

Title A: **5 Brands Brilliantly Executing AI**

Subtitle: How AI is being used by brands in 2018.

Title B: **AI Today: How These Brands Use AI to Power Their Business**

Subtitle: From Facebook to Harley-Davidson, how are these brands using AI?

Title C: **5 Creative Ways Brands Are Using AI**

Subtitle: How AI is making its way into our future through brands.

Introduction

The way that Artificial Intelligence (AI) is evolving is absolutely fascinating. Big tech brands like Facebook and Google are using their resources to break technological barriers and bring AI, machine learning, and deep learning to an epic new level.

Ever heard of Harley-Davidson? Well, even they're using AI to move their brands towards the weird but awesome intersection of technology and business.

What does the future of AI look like, you ask?

What to Expect from This Article

In this article, we will peer through the lens of five brands that are harnessing the power of AI, machine learning, deep learning, and neural networks in unique and creative ways.

We will take a look at:

1. How Ada uses AI to reduce doctor appointments
2. How Delta Faucet uses AI to build customer relationships
3. How Atomwise is using AI to fight diseases
4. How Diane von Furstenberg uses AI to improve shopping experiences
5. How Harley-Davidson NYC uses AI to sell motorcycles

Let's get started!

Pro Tip: Unsure of some of the terms used throughout this blog post? Check out the “conclusion” section of the article for a list of resources to fill you in on AI terminology.

INSERT CTA HERE: Check out our eBook on how to survive the robot apocalypse.

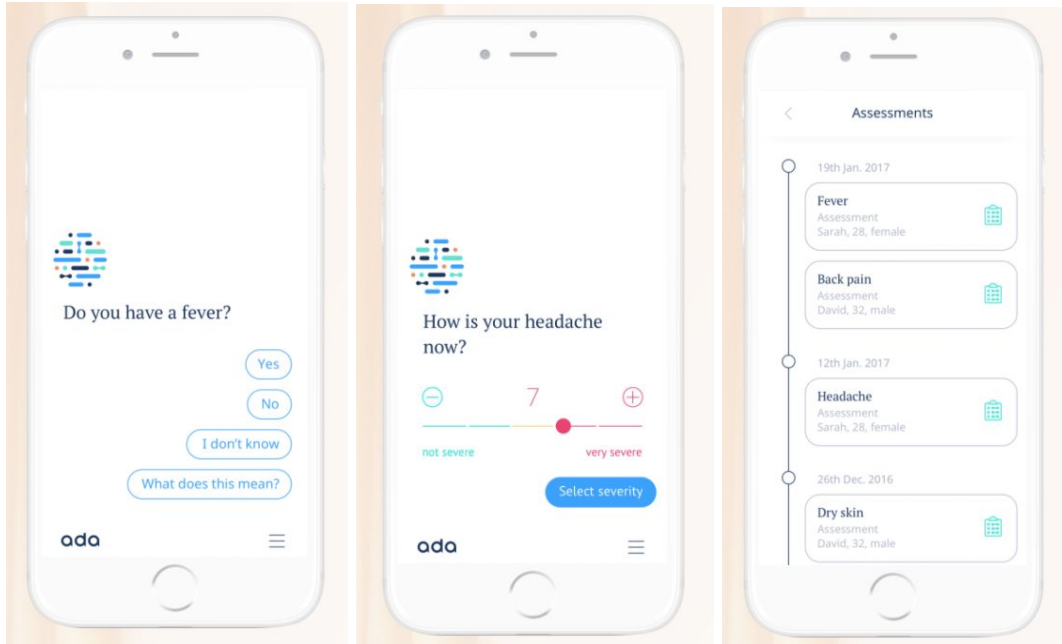
1. Ada

[Ada Health](#) is a health-tech startup that uses AI, deep learning, and medical expertise to help users diagnose their symptoms using an app on their smartphone.

Although the software was originally created with doctors in mind, the team decided to flip the program around and target patients. To be successful in the consumer market, a product has to be user-friendly – and that's just what the Ada team accomplished.

“We really wanted Ada to be more personal and work like a human doctor with no time pressure – friendly, conversational, and underpinned by medical precision.” – [Eden Duthie](#)

The app displays a bright, clean looking interface where users can input their symptoms by simply tapping buttons and moving scales. Users then receive a list of potential diagnoses. If they have more questions about their health, they can chat with a doctor in real-time via text.



(Source)

Click [here](#) to learn more about Ada and how it works.

How Does Ada Use AI?

The AI used to power Ada is composed of reasoning technology and deep learning. Ada also uses an extensive amount of medical cases, symptoms, and findings. Moreover, as more and more people input their medical information and symptoms, Ada learns with every interaction.

Why Is Ada's Usage of AI Brilliant?

