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Változást hozó marketing trendek adathasználata

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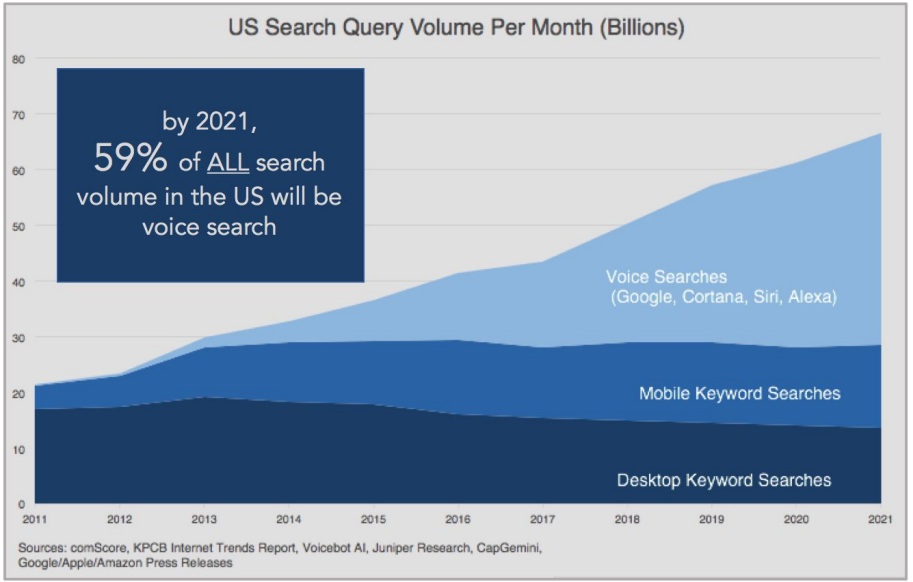
Hang alapú keresés

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)

Google

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 ★★★★½ (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
★★★½☆ (17) on Foursquare

Da Wally Ristorante...
Italian · 800 m
No Reviews

Mazel Tov
Israeli · 5.5 km
★★★★☆ (2873) on TripAdvi...

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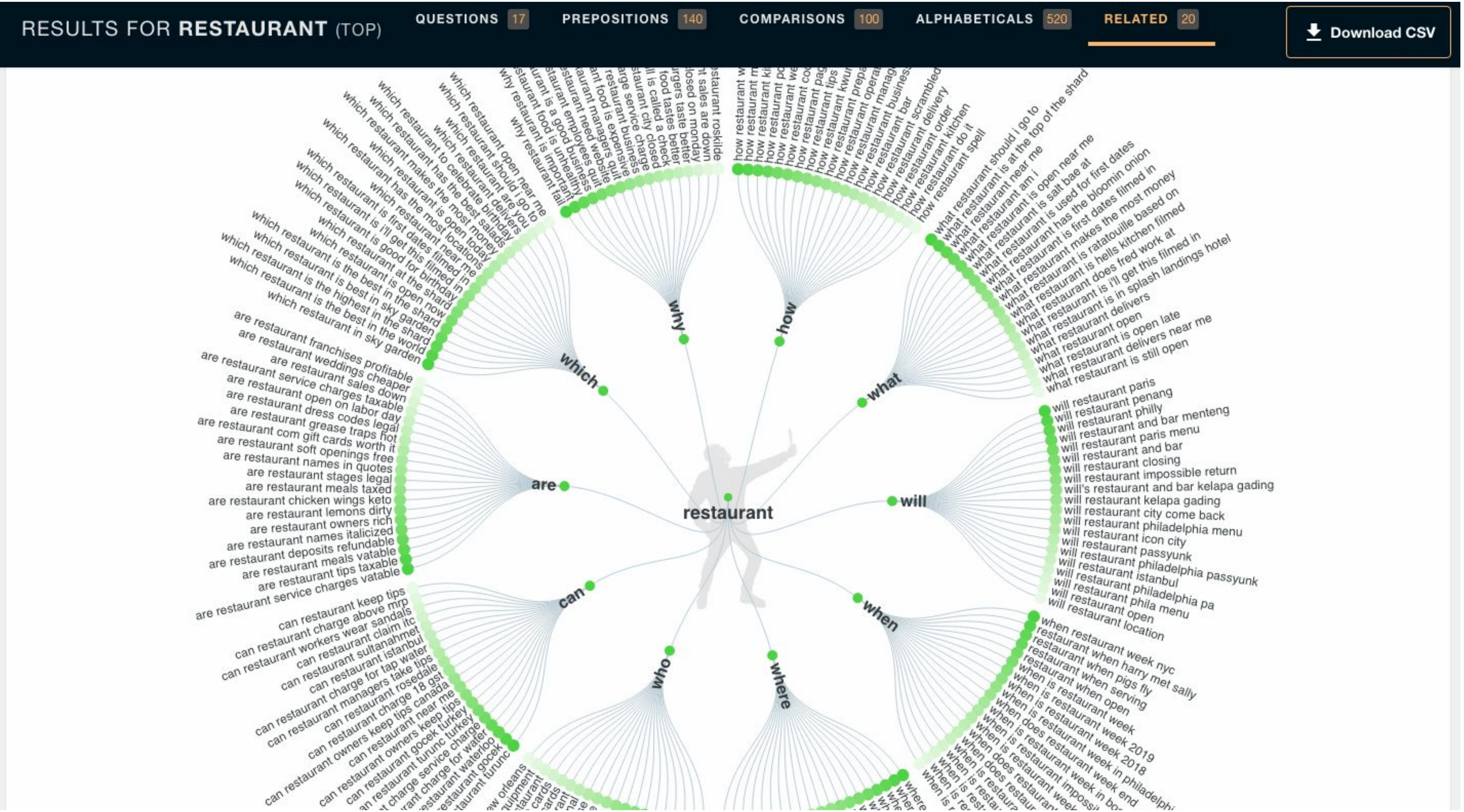
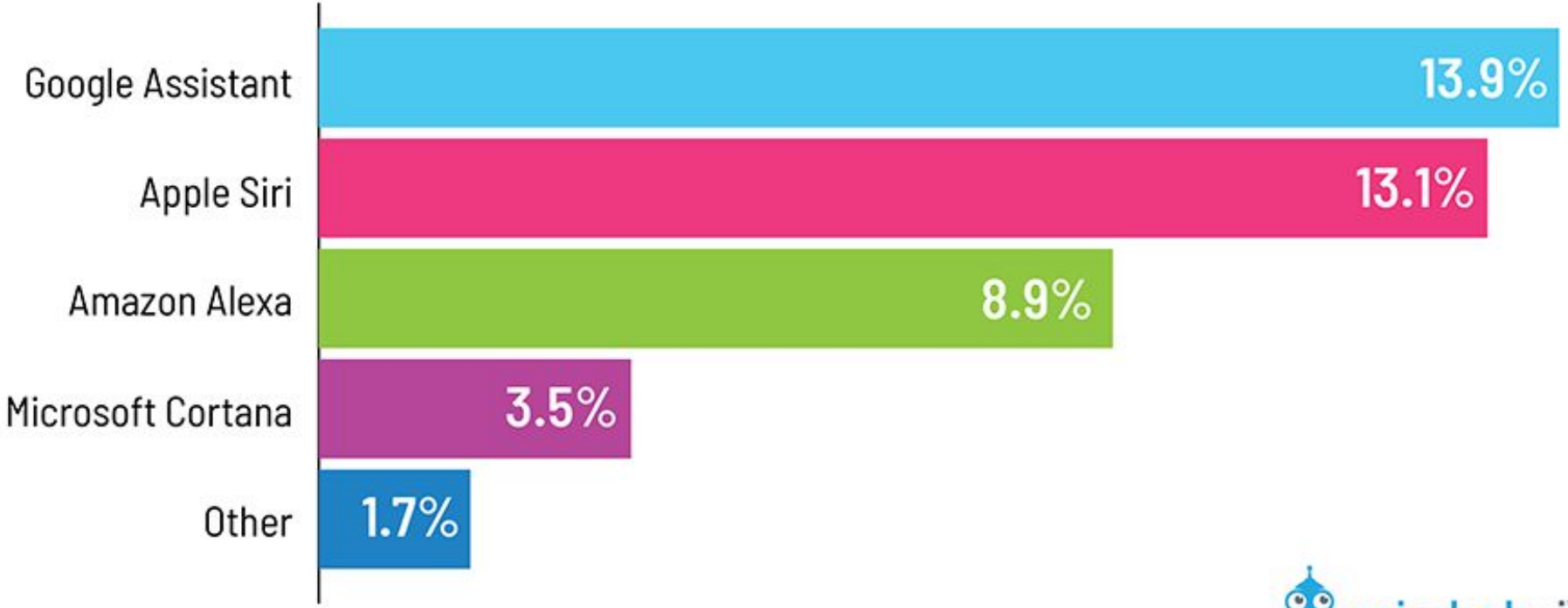


