



"We like to say that AI is actually augmented intelligence and we believe that the best results come when machine learning combines with human perception." said Ryan Deter, CEO of Influential. Whether you call AI: Artificial Intelligence or Augmented Intelligence, most would agree that it is having a profound impact as industries capitalize on the insights and improved productivity derived from leveraging a thinking business.

This month, Patricia Voorhees from The Alta Group interviewed Ryan Deter to find out how they're leveraging IBM Watson to positively "augment" the performance of influencer marketing. We look forward to continuing this AI discussion at the FinTech Innovation Summit in June. Topics we'll discuss include: Asset Valuation through Big Data, Machine Learning & Business Analytics, Re-Envisioning Professional Service through AI & Into the Mysterious World of a Thinking Business. We look forward to seeing you there.

PODCAST: Augmented Intelligence & Machine Learning Solve the Influencer Marketing Problem

Ryan Deter, CEO and Founder of Influential, an A.I. Influencer platform that matches brands and influencers using augmented intelligence and machine learning is featured in this CEMC Podcast. Ryan discusses Influential's evolution to a data and technology company through the need to find ways to monetize content. Ryan quickly realized that without data, technology and brand safety, they couldn't persuade clients to invest significant budgets. Today, Influential uses demographic, contextual and psychographic matching (through their partnership with IBM Watson) to lift engagement by 70% and in turn overall ROI.

[PLAY FULL PODCAST »](#)

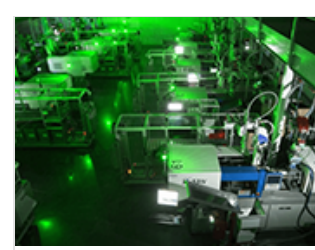


04.19.2018

WEBINAR: Big Data & the Future of Asset Valuations

CEMC hosted an expert panel of data scientists and asset managers from Fleet Evaluator. Moderated by Patricia Voorhees, a director at the Alta Group.

[WATCH WEBINAR](#)



04.08.2018

FUTURE FACTORY: HOW TECHNOLOGY IS TRANSFORMING MANUFACTURING

From advanced robotics in R&D labs to computer vision in warehouses, technology is making an impact on every step of the manufacturing process.

[READ MORE](#)



05.11.2018


HOW ARTIFICIAL INTELLIGENCE IS TAKING OVER THE ECONOMY

The White House unveiled a hands-off regulatory approach to foster the development of AI, while Google previewed Duplex, an experimental service that lets its voice-based digital assistant book appointments on its own -- but it ended up raising broader questions. Glen Weyl, principal researcher at Microsoft and visiting senior research scholar in economics and law at Yale University, and Bloomberg's Mark Bergen discuss the status of the AI revolution with Emily Chang on "Bloomberg Technology."

[WATCH VIDEO](#)


JOIN US THIS JUNE
2018 FINTECH INNOVATION SUMMIT

Registration closes May 18th




RITZ-CARLTON, LAGUNA BEACH

[view the venue »](#)



WORLD CLASS SPEAKERS

[view full line-up »](#)



3 DAYS OF INNOVATION

[view the full agenda »](#)

[REGISTER TODAY](#)

