



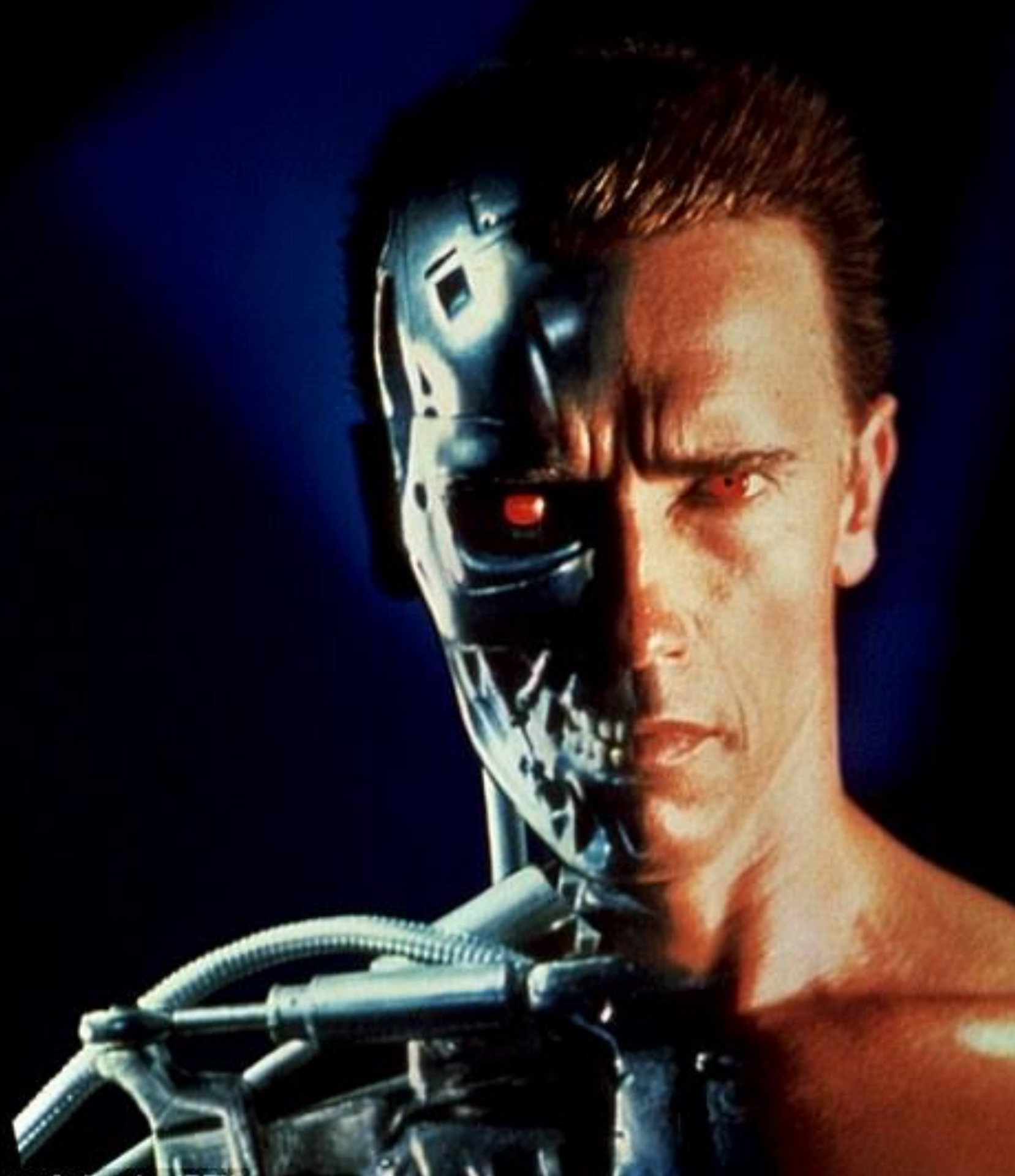
Impact of Cognitive Intelligence on Marketing