https://answerthepublic.com/

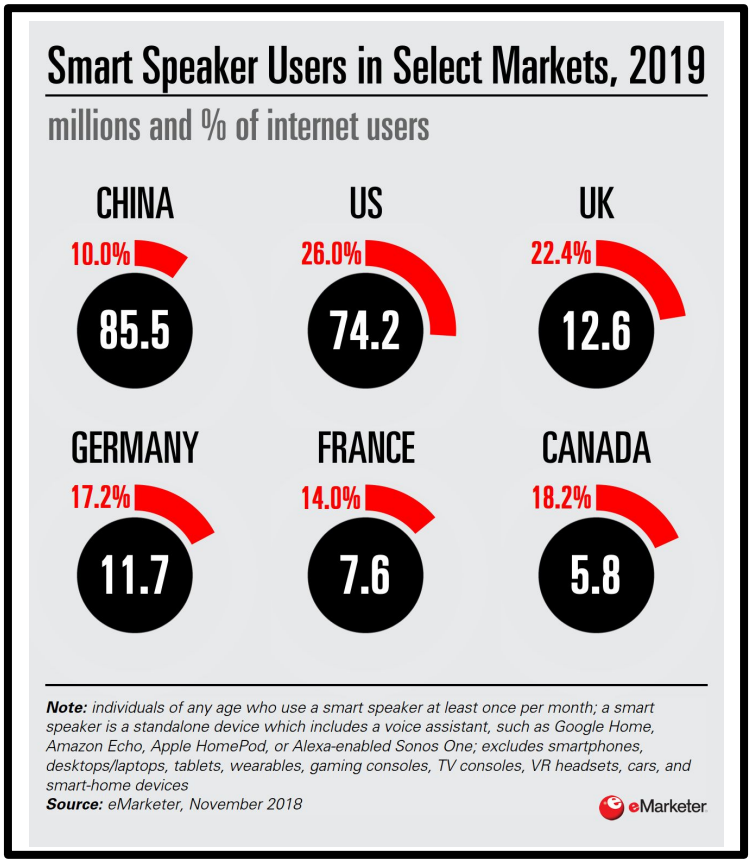
amazon

US Internet Users Voice Assistant Popularity for Finding and Purchasing Products



Source: RichRelevance, "Site Search Survey 2018"

