

# MARKETING DIGITAL & INTELLIGENCE ARTIFICIELLE

Prof. Dr. Arnaud Dufour  
Haute École d'Ingénierie et de Gestion du Canton de Vaud  
Numerik Games Festival | Yverdon-les-Bains | 29.08.19

1. l'IA investit l'environnement du client

AI

# 13 ways you're using AI in your daily life



Christine Robson  
Google AI


Published May 4, 2018

*Editor's note: Artificial intelligence (AI) is behind many of Google's products and is a big priority for us as a company (more about that at [Google I/O next week](#)). Before the festivities commence, we're sharing how AI already affects your life in ways you might not know, and how people from all over the world have used AI to build their own technology.*


AI often sounds like some far-off science fiction concept, but it's actually behind a lot of things you encounter in your daily life. Here's the rundown: we train a software system

Siri - Apple  
Apple Inc. [US] | apple.com/siri/


**"Hey Siri, call Mom on speaker"**




**Siri reminds you to make the calls that matter.**




**"Text Donna 'I'm on the way exclamation point'"**




**"Read my last message"**














**Don't know who's calling? Siri can help.**



**"Message Teri 'I'll be there in 30 minutes' on WhatsApp"**



## DEVICES - ALEXA-ENABLED

		
Amazon Echo	Amazon Echo Dot	Amazon Echo Look
		
Amazon Echo Show	Amazon Echo Show 5	Amazon Tap
		
Amazon Echo Plus	Amazon Echo Input	Amazon Echo Auto
		
Amazon Echo Spot	Amazon Echo Dot Kids Edition	





# Make Google show it.

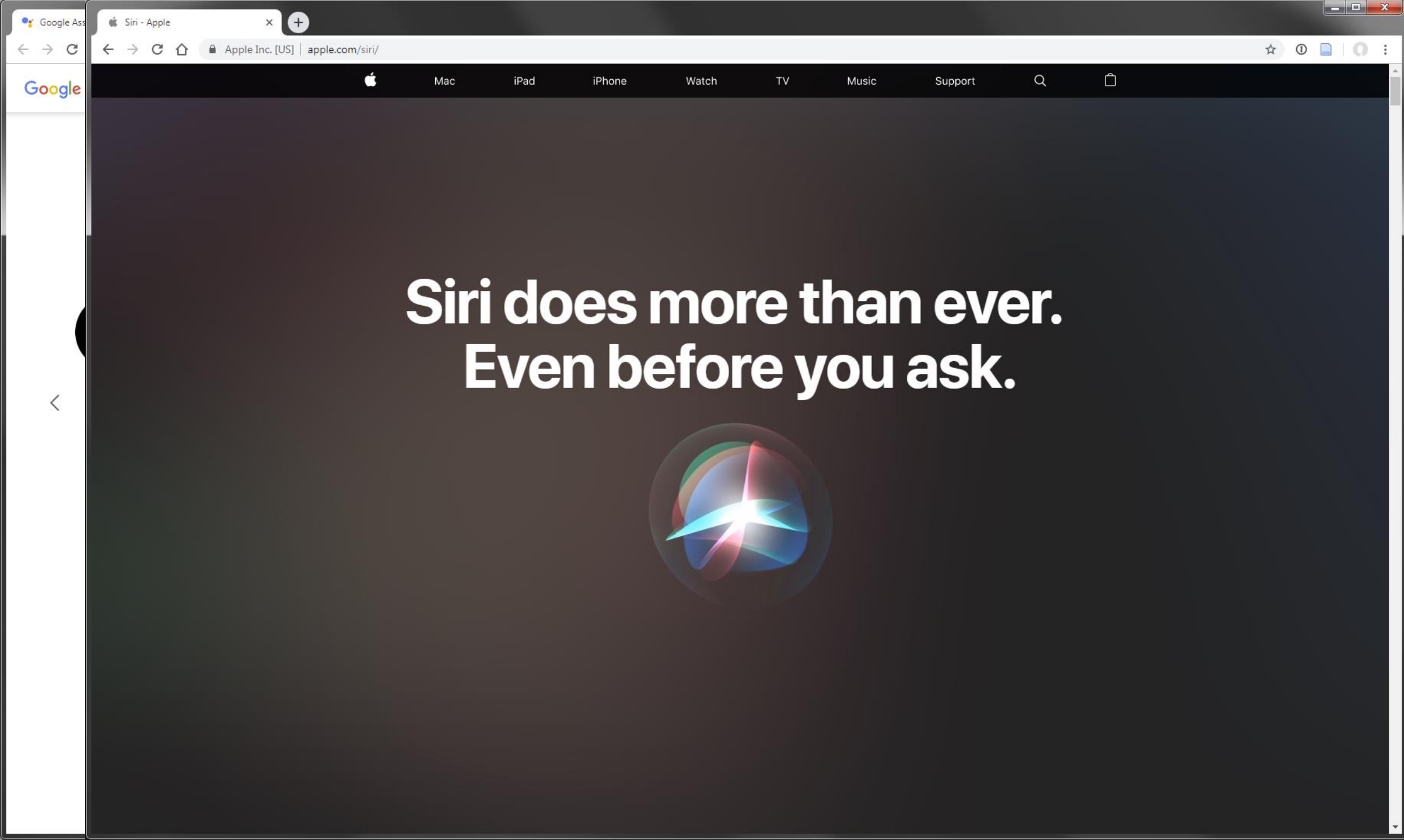


“Hey Google, show me chicken noodle soup recipes”

Learn more



Ready to help, wherever you are



**Siri does more than ever.  
Even before you ask.**





Roll over image to zoom in

See what Alexa can do

Outside the US? Learn more about Echo International Versions and shipping to your country: Echo Dot | Echo | Echo Plus

### Echo (2nd Generation) - Smart speaker with Alexa and Dolby processing - Charcoal Fabric

by Amazon

★★★★☆ 49,378 customer reviews | 1000+ answered questions

Price: \$99.99

In stock on September 10, 2019.

Order it now.

This item does not ship to Lausanne, Switzerland. Please check other sellers who may ship internationally. Ships from and sold by Amazon Digital Services LLC.

Color: Charcoal Fabric



Configuration: Echo

- Echo
- With \$5 Smart Plug
- with \$20 Sengled 2 pack

- Meet Echo - Our flagship smart speaker that connects to Alexa to play music, set alarms and timers, answer questions, control smart home devices, and more. Fits best in communal spaces, like living and family rooms.
- Enjoy room-filling sound - Enjoy crisp vocals and dynamic bass response with Dolby processing.
- Voice control your music - Stream songs from Amazon Music, Apple Music, Spotify, Sirius XM, and others.
- Ready to help - Ask Alexa to play music, answer questions, read the news, check the weather, set alarms, control compatible smart home devices, and more.
- Voice control your smart home - Turn on lights, adjust thermostats, lock doors, and more with compatible connected devices.
- Connect with others - Call almost anyone hands-free. Instantly drop in on other rooms in your home or make an announcement to every room with a compatible Echo device.
- Alexa has skills - With tens of thousands of skills and counting, Alexa is always getting smarter and adding new skills like tracking fitness, playing games, and more.
- Designed to protect your privacy - Built with multiple layers of privacy protections and controls, including a microphone off button that electronically disconnects

Share 42K+ Shares

Upgrade and save with Trade-In

Qty: 1

Add to Cart

Buy Now

This is a gift, do not link to my account.

Additional Items

- Warranty and Accident Protection (delivered via e-mail): 2 year \$47.99 \$14.99
- Echo Wall Clock \$29.99
- Amazon Smart Plug: Smart Plug \$24.99
- Echo Buttons — Play games with your Echo \$19.99
- Alexa Voice Remote \$29.99
- Powerful subwoofer for your Echo: Echo Sub \$129.99

Deliver to Arnaud - Lausanne 1005

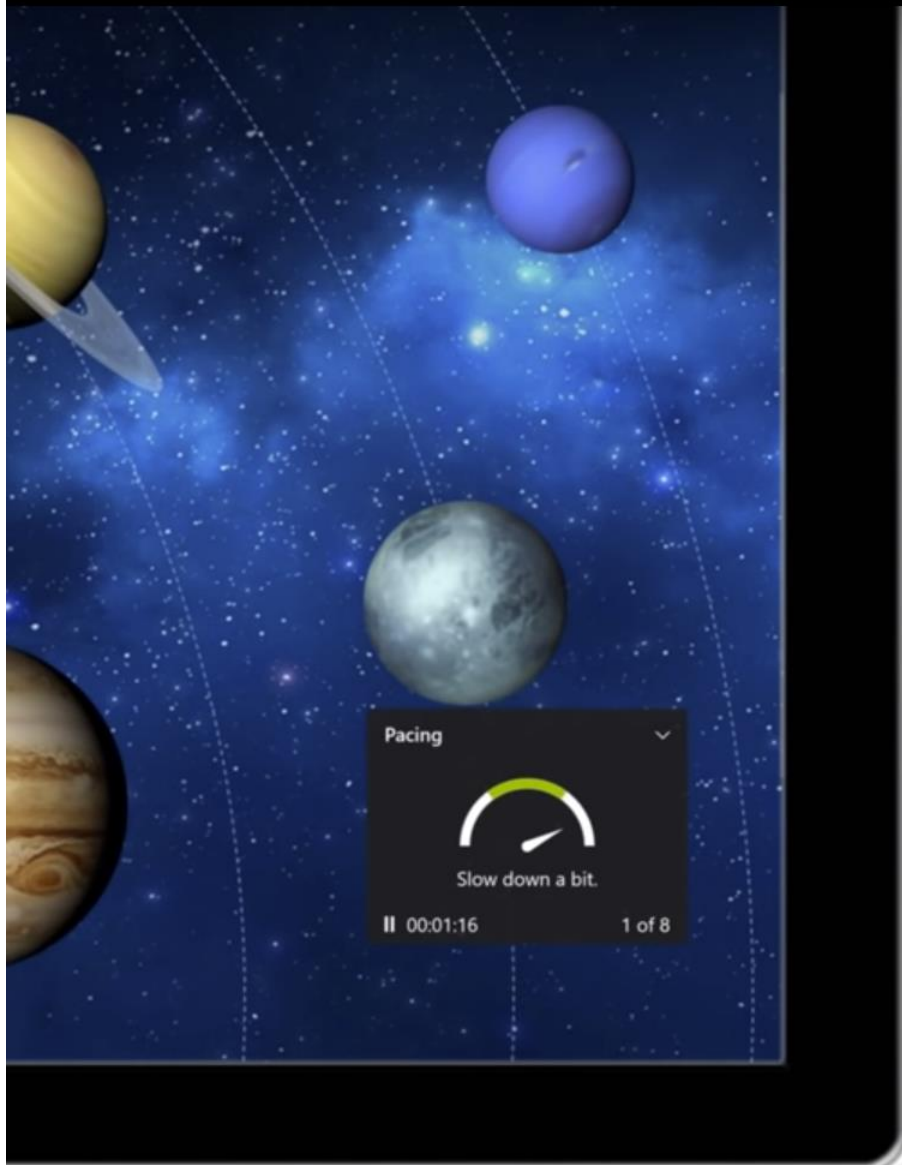
Add to List

Save when you buy pre-owned devices

Certified Refurbished \$79.99

See more options





The tool gives you  
real-time feedback  
on your pacing



Try again

# and tips to get better

## Filler

basically  1

Try to avoid filler words in your speech. Try tips like taking a deep breath before you speak to help you relax, pausing before you speak, etc.

