# Retail Asia Conference & Expo

Retail Tech Section
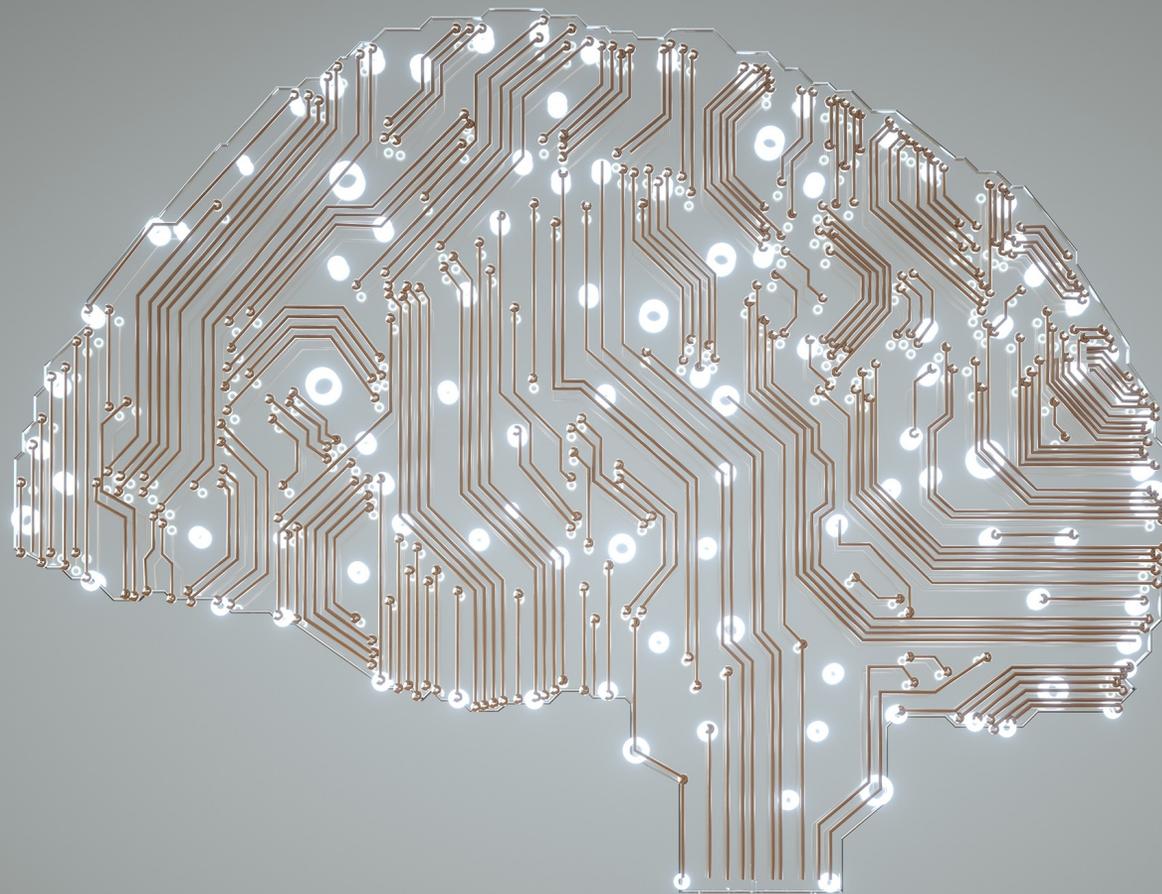
# Artificial intelligence (AI) enabler for online advertising

- HKAI Limited (HKAI) aims to enable the application of **artificial intelligence (AI)** on **data management** and **online advertising**

- **Two flagship products** empowered by AI:

  - **AlgoDATA**, a data management planform that organizes digital data wisely and transforms them into useful insights to monetize business profits

  - **AlgoAD**, an Ad server which automates and optimizes the digital Ad space

www.hkai.io   **In.** HKAI Limited

Online retail sales grew 21% in 2022 year-on-year, which accounts for 10% of the overall retail sales by revenue

Over the past three years of pandemic, the Hong Kong retail sector has changed significantly as more people **have developed the habit of shopping online**.