voicebot.ai



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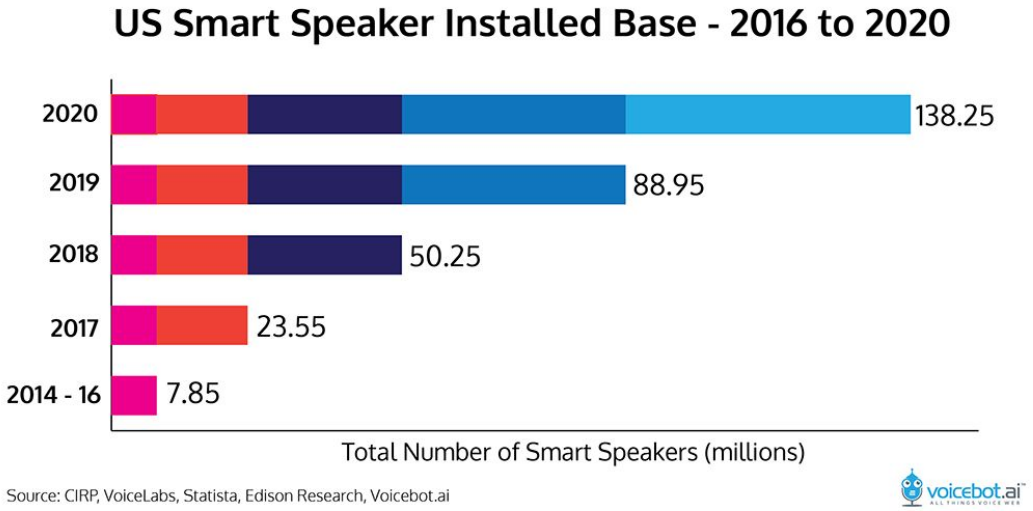
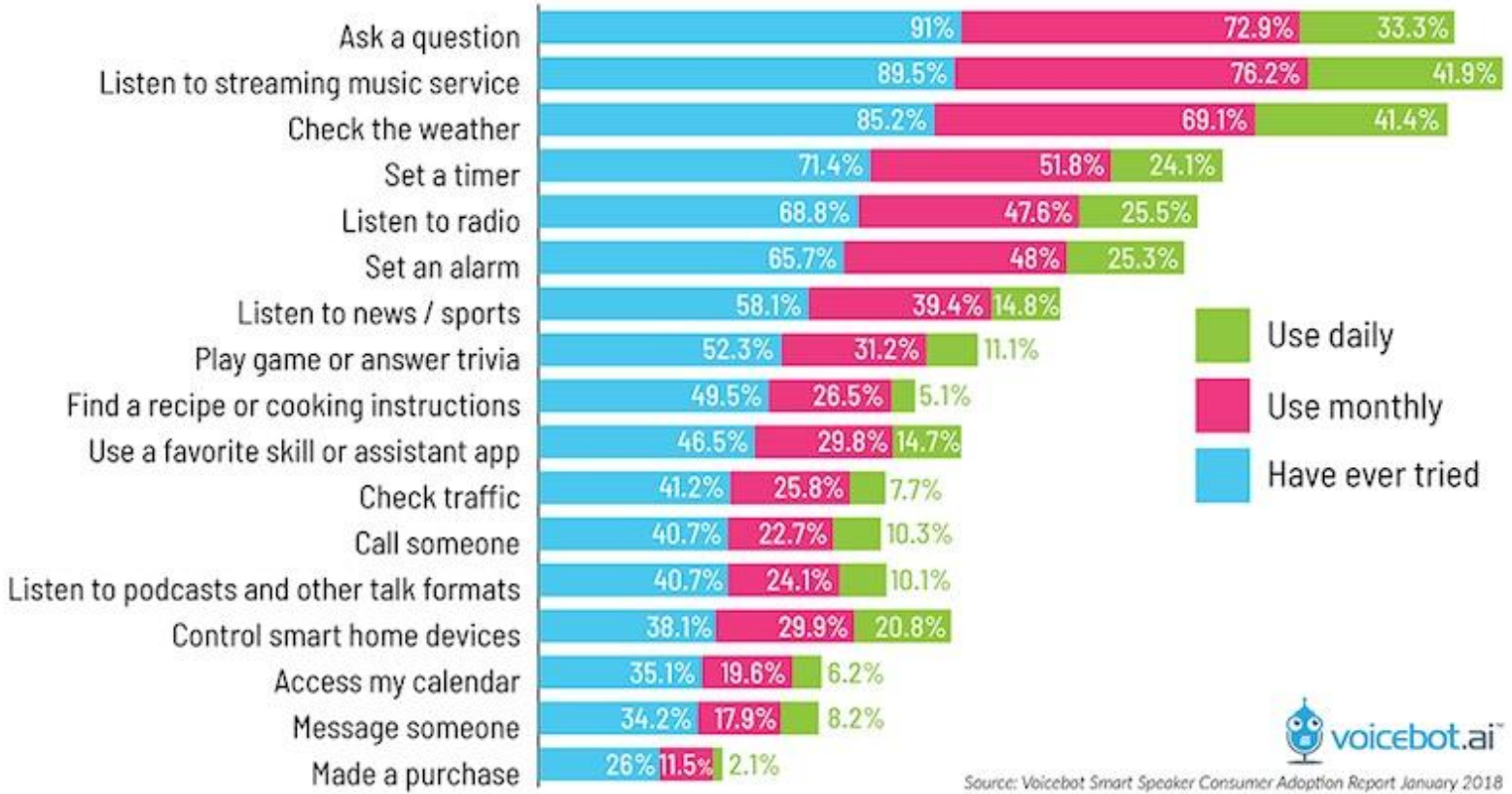


Smart Speaker Use Case Frequency January 2018



voicebot.ai

Source: Voicebot Smart Speaker Consumer Adoption Report January 2018

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amazon
buys
WHOLE FOODS MARKET

