

Keynote Presentation | **[AI-Powered Marketing]** Artificial Intelligence Opportunities & Positive Disruption: Driving Efficient Marketing Planning, Attribution & Measurement through AI



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ARTIFICIAL INTELLIGENCE OPPORTUNITIES AND POSITIVE DISRUPTION

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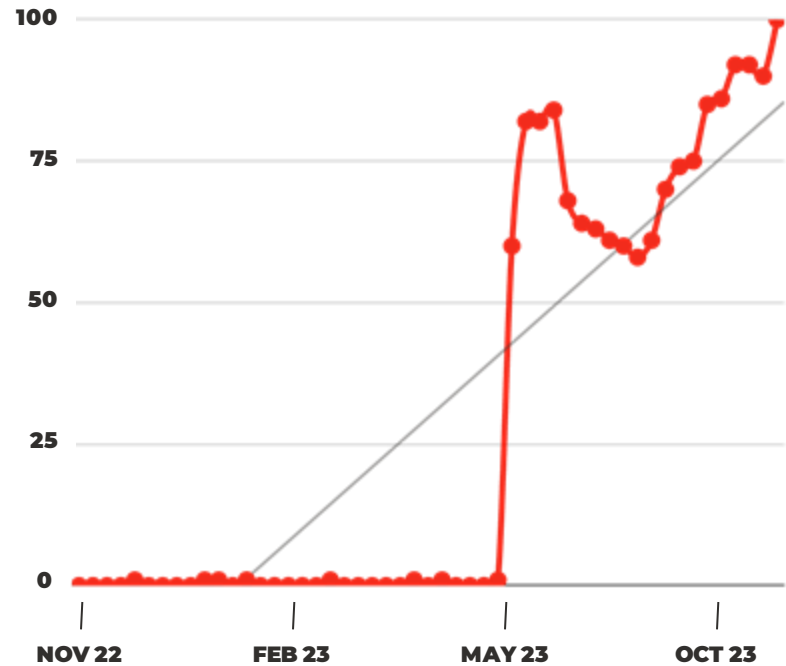
Chief Commercial Officer



