



BRIGHTEDGE

Marketing in the Machine Age

**THE PATH TO A MORE
(ARTIFICIALLY) INTELLIGENT
FUTURE**

@Brightedge

#BrightedgeAI

@MktgAi

Today's Speakers

Andy Betts

CMO Advisor and Consultant



@andybetts1

Paul Roetzer

Founder, Marketing AI Institute



@PaulRoetzer

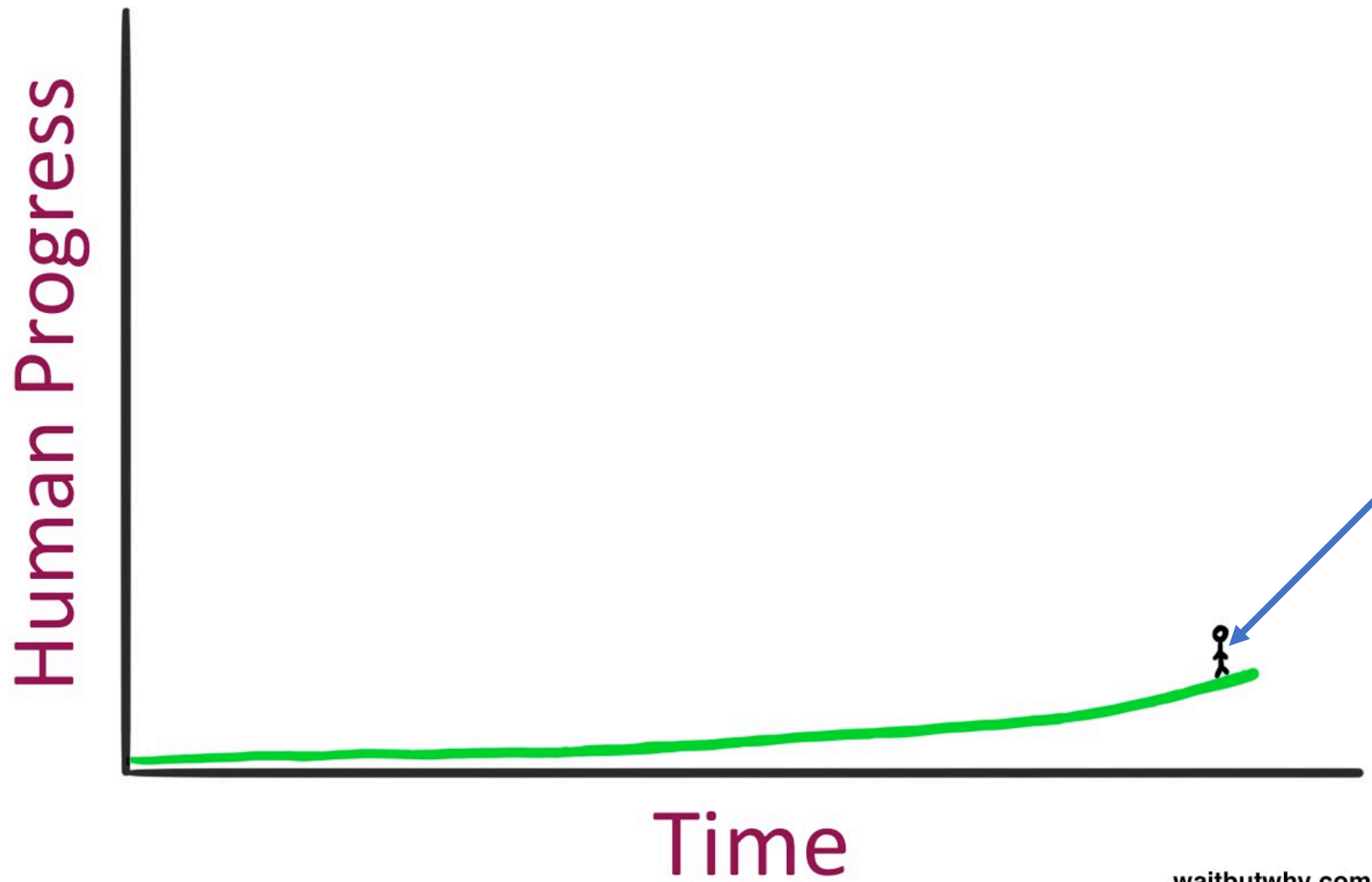
Kevin Bobowski

SVP Marketing, BrightEdge



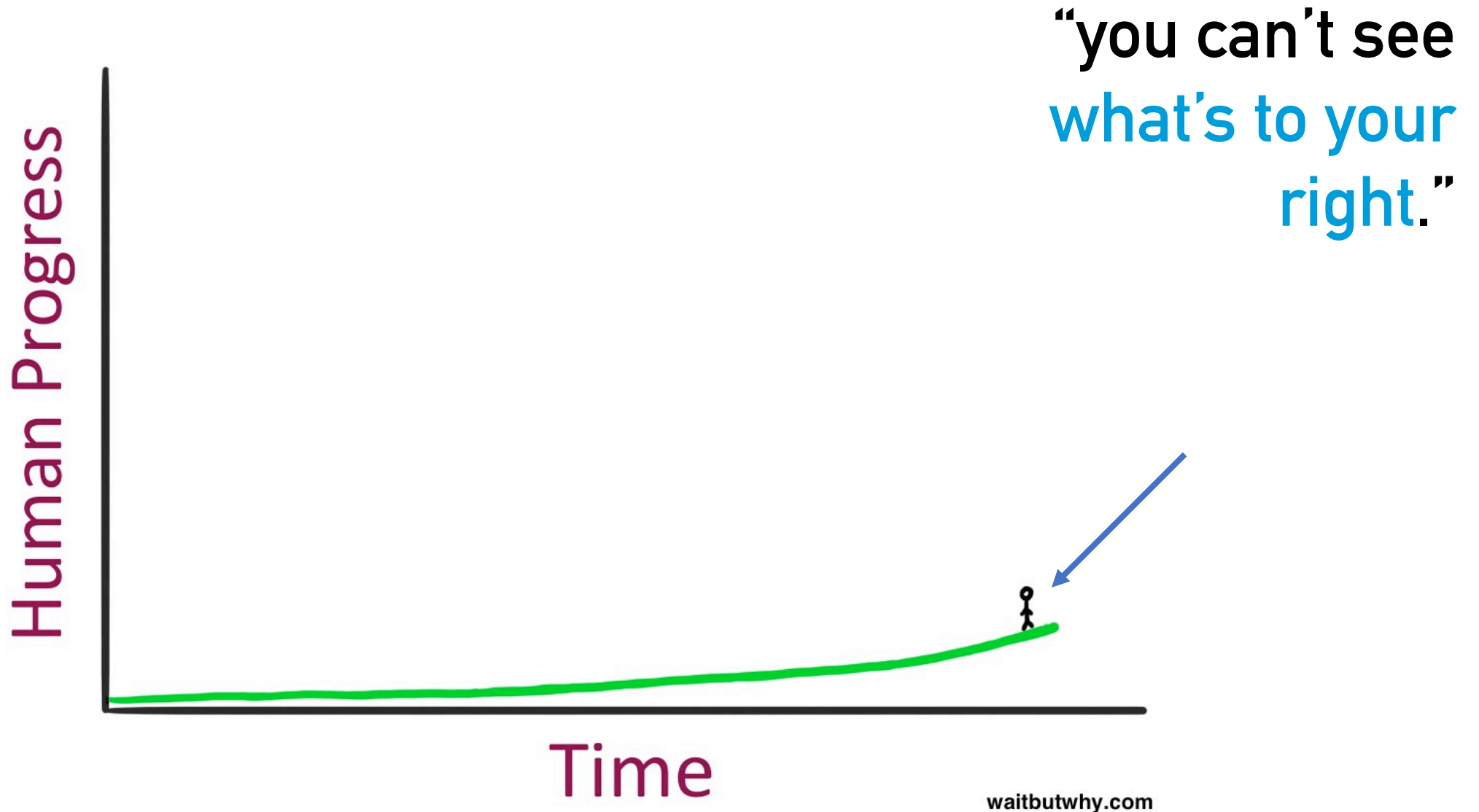
BRIGHTEDGE

@bobowski @brightedge



waitbutwhy.com

Source: [The AI Revolution \(Tim Urban\)](#)



Source: [The AI Revolution \(Tim Urban\)](#)



Jon Erlichman 
@JonErlichman

Follow

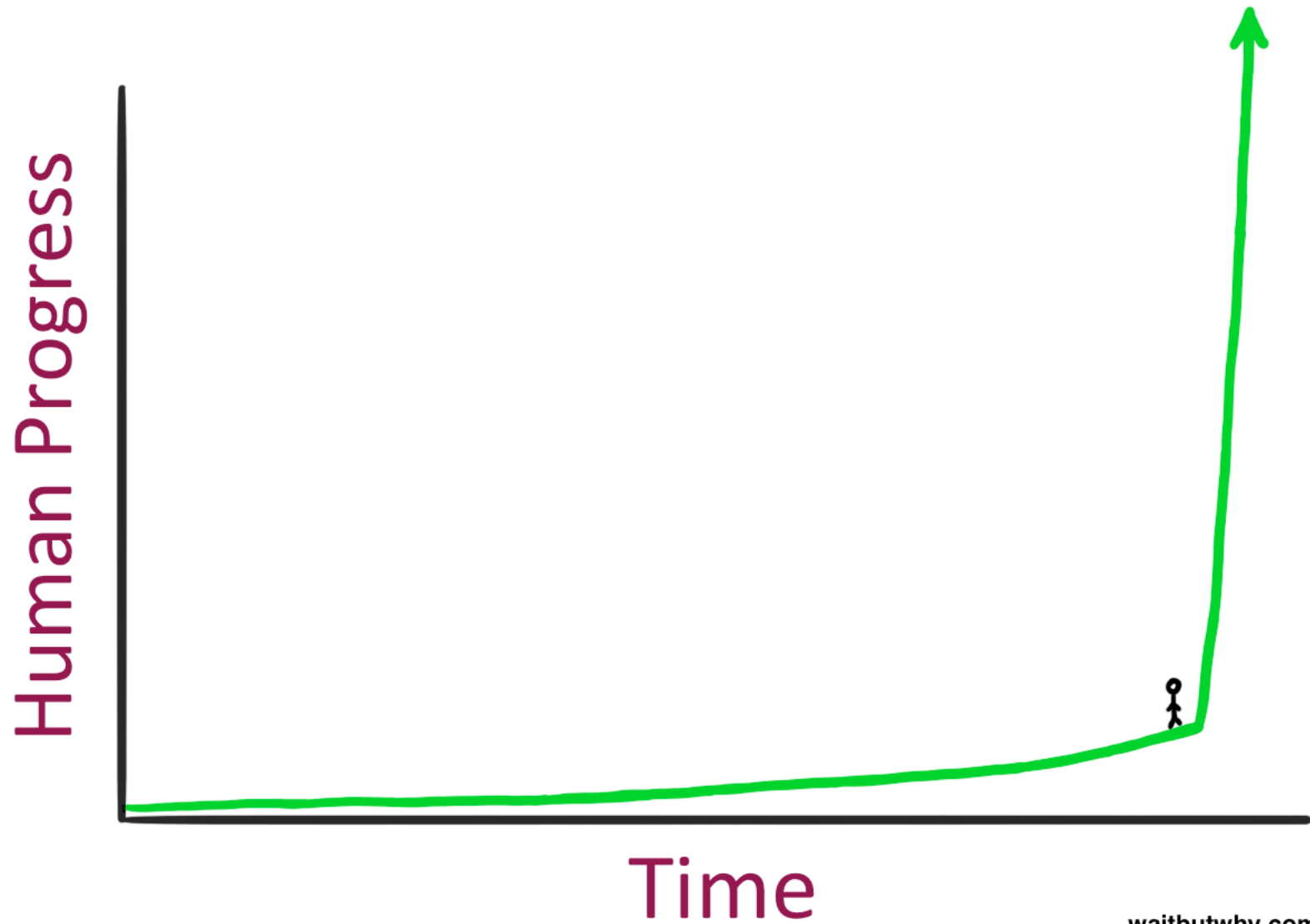


Things that didn't exist on New Year's Eve 10 years ago:

