Mobile AI Chips

How Machine Learning Impact Marketing

Here Comes to Mobile

Apple A11 Bionic

"Neural Engine"

Google

Huawei

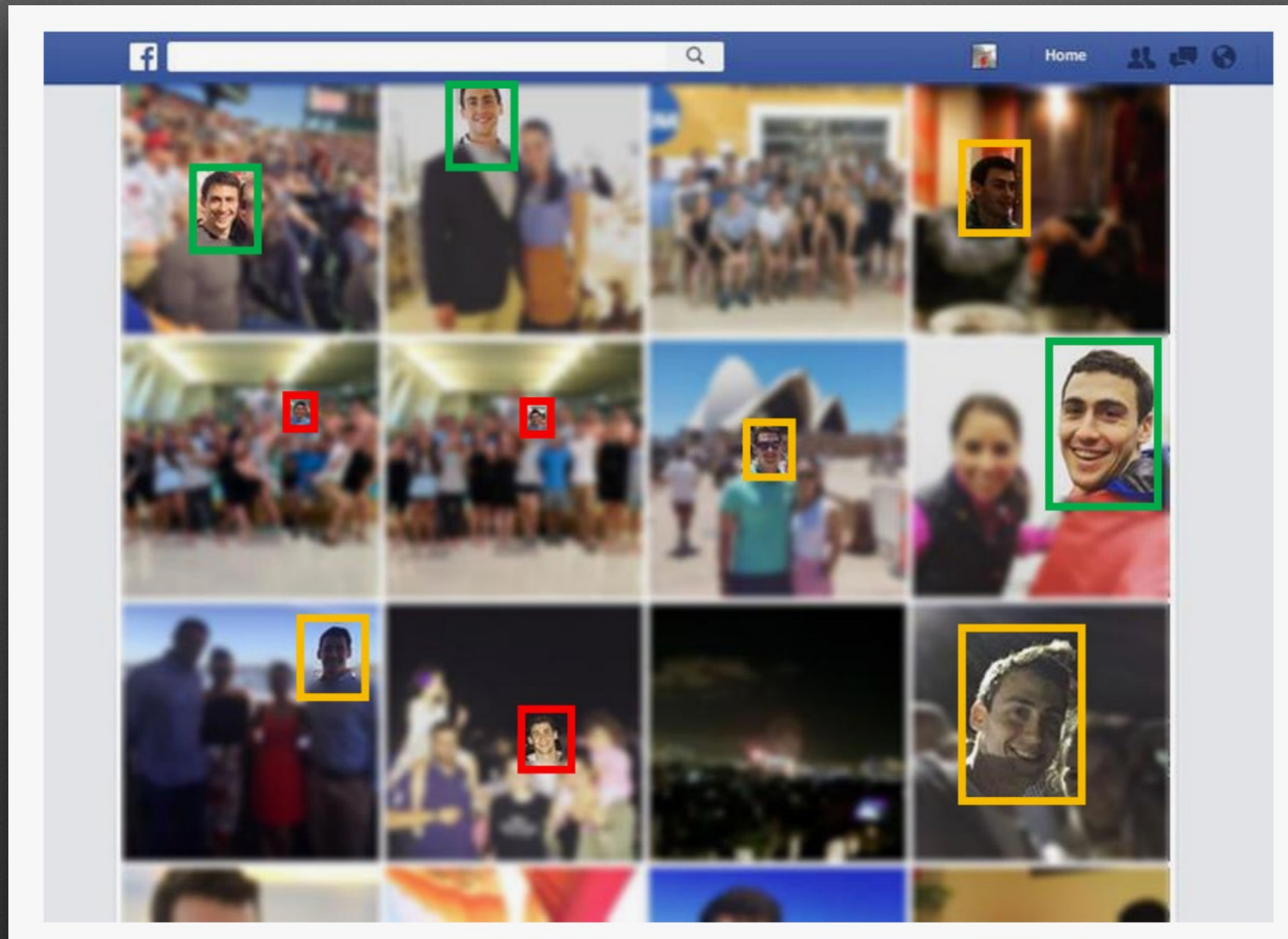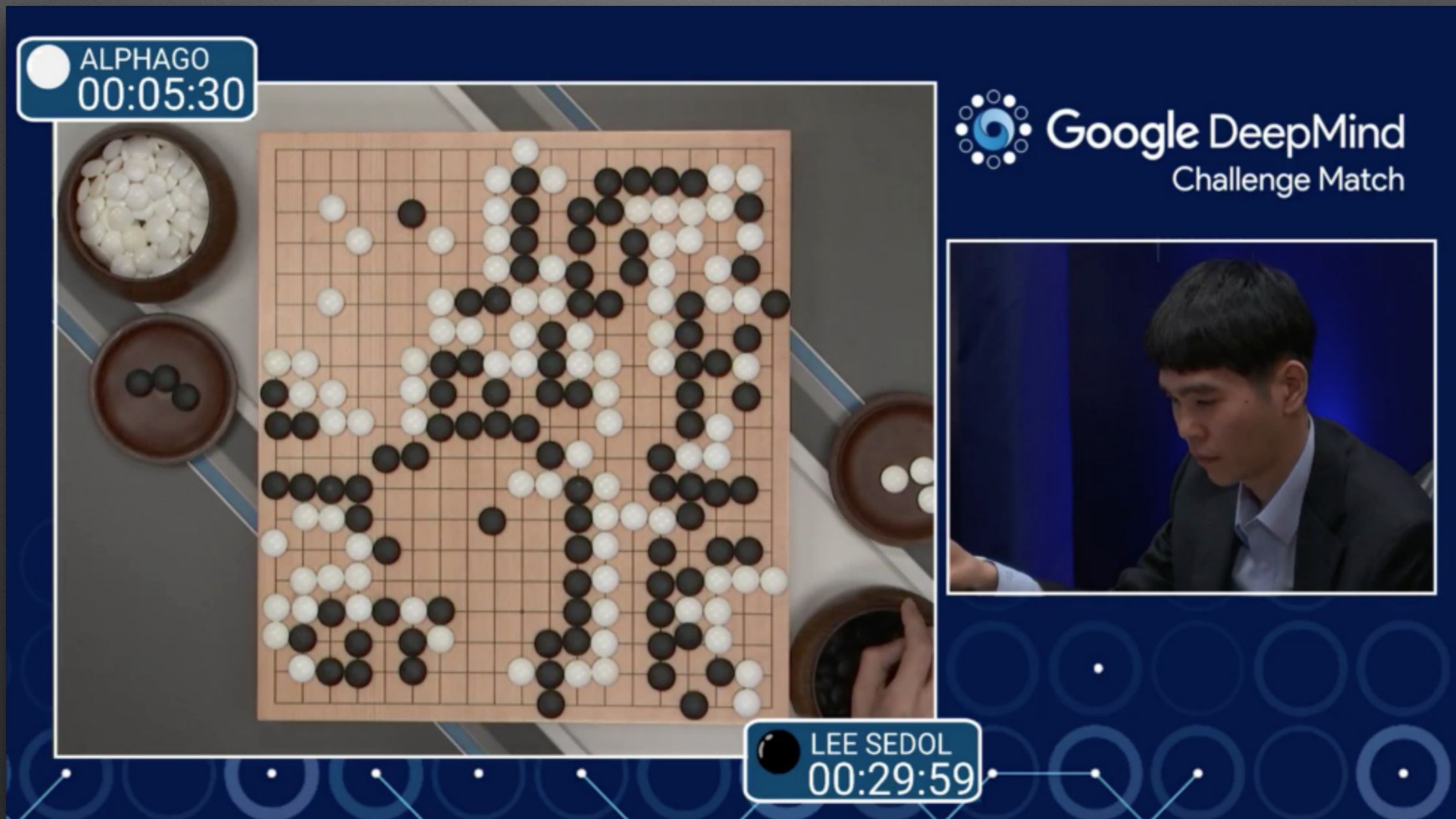# "Neural