How AI Can Make Your Website & Ad Campaigns SMARTER

Jim Fitzgerald
CMO & Co-Founder

Jake DelHagen
CTO & Co-Founder
The World’s First AI SMART CORE™ for Websites & Ad Campaigns

Patent Pending

SherloQ™
powered by IBM Watson
“It’s your WEBSITE, stupid.”
“In 5 years, every website across the globe will have an AI core.”

- Jake DelHagen
3 Fundamental Steps to AI

- Building Your AI Model
- Training Your AI Model
- Feeding Your AI Model
Building Your AI Model
Training Your AI Model
Training Your Model
Feeding Your Model with Data: The Consumer Journey

Google search for "car accident lawyer"
MAKE YOUR CAR CRASH COUNT

Springfield Auto Accident Lawyers Who Deliver Results

Car accidents in Springfield cover a wide range. From near-end crashes on State Street to distracted driving accidents on Interstate 91, all it takes is one small mistake by a single driver to cause a serious motor vehicle accident.

When these accidents happen due to another driver’s careless or reckless behavior, it’s critical that you take legal action as soon as possible. Otherwise, you could miss out on your opportunity to get the money you rightfully deserve for your crash.

The Springfield car accident attorneys at the Law Offices of Mark E. Salomone have been consistently winning complicated car accident cases in Springfield for decades - and we have the results to prove it. We’re recovered more than $500 MILLION in settlements, awards, benefits and verdicts for accident victims in Springfield and statewide. Results matter here - and so do you!

SPRINGFIELD OFFICE
175 State Street, Suite 200
Springfield, MA 01103
Phone: (413) 737-7783
The 5 Benefits of AI

1. Attribution
2. Intelligence
3. Prediction
4. Automation
5. Flexibility
“Half the money I spend on advertising is wasted; the trouble is I don't know which half.”

- John Wanamaker
Attribution

- AI can reconnect incomplete data sets, which allows marketers to tie out the first contact initiated by the consumer.
- This can provide marketers with a clearer picture of what is and isn’t working.
- Further, AI can provide a more in-depth look at who your customers are, even connecting them out to social media profiles.
Intelligence

- AI can extract first-party data, *your data*, classifying important topics like:
  
  - Locations
  - Subjects
  - Keywords
  - Entities
Intelligence

• More importantly, AI can deliver these insights in an automated manner that’s in an easily digestible format.

• Intelligence gleaned from AI can be applied to websites, ad campaigns, and landing pages, thus giving you a strategic advantage over your competitors.
Prediction

• AI can be used to predict many different things, including advertising outcomes.

• AI does this based on multiple performance and data factors, including the use of a scoring system.

• This can be enhanced with direct feedback from the end user, allowing human interaction to assist the AI where desired.
“AI is going to enable the scale that all businesses need. It’s one thing to automate [a collection of insights], but to be able to quickly go across that with data in real time and produce the insight that will allow you to inform and change the action based on the consumer or the customer’s behavior requires AI.”

- Stephanie Buscemi, EVP and Chief Marketing Officer, Salesforce.com
Automation

- AI trains and evolves with user behavior.
- AI provides deep consumer insights.
- AI enables scaling and automation in real-time.
Flexibility

- AI allows you to send data to systems like a CRM or any other platform.
- AI models change and evolve on an ongoing basis.
Flexibility

- It’s critical to think about how you can apply this technology in a quick and efficient manner, such as through Google Tag Manager (GTM).
Marketing Compliance
THE ANSWER IS WITHIN YOU
Namaste!