- Uber
- Instagram
- Airbnb
- Apple Maps
- Lyft
- Snapchat
- Siri
- iPad
- Bitcoin
- Alexa
- WhatsApp
- WeChat
- Angry Birds
- Tinder
- FB Messenger
- Square
- Apple Watch
- Google Chrome
- Slack
- Kickstarter
- App Store
- Pinterest
- Venmo
- Candy Crush
- Find My iPhone

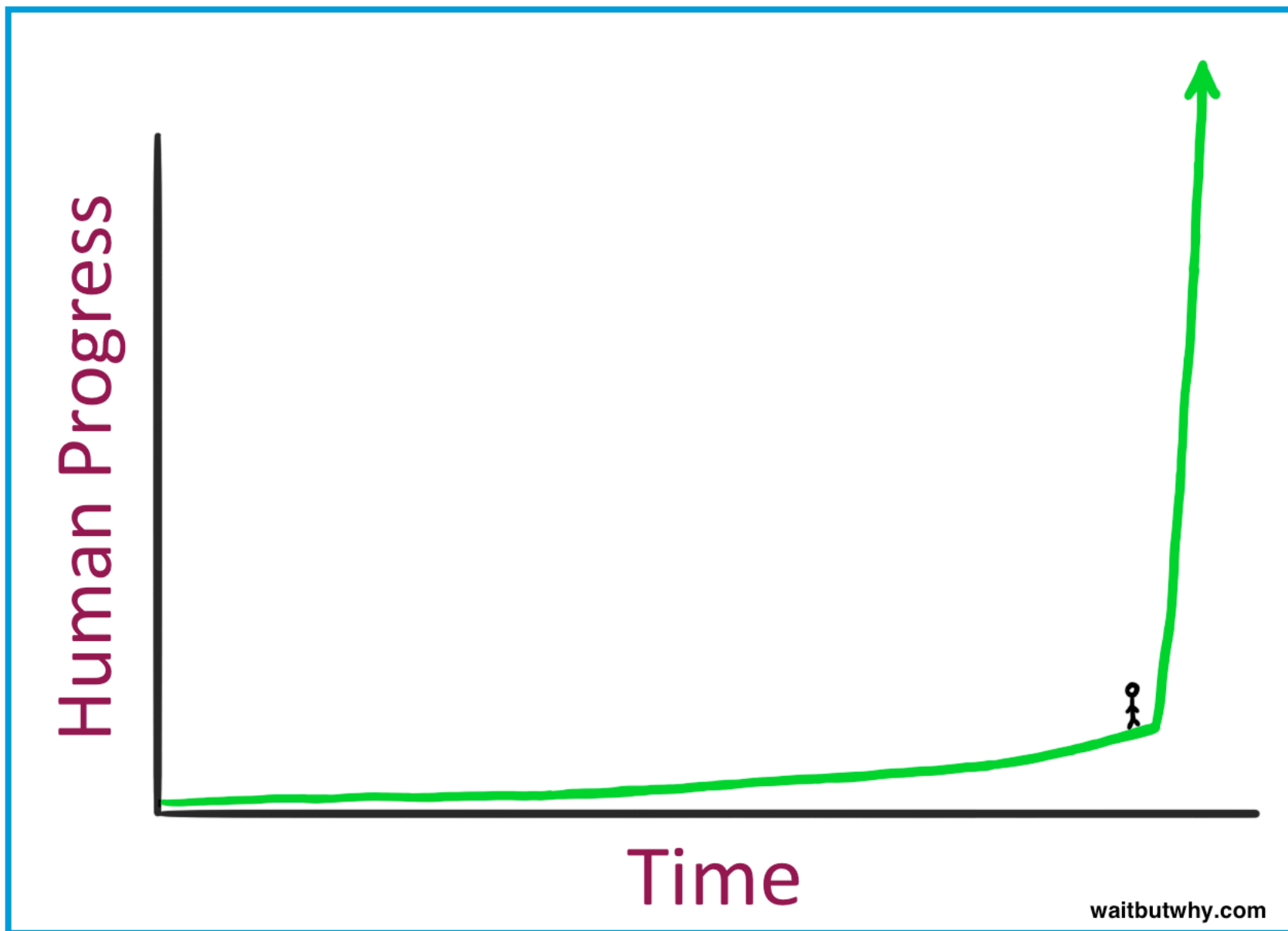
4:00 PM - 31 Dec 2017

Source: [Jon Erlichman](#)



waitbutwhy.com

Source: [The AI Revolution \(Tim Urban\)](#)



Source: [The AI Revolution \(Tim Urban\)](#)

change velocity will be fueled by **artificial intelligence**

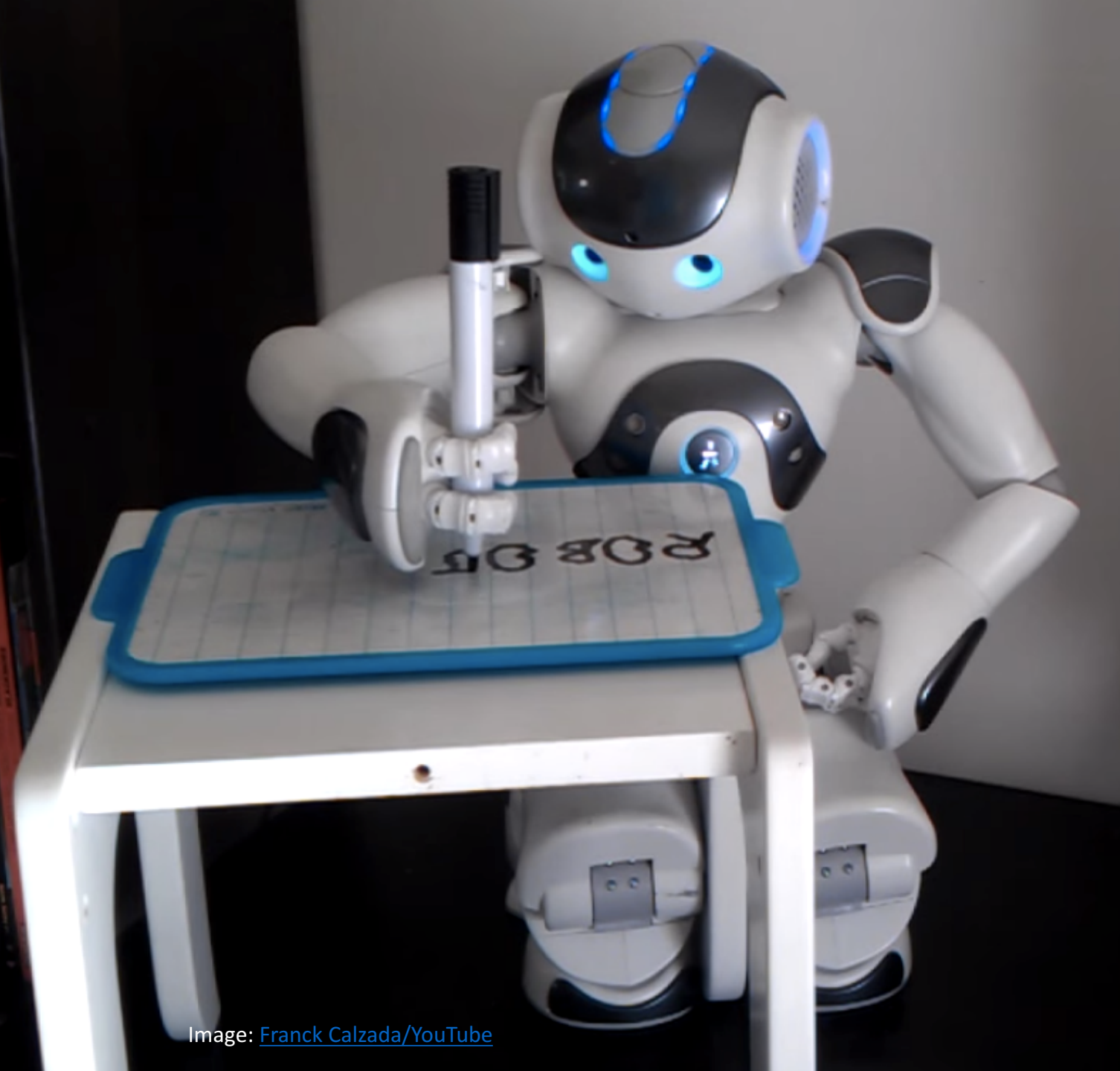


“AI is one of the most important things that humanity is working on. It’s more profound than, I don’t know, **electricity or fire**,”
— Sundar Pichai, Google CEO

Can we automate content creation through **artificial intelligence (AI)**?

@PaulRoetzer





Can we **use machines** to write blog posts at scale?

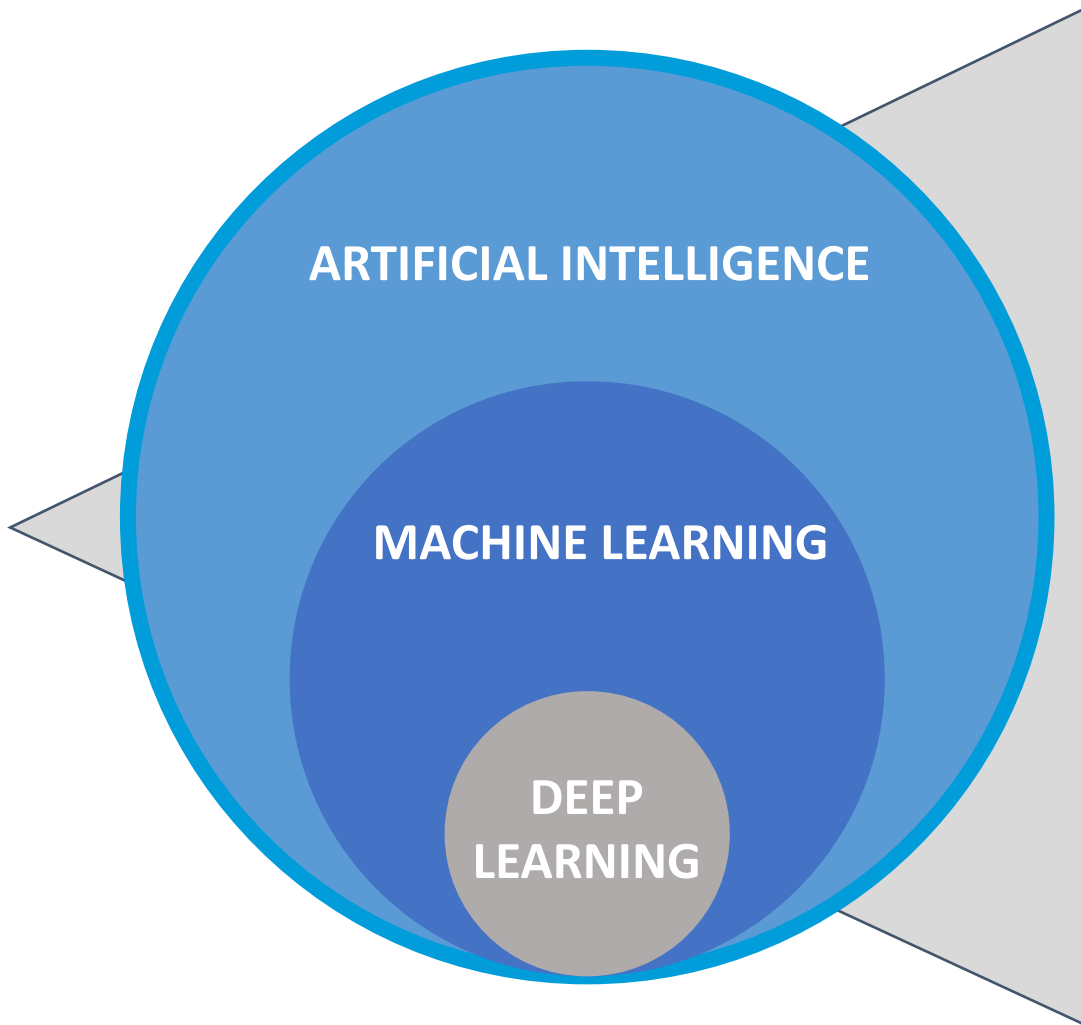


“The science of **making machines smart.**”

