

AI IN MKTG & SALES

QUICK INTRO TO AI

ARTIFICIAL INTELLIGENCE

Early AI stirs excitement



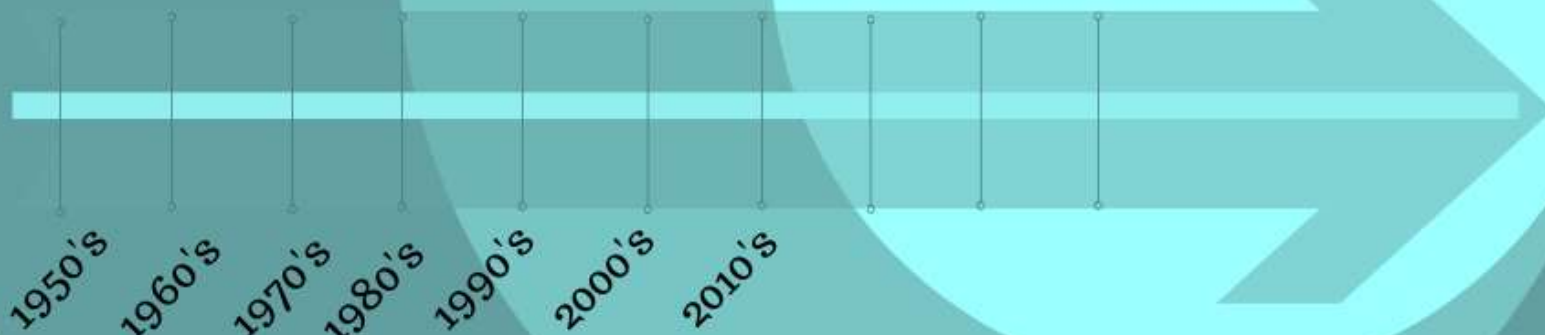
MACHINE LEARNING

ML begins to flourish



DEEP LEARNING

DL breakthroughs drive AI boom



1950's

1960's

1970's

1980's

1990's

2000's

2010's

TRANSACTIONS,
TRANSACTIONS ON
THE WALL....



CRM
customer's
profile

+



TRANSACTIONS
customer's
future behavior

=

**DRAMATICALLY
IMPROVED EFFICIENCY**



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AI, AI, CAPT'N!

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Capt'n.ai

- Super Campaigns
- Budget histories
- My Company
- Users
- Companies

+ Create

Date From: 05/01/2020
 Date To: To

Airt - branding
 Google Ads & Facebook Ad
 03/25/2020 - 05/31/2020 Budget €3.50

Google Campaigns

- airt.ai account:
 • Website traffic-Search-AI

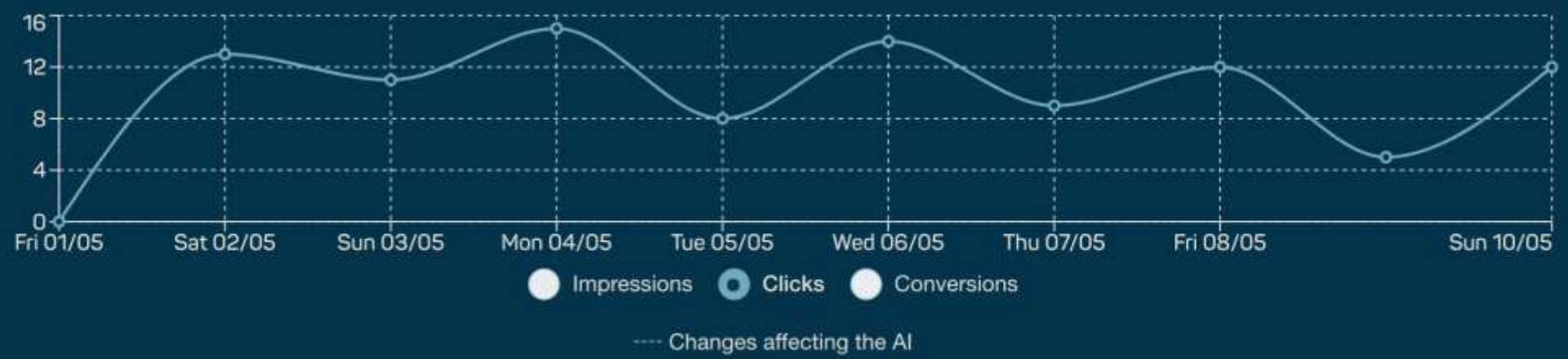
View campaigns

Facebook Campaigns

- airt:
 • Brand awareness:

Breakdown by network

From To Download CSV





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THANK YOU!