Amazon is killing off the Dash button later this month

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

Comment

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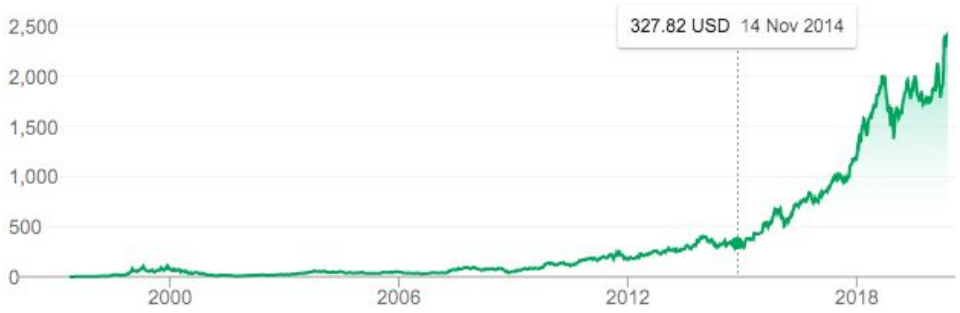
Amazon.com, Inc.
NASDAQ: AMZN

+ 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

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Netflix - 1Mrd USD / év megtakarítás

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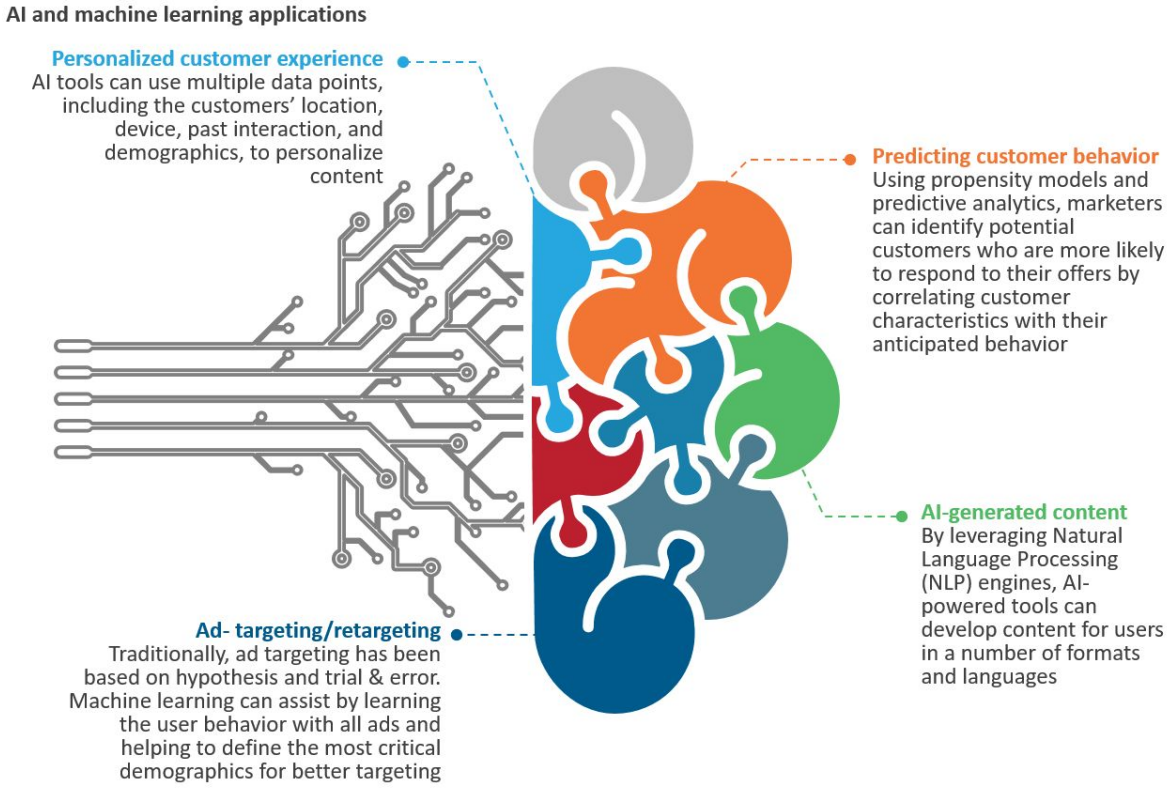
AI and machine learning are paving the way for a digital marketing evolution



Everest Group® Digital Interactive Agencies – Market Report 2018: Digital Marketing in the Cognitive Era