— Demis Hassabis, Co-Founder & CEO of DeepMind

(which in turn **augments human knowledge and capabilities**)

AI Machine Learning and Deep Learning



Artificial Intelligence

The science of making machines smarter, which in turn augments human knowledge and capabilities.

Artificial intelligence is any computer program that does something smart.

Machine Learning

Machines take data and begins to learn for itself.

Algorithms are programmed to learn and improve without the need for human data input.

Deep learning (more data and smarter insights)

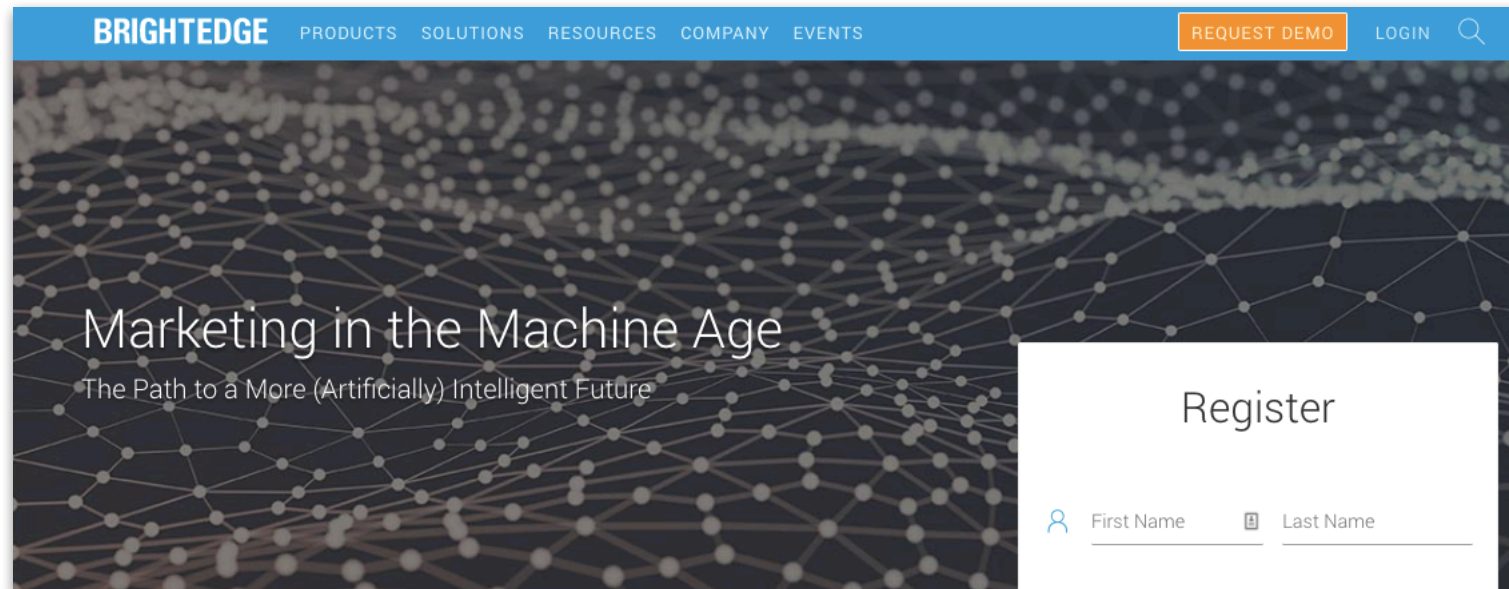
The next generation of machine learning that employs multiple layers of learning from massive data-sets.

Deep learning decisions and data classifications are refined at each layer to produce far superior and accurate insights.

The background features a light blue gradient with white circuit-like patterns and a central glowing network graph. The graph consists of numerous nodes connected by lines, with some nodes emitting a bright white glow. The circuit patterns are composed of various lines and shapes, resembling a printed circuit board or a neural network diagram.

Except with AI the machine can create its own algorithms, determine new paths, and unlock unlimited potential.

IF visitor registers for webinar,



THEN send three-part email campaign.

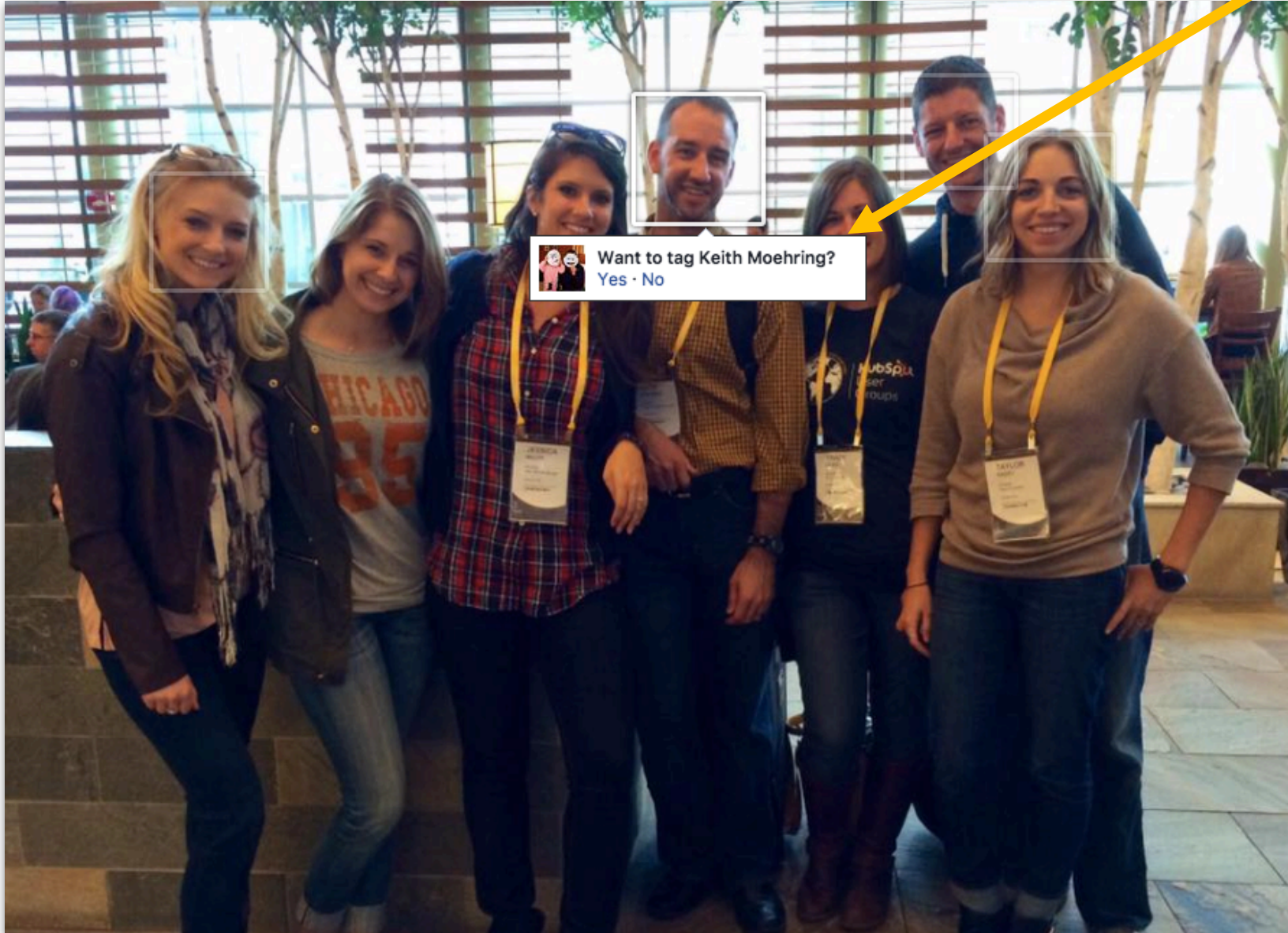
What if there are **1,000 registrations**, across five personas, originating from multiple channels (social, organic, paid, direct) that require **personalized emails and website experiences** based on user history?




The image shows a registration form titled "Register". It contains the following fields and icons:

- First Name (person icon)
- Last Name (person icon)
- Email Address (envelope icon)
- Company (briefcase icon)
- Phone (phone icon)
- Annual Revenue (no icon)
- Country (globe icon)

A blue "Register" button is located at the bottom of the form.




ai is hiding in plain sight.








 **Paul Roetzer** July 1, 2016 ·  

Add a description With Dia Dalsky, Jessica Miller and Tracy Lewis.

Done Tagging Add Location Edit

 Like  Comment  Share

 Write a comment...    

you use ai every day.



#BrightedgeAI

@BrightEdge @PaulRoetzer

it determines what you find . . .

The image shows a Google search interface for the term "content marketing". At the top left is the Google logo. The search bar contains the text "content marketing" and has a microphone icon and a search icon to its right. Below the search bar are navigation tabs: "All" (highlighted in blue), "News", "Images", "Books", "Videos", "More", "Settings", and "Tools".

The main content area features a dictionary entry for "content marketing". The entry includes the word "con·tent mar·ket·ing" with syllable markers, the part of speech "noun", and a definition: "a type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services." A quote below the definition reads: "social media is an integral part of content marketing". Below the definition is a dropdown arrow and the text "Translations, word origin, and more definitions". A "Feedback" link is located at the bottom right of the dictionary entry.

