

# AI: MARKETING BEYOND FRONTIERS

# WHO AM I?

**Chris Faki**

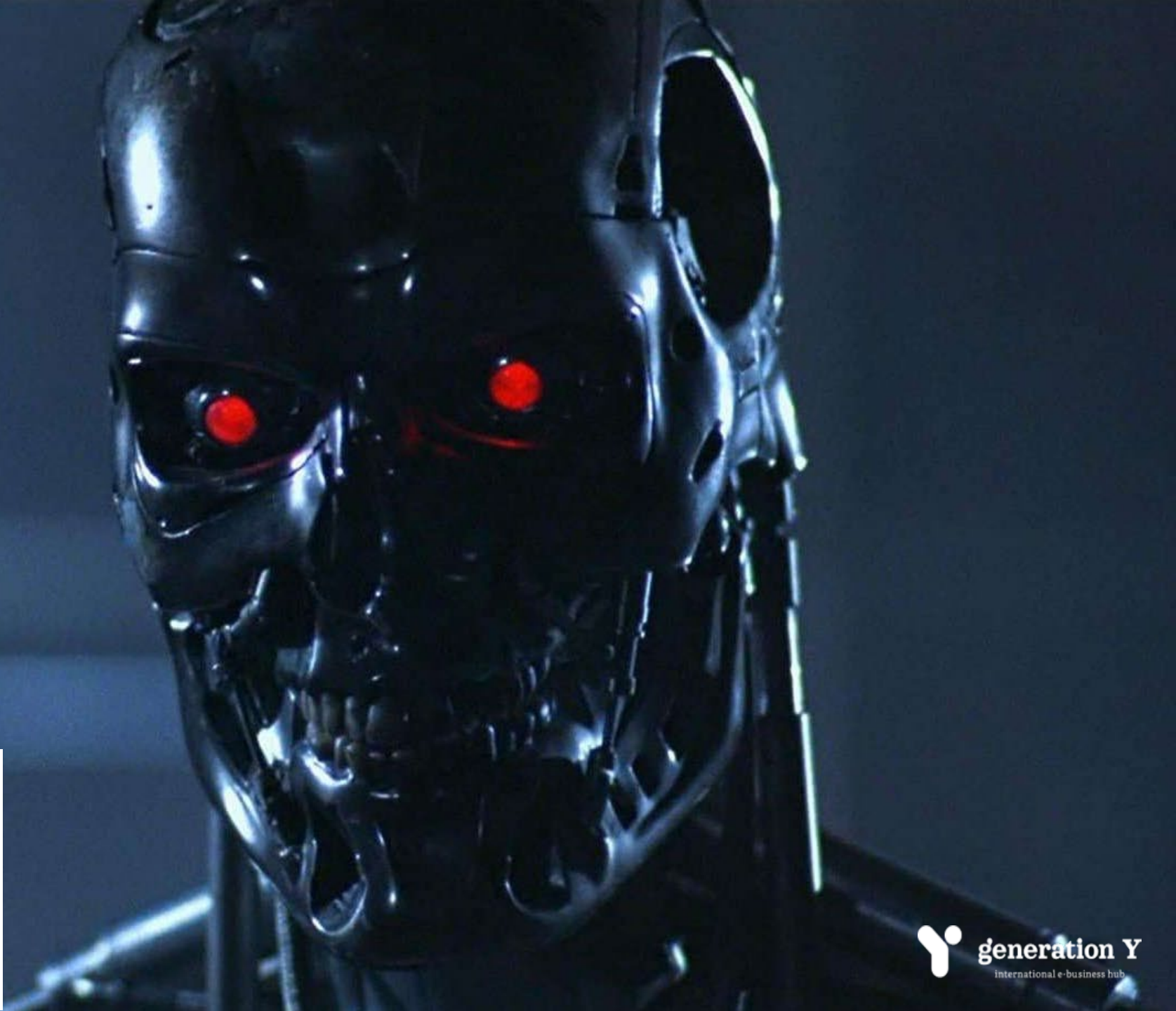
**Head of New Business Development**

Generation Y, International e-Business Hub  
member of G.P.A. ecosystem of companies





