

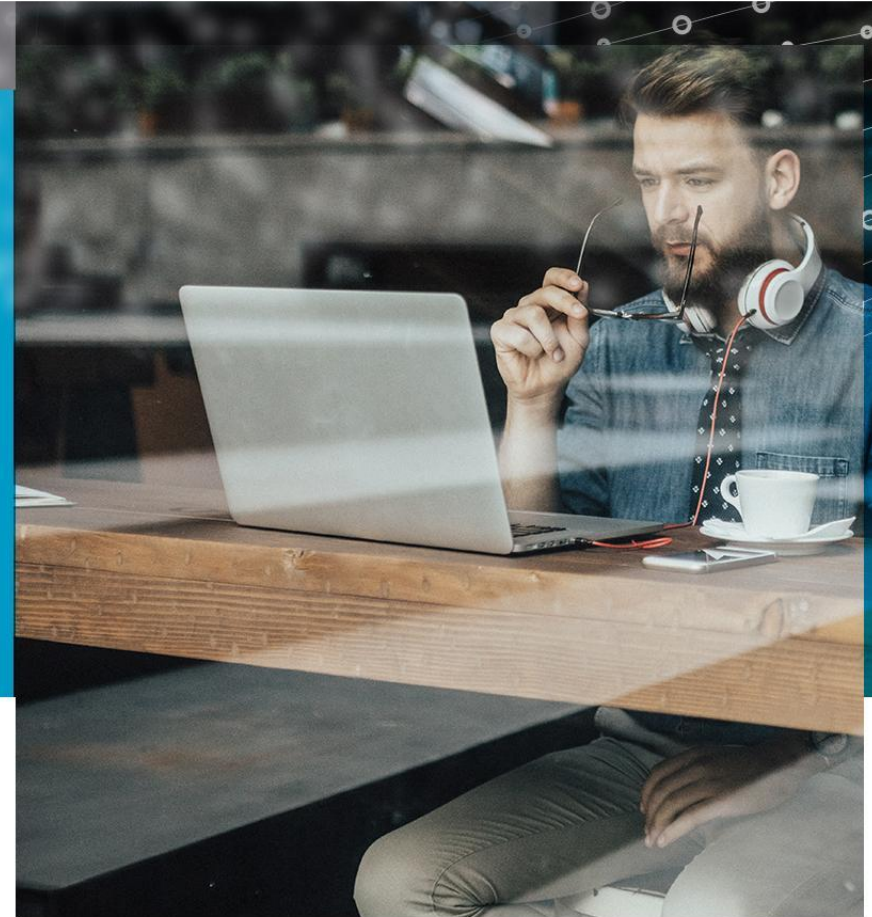
Content Intelligence

Wie KI die Arbeit der
Marketing Manager revolutioniert



The Digital Experience Edge

Sebastian Glock | Vice President Product Marketing



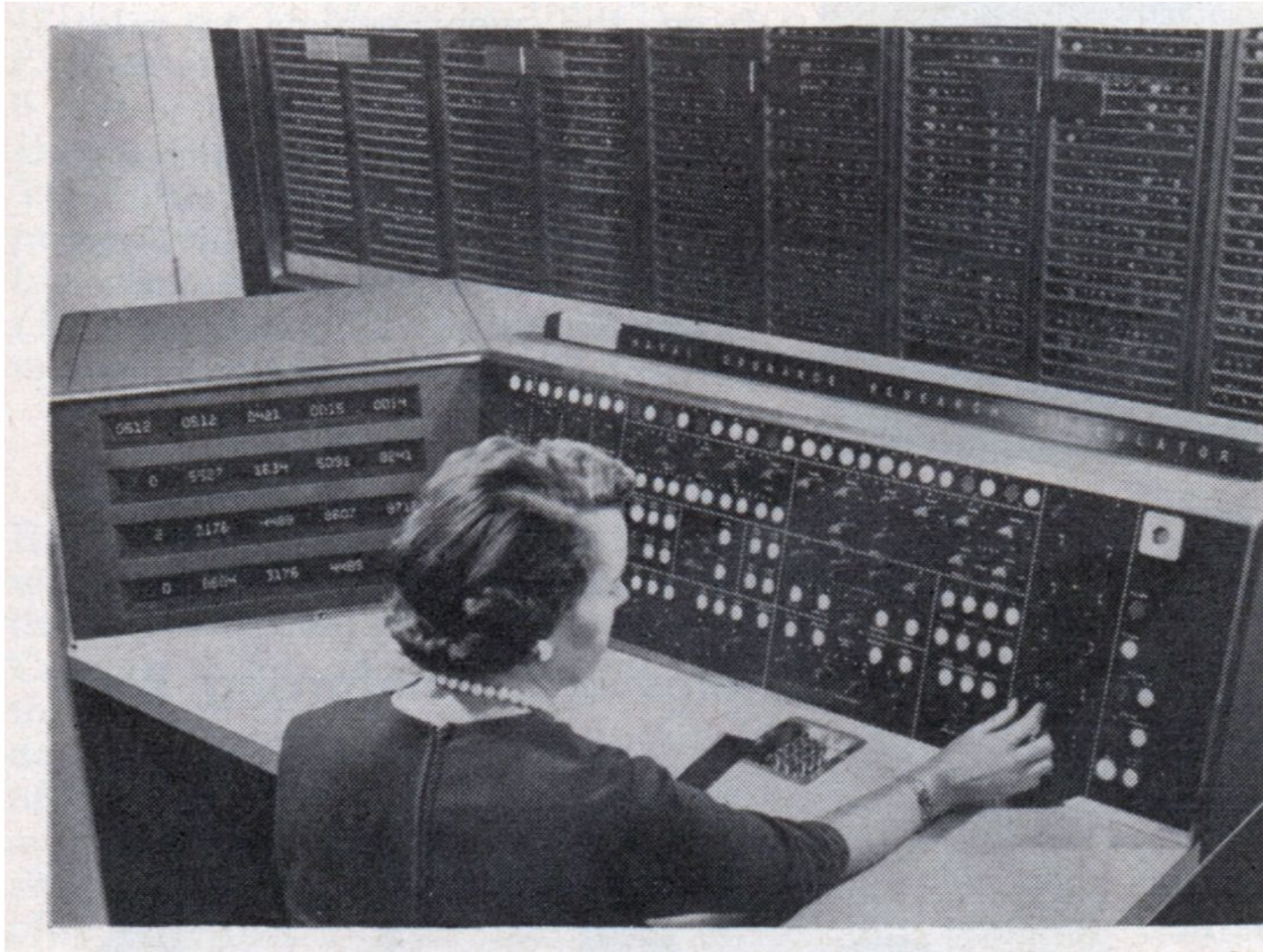


What is AI about?

An attempt [...] to make machines use language, form abstractions and concepts, solve kinds of problems now reserved for humans, and improve themselves.

John McCarthy, 1955

Naval Ordnance Research Calculator



Brainy Computer

Billed by its makers as the smartest electronic brain ever built is a giant computer called the NORC, for Naval Ordnance Research Calculator. The NORC was designed for high-speed calculation heretofore impossible because of the time involved. For instance, it can perform 15,000 arithmetical operations a second, or a billion in less than 24 hours. This is the equivalent of a thousand persons calculating on paper for a lifetime.

May 1955

And then...

...this happened



1997



...and this.



2012

The Artificial Intelligence Resurgence

More Computer Power

Better & Faster Algorithms

Cloud & Interconnectedness of Everything

AI is
Overrated

The AI Effect

“AI is whatever hasn't
been done yet.”