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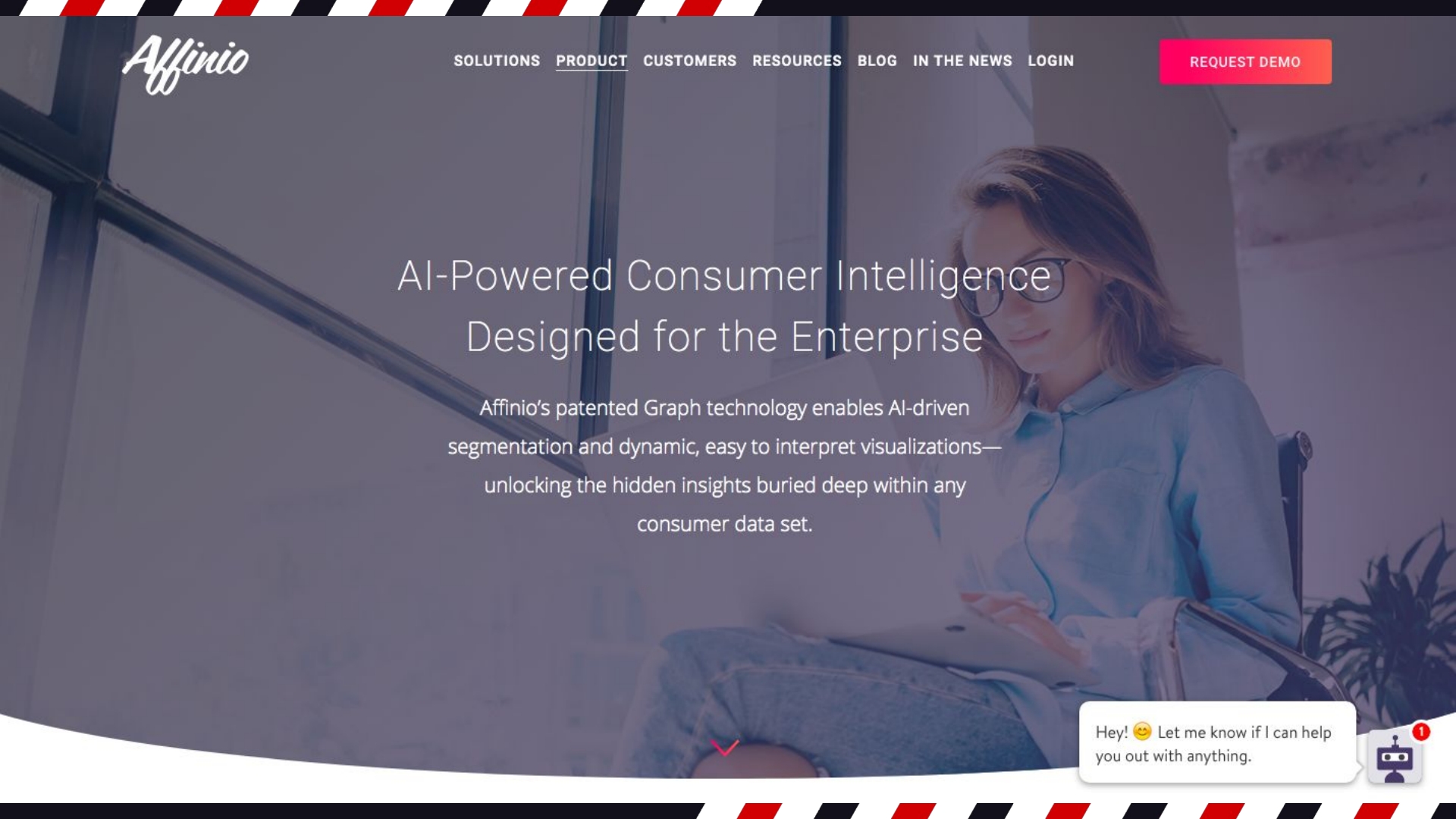
Affinio
SOLUTIONS
PRODUCT
CUSTOMERS
RESOURCES
BLOG
IN THE NEWS
LOGIN
REQUEST DEMO
AI-Powered Consumer Intelligence Designed for the Enterprise
Affinio's patented Graph technology enables AI-driven segmentation and dynamic, easy to interpret visualizations—unlocking the hidden insights buried deep within any consumer data set.
Hey! 😊 Let me know if I can help you out with anything.
1

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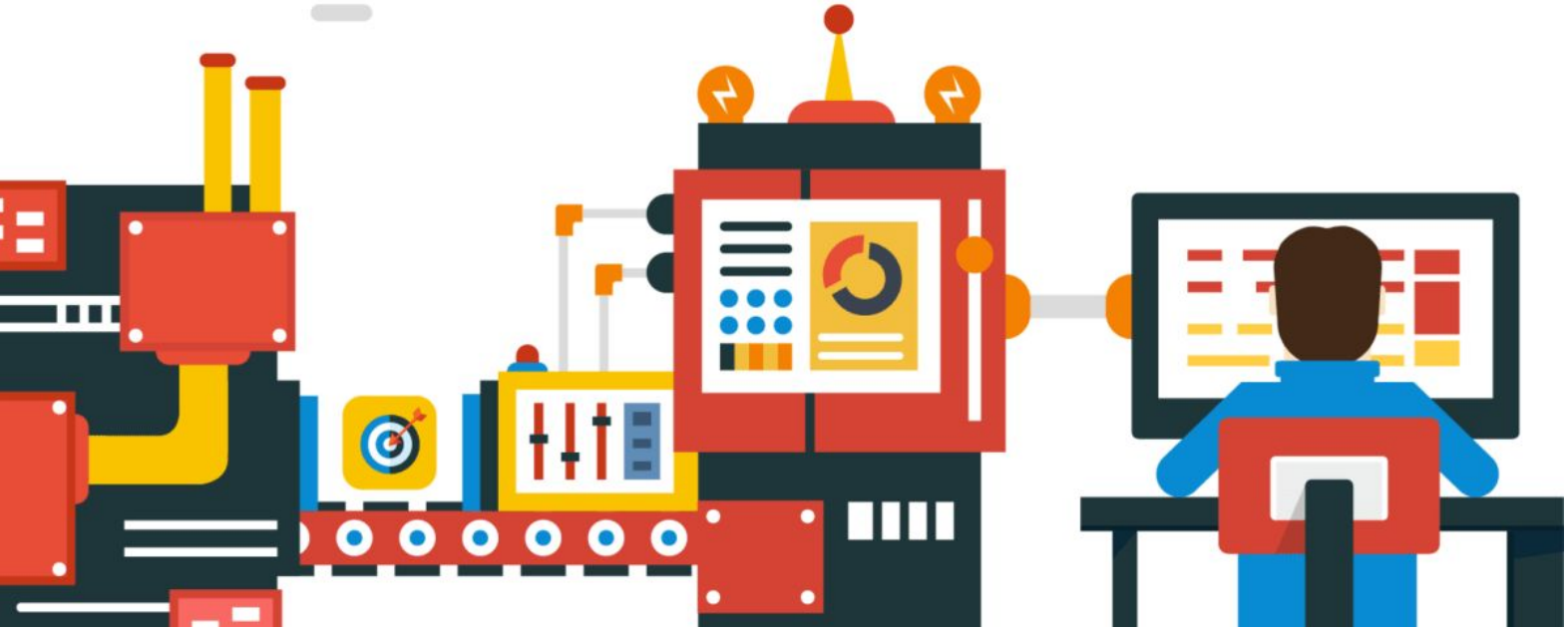
ATD, CDP, DMP, DSP, SSP - WTF HBR?

