



EXCHANGE
MEDIA

BLACK
WOOD
SE7EN

KÜNSTLICHE INTELLIGENZ UND AGENTURMODELLE DER ZUKUNFT

OWM Future Days 2017

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Berlin, 22. März 2017



STRICTLY CONFIDENTIAL

MSOFT OR GOOGLE PHONE PLATFORMS - COCA-COLA FROM

Marketing
no longer has
the benefit
of the doubt.

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WOOD
SEVEN

The Media A.I. agency

Walgreens

Introducing
fresh choices,
in a freshly
renovated store.

FREE
WIFI
NOW IN
TIMES SQUARE

destination for the



Supply Side / Technology Push

- Increased hardware performance (main memory, multi-core, parallel processing)
- In-memory databases (all data in-memory, column Store, OLAP + OLTP, no aggregates, ...)
- Big data (explosion volume + variety + velocity of data driven by the internet, ...)
- Internet of things (availability of cheap sensors everywhere)
- Increased software capabilities (predictive analytics, artificial intelligence, machine learning, natural language processing)

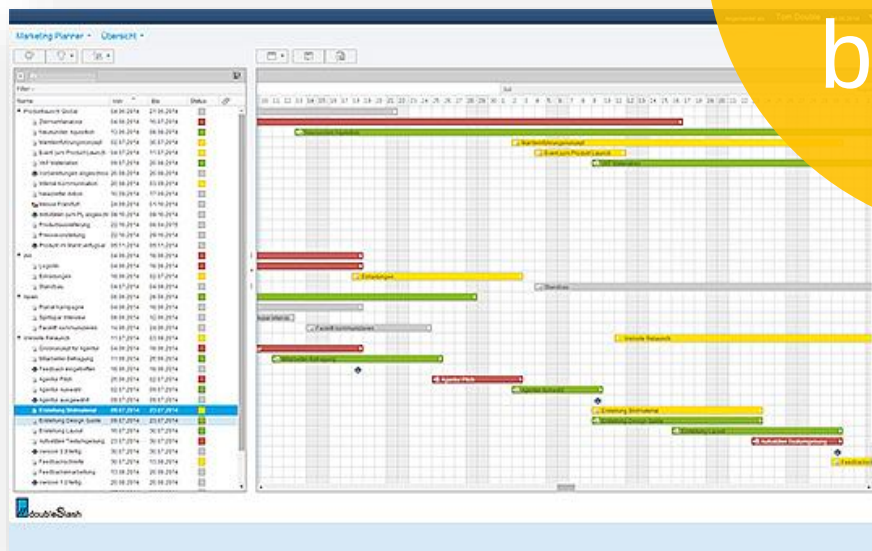
DIGITAL INNO- VATION

Demand Side / Customer Pull

- Business agility (Real time business: time to innovate, time to market, time to react, time to adjust business model)
- Consumerization of IT (innovation in IT driven by consumer electronics, social media)
- Segment of one (precise targeting of customers, personal recommendations)
- De-layering and empowerment (data-driven and analytical work, empowerment of front-line workers)



