

# Be the best at connecting the dots

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And reboot your AI thinking

May 2022  
Presented by Artur Semionov  
Director of Product & Innovation EMEA Xaxis EMEA

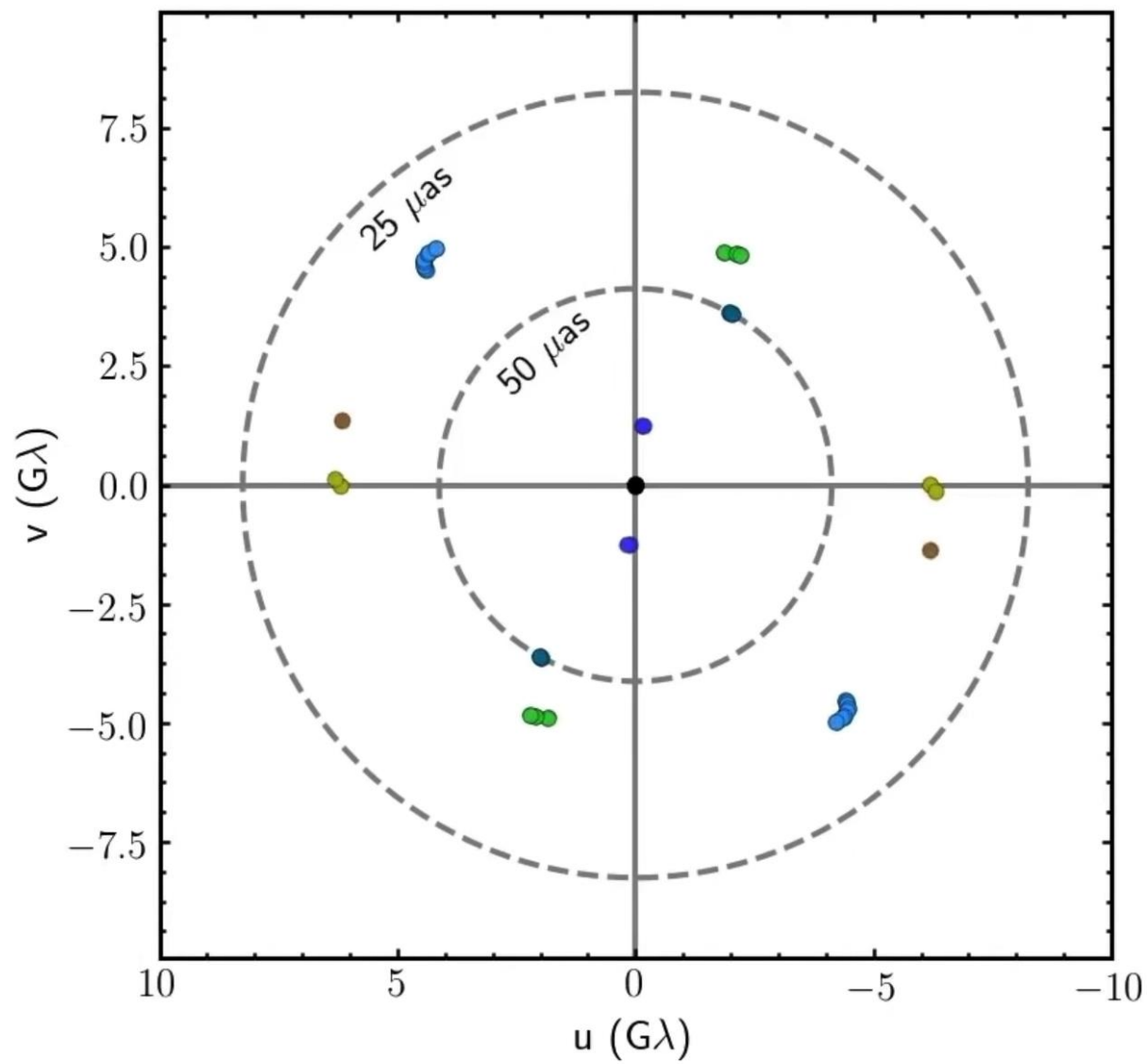




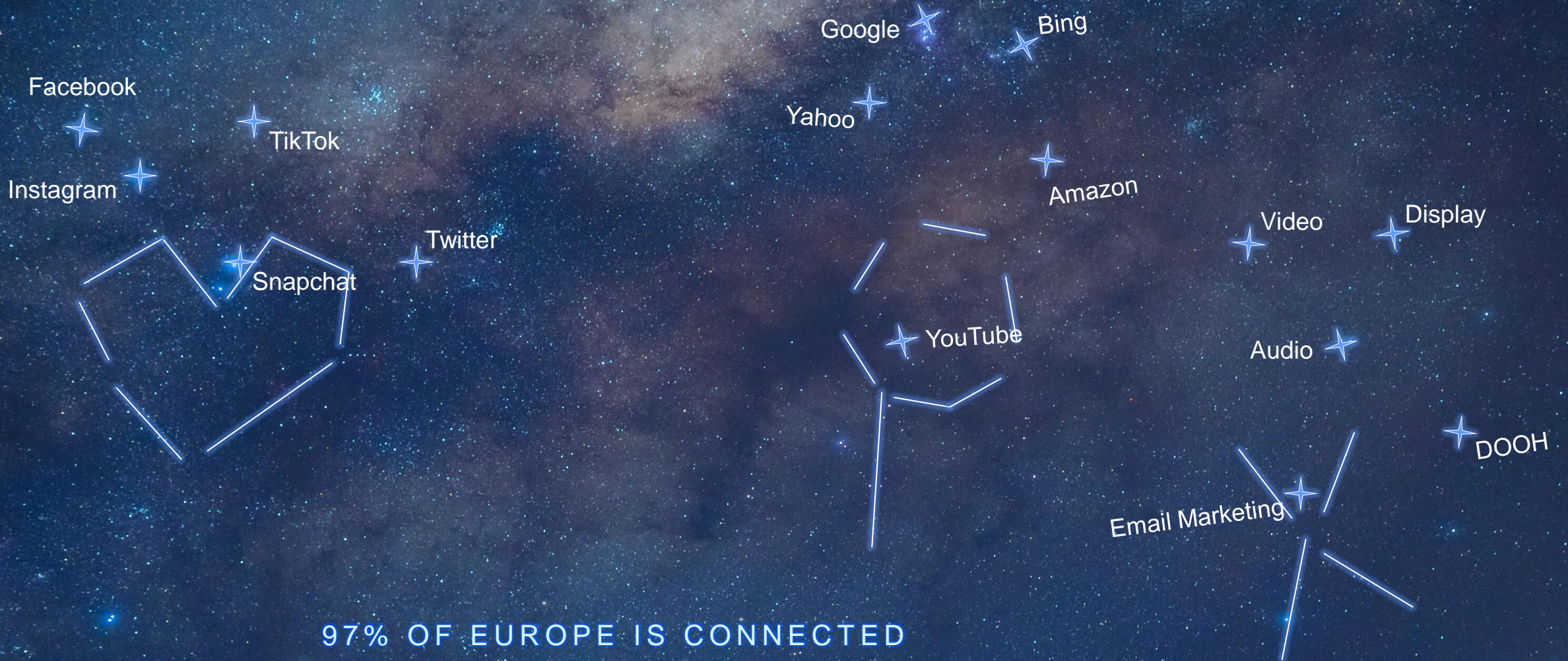
**interact.**

2022