# AI IS NOT SCI-FI

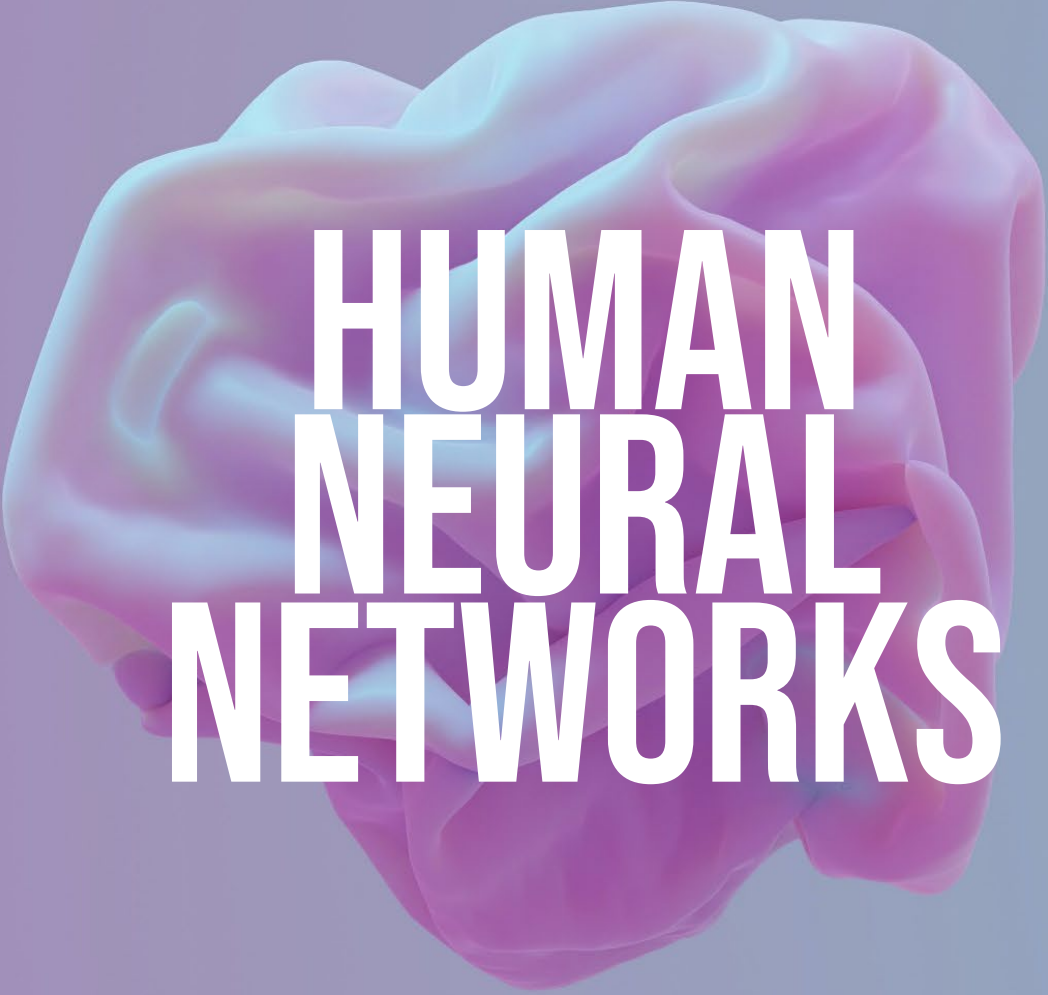








# N



# HUMAN NEURAL NETWORKS



# THE ERA OF COGNITIVE AI

towers, cut off abruptly, as if by a wall  
the sea. I am in awe. Looking off  
to the distance ... snow capped mo  
to the sky, beautifully ~~rolling~~ but smoothly  
orned clouds. Vaguely appearing like  
ondora is ~~in the distance~~ flight. The Sun  
is beginning to set. The  
Oroono Volcano turns orange, and  
the white horizon

