

DIFFERENTIATING
YOUR BRAND
WITH

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DIGITAL ASSISTANTS AND RETAIL ARE STARTING TO COLLIDE

CONTENTS

- 03** Digital Assistants and Retail Starting to Collide
- 06** Future Success Requires IQ Delivered Through the Context of EQ
- 08** The Conversational Landscape
- 10** The Rise of Conversational Interfaces and Commerce
- 12** The Modern Concierge
- 14** Humanizing Your Brand
- 18** Creating Branded Intelligent Agents
- 22** This Is Just The Beginning

Since our publication of “Digital Assistants: Reordering Consumer Lives and Redefining Digital Marketing” in March 2017, digital assistants have become even more prolific, with massive growth in users, usage and devices supported. New devices, such as the Amazon Echo, Amazon Dot & Show, Google Home Mini, and Apple HomePod, combined with exciting mergers like Amazon/Whole Foods and Microsoft/LinkedIn, and advancements in AI are laying the groundwork for even more expansion in the coming year. eMarketer estimates that the number of US voice-enabled digital assistant users will rise by 14.1% (to 69 million) this year, while the number of voice-enabled speaker users will climb a whopping 27.6% (to 45 million). This increase doesn’t just show progress; it means something huge is on the horizon – a seismic shift in consumer behavior.

This shift is accelerating as more consumers incorporate these devices into their daily routines. Seven percent of Americans acquired a smart speaker this past holiday season,¹ and they’re using them for everything from playing

music to ordering food to setting reminders and turning on the lights.

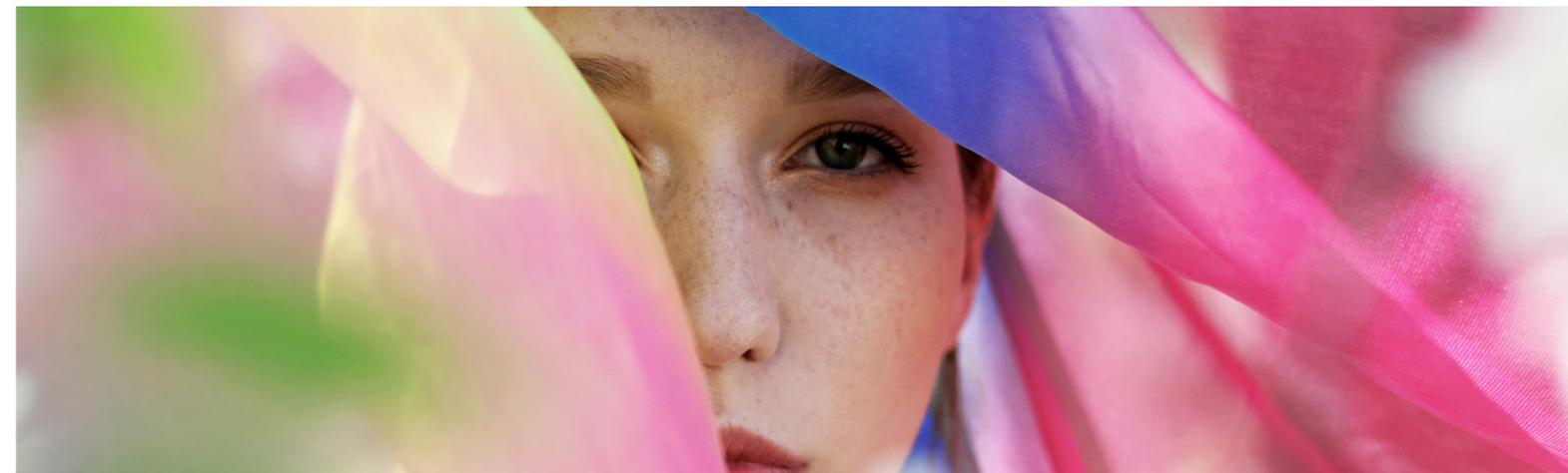
Brands should be treating conversational interfaces like the web of the late ‘90s. Just like early websites, they’re something big and necessary, but immature. The ultimate utility still needing to be defined by the intersection of those very brands creating these entry points and the consumers incorporating these new behaviors into their daily lives.

Although we are still in early stages of the trend, it’s clear that voice and AI-powered assistants are here to stay. Gartner predicts that by 2020, we will be talking more to bots than to our spouses.² While the median age of the smart home/voice user is 37 according to iProspect data,³ this number will decrease as adoption grows and smart home hubs continue to decrease in price. Recent Bing research also found that consumer expectations are quickly shifting, especially among Millennials and Gen Z, as digital assistants and other conversational technology become mainstream.