CRIMTAN

Everyone is talking about Chat GPT

Google searches for Chat GPT

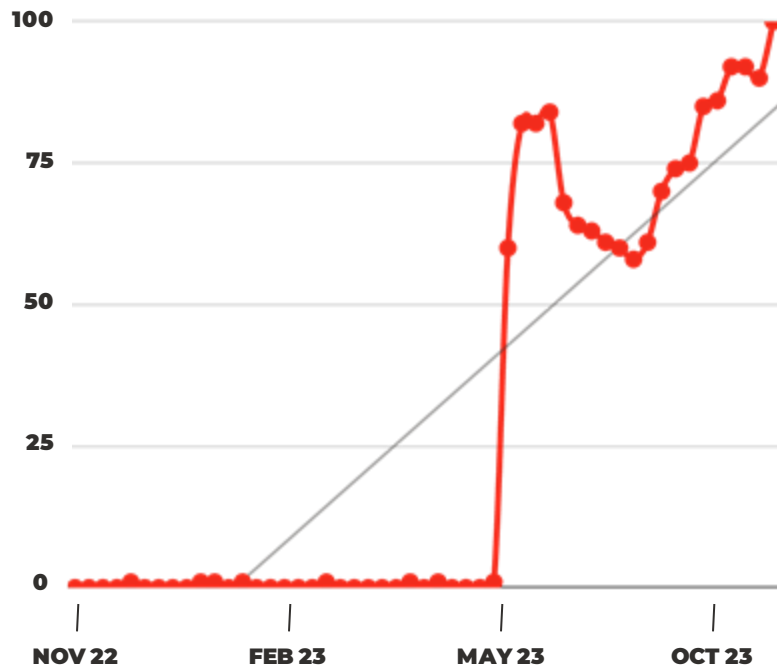


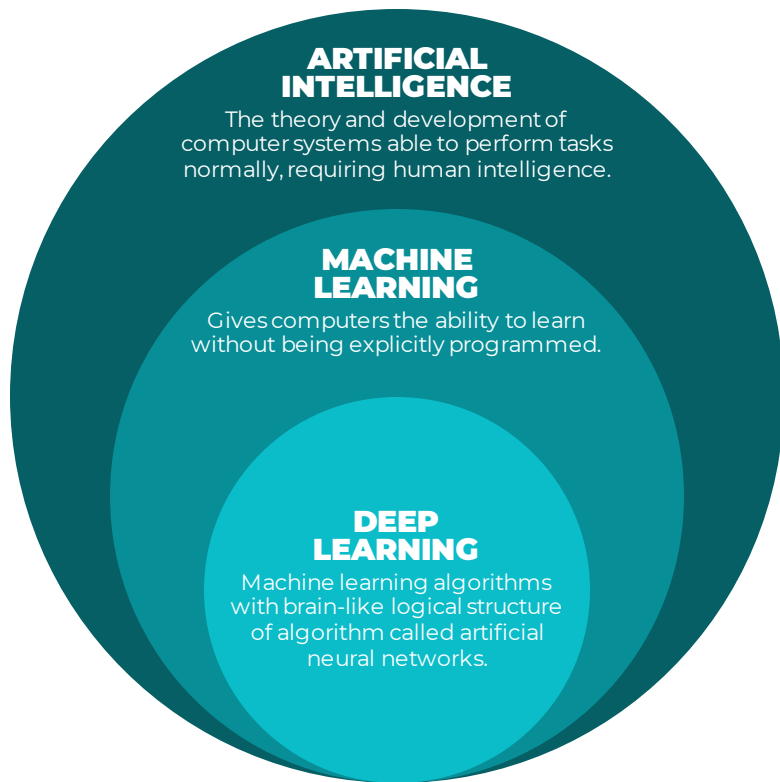
Everyone is talking about Chat GPT

And for good reason...

- Language understanding
- Large knowledge base
- Conversational ability
- Customisation

Google searches for Chat GPT





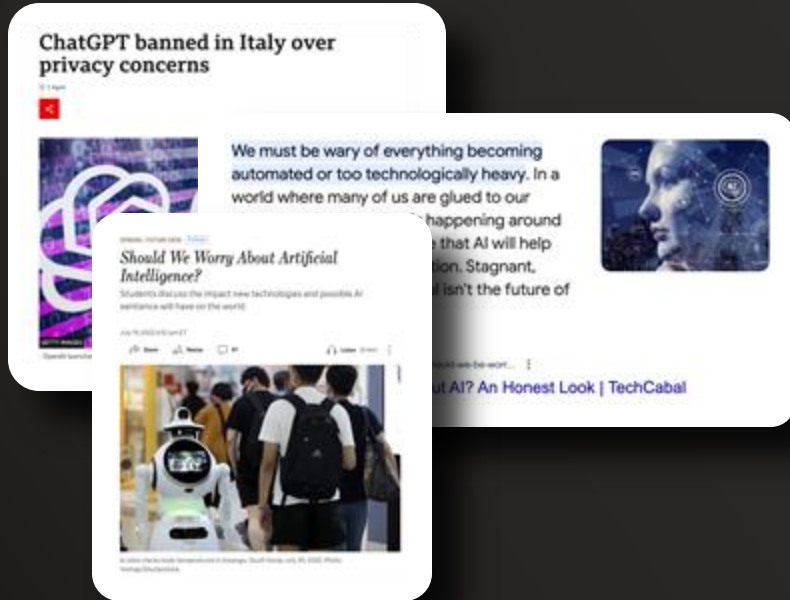
Is ChatGPT Artificial Intelligence, Machine Learning or Deep Learning?

ChatGPT, for context, is deep learning but is a subset of both artificial intelligence and machine learning.

