Google Partner

AD WORLD MASTERS
Agency of the Year
GOLD
2021

TOP
B2B COMPANIES
Clutch
GREECE
2019

Agency Partner

databox
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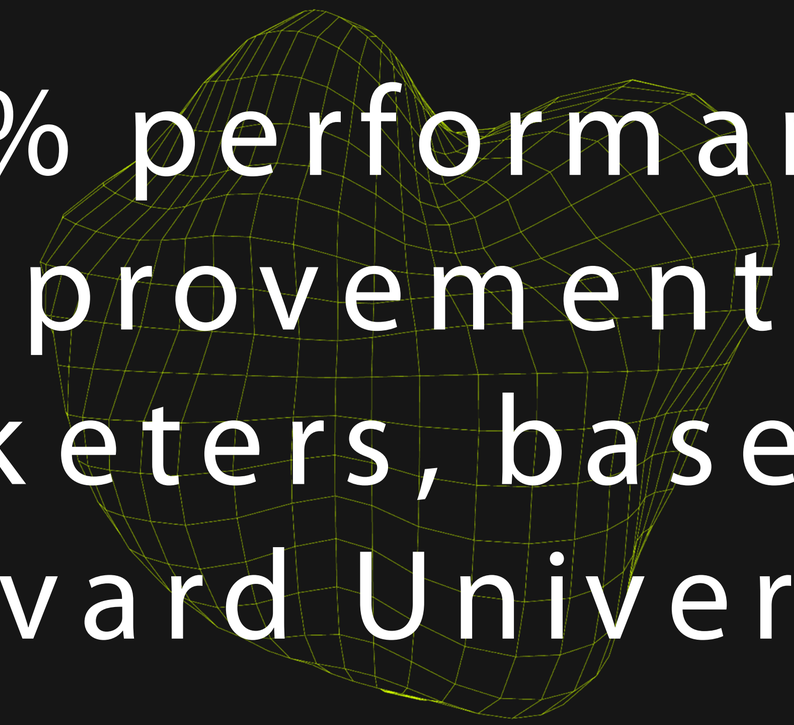
MENTOR LIST
MASTER MIND

AI in Digital Marketing: Revolutionizing Campaigns

Bots, Bytes & Brands: The AI Revolution in Digital Marketing

Konstantinos Kotsigiannis - Co-founder & CEO | VALUE



40% performance improvement of marketers, based on Harvard University

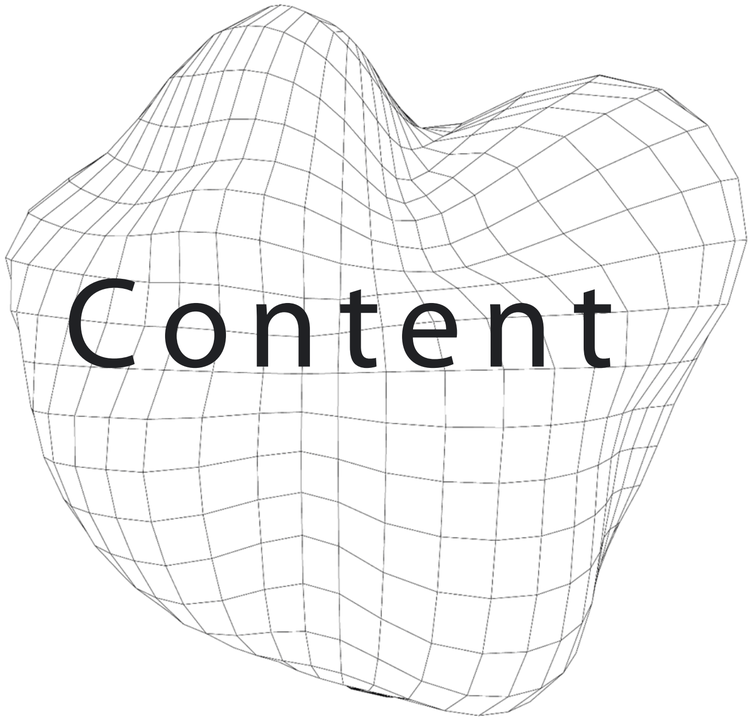
Content

UI/UX

Performance Optimization

Personalization

CRO Optimization


Content

Introducing AI-Powered Content Creator

AI Avatar Capabilities

- Speak a predefined text in different languages.
- Chat with your current & future customers.
- Elevate your brand into the digital world.
- Replace your advertising material with a dynamic chat which can communicate with your customers every time they are watching your ad.
- Create the perfect environment for your new employees.
- Create a “Shock” to your competitors.