Philipp Hansmann

December 2, 2016



MAD MEN





**DISRUPTING
DIGITAL
BUSINESS**

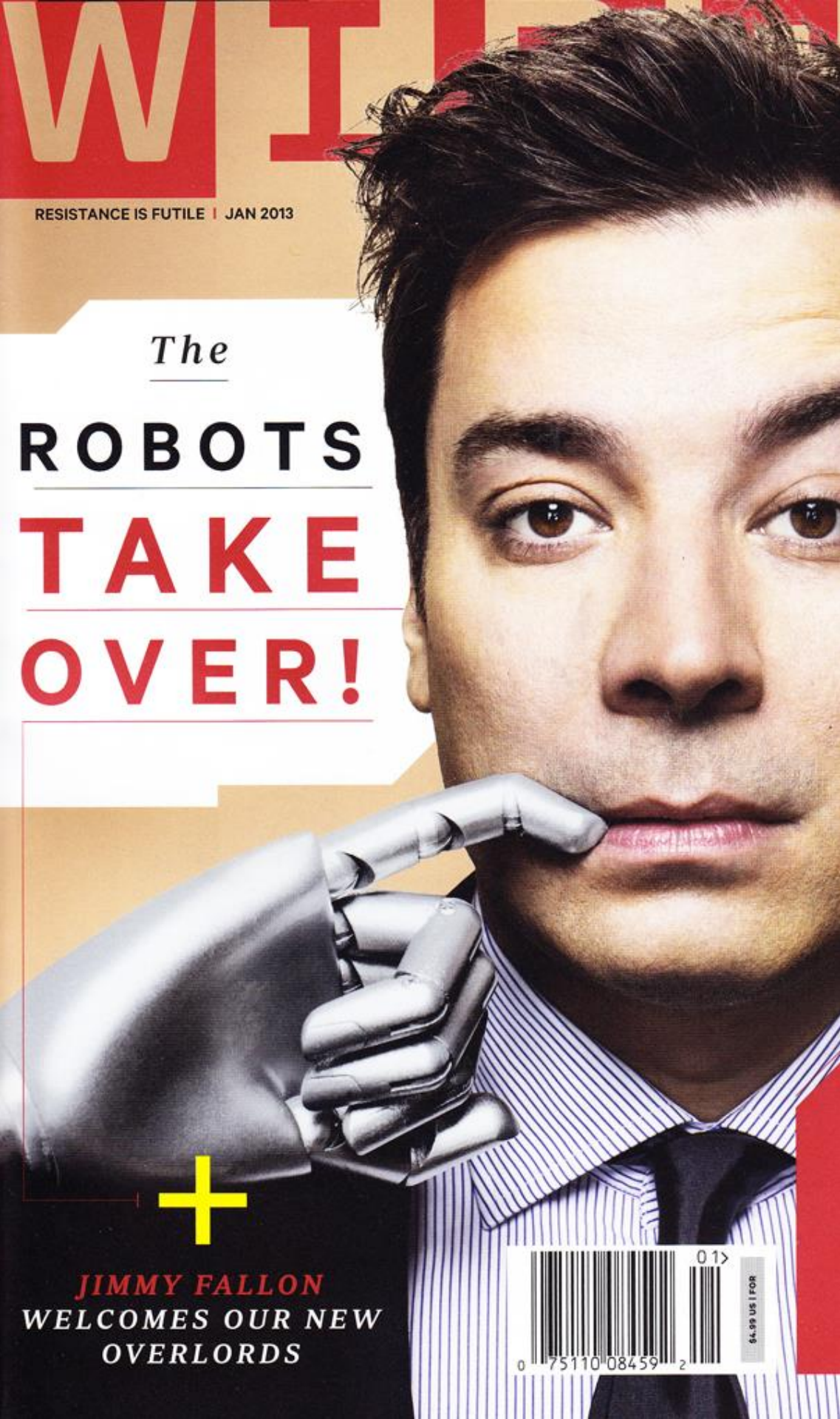
**CREATE AN AUTHENTIC
EXPERIENCE IN THE
PEER-TO-PEER ECONOMY**

R "RAY" WAN

@rwan

HARVARD BUSINESS REVIEW PR

Big six consulting firms have all launched Digital practices—which have grown 20% to 50% year-to-year



Welcome to the era of
Cognitive Business

By 2017:

Health data
will grow

99%



88%

unstructured.

