

OMMAX Intermate.Group

WELCOME TO OUR EXPERT EVENT

AI-Powered Marketing Strategies for the Disruptive Age



Dr. Stefan Sambol
Partner & Co-Founder
OMMAX



Philip Papendieck
Founder & CEO
INTERMATE



Maria von Scheel-Plessen
Director EMEA
TOP EU LUXURY BRAND



Sylvie Vermeend
Digital Marketing & E-Commerce
DANONE

March 7, 2024 / 6:30 PM CET
OMMAX HQ / MUNICH

AGENDA

7:00 – CREATING BUSINESS VALUE THROUGH AI STRATEGY (OMMAX)

7:20 – SOCIAL LISTENING AND AI-BASED DECODING (INTERMATE)

7:40 – AI AND MARKETING IN RETAIL (KEYNOTE SPEAKER)

8:00 – INDUSTRY USE CASES (DANONE)

8:20 – DINNER/NETWORKING/Q&A



BUILDING DIGITAL LEADERS

2,000+
DIGITAL
PROJECTS

500+
INTERNATIONAL
CLIENTS

50+
COUNTRIES
COVERED

90
NET PROMOTER
SCORE



WE CREATE **LONG-TERM VALUE** THROUGH EXCELLENCE IN **STRATEGY AND EXECUTION**

TRANSACTION ADVISORY

- Commercial Due Diligence
- Digital Due Diligence
- Tech Due Diligence
- Data Due Diligence
- Equity Story Design
- Exit Readiness

GROWTH STRATEGY

- Digital Readiness Assessment
- Digital Go-to-Market
- Growth Strategy & Internationalization
- Loyalty & Retention Strategy
- AI Strategy & Advanced Data Analytics

VALUE CREATION

- Digital Experience Platform
- Lead Generation & Marketing Automation
- Digital Marketing & Branding
- Sales Funnel Optimization
- Process Optimization & Automation



75+ MEMBERS IN OUR

ADVISOR & EXPERT NETWORK



DR. JOERG STROM

No. 1 Artificial intelligence Thought
Leader in Europe



DAVID ROGERS

Keynote Speaker, Author of several
books on Digital Transformation,
Professor at Columbia University NY



PHILIP PAPPENDIECK

Founder and CEO of Intermate.Group



MARIA VON SCHEEL-PLESSEN

Keynote Speaker & Serial Board
Member I W&V Top 100 2023



ROCKET INTERNET



a'svin

DOUGLAS



Google

Intermate.

Alphabet



Lufthansa City Center

co
MATCH

McMakler

possible.
VENTURES



Microsoft



THE HISTORICAL DEVELOPMENT OF AI

- **1974** – Seppo Linnainmaa invents **Backpropagation algorithm** to train **Artificial Neural Networks (ANN)**
- **2006** – “**Deep Learning**” coined by Li Deng and Dong Yu
- **2012** – **ImageNet moment: Deep Learning revolutionizes object recognition** (10% benchmark improvement)
- **2015** – AlphaGo by **Google Deepmind** wins Go against the best human players, based on self-optimization via **Reinforcement Learning**
- **January** – **ChatGPT** became one of the fastest-growing software products ever: **over 30 million users**
- **March** – OpenAI releases **GPT-4**, which can process larger amounts of text and shows many new emergent properties
- **Microsoft** invested further into OpenAI and **incorporated ChatGPT into its products**