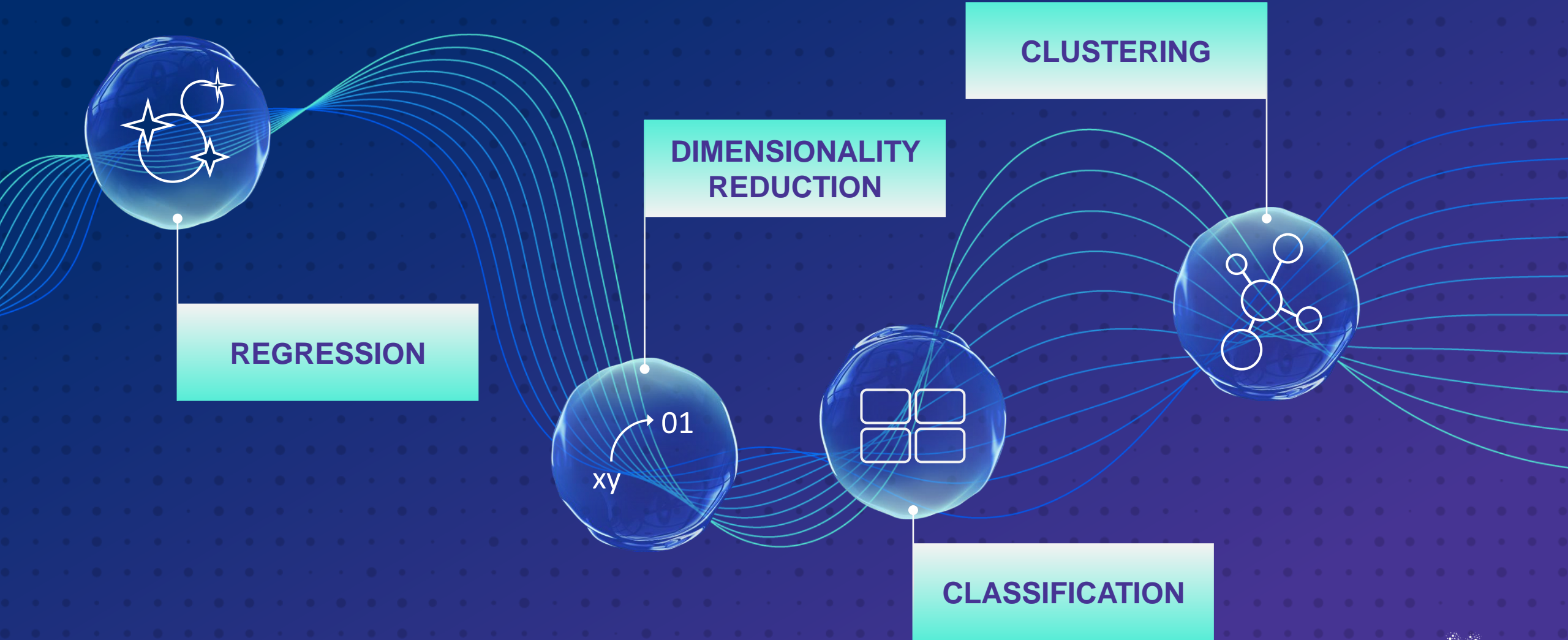


# Digital Advertising Clusters

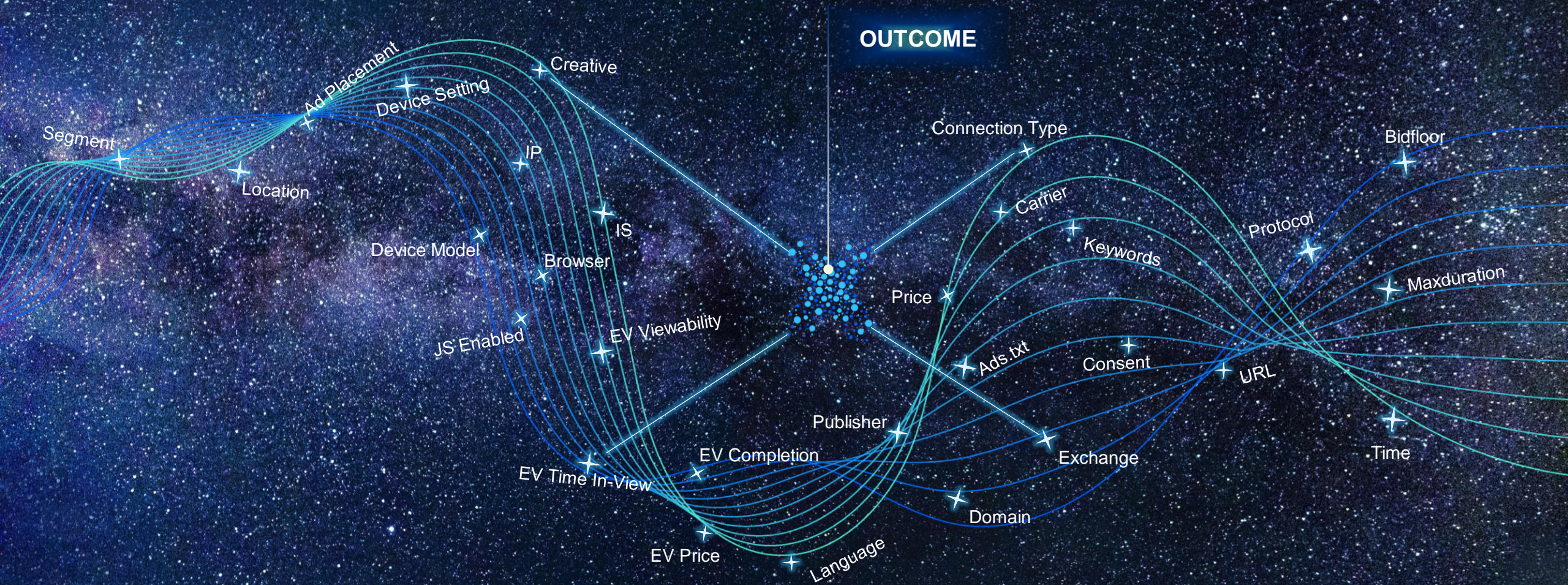


97% OF EUROPE IS CONNECTED  
2.5BN CONNECTED DEVICES GLOBALLY