PROGRAMMATIC ADVERTISING



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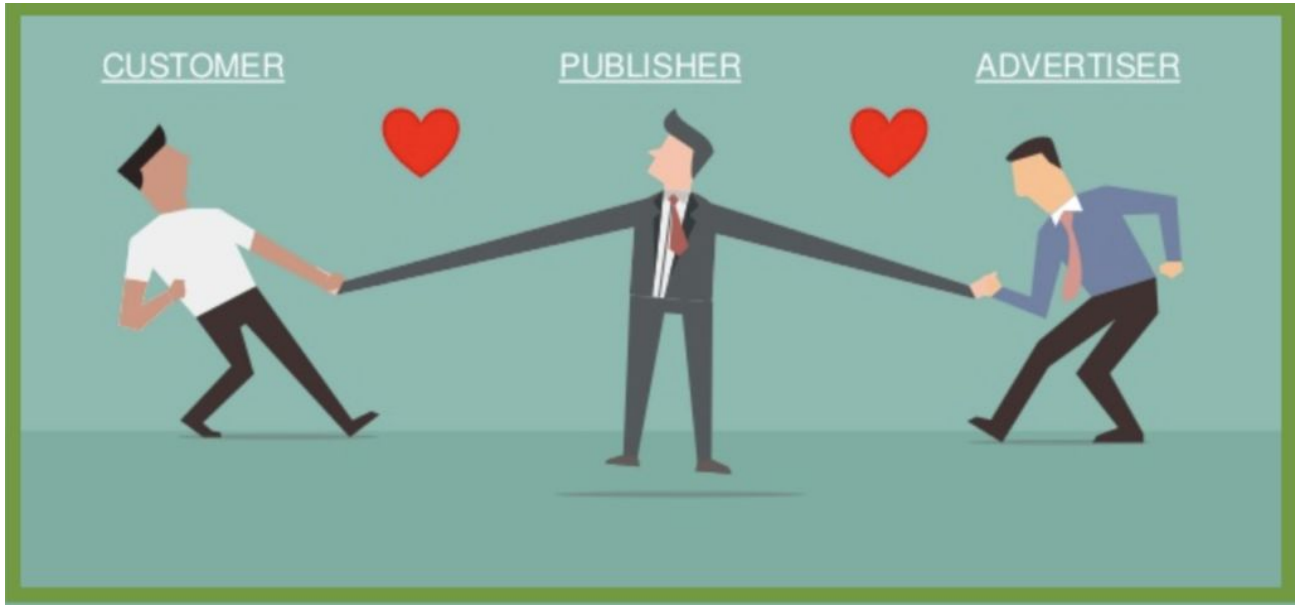

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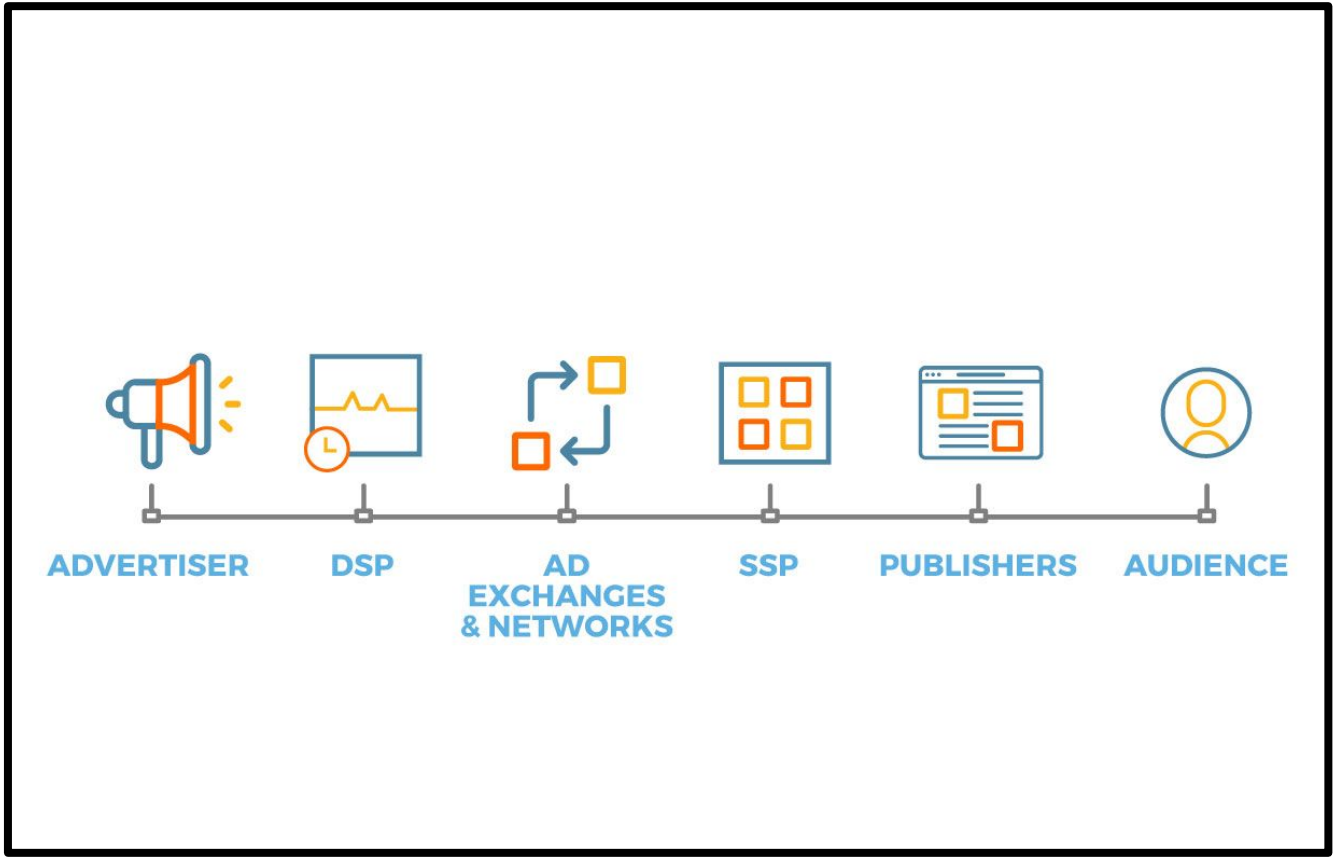