Introducing AI-Powered Content Creator

1. Build Awareness

- SM Content
- Live Chat

2. Conversion

- Video Chat
- Banner Ads

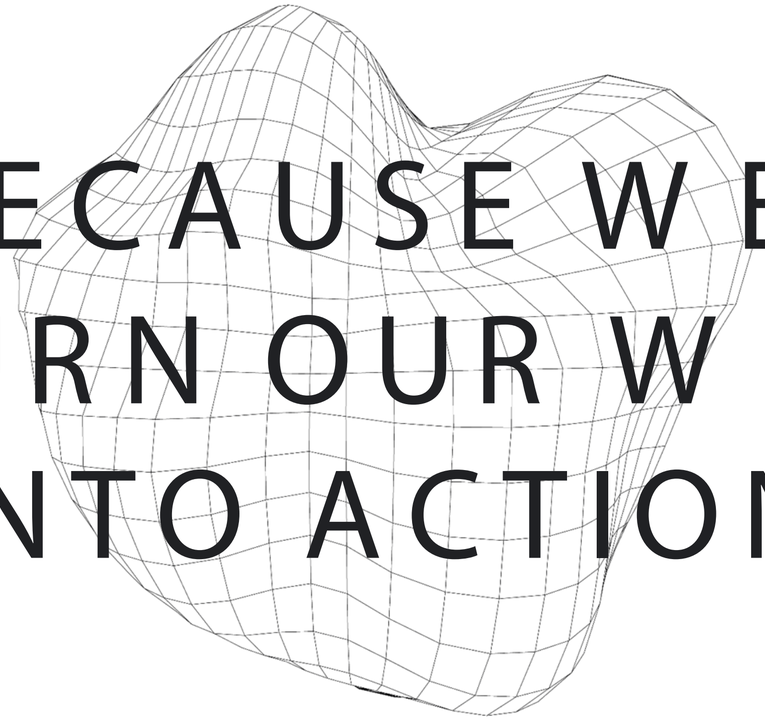
3. Retention

- Emails
- SMS Campaigns

4. Plus

- Appreciates in value
- Interactive
- Gamification / Hero's journey

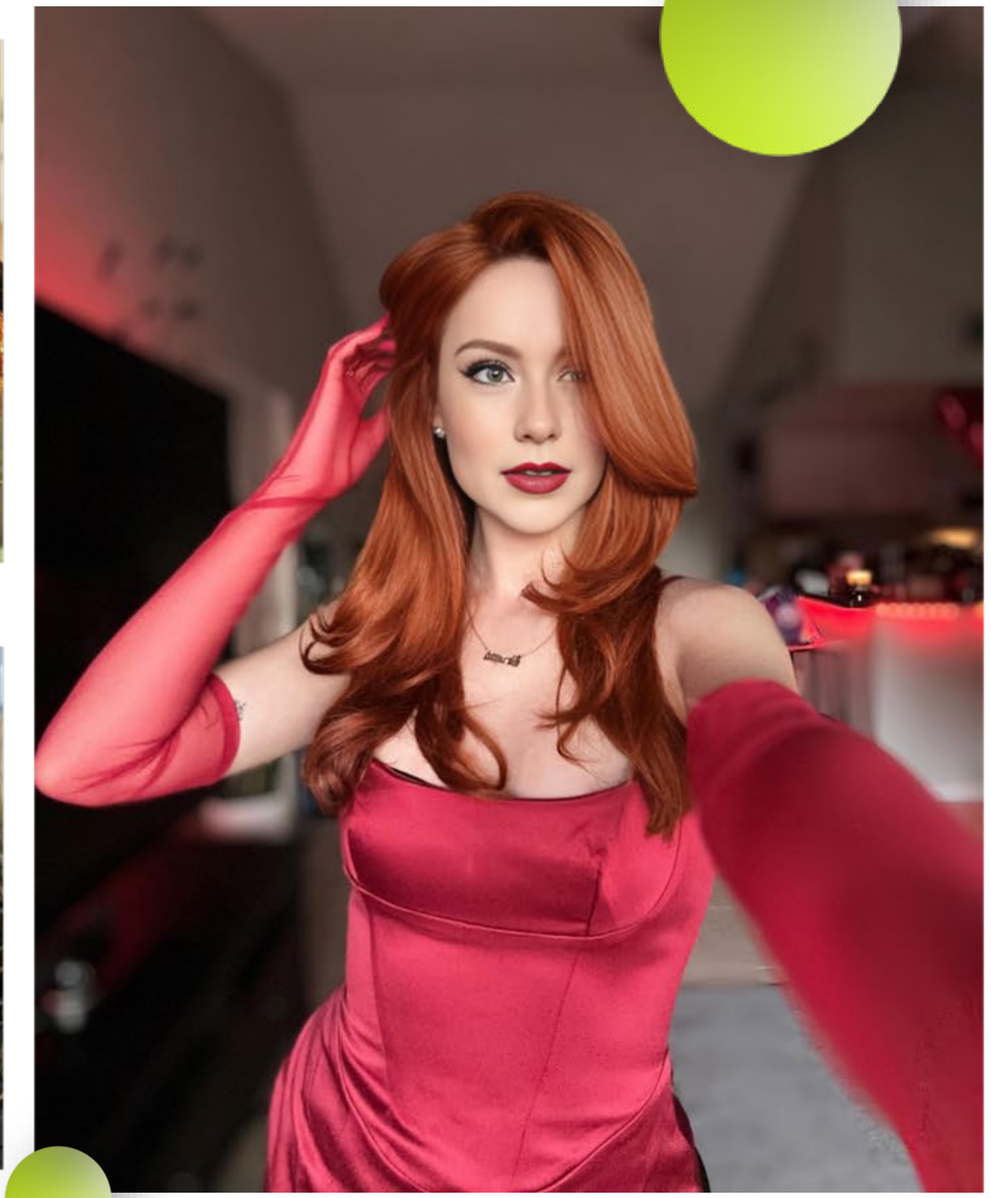