# Artificial Intelligence & Machine Learning



# Application of AI in programmatic



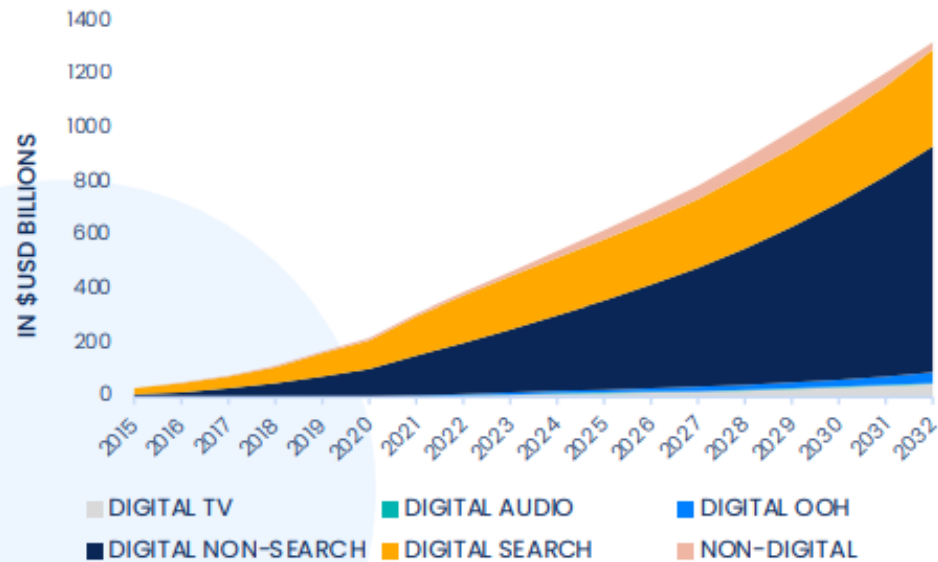
# AI can be creative...