## Sensitive Phrases

Consider avoiding or replacing these terms or phrases, which might offend some people.

- ~~you guys~~ → you people ⓘ
- ~~call a spade a spade~~ → telling it like it is ⓘ
- ~~the disabled~~ → people with disabilities ⓘ

## Narration

To help your audience's comprehension, avoid reading the text on your slides. Here are the slides you might want to work on:



Slide 4





2. l'IA émerge dans les logiciels de marketing (martech)



# Creativity. Workflows. Experiences. All made smarter with Adobe Sensei.

Artificial intelligence is changing the way business works. And Adobe Sensei is leading the way, powering creativity, workflows, and digital marketing — making each customer experience more amazing and more personal.

[Watch video](#)

Sign up for our newsletter for all things Adobe Sensei and AI.

[Sign up](#)

## Adobe Sensei is AI and machine learning for customer experiences.

Today, Adobe Sensei powers dozens of features across Adobe products. And we have many more innovations on the way.

### In Adobe Creative Cloud

More customers on more channels means there's an increased demand to deliver content faster. In Adobe Creative Cloud, the AI of Adobe Sensei helps you go from concept to completion faster, whether it's finding the right image, creating the perfect composite, or







TRY FOR FREE

# Salesforce Einstein

TAKE THE TOUR

## Overview

By Role

Platform Features

Einstein Voice

Customer Stories

AI Deep Dive

AI Research

Resources

FAQ

## QUESTIONS?

1-800-667-6389

CONTACT US

# Work smarter with artificial intelligence that's built right into Salesforce.

Get more done with Einstein AI, your smart CRM assistant. Make decisions faster, make employees more productive, and make customers happier using AI-powered predictions and recommendations.

SEE IT IN ACTION

The image illustrates the Einstein AI interface in action. On the monitor, a customer profile for 'Jim Harrington' is shown with a 'Likelihood of Attrition' chart and a list of 'SPR PREDICTIVE FACTORS'. On the smartphone, a chat window with 'Einstein Bot' provides recommendations like 'Watch College Football' and 'Stream TV'.

LET'S CHAT

FEEDBACK

Solutions /  
**Oracle Artificial Intelligence (AI)**

Contact us →

# AI-Powered Machines and Humans: A Powerful Duo



Oracle VP Product Marketing, Oracle Cloud Platform Dain Hansen and MIT Professor Thomas Malone discuss how artificial intelligence and machine learning power the new workforce. What should forward-thinking businesses do to maximize success?

Explore the perspectives →



Chat now →

- Overview
- Products
- Solutions
- News and Opinion
- Resources ▾

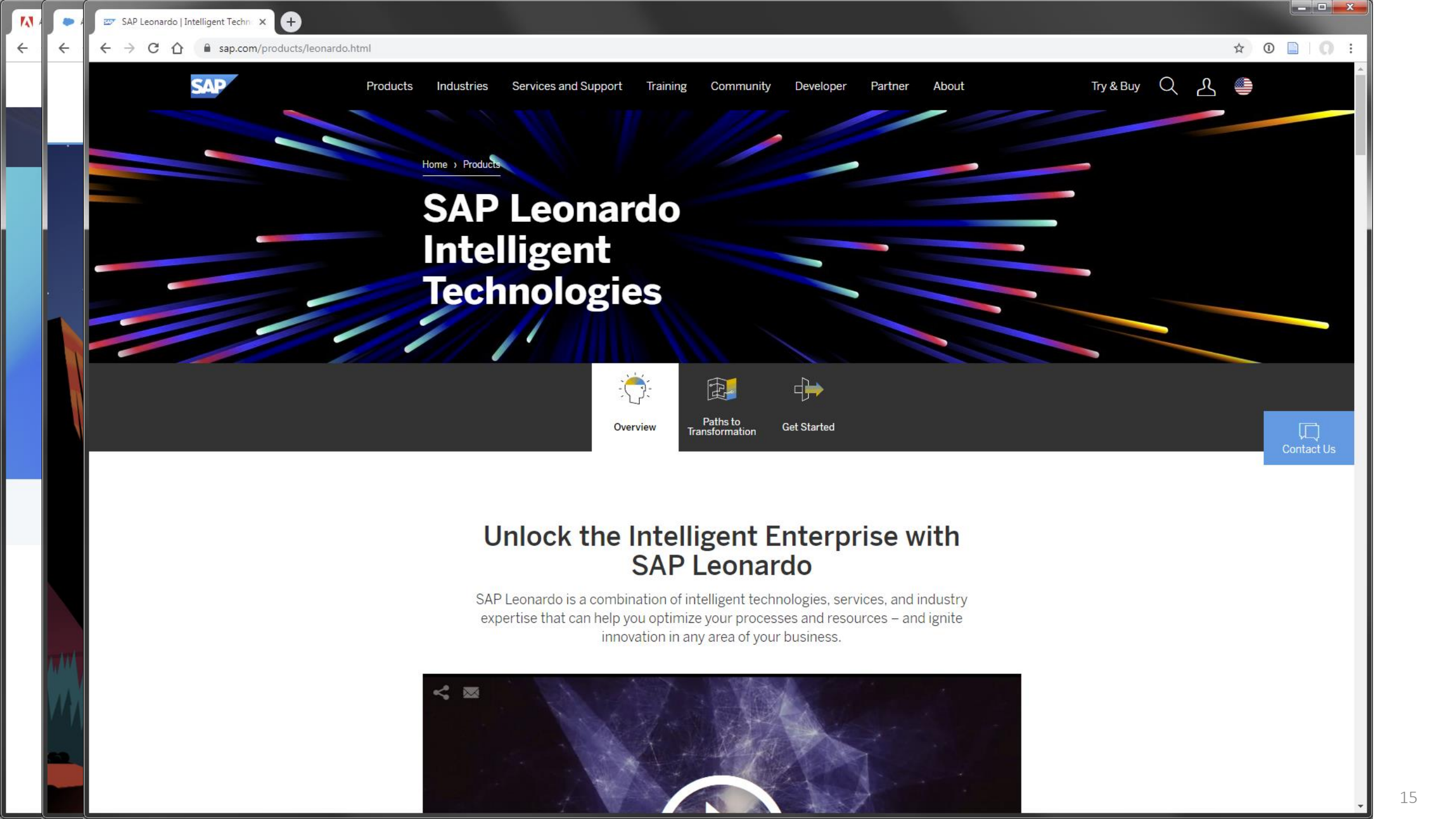
## Oracle AI: Ready to Go. Ready to Build. Ready to Work.

Oracle makes it easy for enterprises to realize value from artificial intelligence and machine learning (ML). Through Oracle's ready-to-go, AI-powered cloud applications, business teams can drive better business outcomes through intelligent features such as next-best offers in our CX suite or smart candidate lists in our HCM suite. Oracle's ready-to-build AI platform gives data scientists and application developers a range of cloud services to easily build, train, deploy, and manage AI-powered solutions. With ready-to-work Oracle Autonomous Database platforms, machine learning is working behind the scenes to automate security patching and backups and optimize database query