Source: [Hong Kong's total retail sales to grow by 13% in 2023 – PwC forecast (PwC)](#)
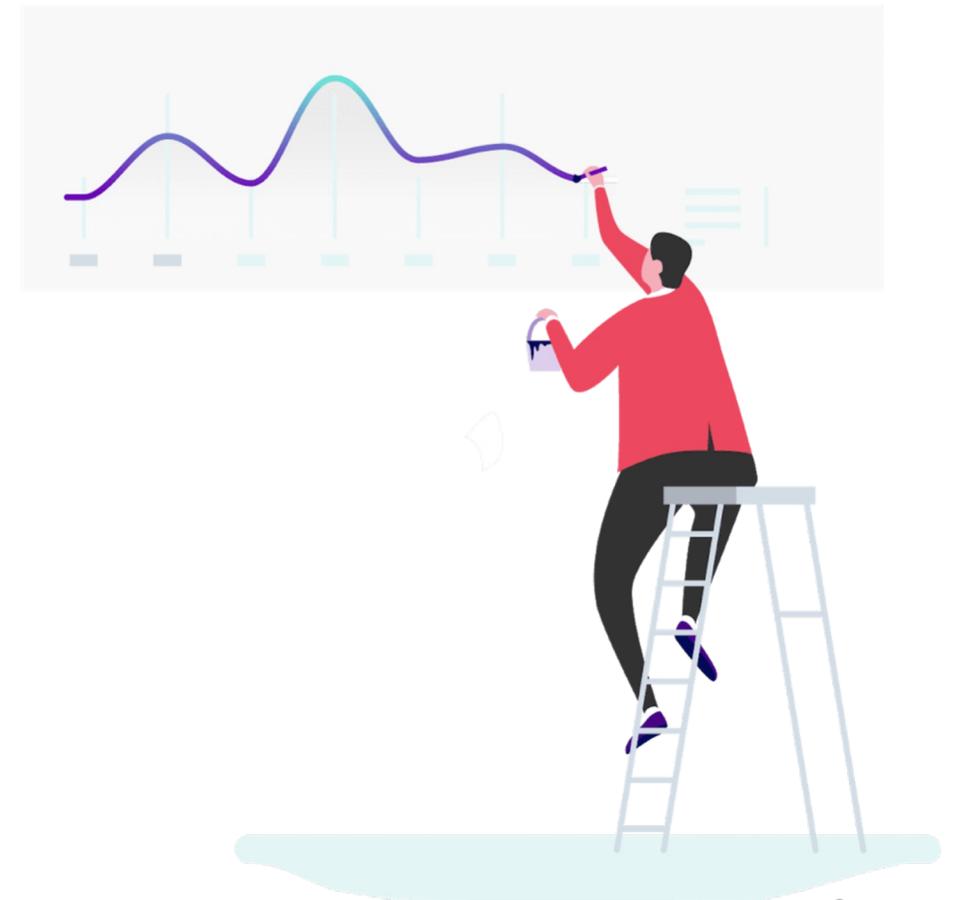
Too many sales channels and retailers have no way to analyze large amounts of unstructured customer data

