference

Scale

4+ years of consumer behavior data
1.6B+ unique devices
35+ countries
Data from 75K mobile apps

Insights

Demographic and Behavioral
Geographic and Location
Competitive
Digital & Location Attribution

Identity

Persistent Key
Online Behaviors
Offline Behaviors
Cross-Channel

Global leader in consumer intelligence solutions

Combining the industry's most robust data set with deep artificial intelligence expertise

To better understand, model and predict customer behavior.

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Thank You

AI Academy for Marketers

Explore AI from Anywhere

AI Academy for Marketers is an online education platform that helps you understand, pilot and scale artificial intelligence. (Coming July 2020)

- Learn AI from the industry's top authors, marketers and entrepreneurs.
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[Buy Now](#)

Register by May 31 to get a 1-year Membership for only \$799 (regularly \$999).

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Q & A