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Változást hozó marketing trendek adathasználata



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Hang alapú keresés

50%

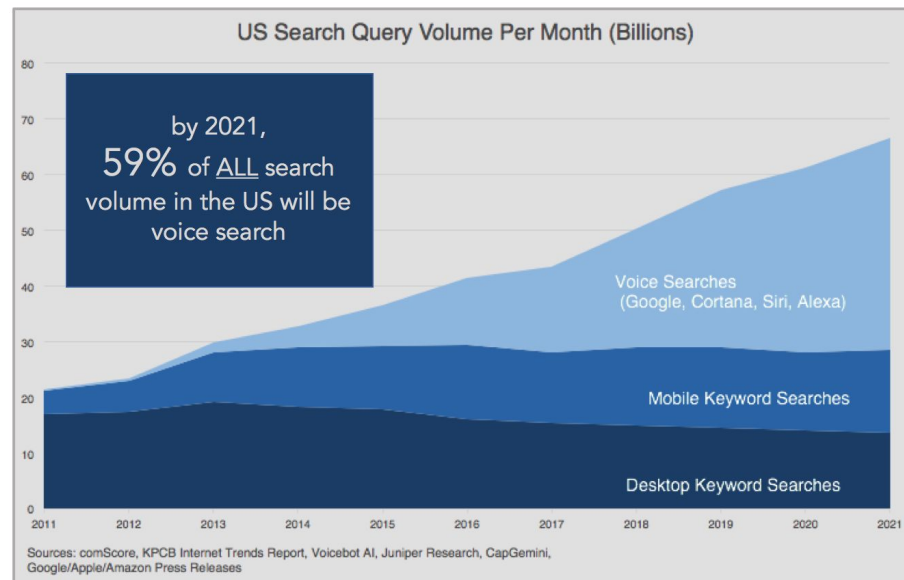


Of all searches will be voice searches by 2020

Source: Comscore



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600,000,000,000

voice search queries in 2020

(based on 2016 Google search volume)

@cbetancourtpr #DSMPLS





restaurant



All Maps Images Videos News More Settings Tools

About 6,790,000,000 results (0.69 seconds)



Rating Hours

Burger Station

4.2 ★★★★★ (436) · \$\$ · Restaurant

Etele tér 3

Happy hour food · Late-night food · Outdoor seating



Rubin Wellness & Conference Hotel

4.1 ★★★★★ (1,168) · Restaurant

Dayka Gábor u. 3

Luxe hotel with a spa & refined dining



Négy Muskétás Étterem

4.5 ★★★★★ (858) · \$\$ · Restaurant

Tétényi út 18

Cosy · Casual · Vegetarian options



Telekom HU 21:10

87%

Restaurant

Tap to Edit

OK. Here's what I found:

MAPS

Bohem Sorozo

Pizza · 800 m

★★★★★ (17) on Foursquare



Da Wally Ristorante...

Italian · 800 m

No Reviews

Mazel Tov

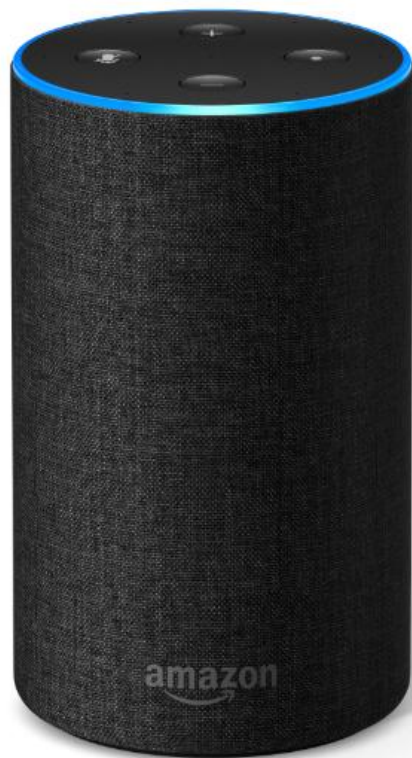
Israeli · 5.5 km

★★★★★ (2873) on TripAdvi...