Chat





Home > Products

# SAP Leonardo Intelligent Technologies



Overview



Paths to  
Transformation



Get Started

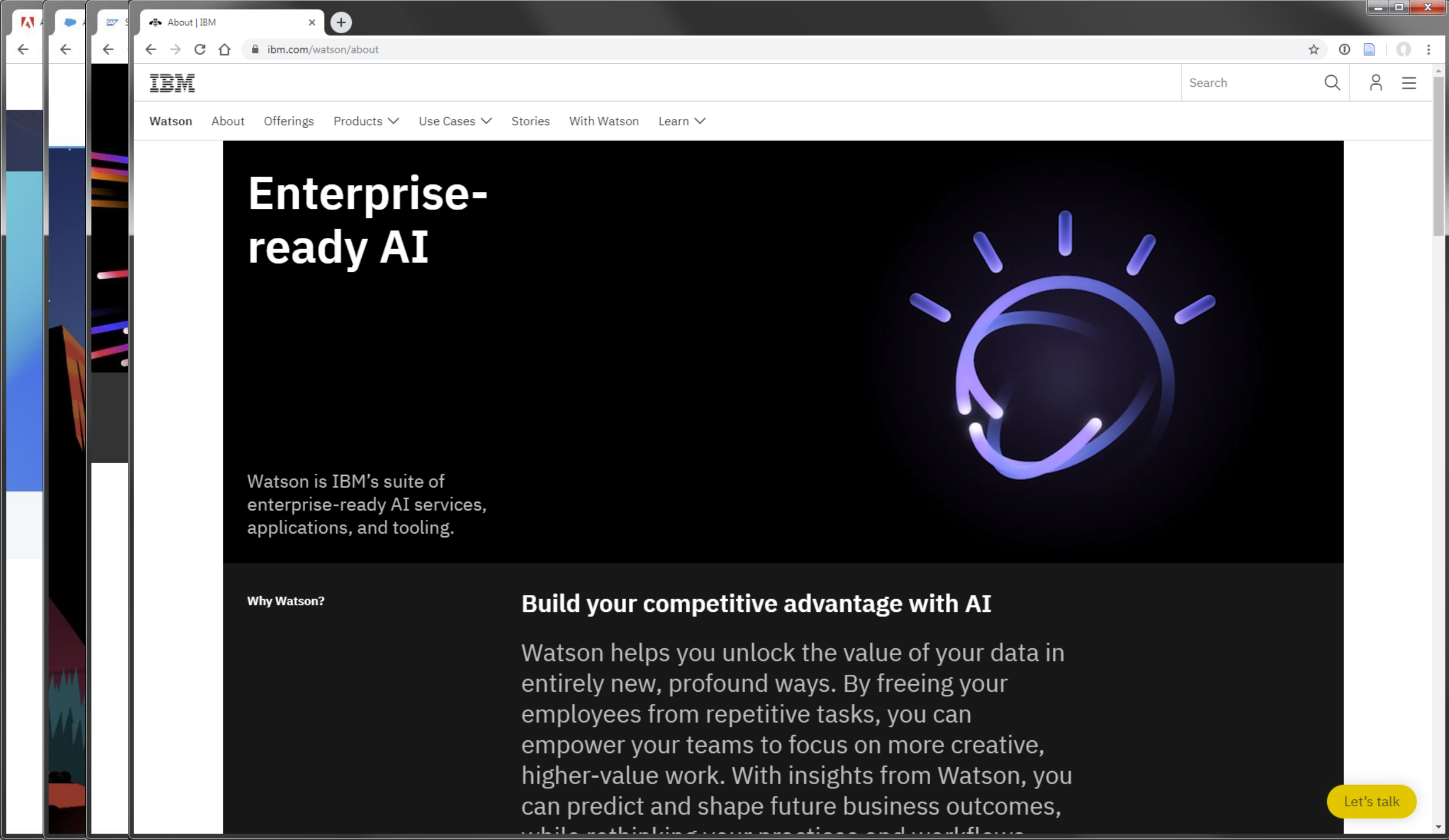


Contact Us

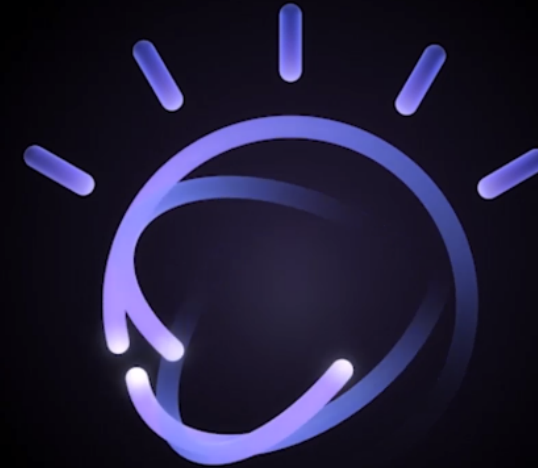
## Unlock the Intelligent Enterprise with SAP Leonardo

SAP Leonardo is a combination of intelligent technologies, services, and industry expertise that can help you optimize your processes and resources – and ignite innovation in any area of your business.





# Enterprise-ready AI



Watson is IBM's suite of enterprise-ready AI services, applications, and tooling.

## Why Watson?

## Build your competitive advantage with AI

Watson helps you unlock the value of your data in entirely new, profound ways. By freeing your employees from repetitive tasks, you can empower your teams to focus on more creative, higher-value work. With insights from Watson, you can predict and shape future business outcomes, while rethinking your practices and workflows.

Let's talk

Solutions /  
**Oracle Artificial Intelligence (AI)**

Contact us →

# AI-Powered Machines and Humans: A Powerful Duo



Oracle VP Product Marketing, Oracle Cloud Platform Dain Hansen and MIT Professor Thomas Malone discuss how artificial intelligence and machine learning power the new workforce. What should forward-thinking businesses do to maximize success?

Explore the perspectives →



Chat now →

- Overview
- Products
- Solutions
- News and Opinion
- Resources ▾

## Oracle AI: Ready to Go. Ready to Build. Ready to Work.

Oracle makes it easy for enterprises to realize value from artificial intelligence and machine learning (ML). Through Oracle's ready-to-go, AI-powered cloud applications, business teams can drive better business outcomes through intelligent features such as next-best offers in our CX suite or smart candidate lists in our HCM suite. Oracle's ready-to-build AI platform gives data scientists and application developers a range of cloud services to easily build, train, deploy, and manage AI-powered solutions. With ready-to-work Oracle Autonomous Database platforms, machine learning is working behind the scenes to automate security patching and backups and optimize database query



Chat





TECHNOLOGIE > CRITEO AI ENGINE

# Criteo AI Engine

## Des campagnes publicitaires plus intelligentes

Misez sur la puissance de l'intelligence artificielle pour des annonces optimisées, hyper-pertinentes et diffusées à la bonne personne au bon moment. Les algorithmes avancés de l'IA analysent les insights de Criteo Shopper Graph en temps réel, soit près d'1,9 milliards de consommateurs actifs par mois et 800 milliards de dollars de données transactionnelles chaque année. Plus il engrange d'informations sur le comportement de vos shoppers, plus le Criteo AI Engine se rapproche de vos objectifs de campagne.



## Les avantages

### Créez une véritable personnalisation 1:1

Criteo AI Engine analyse plus de 120 signaux d'achat pour créer les annonces les plus susceptibles d'engager chaque utilisateur. Le contexte est également pris en compte à chaque impression, pour des annonces toujours plus adaptées en fonction des préférences consommateurs, à chaque étape du parcours d'achat.

### Atteignez vos objectifs

Misez sur les stratégies d'achat de Criteo AI Engine pour plus de notoriété, de considération et de conversion. Criteo

L'IA au service du display : le guide ultime

Plus d'infos

Demander un entretien téléphonique

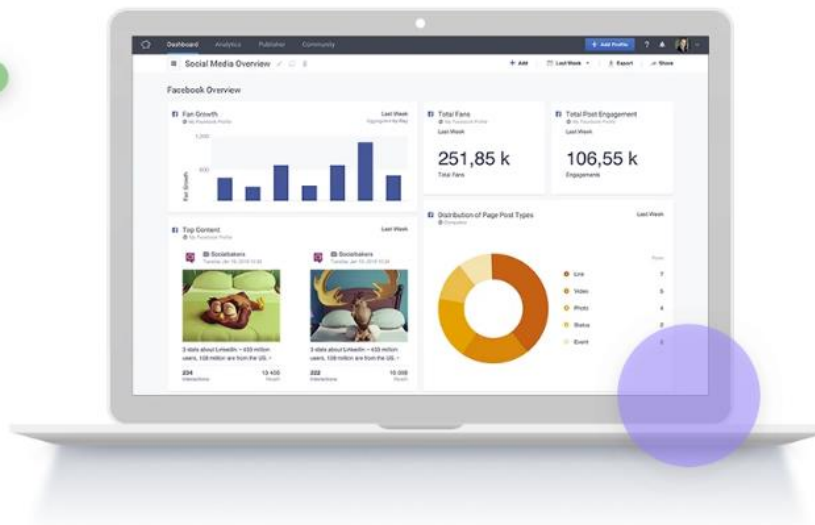


Share

# AI-Powered Social Media Marketing Suite

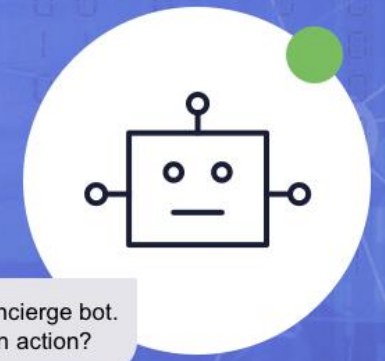
Understand your audience, create engaging content, grow your customer base, and measure the impact of social media on your business.

Try It for Free



# AI-powered chatbots

Automate up to 70% of messaging conversations on your website, SMS, Facebook Messenger, Apple Business Chat, WhatsApp and more. LivePerson has a complete solution to create, manage, and optimize bots for businesses of all sizes.



Hi! I'm the concierge bot. Want to see me in action?

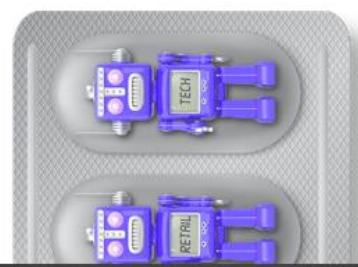
+ | Enter Text Here

Full Name

Business Email Address

Phone Number

Request Demo



Get up and running quickly with pre-built bots

Concierge bot  
Hi! How can I help you today?







# Build an AI-driven application.

No machine learning experience required.



Artificial intelligence (AI) can enhance the customer experience in a contact center, automate content moderation in media, improve healthcare analytics, forecast demand more accurately, and much more. With AI Services from AWS, you can use add capabilities like image and video analysis, natural language, personalized recommendations, virtual assistants, and forecasting to your applications without deep expertise in machine learning. Each of the services can be used standalone, or you can use them in concert to create sophisticated human-like functionality. Either way, you get instant access to fast, high quality AI tools based on the same technology used to power Amazon's own businesses.

## Contact center modernization

Transcribe, translate, and analyze each customer interaction to assist contact center agents during their conversations. This allows you to reduce costs, realize new customer insights, and improve customer service.

[Learn more >>](#)

## Media subtitling and localization

Use automatic speech recognition and text-to-speech capabilities to add subtitles and voiceovers to localize content and reach a broad global audience. This allows you to increase customer engagement and accessibility for your content.

[Learn more >>](#)

## Personalization

Generate a custom model based on your data in just a few clicks and start serving personalized recommendations, tailored search results, and targeted marketing promotions with a simple API call.

[Learn more >>](#)

# Azure AI

Make artificial intelligence (AI) real for your business today.