Douglas Hofstadter

AI is Overrated

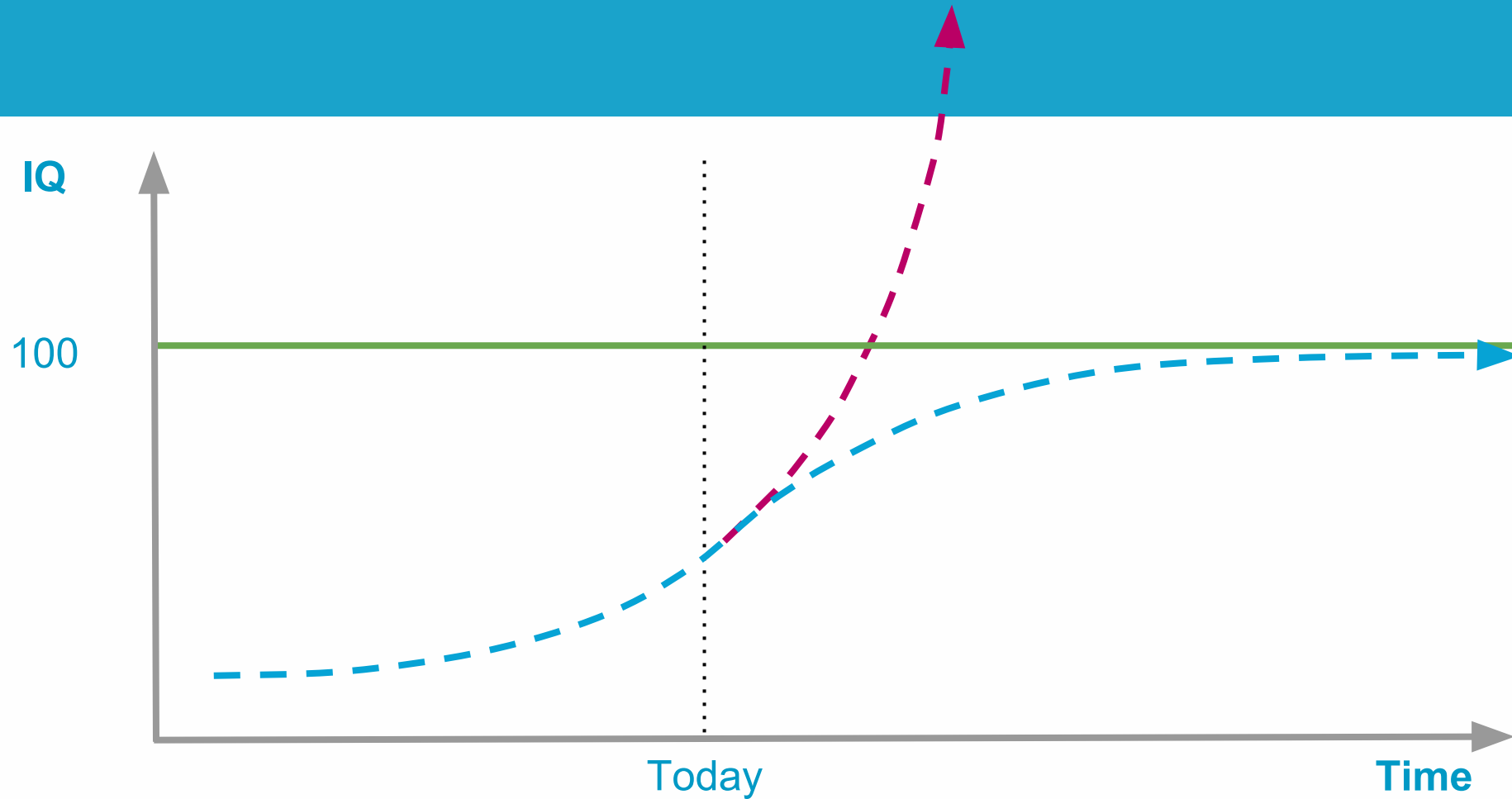


AI is Overrated

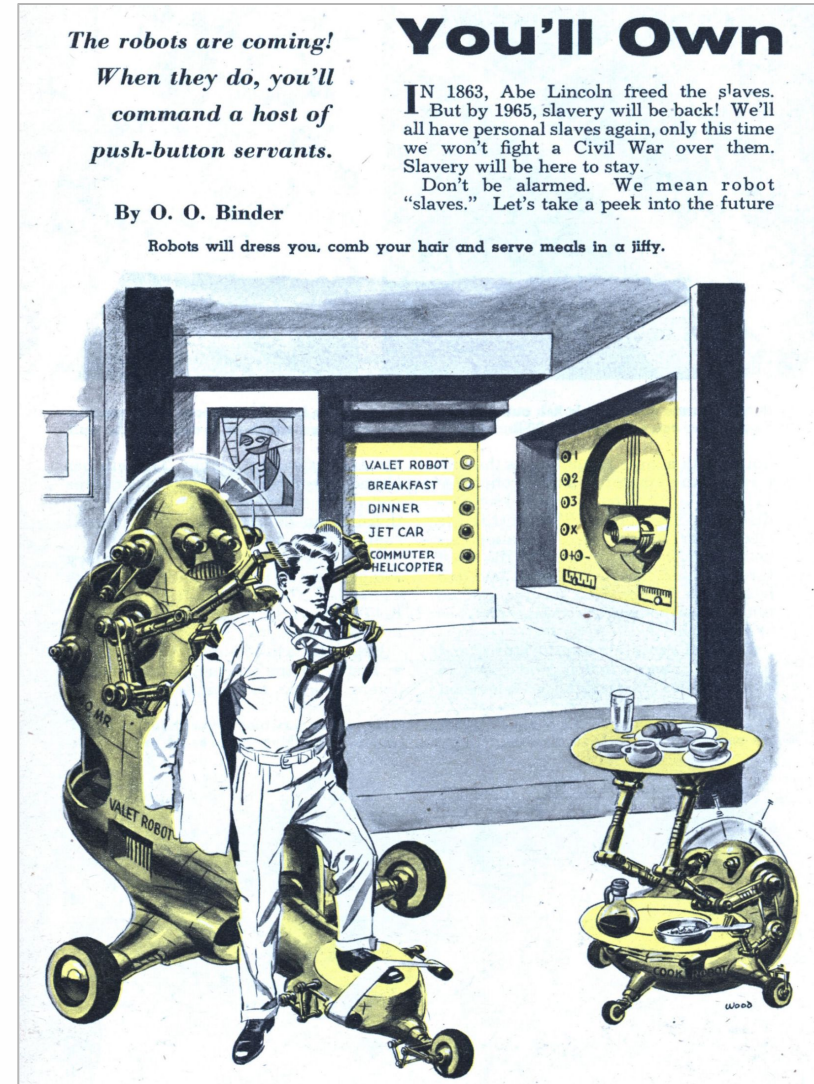
“The generation born after 2010 only knows a world with artificial intelligence technology.”

Generation AI, Gartner 2017