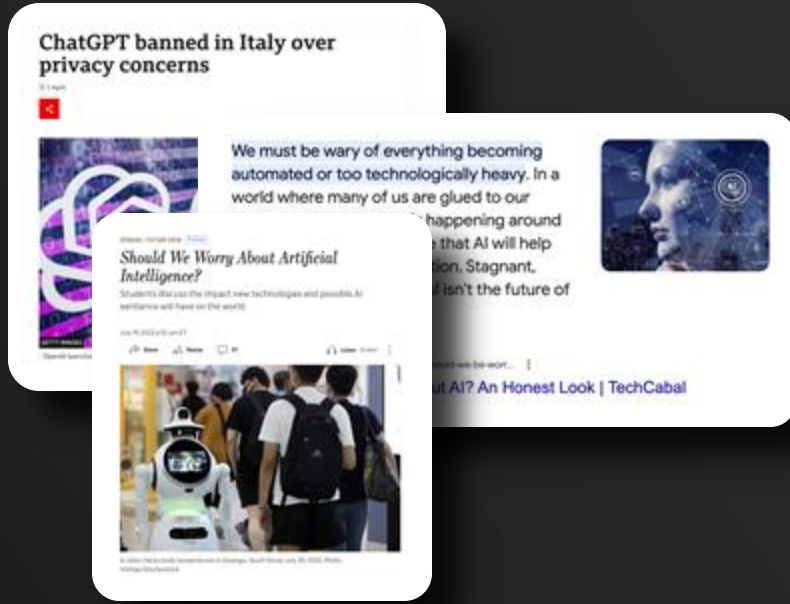
“AI: The umbrella term”

Should we be worried about AI?

- Concerns about privacy
- Concerns about security
- Public vs. private IP in T&Cs



Should we be worried about AI?



- Concerns about privacy
- Concerns about security
- Public vs. private IP in T&Cs

BUT

- Only as good as what you give it
- Open vs. closed AI

ChatGPT

Examples

Explain quantum computing in simple terms" →

Give me creative ideas for a 10 year old's birthday?" →

How do I make an HTTP request in JavaScript?" →

Capabilities

Remembers what user said earlier in the conversation

Allows user to provide follow-up corrections

Trained to decline inappropriate requests

Limitations

May occasionally generate incorrect information

May occasionally produce harmful instructions or biased content

Limited knowledge of world events after 2021

Other than being interesting, what could be the *'why'* for our industry?

Reducing CO2 emissions in the mar-tech and ad-tech industry

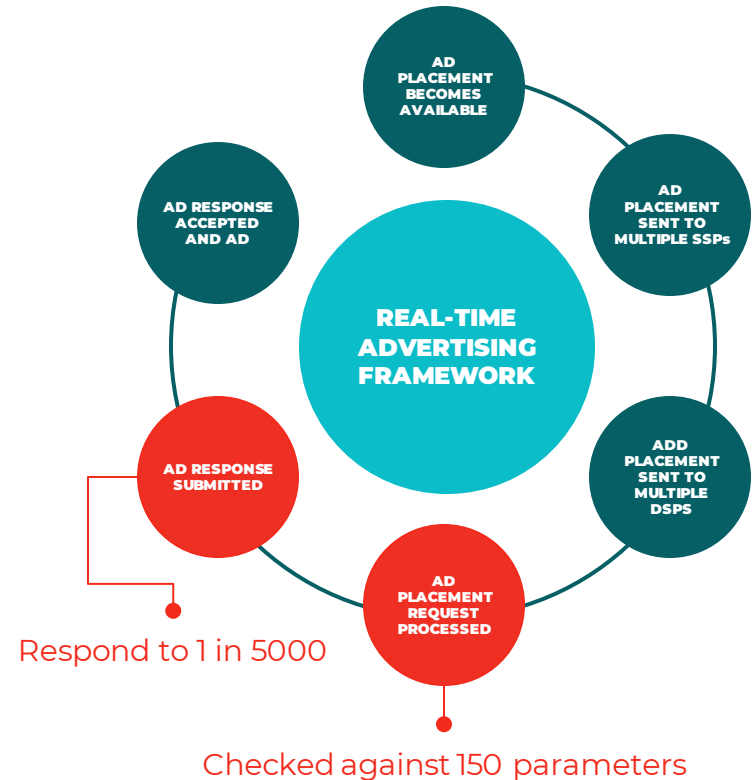
Creating more efficiency in the ad placements and buying frameworks.

