

Artificial Intelligence Marketing Platform for Creating and Deploying Campaigns of All Types across All Channels



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“Our technology opens up a whole new world for marketers to go and explore, as they are no longer slaves to their systems. Instead of focusing on time-consuming, manual and tedious tasks that add little value, marketers can get back to focusing on the things that matter: higher-value problem solving, strategic thinking, big ideas, creative, and messaging. Let the machine do all of the execution, data crunching and analysis.”- Or Shani

CEOCFO: *Mr. Shani, what is the vision behind Adgorithms?*

Mr. Shani: We think that the way people do marketing today is just too complex and actually impossible to do it right. The vision of the company is to dramatically simplify the way modern marketing is done through the use of AI technology. With AI Marketing, marketers can do amazing things while relying on the technology to now do the heavy lifting for them. Essentially, instead of focusing on time-consuming, manual and tedious tasks that add little value, we want marketers to get back to focusing on the things that matter – higher-value problem solving – things like strategic thinking, big ideas, creative, messaging – while letting the machine do all of the execution, data crunching and analysis.

CEOCFO: *How does that translate in what happens day-to-day? How does it work?*

Mr. Shani: I will try to describe how people do marketing today. You probably have a CMO, and this person is likely going to have a few team leaders under them, or maybe a VP of Marketing. Then often you will find they have a team of people focused on channels – someone that executes on email, a few that do execution in Google Ad words and Bing, then some that focus on Display and Social. You are going to have people who deal with analytics. You are going to have people who deal with creative. It is a very big and heterogenic team that needs to have a ton of talent while being extremely collaborative and cooperative in a very complex way. It's very difficult to find good marketing talent these days – people who really know how to execute, It's even harder when these people are silo'd yet contributing to a shared outcome for the customer/buyer. Each has their own agenda, typically based on hitting a KPI in their own channel or specific area. This isn't good for the end customer, and it's not good for the business. Take for example email marketing, which has been here forever; it is very hard to do it the right way and so easy to miss the opportunity there by doing it the wrong way. The way we built our technology, Albert™, is so that he can do all the execution, testing and optimization and analysis – across all channels - for you. He decides which channels are best to reach each individual customer, and he does it at a pace and scale no human or team of humans could ever do. Therefore, all of the things you always wanted to do with your marketing execution, e.g.” I want to AB test different things. I want my email to be tailored made to the exact user. I want my campaigns to run without my team needing to touch them and align immediately to the actually user,” is something Albert can do, and fast.

CEOCFO: *How can you accomplish this without people?*

Mr. Shani: What we did is, again, very simple and very basic to understand, but very complex to actually do. We took the best-of-breed people, across key fields of expertise. For example, we took the best person we could find that does Google AdWords. He is actually one of the best Google AdWords specialists in the world and we kind of mechanized him. We tried to teach a machine how to take the same consideration that he is taking in real-time, but learn and expand on that

knowledge so it can execute faster, better. To have a machine do that now it is much more scalable. It requires a higher degree of automation than exists in available technologies today, as well as machinery on top of that. That is what Albert does. If you were to have people do this, you'd see each individual contributor/executor in marketing going through this slow, manual process of saying, "In order for me to accomplish X, I must take these steps; step one, step two, step three", and so on. And then there are a lot of other thoughts and considerations that go into each step. Albert does this autonomously, which is our phrase to describe "self-driven" or beyond automation. We've mechanized this process through Albert.

CEOCFO: *Many times when someone is creating a marketing program there are questions of which direction to choose. How do you automate the more iffy choices?*

Mr. Shani: That is actually a great question and I hear it asked very often by our clients. What really happens is that you actually do not have all the data. If you, as a human or as a marketer, had all the data—or if you had the ability to analyze all this data—you may get your answer, but it likely includes a decent amount of guesswork or assumptions also. That, for humans, is what constitutes "iffy." It's that *while they may have all the data, they can't process it all at the scale and pace it needs to be processed* so even with all of their attempts at making informed decisions can still feel like guesswork. The problem is, and it goes back to why I even started the company, is that I used to be a marketer and I used to say, "Oh my, there is so much information! There is no way in the world that I can digest all of this information and make a good decision! There is just no humanly possible way of doing it." What we believe is that, at the end of the day, if you have a computer that really ties all the loose ends and digests a lot of data, you can get the right answer. Also, I think people sometimes try to give technology in general, and AI specifically, a mythical character. "Oh, the machine will know" and so on. The computer is not doing anything different than what you would do as a person if you had the capacity (enough time and enough brain power) to rapidly crunch all the data. The difference is how rapidly he ties it all together—in real time—to make decisions that a human wouldn't be able to make after a lot of work.

