AI → in Action

MAICON Marketing Artificial Intelligence Conference™

More Intelligent. More Human.

AiAdvertising

AI → in Action

How AI Can Power Your Ad Campaigns

MARKETING ARTIFICIAL INTELLIGENCE INSTITUTE®

AiAdvertising

AI → in Action

Aug. 30

How AI Can Help Google Love Your Content

MarketMuse

Aug. 31

How AI Can Power Your Ad Campaigns

AiAdvertising

Sept. 1

How AI Can Motivate Your Customers to Engage and Act

[PERSADO]

- Leave questions in the Questions box or in chat
- Technical difficulties? Leave a note in chat
- Watch your email for on-demand links
- Tweeting? Use #MAICON22
- Link for other events: https://bit.ly/AIinAction2022

AI in Action

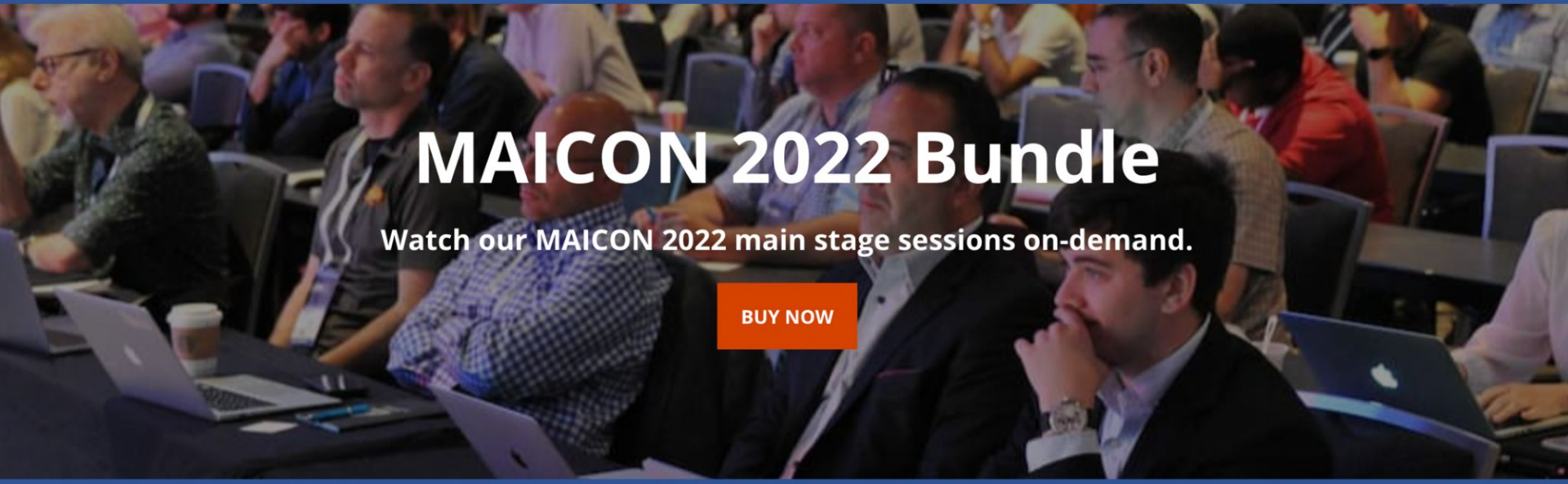
Kevin Myers
Chief Product and Marketing Officer