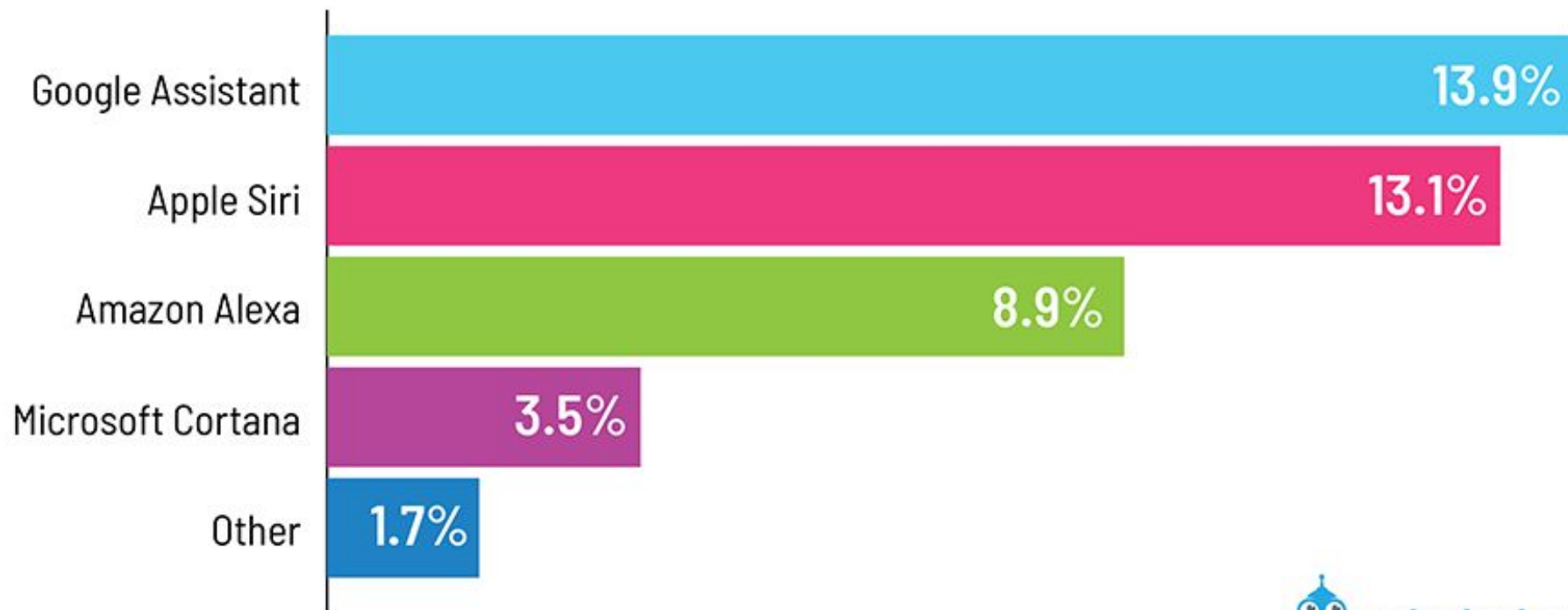


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US Internet Users Voice Assistant Popularity for Finding and Purchasing Products



Source: RichRelevance, "Site Search Survey 2018"

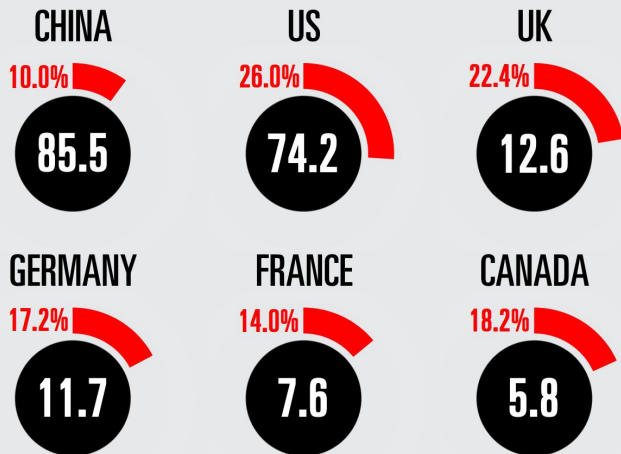




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Smart Speaker Users in Select Markets, 2019