CEOCFO: *Many people today are understanding that big data and analytics is not enough, that the promise is there but it is too difficult to work with or as you say there so much of it. Are people still enamored with the fact that you can get all of this information? Where is the mindset of your potential market?*

Mr. Shani: I completely agree with this statement. Again, it is not about if you have enough data or not. I think the main problem is the execution, or what you do with the data. Let us say that you have been able to hire the best data scientist in the world. You have Larry Page or Sergey Brin as your data analysts. They have the best talent in the world. They draw many conclusions, but the hardest part is to take action on these conclusions. It's not about the analytics. It is more about how you execute upon those analytics. The way we look at the market is very different than what other companies are doing. What most people are trying to build right now is better analytics or better Google AdWords capabilities and things like that. The way we look at technology is completely different. Technology should enable you to do much more with much less effort; not to make your life more complex. Say you've invested in an amazing analytics system, now you need to hire two or three people to use it, extract the data, and translate it to action. With this approach, you did not solve the problem. You added more costs to the business's operations and created more complexity. The way we structure out technology is that the marketer has to do only very minimal things on the tech and data side, while the technology itself will draw conclusions from what is happening and then respond to it in real time. One of the key questions we ask potential clients is, "Let's say that you used software A or B a few years ago. Did it change your life? Did it change your business? Are you a better company because of it?" Nine out of ten times the answer will be, "No, it did not change anything. It just added more complexity." The type of technology that we are developing is ground-breaking in that it is literally going to change the way companies and marketers work, and what CEOs expect from their CMOs. We have clients that did not know anything about online or digital marketing, and now they have digital marketing on a scale of complexity similar to great companies like Amazon. It is more about changing the way you do things today, rather than just making small improvements on what already exists in the market. I can honestly say that we can take any client, of any size, big or small, with a big team or a small team, a large budget or a small budget, and transform them into the best marketers in the world.

CEOCFO: *What has been the reaction when you introduce Adgorithms? Are marketing people challenged that perhaps their department will be wiped out or will shrink if they are using Adgorithms?*

Mr. Shani: I will try the last one first. In all of our experience to date, no one has been fired. We believe that AI Marketing technology will transform the work people are focused on, rather than replace them. That as a human race we will elevate our work to higher levels by partnering with smart AI solutions. There is fear, no doubt, but in real life what happens is that clients are finding better ways to do things and now have more time to do more important things—creative and strategic in nature. That is just a side note. Usually, when we talk to clients we can either go to their head of media or VP of marketing or CMO. Sometimes, we talk to the CEO or the owner or the president or even the CFO. We have a lot of success with

CFOs because they understand that there is also a potential cost-savings component here in being able to consolidate technology investments and move quicker. However, essentially we are not providing software that is there just to use as another cool tool. It is something that will change companies' financial approach to how they do business today, and it will change their bottom line. Therefore, I think we have an amazing acceptance with C-level executives and they totally get it. With those people, we often have calls that last five or seven minutes and people say, "I got it. You do not have to explain anything. What are the next steps? What do we need to do in order to test this?" Sometimes when we talk to people who are at the execution level, someone who is in charge of email or someone who is charge of display or social advertising; they might be a little bit more hesitant to try the technology out because they immediately think, "This is going to replace me." However, as I said before, it does not happen. At the end of the day people just say, "That's amazing, I just became better at my job and now I can do more things that I never could before because I did not have the time. I can now think about hundreds of different variations of creatives that we can test!" Our technology opens up a whole new world for marketers to go and explore as they are no longer slaves to their systems. I was one of those marketers who was a slave to the current systems! When I came to work, when I was younger and I just started in the industry, I was running Excel sheets all day long! The amount of reporting that I needed to digest on a daily basis was unbelievable and it did not make sense! I understand on one hand that AI technology can seem scary, but on the other hand it is very liberating. What we say to every client is that this is not a beauty contest. This is going to perform and work, so you should bat a thousand. If it is working for you no question should be asked, and if it does not work for you it is a different story. Out of everything we try to do something that is going to bring value from day one and not just another piece of the puzzle. It's got to be transformational. Once our clients start working with us they notice the difference as it delivers exponentially better results than anything they've ever tried. And then there is no going back. It is like when you are driving a car and use that automatic gear shift; once you go there it is very hard to go back and drive a manual gear shift. You just get used to it.