¹ Smart Audio Report, NPR/Edison Research

² CIO.com, 12 technologies that will disrupt business in 2018, Feb 12, 2018

³ Voice-Smart Home Consumers, M1 Audience Data



From the Bing Ads Intelligent Agents Research Study: March 2018

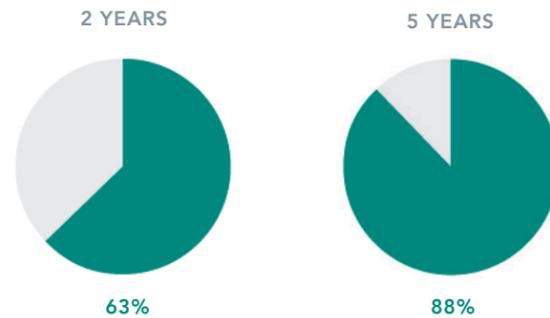


International breakdown

USA

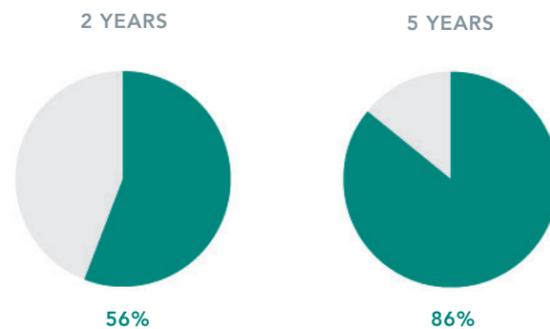
Within 2 years, 57% of consumers expect to be able to reach their favorite brands via a voice assistant.

5 YEARS = 87%



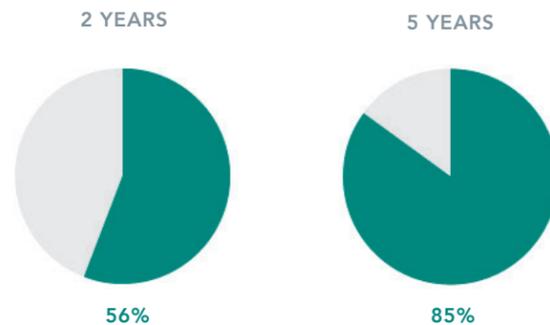
Within 2 years, 54% of consumers expect their digital assistant to make purchase recommendations.

2 YEARS – 54%
5 YEARS – 85%



Within 5 years, 72% of consumers expect to make purchases with their favorite brands via a voice assistant.

2 YEARS – 38%
5 YEARS – 72%



International breakdown

USA

Within 5 years, 72% of consumers report that they expect brands to have end to end technological solutions to pull in personal and billing information automatically during the purchase process.



Many retailers have spotted the trends and are already taking action. Brands like Taco Bell, Domino's Pizza, North Face, 1-800 Flowers, Progressive Insurance and H&M have already launched various forms of chatbots as stepping stones toward a greater vision of branded intelligent agents. These agents will drive a new era of human empowerment as we progress towards a multi-device, multi-sense marketplace that caters to the individualized needs of each and every customer, wherever they are and however they look to interact with a brand.



In the next 5 - 10 years, brands will need to have their own consumer-facing digital assistants. Voice skills on other platforms will not be enough.

Today's retailers should be taking the initial steps toward building fully branded intelligent agents - on open frameworks - that can speak directly to customers and other intelligent agents to accomplish tasks.



–Christi Olson, Microsoft

FUTURE SUCCESS REQUIRES IQ DELIVERED THROUGH THE CONTEXT OF EQ

Successful brands are building these interactions with a focus on EQ (Emotional Quotient, or Emotional Intelligence). EQ is all about understanding the context behind words. Why do doves cry? Ask a digital assistant this and they'll tell you about tear ducts in birds. Ask a human and they'll likely understand the reference to the classic Prince song. Context means everything in human conversation, yet it remains one of the hardest concepts to teach a machine.

In our hyper-connected world of big data, it's all too easy for brands to get pulled toward an emotionless future based purely on numbers. However, data alone is not the solution to creating deeper connections with future customers. Deep connections are built on emotional reactions. Just ask Microsoft's Chinese chatbot Xiaoice, which is focused on not just delivering information, but making users smile, laugh, and share

their thoughts and fears. (It's also been told 'I love you' over 15 million times.) Despite the efficiency of the always-on digital ecosystems, people still crave real human connection

amongst an increasingly artificial world. EQ will help brands unlock customer relationships in a new world that blankets our lives with both data and intelligence.



THE CONVERSATIONAL LANDSCAPE

What is the difference between a digital assistant and a chatbot? Are all chatbots considered intelligent? How do skills fit in? The conversational landscape can get murky, especially with so many new developments emerging at such a rapid pace.

Conversational technology is still in its infant stages. Chatbots are the initial stepping stones that will grow into personalized digital assistants, capable of cognitive and emotional intelligence. While all chatbots rely on NLP (natural language processing) and therefore, display some basic intelligence – think of today’s rudimentary phone trees – chatbot intelligence continues to vary and grow, depending on how they are built.

Digital assistants are highly developed chatbots that belong to a larger ecosystem. They can access and interact with other data sources to take action on a user’s behalf. With superhuman cognitive abilities, they can crush repetitive, mundane tasks and leverage crowd-based wisdoms. And when adding emotional intelligence to the mix, they transform into rapid problem solvers that care. It is likely that within 5 – 10 years, every brand will have its own intelligent agent to service the customers of tomorrow in entirely new ways, at entirely new levels.

Digital assistants continue to pop up in new places, from our smartphones to our computers, kitchen counters and connected cars. As the technology continues to unfold, it will be able to accommodate users wherever they are, with continuity across devices. New products such as Microsoft Your Phone and Timeline continue to push the bar forward, driving seamless interactions between phones and PCs.

