

BEYOND THE CLICK – DIGITAL MARKETING & AI IN RETAIL

OMMAX - MUNICH

07/03/2024

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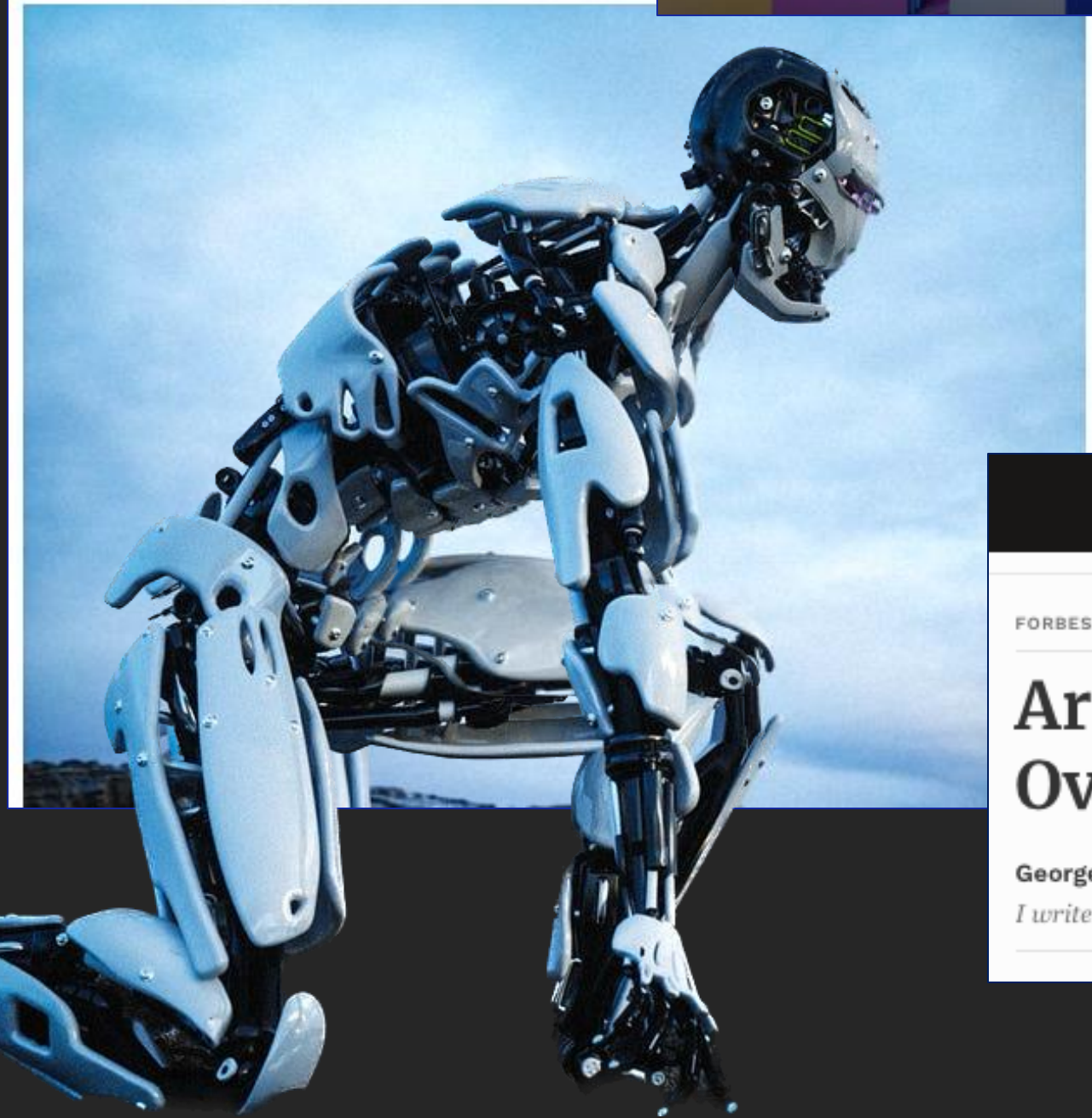
“AI is not just heading for our industry; it will radically change the machinery we use in marketing.”