AiAdvertising

Paul Roetzer
Founder and CEO

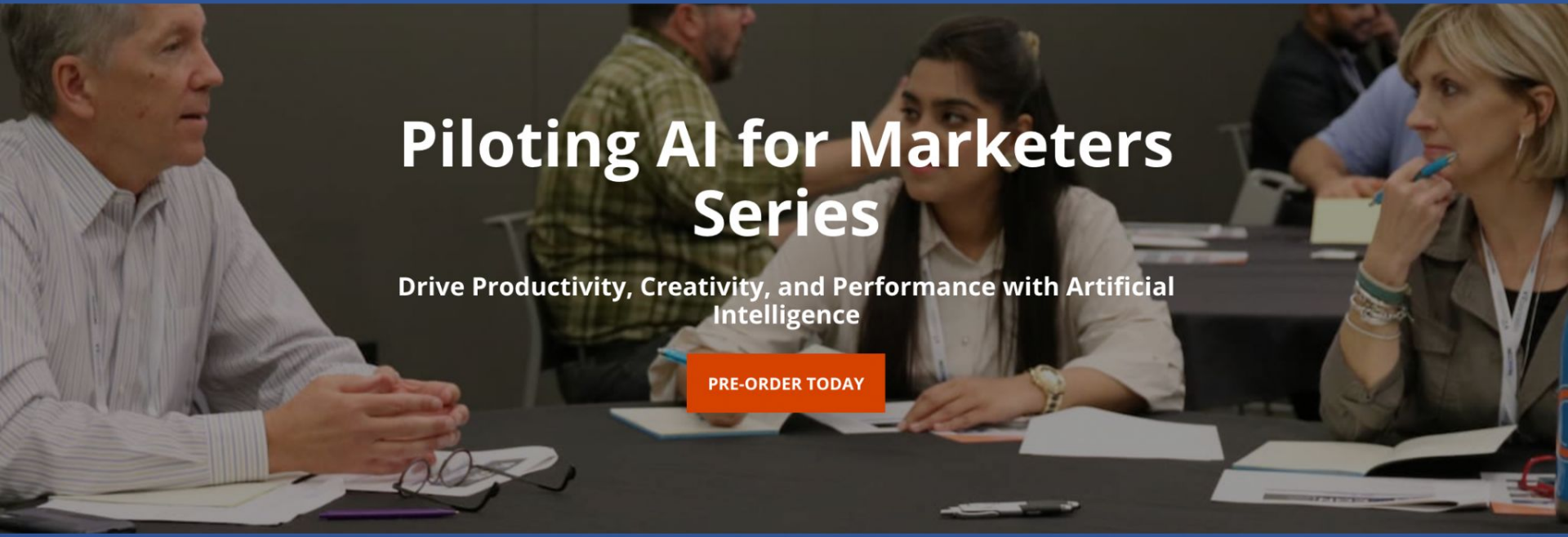
MARKETING ARTIFICIAL INTELLIGENCE INSTITUTE

@kevinmmyers @go_aiad @mktgai @paulroetzer #MAICON22



With the theme "Next-Gen. Now," MAICON 2022 content is designed to help marketers better understand what's possible with AI through case studies, methodologies, and technologies.
Enjoy on-demand access to all 14 of our main stage sessions, including sessions from Amazon Web Services, EY, Google, and Marketing AI Institute.

Learn more: **https://bit.ly/maicon-bundle**



Piloting AI for Marketers Series

Drive Productivity, Creativity, and Performance with Artificial Intelligence

PRE-ORDER TODAY

- Basic definitions and applications of AI.
- Tips to identify AI use cases.
- Processes to prioritize quick-win pilot projects.
- Steps to solve marketing challenges more efficiently.
- Frameworks to assess and buy AI technologies.

- Case studies of brands building smarter businesses with AI.
- Resources to gain executive support for AI initiatives.
- Strategies to launch pilot programs with confidence.
- Guidance to advance your career, and your team.

- Learn more: **https://bit.ly/pilotingai**

Half the money I spend on advertising is wasted; the trouble is I don’t know what half.

“Half the money I spend on advertising is wasted; the trouble is I don’t know what half.”

– JOHN WANAMAKER

(1838-1922)