AI is Underrated



AI is Underrated



Back to Reality





Today's focus: Content

“US Marketers will spend 8% of their Marketing Programs' Budgets on **Content** This Year”

– Forrester 2016

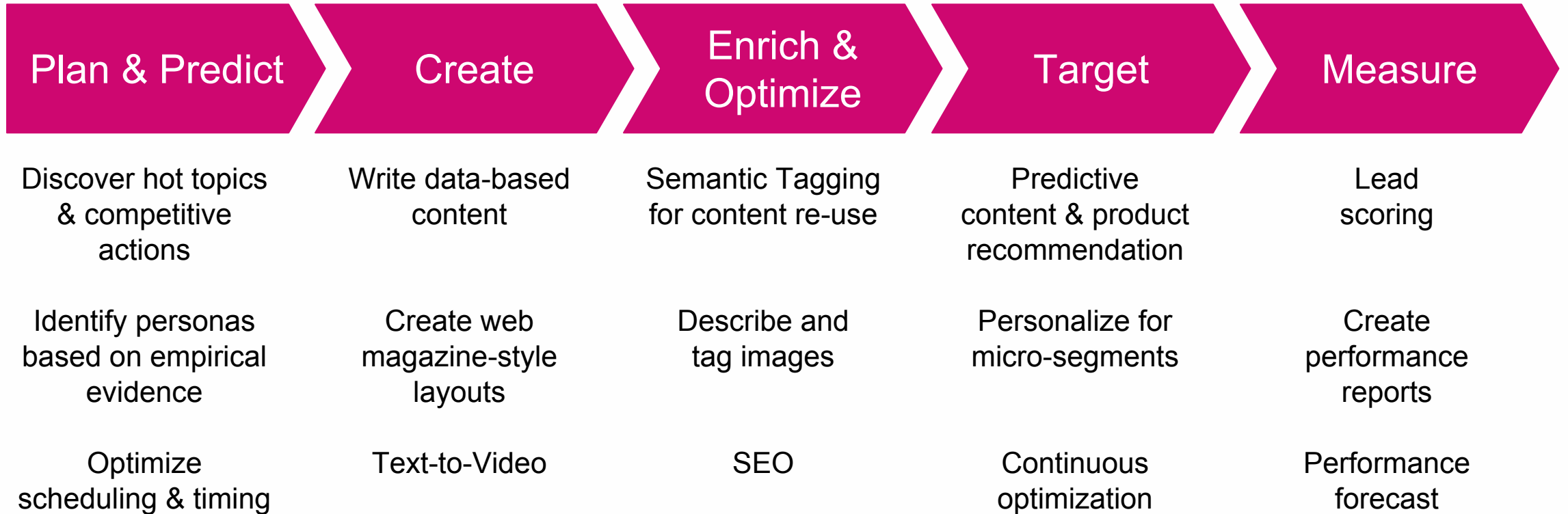
Where can AI help with Content Today?