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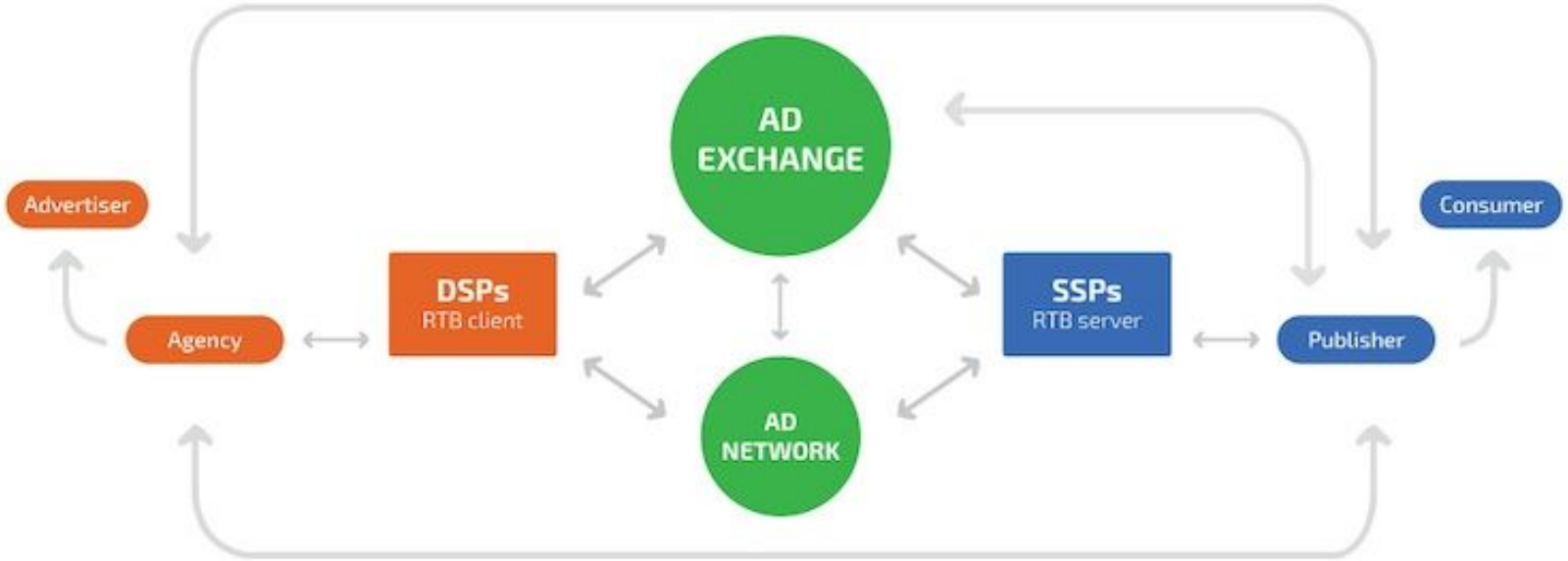
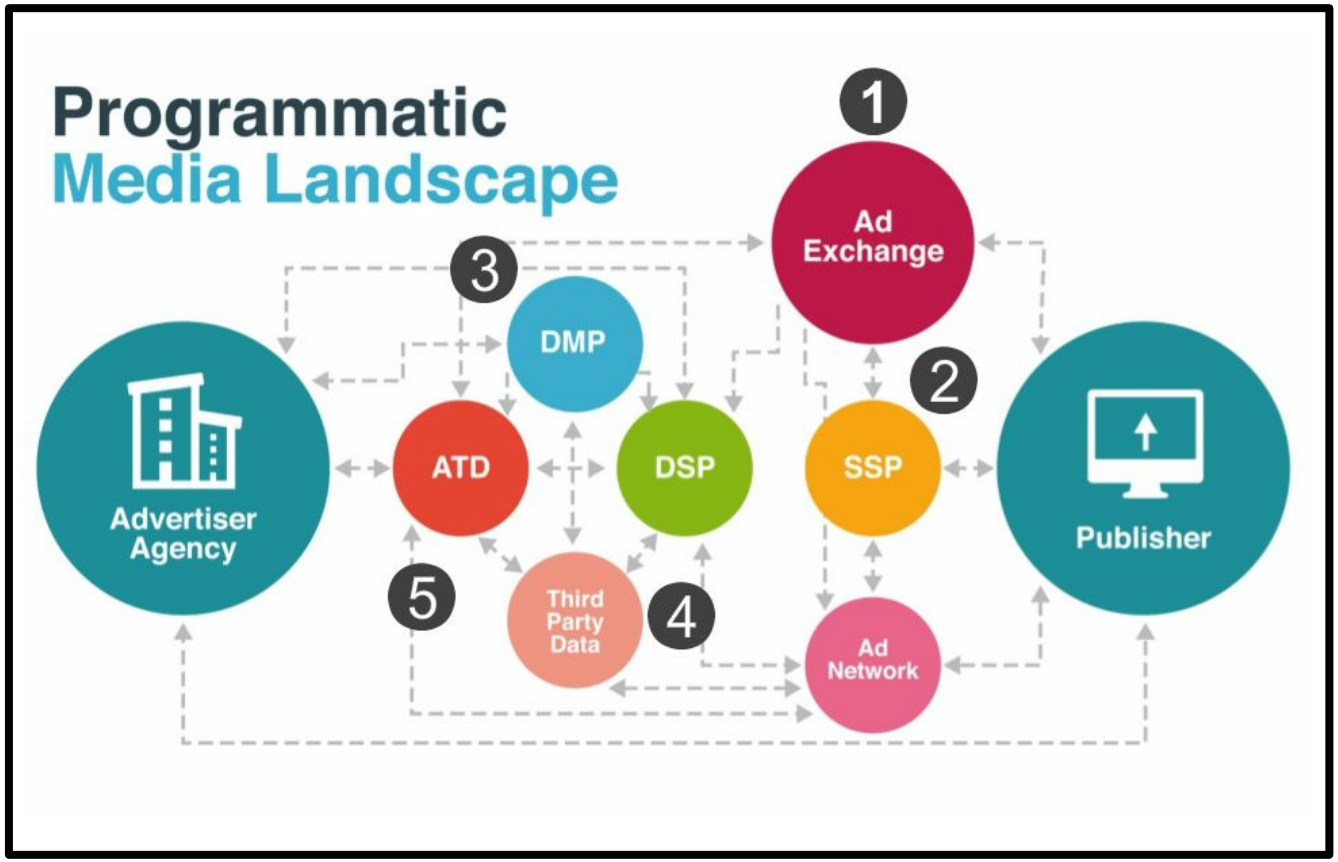