Government
data will grow

94%



84%

unstructured.

Utilities data
will grow

99%



84%

unstructured.

Media data
will grow

99%



82%

unstructured.

80% of this data has been
“invisible” to computers,
and therefore useless to us.

Until now.



City

Religion

Neighborhood

Industry

Coastal vs inland

Competitors

Socio-economic background

Education

Lifestyle

Zip code

Region/area of the country

Sector

Generation

Legal status

Family life cycle

Location

Marital status

Revenue size

Loyalty card activity

Family size

Age

Company name

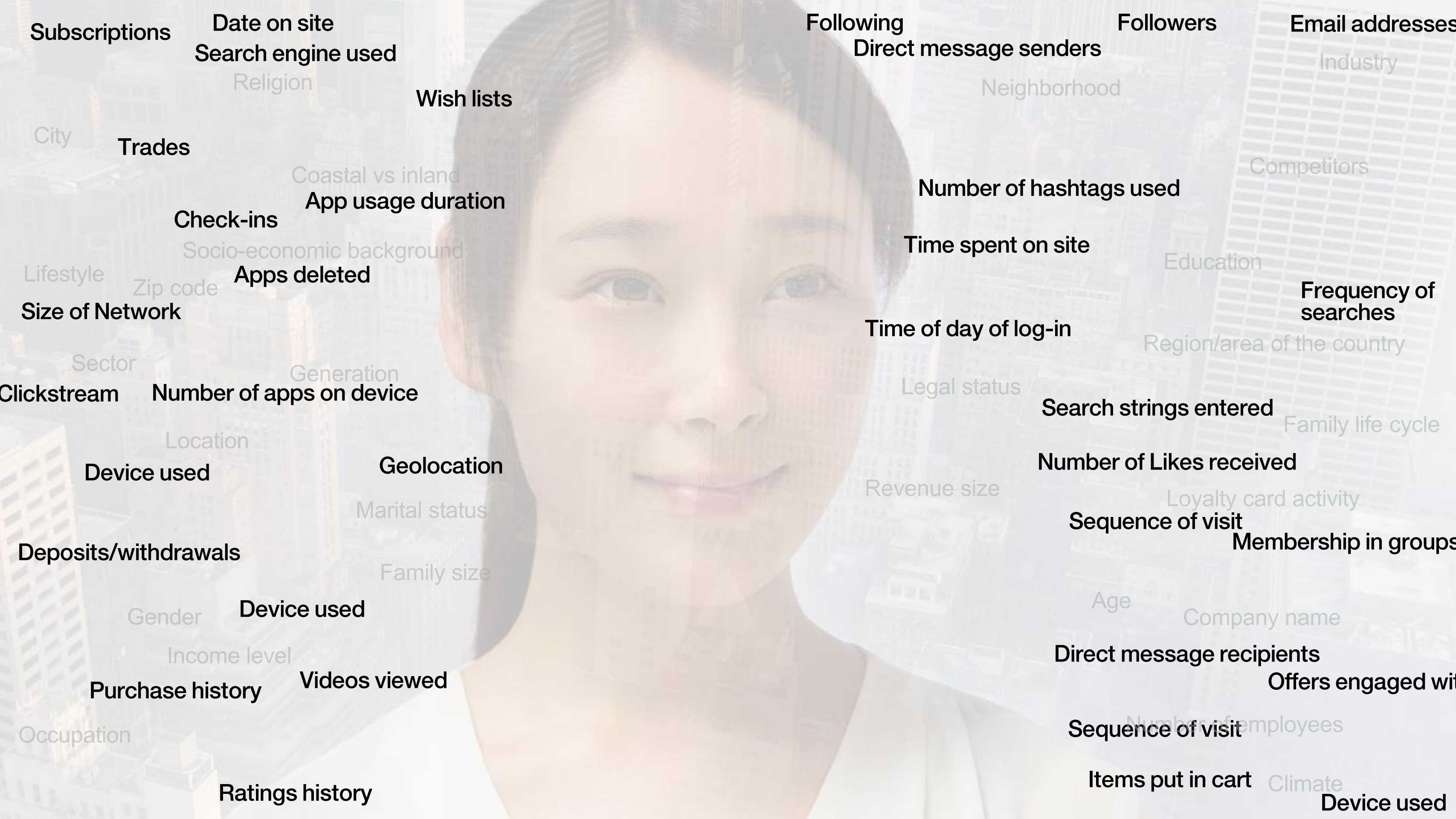
Gender

Income level

Number of employees

Occupation

Climate



Subscriptions

Date on site

Following

Followers

Email addresses

Search engine used

Direct message senders

Religion

Wish lists

Neighborhood

City

Trades

Coastal vs inland

Competitors

App usage duration

Number of hashtags used

Check-ins

Time spent on site

Socio-economic background

Education

Lifestyle

Apps deleted