millions and % of internet users

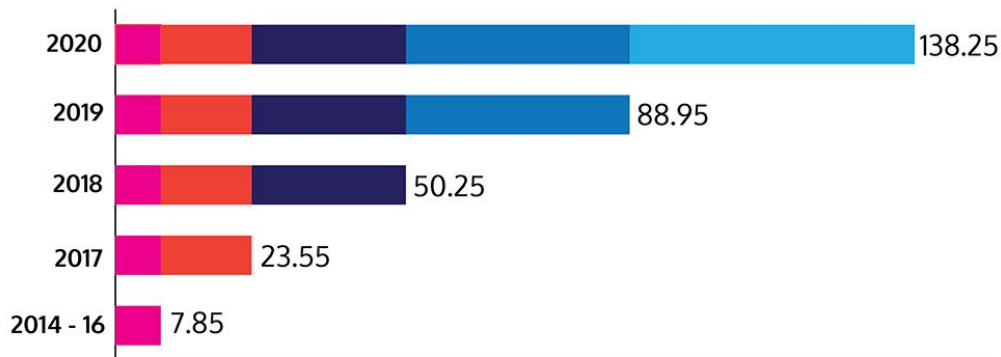


Note: individuals of any age who use a smart speaker at least once per month; a smart speaker is a standalone device which includes a voice assistant, such as Google Home, Amazon Echo, Apple HomePod, or Alexa-enabled Sonos One; excludes smartphones, desktops/laptops, tablets, wearables, gaming consoles, TV consoles, VR headsets, cars, and smart-home devices

Source: eMarketer, November 2018



US Smart Speaker Installed Base - 2016 to 2020



Total Number of Smart Speakers (millions)

Source: CIRP, VoiceLabs, Statista, Edison Research, Voicebot.ai



Smart Speaker Use Case Frequency January 2018



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Use daily
Use monthly
Have ever tried



Source: Voicebot Smart Speaker Consumer Adoption Report January 2018



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The Amazon logo, featuring the word "amazon" in a white, lowercase, sans-serif font with a curved orange arrow underneath it, all contained within a black rounded rectangle.

amazon

buys

The Whole Foods Market logo, featuring the words "WHOLE FOODS" in a white, serif font with a leaf-like flourish above the letter "O" in "WHOLE", and the word "MARKET" in a smaller, white, sans-serif font below it, all contained within a white rounded rectangle.

WHOLE
FOODS[®]
MARKET

Amazon is killing off the Dash button later this month



Greg Kumparak @grg / 12:45 am CEST • August 2, 2019

 Comment



Amazon.com, Inc.
NASDAQ: AMZN

+ Follow

2,426.26 USD +16.48 (0.68%) ↑

Closed: May 18, 17:08 EDT · Disclaimer

After hours 2,422.01 -4.25 (0.18%)

1 day 5 days 1 month 6 months YTD 1 year 5 years Max



Open	2,404.35	Div yield	-
High	2,433.00	Prev close	2,409.78
Low	2,384.01	52-wk high	2,475.00
Mkt cap	1.21T	52-wk low	1,626.03
P/E ratio	115.90		



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AI / ML a marketingben



oogle



Microsoft

facebook

ARE SPYING

ON YOU

HERE IS THE PROOF!



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Netflix - 1Mrd USD / év megtakarítás



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AI and machine learning are paving the way for a digital marketing evolution

AI and machine learning applications

Personalized customer experience

AI tools can use multiple data points, including the customers' location, device, past interaction, and demographics, to personalize content

Predicting customer behavior

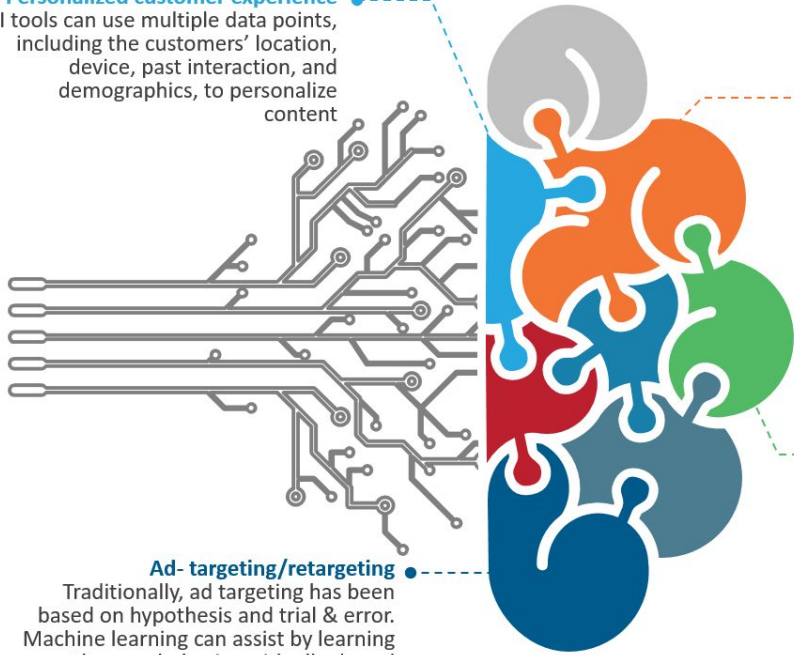
Using propensity models and predictive analytics, marketers can identify potential customers who are more likely to respond to their offers by correlating customer characteristics with their anticipated behavior