Scale Your Output

Master Complexity

Optimize Quality & Content ROI

Where can AI help with Content Today?



Example 1: Natural Language Generation

Debakel für Lurup

Oberliga Hamburg: TSV Buchholz 08 – SV Lurup, 6:0 (3:0)

Der TSV Buchholz 08 kannte mit seinem hoffnungslos unterlegenen Gegner keine Gnade und trug einen 6:0-Erfolg davon. Die Überraschung blieb aus: Gegen den Gastgeber kassierte der SV Lurup eine deutliche Niederlage.

Buchholz 08 nahm in der Startelf drei Veränderungen vor und begann die Partie mit Künkel, Fornfeist und Kühn statt Fischer, Jonas und Köster. Auch Lurup tauschte auf drei Positionen. Dort standen Medaiyese, Mellies und Coulibaly für Belkhodja, Yumut und Ben Dhasen in der Startformation.

Gleich zum Spielbeginn sorgte Arne Gillich mit seinem Treffer für eine frühe Führung von Buchholz (2.). Eine starke Leistung zeigte Julian Kühn, der sich mit einem Doppelpack für den TSV Buchholz 08 meldete (7./37.). Die beiden Mannschaften verabschiedeten sich schließlich mit der deutlichen Führung für Buchholz 08 in die Pause.

Mit einem positionsgetreuen Wechsel – André Drawz kam für Mohamed Affo – startete der SVL in Durchgang zwei. Gillich beseitigte mit seinen Toren (77./87.) die letzten Zweifel am Sieg von Buchholz. Der SV Lurup geriet deutlicher in Rückstand, als Jonas Fritz nach Vorlage von Henrik Titze auf 6:0 für den TSV Buchholz 08 erhöhte (89.). ...

Source: Retresco GmbH, 2018

Example 1: Natural Language Generation

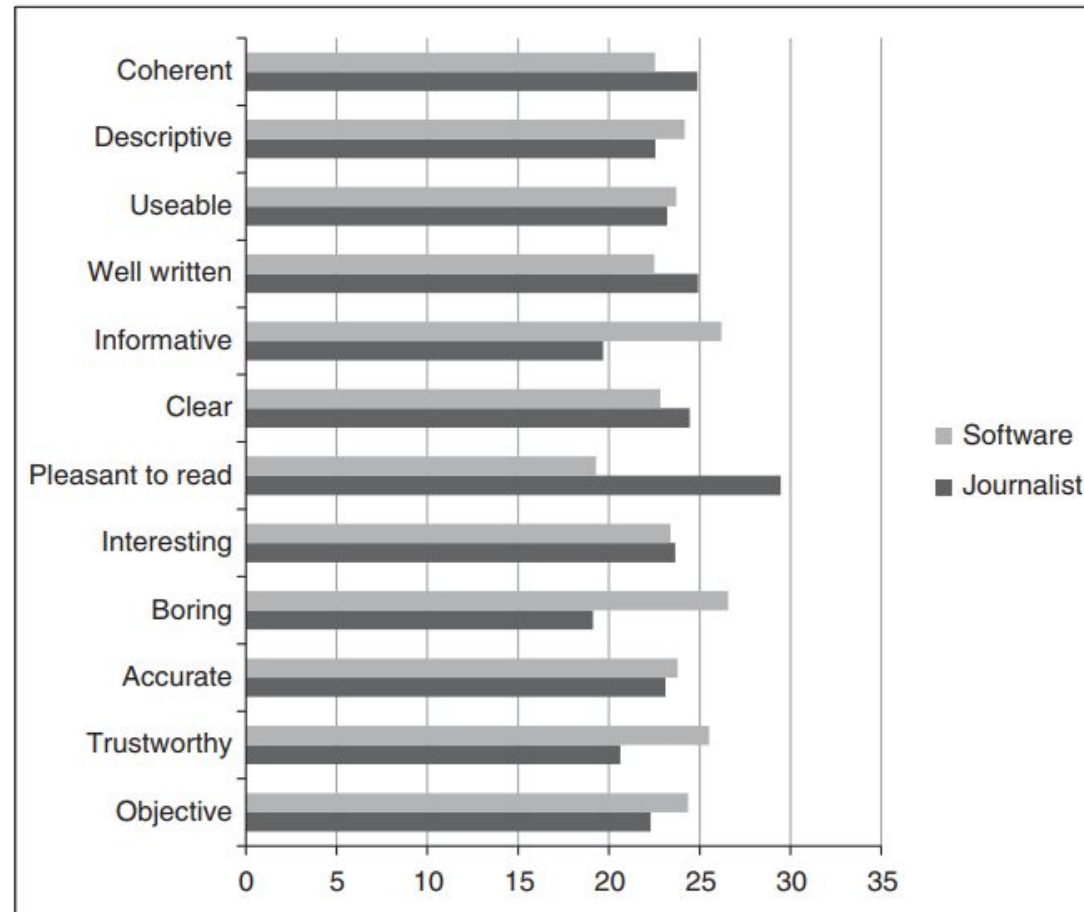


FIGURE 1
Mean rank values for each descriptor for each group (journalist or software)