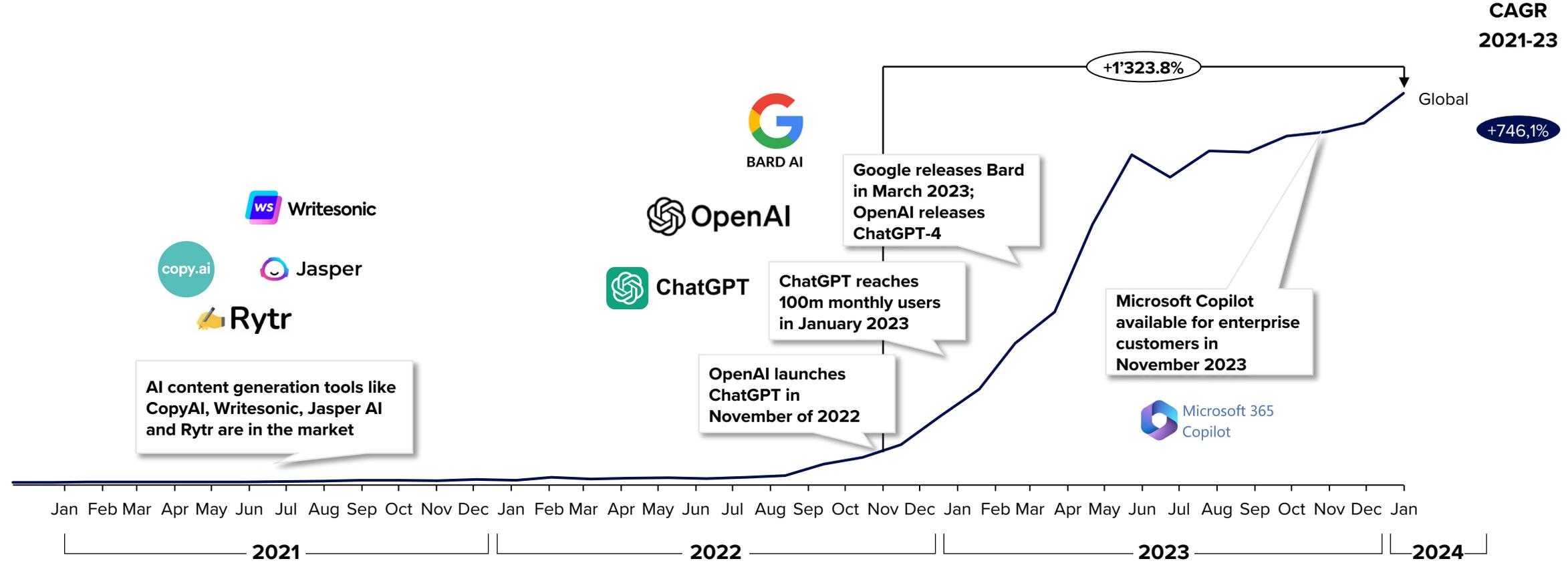
- **1950** – Alan Turing proposes the concept of a “**thinking**” machine
- **1956** – **Birth of AI Research** at Dartmouth Conference
- **1963** – **first ML algorithm** (support vector machines)
- **1997** – Murray Campbell and Feng-hsiung Hsu’s **invention Deep Blue by IBM** beats chess champion based on **AI-based Search algorithms**
- **2015** – **OpenAI founded** by Sam Altman as a research lab
- **2018** – Google releases **BERT**, the first Large Language Model, followed closely by GPT-1
- **June 2020** – OpenAI unveiled **GPT-3**, the **first general-purpose Language Model**
- **November 2022** – OpenAI released the **ChatGPT** to public
- 50% increase in AI tools in the market (12k Q1 24 vs. 8k Q4 23)
- OpenAI launches Sora, a new text-to-video generator



DIGITAL MARKET DEMAND FOR GEN AI



of analyzed keywords: **335** for global (EN)



THE NEXT BIG THING: SORA

PROMPT #1

“An adorable, happy otter confidently stands on a surfboard wearing a yellow lifejacket, riding along turquoise tropical waters near lush tropical islands in 3D digital render art style.”