Average CMO tenure holds steady at lowest level in a decade

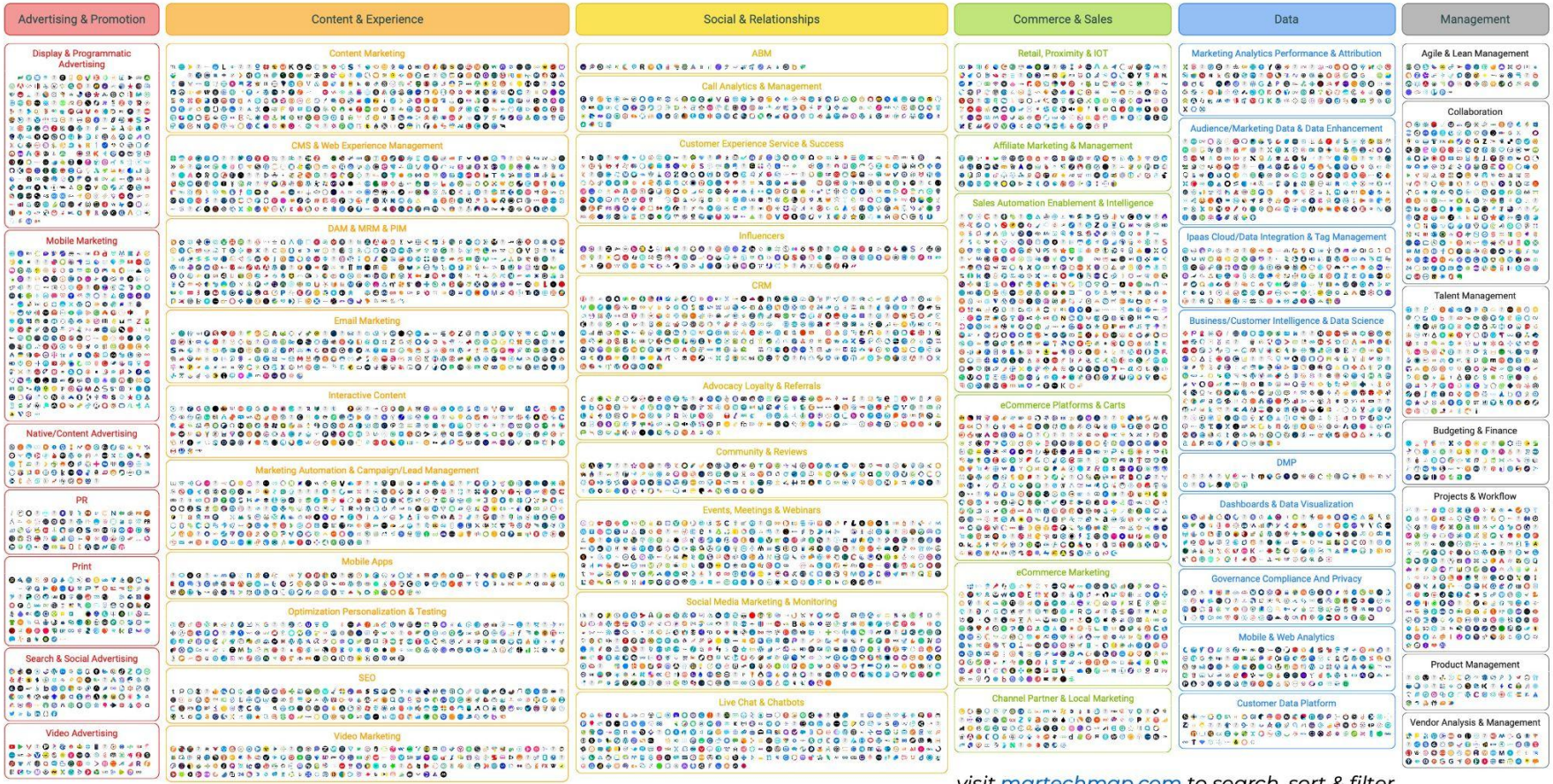
The mean tenure of a CMO is 28 months

I'M FIRED? YES, YOU'RE FIRED.

How did we get here?