- Tim Benners-Lee, British Computer Scientist

AI MARKETING IS GLOBALLY TRANSFORMING THE MARKETING INDUSTRY.

Unraveling the Impact of AI in Digital Marketing: Revolutionizing the Future

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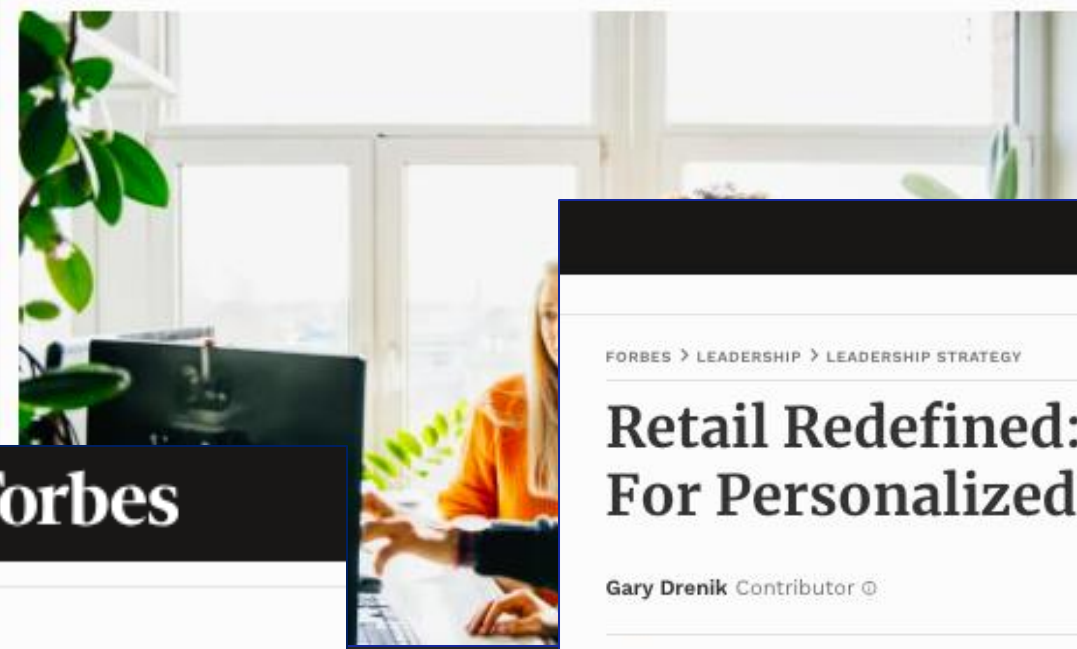
Forbes

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Embracing The Future: How AI Is Revolutionizing Marketing And Sales

F Ali Payani Forbes Councils Member
Forbes Business Council COUNCIL POST | Membership (Fee-Based)

Mar 8, 2023, 07:45am EST
Ali Payani, the CEO of LookinLA, a leader in driving business transformation through AI and marketing strategy.



Future of marketing & rise of AI for content creation

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The Future Of Artificial Intelligence: Predictions And Trends

Forbes Mario Mirabella Forbes Councils Member
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Artificial Intelligence Is Taking Over Marketing

George Deeb Contributor
I write about growth strategy, execution & financing

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Retail Redefined: AI's Affinity For Personalized Engagement