Start free >

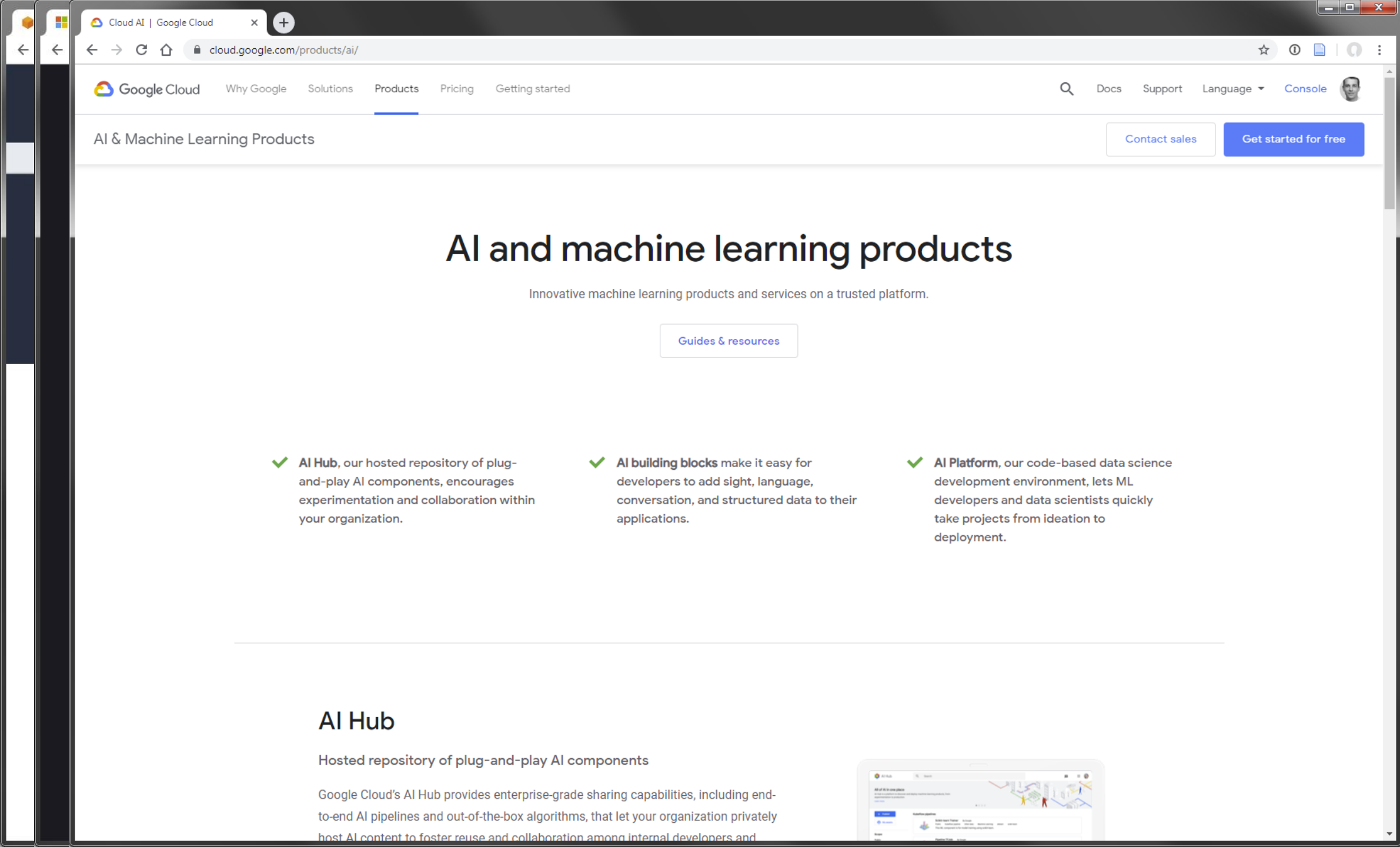


"We want our customers to love us. And by using Azure AI to make engagement with our services more human, we will certainly increase customer satisfaction and loyalty."

Irene Gomez, Aura Global Director, Telefonica

*Telefonica*





AI & Machine Learning Products

Contact sales

Get started for free

# AI and machine learning products

Innovative machine learning products and services on a trusted platform.

[Guides & resources](#)

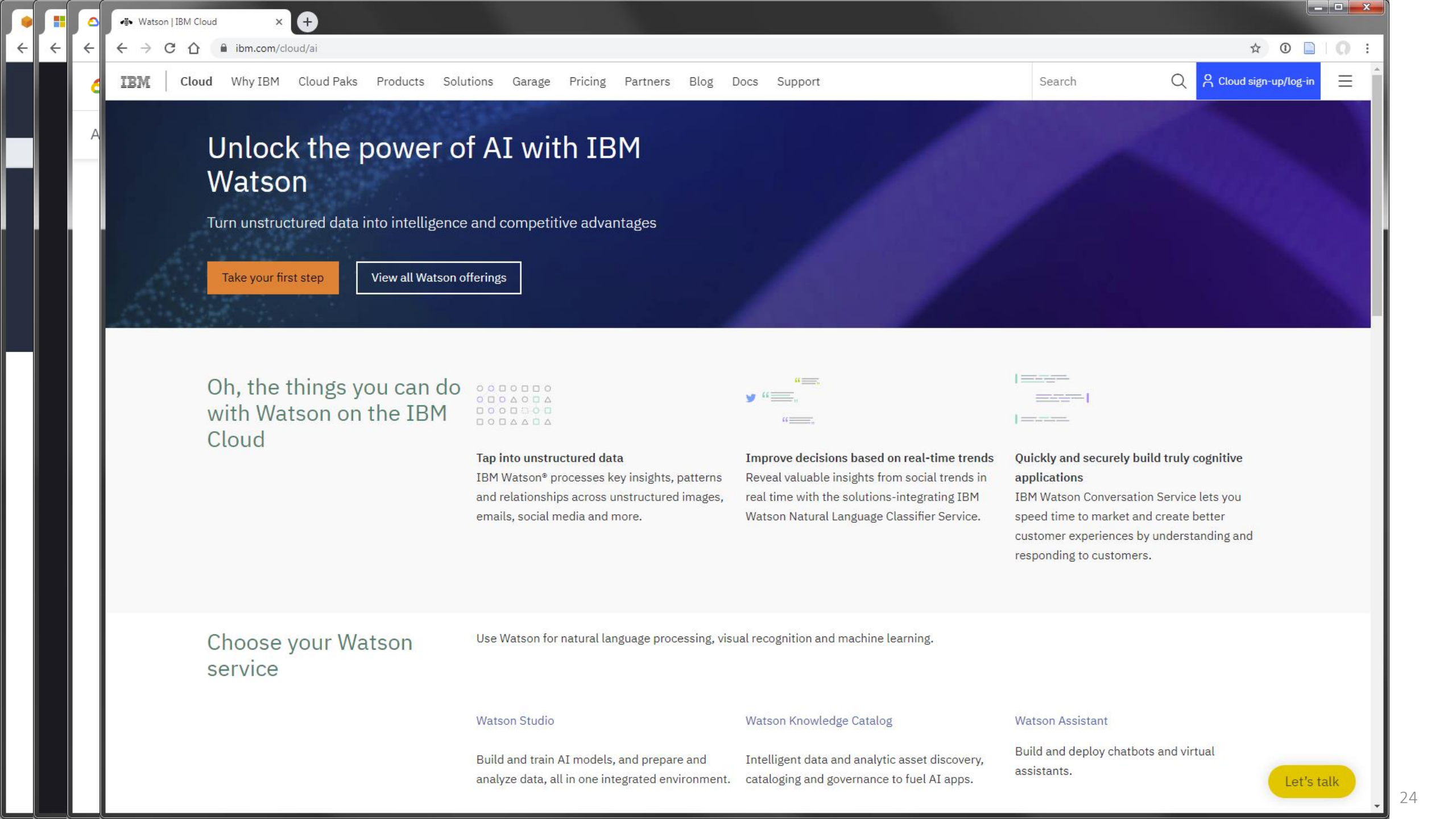
- ✓ **AI Hub**, our hosted repository of plug-and-play AI components, encourages experimentation and collaboration within your organization.
- ✓ **AI building blocks** make it easy for developers to add sight, language, conversation, and structured data to their applications.
- ✓ **AI Platform**, our code-based data science development environment, lets ML developers and data scientists quickly take projects from ideation to deployment.

## AI Hub

Hosted repository of plug-and-play AI components

Google Cloud's AI Hub provides enterprise-grade sharing capabilities, including end-to-end AI pipelines and out-of-the-box algorithms, that let your organization privately host AI content to foster reuse and collaboration among internal developers and





# Unlock the power of AI with IBM Watson

Turn unstructured data into intelligence and competitive advantages

Take your first step

View all Watson offerings

## Oh, the things you can do with Watson on the IBM Cloud



### Tap into unstructured data

IBM Watson® processes key insights, patterns and relationships across unstructured images, emails, social media and more.



### Improve decisions based on real-time trends

Reveal valuable insights from social trends in real time with the solutions-integrating IBM Watson Natural Language Classifier Service.



### Quickly and securely build truly cognitive applications

IBM Watson Conversation Service lets you speed time to market and create better customer experiences by understanding and responding to customers.

## Choose your Watson service

Use Watson for natural language processing, visual recognition and machine learning.

### Watson Studio

Build and train AI models, and prepare and analyze data, all in one integrated environment.

### Watson Knowledge Catalog

Intelligent data and analytic asset discovery, cataloging and governance to fuel AI apps.

### Watson Assistant

Build and deploy chatbots and virtual assistants.

Let's talk

Alibaba Cloud > Products > Machine Learning Platform For AI

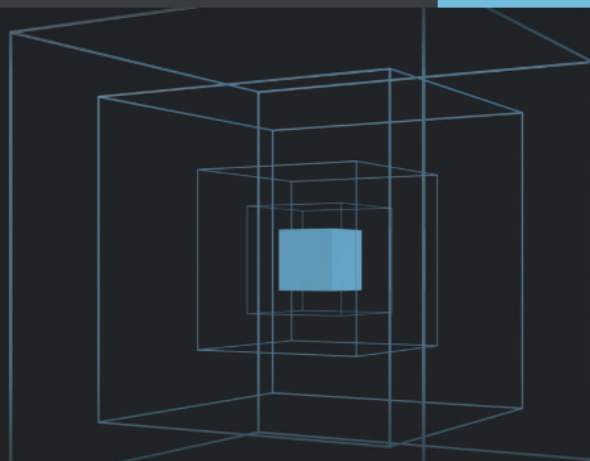
# Machine Learning Platform For AI

An end-to-end platform that provides various machine learning algorithms to meet your data mining and analysis requirements.

Buy Now

Console

Contact Sales



Overview

Pricing

Documentation

Machine Learning Platform For AI provides end-to-end machine learning services, including data processing, feature engineering, model training, model prediction, and model evaluation. Machine Learning Platform For AI combines all of these services to make AI more accessible than ever.

Download product [Data Sheet](#)

## Benefits



### Visualized Interface

Machine Learning Platform For AI provides a visualized web interface allowing you to create experiments by dragging and dropping different components to the canvas. The machine learning modeling is a simple, step-by-step procedure, improving efficiencies and reducing costs when creating an experiment.



### End-to-end Solution

Using machine learning servitization, Machine Learning Platform For AI allows you to create a complete workflow for enterprise-level machine learning data modeling and application.

Contact Us



# EZDL Custom Training and Service Platform

Build high-quality custom AI models without having to code

## EZDL Products



# Guidelines for Human-AI interaction (Microsoft)

## INITIALLY

1

Make clear what the system can do.

2

Make clear how well the system can do what it can do.

## DURING INTERACTION

3

Time services based on context.

4

Show contextually relevant information.

5

Match relevant social norms.