MartechMap an initiative by chiefmartec & MartechTribe

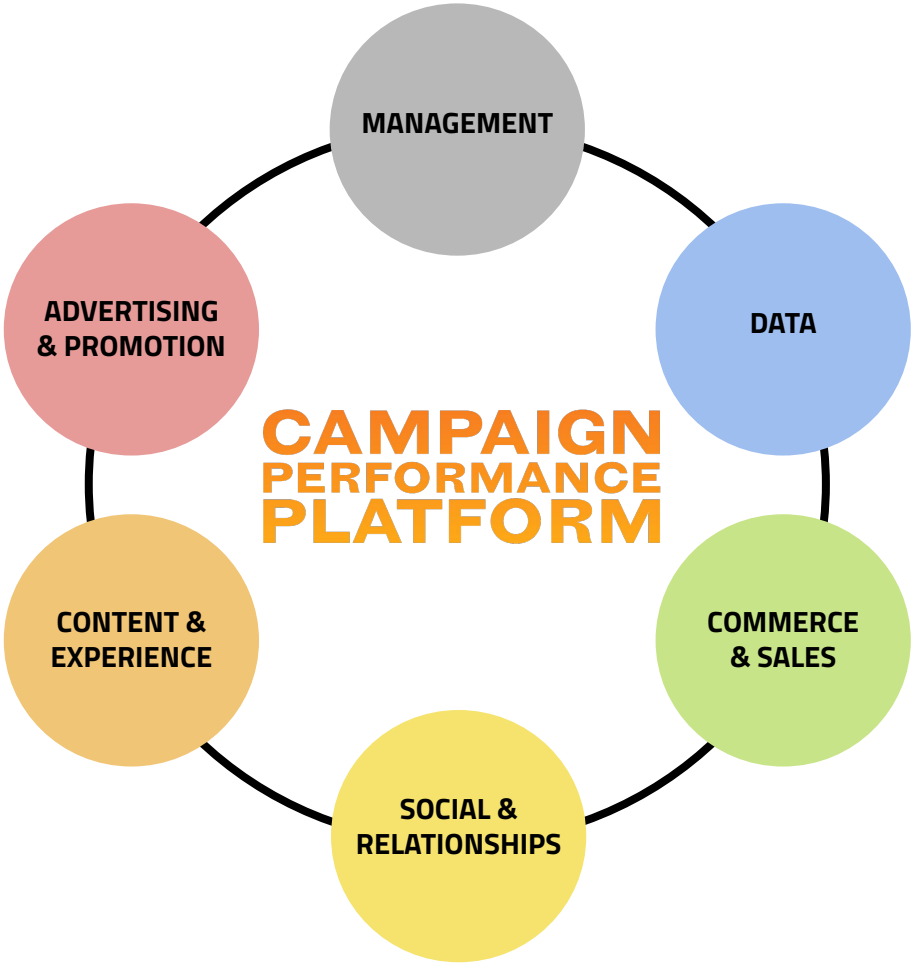
2022 Marketing Technology Landscape May 2022