4 Media Kern- bereiche

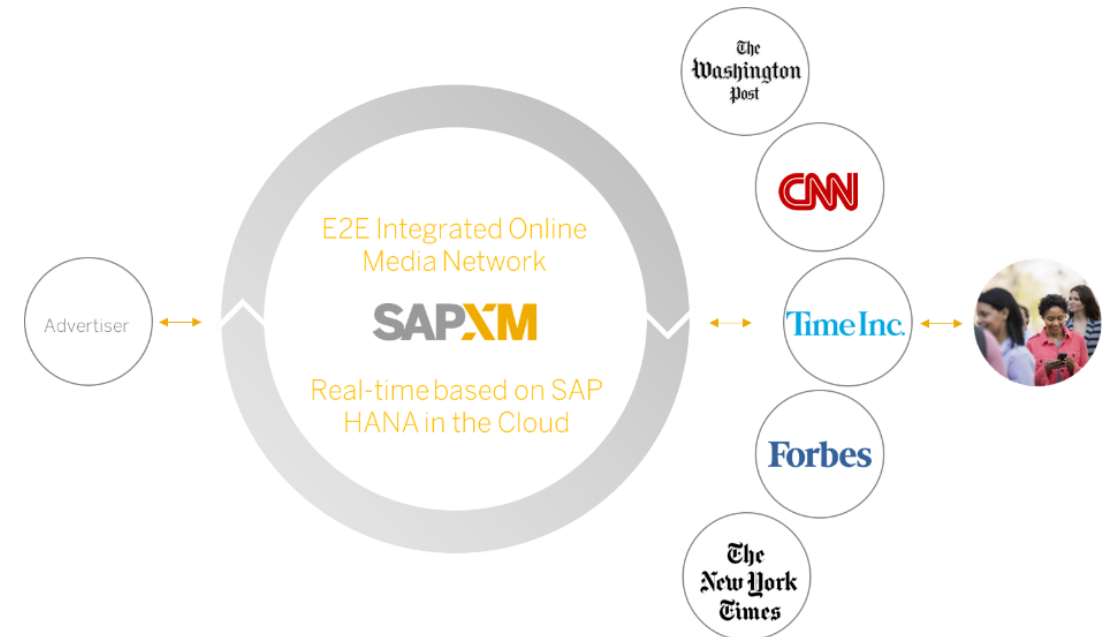
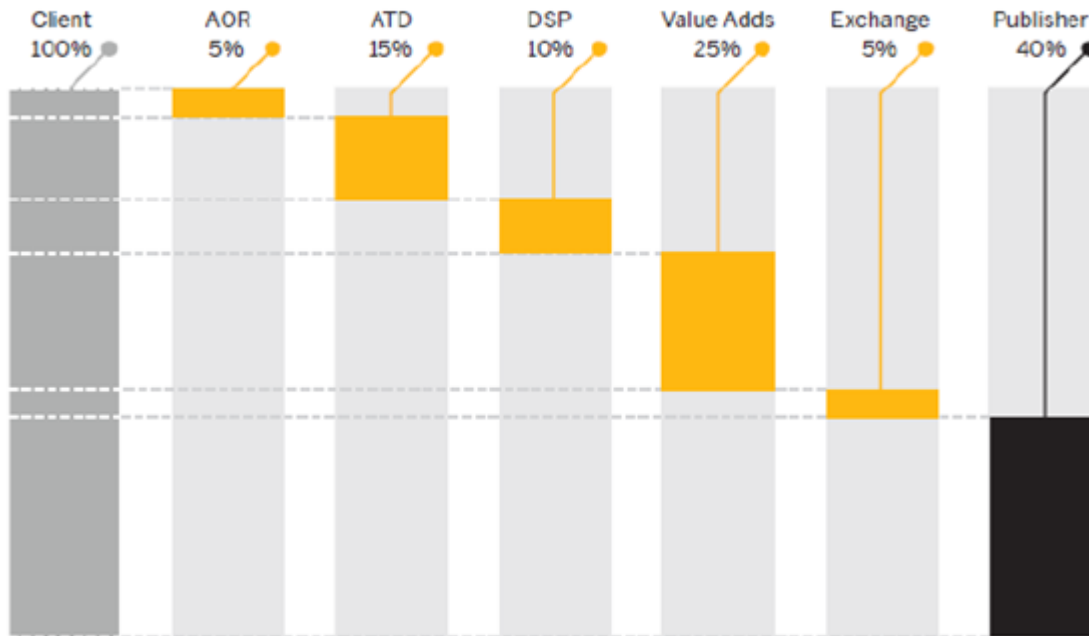