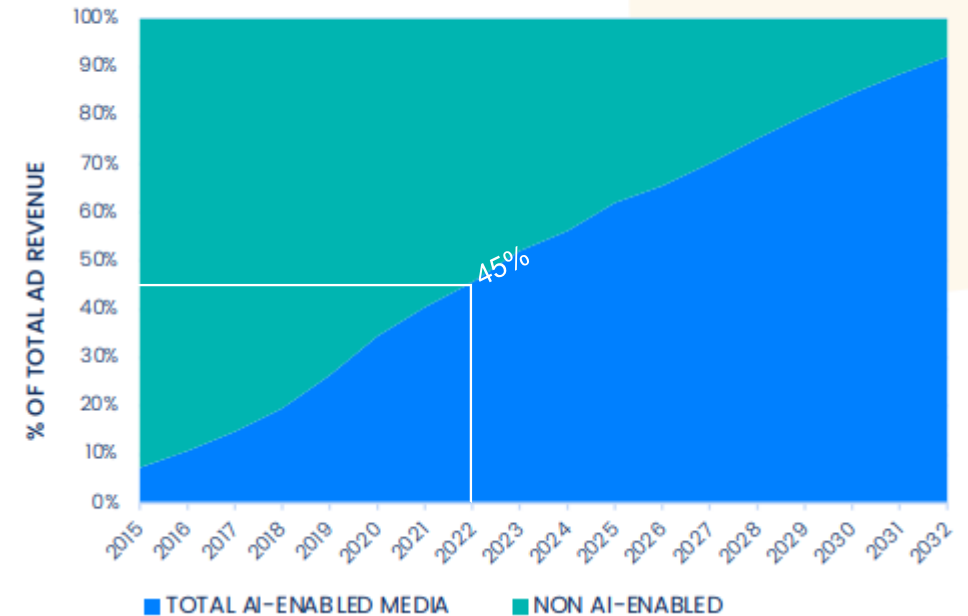


# AI in Digital Advertising

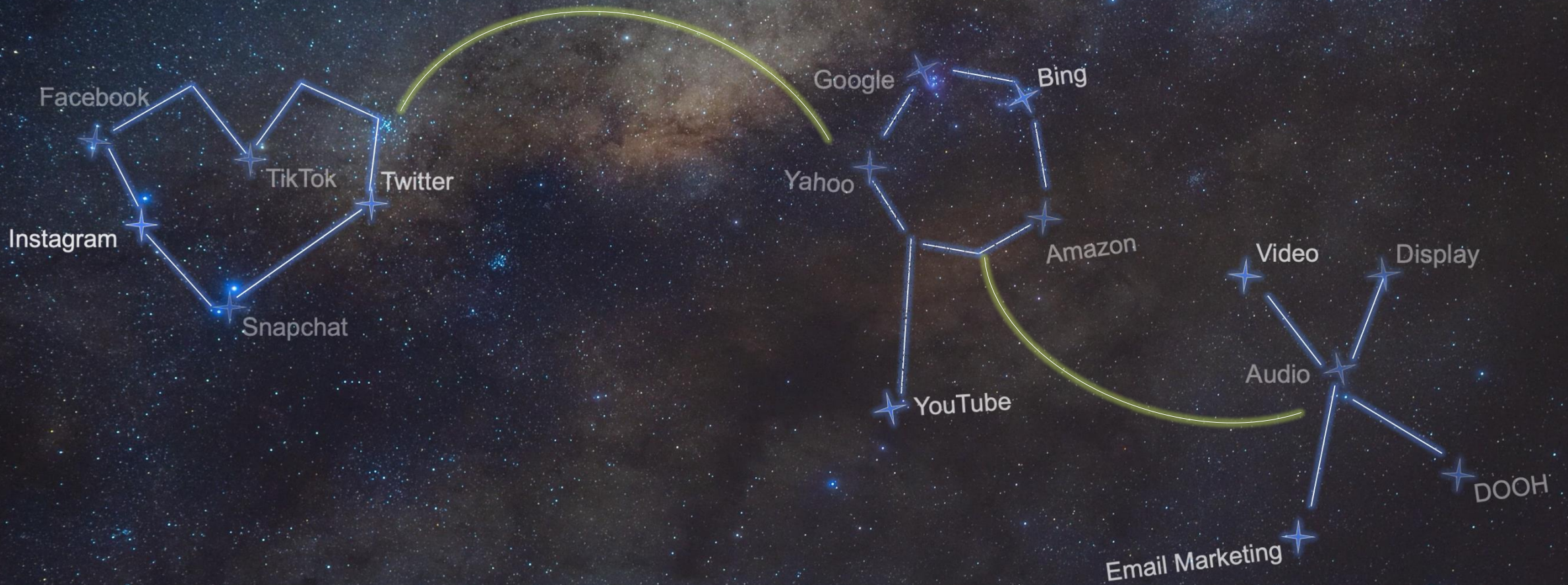
### AI-Enabled Ad Revenue by Medium



### AI-Enabled vs. Non-AI-Enabled Media



# Connecting