

AI IN EMPLOYMENT

NONROUTINE	WAITERS SECURITY	MARKETERS MANAGERS DOCTORS
ROUTINE	FACTORY WORKERS CONSTRUCTION	OFFICE ASSISTANTS SALES ASSISTANTS
	MANUAL	COGNITIVE

AI IN MARKETING

TASK	SEGMENTATION IDENTIFICATION	PREDICTIVE ANALYSIS	DIGITAL ASSET MANAGEMENT	FACIAL RECOGNITION	COPYWRITING	CREATIVE GENERATION
TECH	Traditional machine learning, some neural networks	Mostly traditional machine learning	Mostly machine learning, some neural networks	Computer vision-based neural networks	Mostly neural networks, some machine learning	Generative adversarial neural networks
EXAMPLE CAPABILITIES	Deep insight detection, look-alike segmentation	Improved CRM follow-up and UX augmentation	Automate tagging and asset organization	Emotion detection, emotion as a service	Dynamic copy optimization and iteration	Augmentation, iteration, and creative development
VENDORS	Protagonist, Idio, Rocket Fuel, Quantcast	Salesforce Einstein, Marketo	Adobe Smart Tags, Canto	Affectiva, GumGum, ShopperTrak	Persado, Narrative Science, MarketMuse	Autodesk, Wibbitz, MarkMaker

COMMONPLACE



EMERGING

TREND	CROWD	EXPERIENTIAL	CHATBOTS
APPLICATION	Crowdsourced algorithms	Tracking and ROI monitoring	Creative neural networks via API

AI IN BRAND ACTIVATIONS