



e-MARKETER

9th e-Business & Social Media Conference

e-Marketer.io: Martech του σήμερα με εργαλεία από το μέλλον

Κατερίνα Δημητρακοπούλου

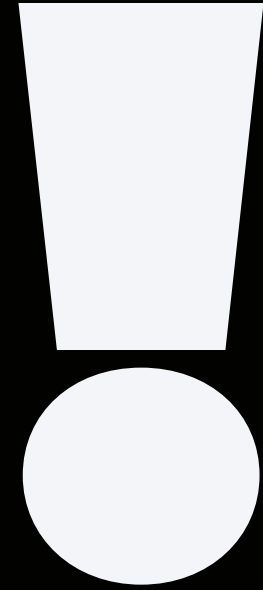
Strategic Communications Expert, **Social Mellon**



AI & MACHINE LEARNING

Cool. Hype. Trend.

IS IT ENOUGH?



**Success in creating AI would be the
biggest event in human history.
Unfortunately, it might also be the last,
unless we learn how to avoid
the risks.**

STEPHEN HAWKING



Jac Rayner

@GirlFromBlupo



Dear Amazon, I bought a toilet seat because I needed one. Necessity, not desire. I do not collect them. I am not a toilet seat addict. No matter how temptingly you email me, I'm not going to think, oh go on then, just one more toilet seat, I'll treat myself.

7:22 AM · Apr 6, 2018 · Echofon

65.5K Retweets **2.3K** Quote Tweets **373.6K** Likes



Success Path

AI

MARKETING

TECHNOLOGY

HUMAN



E-MARKETER

WHAT WE DO

Personalization

Recommendation

Targeting

Optimization

47

**DIFFERENT
RECOMMENDATION
ALGORITHMS**

70+

**SMART
TARGETING
CRITERIA**

2 STEPS FOR YOUR SUCCESS



**CONNECT ALL
YOUR DATA
SOURCES**

web (historical, real-time)
mobile, e-mail, in-store,
API, CRM, ERP

**ACTIVATE
CAMPAIGNS ON
EACH CHANNEL**

web, mobile, e-mail

CASE STUDY

TOP ATHLETICS BRAND

+2,5%

**TOTAL
CONTRIBUTION
ON CONVERSION RATE**

A/B TESTING

CONVERSION RATE
IMPROVEMENT/CAMPAIGN

category page +0,27%
error search page +0,37%
product page +0,45%
home page +1,63%
social proof +4,5%
timer +7,47%
complete purchase +9,82%

duration: 10 days



A/B TESTING

ROI 44x

TOP ATHLETICS BRAND

16 campaigns

10 days

GET IN TOUCH

FOR MORE!

WEB

www.e-marketer.io

EMAIL

hello@e-marketer.io

FACEBOOK, LINKEDIN

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Thank You!

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