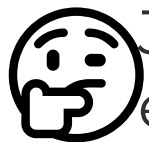
CASE STUDY: AI Use for Sustainability

- Multiple players in the ad placement bidstream
- Multiple layers in the ad placement bidstream
- Incorporating Differences by region
- Incorporating Differences by channel

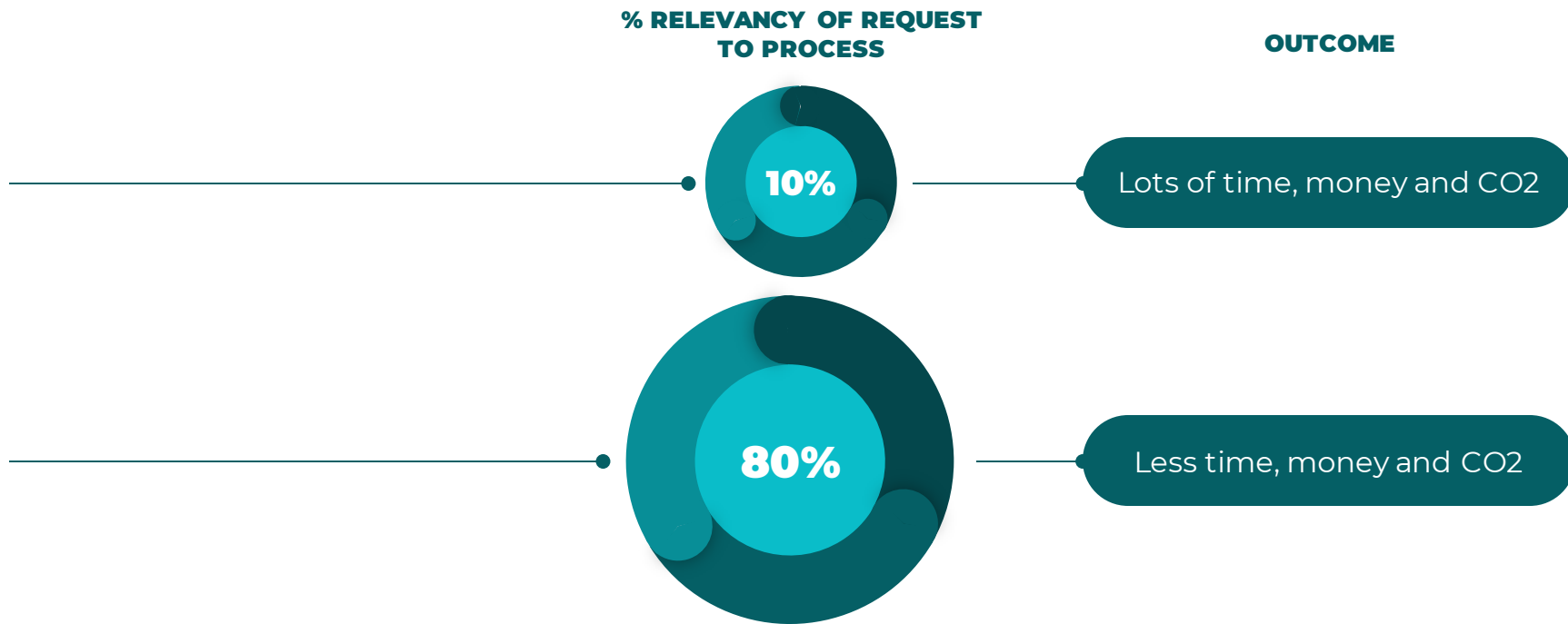
EXAMPLE: Ad Placement Request Processing