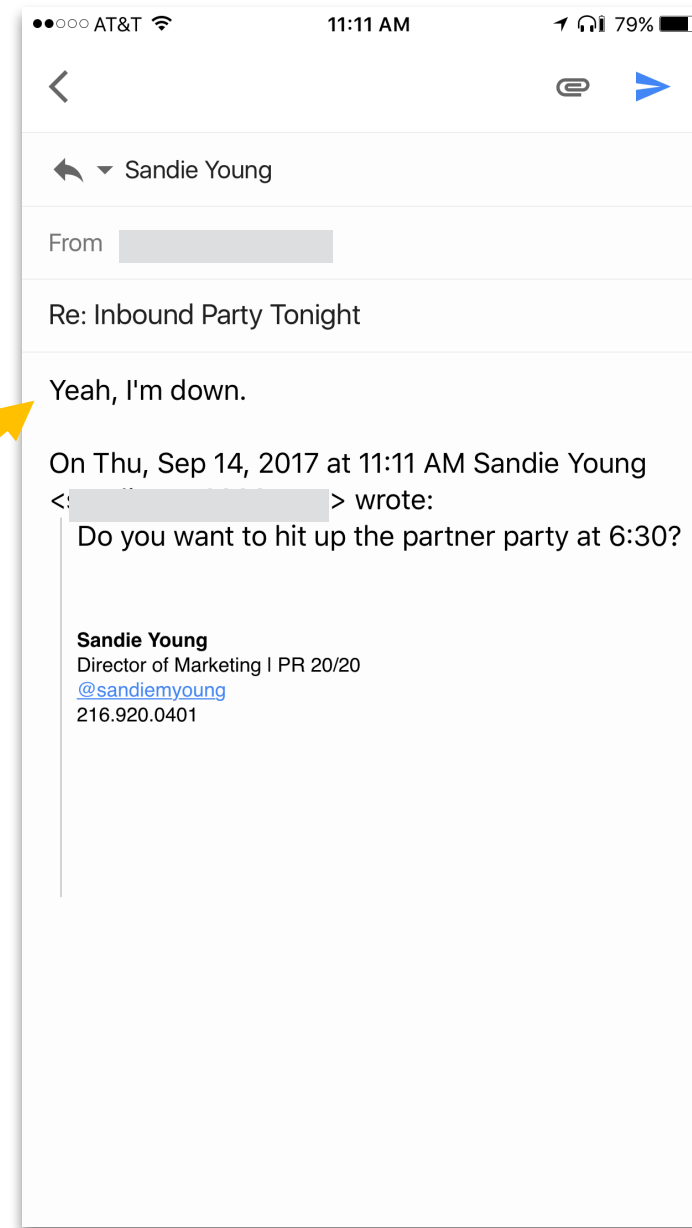
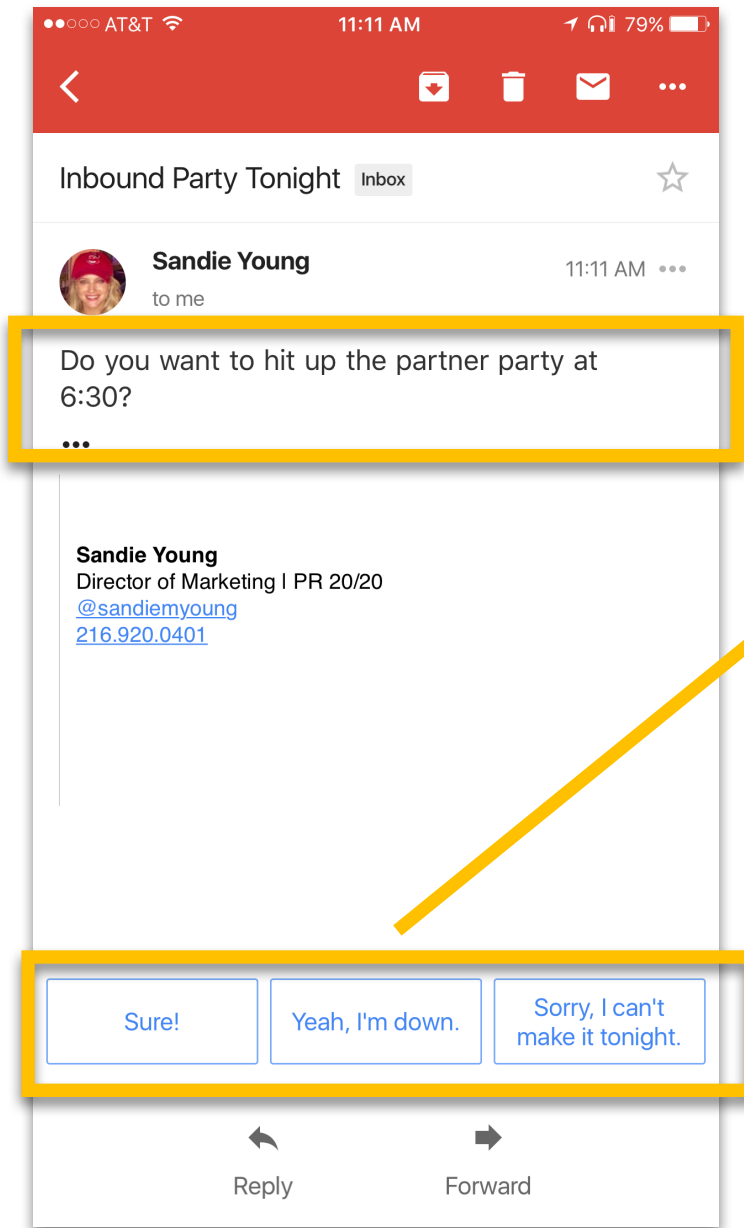
Below the dictionary entry is a search result from "Content Marketing Institute" with the title "What is Content Marketing? - Content Marketing Institute" and the URL "contentmarketinginstitute.com/what-is-content-marketing/". The snippet reads: "Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action."

Below the search result is a Twitter link for "Content Marketing (@CMICContent) · Twitter" with the URL "https://twitter.com/CMICContent".

At the bottom, there are three tweet cards:

- Card 1: "On Tuesday, we're celebrating our 200th #CMWorld Twitter chat! Join us as we take a look back and discuss what the future may hold! pic.twitter.com/U2TaLhm..." - 2 hours ago · Twitter
- Card 2: "How circuses and bacon came together for a #contentmarketing lesson cmi.media/28du pic.twitter.com/sdiTxXL..." - 6 hours ago · Twitter
- Card 3: "If you want to create an entry about a brand, you need to understand what Wikipedia is looking for. cmi.media/ouql pic.twitter.com/uqCc6a9..." - 8 hours ago · Twitter

what you say . .



what you watch . . .

NETFLIX

See what's next.

WATCH ANYWHERE. CANCEL ANYTIME.

#BrightedgeAI

@BrightEdge @PaulRoetzer

what you read . . .

Search Sections

The Washington Post
Democracy Dies in Darkness

In the News Showtime 'Hellboy' Matthew Stafford Neo-Nazi hair Texas Guard Storm dog Red Cross

FEEDTHEPIG.ORG
AI AJCPA

Innovations

It's all about what's next


Artificial intelligence · Columns · Drones · Self-driving cars

Facebook Twitter RSS Archives

Elon Musk calls for ban on killer robots before 'weapons of terror' are unleashed

Musk was joined by more than 100 other experts from dozens of nations in a letter to the United Nations.


Peter Holley · Artificial Intelligence · Aug 21



Billionaire burn: Musk says Zuckerberg's understanding of AI threat 'is limited'

The two billionaires continue to spar over the robot apocalypse.


Peter Holley · Artificial Intelligence · Jul 25



For millennials, 'surban' is the new suburban

FROM THE NATIONAL ASSOCIATION OF REALTORS®

Young homebuyers want more space without giving up the vibrancy and convenience of city life.



Can media make you more empathetic?


Read the full story by wp BrandStudio

Let Dell Technologies cloud solutions powered by Intel® show you the power of digital transformation.


Intel Inside®. Powerful Productivity Outside.

Most Read

- 1 Analysis Houston is experiencing its third '500-year' flood in 3 years. How is that possible?



what you buy . . .


 **Hi, Paul**
CUSTOMER SINCE 2005

PRIME
CONGRATS, YOU SAVED...
15+ store trips in a year

VIDEO
RECOMMENDED FOR YOU
The Man In the High Castle - ...

MUSIC
RECENTLY PLAYED
Little Kids' Music

ALEXA
"Alexa, will it rain tomo..."



Related to items you've viewed [See more](#)



Inspired by your shopping trends [See more](#)



New for you [See more](#)



More items to consider [See more](#)



and (soon) how you get from point A to point B.





**Your life is already machine-assisted,
and your marketing will be too.**

Launched November 2016

[HOME](#)[ABOUT](#)[SPEAKING](#)[CONTACT US](#)[VISIT OUR BLOG](#)

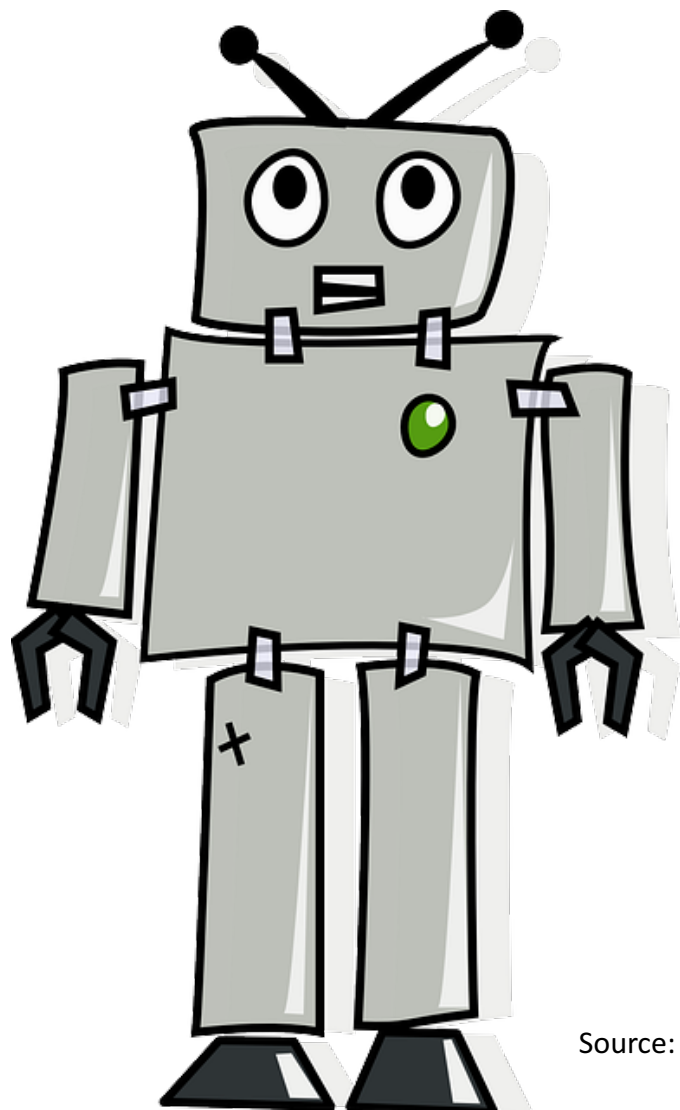
Artificial Intelligence for Modern Marketers

A content hub that explores the current and future potential of AI, machine learning, deep learning and cognitive computing to transform marketing.

SUBSCRIBE

33 Spotlights with \$586M+ in Funding

Artificial Intelligence + Sales/Marketing



Source: [Crunchbase](#)

\$174.3 M  **sentient**

\$61.9 M **BRIGHTEDGE**

\$60.0 M **acrolinx**

\$55.3 M  **emarsys**

\$43.4 M NarrativeScience 

\$17.8 M  **one spot**

\$16.3 M  **Node**

\$14.8 M  **boomtrain**

\$11.0 M **Scoop.it!**

\$10.8 M **ai** AUTOMATED
INSIGHTS

Sales & Marketing Artificial Intelligence Companies*

511 companies
259 with funding
\$2.9B in total funding

* Source: Crunchbase

Image: [Timothy Neesam](#)

the 5 Ps of ai

Planning

Production

Personalization

Promotion

Performance

the 5 Ps of ai

Predicting consumer behaviors, defining **strategies**, prioritizing activities and determining how to allocate marketing resources.