AI-generated content

By leveraging Natural Language Processing (NLP) engines, AI-powered tools can develop content for users in a number of formats and languages

Ad-targeting/retargeting

Traditionally, ad targeting has been based on hypothesis and trial & error. Machine learning can assist by learning the user behavior with all ads and helping to define the most critical demographics for better targeting



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REQUEST DEMO

AI-Powered Consumer Intelligence Designed for the Enterprise

Affinio's patented Graph technology enables AI-driven segmentation and dynamic, easy to interpret visualizations—unlocking the hidden insights buried deep within any consumer data set.

Hey! 😊 Let me know if I can help you out with anything.





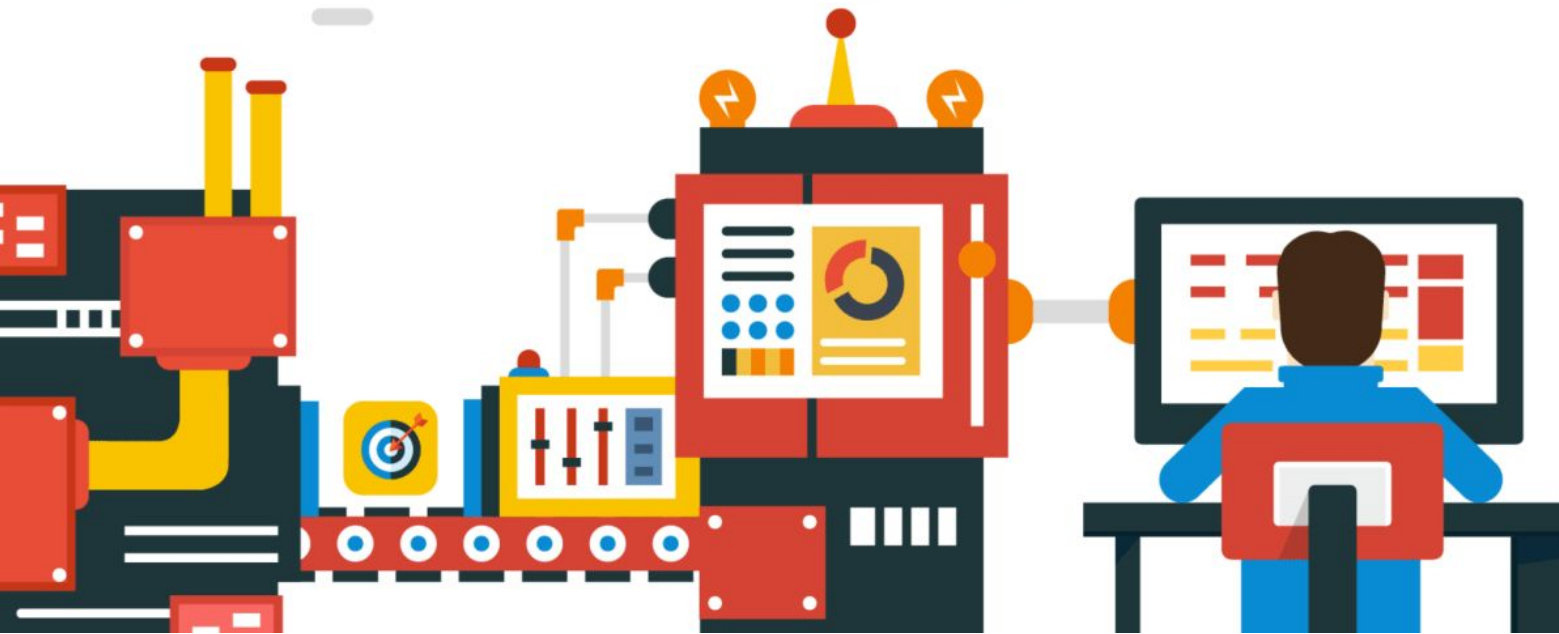
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ATD, CDP, DMP, DSP, SSP - WTF HBR?