6

Mitigate social biases.

## WHEN WRONG

7

Support efficient invocation.

8

Support efficient dismissal.

9

Support efficient correction.

10

Scope services when in doubt.

11

Make clear why the system did what it did.

## OVER TIME

12

Remember recent interactions.

13

Learn from user behavior.

14

Update and adapt cautiously.

15

Encourage granular feedback.

16

Convey the consequences of user actions.

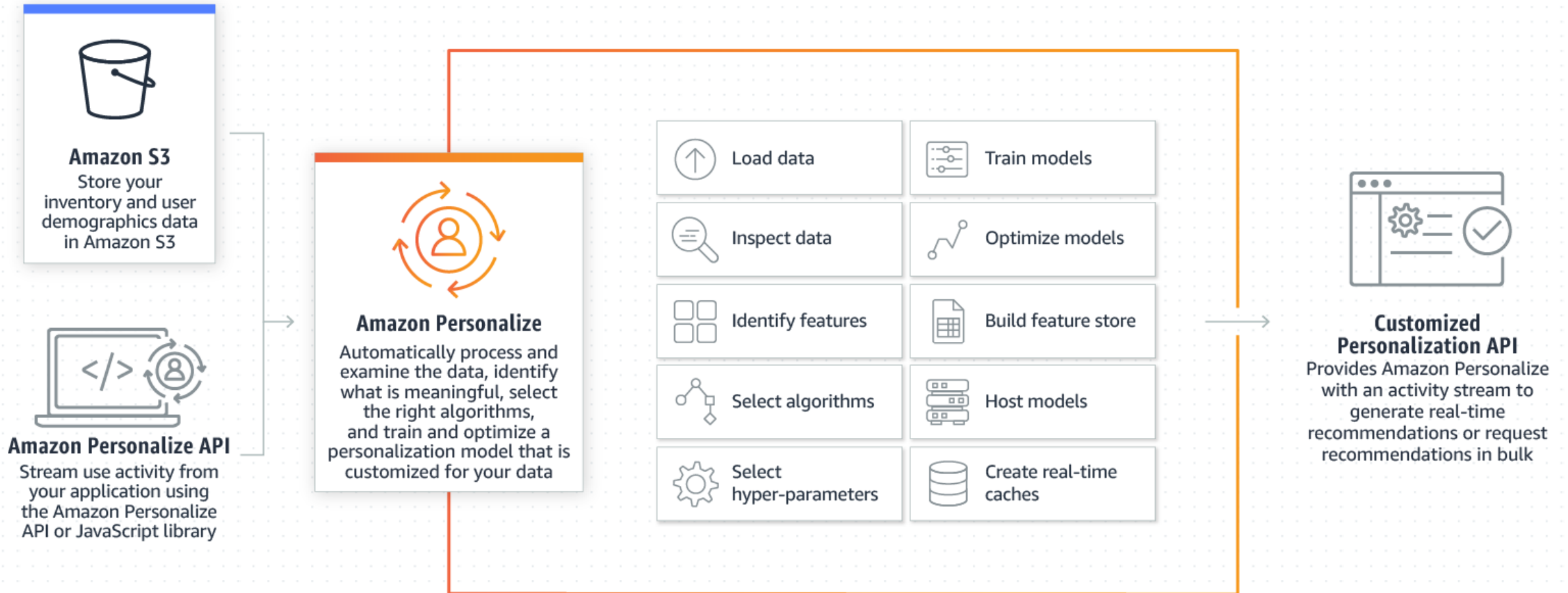
17

Provide global controls.

18

Notify users about changes.

# Amazon Personalize







# Amazon Rekognition

Easily add intelligent image and video analysis to your applications.

Get Started with Amazon Rekognition

Amazon Rekognition makes it easy to add image and video analysis to your applications. You just provide an image or video to the Rekognition API, and the service can identify the objects, people, text, scenes, and activities, as well as detect any inappropriate content. Amazon Rekognition also provides highly accurate facial analysis and facial recognition on images and video that you provide. You can detect, analyze, and compare faces for a wide variety of user verification, people counting, and public safety use cases.

Amazon Rekognition is based on the same proven, highly scalable, deep learning technology developed by Amazon's computer vision scientists to analyze billions of images and videos daily, and requires no machine learning expertise to use. Amazon Rekognition is a simple and easy to use API that can quickly analyze any image or video file stored in Amazon S3. Amazon Rekognition is always learning from new data, and we are continually adding new labels and facial recognition features to the service.



AWS re:Invent 2017 Introducing Amazon Rekognition (2:56)

## Benefits

### Simple integration

Amazon Rekognition makes it easy to add visual analysis features to your application with easy to use APIs that don't require any machine learning expertise.

### Continually learning

The service is continually trained on new data to expand its ability to recognize objects, scenes, and activities to improve its ability to accurately recognize.

### Fully managed

Amazon Rekognition provides consistent response times regardless of the volume of requests you make. Your application latency remains consistent, even as your request volume increases to tens of millions of requests.

### Batch & real-time analysis

### Low cost

### Security & identity



ABOUT AWS

- About AWS >
- Global Infrastructure >
- What's New >
- AWS in the News >
- Events & Webinars >

RELATED LINKS

- What is Cloud Computing?
- AWS Free Usage Tier
- AWS Blog
- AWS Careers
- AWS Training

Get Started with AWS for Free

Create Free Account

# Amazon Rekognition now detects violence, weapons, and self-injury in images and videos; improves accuracy for nudity detection

Posted On: Aug 9, 2019

Amazon Rekognition is a deep learning-based image and video analysis service that can identify objects, people, text, scenes, as well as support content moderation by detecting unsafe content. Starting today, you can detect content related to 'Violence' and 'Visually Disturbing' themes, such as blood, wounds, weapons, self-injury, corpses, and more. Further, Amazon Rekognition's ability to identify 'Explicit Nudity' and 'Suggestive' content has been improved through a 68% lower false positive rate and a 36% lower false negative rate (on average). Additionally, Amazon Rekognition now supports detection of new categories of adult content, such as unsafe anime or illustrated content, adult toys, and sheer clothing.

By using Amazon Rekognition for image and video moderation, human moderators can review a much smaller set of content flagged by AI. This allows them to focus on more valuable activities and still achieve full moderation coverage at a fraction of their existing cost. Moreover, Amazon Rekognition provides a hierarchical set of top-level and second-level moderation categories that can be used to create business rules to handle different geographic and demographic requirements. For a full list of all supported unsafe categories and their hierarchy, please see [this page](#).

Updated image and video moderation is now available in all AWS Regions supported by Amazon Rekognition at no additional cost. To get started, you can try the feature with your own content using the [Amazon Rekognition Console](#).

### Learn About AWS

- What Is AWS?
- What Is Cloud Computing?
- What Is DevOps?
- What Is a Container?

### Resources for AWS

- Getting Started
- Training and Certification
- AWS Solutions Portfolio
- Architecture Center

### Developers on AWS

- Developer Center
- SDKs & Tools
- Python on AWS
- Java on AWS

### Help

- Contact Us
- AWS Careers
- File a Support Ticket
- Knowledge Center

Create an AWS Account



Amazon is an Equal Opportunity

3. l'IA est vue comme un déterminant de la croissance

$$Y = K^{\alpha} \cdot L^{\beta} \cdot A$$

## FIGURE 5: THE AI GROWTH MODEL

Our model adapts the traditional growth model by including AI as a factor of production.

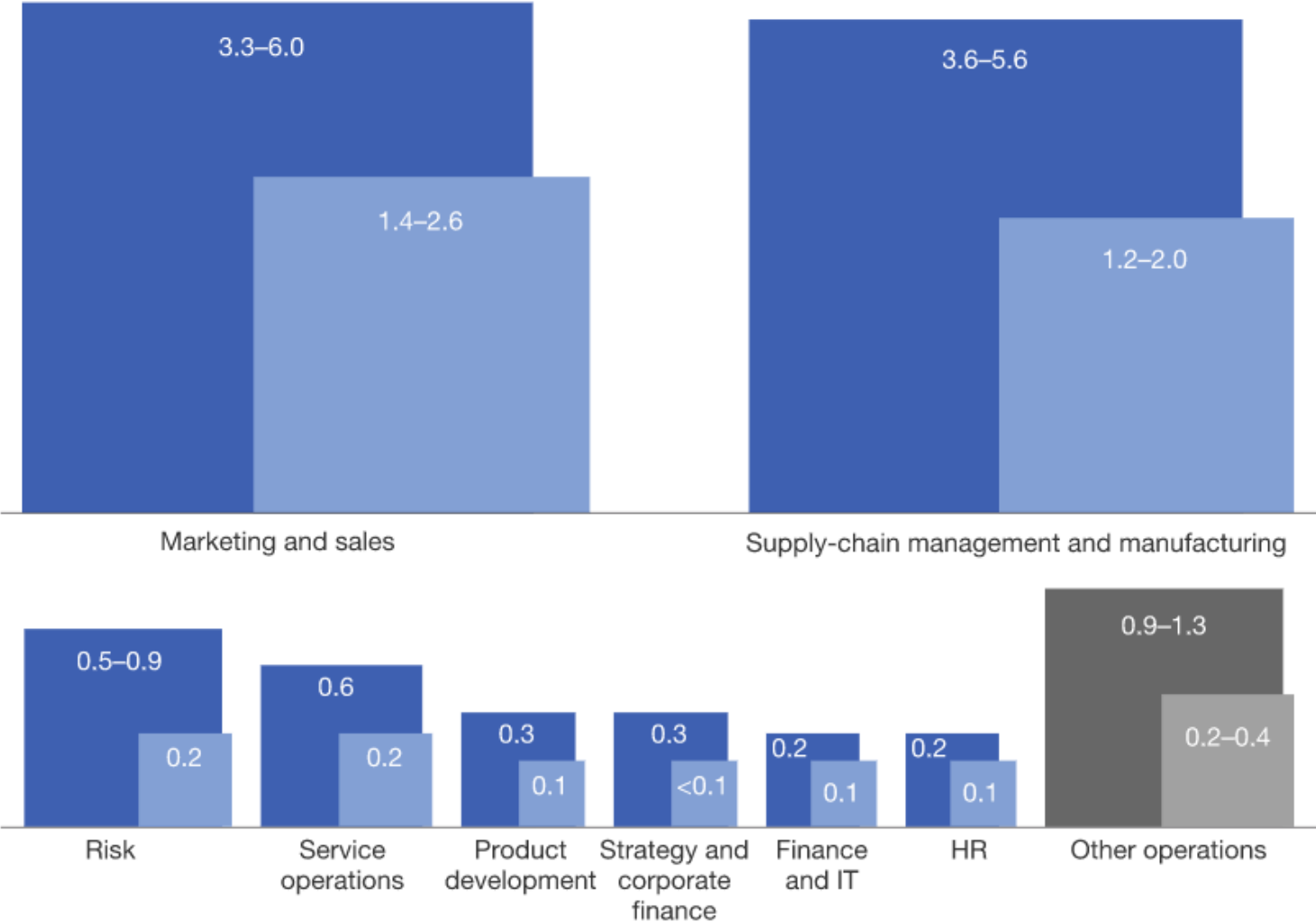


NB: ▲ indicates the change in that factor.