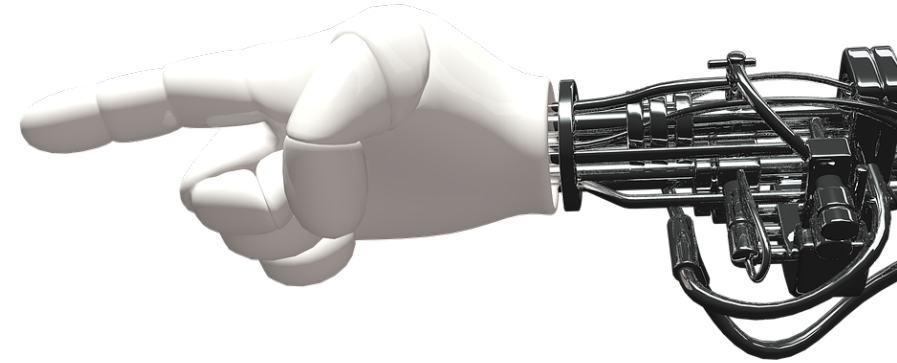
Planning

Production

Personalization

Promotion

Performance



surface high-value content topics.

The screenshot shows the BrightEdge Content dashboard. At the top, the URL is `brightedge.com`. The navigation bar includes the **BRIGHTEDGE** logo, the text **BrightEdge Content**, a search bar with the text "Search", and a user profile icon labeled "M".

Below the navigation bar, there are two main sections: **Start a New Experience** (with a stack icon) and **Experiences in progress** (with a book icon).

A "Strategy" dropdown menu is open, showing the following options:

- View bookmarked topics
- Topics based on your ideas
- Explore top strategies** (highlighted)
- Explore all topics
- Featured topics
- Stop competitive threats
- Target Quick Answers in search results
- Capitalize on local demand
- Win on topics with excellent value
- Seize opportunities with weak competition
- View dismissed topics

The main content area displays four topic cards, each marked as an "EXCELLENT OPPORTUNITY":

- Integrated marketing communication**: Content integration marketing, Marketing program definition, Marketing communication platf...
Search volume: 33,510 | Competition: High | Your rank: Not Ranked
- Sims 4 mods**: Sims 3 custom content manager
Search volume: 33,120 | Competition: Low | Your rank: Not Ranked
- Content marketer**: Content driven marketing, Content marketing explained, Internet marketing content, what is...
Search volume: 14,820 | Competition: Medium | Your rank: Not Ranked
- Okay google commands**: Google special commands, voice search commands, android voice search commands, google now...
Search volume: 14,750 | Competition: High | Your rank: Not Ranked

capture competitive intelligence.

The image displays the Crayon Intel Pro interface, which provides competitive intelligence. The main view shows data for "IBM (Advertiser)" with a spend of \$1,836,900, 84,295,700 impressions, and 198 unique creatives. The interface includes a search bar, filters for date range and importance, and a list of categories. A "Top Creatives for IBM" section displays several video thumbnails with play buttons and duration indicators (e.g., :15).

CRAYON INTEL PRO | Crayon Pro: Customer Service Software

My Team My Analyst My Account

Filter Data
Show All
Date Range
This Quarter

Search
Search for terms

Importance
 High 418
 Medium 197
 Low 625

Company
 Desk 72
 Freshdesk 168
 Intercom 123
 Oracle Service Cloud 90
 Salesforce Service Cloud 25
 ServiceNow 381
 Zendesk 381

Categories
 Content 73
 Events & Awards 16
 News & PR 83
 Customers & Partners 8
 Product 338
 Positioning & Presence 26
 Pricing & Packaging 3
 Conversion 7
 Team 20
 Social Media 664
 Other 2

Starred Items
 My Starred 2
 All Starred 9

Intel Pro Data (1,240 insights) This Quarter Share 1,240 Results

Landing page found on search term "support software help"
2 months ago - Observed at <https://freshdesk.com/helpdesk-system>

PATHMATICS Search for any Site, Advertiser, Ad Network or Service My Tools

IBM (Advertiser)

All Devices & Formats | 7/29/2017 - 8/27/2017 | United States

Follow Compare Export

Spend **\$1,836,900** Impressions **84,295,700** Unique Creatives **198**

Top Creatives for **IBM**

ServiceNow G2 Crowd
New Content 2 months ago
*Stable

Intercom New Position Added
Senior

the 5 Ps of ai

Creating, curating and optimizing **content**, including blog posts, emails, landing pages, video and advertisements.

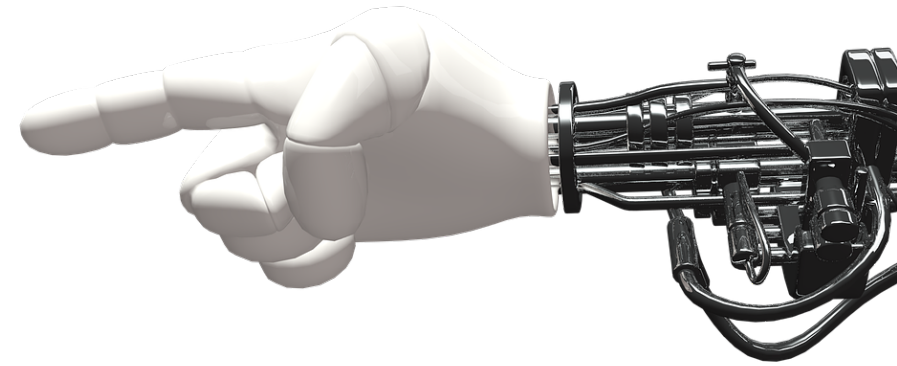
Planning

Production

Personalization

Promotion

Performance



write email subject lines.

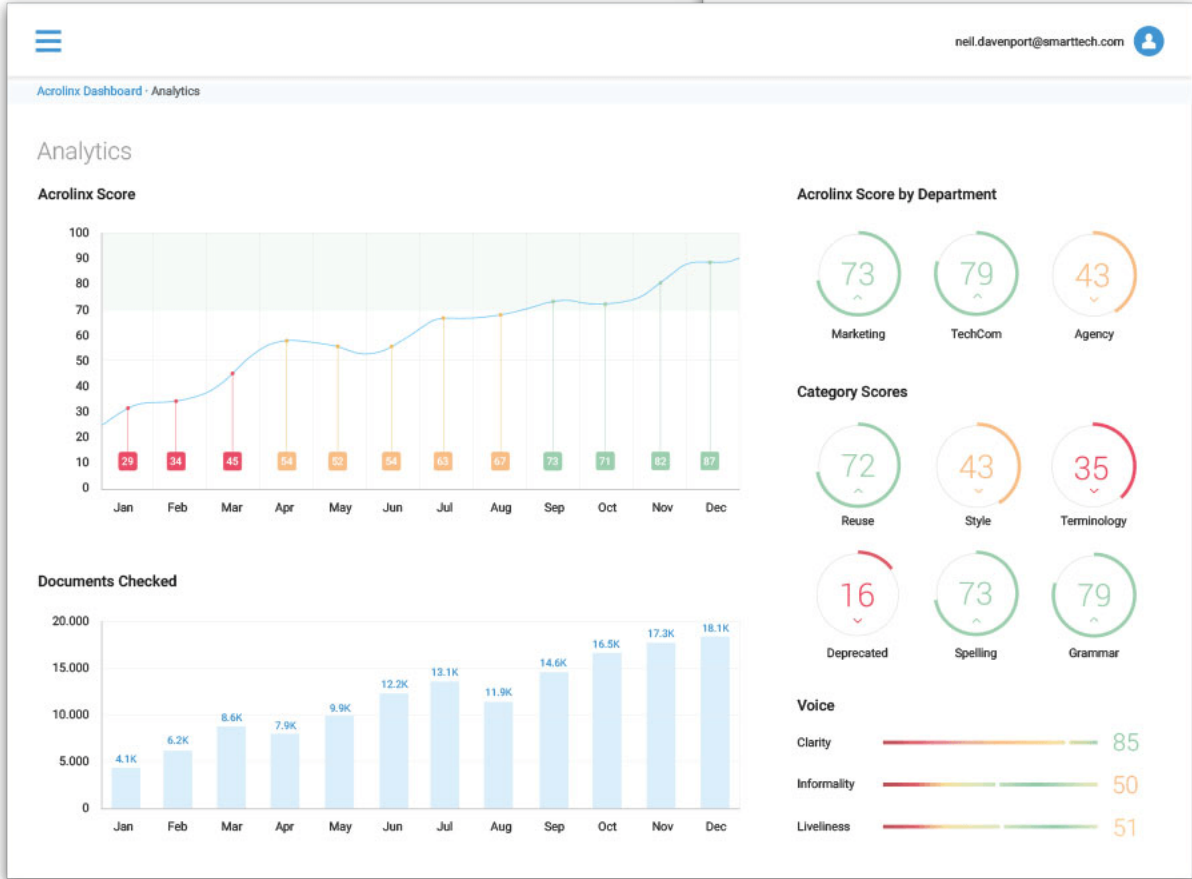


Artificial intelligence.
Human language.
Awesome.

	Split size	Curiosity	Directness	Friendly	Offbeat	Urgency	Copy
1 It would be a shame to miss up to 30% off utility belts! We've got all you've ever wanted from Wayne Enterprises.	33675	36%	87%	58%	33%	50%	
2 Announcing: those who delay will miss out!	33675	30%	76%	41%	23%	78%	
3 I love the smell of offers in the morning... What's the big deal?	33675	84%	57%	57%	37%	39%	
4 Hurry - say hello to my little discount... When you've got it, you've got it!	33675	63%	76%	57%	54%	50%	
5 Every man needs good utility belts, snap up up to 30% off now...	33675	43%	94%	36%	24%	54%	
6 Try saying no to up to 30% off! Take a peek at great pieces from Wayne Enterprises.	33675	24%	89%	40%	20%	50%	
7 Can we tempt you with up to 30% off? Work some magic on your wardrobe - I love the smell of deals in the morning.	33675	77%	74%	68%	35%	39%	
8 You'd be a strong man to resist these offers - every man needs good utility belts, grab up to	33675	60%	92%	58%	28%	52%	

source: [Phrasee](#)

analyze text for grammar, sentiment, tone and style.



SmartTech-Customer-Challenge.gdoc

Real-life® Platform that acts as a central hub in your UC environment. It works with business and communications applications from hundreds of vendors. It supports enterprise, cloud and hybrid deployments. It supports mobility with award winning innovation. It works on any vendor network. It makes video collaboration universal.

investment and improves resource utilization
RightThere Interoperability Protocol (RIP) means
n collaborate with new Microsoft Lync clients in
ch RealLife Platform. With NUCM validation and
n to install innovative technology like the Smart
art Tech Immersive RightThere solutions in N7

eroperability reduces bandwidth consumed and
s. The Smart Tech RealLife solution architec-
total Cost of Ownership ment protection with our
onference rooms with automated two camera
ech SmartEye Director and equip more rooms

52

CHECK 123 Issues

- Lync
New Brand Term
- Smart Tech SmartTech
Brand Term
- loose loose
Spelling
- The...lives
Sentence too long
- Internet web
Contraction
- Cisco's
Avoid possessives

the 5 Ps of ai

Personalizing **consumer experiences** through intelligently automated emails, content and product recommendations, AR/VR, and web experiences.