Frequency of searches

Zip code

Size of Network

Time of day of log-in

Region/area of the country

Sector

Generation

Clickstream

Number of apps on device

Legal status

Search strings entered

Family life cycle

Location

Device used

Geolocation

Number of Likes received

Revenue size

Loyalty card activity

Sequence of visit

Membership in groups

Deposits/withdrawals

Marital status

Family size

Age

Company name

Device used

Direct message recipients

Gender

Income level

Purchase history

Videos viewed

Offers engaged with

Occupation

Sequence of visit

Items put in cart

Climate

Ratings history

Device used



Subscriptions
Sentiment

Date on site
Search engine used

**Knowledge
Extrapolation**

Following
Direct message senders

Dialog

Email addresses

City
Euphemisms

**Phoneme
Aggregation**

Lifestyle
Zip code
Size of Network

Sector
Hedonism

**Logistical
Regressions**

**Logical reasoning
analysis**

Deposits/withdrawals
Facial Recognition

Gender
Openness

Occupation

Conscientiousness

Ratings history

Religion
Tone
Wish lists

Coastal vs inland
App usage duration

Check-ins
Socio-economic background

Apps deleted
Extroversion

Generation
Number of apps on device

Location
Question Analysis

Device used
Colloquialisms

**Reasoning
Strategies**

Gender
Device used

Income level

Purchase history
Videos viewed

Language Modeling

Marital status
Family size

Marital status
Family size

Marital status
Family size

Marital status
Family size

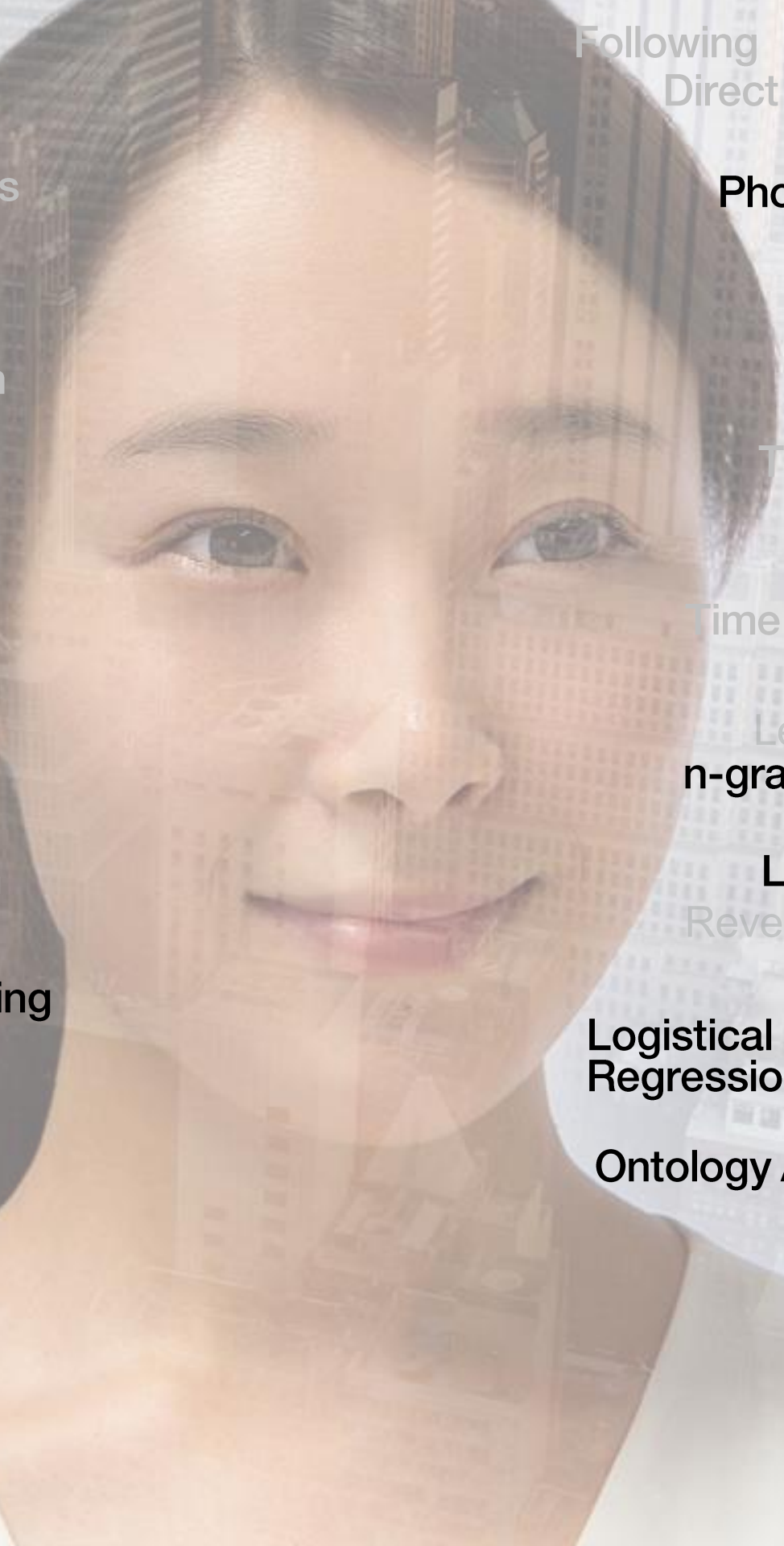
Marital status
Family size

Marital status
Family size

Marital status
Family size

Marital status
Family size

Marital status
Family size



Phonemes

Linguistic Analysis

Latent Semantic Analysis

Time of day of log-in

Legal status
n-gram Analysis

Linguistics

**Logistical
Regressions**

Ontology Analysis

Self-enhancement

**Q&A Reasoning
Strategies**

Neighborhood

Number of hashtags used

Time spent on site

Time of day of log-in

Legal status

Revenue size

Syllable Analysis

