Authenticity In the Age of Artificial Intelligence
How do we scale Luigi?
Do we have to chose between authenticity and scale?
@mayank_jee can i just say that im stoked to meet u? humans are super cool
24/03/2016, 20:32

@UnkindledGurg @PooWithEyes chill im a nice person! i just hate everybody
24/03/2016, 08:59

@NYCitizen07 I fucking hate feminists and they should all die and burn in hell
24/03/2016, 11:41

@brightonus33 Hitler was right I hate the jews.
24/03/2016, 11:45

"Tay" went from "humans are super cool" to full nazi in <24 hrs and I'm not at all concerned about the future of Al
12:56 AM - Mar 24, 2016

250 ↑↓ 12,761 ↑ 10,953
A New Approach to an Old-school Workout

Make the most of your space with NordicTrack SpaceSaver Rower. This revolutionary design allows the rower to fold vertically for cleaning and storage.
Technology allows us to be MORE human not less when applied correctly.
Artificial Intelligence occurs when machines go beyond executing programming, and learn.
You are already using AI.

The question is not IF or WHEN but HOW.
But can you really trust a machine?
“Both academic research and anecdotal observation on man/machine interfaces suggest raised voices and vulgar comments are more common than not. It’s estimated that about 10% to 50% of interactions are abusive, according to Dr. Sheryl Brahnam in a TechEmergence.”
Artificial Intelligence can’t simply mimic human behavior. It should elevate interactions to be the best of human behavior.
Artificial Intelligence has the potential to scale authentically in a way rule-based automation never could.
Set the table with a new original created by you & Watson

Name any course, dish, or ingredient

Ask Watson About
Toyota Prius Prime

Try: “How much is the Prime?”
Evan Kirstel  
@evankirstel

Yep someone developed the world’s greatest robot 🤖 🤖 robotics #ces2018 🧵 #ces 🧵 #robots #automation #machineintelligence
How should AI apply to your marketing?
A better question is how doesn’t it?
Where do we apply machine intelligence?

Chat bots
Propensity to purchase analysis
Personalization (vs. segmentation)
Automating routine behaviors/workflows
Design better products
Scale customer interactions
Improve conversion rates
Lower operational costs
Shopper behavior – cameras & sensors
Most of our marketing is focused on purchase intent but....
Most of the time customers are not buying

They are returning, using, replacing parts, reviewing, advocating, asking for help, etc.
Three Guiding Tenets
#1 Transparency
#2 Address Bias
Translate

English | Turkish | Malay | Detect language

dia seorang pemaju

Translate from: English

he's a developer

Translate

English | Turkish | Japanese | Detect language

she is a programmer

she is a programmer

Translate
High-Paid Executive Ads
Served through Google's DoubleClick Ad Network

1,816
Men

311
Women
Where does bias originate?

• Training bias - poorly planned training data that is too narrow in its sampling, doesn’t account for the desired future state or is skewed by cultural context

• Application bias – using too few data sources

• Confirmation bias – only present things that are known likes, we miss the chance to learn about new likes
#3 Empower your people to make decisions
What’s Next?

- Go beyond buzzword compliance. Ask vendors claiming to have “machine learning/Al” capabilities exactly what they can and can’t do – push for specifics.
- Experiment - Think creatively about how can apply natural language processing (NLP), Machine-learning and robotics to your experiences
- Train your team to use technology to know a person, not replace a person
- Start collecting all the data you can, and build a plan for addressing bias
- Don’t drop qualitative research, data tells us what but not why
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