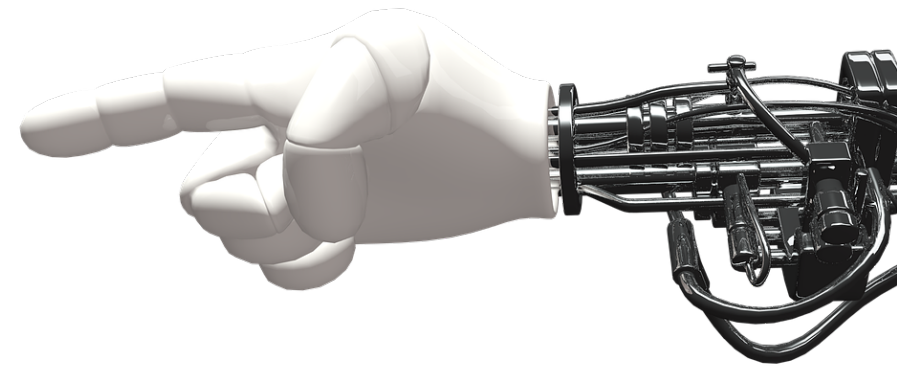
Planning

Production

Personalization

Promotion

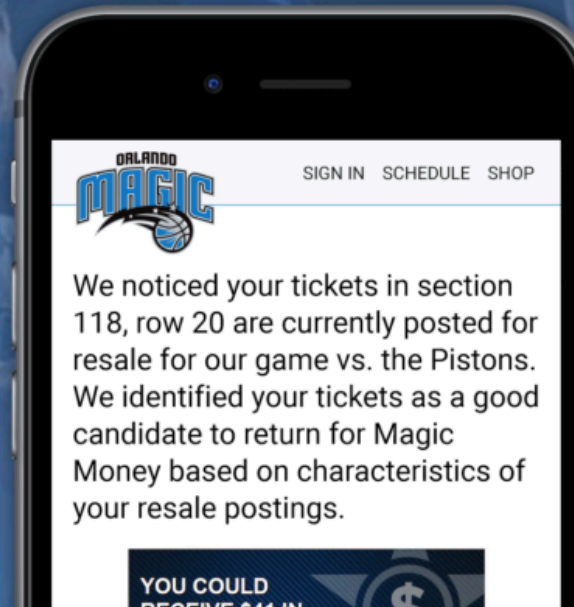
Performance



send data-driven, customized emails.

Orlando Magic

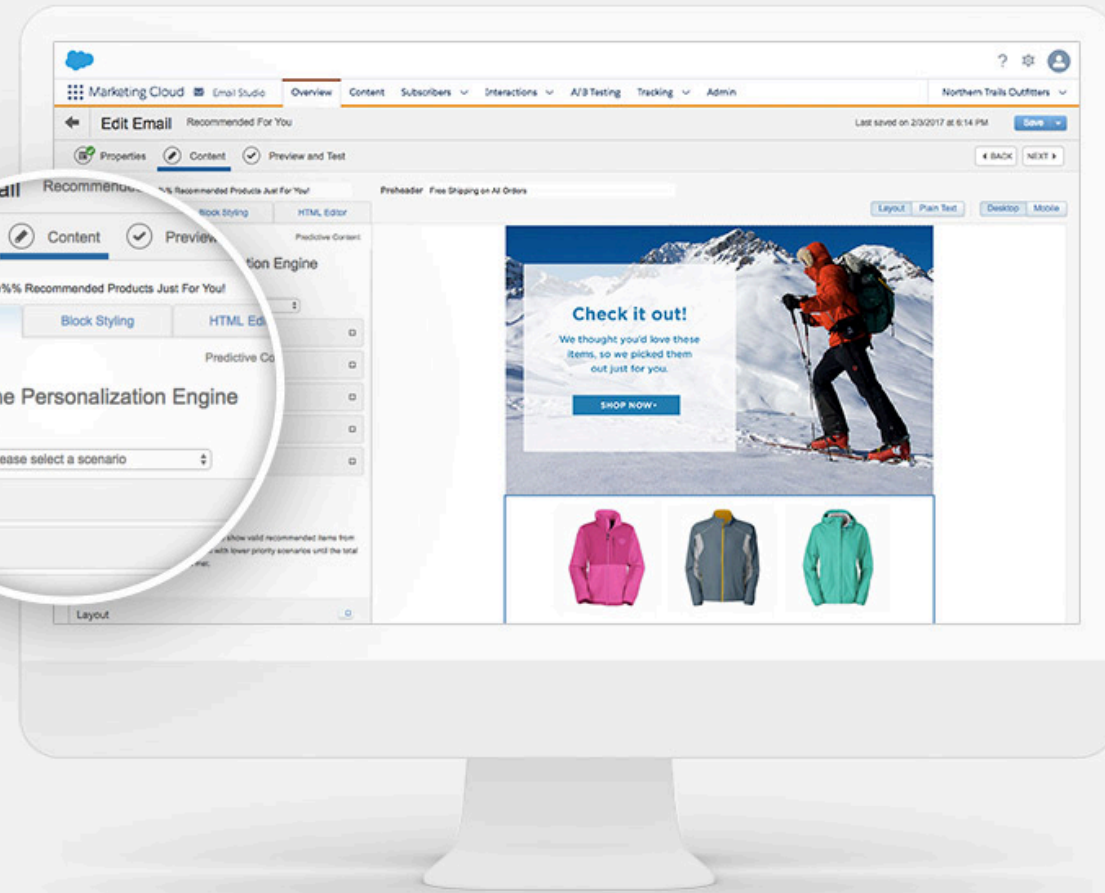
The Orlando Magic uses Wordsmith to generate custom in-app and email messaging to each and every one of their fans, boosting fan engagement and season ticket renewals.



source: [Automated Insights](#)

ai AUTOMATED
INSIGHTS

adapt content recommendations by segments and patterns.

The Salesforce logo, consisting of the word "salesforce" in white lowercase letters inside a blue cloud-like shape.

source: [Salesforce](#)

the 5 Ps of ai

Managing **cross-channel and cross-device promotions** to drive engagement and actions, including audience targeting, social publishing and digital paid media management.

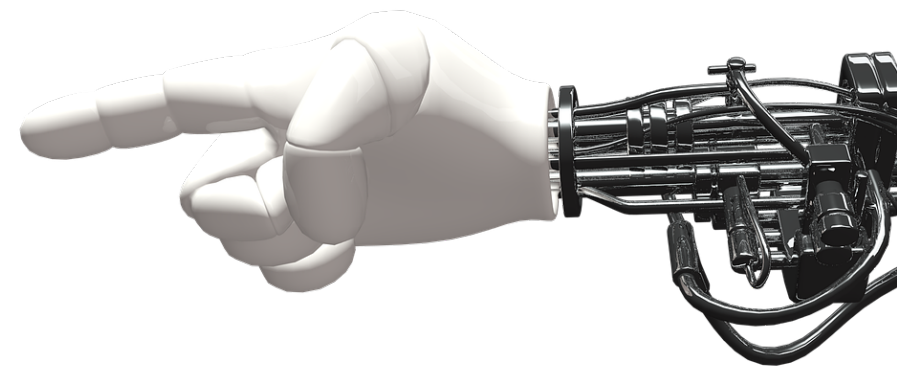
Planning

Production

Personalization

Promotion

Performance



adjust digital ad spend in real-time.

Albert™



source: [Albert](#)

the 5 Ps of ai

Turning **data into intelligence** through automated narratives and insights, and using that intelligence to optimize performance.

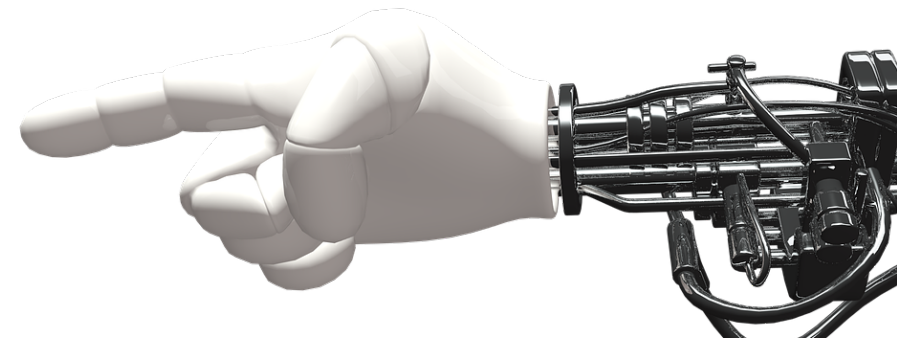
Planning

Production

Personalization

Promotion

Performance



monitor activities and outcomes.



**Say hello to GrowthBot
the chatbot for marketing and sales.**



Paul Roetzer 9:20 AM
(Google Analytics) how is traffic in august



GrowthBot APP 9:20 AM
Total visits for Tue Aug 1, 2017 to Tue Aug 29, 2017 was **16,713**



Paul Roetzer 9:25 AM
give me a traffic summary for last week



GrowthBot APP 9:25 AM
Here is your summary for 2017-08-21 through 2017-08-27
You had 3,027 visits. That is a **26**%* decline from the prior period. when you had 4,086
Here's the break-down:
organic search: 1,512 (49%)
direct traffic: 938 (30%)
email marketing: 255 (8%)
social media: 176 (5%)
referrals: 118 (3%)
other campaigns: 28 (0%)

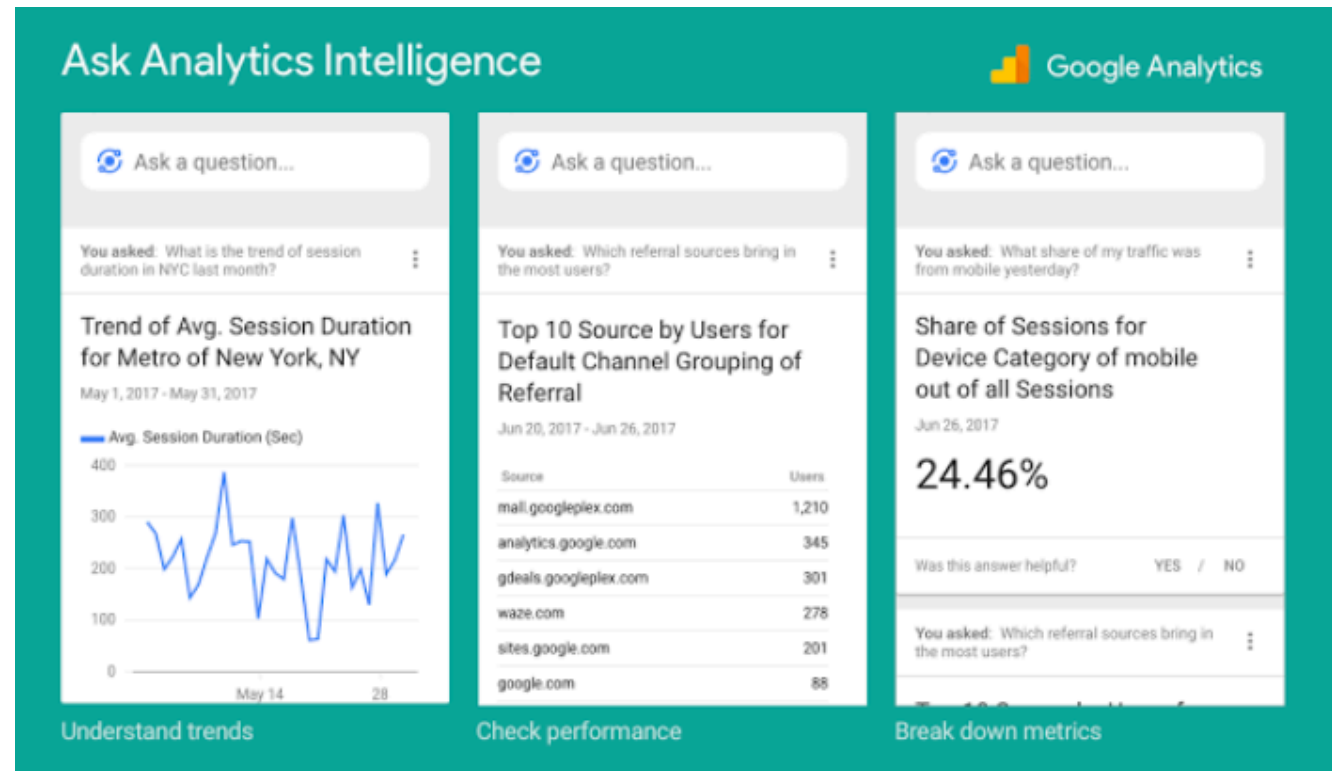
discover insights from analytics.