visit martechmap.com to search, sort & filter

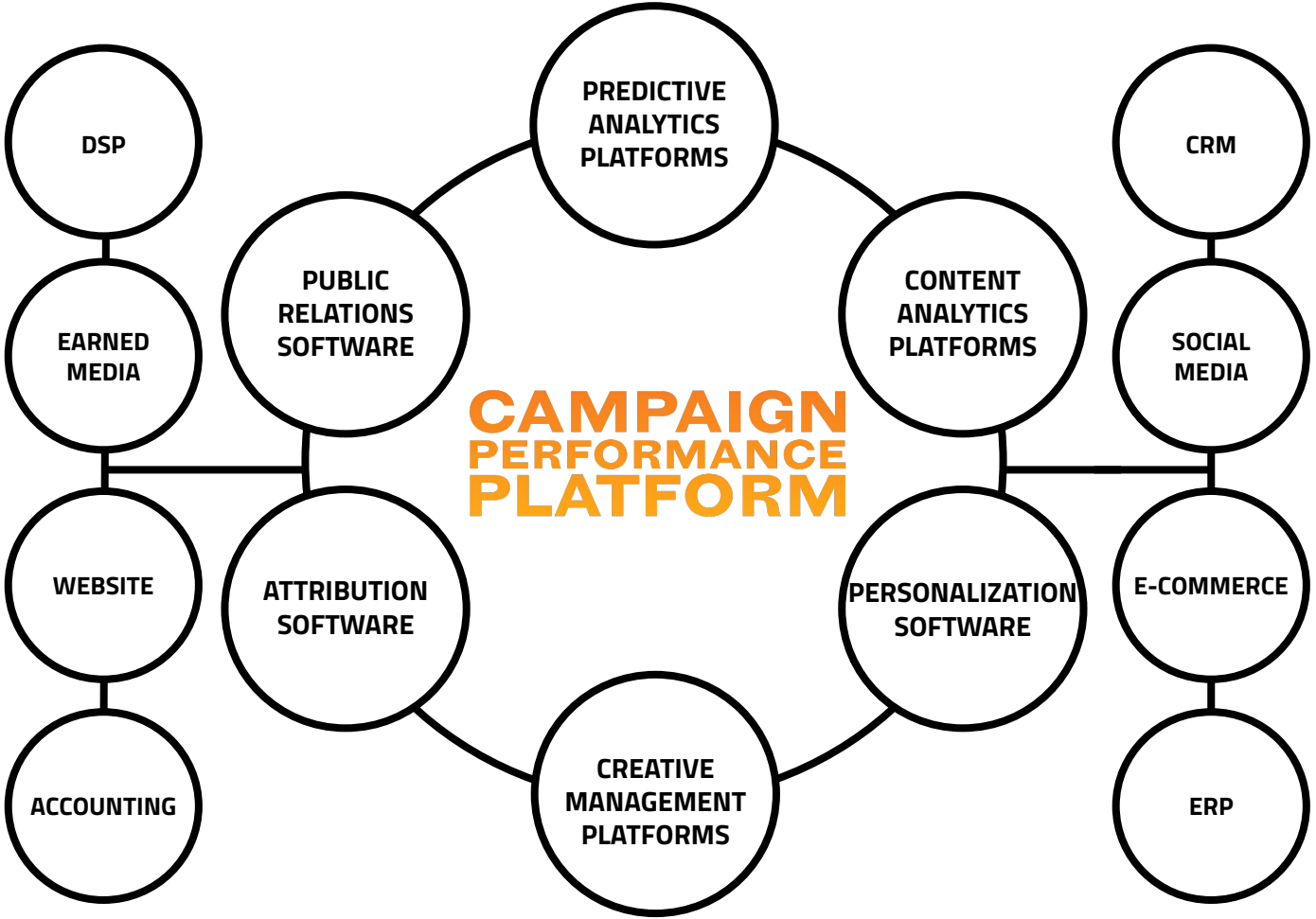
introducing the

CAMPAIGN PERFORMANCE PLATFORM



All-IN-ONE

The Campaign Performance Platform fuses and blends CRM data with several MarTech solutions


DSP
EARNED MEDIA
WEBSITE
ACCOUNTING
PUBLIC RELATIONS SOFTWARE
ATTRIBUTION SOFTWARE
PREDICTIVE ANALYTICS PLATFORMS
CREATIVE MANAGEMENT PLATFORMS
CONTENT ANALYTICS PLATFORMS
PERSONALIZATION SOFTWARE
CRM
SOCIAL MEDIA
E-COMMERCE
ERP
CAMPAIGN PERFORMANCE PLATFORM

A attention
interes
D
A
acti

TOTAL DIGITAL BUDGET
IMPRESSIONS/REACH
ENGAGEMENT
LEADS
SALES

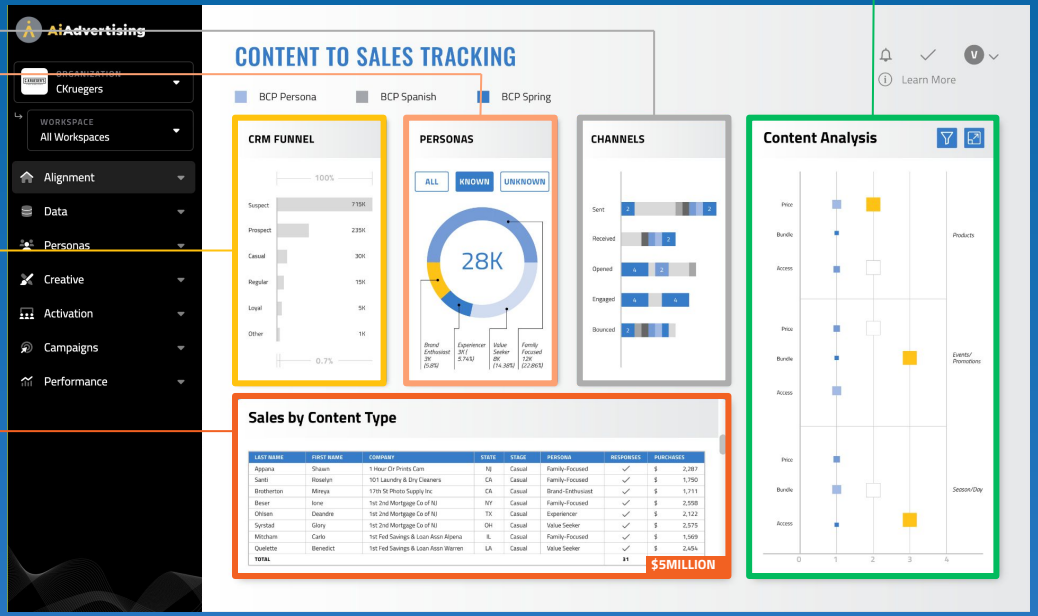
THIS AD CREATIVE

EQUAL THESE SALES

ADVERTISED ON THESE CHANNELS

WITH THESE PERSONAS

TO THESE CUSTOMERS



SHIFTING *the* MARKETING PARADIGM

with MARKETER + MACHINE

NEW

THE CAMPAIGN PERFORMANCE PLATFORM

1. Unlock the value of first-party and zero-party data
2. Personify your data gaining invaluable insights and signals
3. Predict, automate, and scale creative in days
4. Target ads to personas through an omni-channel approach
5. Measure ROI by campaign, persona, channel, and overall