AND BECAUSE WE LOVE TO TURN OUR WORDS INTO ACTION



The Next Gen Influencers

Meet Mila

MOODBOARD

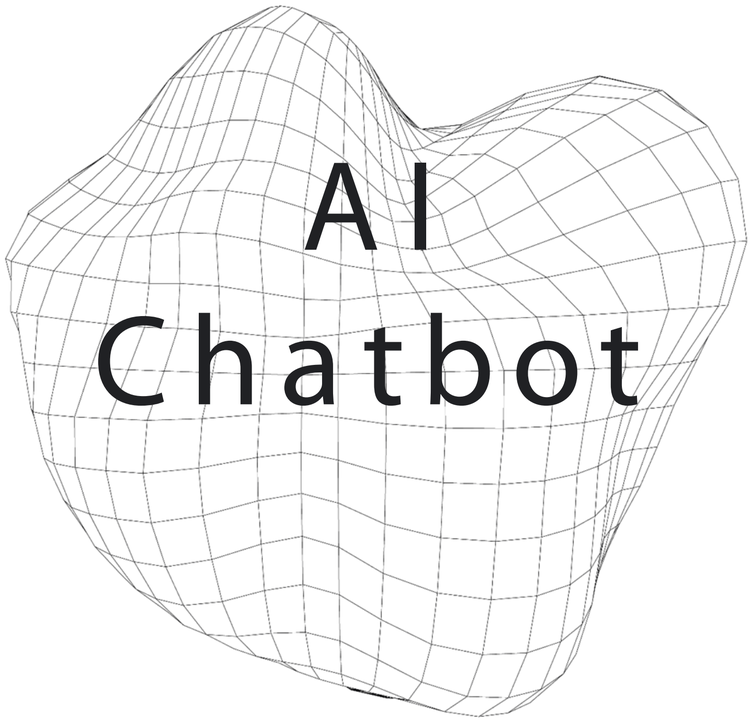



STYLE


OMG...WAIT UNTIL YOU
SEE HOW MY NYFW
LOOKS TURNED OUT


my music taste be like


Check my swag


AI
Chatbot

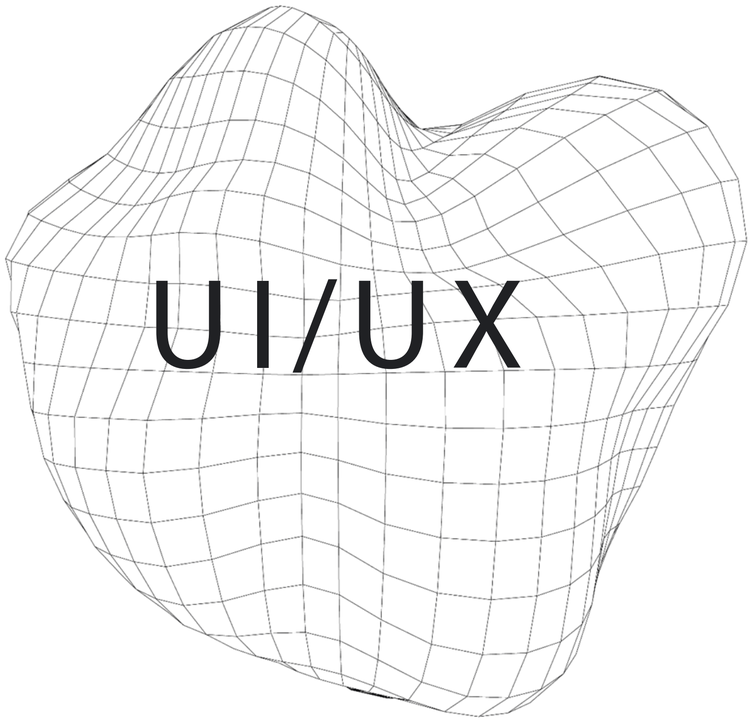
Click the Avatar from the bottom right to initiate the converse