A TYPICAL AUTOMATED AD BUYING CYCLE PROCESSING TIME = CO2 GENERATION



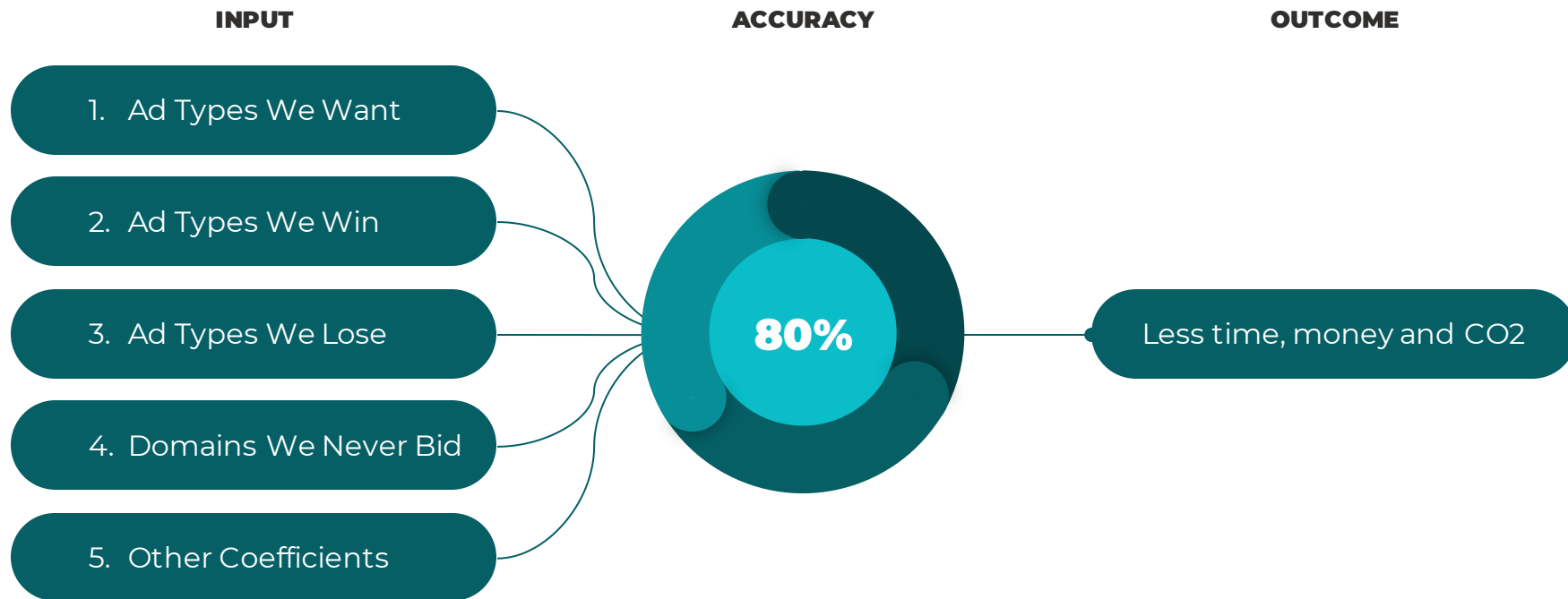


Just imagine if the **advertising ecosystem** was more efficient and wasted less energy...1m times a second





And with AI on this process we can save processing loads



STEP 01:

Ad Types We Want Training

**Input all responses to bids
historically, for example:**

- Devices
- Sizes
- Geo-locations
- Domains and URLs
- Inventory partner

**Input all performance information
historically, for example:**

- Devices
- Sizes
- Geo-locations
- Domains and URLs
- Inventory partner

STEP 02:

Ad Types We Win Training

Input all successful bid responses:

- Devices
- Sizes
- Geo-locations
- Domains and URLs
- Inventory partner

Input all win bids CPMS:

- Devices
- Sizes
- Geo-locations
- Domains and URLs
- Inventory partner

STEPS 03, 04, 05:

Ad Types We **Lose** Training

Input all losing bid responses:

- Devices
- Sizes
- Geo-locations
- Domains and URLs
- Inventory partner

Input all losing bids CPMS:

- Devices
- Sizes
- Geo-locations
- Domains and URLs
- Inventory partner

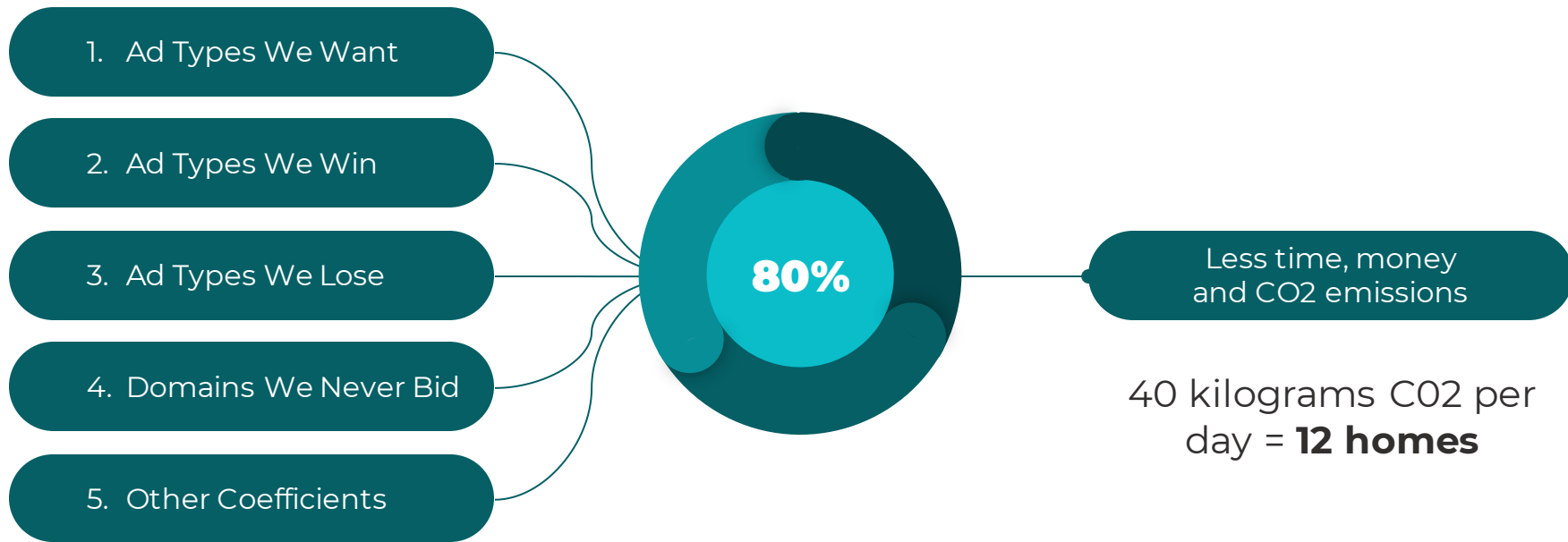


And with AI on this process it saves
40 kilograms CO2 per day

INPUT

ACCURACY

OUTCOME



Key rules to using AI as a facilitator tool

01.

**Don't give AI
unlimited inputs**

02.

**Don't give it too
much control**

03.

**Don't ask it to
over- optimise**

AI positive disruption in
measurement too...

An industry requirement to support effective targeting and measurement across all privacy scenarios



DETERMINISTIC

Adoption and reach

PROBABILISTIC

Accuracy and recency

WITHOUT CONSENT



DIGITAL SIGNAL AGGREGATIONS

Access and internal capability

TOTAL MEDIA ATTRIBUTION

HOLISTIC MEASUREMENT WITHOUT NEED FOR PERSONAL DATA

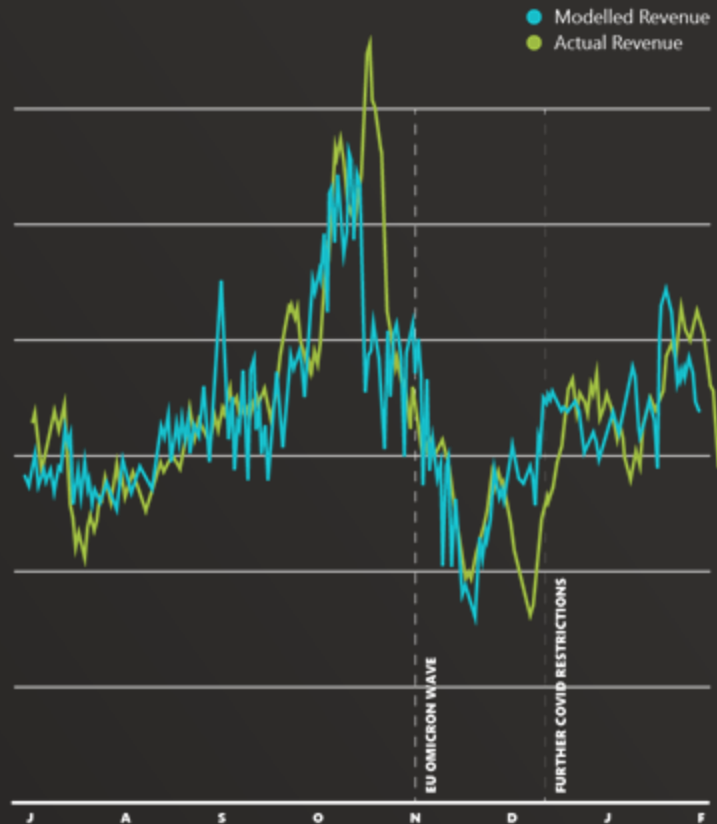
Take a holistic view of your overall business to make smarter decisions and increase marketing efficiency, both online and offline.