Artificial intelligence's impact is likely to be most substantial in marketing and sales as well as supply-chain management and manufacturing, based on our use cases.

Value unlocked, \$ trillion

By advanced analytics 9.5–15.4      By artificial intelligence 3.5–5.8







Consulter le journal

LES DÉCODEURS • INCENDIES EN AMAZONIE

Partage    

## Pourquoi les scientifiques s'inquiètent des incendies de l'Amazonie

Les feux en cours dans la forêt amazonienne sont plus importants et plus fréquents cette année et continuent de fragiliser un des plus riches écosystèmes terrestres.

Par Gary Dagorn • Publié hier à 17h36, mis à jour à 18h05

🕒 Lecture 5 min.



Une zone détruite par les incendies, près de Porto Velho, dans l'Etat du Rondonia, au Brésil. © MATHIEU CARLOS FABAL / AFP

### Les plus lus

- 1 Brexit : Boris Johnson va suspendre le Parlement à la rentrée, limitant les débats sur une sortie sans accord
- 2 Découverte du plus grand site de sacrifice rituel d'enfants au Pérou
- 3 L'écrivain Yann Moix



MATT SIMON SCIENCE 08.28.2019 07:00 AM

# Who's Burning the Amazon? Rampant Capitalism

Market forces and the administration of Jair Bolsonaro are supercharging the deforestation that's imperiling the world's biggest tropical rainforest.



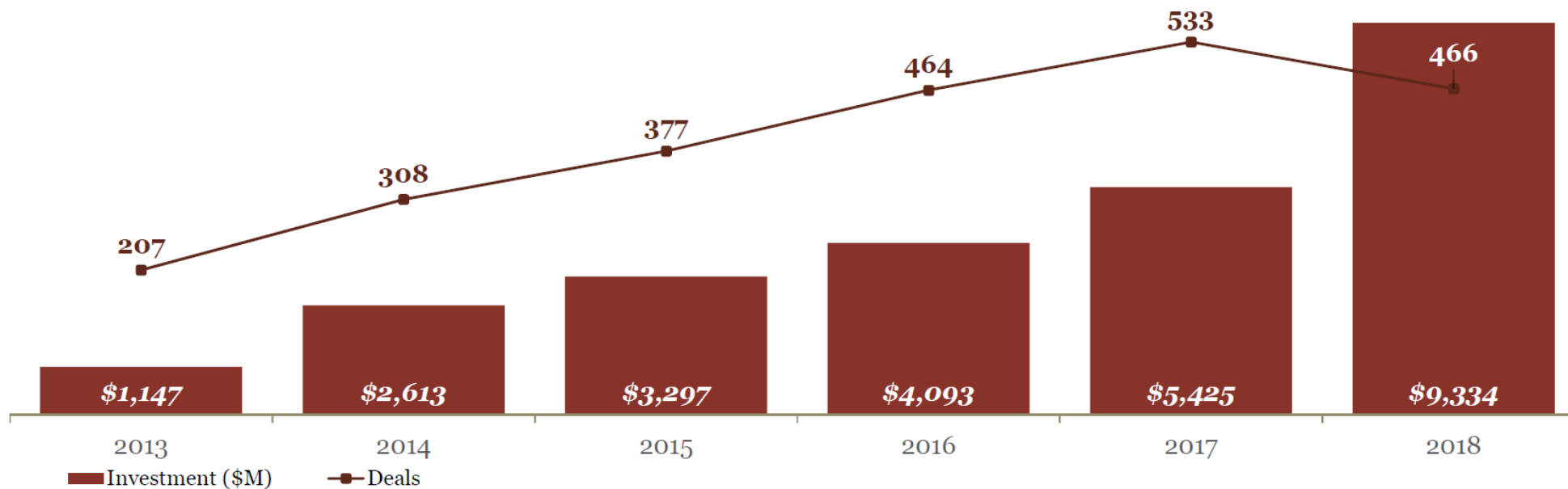


## AI: US annual funding



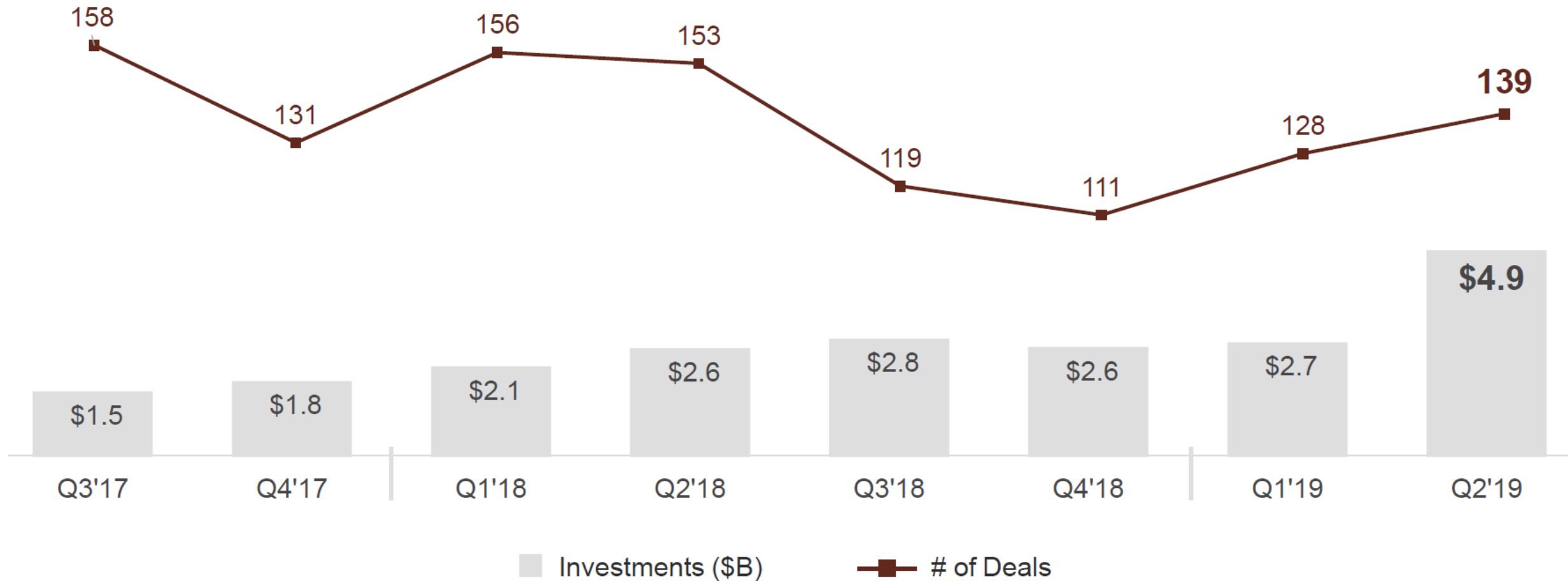
AI-related funding jumps sharply after increasing every year since 2013

- AI-related companies raised \$9.3B in 2018, a 72% increase compared to 2017.
- Deal activity dipped to 466 from 533 in 2017, after increasing for four years.



# AI-related financing increases for the second-straight quarter

## Artificial Intelligence deals and dollars – Quarterly



Experience optimization and personalization			Process efficiency and automation				Data management			
Personalization	Advertising - Programmatic		Sales automation		Decision support		Data science - Data platforms			
MINTIGO, AGILOX, JETLORE	AppNexus, AUDIENCE SCIENCE, centre	peopleai, INSIDESALES.COM, SEISMIC	zoomph, ReFUEL4, HIGHSPOT	cloudera, Google Cloud, Azure, AWS, snowflake	Data science - Machine learning				Social monitoring	
richrelevance, nosto, monetate	nanigans, dataxu, DoubleClick	Sales automation - CRM		alteryx, H2O, DeepMind	ARCADIA DATA, Crimson Hexagon					
evergage, CERTONA, BrightInfo.	strikesocial, PIXABILITY, IAS	Sales automation - Lead scoring		databricks, MindMeld, ANACONDA	NETBASE, talkwalker					
dynamicyield, LEANPLUM, pure360	komli, PubMatic, OpenX	C-Radar, cur+ora, EVERSTRING		Azure, Google Cloud, AWS	sysomos, synthesio					
EnterWorks, Kahuna, LiftIgniter	MedaMath, StackAdapt, Adaptive	MINTIGO, Relativity6, leadfeeder		Spark, DataRobot, COGNITIVE CODE	CONVERSEONAI, brandwatch					
SmarterHQ, selligent, Crobox	dstillery, adxxt, oadgear	leadspace, sense, RADIUS		Passage AI, rapidminer, Pelarion	Quarrio, radian6					
nextuser, ido, leitix	Advertising - Auto-generated		clari, infer, SalesChoice	dataiku, wit.ai						
Deepleaper, Barilliance, 4TELL	Interaction - Customer support		Growth Intelligence, saleswhale	Data science - Tools and libraries*						
emarsys, Findify, Qubit.	DigitalGenius, conversica, msgai		Sales automation - Prospecting		TensorFlow, Brain.js, Keras, Learn, synaptic.js					
Lytica, SAILTHRU, bloomreach	GO MOMENT, pypestream, afniti		vainu, IKO SYSTEM		theano, PYTORCH, JavaScript					
Reflektion, Movable Ink, tastehit	interactions, Kasisto, Kylie.ai		zoominfo, InsideView, LeadGenius		Data capture					
DEMANDBASE, one spot, blueknow	True AI, bold360, ultimate.ai		Growbots, leadiro		PRIMER, indico					
Personalization - Advertising			Process automation - Testing		Transparency & Compliance					
MOTIVA, GreyJean, MarketChorus	Interaction - Chatbots		SEISMIC, Optimizely, RELEX		Saidot					
tnyclues, AdRoll, criteoL.	AUTOMAT, ada, IntelIwise		SITE SPECT, clearhead		Web data extraction				Text data extraction	
atomicreach, Bluecore, grapeshot	jetlink, kore.ai, Drift		Scheduling		DATASIFT, import.io				LEXALYTICS, LUMINOSO	
AdmantX, LiveIntent, adacado	OCTANE AI, COGNICOR, next IT		Julie Desk, clara, X		Connotate, Meltwater, DIFFBOT				UTOPIA, Govegal	
ACTIONIQ, TAPAD			Marketing tool		mozenda, DATAFIRITI				cortical.io	
Advertising - DMP			zeta, kenshoo		Natural language query					
ak, LOTAME	Interaction - Phone call analytics		EQUALS 3, salesforce, albert		THOUGHTSPOT, ANSWERROCKET, inbenta					
FLX ONE, Semcasting, CXENSE	INVOCAL, CallRail, dialogtech.		Lattice, Marketo		Voice data extraction					
LiveRamp, KRUX	Interaction - Digital agents		VENDASTA, IGNITION ONE, terminus							
X+1, core, audience, PARIO	Dialogflow, ARTIFICIAL SOLUTIONS		Adobe, Sizmek							
exelate, bluekai	semanticmachines, Voicy.ai									

\* The list does not cover all machine learning libraries

4. et concrètement...  
quelles opportunités de l'IA en marketing ?