 OpenAI
Sora





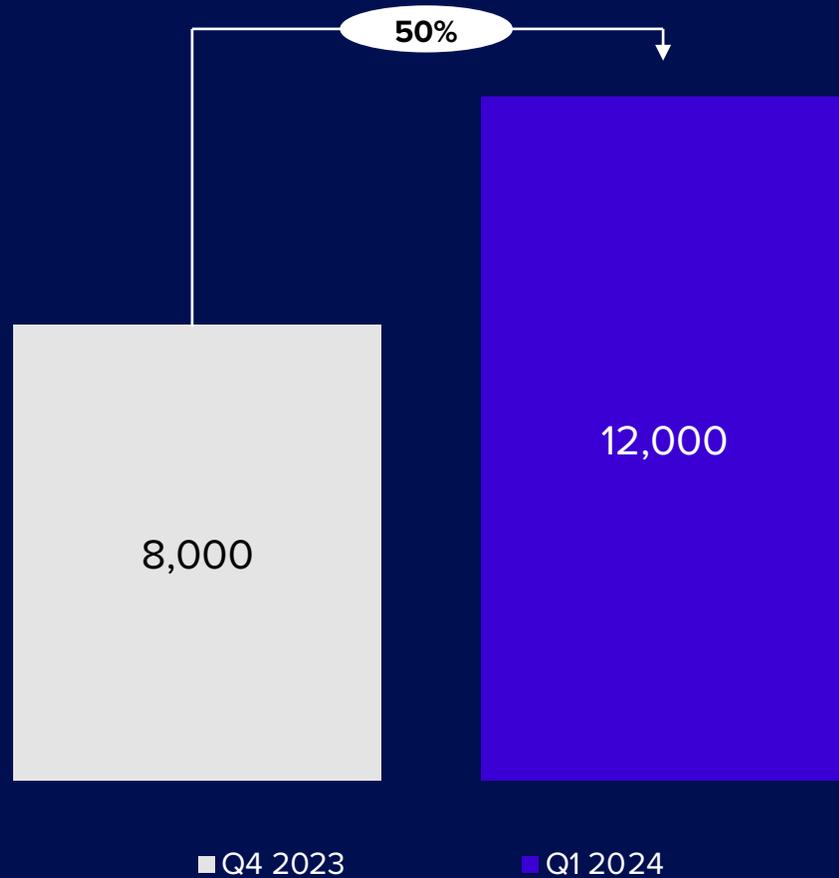
THE NEXT BIG THING: SORA

PROMPT #2

“Several giant mammoths approach, walking through the snow. Their long fur lightly blows in the wind as they walk. Snow-covered trees and dramatic snow-capped mountains are in the distance. Mid-afternoon light with wispy clouds and a sun high in the distance creates a warm glow.”