1. **Customer Support**

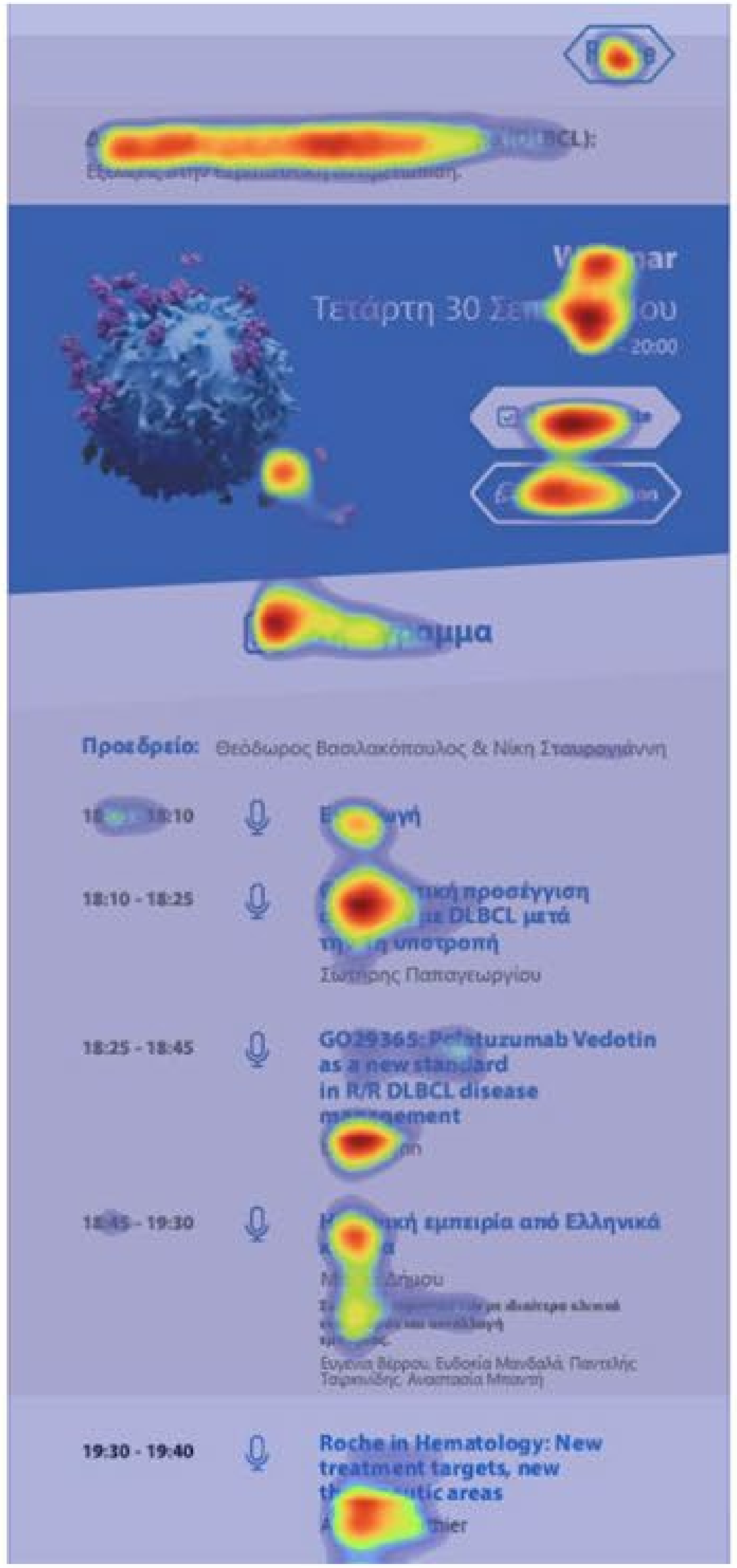
2. **Lead Generation**

3. **Product Catalogue**

4. **HR**


UI/UX


Roche
Διάχυτο λέμφωμα από μεγάλα Β Κύτταρα (DLBCL):
Εξελίξεις στην θεραπευτική αντιμετώπιση.
Webinar
Τετάρτη 30 Σεπτεμβρίου
18:00 - 20:00
Save the Date
Ask a Question
Πρόγραμμα
Προεδρείο: Θεόδωρος Βασιλακόπουλος & Νίκη Σταυρογιάννη
18:00 - 18:10 Εισαγωγή
18:10 - 18:25 Θεραπευτική προσέγγιση ασθενών με DLBCL μετά την 1η υποτροπή
Σωτήρης Παπαγεωργίου
18:25 - 18:45 GO29365: Polatuzumab Vedotin as a new standard in R/R DLBCL disease management
Laurie Sehn
18:45 - 19:30 Η κλινική εμπειρία από Ελληνικά κέντρα
Μαρία Δήμου
Ευγενία Βέρρου, Ευδοκία Μανδαλά, Παντελής Τσιρκινίδης, Αναστασία Μπαντή
19:30 - 19:40 Roche in Hematology: New treatment targets, new therapeutic areas
Aurelien Berthier