OLD

TODAY'S STATUS QUO

1. Waste time & money because of siloed data
2. Have a limited to no understanding of customer behaviors
3. Design & produce ad creative in weeks or months
4. Target ads through cookies & cross-device tracking
5. Fail to connect marketing investments to sales revenue

1 → 2 → 3 → 4 → 5

DATA
Discover valuable insights

PERSONAS
Identify your customers

CREATIVE
Predict & automate with AI

ACTIVATION
Reach target audiences

PERFORMANCE
See what works & why

The platform continues to learn and optimize as the process repeats.

WE HELP YOU CONNECT MARKETING ANALYTICS TO BUSINESS OUTCOMES.

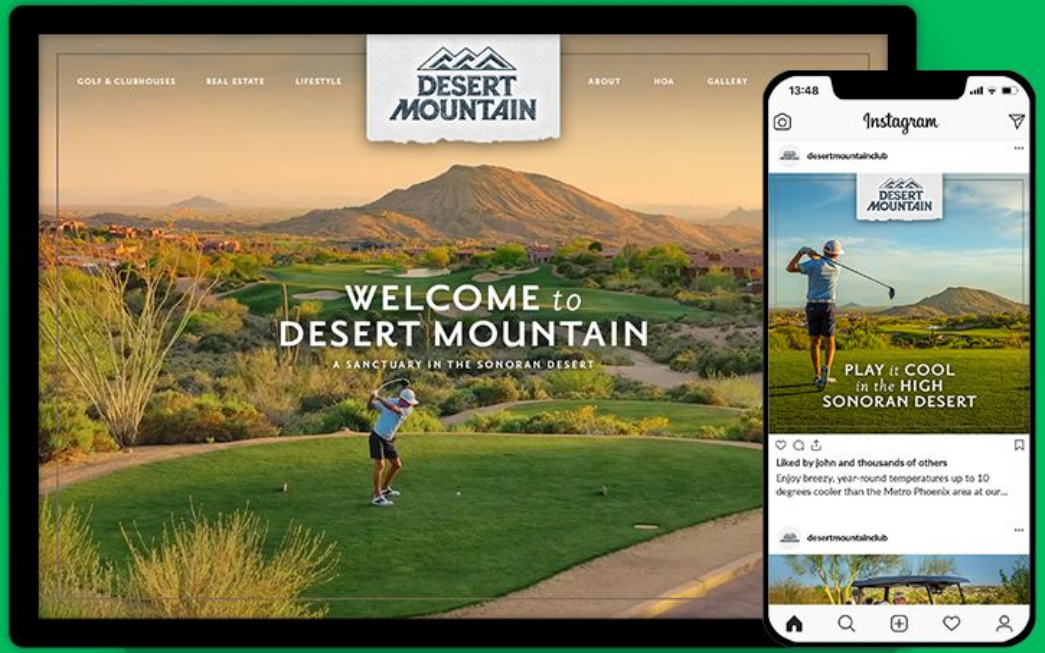
PERFORMANCE

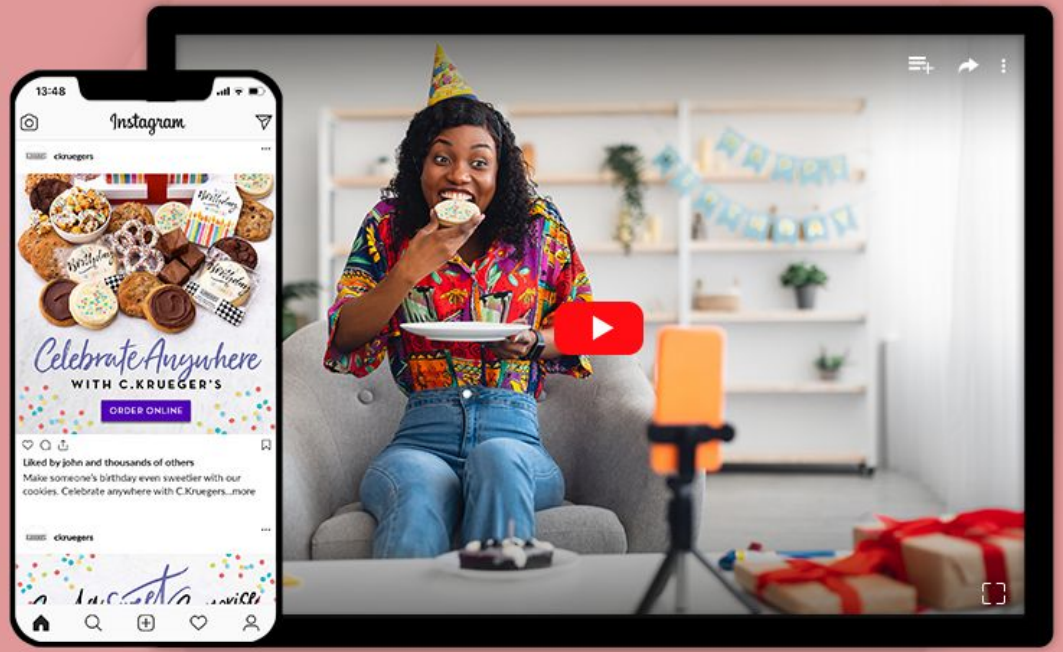
DESERT MOUNTAIN

Digital marketing, creative, content

MEMBERSHIP
100%

PIPELINE WAITLIST
24 MTHS



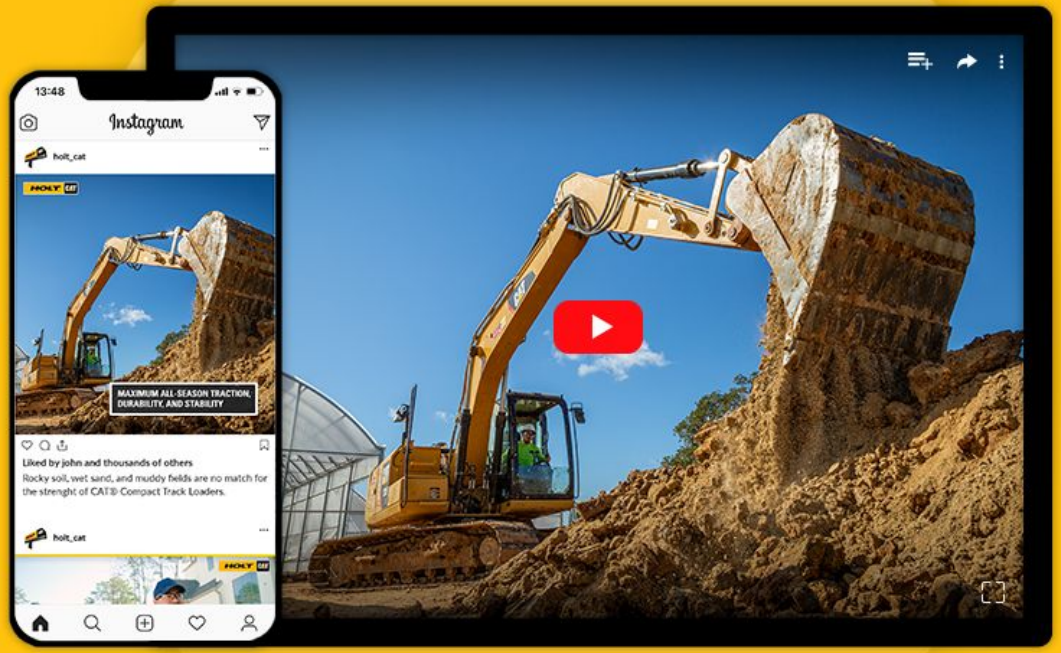


PERFORMANCE

C. KRUEGER'S

Digital marketing, creative, content

BASKET SIZE UP	CUSTOMER LIFETIME VALUE UP
100	10X



PERFORMANCE

HOLT CAT

Digital marketing, creative, content

WON REVENUE	ROAs	PIPELINE
$6M	14X	$6M+

LET’S TAKE A LOOK...