CHATBOT



Short for chat robot, a chatbot is a computer program that simulates human conversation, or chat, through artificial intelligence using voice, images, and/or text. Chatbots are driving a new type of Internet as consumers are using them in innovative ways across all verticals. Currently, most chatbots are specialized to a specific task and designed to communicate with a real person, but applications are being developed in which two chatbots can communicate with each other creating a network comparable to the Internet.

DIGITAL ASSISTANT



A digital assistant is a specialized type of chatbot that becomes highly attune to its user’s behavior. It can talk both to humans and to other digital assistants to take actions on a user’s behalf. For example, digital assistants Cortana and Alexa have just begun to interact, helping voice users send emails, check calendars and book an Uber within a single session. The uniqueness of a digital assistant is that it can access additional data and platforms as it works for you, learns from you, keeps your calendar, knows your privacy settings and may even have your purchase authority.

SKILL



Too new for Webster’s Dictionary, the term ‘skill’ is used to define conversational applications designed for smart home speakers. Initial findings suggest that skills may be more of a novelty and less ‘sticky’. (When a voice application acquires a user, there is only a 3% chance that user will be active in the second week and 11% of skills go unused after the first week.⁴) Amazon has published these five tips for creating a successful skill: skills should be voice-first, unique, simplify a user’s life, have a tinge of gamification and be ‘fresh.’

⁴ Voicelabs, The 2017 Voice Report by VoiceLabs, January 15, 2017





THE RISE OF CONVERSATIONAL INTERFACES AND COMMERCE

Ecommerce continues to progress at a blinding pace, especially as we move toward screenless devices, forcing marketers to rethink everything in a new era of voice, intelligence and experience. From smart speaker carts to the launch of the Amazon Go automated store, ecommerce is quickly moving away from our desktops and into the world around us. A new Internet is taking shape, characterized by the following trends:

MORE PERSONALIZATION

How do marketers know if they've delivered the right message to the right person at the right time? When consumers don't even realize an ad is an ad. Advertisements should be designed to serve today's customers along their daily journeys, not interrupt them. Salesforce research shows that by 2020, 51% of consumers expect that companies will anticipate their needs and make relevant suggestions before they make contact.⁵ Personalization trends just get stronger and stronger, especially as we move from Baby Boomers to GenX to Millennials.

MORE MOBILE/VOICE

Our phones are becoming less about apps and more about action as they enable us to engage in personalized, seamless experiences with the world around us. And more than half of us are already using voice on our phones. J. Walter Thomson reported findings in June 2017 that 69% of US smartphone owners were using voice-enabled technology to conduct online searches, with 53% specifically using voice to find information on products they were interested in. Cyber Monday 2017 marked a big day for

mobile, setting a record breaking \$2B in mobile sales.⁶ Home Depot even reported more mobile sales than desktop sales throughout Black Friday. We're no longer just using our phones to search; we're using our phones to buy.

MORE CHATBOTS

Chatbots have been called "the new websites" as they become places of commerce where consumers can instantly connect with retailers via voice or text. Not only do they allow us to add groceries to our 'cart' from the convenience of our kitchen, they also enable personalized service 24/7. 36% of brands have already implemented some form of chatbot and it's projected that 80% of brands will use chatbots for customer interactions by 2020.⁷ Retailers are just beginning to tap their potential from ordering food to making purchases, booking flights, getting insurance, banking and more.

MORE VIRTUAL

Holographic images of your brand that consumers can talk to... crazy? Maybe. But virtual reality and mixed reality (the layering of computer-generated information on top of actual spaces) is coming fast. In fact, over 70% of brands expect to use AR/VR for customer experiences by 2020.⁸ Gartner predicts that 20% of large businesses will already be using AR, VR and mixed reality by next year.⁹ Microsoft just launched two new mixed reality products – Microsoft Remote and Microsoft Layout – which helps businesses take support and product design to new levels. The Microsoft

Graph is the underpinning of future computing and is rapidly being built out with spatial data to unlock a limitless amount of creative applications from developers around the world. All retailers should begin thinking ahead about virtual manifestations of their brand including 360-ready logos/product images, videos and other creative spatial content.

Conversational UX

What norms will arise as more and more retailers create conversational interfaces? And will it be named a food? For instance, consider 'the hamburger' which is the popular three-pronged icon on today's mobile websites. Or the 'blooming onion' which is the hand gesture when users spread out their fingers to blow out a mobile or virtual icon. What UX best practices will arise within voice technology? Are there any intuitive behaviors to help voice users access a main menu or reorder a previous order?