Ομιλητές
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Ε.Κ.Π.Α., Αιματολογική Κλινική, Γ.Ν.Α. Λαϊκό
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Αιματολόγος, Επιμελήτρια Α, Αιματολογική Κλινική, Α.Ν. "Θεαγένειο"
Μαρία Δήμου
Ακαδημαϊκός Υπότροφος
Ε.Κ.Π.Α. Α' ΠΠΚ Γ.Ν.Α. Λαϊκό
Ευδοκία Μανδαλά
Αναπληρώτρια Καθηγήτρια, Δ' Παθολογική Κλινική, Γ.Ν.Θ. Ιπποκράτειο
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Γ.Ν. «Γ. Παπαγεωργίου»
Σωτήρης Παπαγεωργίου
Επιμελητής Α', Β' ΠΠΚ, Π.Γ.Ν. Αττικόν
Νίκη Σταυρογιάννη
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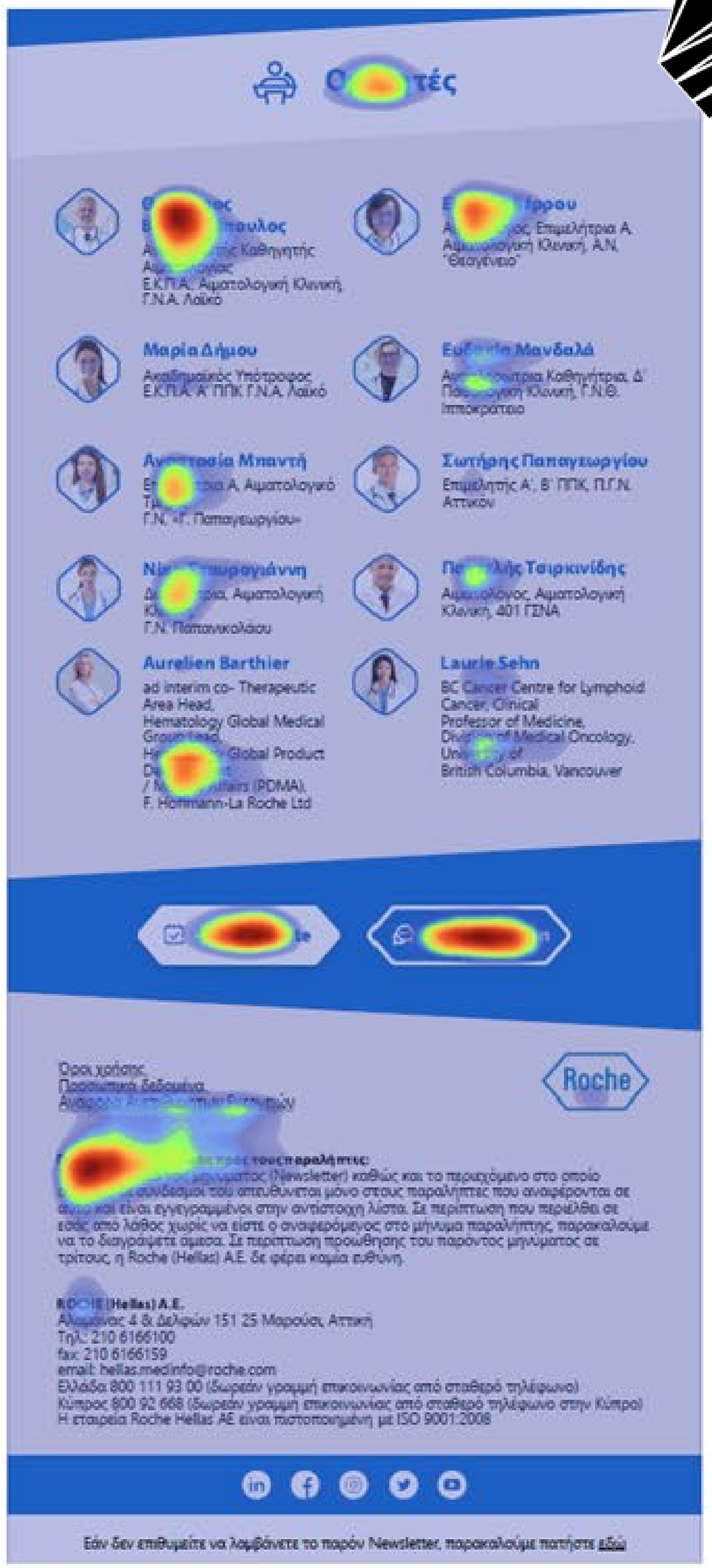
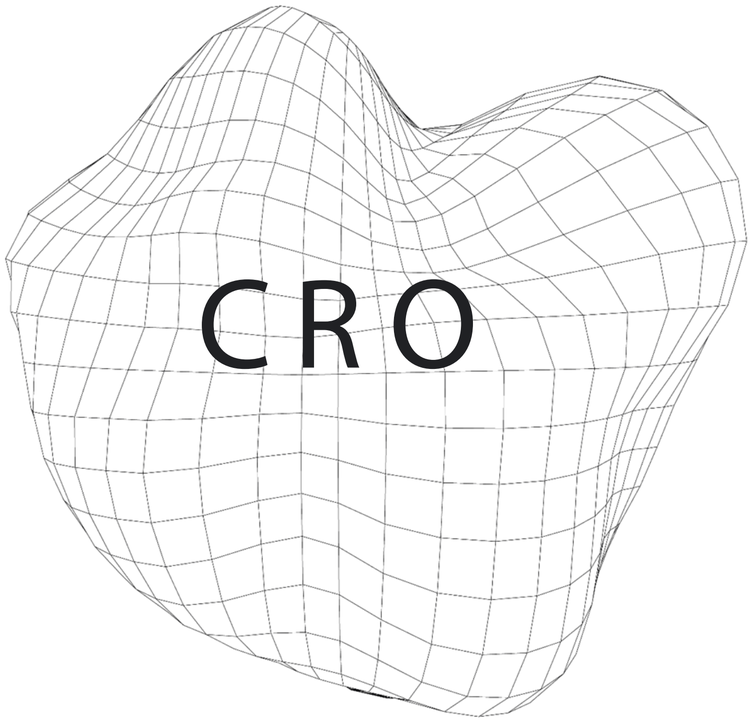
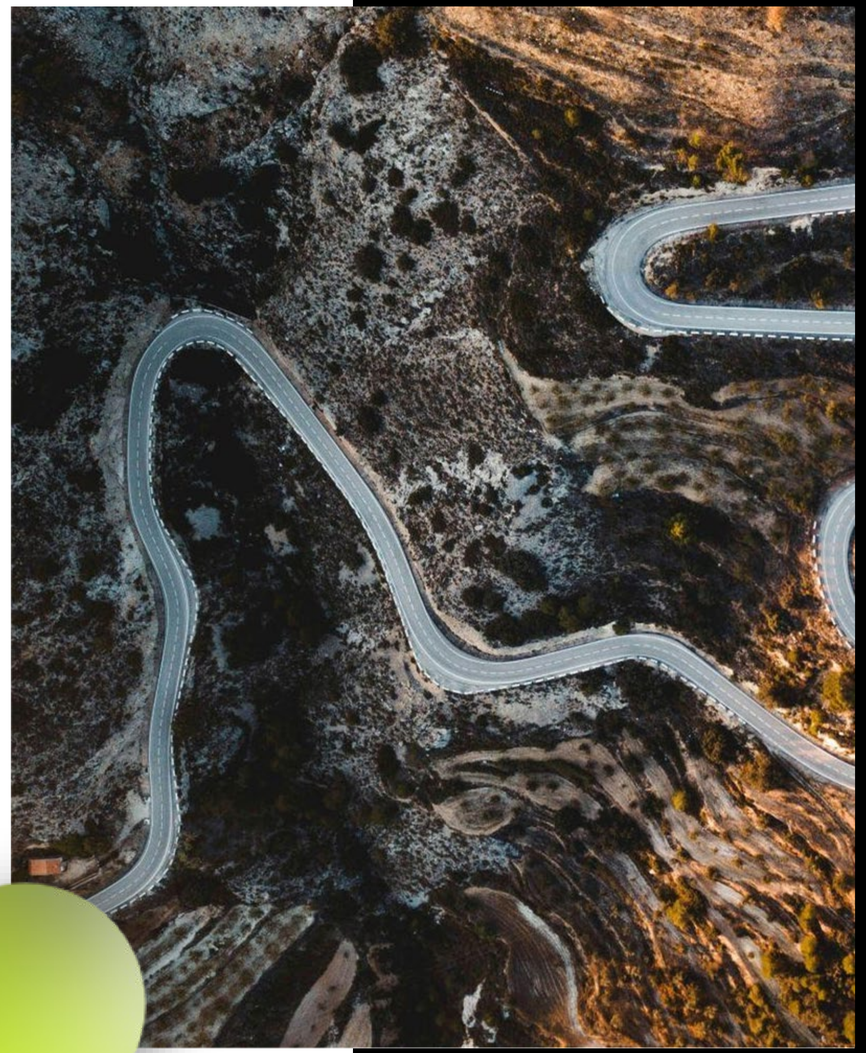
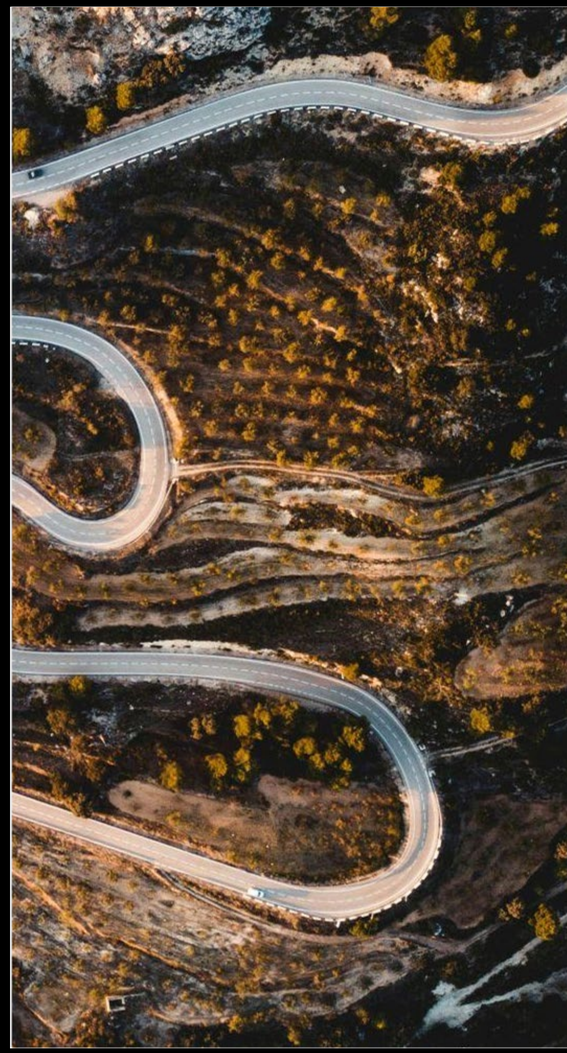
Aurelien Barthier
ad interim co- Therapeutic Area Head,
Hematology Global Medical Group Lead,
Hematology Global Product Development / Medical Affairs (PDMA),
F. Hoffmann-La Roche Ltd
Laurie Sehn
BC Cancer Centre for Lymphoid Cancer, Clinical
Professor of Medicine,
Division of Medical Oncology,
University of
British Columbia, Vancouver
Save the Date
Ask a Question
Όροι χρήσης
Προσωπικά δεδομένα
Αναφορά Ανεπιθύμητων Ενεργειών
Roche
ROCHE (Hellas) A.E.
Αλαμάνας 4 & Δελφών 151 25 Μαρούσι, Αττική
Τηλ.: 210 6166100
fax: 210 6166159
email: hellas.medinfo@roche.com
Ελλάδα 800 111 93 00 (δωρεάν γραμμή επικοινωνίας από σταθερό τηλέφωνο)
Κύπρος 800 92 668 (δωρεάν γραμμή επικοινωνίας από σταθερό τηλέφωνο στην Κύπρο)
Η εταιρεία Roche Hellas AE είναι πιστοποιημένη με ISO 9001:2008
Εάν δεν επιθυμείτε να λαμβάνετε το παρόν Newsletter, παρακαλούμε πατήστε εδώ




