

1. "Every company needs digital marketing – why is it better if our future plans don't involve using only the platforms of the three marketing giants / systems?"
 - *There might be several reasons, with simple risk diversification and communication channel enrichment being on the one side of the spectrum, and getting some very specific, and targeted high-quality solutions and good client service on the other side of the spectrum.*
2. Remarketing is due to its nature a very powerful tool. What degree of success can we expect with AI-based retargeting?
 - *I don't think that I can talk on a retargeting in general, because there are several solutions. However, talking on an RTB House and our Deep Learning based retargeting, I can say about some of our campaigns and results. In general, our deep learning algorithms make personalized retargeting up to 50% more efficient. Besides, CTRs or CR growth, data shows that after implementing deep learning into our recommendation mechanism, users clicked on ads up to 41% more than usual. Deep learning has enabled retargeters to not only analyze the basic user behaviors such as what products or which product categories were visited, but also the 'hidden layer data'. Just as in body language, micro-expressions can reveal our true, sometimes undiscovered intentions. Sophisticated algorithms using deep learning made it possible to analyze, for example, the time between viewed products, prices of viewed products, or even the sequence of visited subpages of the store. Equipped with this information, machines interpret exactly what the user was doing in the store and try to predict their actual shopping intentions. Thanks to loads of historical data algorithms, it can assume what products the user will be most interested in.*
3. Is AI only a buzzword? How does AI work in retargeting? Why is it working?
 - *Sure thing it's a buzzword, but it's a buzzword that works. If I would have to choose one thing why it works, I would say that its ability to analyze big data volumes also in smaller patterns, thus quickly spotting the trends, and better evaluating the user.*
4. How to boost your marketing results with AI based retargeting, is the title of your presentation at this year's Ecommerce Day in Zagreb. Can you tell us an advice on how to start?
 - *First thing - start doing smart retargeting. Retargeting is not anymore just blindly following your users. Hope I will give some material for thought during the presentation.*
5. Are some companies (industries) more successful with AI based retargeting – or is this appropriate for all web shops?
 - *It might be a common myth that retargeting works best only with a real product like in e-fashion. Actually, in RTB House we run successful campaigns for clients from different industries like telcos, travel or classified ads. It helps them to increase ROI by cross-selling the services e.g. a person who bought a flight ticket is probably looking for a hotel or car rental. When we built a deep learning algorithm in RTB House that analyzes a huge amount of user data to create numerous segments, we believe that there is no more limitation for the industries to use retargeting.*
6. Your tool is used from Tokyo, Moscow, Istanbul, Dubai, London and New York – can we assume that despite our differences, we all can profit from the same marketing principles and tools?

- *Definitely, AI in our engine predicts shopper's intentions regardless of the cultural differences or shopper's nationality so it is globally effective. It actually makes the marketers work easier and saves time by eliminating the need for long research on shopper's behavior before making a good segmentation. I believe our cooperation with multinational brands is the best proof for the effectiveness.*

7. Can AI be trusted and is it going to replace us?

- *This is a very good question that is debated within many of the mighty minds of the industry. My humble opinion is that if we will be smart enough, then everything will be just O.K. Artificial intelligence makes a marketer's life easier. Nowadays, in data-driven marketing marketers get more and more numbers, that need to be analyzed. And if it is done correctly, the results are a great resource for success. The process of analyzing data can be extremely time-consuming and doesn't promise any results. The more data we have, the harder it is for analysts and marketers to understand, process and make conclusions. So this is where AI steps in. Machines can be taught to read data, learn from images and video, or analyze almost any kind of data streams to find patterns. As more and more tasks are run by computers instead of analysts, this gives marketers the time to innovate and grow their brand, rather than worry about how to analyze the data and make a decision that will influence millions of customers at a time.*