## ENGAGE

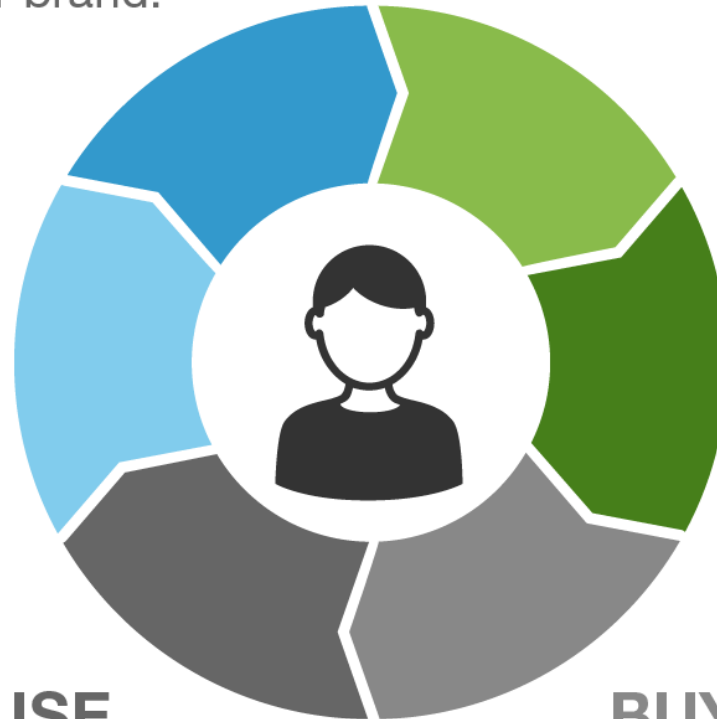
Develop ongoing loyalty programs that will bond customers to your brand.

## DISCOVER

Drive awareness and trigger interest.

## ASK

Empower self-service and customer support that solves problems quickly.



## EXPLORE

Offer tools to help customers evaluate options and develop preference.

## USE

Drive delight and usage of products.

## BUY

Help customers execute fast, convenient, and secure transactions.

Discover

Tinyclues' AI Omnichannel Camp x +

https://www.tinyclues.com

COMPANY / CAREERS / EVENTS / NEWS / DEMO / CUSTOMER LOGIN


tinyclues'

SOLUTION BENEFITS TECHNOLOGY SUCCESS STORIES BLOG

# Marketing Campaigns, Reinvented

So you can deliver on your business goals.

[REQUEST DEMO →](#)



ACCOR HOTELS LACOSTE Rakuten Thomas Cook

## Segment, Plateau, Repeat? There's a better way. It's Campaign Intelligence.

Just bring your marketing goals. Using advanced AI on your first-party data, Tinyclues finds which customers will buy your next offer and maximizes your campaign plan across channels.

# The Leader in Visual AI for Retail

Syte changes the way retailers connect shoppers with the products that inspire them by delivering the best Visual AI technology for retail. Discover our solutions that empower retailers to increase customer engagement, and boost conversion and sales.

Enter Business Email

Get Started

Watch Video



FARFETCH



SHOPSTYLE

KOHL'S

M&S

RIVER ISLAND

zalando

See more customers and case studies >>



Brown

White

Polka dot

Skirt

Maxi

Women's

High waisted

Satin



Explore

AI & Machine Learning | Selligent

selligent.com/platform/capabilities/ai-machine-learning

Product Newsroom | Blog | Resources | About | EN

selligent  
MARKETING CLOUD

Platform | Channels | Industries | Services | Case Studies | Partners

SCHEDULE A DEMO

# AI & MACHINE LEARNING

Selligent Cortex brings you AI user engagement capabilities across all channels. Our learning algorithms will analyze your data in real time and remove the guess work from your consumer data.

Selligent Cortex makes use of data science and machine learning algorithms to boost conversion, visitor engagement and loyalty. From automatically segmenting audiences, to optimizing your consumer journeys and selecting the right offer for the right individual at the right time.

DOWNLOAD PRODUCT SHEET +

1 Message

Hailey's  
To: sophia.green@email.com 12:25 Details

Hi Sophia,  
we have the yoga gear you like in stock just around the corner in your local Brooklyn store!

YOGA PANTS 19.95 \$  
Hurry, only 5 in stock!

RECOMMENDED PRODUCT

Yoga pants and a recommended product image.





Buy



Join Us

Home / Publications / Tech News / Trends

# Amazon: Everything you wanted to know about its algorithm and innovation

By Michael Martinez

Amazon is such a tech colossus that it can't help but make headlines. It's the world's largest retailer, by market cap. And its chief, Jeff Bezos, is becoming the world's richest man.

Behind Amazon's success is its algorithm and innovation.

Since Amazon's early years, Computer Society researchers have been studying the e-commerce juggernaut and the strategy behind its recommender system, the tool that has changed the way the world shops online.

Our studies into Amazon rank among the most read content in our oeuvre of research and articles, which amounts to more than 650,000 in total, assembled in the Computer Society Digital Library. In fact, a search on "Amazon" yields 14,194 hits in our database.

Here are the highlights of the peer-reviewed research and other articles into Amazon, beginning with a report this year that is now our most popular piece of any content in almost three years.

## A recommendation algorithm like no other

The beauty of Amazon's algorithm is how it uses far less data space, by up to three orders of magnitude.

"Nearly two decades ago, Amazon.com launched recommendations to millions of customers over millions of items, helping people discover what they might not have found on their own.

"Since then, the original algorithm has spread over most of the Web, been tweaked to help people find



Amazon's Chief Technology Officer

Buy

UPDATE  
August 20, 2019

# Apple Card launches today for all US customers



Apple Card is designed for iPhone and provides a new level of privacy and security.

Apple Card, a new kind of credit card created by Apple and designed to help customers lead a healthier financial life, is available<sup>1</sup> in the US starting today. Customers can apply for [Apple Card](#) through the Wallet app on

Buy

# AI is open for business: An interview with PayPal COO Bill Ready

April 2018 | Video



Cloud platforms have begun democratizing artificial intelligence, ushering in a new wave of AI innovation.

As companies continue their march toward digitization, they're increasingly



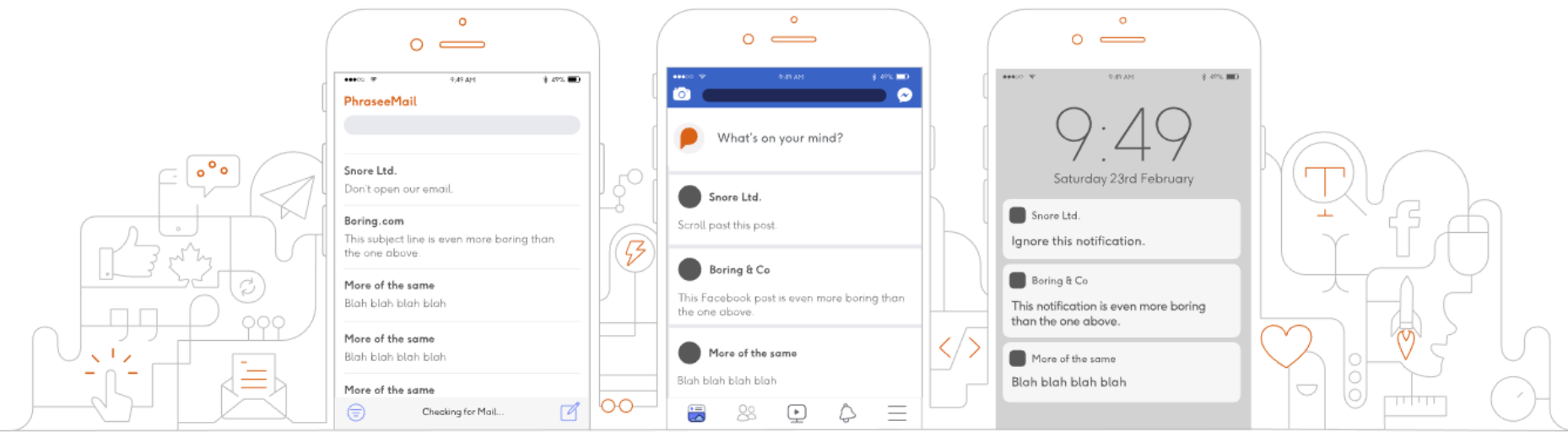
Engage



# AI that makes you **more money.**

Phrasee is AI that writes better subject lines, Facebook ads and push messages than humans.

Discover more Watch the video






Engage

How It Works - Persado

persado.com/how-it-works/

[ PERSADO ]  
Words matter.


Product How It Works Customers Resources Careers Blog [Request a Demo](#) Log In English



[ PERSADO ]

01:45

## Go from guesswork to science.



### Natural Language Generation

Our AI-powered message machine understands language and breaks down marketing creative into its critical elements: narrative, emotion, descriptions, calls-to-action, formatting, and word positioning.

The machine applies its understanding of language to a marketing brief from your team, creating the best message to speak to your customers in your brand's voice across all channels. Every word makes the right emotional appeal.