Processing Unit"
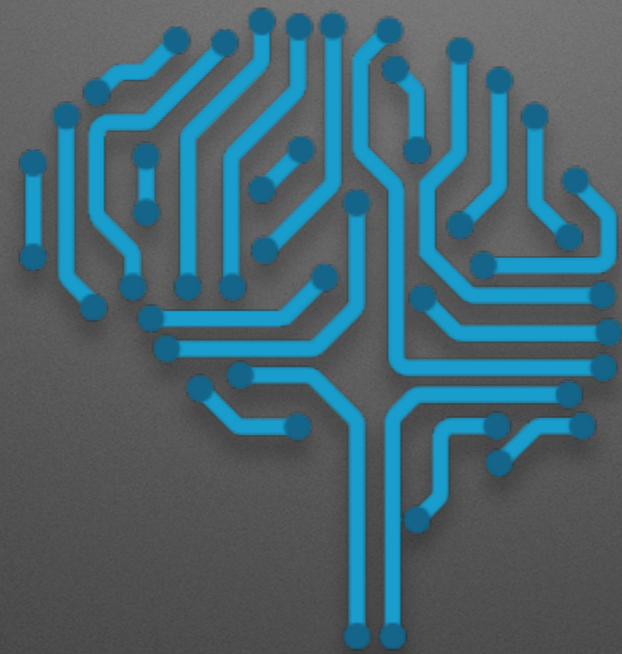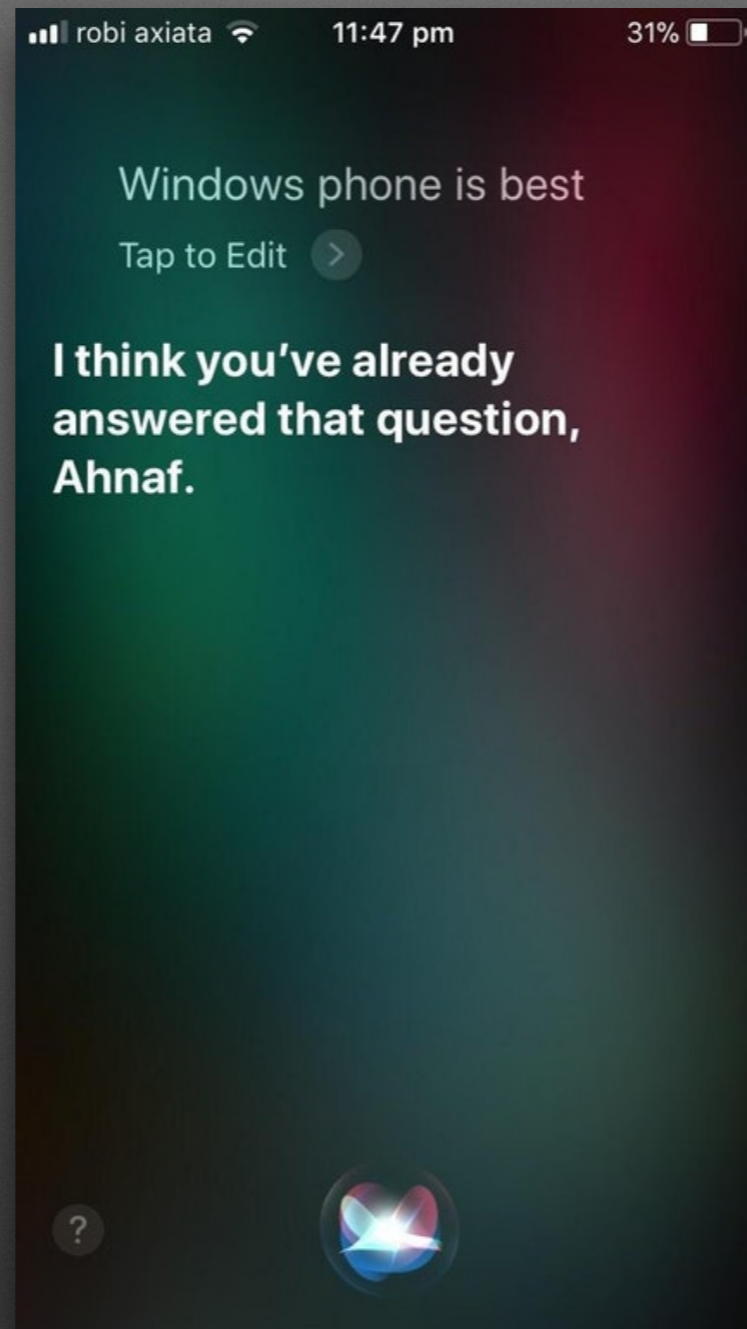
AI & ML