Source: Christer Clerwall,
Enter the Robot Journalist, 2014



Natural
Language
Generation
IN MEDIA

“Die Redakteure der **WELT** setzen
Roboterjournalismus in der
Sportredaktion ein. ”

Mathias Döpfner, September 2017

“The **Washington Post**’s robot reporter
has published 850 articles
in the past year”

Digiday UK, September 2017

Example 1: Natural Language Generation - any language

Hoffenheim and Dortmund walk away with draws

Bundesliga: TSG Hoffenheim 2-2 Borussia Dortmund

TSG Hoffenheim and Borussia Dortmund came away with a 2-2 draw. Those who predicted a match between equals prior to kick-off, had their expectations confirmed by the outcome.

Both sides made a handful of changes to their starting lineups. Hoffenheim made three, swapping Kramaric, Rupp, and Polanski for Demirbay, Uth, and Rudy, while Dortmund swapped Piszczek, Durm, Sokratis, and Castro for Bender, Bartra, Götze, and Pulisic.

It did not take long before the first goal of the game was scored, coming from Uth of TSG Hoffenheim in the third minute. Borussia Dortmund's Götze took a chance in the eleventh and shot, making the score 1-1. It was Dortmund that tried to take control in the first half, maintaining a continual assault on Hoffenheim's defence with attempts by Schmelzer and Aubameyang. TSG Hoffenheim's Wagner took an opportunity in the 20th minute to make the score 2-1. Borussia Dortmund suffered a further setback in the 41st minute when Reus received their second yellow card and was sent off. [..]

With a season tally of 27 points, Hoffenheim moves to third place in the league. TSG Hoffenheim has walked victorious from the pitch just once in its last five matches. Hoffenheim has managed to stay undefeated this season with a current tally of six wins and nine draws. [..]

Source: Retresco GmbH, 2018


Example 1: Natural Language Generation - *any* language

German Bundesliga: Bayern Munich v Werder Bremen, 6:0

北京时间2016年8月26日下午8:30, 拜仁慕尼黑以6比0大败云达不莱梅。第9分钟, 阿隆索打破僵局, 拜仁慕尼黑1比0领先。第13分钟, 莱万多夫斯基抓住机会, 成功攻门, 2比0两队进入中场休息, 拜仁慕尼黑领先。第46分钟, 莱万多夫斯基成功射入整场的第3个进球。第66分钟, 拉姆得到穆勒的助攻, 射进第4个进球。第73分钟, 里贝利打入进球, 5比0。比赛第77分钟, 莱万多夫斯基以罚进点球为拜仁慕尼黑将比分扩大到6比0。拜仁慕尼黑终究胜云达不莱梅一筹, 赢得比赛。

Source: Retresco GmbH, 2018

Incase
Womens » Accessories » Shoes



Brand: Anna Field

Color: brown

Main material: fine leather

Style: leisure

Products

Shoes

Text

Results: 8

- Aylin Womens » Accessories » Shoes
- Incase Womens » Accessories » Shoes**
- Jethra Womens » Accessories » Shoes
- Prancer Womens » Accessories » Shoes
- Zerrick Womens » Accessories » Shoes
- Zacco Womens » Accessories » Shoes
- Evaluna Womens » Accessories » Shoes
- Bozwell Womens » Accessories » Shoes

Edit contents

Grid Container > Zerrick EN_GB

Product Name: Incase

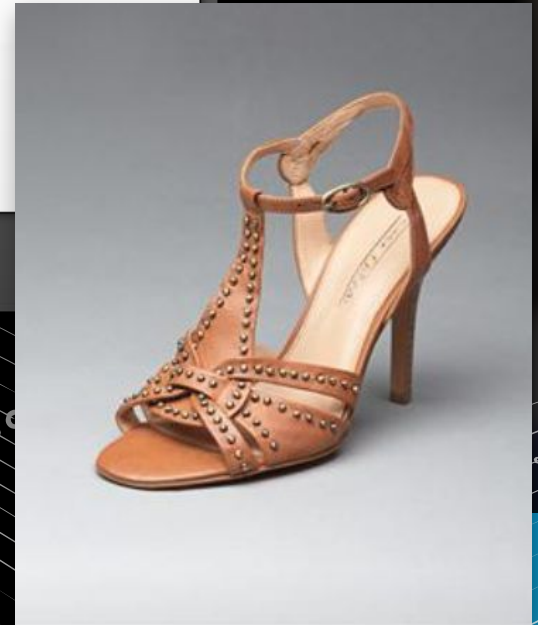
Product information

For discerning customers, this may be the best purchase year. Why not take a chance this season on this **high-heel sandal** with **decorative rivets** from **Anna Field**? This high-quality product is made entirely of **fine leather**. This would be an excellent a choice - a brand known for being eternal in quality and contemporary in design.