Google Analytics Solutions

“What is the trend of session duration in NYC last month?”

“Which referral sources bring in the most users?”

“What share of my traffic was from mobile yesterday?”



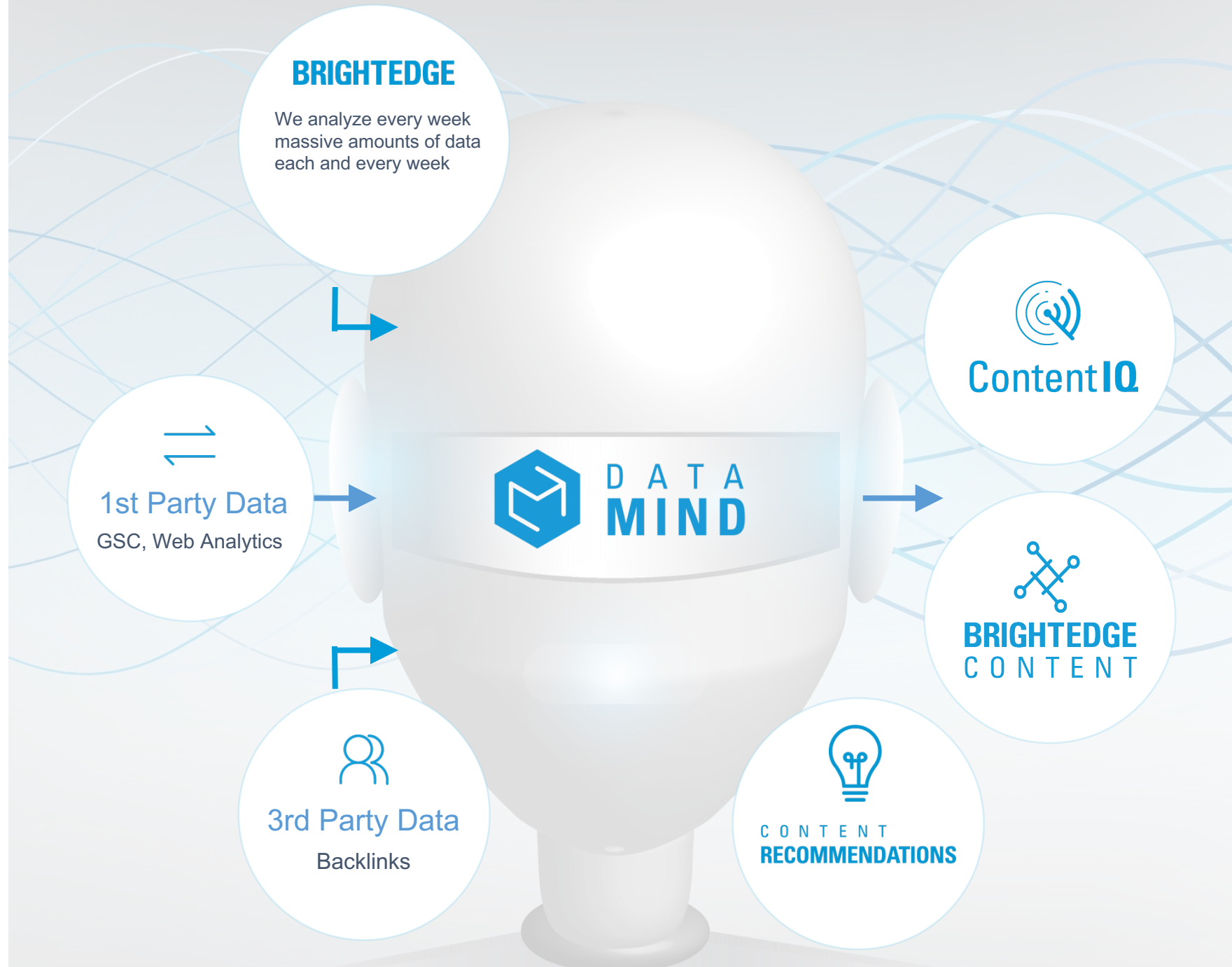


BRIGHTEDGE

Our Journey to become an AI-First Company



#BrightedgeAI



Our journey started by building the best possible dataset
and a commitment to the “power of platform”

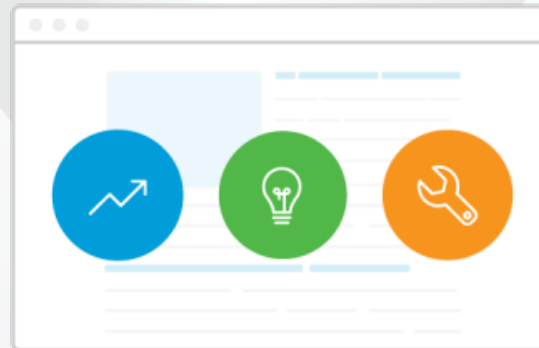


Applying Deep Learning to the RIGHT use cases was trickier than we expected

CONTEXT

HISTORY

RELEVANCE



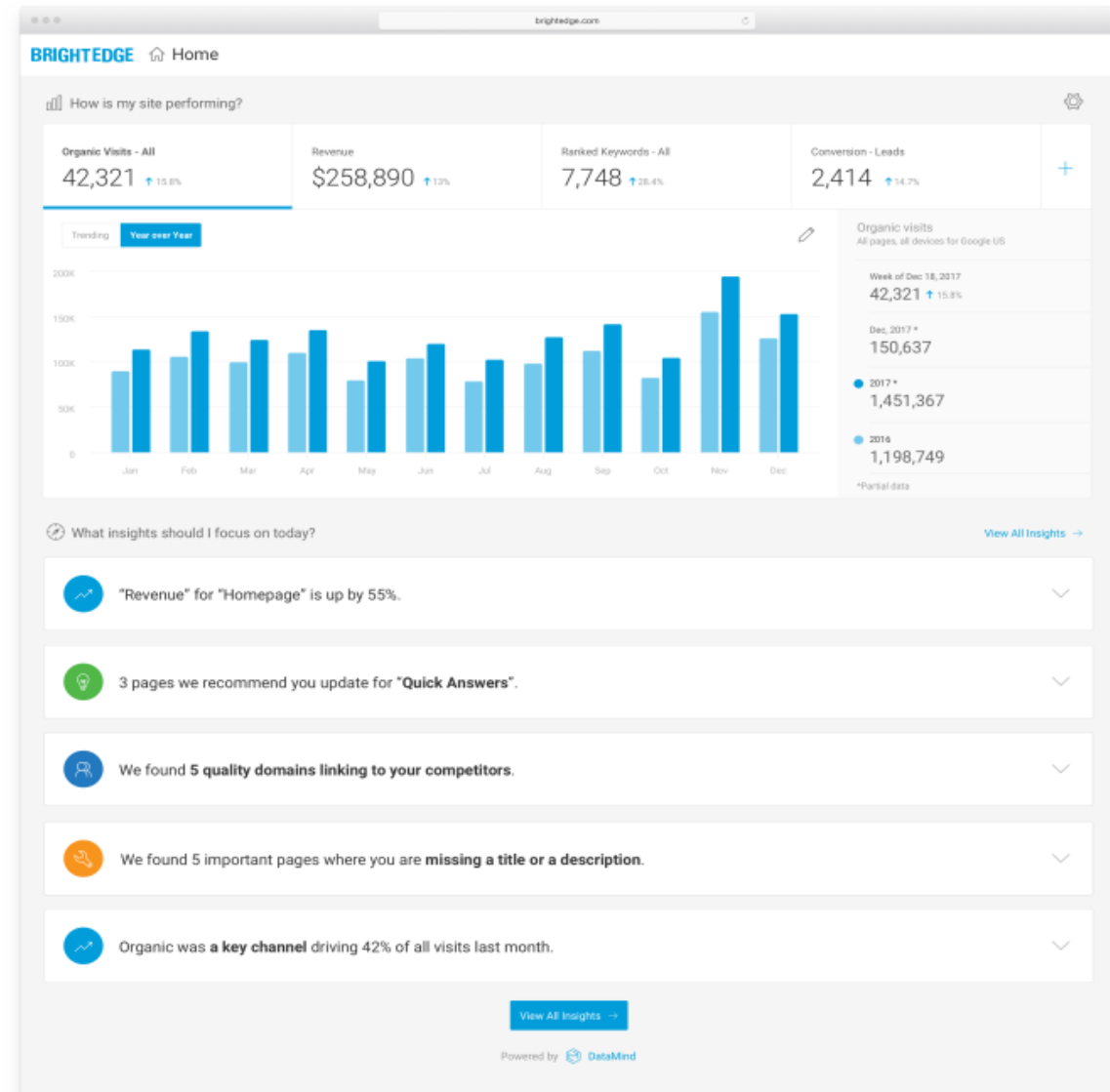
Once we had data (and the algorithms) we had to find a way to
make accessible to everyone



BrightEdge Insights

We've seen 85% adoption since we've launched BrightEdge Insights. Here is why. (Hint: We didn't add to the problem that we started to solve)

1. Simple
2. Integrated into a marketers daily workflow
3. Prioritized
4. Confident





BRIGHTEDGE

At L'Oreal, SEO is in everything we do.

With Insights, we don't have to go into the trenches to mine the data. We improved Kiehl's presence on Quick Answer box by incorporating step-by-step recommendations from BrightEdge.

We also enabled Corporate Marketing to optimize their backlinking strategy amidst competition with celebrity brands.

L'ORÉAL

Winning the valuable “real estate” of voice search

The screenshot shows the BrightEdge Content dashboard. At the top, there's a navigation bar with the BrightEdge logo, 'BrightEdge Content' text, a search bar, and a user profile icon 'M'. Below the navigation, there are two main sections: 'Start a New Experience' and 'Experiences in progress'. A 'Strategy' dropdown menu is open, showing various options like 'Explore top strategies', 'View bookmarked topics', 'Topics based on your ideas', 'Explore all topics', 'Featured topics', 'Stop competitive threats', 'Target Quick Answers in search results', 'Capitalize on local demand', 'Win on topics with excellent value', 'Seize opportunities with weak competition', and 'View dismissed topics'. The main content area displays four content opportunity cards, each with a title, a brief description, an 'EXCELLENT OPPORTUNITY' indicator, and performance metrics for search volume, competition, and your rank.