TEXT

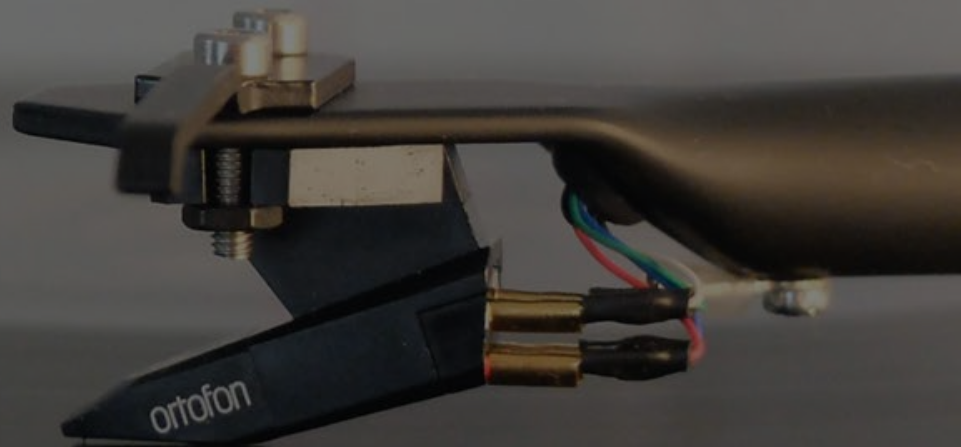




# IMAGE



# MUSIC





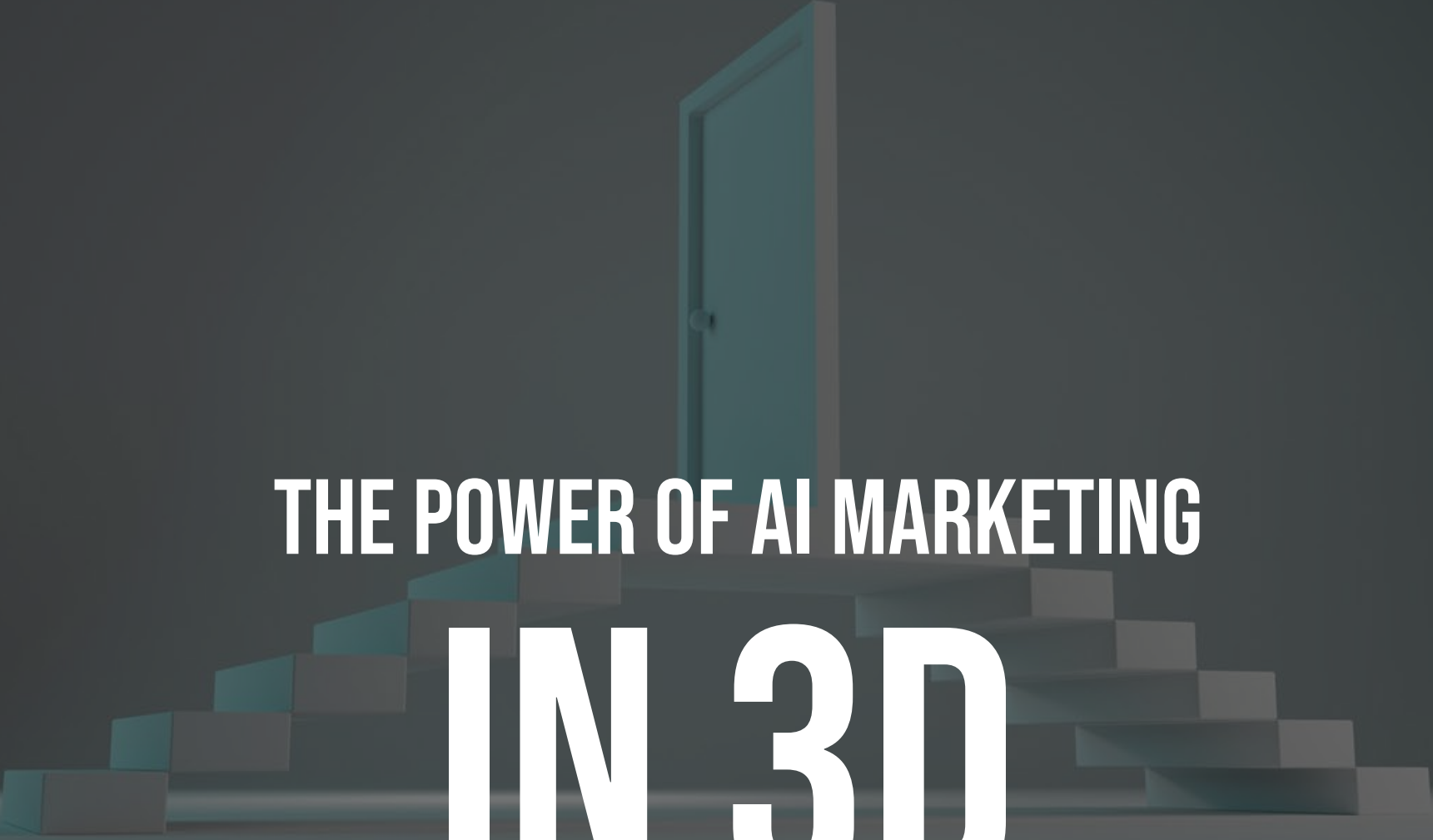


# VIDEO





**8 TRILLION  
DOLLARS  
PER YEAR**



# THE POWER OF AI MARKETING IN 3D

# AI FOR DATA

In the world of digital marketing, imagine data as a **treasure trove waiting to be unlocked**. Think of AI as the guide through this vast landscape of information, helping us **make sense of the intricate patterns and trends within the data**.

Data isn't just raw numbers; it's a source of intelligence that informs every decision. With AI, we move beyond traditional analytics. The Data Sorcerer, powered by AI, doesn't just crunch numbers but **interprets the narrative hidden within them. It's like having a skilled storyteller who can turn a jumble of characters into a compelling tale**. AI's magic lies in its ability to reveal not just what happened but why it happened and, more importantly, what might happen next.



# AI FOR DESIGN

Consider AI as **the assistant to our Creative Wizard**. It doesn't replace the human touch but enhances it, adding a touch of magic to every stroke. The Creative Wizard, armed with AI, can explore vast realms of design possibilities in the blink of an eye. Need a stunning visual for a campaign? AI is there to suggest, refine, and even predict what might resonate best with the audience.

**AI's role in creative design isn't about automation alone; it's about elevating human creativity.** Think of AI as a co-conspirator in the creative process, **suggesting color palettes, font styles, and even helping predict trends.