Generate new text

Drop product here

Apply Discard

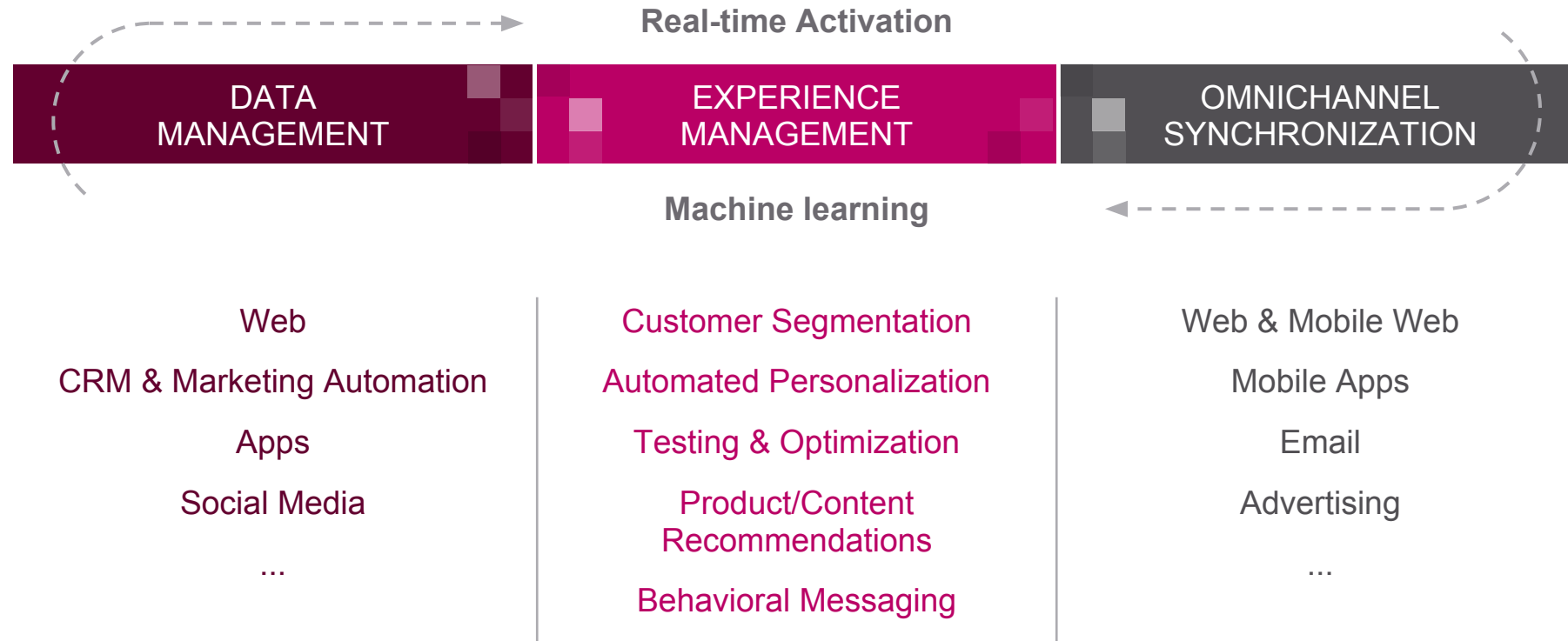


Incase

For discerning customers, this may be the best purchase year. Why not take a chance this season on this high-heel sandal with decorative rivets from Anna Field? This high-quality product is made entirely of fine leather. This would be an excellent a choice - a brand known for being eternal in quality and contemporary in design.


Natural Language Generation for Digital Commerce




Example 2: Next Generation Personalization



AI-powered personalization stack

Intelligent Content Engine: Predictive Targeting

Personalization Opportunity Found! 

Audience	Best Variation	Projected Uplift
Social Traffic* 67,013 users	Video Stage	+22.2%   
All other users 226,883 users	Hero Banner	

Start personalization initiatives with one click

Intelligent Content Engine: Predictive Audiences (planned)