[ P ]



zendesk

Products

Pricing

Solutions

Demo

Services

Resources

Get started

# Answer Bot

The only thing easier  
than self-service



Ask

## Power up the bot

Answer Bot works right alongside your support team by using machine

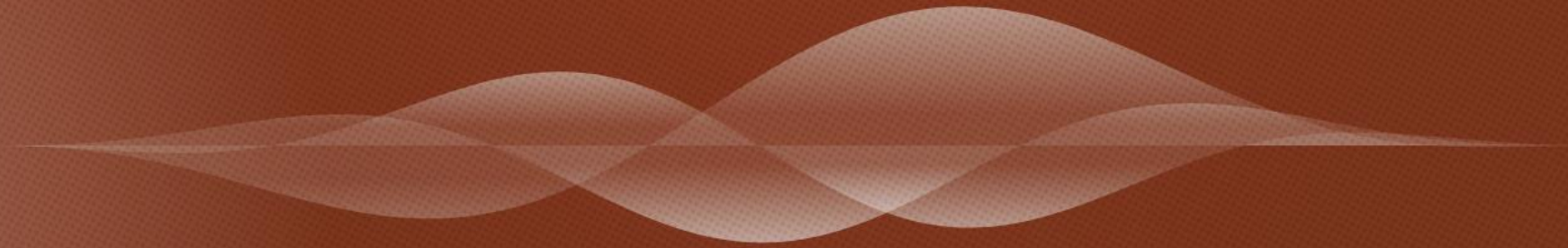


Contact Sales





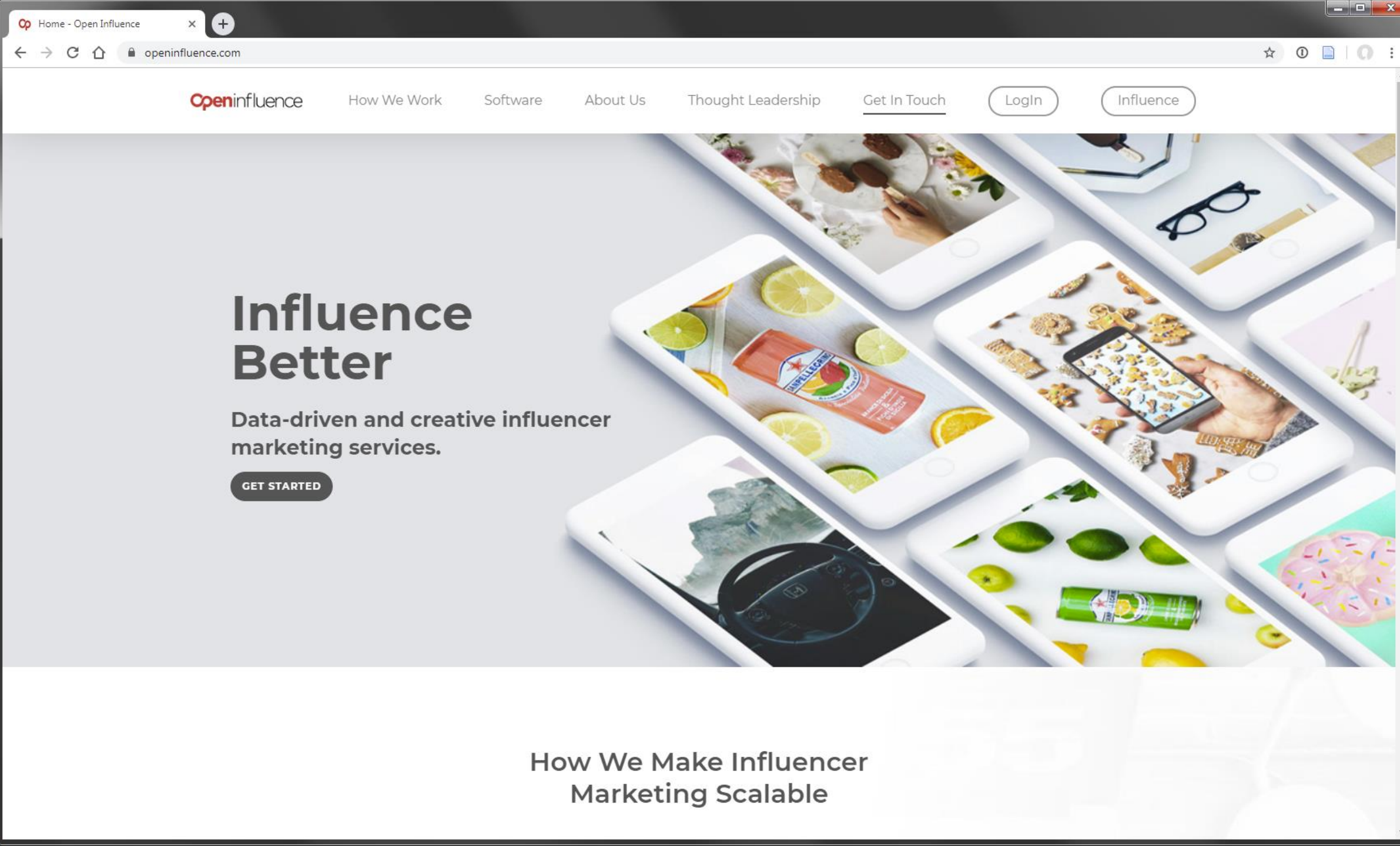
# Meet Q The First Genderless Voice



Please Use Headphones  
Press To Meet Q

Ask





# Influence Better

Data-driven and creative influencer marketing services.

GET STARTED

How We Make Influencer Marketing Scalable



Products: Quill

# Create Natural Language Generation (NLG) Applications To Automate Reporting

Meet Quill, a platform for leaders who believe their people should be focused on growing their business, not writing the same reports over and over again.

Quill creates applications that use natural language generation or NLG software to ingest data and then completely mimic the steps an analyst would take to write a report. Users of Quill have complete control over the language, analytics and formatting to customize just about anything they want.

Request a Demo



## Here's Why It Matters To You



### Gives You Time Back

You'll have a ton of time saved on your hands. Redeploy that human capital to things that will grow your business.



### More Insightful Reporting

Quill is powerful. It will help you improve the scale, quality, and consistency of your reporting. That means you can spend less time



### Increased User Engagement

When content is personalized, you can guarantee you that your audience will

Hey there. We see you have been taking a look at our intelligent automation platform, Quill. Are y...





Autopilot | Tesla

tesla.com/autopilot

TESLA

MODEL S MODEL 3 MODEL X MODEL Y ROADSTER ENERGY

SHOP SIGN IN

## Future of Driving

All new Tesla cars come standard with advanced hardware capable of providing Autopilot features today, and full self-driving capabilities in the future—through software updates designed to improve functionality over time.

ORDER MODEL S ORDER MODEL 3 ORDER MODEL X

Autopilot

GET NEWSLETTER

Enter email address

SIGN UP

CUSTOM ORDER





EXPERTS ABOUT US QUALITY PRODUCTS

GET \$25

GET STARTED

SIGN IN

CART 0

## Daily Vitamin Packs Personalized for You.

- + 10 YEARS of work by our doctors & nutritionists.
- + 5 TRILLION combinations of pure & effective supplements.
- + MILLIONS of pages of scientific research.
- + OVER 1000 prescription drugs analyzed for potential interactions.

START ASSESSMENT



### We Make It Easy



STEP 1

Take our 5-minute assessment.



STEP 2

Get doctor-approved recommendations.



STEP 3

Daily packs are delivered to your door.

START ASSESSMENT

Check Out Our Independent Customer Reviews

Chat With Us

5. quels enjeux pour les marketeurs  
et les responsables d'entreprise ?

# quelques pistes...

- analyser son usage de l'IA, à travers ses outils marketing, dans une perspective d'eXpérience Client et d'efficacité opérationnelle
  - les mettre en place (données, outils)
  - les mettre à jour, les compléter, les intégrer
  - se former pour mieux les exploiter
  - challenger ses prestataires
- suivre l'évolution du domaine pour détecter des opportunités, (sans céder aux sirènes des éditeurs)
- surveiller l'évolution de l'IA par rapport aux canaux d'interaction client qu'elle ouvre, notamment les interfaces vocales

# mise en perspective

- des technologies très liées au big data
- la quête d'une plus grande...
  - précision (*ciblage*)
  - contextualisation (*moment clé*)
  - personnalisation (*mass customization*) pour atteindre l'hyper-pertinence (Criteo)
  - rapidité (*real-time*)
  - automatisation (*cobotique, RPA*) et scalabilité (*scalability*)
  - humanité simulée (*empathie, convivialité*)
  - discrétion (*invisibilité, imperceptibilité, acceptabilité*)
- pour une meilleure efficacité opérationnelle et commerciale...

## Exhibit 2: Steps in Adopting Artificial Intelligence

---

### 1. Develop an AI strategy aligned with your overall business strategy

- Integrate AI into your existing digital and analytics plans
- Decide which businesses to disrupt and which to enhance
- Consider new business models based on improved productivity
- Plan long-term investments in autonomous intelligence

---

### 2. Develop an enterprise-wide AI capability

- Redesign products and services to incorporate machine learning
- Use AI to upgrade your most critical distinctive capabilities
- Use automation to improve your current decisions
- Automate your existing business processes or develop new ones
- Recruit engineers and other professionals who understand AI

---

### 3. Institutionalize your portfolio of AI capabilities

- Embed AI throughout your business processes
- Embrace cloud platforms and specialized hardware
- Foster a decision-making culture open to ideas from AI support

---

### 4. Ensure appropriate governance

- Establish clear policies with respect to data privacy, decision rights, and transparency
  - Set up governance structures to monitor possible errors and problems (for example, overreach in program trading)
  - Set up communications practices to explain AI-related decisions
  - Consider the impact on employment and invest in developing the workforce that AI will complement
-





Prof. Arnaud Dufour  
arnaud.dufour@heig-vd.ch

Département COMEM / Institut MEI  
HEIG-VD  
Avenue des sports 20 - CP 521  
CH-1401 Yverdon-les-Bains



# pour aller plus loin

- Meta-media n°17, [Médias automatiques ou complicité hommes-machines ?](#), par Éric Scherer, France Télévision
- Criteo – [L'IA au service du display : le guide ultime \(Juillet 2019\)](#)
- Altimeter - [The Age of AI - How AI is transforming organizations - Jan 2017](#)
- GumGum - [AI and Marketing Guide – 2017](#)
- Jim Sterne, [Artificial Intelligence for Marketing - Practical Applications, Wiley, August 2017](#), ISBN 978-1-119-40634-1
- Jim Sterne, Video - [Intro to Artificial Intelligence for Marketing](#), July 2018
- Forrester blog on AI - <https://go.forrester.com/blogs/tag/artificial-intelligence/>