From e-commerce platforms to mobile app and IoT system, **the sea of online data** becomes a challenge for retailers to build a complete picture of customer behaviors and preferences.
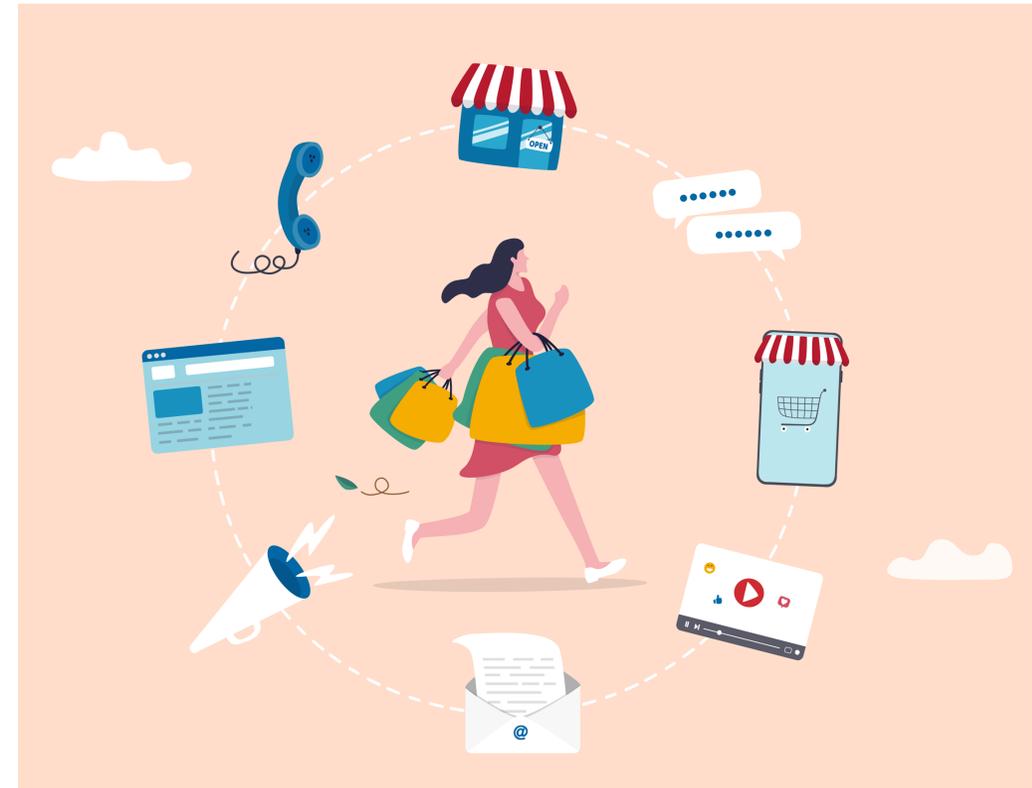
Data Management Platform (DMP)

A unifying data management platform to bring all retail customer data together.


AlgoDATA

Help **compile and categorize customer data** from different retail sales channels into **useful segments** through machine learning to launch precise targeted and re-targeted advertising.

Retail customer data and behavior
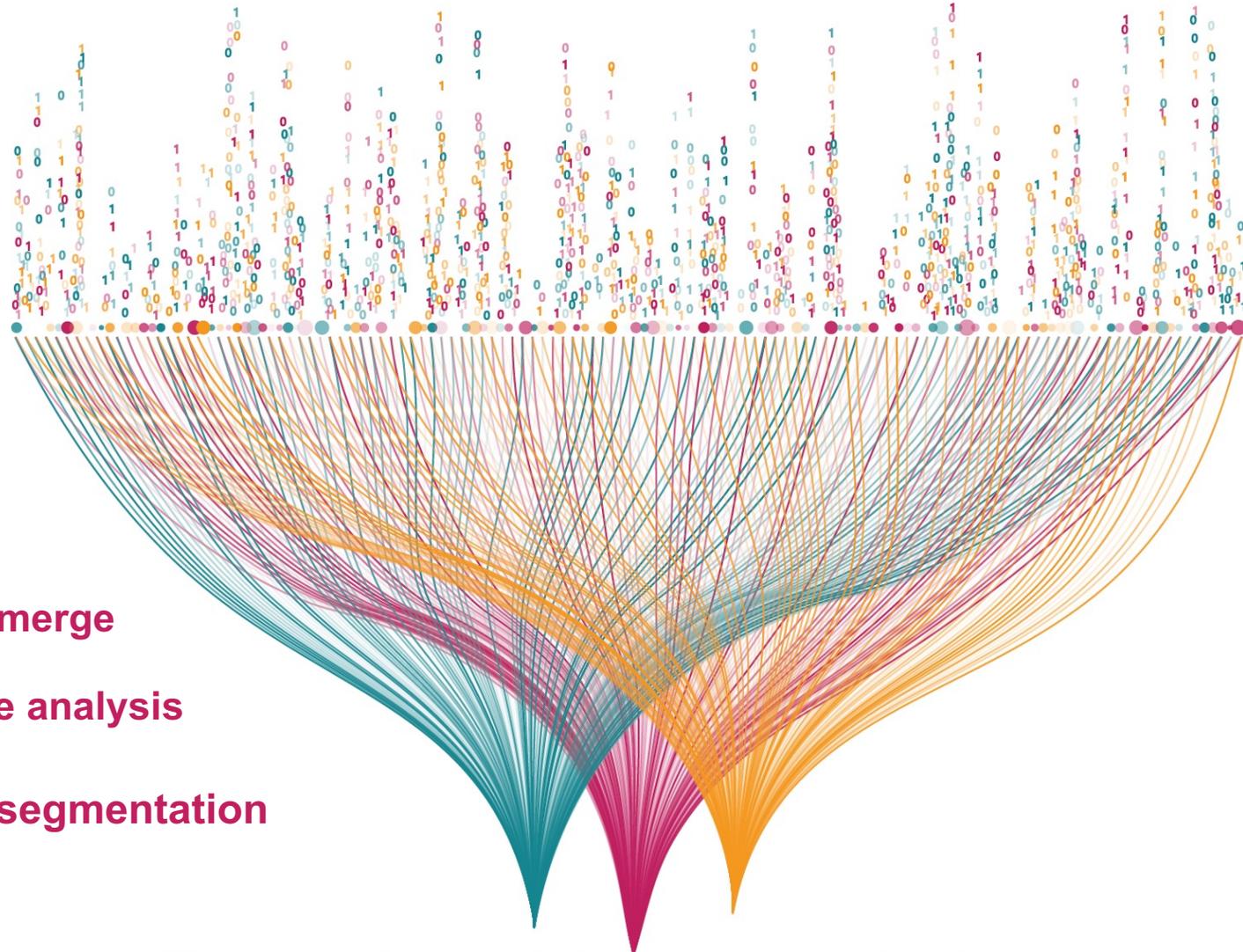
Customer ID merge