Gary Drenik Contributor
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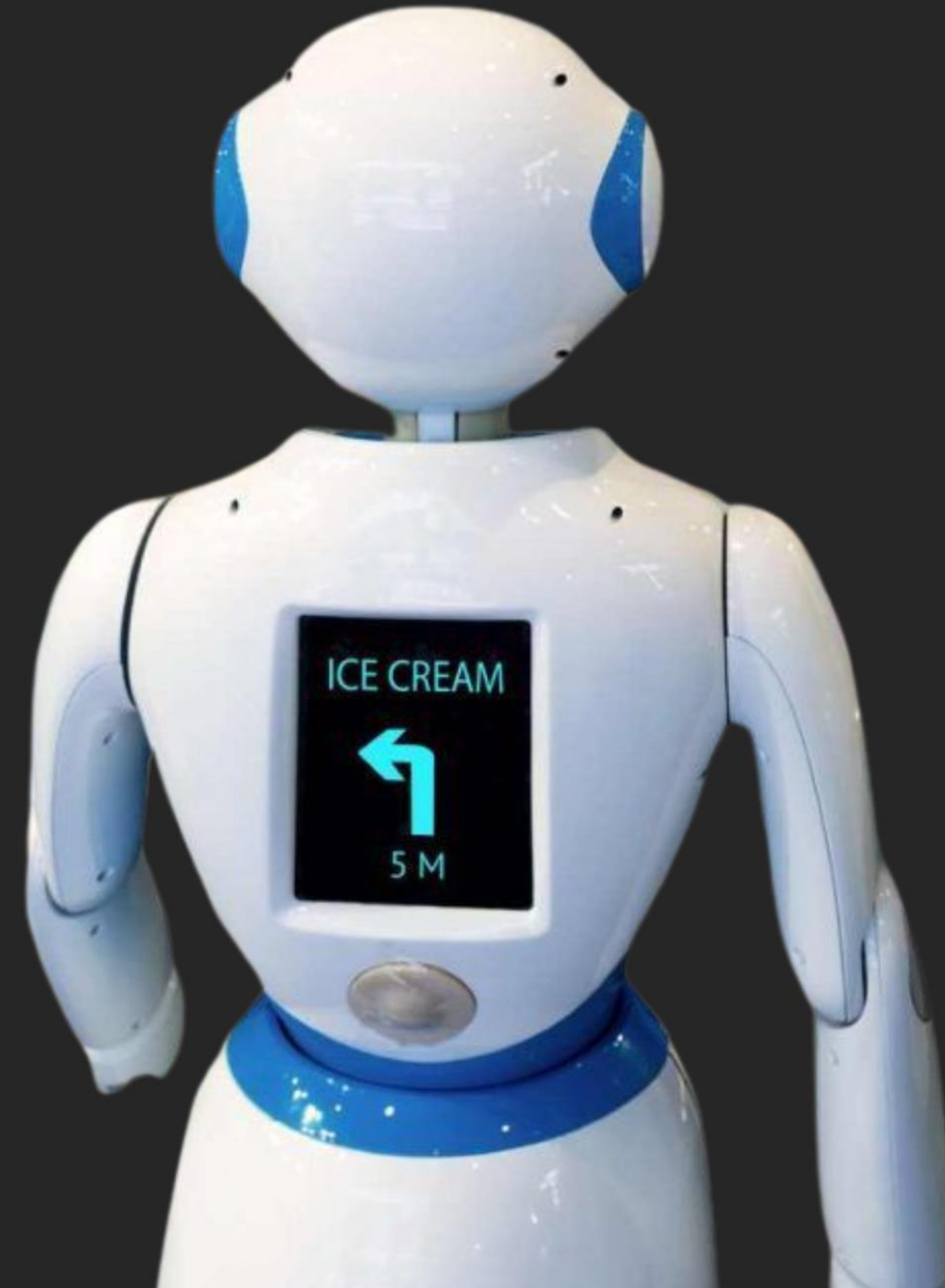
October 3, 2017 | Article



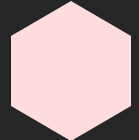
LET'S SPEAK NUMBERS: THE GLOBAL AI RETAIL MARKET.

63 % of retail organizations use AI to improve customer service.

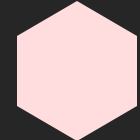
40 % of organizations have already created dedicated teams and budgets for AI.



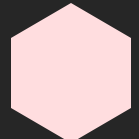
OMNICHANNEL MARKETING IN RETAIL MEANS GOING THE EXTRA MILE TO REACH THE CUSTOMER.



