

GETINFERENCE

**How to unleash the full power of AI
for your Business**

Introduction



I'm Vincent Sider



What can AI do today

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What can AI do today ? In general

LANGUAGE

Natural Language Processing

Natural Language Generation

Sentiment Analysis

Speaker identification

Speech to text to speech

Text analysis extraction generation

Translation

VISION

Face Recognition

Emotion Detection

Image Analysis

Image Recognition

Movement Detection

Video Recognition

PREDICTION, CLUSTERING & PERSONALIZATION

Predictive modelling

Clustering

Dimensionality reduction

Recommender systems

The maturity

Hype Cycle for Artificial Intelligence, 2021

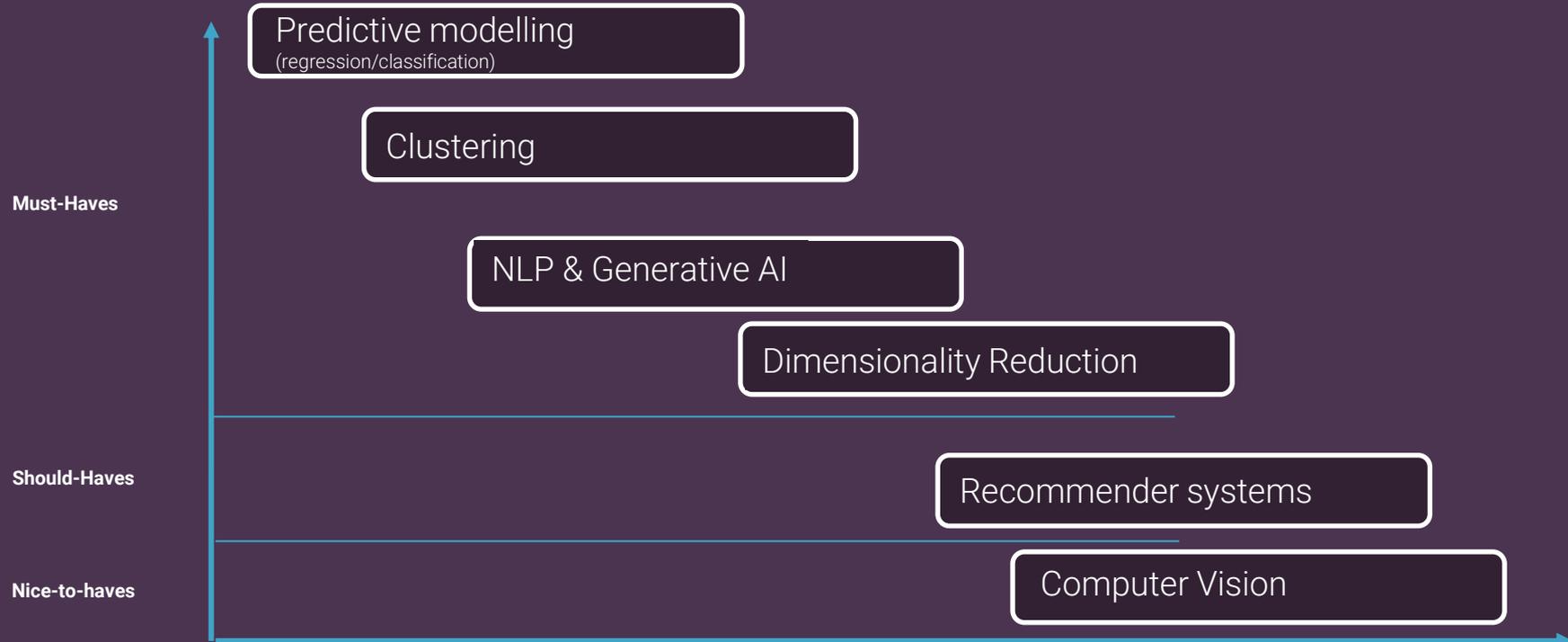


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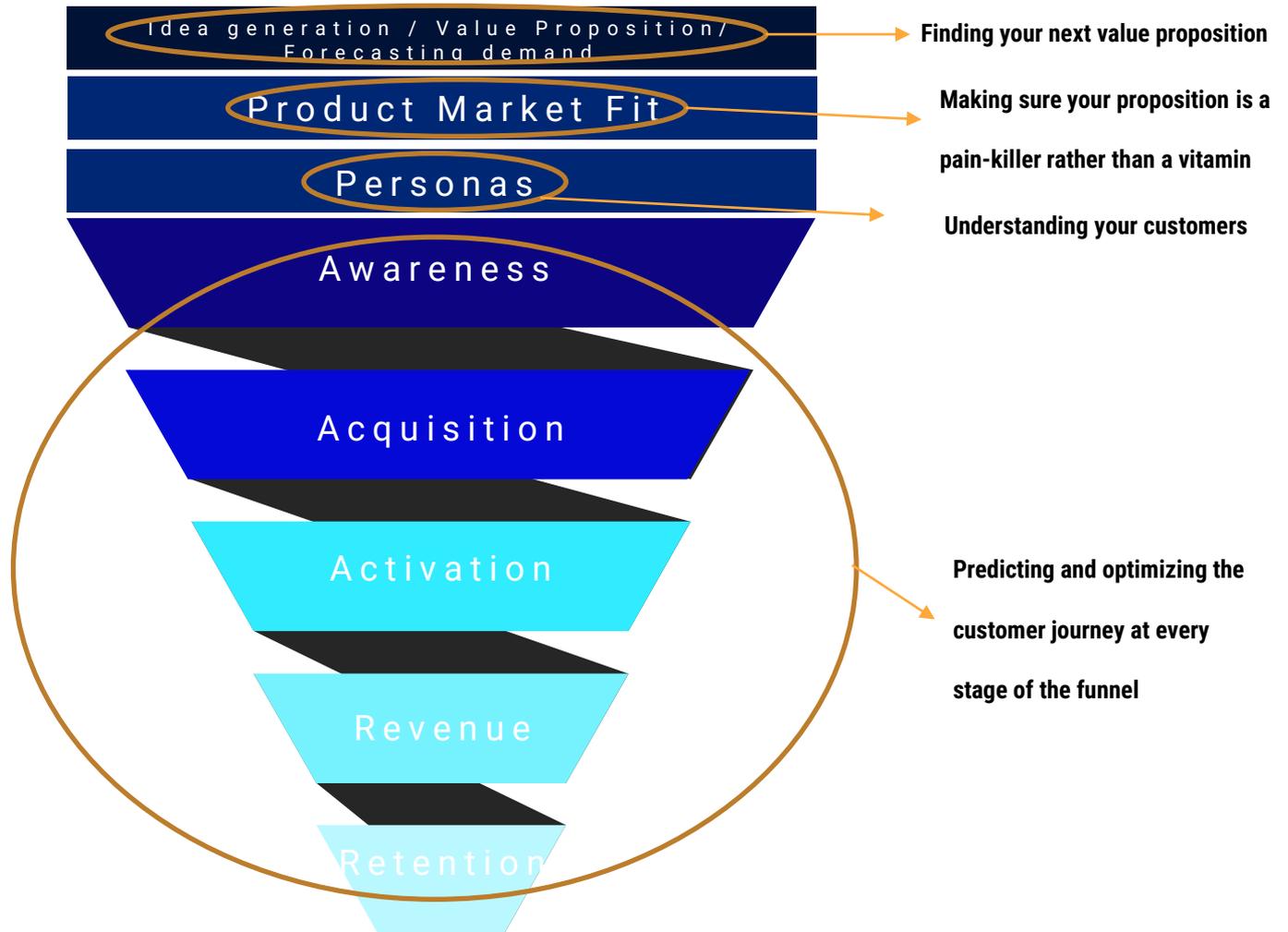
The maturity



The role of AI in Marketing

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GENERATIVE AI

Idea generation / Value Proposition /
Forecasting demand

Finding your next value proposition

Product Market Fit

Making sure your proposition is a
pain-killer rather than a vitamin

Personas

Understanding your customers

Awareness

Acquisition

Activation

Predicting and optimizing the
customer journey at every
stage of the funnel

Revenue

Retention

PREDICTIVE
MODELLING

CLUSTERING

DIMENSIONALITY
REDUCTION

How to use AI to predict the future

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Closing comments





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Learn More

- ✓ 4 live sessions: April 19, 25, May 02, 09 (2-4.30 pm GMT)
- ✓ Access to: session recordings, curated resources and airadar
- ✓ Expense to your L&D budget: \$995 per seat
- ✓ 3 month trial of the Online Academy where you can extend the course and receive weekly tutorials on the latest tools and techniques.

Price per participant

- ✓ 4 weeks with sessions of 2.5 hours per week
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- ✓ Free access to AI Tools Directory
- ✓ Free access to AI Marketing newsletter
- ✓ 100% money back guarantee if the masterclass doesn't meet your needs.

⚡ **BONUS:** 3 months access to the Online Academy's all inclusive plan, where you can extend your learning and master the key AI tools covered in the courses.

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