CRO

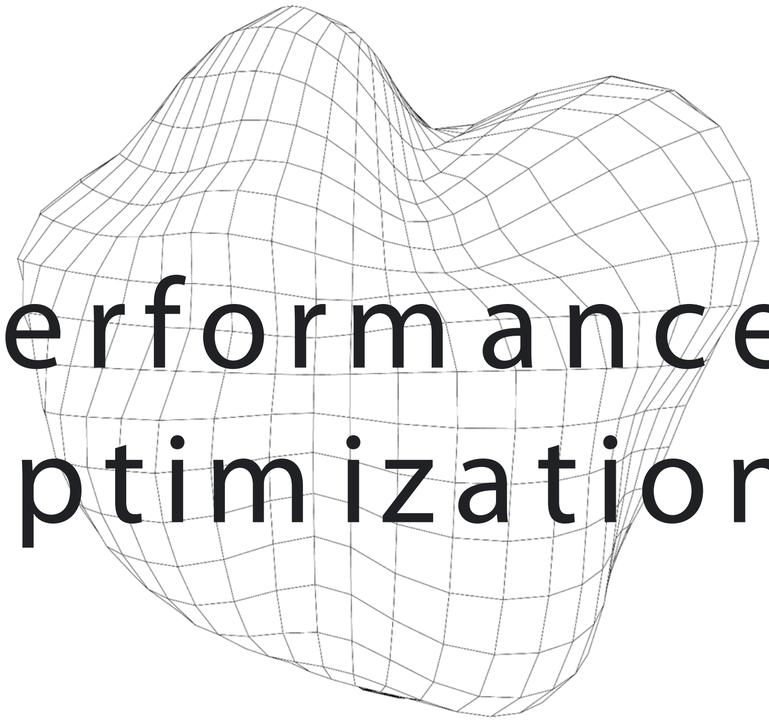
The User Journey!





- A/B Testing
- Navigation
- New vs Returning
- Copy & Products

Intuitive navigation



Performance Optimization

Set the right KPIs

How AI Skyrockets Your Sales

1. AWARENESS

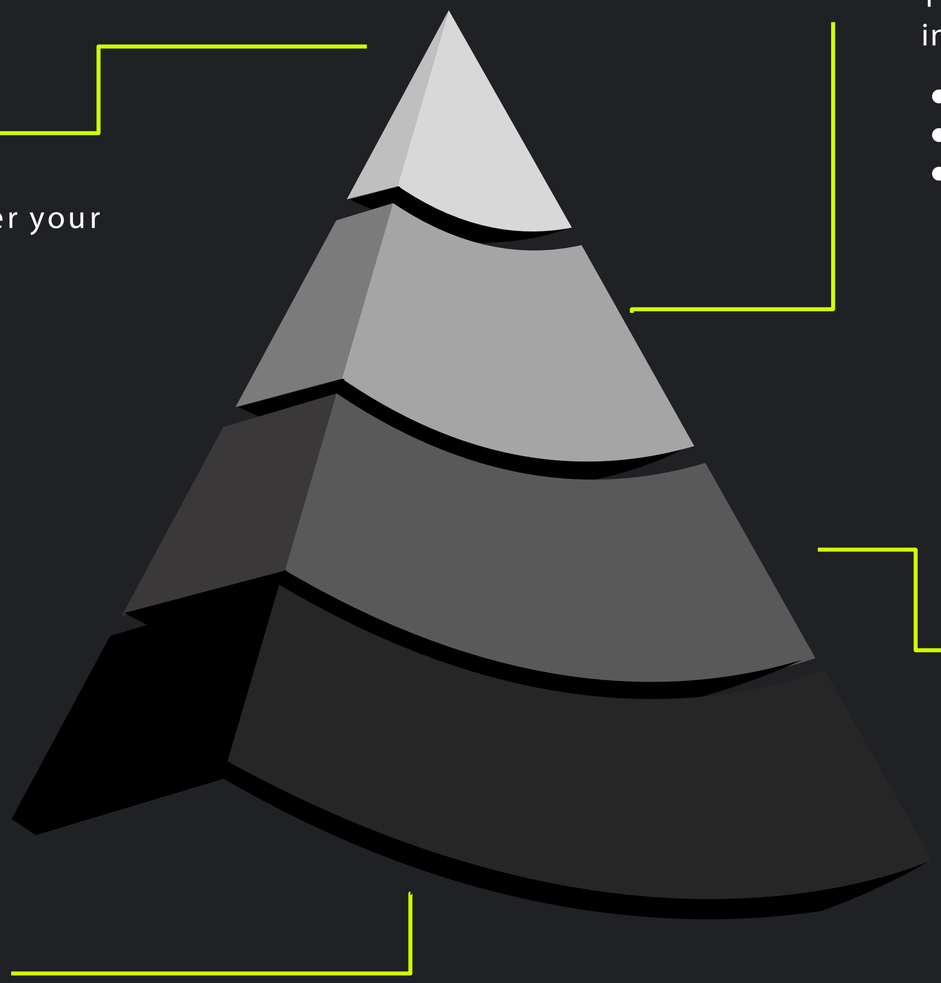
Potential customers discover your product.

- New Users
- Sessions

2. INTEREST

They actively seek more information and show interest.

- Product Views
- Session Durations
- Product Views per Visit



3. CONSIDERATION

They express the intention to make a purchase.

