

Verushen Reddy to speak at AI Expo Africa 2018

Verushen Reddy, director of strategy and innovation at Promise Group, will share real-world insights and trends on "How Artificial Intelligence is shaping the future of the advertising and marketing landscape", at the inaugural Artificial Intelligence Expo set to take place in Cape Town from 9-11 September 2018.



Verushen Reddy, director of strategy and innovation at Promise Group

The two day conference and exhibition will focus on real-world applications of Artificial Intelligence (AI) in a business context including; Machine Learning (ML), Deep Learning (DL), Robotic Process Automation (RPA), Natural Language Processing (NLP), Imaging Processing, Internet of Things (IoT), data analytics, ethics, home and business devices, voice interfaces, cloud platform components and APIs.

Reddy's presentation will share real-world insights and trends on "How Artificial Intelligence is shaping the future of the advertising and marketing landscape."



Artificial intelligence expo comes to South Africa

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Reddy says that there have been some essential shifts in the digital marketing and advertising world, the flood of fake news and click-baiting content have proliferated social media networks and the emergence of ad-blockers have made it increasingly difficult for advertisers to reach and communicate with relevance to desired audiences.

“*Whilst this poses some substantial challenges, the advertising industry has a plethora of data available to attempt to solve them. Consumers are becoming equally aware of the data they are parting with and want to be communicated to in this newworld of “perpetual context”.*”

“Machine learning has been used for a while in the industry”, Reddy says, “and the majority of its efforts focused on automated bidding platforms and audience insights exercises. Now the new age marketer is employing deep learning

methodologies to ensure contextual content and hyper-relevance is ensured. From propagating topics of interest to actual creation of content, machine learning is rapidly being adopted by most mature marketing agencies.”

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