⁵ Salesforce, Please Take My data: Why Consumers Want More Personalized Marketing, Dec 2, 2016

⁶ Tech Crunch, November 2017

⁷ Oracle, Can Virtual Experience Replace Reality

⁸ Oracle, Can Virtual Experience Replace Reality

⁹ CIO.com, 12 technologies that will disrupt business in 2018, Feb 12, 2018

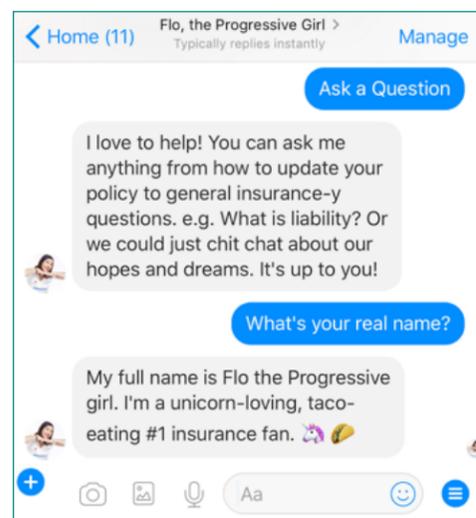


THE MODERN CONCIERGE

Today's customers don't just want always-on, personalized, concierge-level service. They expect it. In order to stay competitive, retailers must turn to intelligent technology to provide superhuman service at scale. However, better technology doesn't automatically translate into better customer experiences. Marketers must skillfully infuse EQ into these new technologies as a result of this transition to the "Experience Economy," a term first used in 1998 by Joseph Pine and James Gilmore. They argued that businesses must orchestrate memorable events for their customers, and that memory itself becomes the product or the 'experience.'

These intense changes are forging new consumer relationships that blur the boundaries between brands and consumers. Lara Lee, executive at Harley-Davidson, has said, "We don't spend a lot of time talking about what customers want. We are them and they are us."

Fewer boundaries and more EQ translates into better customer experiences.



And no-one knows this better than Karen Katz. Katz belongs to the impressive circle of female CEOs, recently retiring from the Neiman Marcus Group after leading the fashion giant through decades of change. She states, "In 2018, great customer experiences will come from blending technology with a more personalized touch. I think the people that can combine technology-powered personalization with a human will be the winners."¹⁰

Katz has always been acutely aware of the power of emotion in retail, "I've said this my entire career, 'People don't need anything from Neiman Marcus,' right? It's all about wants and desires and emotional resonance." Modern brands must find ways to weave emotion throughout increasingly complex technologies to maintain customer loyalty.

For example, take Progressive's 'Flobot.' Everyone has come to know and love Progressive Insurance's spokeswoman 'Flo,' but now customers have a chance to talk to her through Messenger while getting a quote started. Brands that can create the emotional connection stand to gain and retain customer loyalty, which is based on emotions. In order to build and maintain customer loyalty in an increasingly complex, fragmented world, brands will have to demonstrate a deeper understanding of who a consumer is and deliver interactions that don't just provide value, but also deliver an emotionally rewarding experience. As more and more brands take on the role of the modern concierge, consumer lives stand to get easier, smarter and a bit more fun.

The Trust Factor

Digital assistants and other conversational technology require heightened levels of trust and intimacy as consumers invite brands further into their lives. Tech leaders are aware of the important role they play in establishing safe, secure environments.

Microsoft is designing all smart technologies around a set of four design principles: Transparency, User Dignity, Privacy Protection and Accountability. EQ will help marketers alleviate concerns as more and more consumers make the difficult decision to trade privacy for value. In fact, Bing research has found that 64% of consumers are willing to trade personally identifiable information for increased levels of convenience and service, such as personalized pricing, rewards or free shipping.

¹⁰ Forbes.com, Top 7 Digital Transformation Trends from NRF 2018, Feb 14, 2018

HUMANIZING YOUR BRAND

The trends are clear. Consumers are about to engage with conversational interfaces more than ever before, and EQ will continue to be an essential ingredient to maintaining successful relationships.

But consumers don't just want to engage with technology; they want to engage with you through technology. They don't want to engage with robots. They want to engage with brands who know them, who help them, and who care.

Marketers need to think of their brand in an entirely new way: as a human. Your brand sees, talks, feels, thinks. It welcomes your customers, makes them feel special and a part of something bigger than themselves. The brand's underlying personality should be aligned across every consumer touchpoint.

IT SEES

A brand's ability to see comes across in many ways that keep customers feeling close and connected. Figuratively, consumers expect your brand to see them individually or know them at a personalized level and engage accordingly. Innovative stores like 'Amazon Go' take seeing to another level as it becomes part of the checkout process. Facial recognition software enables brands to recognize individual consumers and create powerfully convenient experiences, such as walk-out payments. Brands can also leverage seeing to scan vast amounts of social media and immediately be aware of – and respond to – negative posts and comments. Image search now allows customers to search for a company and products through pictures/images. AR allows

brands to recreate products and stores in virtual spaces. Seeing takes many forms as it contributes to transparency – a cornerstone of the new consumer experience as it drives genuine, authentic relationships.

IT TALKS

What does your brand sound like when it talks? Is the voice male or female? Whichever voice you choose, be sure to pick carefully and stick with it. This voice will be a permanent part of your identity - as much as your name, logo or tagline - and should speak to your core values. Microsoft's personal digital assistant Cortana got her name from the Halo video game which uses the same voice in the game and chatbot. What will you and your customers talk about? The sky is the limit as chatbots are breaking out of the FAQ mold and helping consumers find products, track flights, book tickets, order food, etc.

IT FEELS

How do you want your customers to feel when they engage with your brand? Virgin Atlantic greets customers on their website with 'hello gorgeous.' AR/VR agencies are creating holograms of celebrities and sports figures that leave fans feeling star-struck. And Taco Bell's tacobot somehow makes it enjoyable to order a taco.