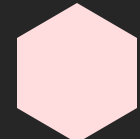
Personalized Offer



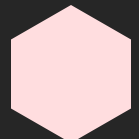
Marketing feedback



Media, loyalty, and engagement



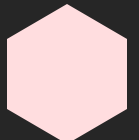
Smart view of the customer



Digital campaign creatives

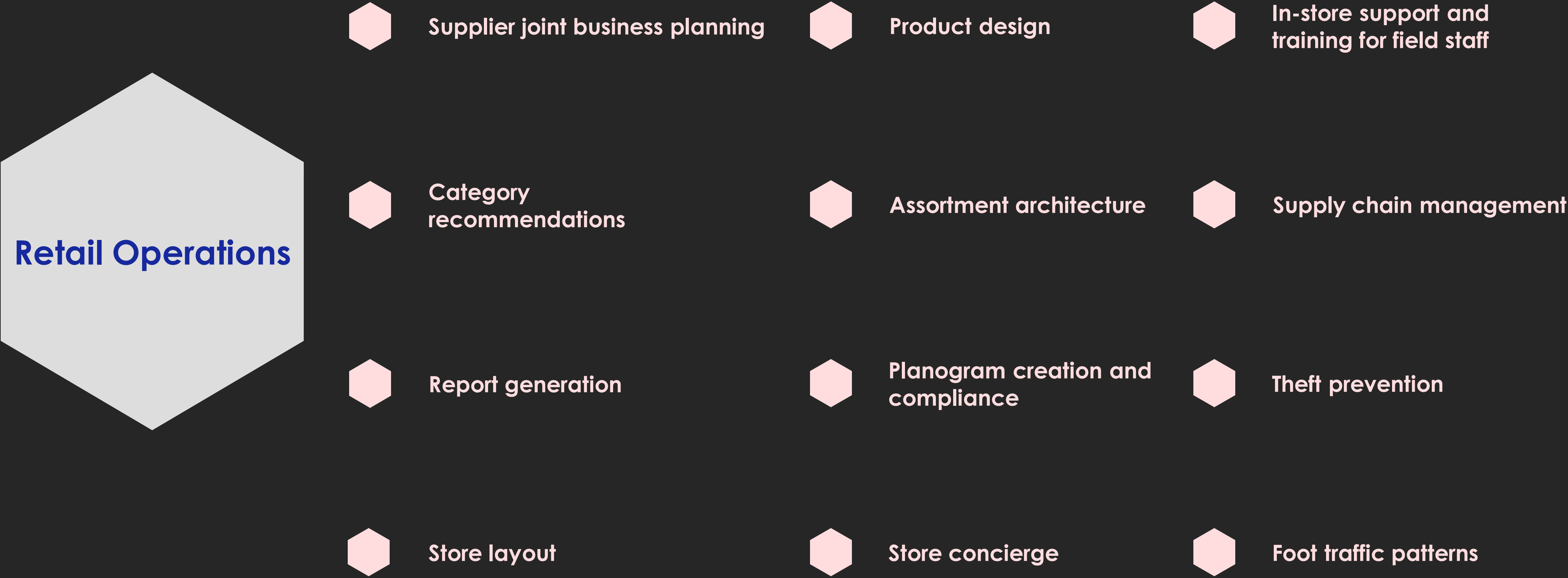


Sentiment analysis

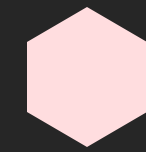


In-store creatives

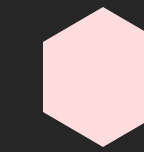
WITH THE HELP OF AI TOOLS, BRANDS CAN LEVEL UP THEIR RETAIL OPERATIONS.



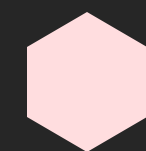
AND ULTIMATELY, DRIVE CUSTOMER LOYALTY.



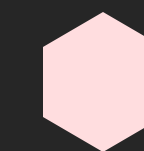
Customer loyalty optimization



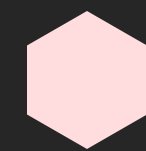
24/7 online chat service bot



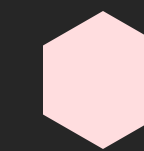
**Customer segmentation
and persona tuning**



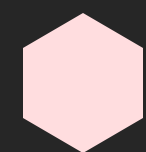
In-store chat assistant



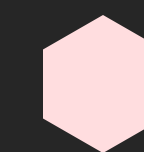
Agent co-pilot/ chatbot



Customer feedback



**Post-purchase
appreciation**



Interaction synthesis



“Artificial intelligence doesn’t replace humans; it helps unlock human potential”

- Paul Roetzer, CEO Marketing A.I. Institute



THANK YOU!

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