“Empowerment” für Marketing
und Agenturen:
Vereinfachung, Assistenz &
Automation



Beyond Programmatic

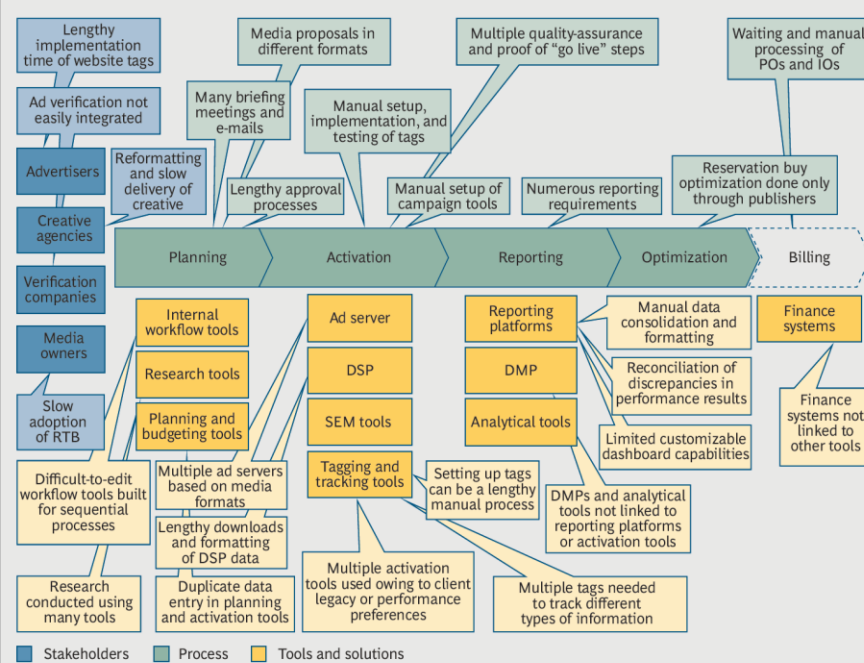
Vereinfachung des Einkaufs



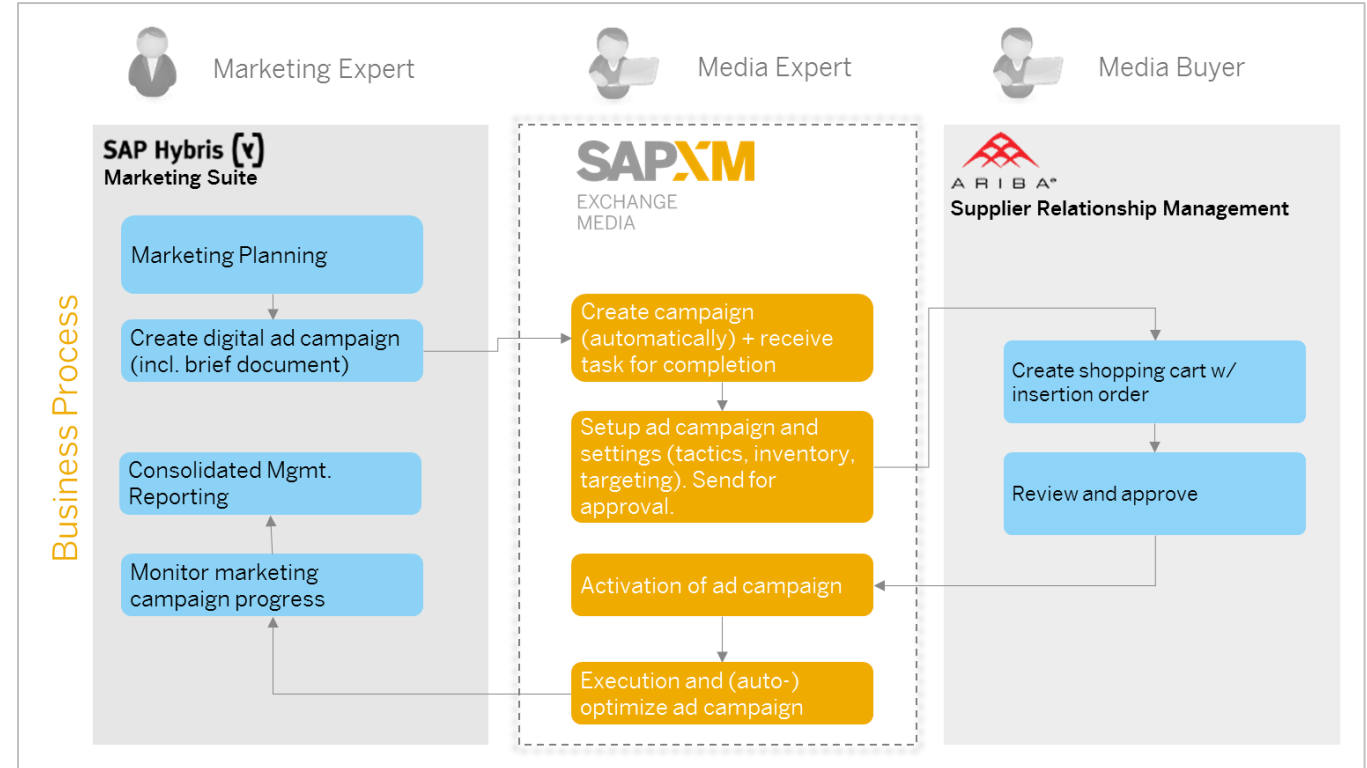
Transformation

Vereinfachung der Prozesse

EXHIBIT 1 | Advertising Agencies Suffer from More Than 25 Inefficiencies and Pain Points



Source: BCG analysis.
Note: RTB = real-time bidding; SEM = search engine marketing; DSP = demand side platform; DMP = data management platform; PO = purchase order; IO = insertion order.



Transformation

Don't send
a consultant
to do
a machine's job.