Audience Explorer

Gain valuable insights by applying filtering conditions to your users

Probability to purchase an expensive product is higher than 95% of users

Create smart audiences based on similarity

Example 2: Next Generation Personalization



2.8x

Revenue per User



2.3x

Conversions



1.2x

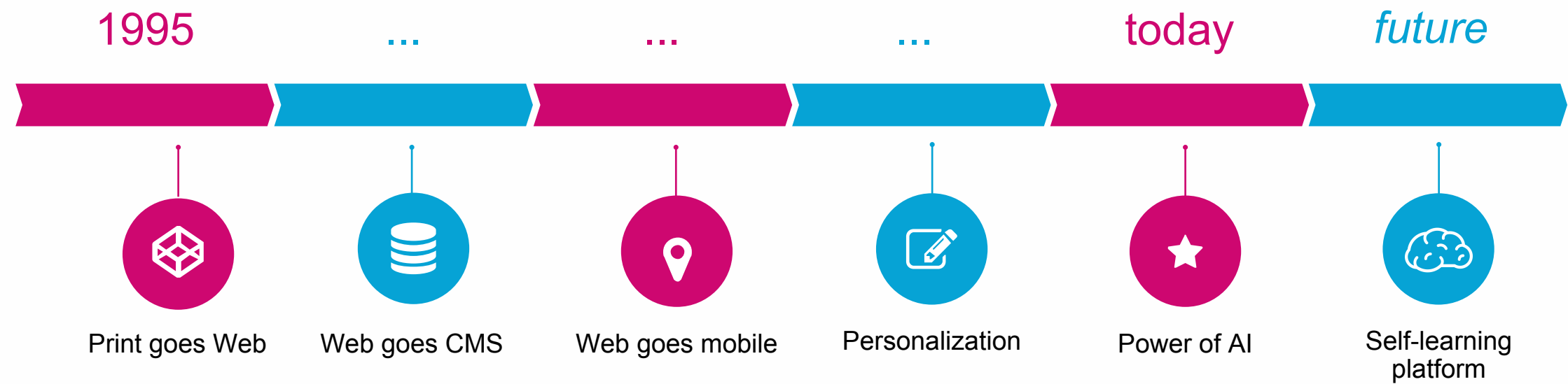
Average Order Value

Users that engage with
AI product recommendations
compared to all site visitors

The road to AI-driven Digital Experiences



#1 Have an AI mindset



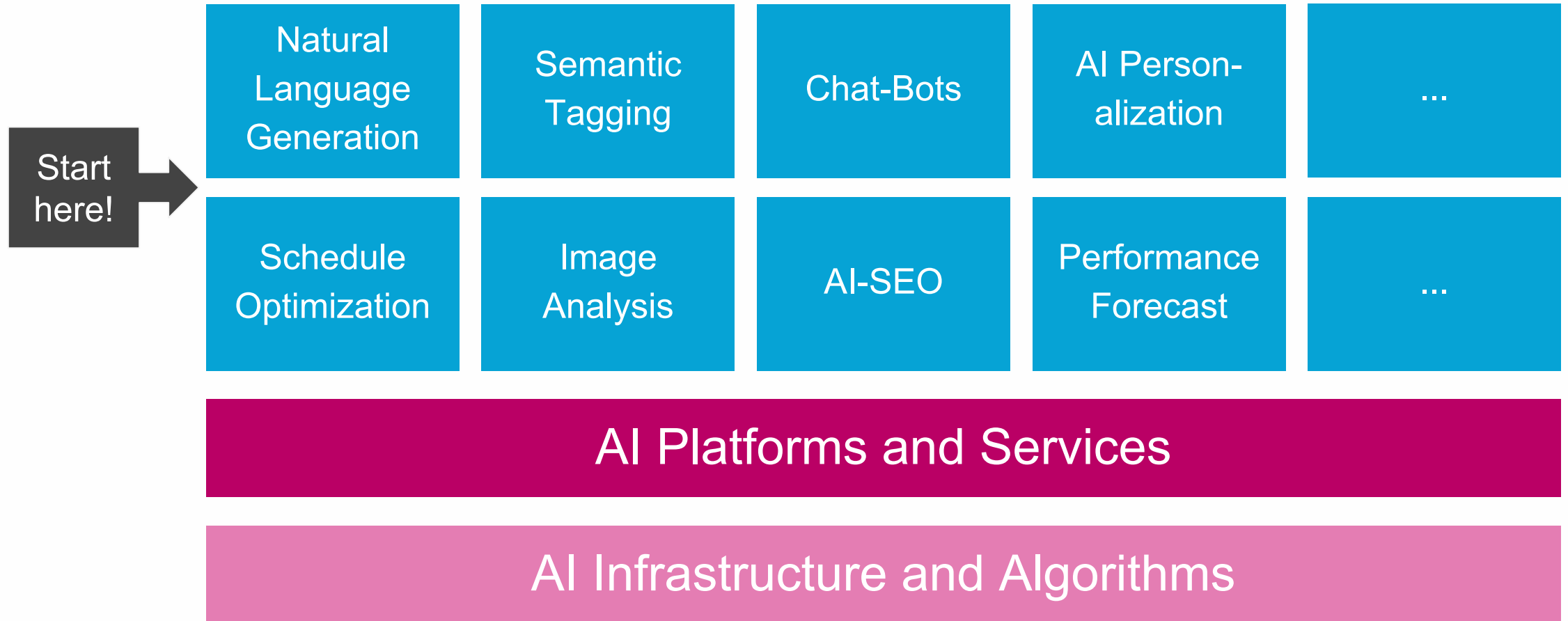
From pixel perfect...