** It's like having an **intuitive muse that understands the audience's preferences and guides us to create visuals that not only catch the eye but also leave a lasting impression.**

# AI FOR DIRECTION

Consider AI as the **strategist's advisor**. It doesn't dictate decisions; instead, it empowers marketers with insights that are both timely and profound. Picture the Marketing Strategist, equipped with AI, as a **wise navigator scanning the horizon for opportunities and potential challenges**. Want to know what resonates with your audience? **AI has the answers, analyzing past campaigns to predict future successes.**

AI's role in guiding marketing strategies is akin to having a reliable co-pilot on a journey. It processes vast amounts of data to **uncover patterns**, helping us understand what works and what doesn't. **It's not about relinquishing control; it's about making informed decisions backed by AI's ability to sift through complexities.**



# GY'S AI X-FACTOR



- **YEARLY AD REVENUE GROWTH: +77%**  
**YEARLY AD TRANSACTIONS GROWTH: +63%**  
**YEARLY AD ROAS GROWTH: +44%**

- **YEARLY AD REVENUE GROWTH: +264%**  
**YEARLY AD TRANSACTIONS GROWTH: +280%**  
**YEARLY AD ROAS GROWTH: +63%**



**R RELEVA**



- **21% TOTAL CONTRIBUTION IN REVENUE**  
**5.7 CONVERSION RATE FROM AUTOMATIONS**  
**43.1 CONVERSION RATE FROM SUGGESTIONS**

# IS DIGITAL MARKETING DEAD?







THE BIGGEST  
PROBLEMS,  
THE FASTER



# AI IS HERE



A black and white photograph of two hands reaching out towards the viewer. The hands are open, with fingers spread, and are positioned in the center of the frame. The background is dark and out of focus, with some light reflecting off the skin of the hands. The overall mood is one of openness and reaching out.