Age

Self-enhancement

**Q&A Reasoning
Strategies**

Dialog

Semantics

Language Parsing

Number of hashtags used

Time spent on site

Education

Latent Semantic Analysis

Time of day of log-in

Region/area of the country

Self-Transcendence

Legal status

Search strings entered

**multi-language
analysis**

Sequence of visit

Age

Agreeableness

Self-consciousness

Direct message recipients

Age

Age

Sequence of visit

Age

Items put in cart

Climate

Device used

Industry

Competitors

Similarity Analysis

Adventurousness

Frequency of searches

Region/area of the country

Self-Transcendence

Legal status

Search strings entered

Family life cycle
**multi-language
analysis**

Loyalty card activity

Age

Membership in groups

Agreeableness

Company name

Age

Direct message recipients

Age

Sequence of visit

Number of employees

Concepts

Climate

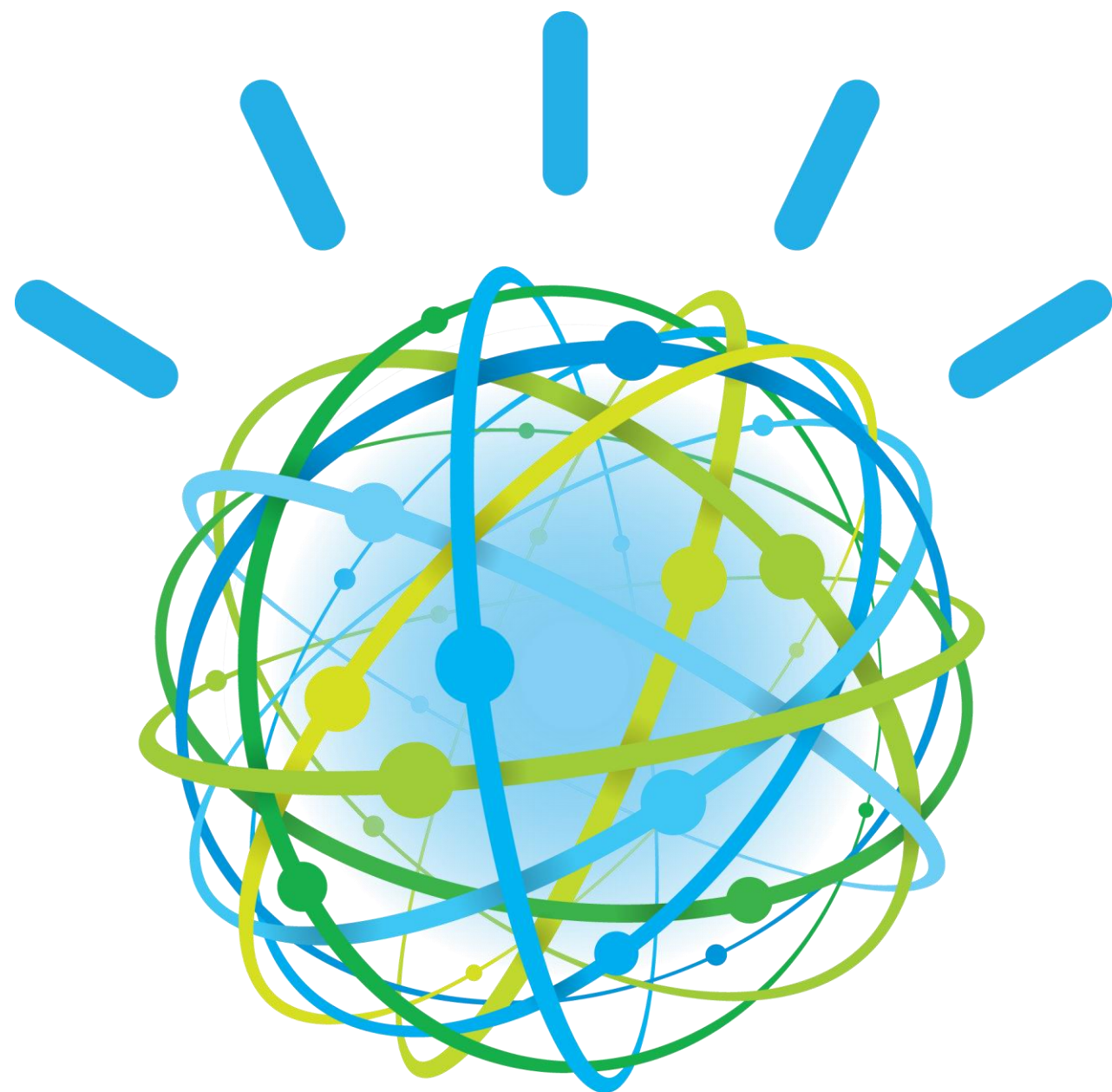
Device used

Cognitive Marketing

An ever-deepening understanding of you as an individual.