AI

"The replication of human analytical and/or decision-making capabilities."

The Ability to identify people from a photo.

(Facebook Tag)

The Ability to Beats Go and Chess Player

(Google DeepMind)
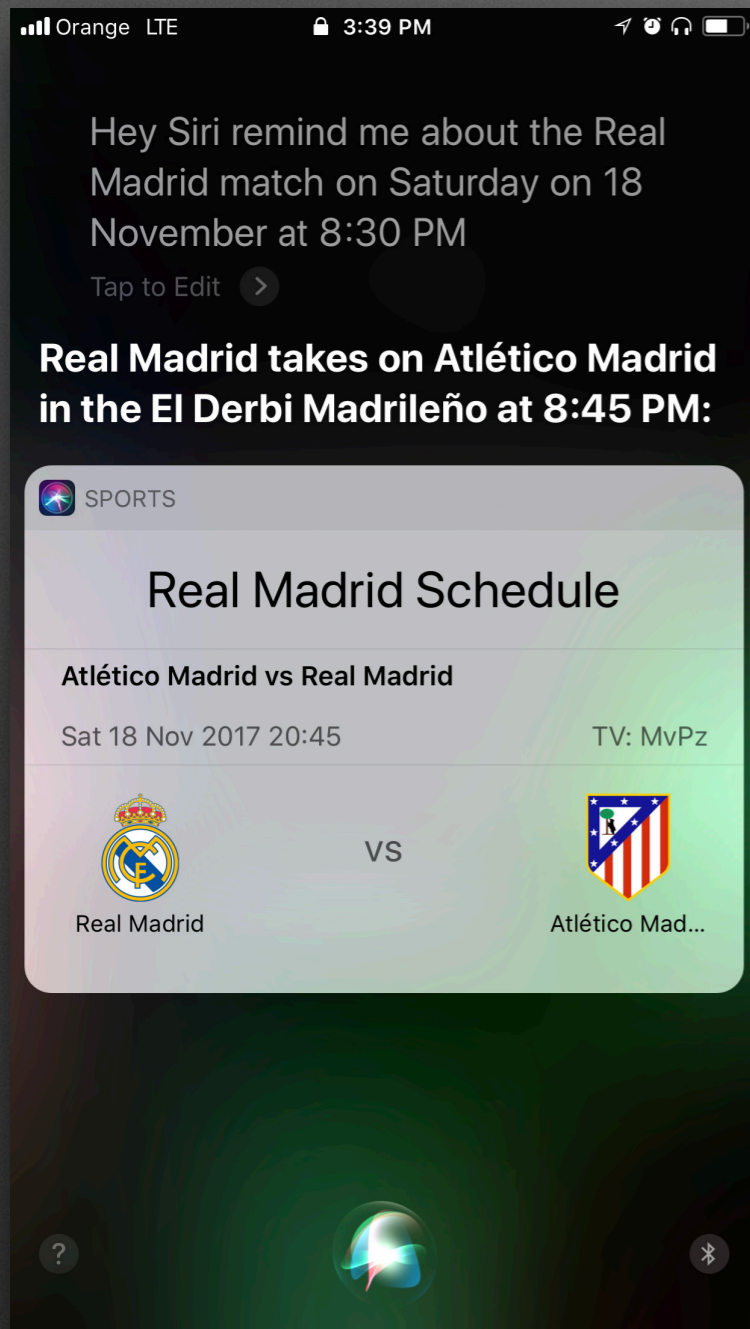
The Ability to Understand the Conversation and Response

(Siri)

The ability to recognize people face, even they grow mustaches, wearing glasses or getting older

(Face ID)

ML

"Computer algorithms that are designed to process data and make decisions based on the results, and even learn from results to inform future decisions."

The goal of Machine Learning is discovering useful patterns in data. For example

"People who buy chicken often buy sauce as well."

"Send discount coupon for sauce to people who buy chicken."

"Predictive Model"

What is Machine Learning Can Do with Marketing

1. Marketing Prophecy

The possibility to give customers what they
want before they know they want it.

2. It Brings 'Real Time' to Life

The process that needs to transmit between servers and the mobile device can just happen on itself. Machine learning can provide another level of responsive. For example, Consumers will see offers change by seconds based on the unlimited data that their behaviors create for the machine.

3. It Eliminates the "Marketing Waste"

Tradition marketing campaign has taken a trial-and-error to be a better, even when we use marketing tools, for example, Facebook Ads, we still need to adjust our target audience all the time. But imagine if Machine Learning can help us send the ads directly to people who want to see them or people who've searched for them. Machine learning has the potential to reduce much of marketing's imprecise nature.

Questions