

imagine 2018



**LEAD
THE
CHARGE**



 emarsys panel discussion

Going Beyond the AI Hype



@emarsys

#HypeFreeAI
#MagentoImagine

Allen Nance

CMO | Emarsys

@AllenNance



Jason Fordham

VP Product | Emarsys

@jdfordha



Peter Sheldon

VP Strategy | Magento

@peter_sheldon



Myles Shipman

VP Business Development | Born
@thisisborn



Ryan Green

Director e-Commerce | TravisMathew
@iryangreen



1. What is AI? AI is a solution, right?

MYTHS VS. REALITY

2. AI is all about fancy algorithms.

MYTHS VS. REALITY

3. AI works out of the box.

MYTHS VS. REALITY

4. Only larger, established companies can leverage AI powered solutions.

MYTHS VS. REALITY

5. AI marketing will put marketers out of a job.

MYTHS VS. REALITY

What are some everyday examples of how AI is being leveraged in marketing?

AI IN PRACTICE

Thank you!



Visit our Booth
#425



@emarsys #HypeFreeAI
#MagentoImagine



Request Free Demo
www.emarsys.com/magento



Download 5x5 Whitepaper
www.emarsys.com/5x5