Topic	Search Volume	Competition	Your Rank
Integrated marketing communication	33,510	High	Not Ranked
Sims 4 mods	33,120	Low	Not Ranked
Content marketer	14,820	Medium	Not Ranked
Okay google commands	14,750	High	Not Ranked

WHY INSIGHTS ARE SMART

Uncover the information that's critical and is a deviation from historical behavior



Account

BRIGHTEDGE



Insights

"Revenue" for "Page Group 1" is up by **51%**.

"Revenue" increased by \$12,132 compared to the previous week for "Page Group 1" page group.

Show me which pages increased →



This weekly analysis uncovers page groups that performed significantly better than the rest of your website recently. Share the good news with your team!



Subscribe



BRIGHTEDGE

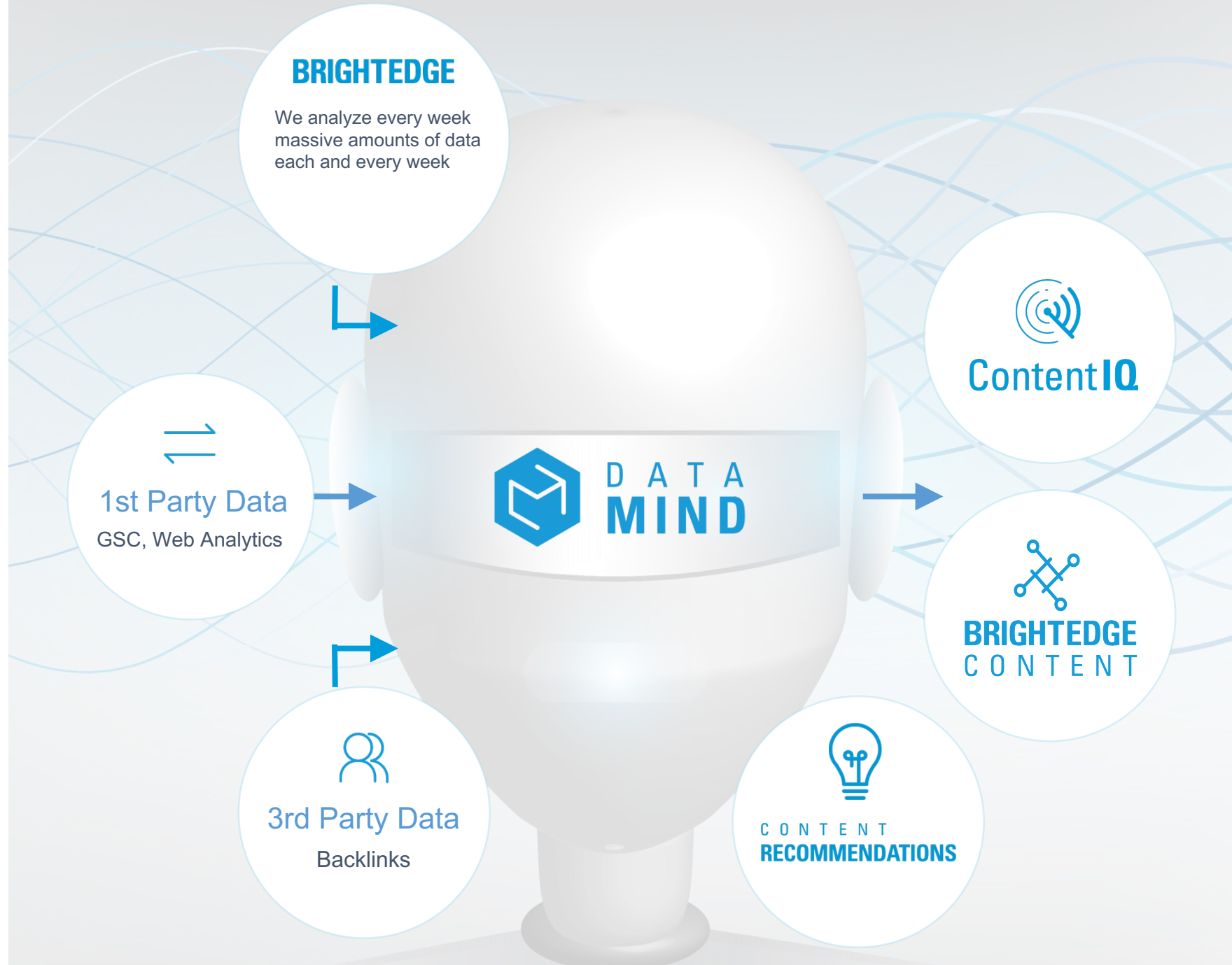
I can spend 6 hours a day mining data for bugs and opportunities...or I can open BrightEdge Insights in the morning and have 2 tickets filed before I finish my coffee. This speed to opportunity discovery – whether it be page titles or low-quality redirects – allows me to both build a stronger business case and dive deeper to find more insights before lunch.



Applying Data Mind to “The Next Big Thing in Search”

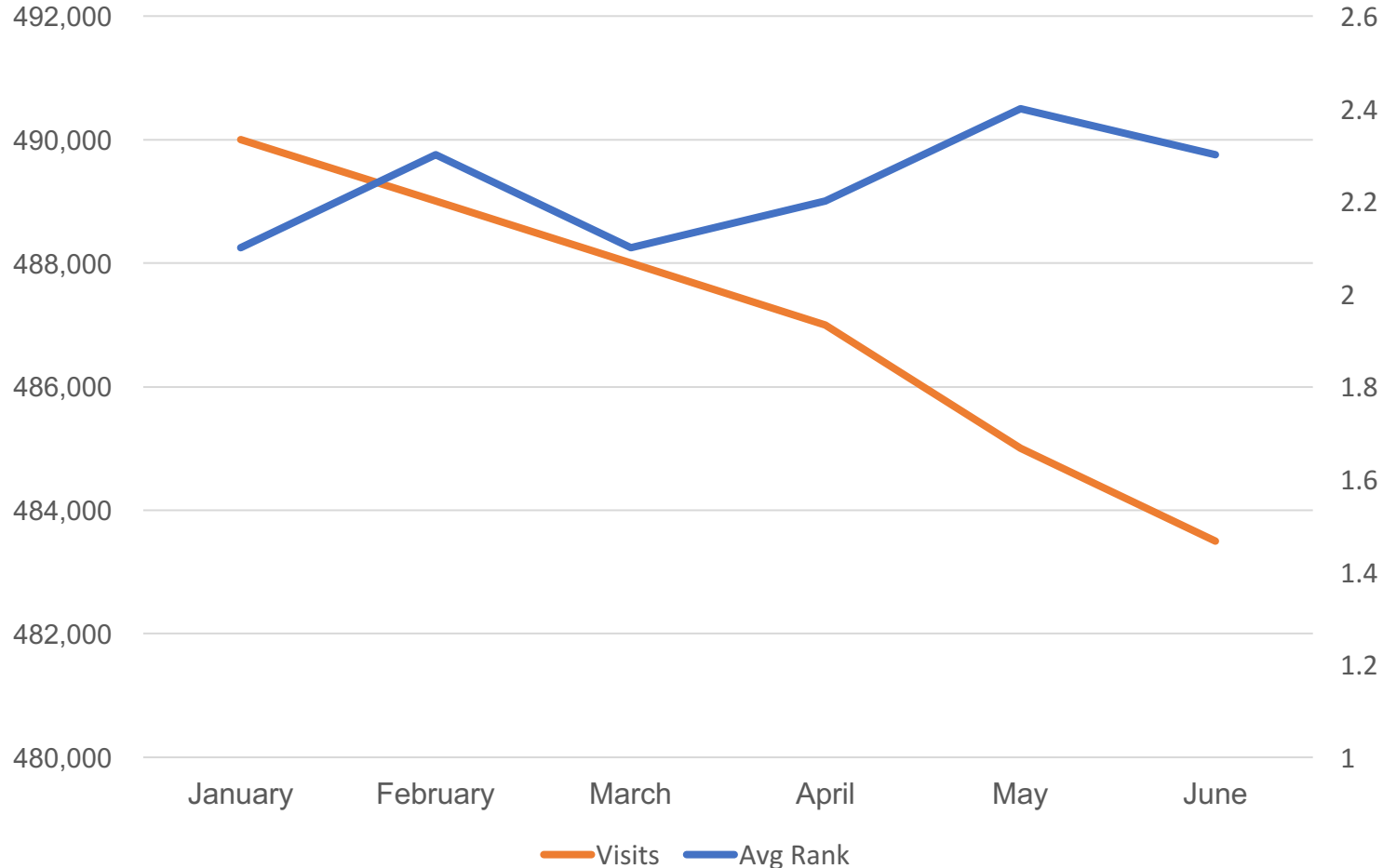


#BrightedgeAI



BIGGEST PROBLEM: WINNING IN RANK BUT LOSING TRAFFIC

To measure organic visibility, marketers must understand SERP type and fold



Rank is stable, but visits are decreasing

84.4%+ OF KEYWORDS HAVE UNIVERSAL CATEGORIES

BASED ON ~50M UNIQUE KEYWORD RESULTS FROM JANUARY 2018

The image displays a collage of various search results from Google, illustrating the diversity of content types that can be categorized under a single keyword. The results include:

- Trailers & Clips:** A Netflix trailer for "The Polka King" with a play button icon.
- Travel & Local:** "San Francisco Top sights" featuring images of Alcatraz Island, Golden Gate Bridge, and Golden Gate Park. A "Mortgage calculator" for San Francisco is also shown, with inputs for a \$100,000 mortgage at 3.92% interest over 30 years, resulting in \$473 monthly payments.
- Education & How-to:** A "Tie Your Shoe The Right Way" tutorial with a diagram and a list of steps. A "People Also Ask" section includes questions like "How do you tie your shoes step by step?" and "When should a child be able to tie their shoes?"
- Food & Recipes:** "Quick and Easy Chicken Noodle Soup" and "Easy Homemade Noodle Soup" from Allrecipes, both with 4.7-star ratings and 30-minute prep times.
- News & Biography:** A news article about Donald J. Trump's investment in America, and a biography of Alexander Hamilton, the Founding Father of the United States.
- Sports:** An NBA game recap showing the New York Knicks (112) losing to the Golden State Warriors (123).
- Local Services:** Search results for hotels in San Francisco, such as Prados Hotel and Valley Inn.
- Flights:** Search results for flights from San Francisco (SFO) to Los Angeles (LAX) on Feb 10 and 11.



Getting Started

#BrightedgeAI

BRIGHTEGE

#1

**Evaluate repetitive, manual marketing tasks
that could be intelligently automated.**

#BrightedgeAI

BRIGHTEGE CONFIDENTIAL



BRIGHTEGE

#2

Assess opportunities to get more out of your data—
discover insights, predict outcomes, devise strategies,
personalize content and tell stories at scale.

#BrightedgeAI

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#3

Consider the AI capabilities of your existing marketing technology, and explore the potential of emerging AI solutions.



Paul Roetzer

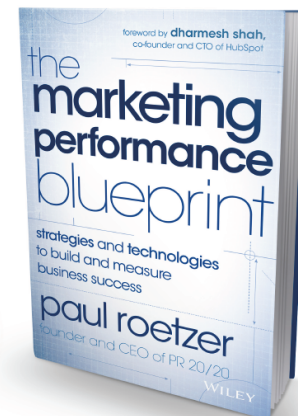
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