Look-alike analysis

User segmentation

Targeted omnichannel marketing

AlgoDATA

1. Customer A purchased on the e-commerce platform
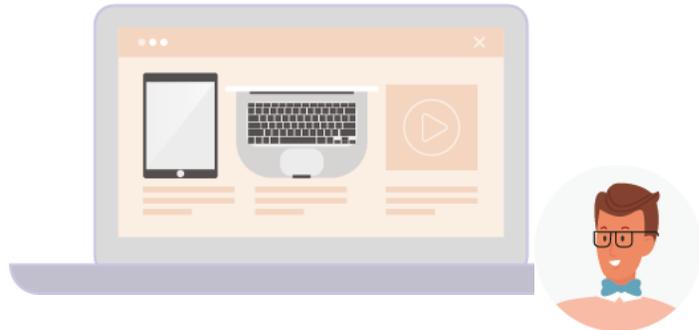
2. Customer A purchased on phone
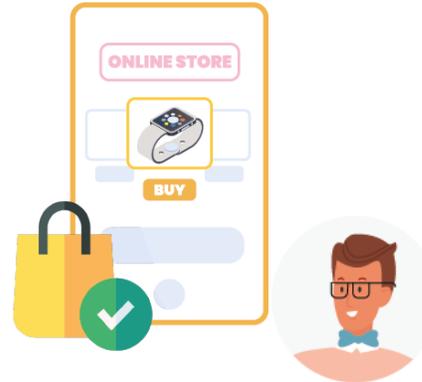
3. Customer A purchased in the physical store
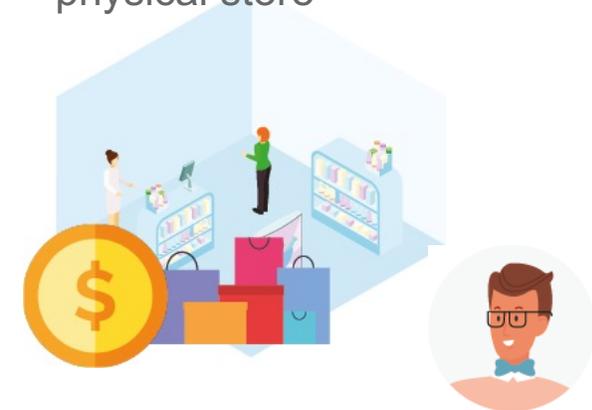
Merging customer identities (ID)

✓ An efficient way for retailers to identify the **same customer** across different retail platforms

✓ Helps retailers to make use of the **customer common characteristics**, including customer demographics, behaviors, interests, and purchase to **tailor their marketing campaigns**