Understand how media spend affects sales and optimise your budget in order to increase marketing efficiency and performance.

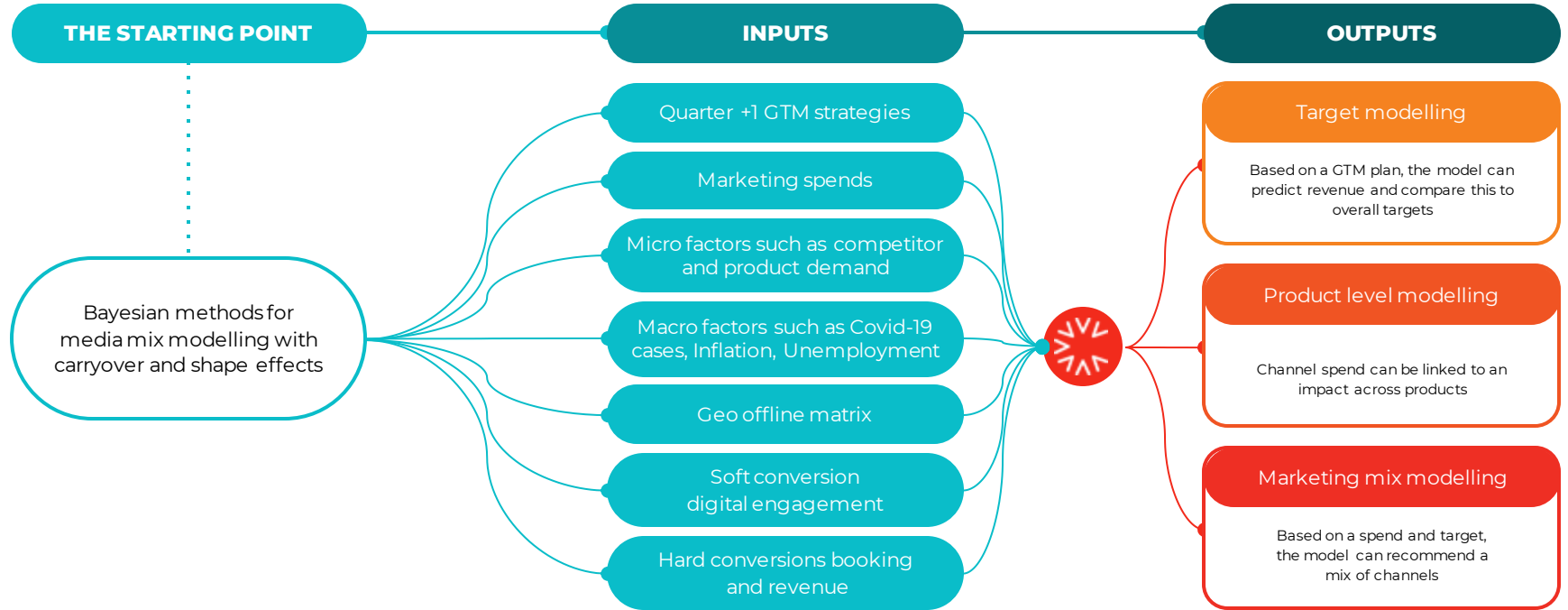
Leverage your datasets to:

- Create a unified approach to solve your attribution gap
- Building and training attribution model against historic data
- Measuring performance of all types of channels in real-time

...and help predict the future.



Training your AI framework for Total Media Attribution



COLLABORATE WITH US

Help us support you, and your clients, by bringing transparency in targeting and measurement to your marketing

crimtan.com



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