**YOU CAN EITHER  
FEAR IT**





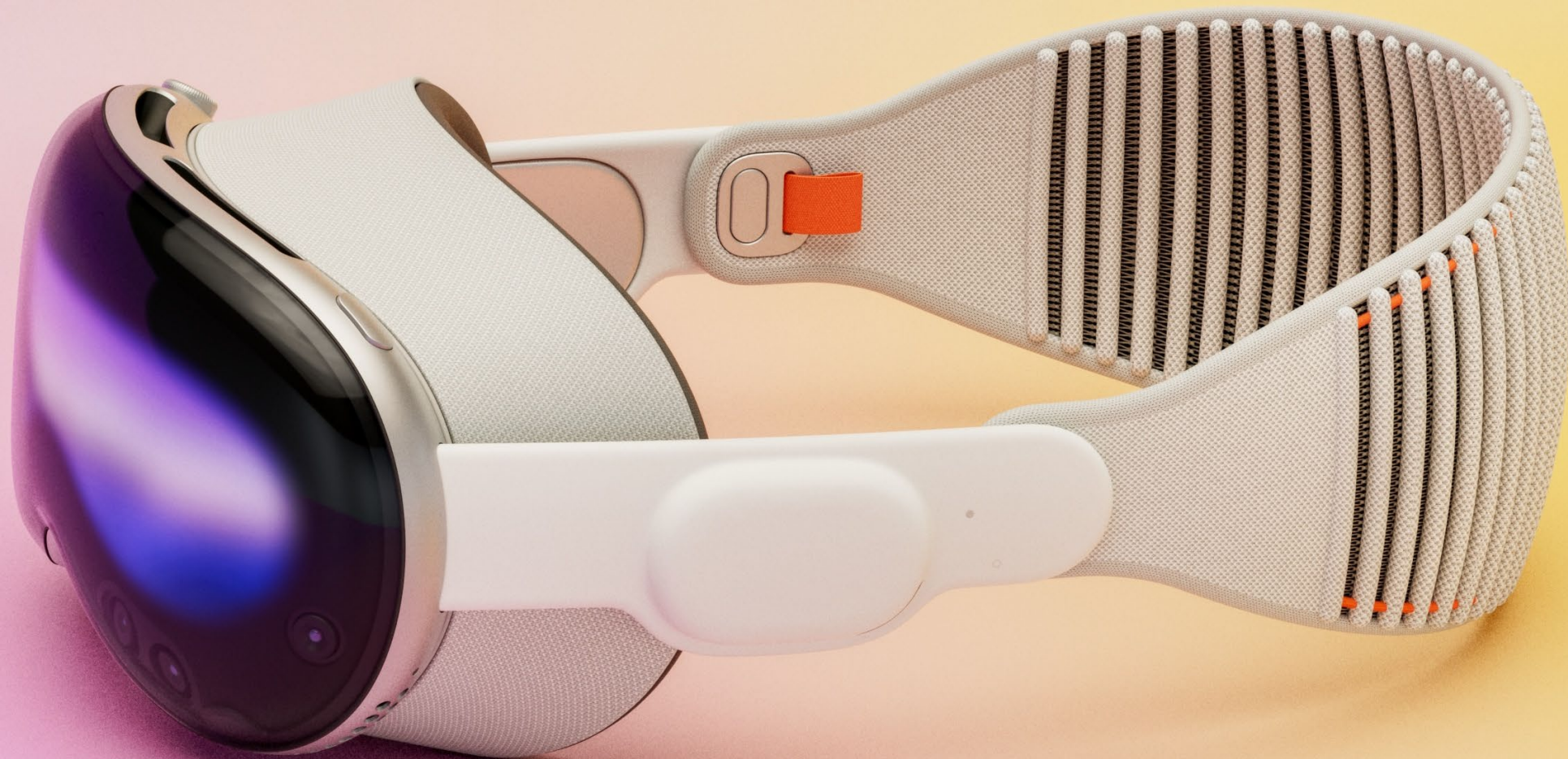
OR TAKE IT  
BY THE HORN





A person is walking away from the camera on a dirt path that leads towards a bright sunset. The path is flanked by dry, golden-brown bushes and grass. The sky is a soft, hazy orange and yellow. The person is wearing a dark jacket and dark pants. The word "HUMAN" is superimposed in large, white, bold, sans-serif capital letters over the person's back.

# HUMAN



LET'S UNLOCK TOMORROW!