...to context perfect

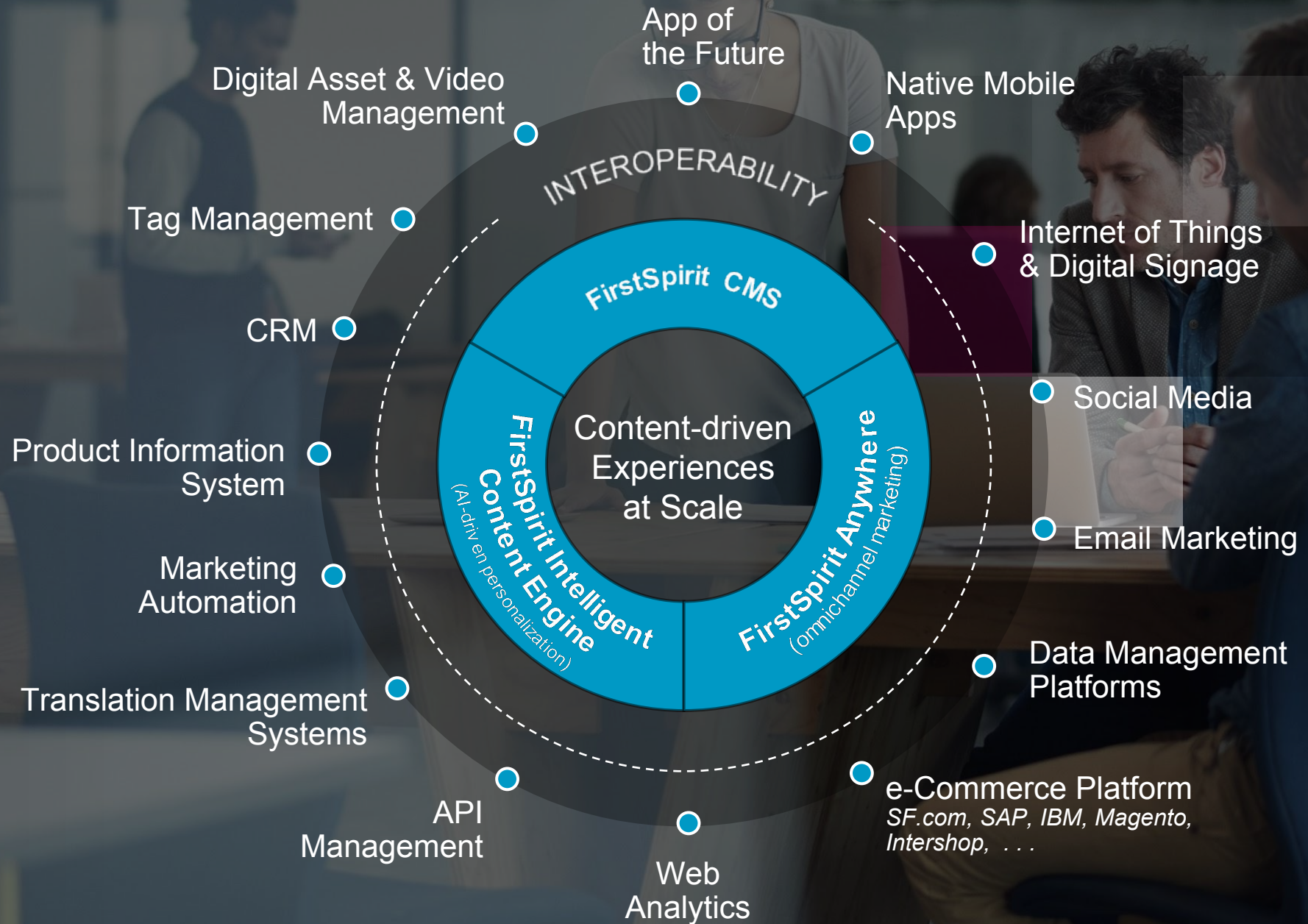
From preview-based...

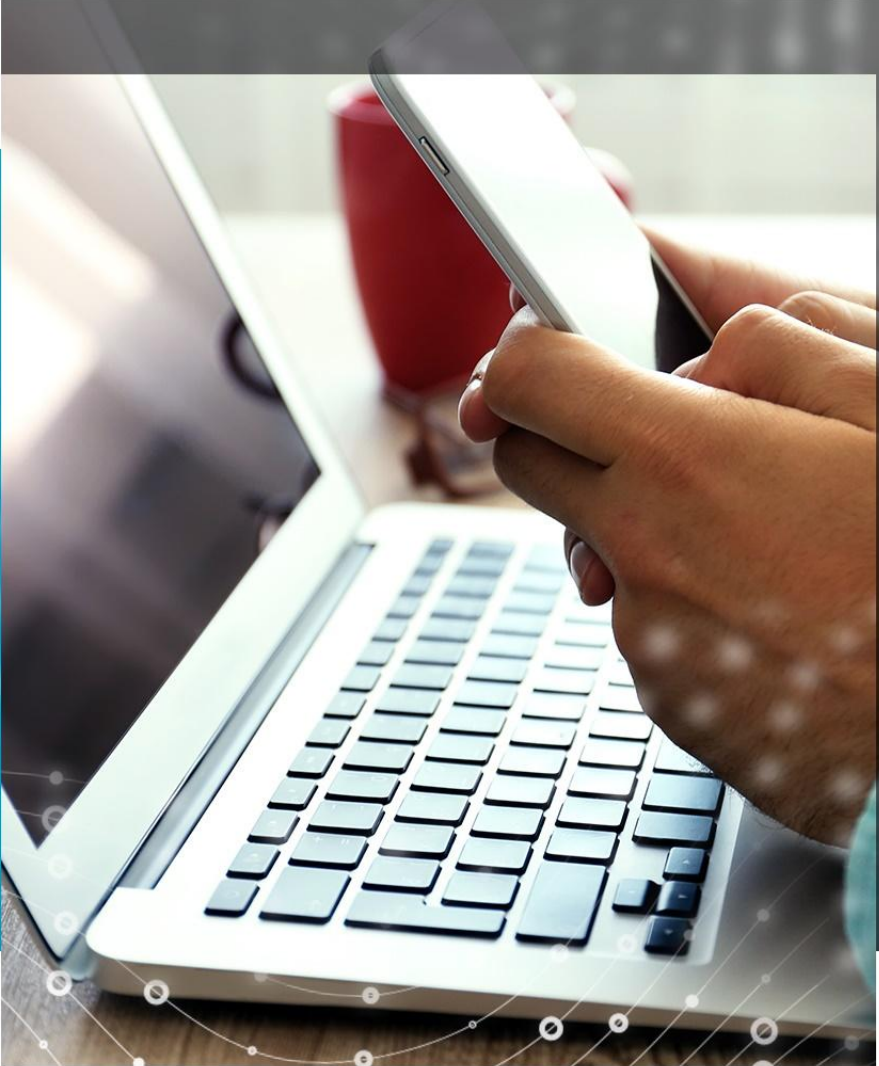
...to KPI centric

#2 Build from Blocks, not from the Scratch



#3 Embed AI in your DX Ecosystem





Content Intelligence

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