



# Keynote Presentation | [AI-Powered Growth] Transforming Marketing from Automation to Intelligence Across the Funnel



**RJ SUMILANG**

Director of Growth  
**AdSpark**


MANILA

# ADSPARK

A MADTECH INNOVATOR

\*MADTECH refers to Marketing Advertising Technology

✉ [businessdev@adspark.ph](mailto:businessdev@adspark.ph)

 [adspark.ph](https://adspark.ph)

# AI-POWERED MARKETING OPTIMIZATION



## AWARENESS

SECRET MENU SPARK SUITE

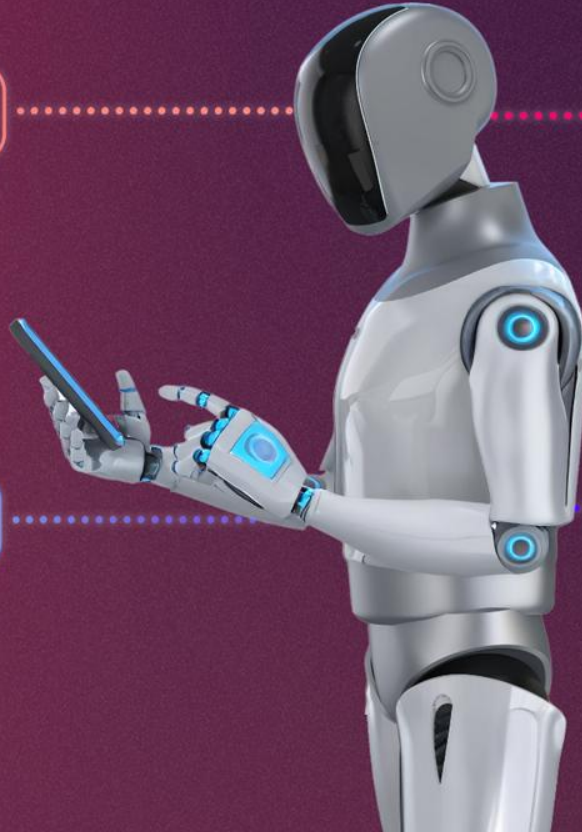
Deep Sea



## CONVERSION

SPARKREWARDS SPARK TECH

SPARK SUITE Deep Sea



## CONSIDERATION

SECRET MENU SPARK TECH

SPARK SUITE Deep Sea



## RETENTION

SPARK TECH

SPARKREWARDS



## CONVERSATIONAL AI IN ADVERTISING

FIRST IN  
THE WORLD!

Conversational  
interactions that provide  
answers and streamline  
the journey, reducing  
clicks to convert

Innovative ads that  
let consumers have  
real-time conversations  
within the ad space

AI-powered ads that  
deliver tailored  
responses in your  
brand's voice



## AI VOICE ASSISTANTS FOR CUSTOMER INTERACTION



You're on a call with our smart assistant.



## AI IN CAMPAIGN CONTENT GENERATION



### NEW SMS:

Want 40% OFF your next flight?  
Upgrade to Premium Class with  
the new AirAsia app.  
Book now before August 1!



### WHATSAPP:

Enjoy the next level of travel  
today! AirAsia's top safety  
measures ensure you're always  
protected. #FlySafeWithAirAsia



### VIBER:

Hey Mike, the new AirAsia app has  
finally landed! Check in directly  
from your phone for a smooth,

## AI-DRIVEN CUSTOMER SUPPORT AUTOMATION



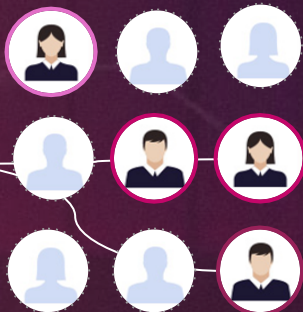


## COMPUTER VISION & OCR APPLICATIONS

1	Бумага (1000000)	40.00
2	Бумага (1000000)	20.00
3	Бумага (1000000)	20.00
4	Бумага (1000000)	20.00
5	Бумага (1000000)	20.00
6	Бумага (1000000)	20.00
7	Бумага (1000000)	20.00
8	Бумага (1000000)	20.00
9	Бумага (1000000)	20.00
10	Бумага (1000000)	20.00
11	Бумага (1000000)	20.00
12	Бумага (1000000)	20.00
13	Бумага (1000000)	20.00
14	Бумага (1000000)	20.00
15	Бумага (1000000)	20.00
16	Бумага (1000000)	20.00
17	Бумага (1000000)	20.00
18	Бумага (1000000)	20.00
19	Бумага (1000000)	20.00
20	Бумага (1000000)	20.00
21	Бумага (1000000)	20.00
22	Бумага (1000000)	20.00
23	Бумага (1000000)	20.00
24	Бумага (1000000)	20.00
25	Бумага (1000000)	20.00
26	Бумага (1000000)	20.00
27	Бумага (1000000)	20.00
28	Бумага (1000000)	20.00
29	Бумага (1000000)	20.00
30	Бумага (1000000)	20.00
31	Бумага (1000000)	20.00
32	Бумага (1000000)	20.00
33	Бумага (1000000)	20.00
34	Бумага (1000000)	20.00
35	Бумага (1000000)	20.00
36	Бумага (1000000)	20.00
37	Бумага (1000000)	20.00
38	Бумага (1000000)	20.00
39	Бумага (1000000)	20.00
40	Бумага (1000000)	20.00
41	Бумага (1000000)	20.00
42	Бумага (1000000)	20.00
43	Бумага (1000000)	20.00
44	Б	



## DATA-INFORMED AI INSIGHTS



Real Estate Prospects

Potential Parents

Personal Loan Avaller

Adult & Young Adult

Workplace Regulars

Married

# ADSPARK

SOLUTIONS

**SPARK**  
AI INTELLIGENCE

**SPARK**SUITE

 DeepSea

  
**SECRET MENU**

**SPARK**REWARDS

**SPARK**TECH

THANK YOU!