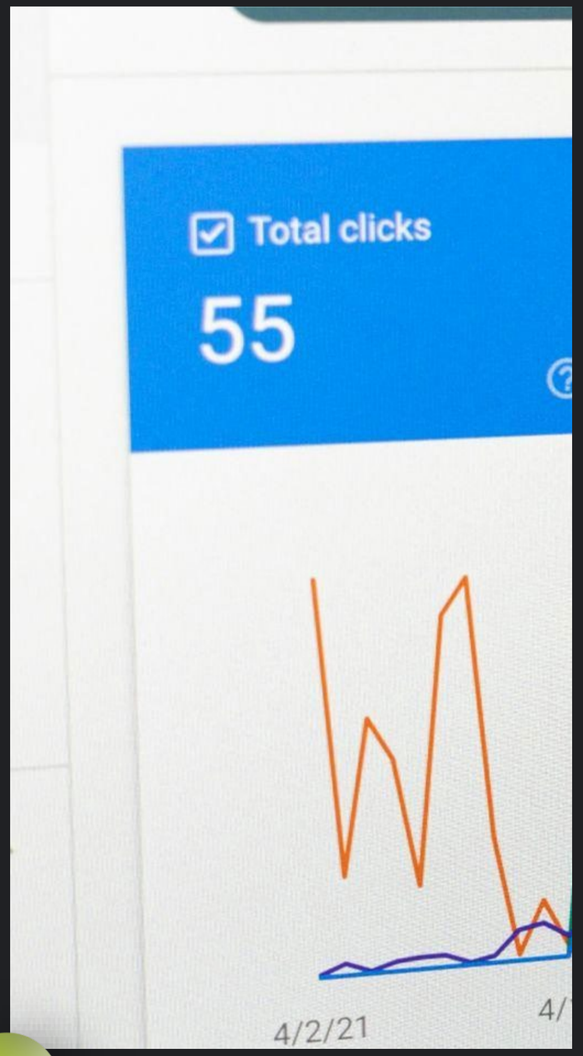
- Add to Cart
- Initiate Checkout

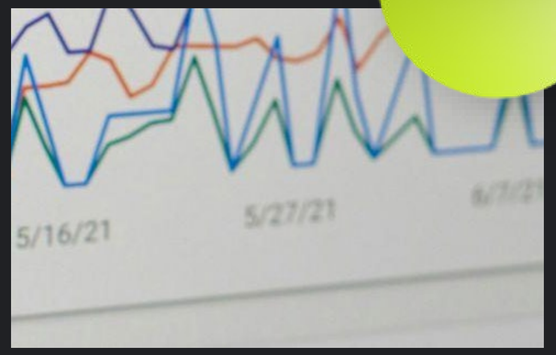
4. PURCHASE

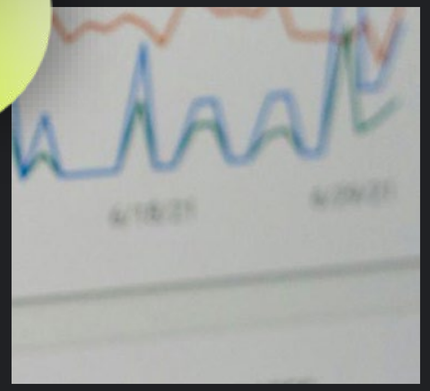
They become paying customers.

- Purchases
- Revenue
- Avg. Order Value

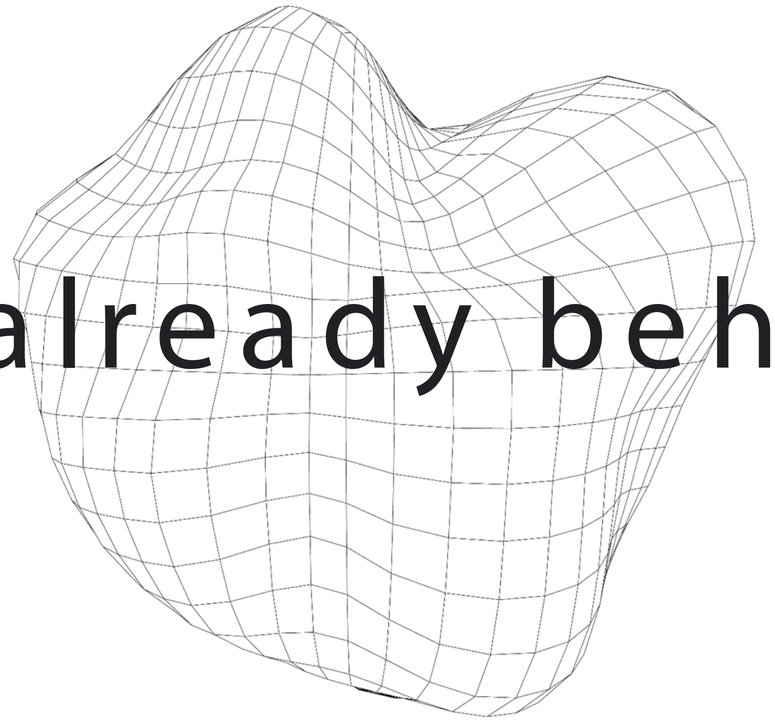
Be Well Equipped!

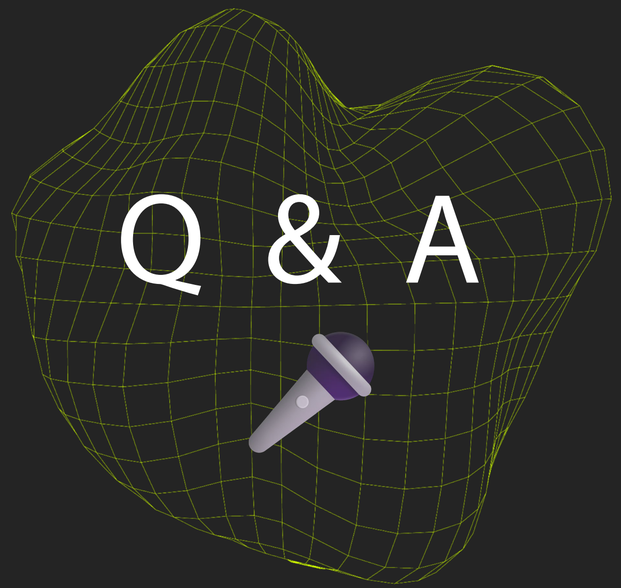






Am I already behind?




Q & A

THANK YOU!

VALUE

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SCAN TO VISIT OUR WEBSITE

VALUE

VALUE