AI generates "Look-alike analysis"
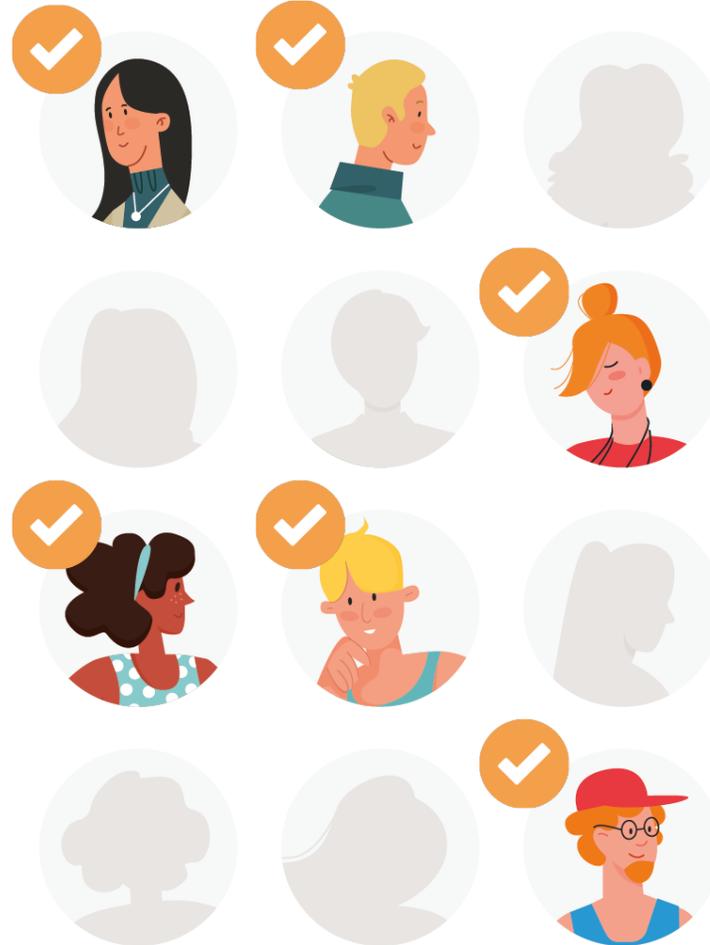
Current customers

Look for new customers who share similar characteristics and behaviors

New group of customers is found

How **AlgoDATA** exactly work?

✓ **Consolidate large amount of customer data in real-time** collected from multiple retail sales channels

✓ Enable retailers to launch **personalized omnichannel marketing** to their targeted customers through these channels

• **SMS, Email, Mobile push and digital Ads**

e-commerce platform

Website

IoT

App

Product details

Store purchase record

AlgoDATA

Digital Ads

SMS

Email

Mobile push

Supply-side platform (SSP)

AI-powered advertisement supply-side platform for retailers to publish targeted and personalized ads at any time on leading broadcast channels.

AlgoAD

Maximize your ad spend ROI and optimize the audience experience to drive business growth