But feelings are never one-sided. If you want customers to feel something, brands have to feel something too. In an age of intelligence, it's important that you manifest your core values in everything you do and include your customers in the journey. Excited about a new product you are launching? Celebrating an important milestone? Can't wait for a new store to open? Share your feelings and let customers feel them, too.

Today

 **tacobot BOT** 2:44 PM
Order set for launch! 🌮🚀

Please confirm the final total: \$2.39 which includes all applicable taxes. You will pickup the goods at 12105 W Pico Blvd. If that sounds right, tell me to place the order!!!

 **human** 2:44 PM
I like you

 **tacobot BOT** 2:44 PM
I don't have emotions but... I like you too I guess.

 **human** 2:44 PM
What came first, the chicken or the egg?

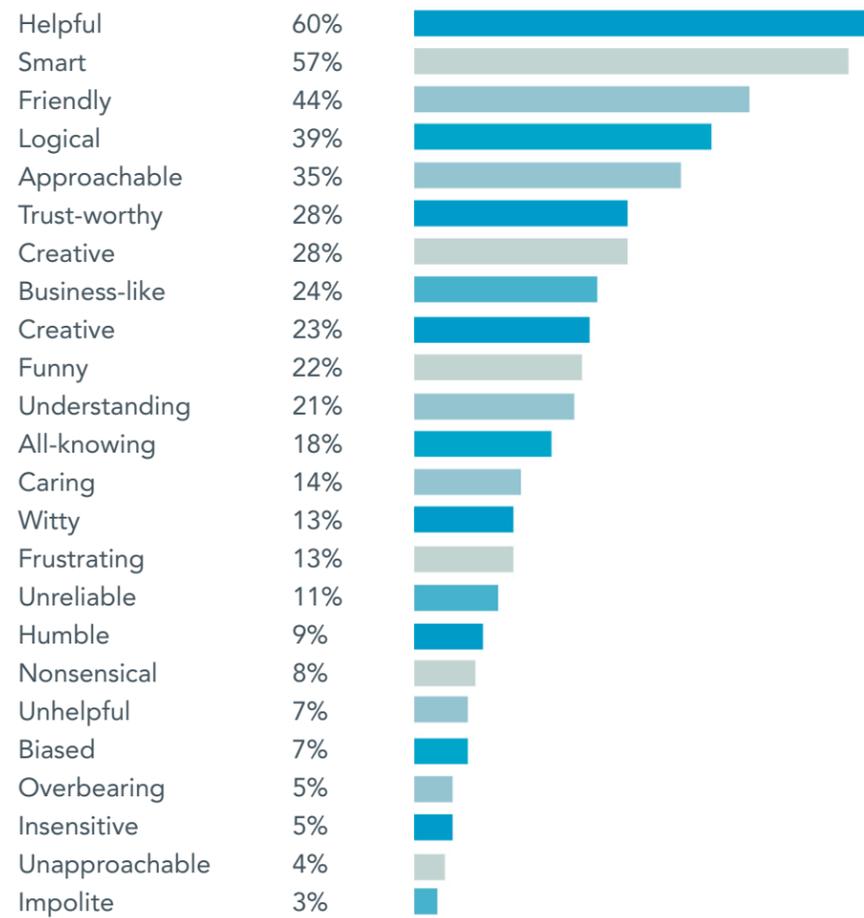
 **tacobot BOT** 2:44 PM
That's easy. You can't have a chicken unless it hatches from an egg so... But wait, hang on a sec... you can't have an egg unless it's laid by a... ERROR ERROR LOGICAL PARADOX... REBOOTING...
Woah, sorry about that. All I know for sure is that both of them taste good when you wrap 'em in a tortilla.

IT THINKS

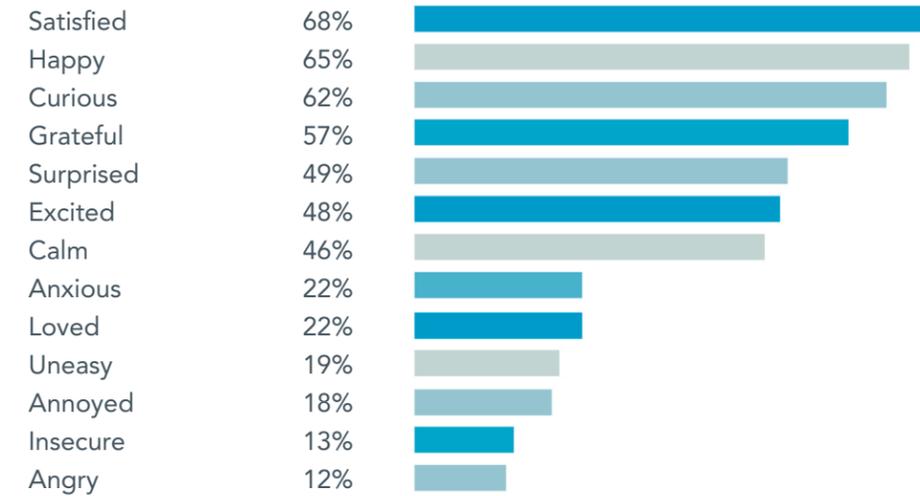
As more brands tap into the power of the cloud, your brand will actually have the ability to reason over large data sets and make choices on your behalf – essentially, your brand will think. No matter how big or small, what industry you are in or what you sell, AI will soon be impacting your business in the form of an intelligent agent. Intelligent agents will grow out of today’s chatbots as they become smarter and more actionable.