PROGRAMMATIC ADVERTISING

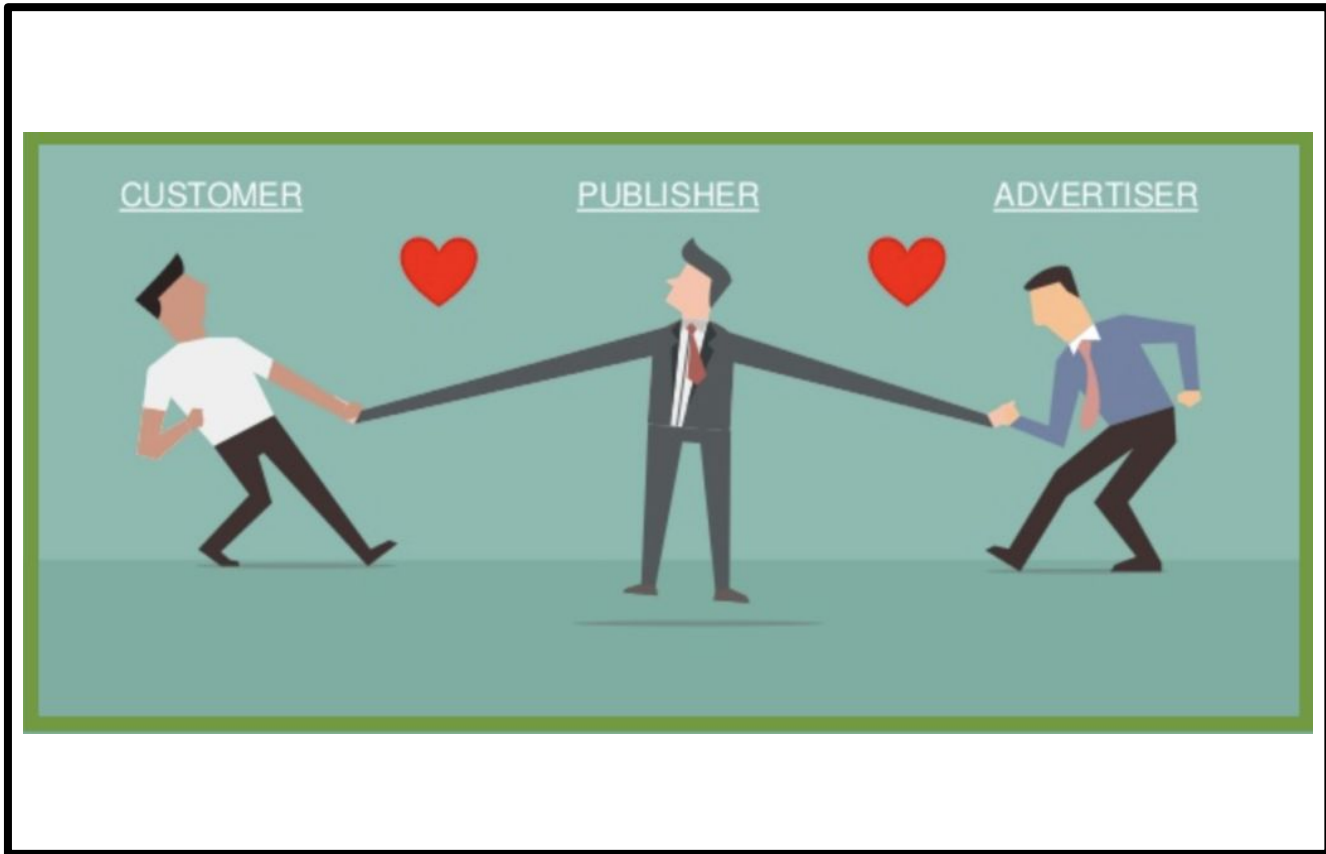