Ada is a great example of how AI can change the world we live in. Not only does Ada save people a trip to the doctor's office, but it also allows doctors to focus their time and resources on more critical cases.

Furthermore, Ada Health is a unique intersection of technology, health, and B2C business, which is what makes it so attractive to investors. The company has raised over \$47 million in investments and was awarded a grant worth €2.5 million from the European Union's Horizon 2020 Research and Innovation Program. According to [Business Insider](#), the app has been downloaded over 1 million times and has "been ranked number one in the medical category in Apple's App Store in 130 countries."

2. Delta Faucet

Personalized marketing using machine learning is not just for brands like Amazon. Take [Delta Faucet](#), a plumbing manufacturing company, as an example.

Even though they're almost a 60-year old company, they decided to onboard AI to help improve their customer experience.

"While the volume and quality of our content is important, delivering it through a relevant, personalized online experience is equally critical for forming meaningful connections and driving business results," [said](#) Delta Faucet marketing manager Jake Frick.

In other words, Delta Faucet was interested in improving their customer's experience by creating more personalized content.

That's when Delta Faucet decided to team up with [One Spot](#).

How does Delta Faucet Use AI?

One Spot "uses machine-learning algorithms to personalize content and match individual user preferences based on their behavior and characteristics." - [OneSpot's Chief Marketing Officer, Adam Weinroth](#)

One Spot works across multiple channels (i.e., social media, email, etc.) to gather rich datasets and pull information for the brand's use. As a result, brands can build strong relationships with their customers by creating even more personalized content.

Click [here](#) to see more on how One Spot works.

Why is Delta Faucet's Usage of AI Brilliant?

Delta Faucet is an excellent example of how brands can embrace their changing environment and integrate AI to improve their customer experience.

Since Delta Faucet integrated One Spot into their brand, they have been able to:

- Increase pageviews by 49%
- Create personalized content for each of their 500,000 visitors
- And serve each visitor with over 17 million personalized articles

3. Atomwise

According to a [study](#) conducted by Tufts Centre for the Study of Drug Development, the average cost of bringing a new drug to the market in 2014 is \$2.6 billion, an increase of 145% since 2003. Part of this reason for this upward trend is the high attrition rate of candidate molecules (or in layman's terms, the number of lost molecules during an experiment).

“For every molecule which becomes a drug, millions might be physically tested and discarded as unsuitable. (A dramatization would be to imagine if aerospace companies built and crashed thousands of planes for each design that stayed in the air.)” - [Atomwise](#)

As a result, pharmaceutical companies have to conduct many wasted experiments that result in only a small number of commercially viable drugs.

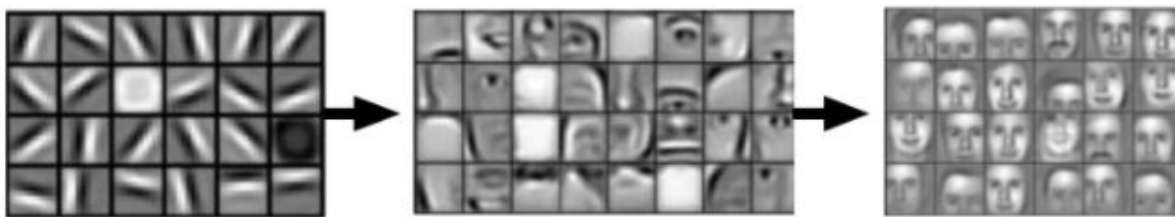
By using AI, Atomwise has been able to overcome this obstacle and find more usable treatments, faster.

How does Atomwise Use AI?

Atomwise created [AtomNet](#), “the first drug discovery algorithm to use a deep convolutional neural network.” This neural network is unique in that it can understand large and complex concepts by pulling from smaller and smaller pieces of information.

For example, a deep convolutional network can be used outside the science world to recognize facial features by piecing together small information to make one, large conclusion.

Here a deep convolutional neural network uses small pieces of information to recognize faces.



A deep convolutional neural network learning to recognize facial features.⁵

[\(Source\)](#)

In a scientific context, AtomNet uses deep convolutional networks to understand the fundamental elements of organic chemistry. Through this understanding, AtomNet can learn which tiny molecules can contribute to fighting a large and complex disease.

“AtomNet has already explored questions in cancer, neurological diseases, antivirals, antiparasitics, and antibiotics. Molecules predicted by AtomNet have become the lead candidates in research programs and produced positive results in animal studies.” - [Atomwise](#)

AtomNet has been working to discover new drugs for the past 4 years and has launched over 27 drug discovery projects, including a search for the cure of [Ebola](#).

Why Atomwise Usage of AI is Brilliant

It's pretty cool how deep learning networks can be utilized to make discoveries and conclusions that can drastically improve processes in science and business. And although this example touches on scientific research, this kind of deep learning can be used amongst brands to assist with faster and more efficient research and development.