From the Bing Ads Intelligent Agents Research Study:

What words would you use to describe the personality and character traits of a digital assistant?
(Choose up to 5, average was 3)



What emotions do you feel when engaging with a digital assistant?
(Choose up to 2, average 1.5)



CREATING BRANDED INTELLIGENT AGENTS



As AI becomes more powerful and widespread, brands will be designing conversational interfaces that speak not only to customers, but to other digital assistants who can act on the customers' behalf. These agents are likely to become high value brand assets that drive new standards in customer relations. Branded intelligent agents will empower your customers in new ways, especially when infused with EQ, and will allow you to reach your customers on deeper, emotional levels.

Now is the time to start creating an intelligent agent. Not only is the space highly connected, but it will reward early innovative players just like the web did. There are a number of platforms and tools that enable the creation of these conversational interfaces—for example, Microsoft offers a wide selection of cognitive services to help developers get started. Chatbots are the initial stepping stones that will grow into fully branded intelligent agents.

START WITH YOUR CALL CENTER

You probably have already started creating an intelligent agent without even realizing it. Call centers are goldmines of recorded conversations that can be leveraged as training materials for an AI system. By converting these conversations into understandable labeled data, AI systems can learn what matters most to current customers, what issues they have, what makes them happy and what makes them frustrated. These conversations can grow into a full dialogue system.

USE AN OPEN FRAMEWORK

You should create conversational technology on an open framework that gives you the most control and flexibility to engage with your audience wherever they're looking to converse with your brand. For instance, Microsoft bot framework is currently available across 16 different channels from Cortana to Facebook to Slack and Skype. Ideally, you will be able to deploy your intelligent agent across any channel of your choice from your website to other existing and creative apps.

MOVE FROM QUESTION & ANSWER TO QUESTION & ACTION

Try to avoid engagements that are simple Q&A sessions. Although popular, Q&As are a good starting point for conversational technology, action is the main goal of a digital assistant. How can your intelligent agent help your customers take action, accomplish tasks and extract value from each interaction?

CONVERSATIONS THAT FLOW

It's recommended to include a chatbot UX designer in the design process who can help to diagram and map out actual conversations and dialogue. These diagrams should then be tested with your actual customers to ensure you are in touch with consumer needs and avoid projecting biases. Don't lock your customers into rigid conversations. In order to create more natural flow, it is also important to feed your system a variety of responses (upwards of 20 for each scenario) so that it can piece together unique phrases. Nobody likes to talk to a broken record. Nobody likes to talk to a broken record. Nobody...

Also, keep context top of mind. Although maintaining context in conversation comes naturally for humans, it's still one of the hardest things for a machine to do. For instance, when you quickly follow up the question, 'What is the best hotel in Orlando?' with 'Where is it?' technology can quickly get lost and users can quickly get frustrated.



Finally, allow for different types of customer responses from Boolean yes/no (via text or voice) to images (for devices with screens) to free form. Your intelligent agent should be able to learn from your customers' preferences over time and continue to adjust.

INJECT PERSONALITY

Is your brand smart? Funny? Nerdy? Cool? Use the Myers-Briggs personality types (MBTI) as a baseline for thinking about your brand's personality. Create a consistent, human-like personality. Use wake words that mean something to your customers.



Connect with them on an emotional level. A great example is Poncho, a popular weather chatbot on Facebook and KIK. He's a cat from New Jersey who offers punchy daily weather forecasts. Be ready for unusual customer questions (off-topic, seasonal, jokes etc.) and bring the conversation back to the brand. For instance, Poncho entertains all types of questions, but manages to return to the weather.

USE SENTIMENT ANALYSIS

Sentiment analysis, also known as opinion mining, is the analysis of the feelings/attitudes/emotions/opinions behind the words within natural language processing tools. Words alone don't always tell the whole story - especially

when dealing with purchase or customer service situations. Technology to support this approach is progressing rapidly; for example, cameras that can detect and learn human emotions and special algorithms to help technology understand the nuances within voice inflection. Your intelligent agent should also use voice inflection within responses to better communicate and avoid sounding robotic.

MAKE EACH CUSTOMER THE CENTER OF THE UNIVERSE

Future technology places people at the center of design. We are entering a multi-device, multi-sense marketplace that revolves around customer needs. It is important to create highly personalized interactions, with knowledge of purchase histories and without repeatedly asking for the same information, such as account numbers. And, of course, stay EQ-focused so that your customers know you care.

MAXIMIZE REACH

Once you have created conversational technology, be sure to put a plan in place so that your customers can easily discover it and know how to use it. NPR is a great example. They have created an Alexa skill named NPR One that includes a library of their newscasts which can be accessed with the wake words "Alexa, ask NPR One ...". At the end of each of their broadcasts, NPR directs listeners to the app and tells them exactly which words to use to find that particular episode. While this is a perfect fit for an audio-first product like NPR, all retailers should think of creative ways to promote and train users on their latest technology.