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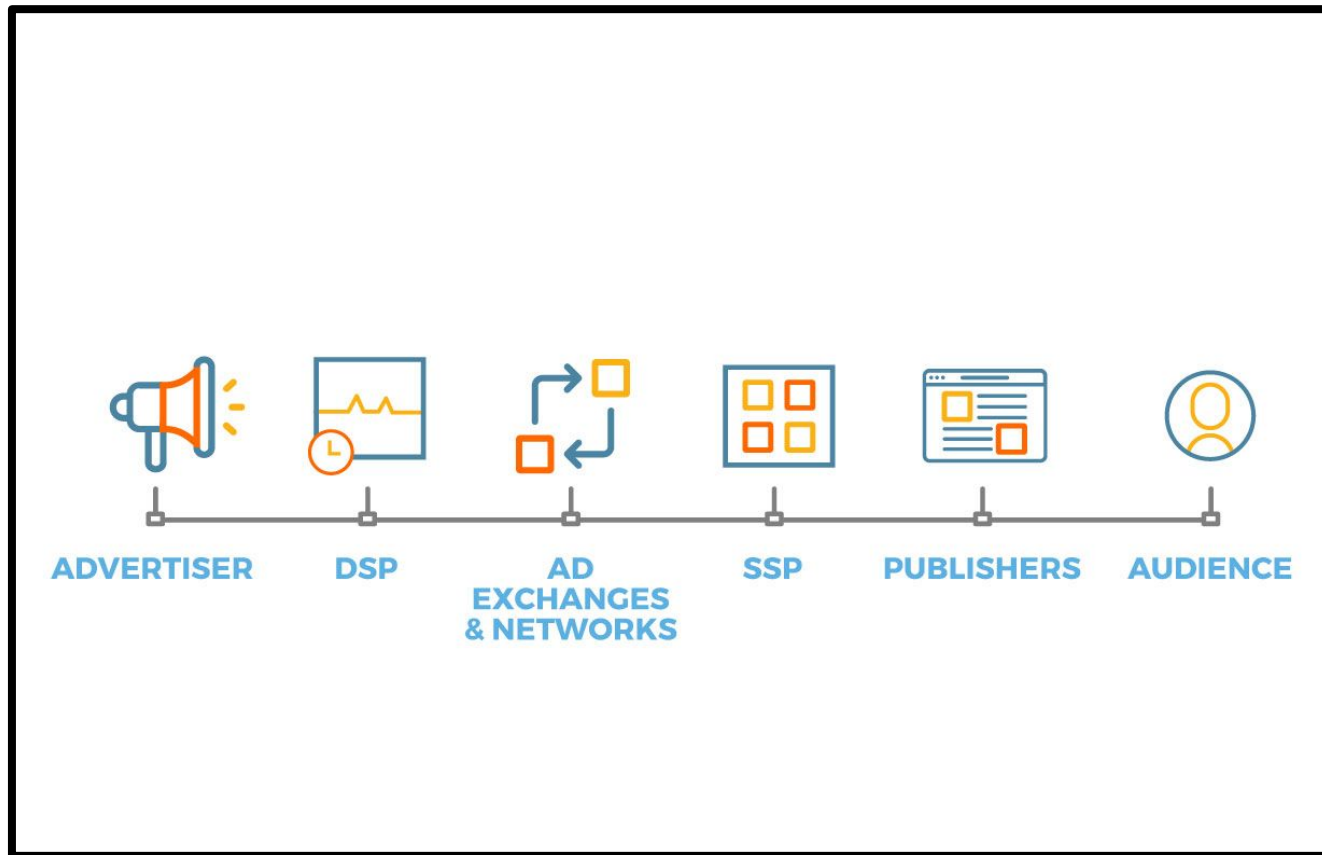