4. Diane von Furstenberg (DvF)

Diane von Furstenberg, the established fashion brand, has been faced with a challenge that many businesses have been facing alongside them.

“Mobile is at least 50 percent of our traffic, but not our revenue. To be honest, we all kind of gave up on fixing that,” [said](#) Felipe Araujo, the head of e-commerce at Diane von Furstenberg.

In other words, DvF’s customers will browse their products on mobile, but will not buy their products on mobile. Part of this reason is due to frustration and anger over poor mobile customer experiences.

According to [Econsultancy's](#) 2018 B2B marketing trends report,



[\(Source\)](#)

When Furstenberg herself retired as creative director, Jonathan Saunders took over and brought some major changes with him. One of these changes includes how the brand plans to deal with mobile customer experiences.

“Mobile is great if you know what you want; but it’s not great for discovery,” Araujo noted in an [interview](#). “A lot of the mobile discovery phase is on social media, like Instagram and Pinterest. We wanted to bring mobile discovery within our walls.”

That’s when DvF teamed up with [Quibit Aura](#), an AI personalization platform that uses algorithms to create a personalized discovery feed on the DvF mobile site.

How does DvF use AI?

Shoppers simply 'tap' the Aura icon labeled "Your Diane von Furstenberg Companion" and they are shown trending DvF products. As users tap on items, Qubit modifies their feed to build a more personalized mobile experience.

"This solves a few mobile pain points: You're creating an app-like experience in real time while making a custom journey for each user. That's where the opportunity is," [said](#) Bud Goswami, lead data scientist at Qubit. "When you've paid to have all that traffic on the site, you need to give people a reason to stick around longer."

Why is DvF's usage of AI Brilliant?

DvF took advantage of the technology that can truly help brands solve big problems and were really able to improve their customer experiences. As a result of their efforts, DvF's mobile conversion rate increased about 400% for mobile shoppers that engaged with the AI.

5. Harley Davidson-NYC

The old school brand Harley Davidson added a modern twist to their marketing efforts by teaming up with [Albert](#), an AI that's designed to create and execute marketing campaigns independently. The change was made when the NYC team knew they needed an extra hand boosting sales and reducing seasonal overstock. They're having issues because, interestingly enough, young people don't want to buy motorcycles.

Harley Davidson NYC hits all time high with Albert™

"For there to be a technology that knows nothing about us, yet can come and outdo us in its first shot was incredible. We have since increased our commitment to Albert by tenfold and are currently building a call center to accommodate the leads he's generating for us."

Asaf Jacobi | President of Harley-Davidson NYC

(Source)

How Does Harley-Davidson NYC Use AI?

Albert works by “wading through mass amounts of data, converting this data into insights, and autonomously acting on these insights, across channels, devices, and formats, in real time.” Albert uses a multitude of data sets to determine untapped market opportunities and create personalized campaigns for these segmented audiences.

Why Is Harley-Davidson NYC's Use of AI Brilliant?

The benefit of using Albert is that he single-handedly (well, he doesn't have ‘hands,’ but you know what I mean) completes time-consuming tasks that come with building a marketing campaign. When he’s done with all the tedious marketing, Albert uses his laser-sharp senses to find undiscovered markets and create perfectly tailored campaigns that drive real results.

As a result, Harley Davidson-NY has seen a 40% increase in their motorcycle sales, a 2,930% increase of leads per month, and a 566% increase in website views!

This is a brilliant example of AI being used in business to improve the efficiency of tasks and business processes. It’s also a great example of how AI can be used to improve brand strategy, discover new target markets, and craft the perfect messages for your audience.

Conclusion

According to our study, 59% of Americans are already using AI, and this number is expected to increase as technology advances, and new AI uses are discovered.

So, how can you get onboard with the AI revolution (or as we like to call it – the robot apocalypse)?

Good news! You’re already on the right path!

Researching brands that are already using AI in creative and unique ways allow you to see the technology’s potential. You too can harness the power of AI and apply it to multiple facets of your business.

Pro Tip: Check out our infographic and e-book that dives into the changes of the AI landscape and the tools you need to survive this robot apocalypse!

Terminology Guide:

- **AI:** A branch of computer science that deals with creating intelligent computers.
- **Machine Learning:** An application of AI that uses algorithms to analyze data, learn from that data, and then apply what they've learned to make informed decisions.
- **Deep Learning:** A subset of machine learning in AI that uses algorithms to create a neural network that can learn and make decisions unsupervised.
- **Neural Networks:** Computer systems modeled after the human brain and nervous system. Click [here](#) for a video on how neural networks work.
- **AI versus Machine Learning versus Deep Learning**

INSERT CTA HERE: Click [here](#) to learn how to survive the robot apocalypse.