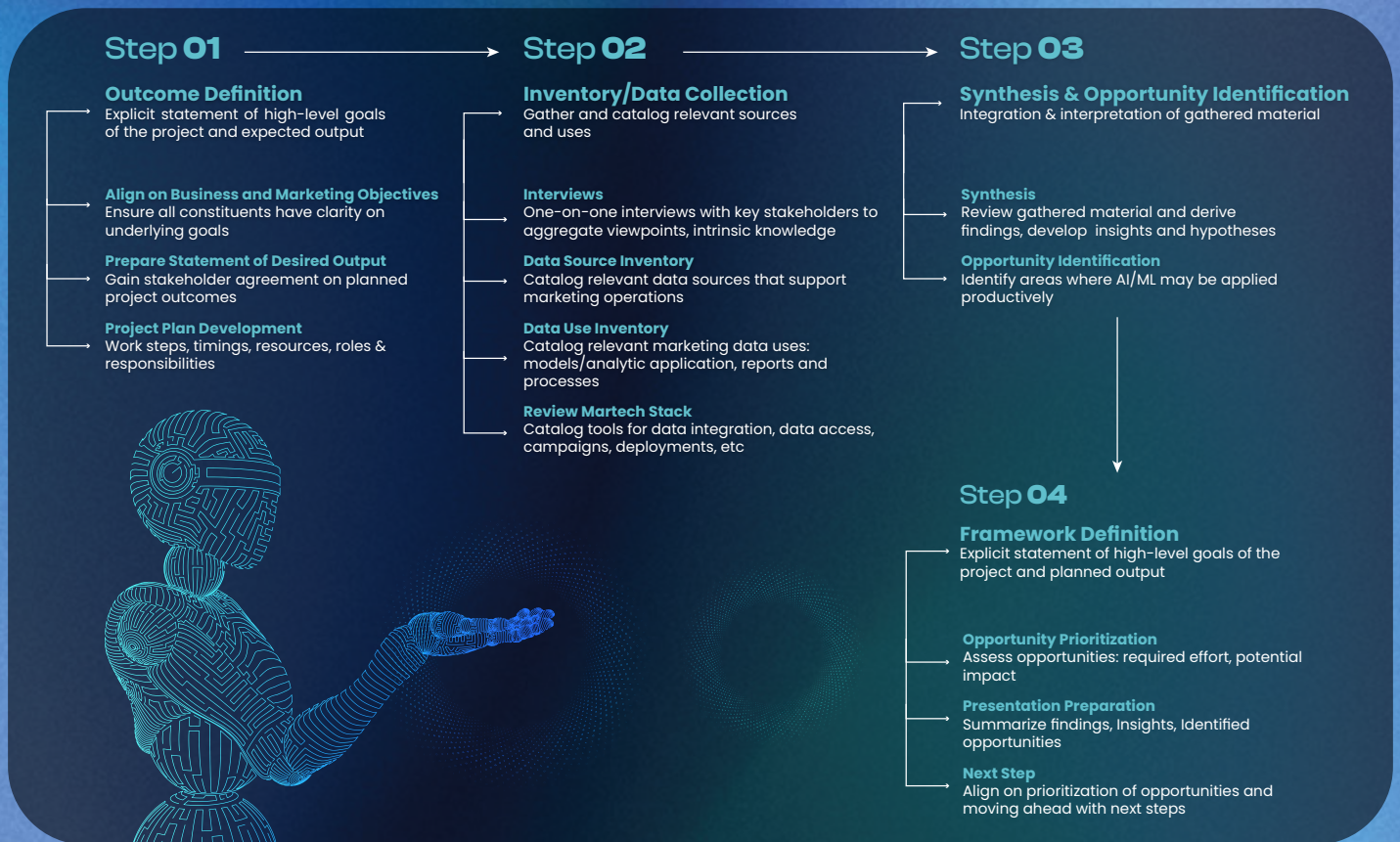


Marketing Analytics AI/ML Opportunity Assessment

What Is It?

We will identify areas where AI and Machine Learning models have potential to make a material difference in your business outcomes, with a particular focus on your marketing analytics activities.

How Does It Work?



What Do I Get?

- ✓ An inventory of resources
- ✓ A critical assessment of current state
- ✓ A prioritization of opportunities
- ✓ A high-level financial impact
- ✓ A plan & preliminary implementation framework
- ✓ In 6 to 8 weeks start-to-finish!
(depending on level of complexity)

Our Work Will Include

- Current State Assessment
- Identification of Potential Applications of AI and Machine Learning
- Future State Visioning, Including Preliminary Implementation Framework
- High-Level Forecast of Financial Impact