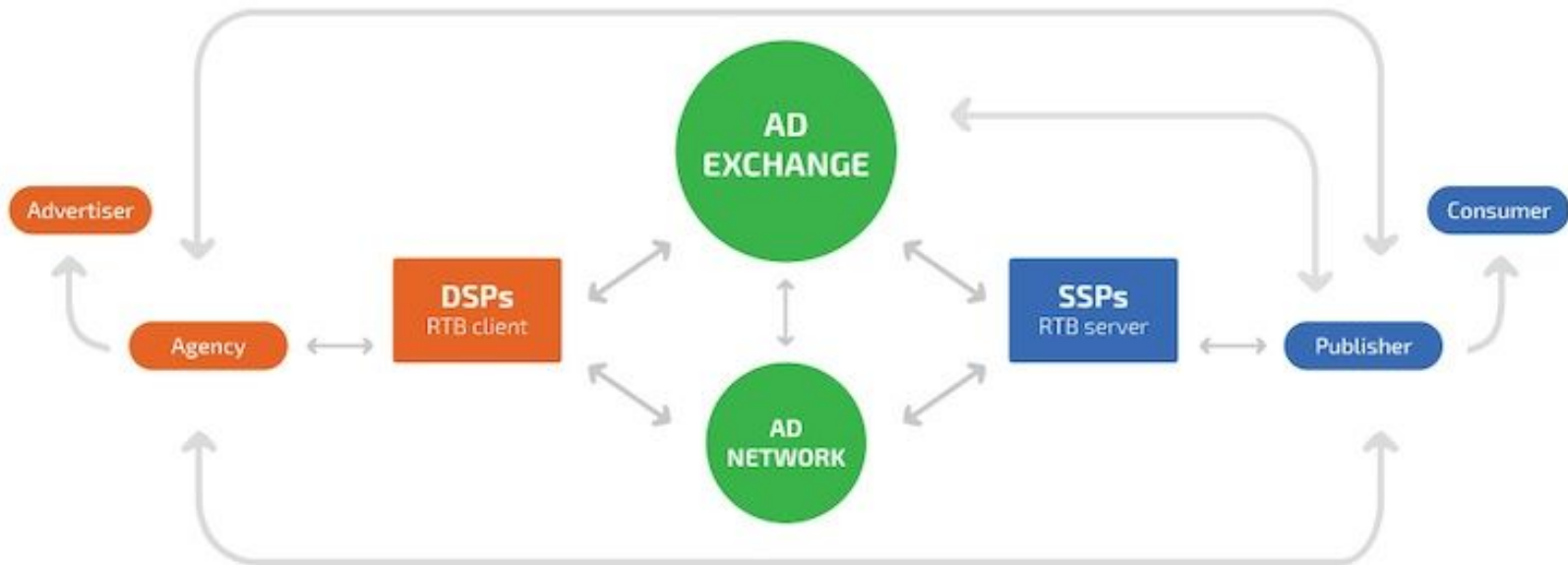
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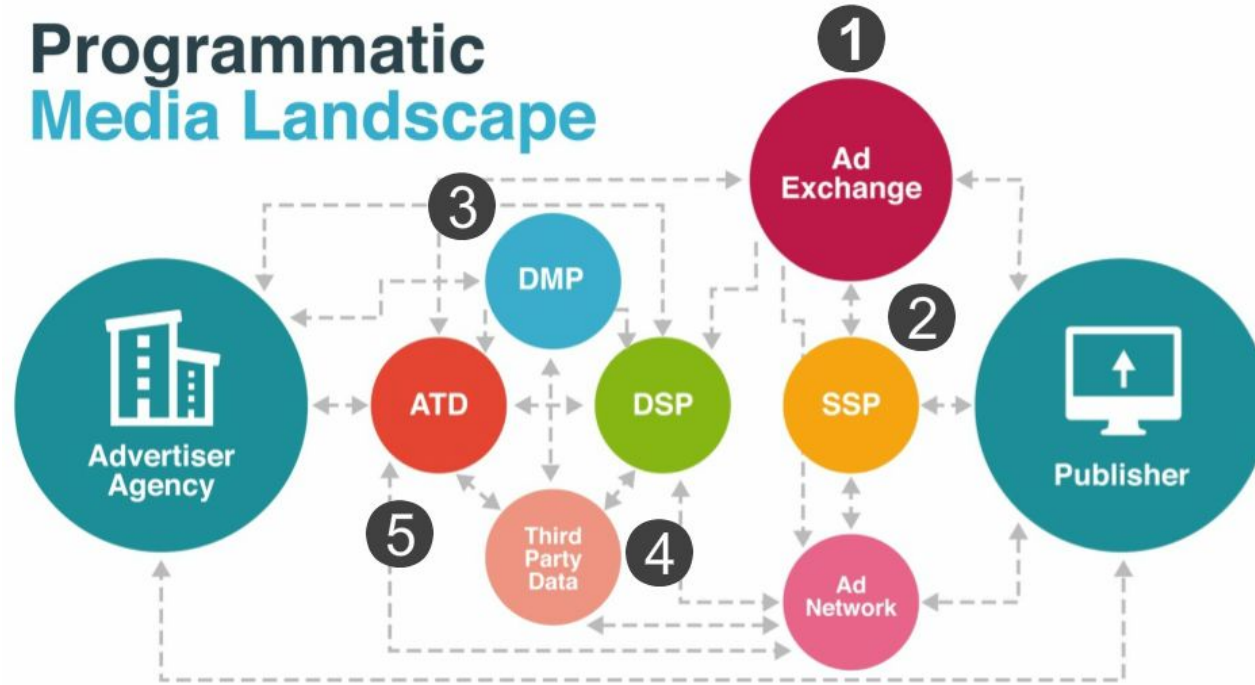