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AlgoAD

One AlgoAD platform that **connects** to publish **digital Ads through multiple channels**
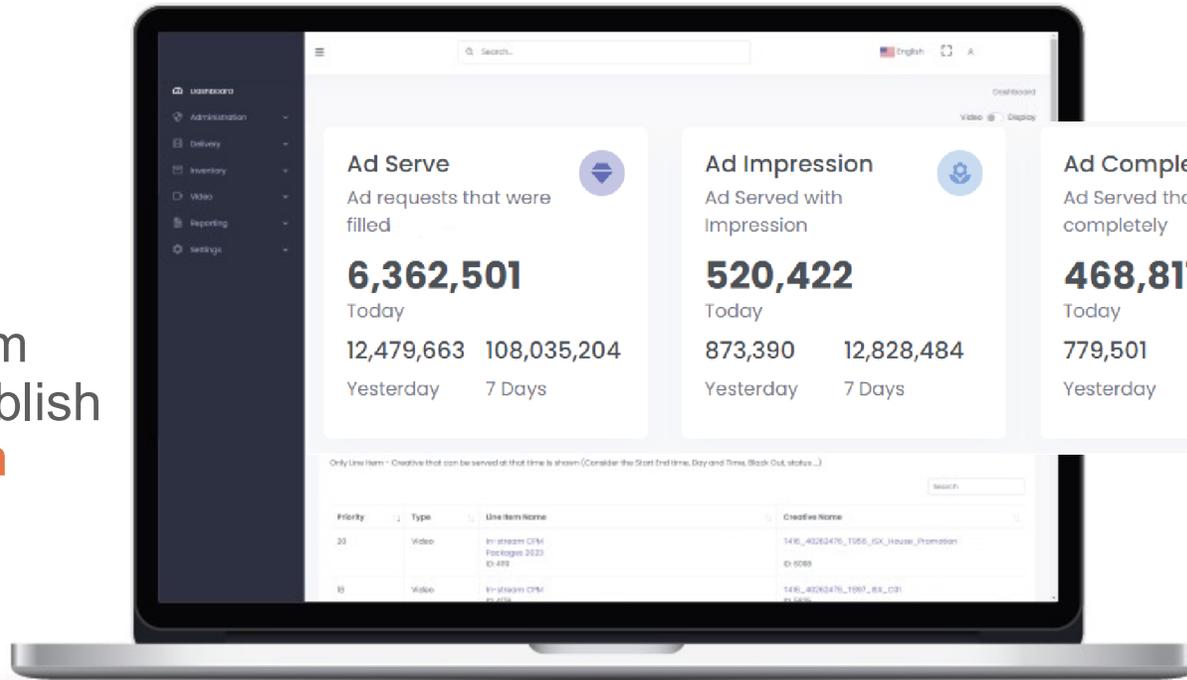
Real time Ad performance result for retailers to review

TV app & web

Television

Set-top box

11
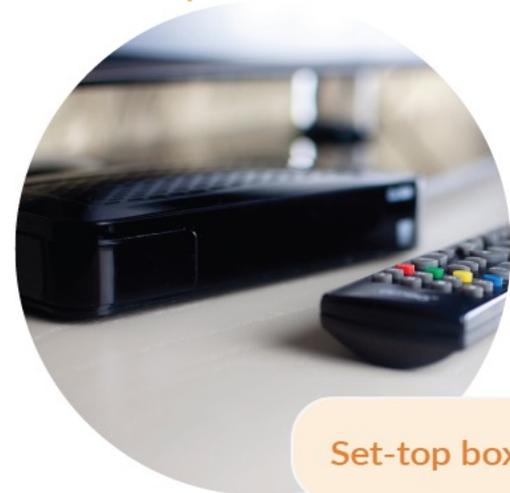
# Transform your retail business with **HKAI**

AlgoDATA

Predictive insights
- ✓ Analyze large amounts of customer data to provide insights and predictions about audience behavior and market trends

AlgoAD
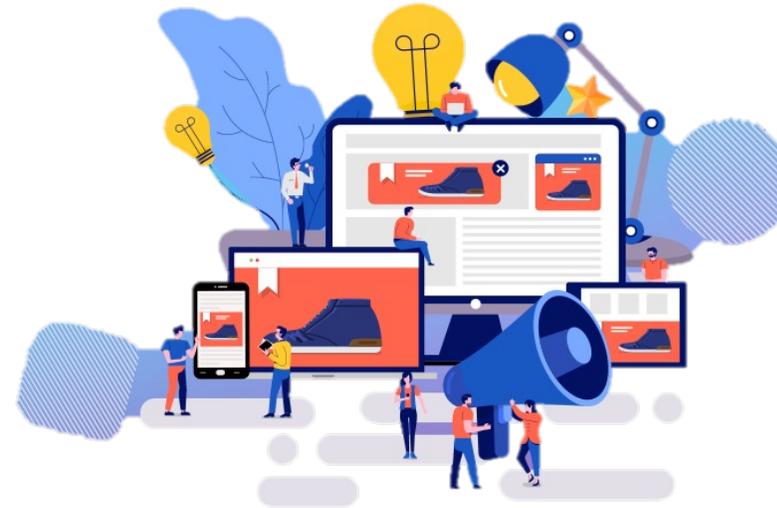
Targeted Advertising
- ✓ Increase Ad publishment and Ad investment efficiency with AI algorithms across multiple broadcast channels

Thank you!

Follow us on [LinkedIn](#) to discover what's new and next from HKAI, in enabling AI in the online advertising world.

You can also send in your questions, comments, and ideas to info@hkai.io

HKAI