

## Avinash Kaushik

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### **Artificial Intelligence | Revolutions in Marketing & Analytics**

AI is no longer a buzzword. From the ability to analyze data at an unprecedented scale, automatically, to an almost magical ability to understand human behavior across millions of touch-points to precisely infer intent. The world for Marketers and Analysts is transforming, and the pace is only set to accelerate. Does your organization understand fundamentally why an AI and Machine Learning powered strategy is distinct? Does it have a strategy in place to take advantage of smart algorithms? Using his Learn – Build – Profit framework, Avinash shares specific advice for the investments in people, tools, and projects you need to make now, and over the next five years to ensure your organization delivers on the promise of AI.

### **See, Think, Do, Care: Driving Intent-centric Marketing Innovation**

The future of marketing depends on audience intent powered by behavior. Marketers need to shift their mindsets from a focus on demographics and psychographics to thinking about how to meet audience intent through creative content and key data insights. What does this mean? It means a shift in mindset to hone in on how focusing on “Content + Marketing + Measurement” can positively impact your campaigns. In this session, you’ll learn how to drive new and rapid innovation in your digital strategies to accelerate revenues by adapting to the next generation of marketing. The See, Think, Do, Care framework will be presented to help you make key changes that will impact your business now.

### **Analytics on the Bleeding Edge**

Most analytics happens after all the money has been spent, and then it often lacks a strategic impact. It does not have to be this way. We have access to an incredible wealth of permission-based data, invaluable tools, and intelligent algorithms. The challenge is imagination. In his forward-thinking keynote, Avinash will share what it takes to dramatically re-imagine the influence data can have, before, during, and after you spend money, to deliver a competitive advantage. He will help you translate his “smart clusters” framework in a way in which you can activate data’s value, faster & smarter.