AD EXCHANGE
Advertiser
Consumer
DSPs
RTB client
SSPs
RTB server
Agency
Publisher
AD NETWORK



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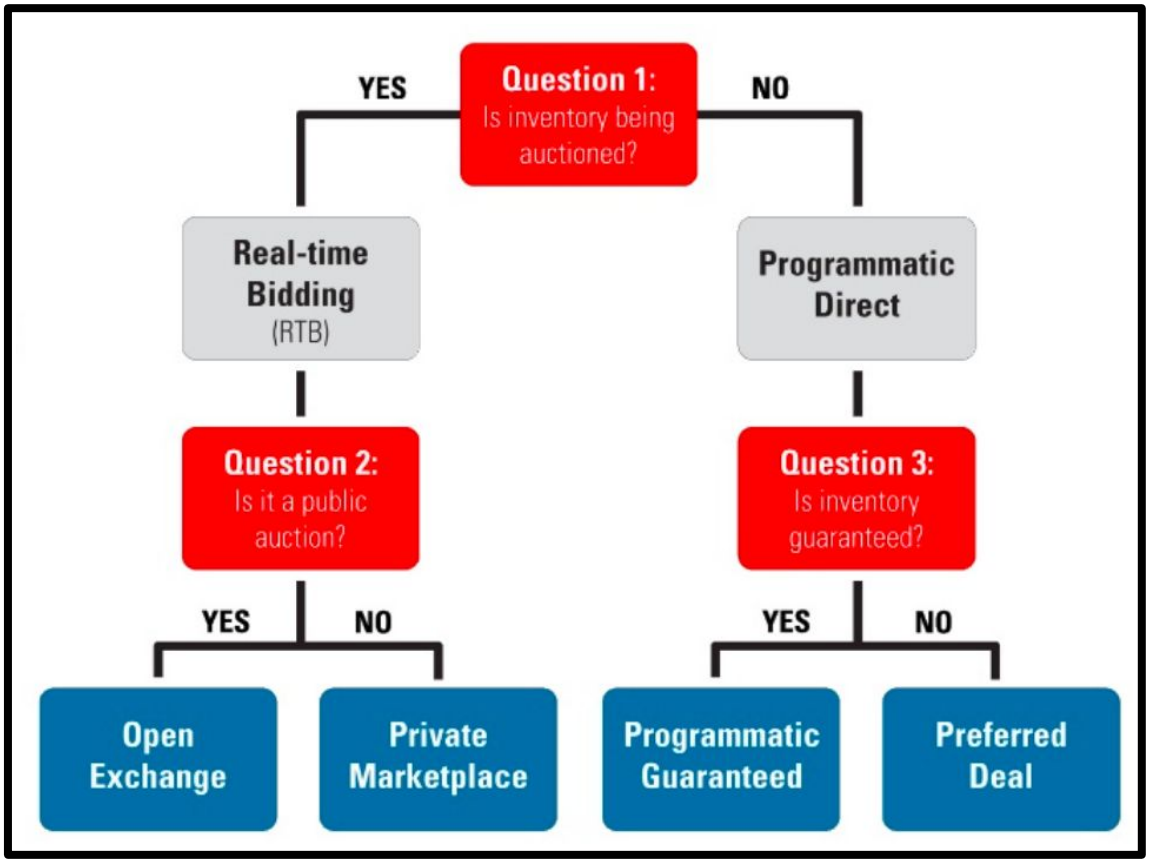

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Köszönöm a figyelmet!