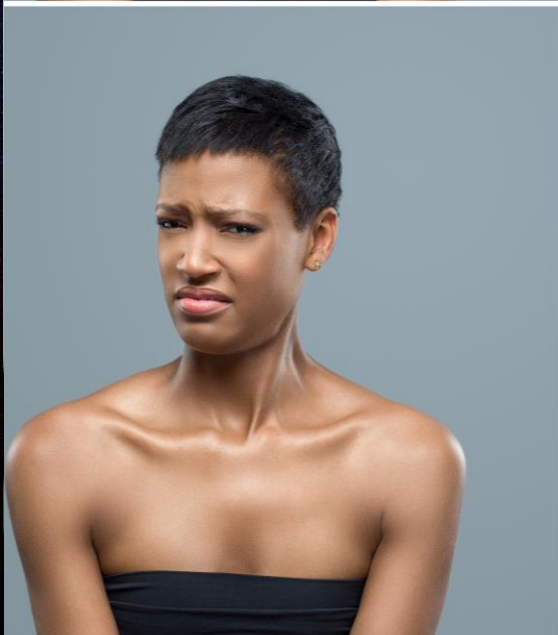
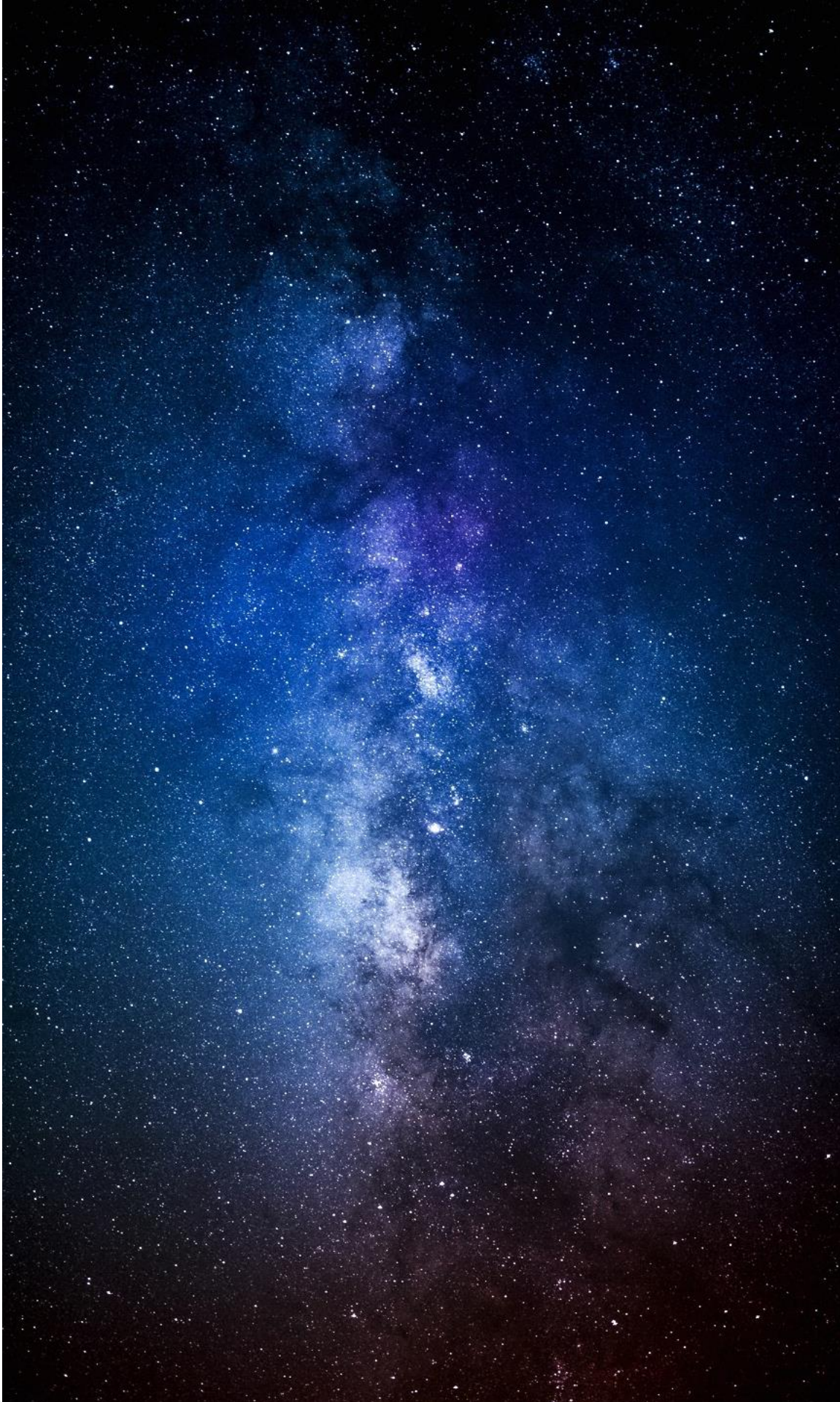
A.I. at work