Digital Advertising Clusters



DRIVING

THE

DIGITAL

DECADE

NEXT

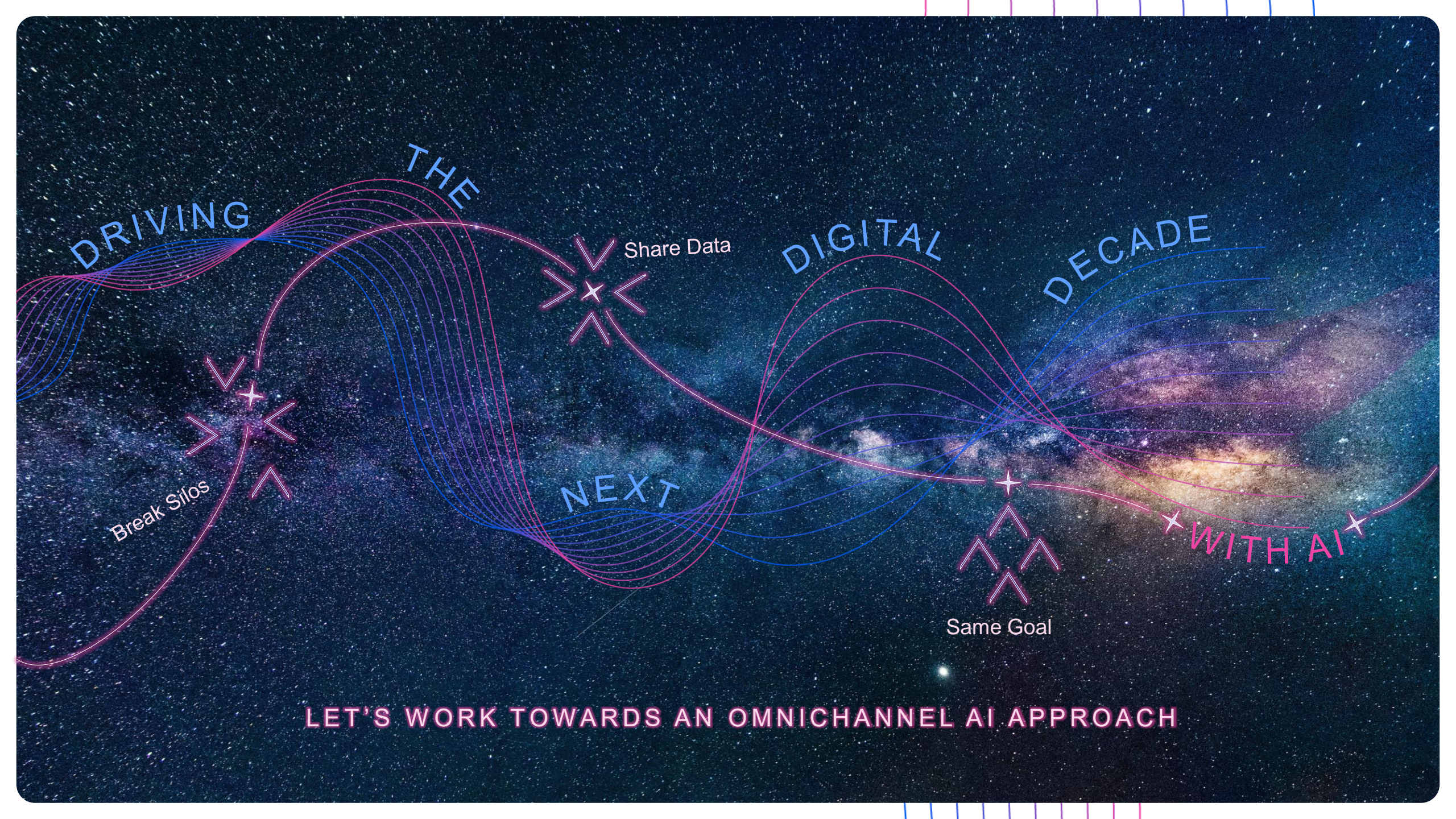
Break Silos

Share Data

Same Goal

WITH AI

LET'S WORK TOWARDS AN OMNICHANNEL AI APPROACH



THANK YOU