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SEVEN

The Media A.I. gency



PlazaHotelCasino

OSCAR
BEEF • BOOZE • B

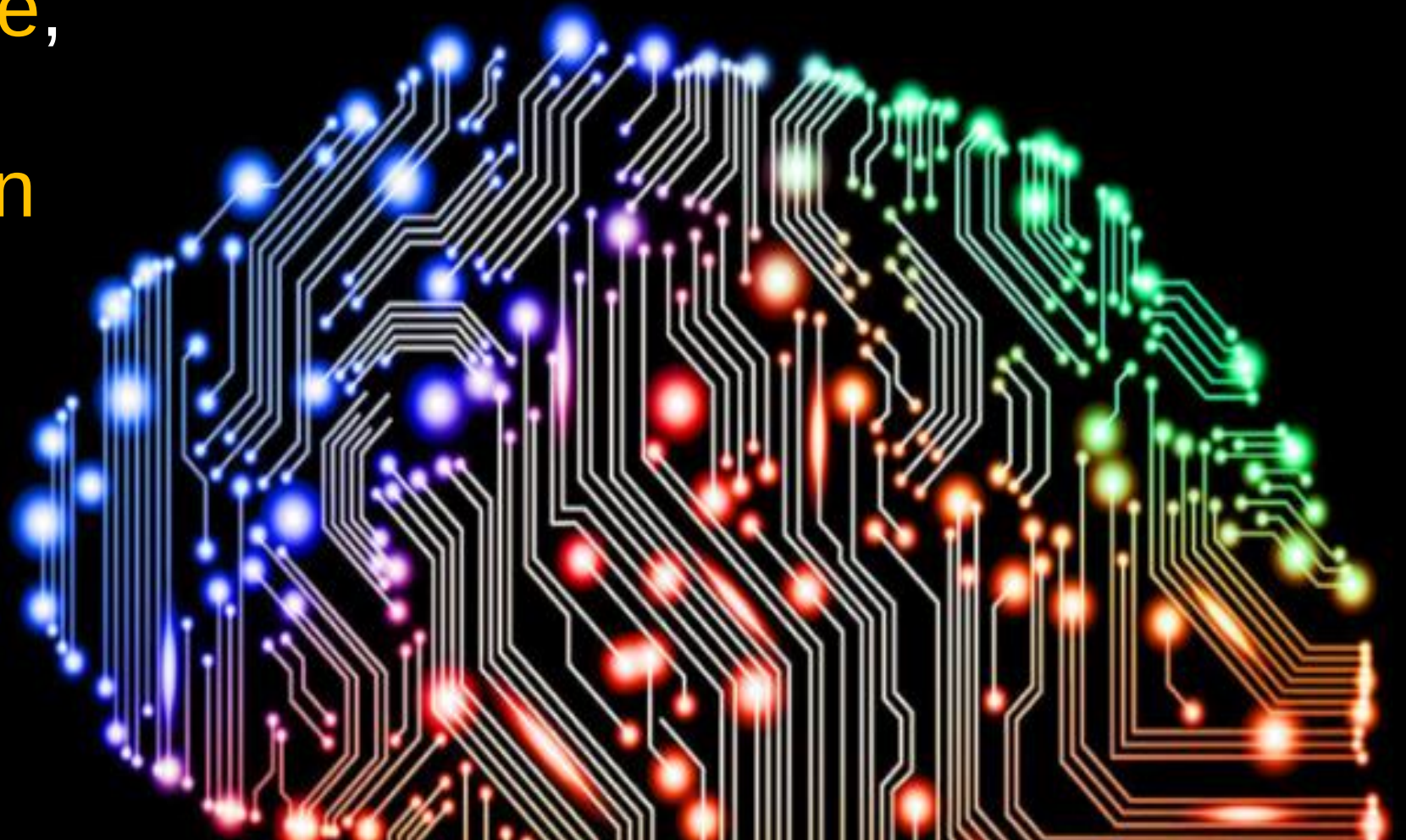
HAPPIEST STEAKH
IN THE UNIVER

Sprint

AQ®

CLEAR CHANNEL
OUTDOOR

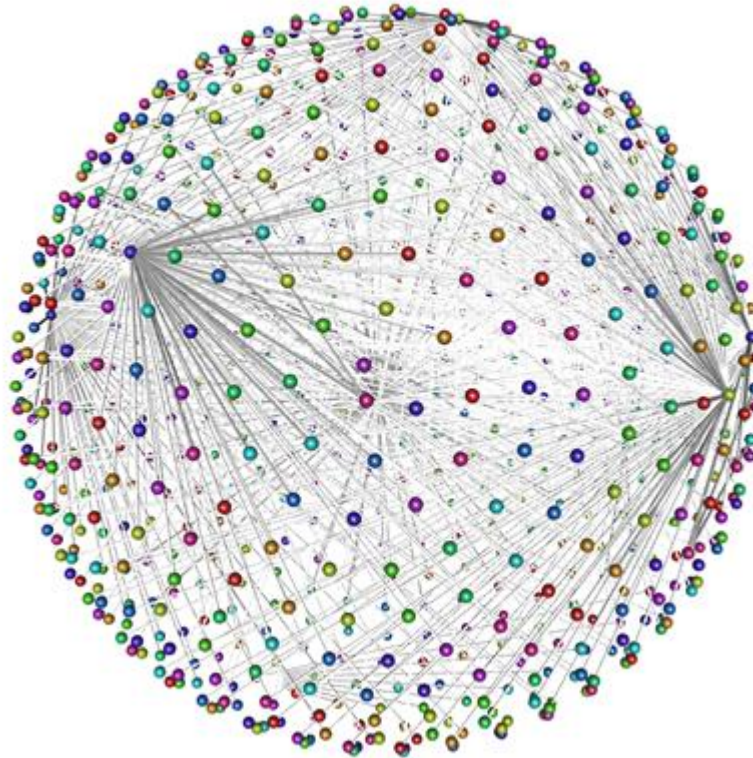
Künstliche Intelligenz
entschlüsselt
Geheimnisse,
die hinter
Datenbergen
stecken.



KI liefert nicht nur Korrelationen sondern Ursache- & Wirkbeziehungen

Astronomisch hohe
Anzahl von möglichen
Modellen.

Deutliche
Effektsteigerung.



Hohe Prognose-
genauigkeit aus den
Modellen.

Identifikation aller
KPI-Treiber.



Strategie

Helping the CMO speak CFO



A Media **A.I.**gency

CHA DELIERS

Broadway Galleries

Italy

EVERYTHING
MUST GO

1. Automatisierung repetitiver Funktionen plus Assistenzsysteme
2. Mehr Freiraum für Kreativität
3. Mensch plus Maschine = Winning Team

DIE ZUKUNFT DER MEDIA OPTIMIERUNG - JETZT.