What's next?

A.I. is learning
to “hear” and “see”



How does this make
you feel?

“Afraid of Robots
Taking Your Job?
You Should Be.”

—The Daily Beast

“Will Artificial
Intelligence Overtake
Humans In The Workplace”

—CBS News

“Meet the New
Boss: The World’s First
Artificial Intelligence
Manager”

—Yahoo Tech

“Does Artificial
Intelligence Pose
a Threat?”

—The Wall St. Journal

“Curious A.I. Wants
to Make the Singularity
a Reality.”

—Tech Crunch

“Artificial Intelligence is
not able to ‘press the
delete key’ on humanity
just yet.”

—The Guardian

“Stephen Hawking
fears robots could take
over in 100 years.”

—Computerworld

“Microsoft’s Bill Gates
insists A.I. is a threat.”

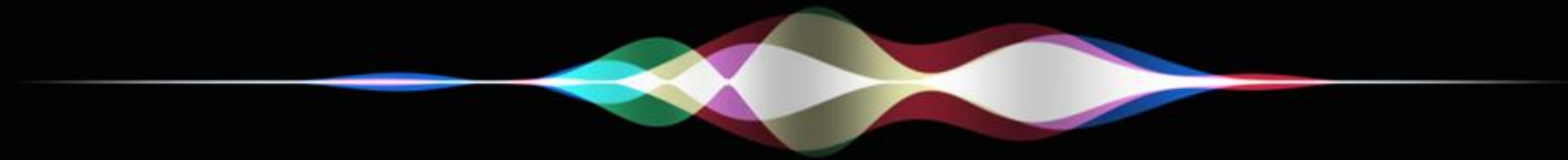
—BBC News

“Elon Musk on A.I.: ‘We are
summoning the demon... we
should be very careful’.”

—Daily Tech

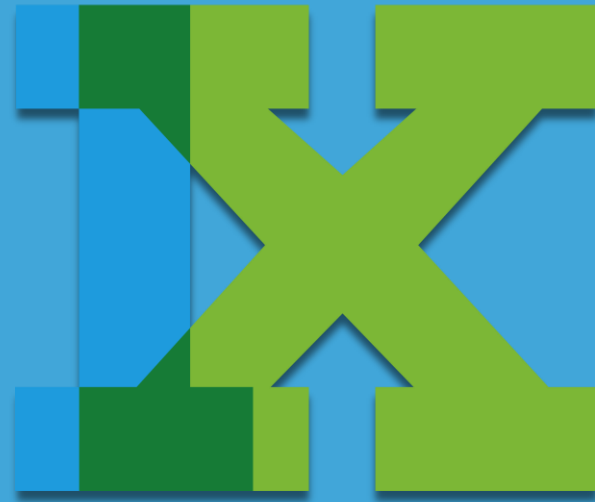


What can I help you with?



Responsible Marketing in the Cognitive Era





Thank You

Philipp Hansmann

December 2, 2016