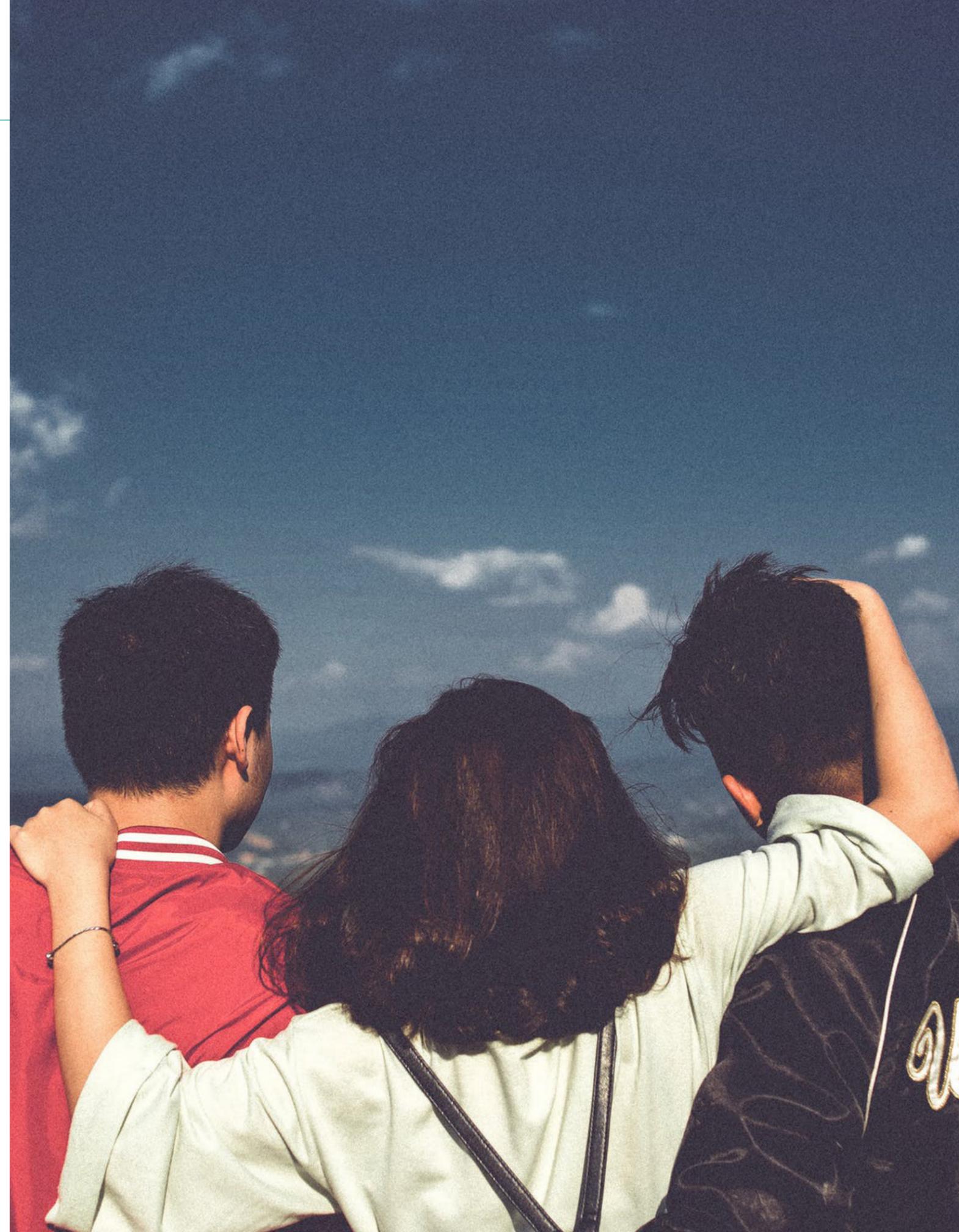
THIS IS ————— JUST THE BEGINNING

Like it or not, each and every retailer today is taking on a new, unexpected role: the role of tech company. New thinking – and new org charts - are taking over as tech and retail merge into one.

Starbucks is leading the way as they “extend their in-store experience into a digital experience,” says CEO Kevin Johnson. Johnson is working to blur the lines between physical and digital as they continuously reinvent the coffee shop with smartphone apps, Alexa skills and easy pick-ups. Interestingly, Johnson himself has a background in tech with Microsoft and Juniper. In 2017, Starbucks announced a groundbreaking ‘My Starbucks Barista’ voice-powered assistant to be part of their five year strategy. “The Starbucks experience is built on the personal connection between our barista and customer, so everything we do in our digital ecosystem must reflect that sensibility,” said Gerri Martin-Flickinger, Starbucks CTO. Starbucks understands that even digital interfaces need to be ‘Starbucks-esque’ to keep their coffee lovers emotionally connected and loyal.

Charlie Cole, Chief Digital Officer at Tumi & Samsonite, also sees virtual assistants taking off soon, but made a thought-provoking statement at NRF 2018, “No one is going to say ‘Hey Cortana/Alexa/Google, order me a \$1,200 cashmere sweater.’”