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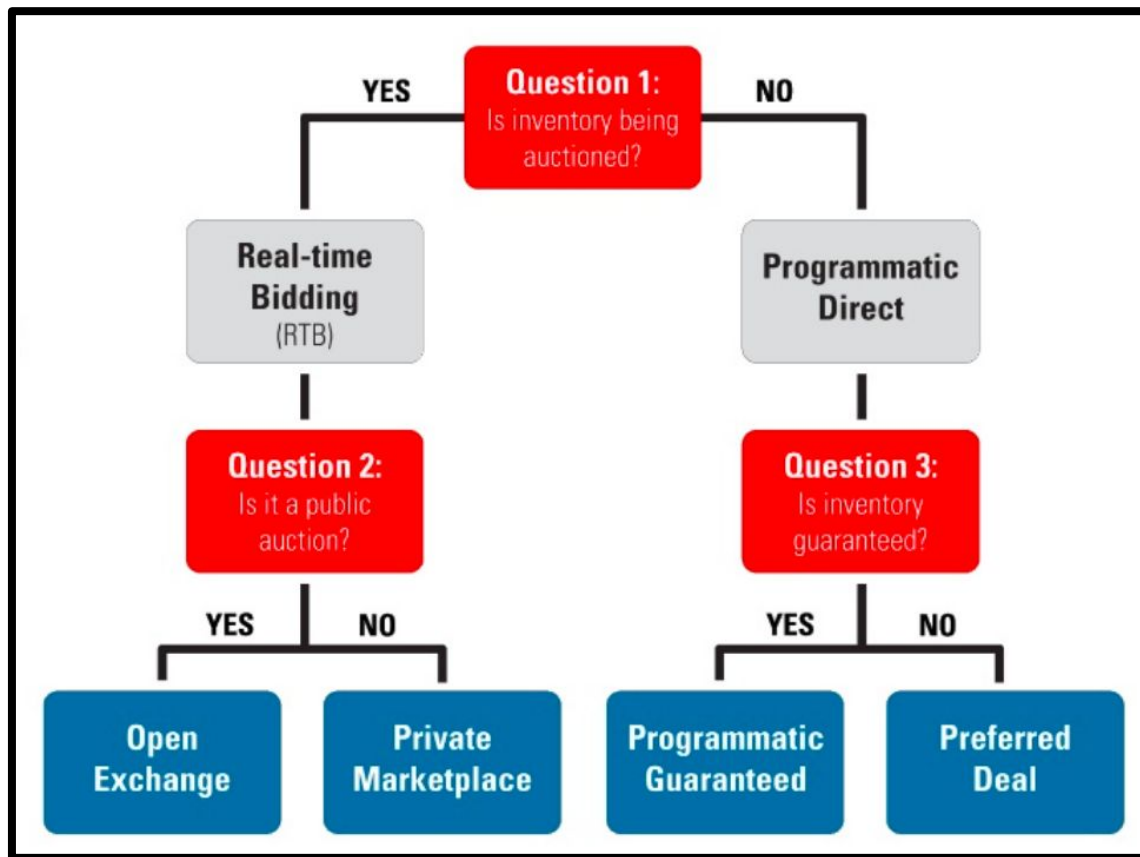
Programmatic Media Landscape



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Köszönöm a figyelmet!