CEOCFO: *Earlier this month you launched Albert 2.0. What is new?*

Mr. Shani: Originally, when we just started developing Albert, five or almost six years ago, it was mainly for display. Then we incorporated social and then we incorporated search and so on. Albert 2.0 is the official release of the cross-channel (paid and nonpaid media) version. Now we do not even need to wonder, "Do I want to run an email campaign or do I want to run a Google campaign?" You just run a campaign and almost from the get-go it goes cross channel. It even has a holistic message for everything. We are very excited about this. You may not need to spend to reach a customer and get them to convert. Albert knows what to do whereas no marketer would.

CEOCFO: *What is involved with implementation?*

Mr. Shani: Implementation is a big fear factor, I think, for every potential software client. The way we approach implementation is by doing it in a few steps and not do everything on the first day. It depends on the size of the company we work with. We usually come up with a short plan and then we slowly integrate. You can start getting a lot of value from Albert even before we have full integration. Then once you see the performance you are more motivated to complete the integration. We need to get access to your current data systems and sources, such as your analytics, your CRM, all these kinds of standard systems. I think we are doing a good job in not scaring away clients and integrating quickly, which is good.

CEOCFO: *How are you reaching out? How are you spreading the word?*

Mr. Shani: We have many inbound clients coming over. It is actually much better than I ever anticipated. I think there is a lot of interest. People are still trying to figure out what AI is, what the advantage is for them. We have many people reaching out to us. We have many that refer a friend. We do not have an official program for this yet, but we have many clients that started working with us and referred us to another person, and then he becomes a client as well. We also have a sales team here in New York and we have a sales team in The Netherlands and also in Tel Aviv. We have another partnership with an agency in Latin America. We are doing a little of everything. We are reaching out to clients, going to conferences and running some Albert campaigns ourselves. We are doing everything to get the word out, as we believe everyone could benefit from our solution. The good thing is that the story and the promise is very easy to understand because the pain and the problem is so real and no one is solving it, not even the large marketing clouds. On the one hand it can be scary, but on the other hand, not having to deal with your day-to-day struggle with marketing is very appealing, so we get a lot from traction with that.

CEOCFO: *What surprised you throughout the whole process of developing and commercializing Albert?*

Mr. Shani: Two main things. First; developing it is an endless process. When we had just started to develop Albert we thought, "It is going to take us *this* much time." Then at the end of the day you realize you are not solving one problem, you are actually solving dozens of problems. It is not theoretical machinery, where you need to solve an equation or do theoretical calculations. You are solving problems for a market and this market evolves and changes constantly. You are

working with APIs of different media giants like Google and Facebook and there can be challenges around that. So this is number one; understanding the magnitude and importance of all these things. The second thing is how some potential clients say no to AI just because they are scared. Fear can and will hold you back, and I know it can be paralyzing sometimes, preventing people from moving forward. You see the fear in more complex organizations. They've invested a lot of time and resources – both personnel and technology – in doing things the way they are done today, which is very manual. It's a risk for them to make a move. If anything, you should try to be the first one that lays your hands on our type of technology because there is no doubt that in five to ten years marketing will be done the way we envision. So this attitude kind of surprised me a bit at first, but now I get it. So right now we look for the early adopters, the ones who are willing to take a risk and try new ways of doing things; the ones who are tired with the status quo and believe there is a better way. Then the rest of the market will move. It's the classic technology adoption curve and we are just at that beginning, which is a good place for us, and for our clients, to be. There's lots of runway to make dramatic improvements and transform businesses.