Or will they? Digital assistants are about to provide seamless experiences that pull in the power of search from across a new ‘semantic web.’ Consumers’ devices unlock highly personalized graphs based off of their brand preferences, purchase histories, and personal context. As brands continue to leverage these graphs with EQ to deepen their consumer relationships, luxury goods may even find a place in the conversational market. As we all learned with the web, never say never.



ABOUT THE AUTHORS



ADRIAN CUTLER, DIRECTOR OF GLOBAL AGENCIES

Adrian is the Director of Global Agencies for Bing Ads based in London. He joined Microsoft to bring an “outside-In” view to Bing Ads with a clear perspective in how to truly obsess about our customers. Prior to joining Microsoft Adrian successfully ran profitable paid search and performance media teams in Zenith Optimedia Performics and Dentsu Aegis iProspect, where he moved client side to build an in-house digital team from scratch.

Adrian is a regular keynote speaker, award judge and panelist at industry events such as Cannes, Adweek, SMX and DMexco. Adrian is deliberate in always demystifying AI and show how not only can it save the greatest and most precious commodity to humanity, time, but also how its place in the world can empower us all to truly amplify what we are naturally capable of through our own Human Ingenuity.

As a Fellow of the Royal Society of Art, Commence and Manufacturing, he takes the greatest pride in seeing humanity collaborate with each other and how tech can advance this collaboration.

Adrian is a father, husband, lives in Sussex and works in London.



JEREMY HULL, SVP, INNOVATION, IPROSPECT

Jeremy champions new breakthroughs across all service lines at iProspect US. He pioneers original ways to leverage channel tools and features to drive business results, and aligns strategies across channels to deliver combined success. By testing and launching new partners and internal tech solutions, he increases both efficiency and performance.

Jeremy knows that innovation goes beyond just testing tech and beta features. Innovation is about creating something new—a unique way of using a feature, combining channels, or identifying new solutions for clients’ business challenges.



CHRISTI OLSON, BING ADS EVANGELIST, MICROSOFT

As the Head of Evangelism for Search at Microsoft, Christi is a storyteller and writer creating thoughtful and thought provoking content through publications and at events, workshops, executive briefings, customer meetings, and conferences. She is on the Board of Directors for the Search Engine Marketing Professional Organization (SEMPO) and the University of Idaho School of Business.

For over a decade Christi has led Digital Marketing teams at Microsoft, Expedia, Harry & David, Pointmarc and Point It. She is passionate about search marketing and has spent her career helping businesses solve their marketing challenges and goals through studying and analyzing data to develop actionable insights and strategies. Christi has been recognized by PPC Hero and her peers as one of the top 25 Most Influential PPC Experts in 2018, 2017 and 2016 and 2015. She is a regular keynote speaker, panelist and award judge at industry events across the Globe such as AdWeek, Mumbrella, the American Marketing Association, 4A’s, SMX, PubCon and DMexco. When she is not working, Christi and her husband are the wranglers of a handsome 2 year old boy, a pug and a schnauzer.



ANDREA WILSON, VP, STRATEGY DIRECTOR, IPROSPECT

Andrea weaves her wealth of business and consumer insights into cutting-edge digital strategies. Leveraging 14 years of industry experience, Andrea plays an instrumental role in ensuring that iProspect is the leading digital agency for luxury and premium retailers. She launched The Luxe Group, iProspect’s specialty practice focused on uncovering trends in the luxury space. A passionate advocate for consumer research, Andrea has spearheaded many industry-first studies about affluent consumer behavior. Her industry recognitions include Luxury Daily’s “Luxury Women to Watch” and Direct Marketing News’ “Top 40 Under 40.”

ABOUT THE AUTHORS

ABOUT IPROSPECT

iProspect is the first truly global digital marketing agency, with 4,300+ employees in 93 offices across 55 countries. A trusted partner with an in-depth understanding of consumer behavior, iProspect reshapes brand strategies to meet the fast-paced demands of the convergent world with a focus on exceeding the client's business objectives.

Our global reach, in-depth knowledge of diverse local markets, and expertise produce award-winning, performance-based marketing strategies for leading brands such as General Motors, Hilton, Procter & Gamble, Microsoft, and many others. In 2017, iProspect was named a leader in Forrester Research Inc.'s "The Forrester Wave" Report for search marketing agencies. iProspect has also been listed as the "Best Agency for Performance Marketing" by iMedia three years in a row, MediaPost's 2015 Search Agency of the Year and iMedia's Best Agency for Search.

For more information, visit www.iProspect.com or follow us on Twitter @iProspect.

ABOUT BING

Bing powers nearly 1 in 4 searches across devices, going beyond the search box to give people the knowledge to do more. It's inside the apps, sites and devices people rely on every day, powering search experiences from Yahoo to AOL, Apple to Amazon, and Windows 10 to Xbox. Bing is personal, pervasive, and predictive, which creates a more relevant experience for users around the globe.

Whether it's in the search box, across Microsoft or with one of our trusted partners, the Bing Network connects you with 5.5 billion searches every day in relevant everyday moments and in meaningful ways.

Bing Network. Be there.