DEVELOPMENT OF AI TOOLS IN THE LAST QUARTER



12K
AI TOOLS IN THE
MARKET

17K
TASKS

5K
PROFESSIONS

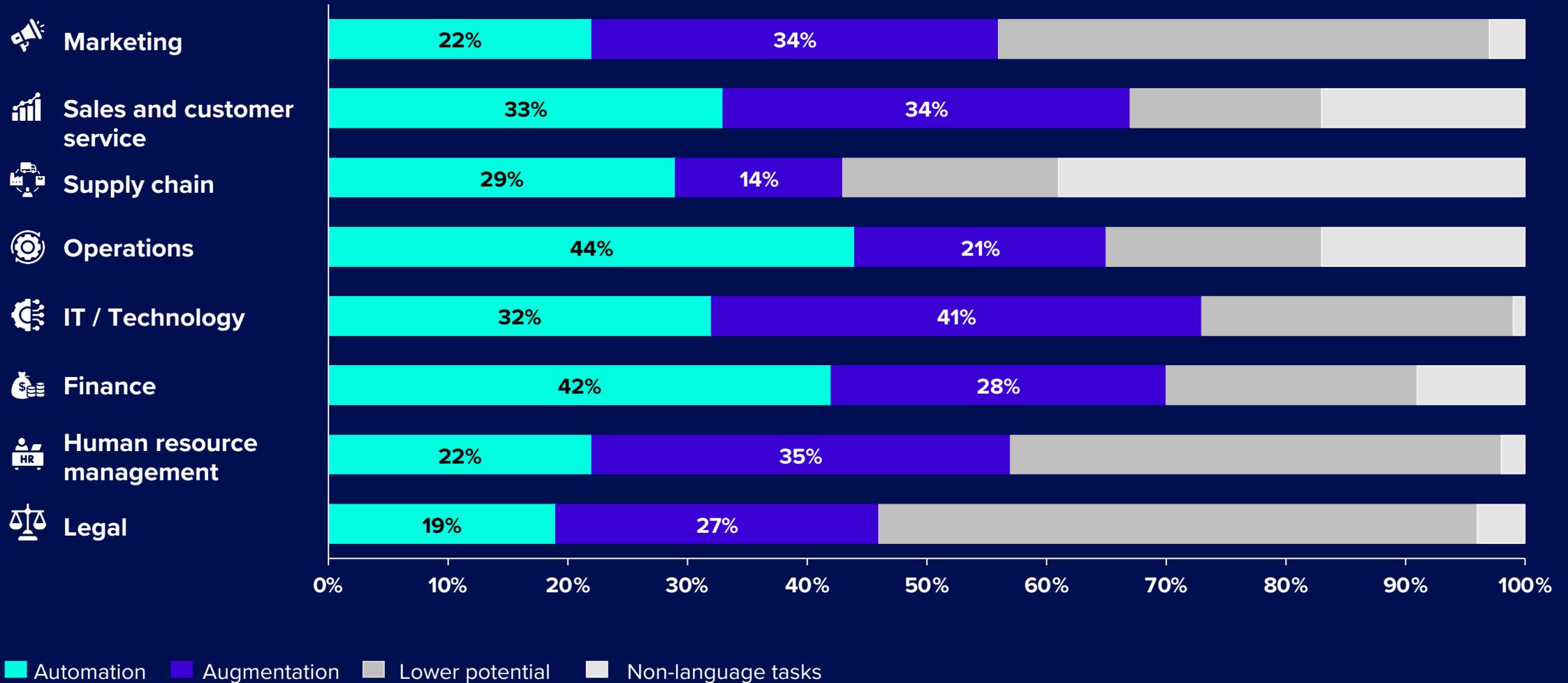


AN OVERVIEW OF AI TOOLS

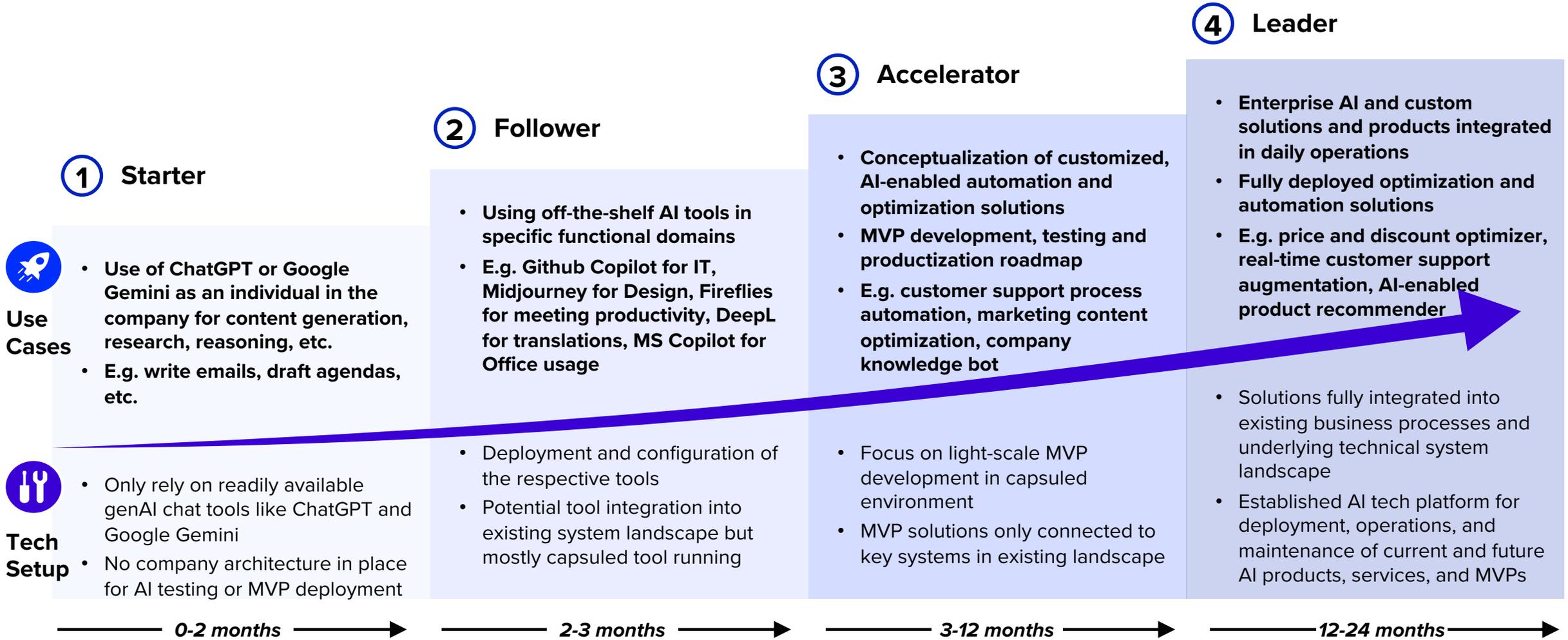


AI POTENTIAL PER VALUE CHAIN FUNCTION

% of labor that can be automated using generative AI

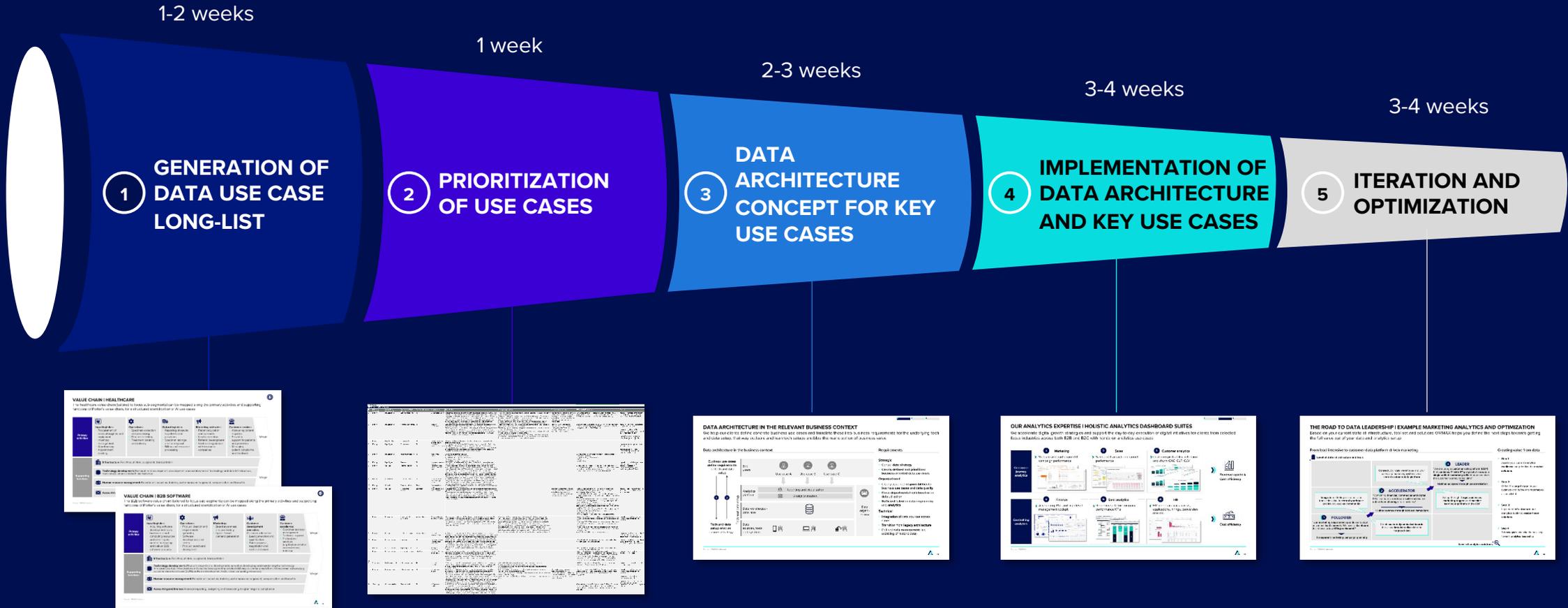


ROADMAP TO AI LEADERSHIP



KEY SUCCESS FACTOR FOR AI PROJECTS

+100 AI use cases identified



**WE BELIEVE IN REAL
USE CASES TO CREATE
REAL BUSINESS VALUE**



01

THE CHALLENGE



AI-driven content growth that is exactly tailored to specific company needs.

+100,000 **product and category pages** to be created and optimized with AI, optimized for **Google and high rankings**

Content leadership requires scalability (+20 countries) and high-quality standards.

02

OUR APPROACH

- 1 / Strategic use case definition
- 2 / Advanced prompt engineering with Large Language Model (LLM)
- 3 / Backend integration and API-backed automation, incl. competitor screening
- 4 / Usability improvement through GUI generation and QA automation

03

KEY RESULTS

+50%
improvement in efficiency

80%
of AI-generated content outperformed human generated content

90%
High scores on SEO, originality, readability, and consistency parameters.



GERMAN POWER TOOL MANUFACTURER | COMPETITOR INTELLIGENCE SOLUTION

1

2

01

THE CHALLENGE



Competitors run large-scale promotions without accessible third-party data.

Current manual competitor intelligence processes lack central analysis and immediate response capabilities, leading to delays and missed opportunities for counter-promotions.

02

OUR APPROACH

- 1 / Strategic use case: Systematic, high-speed data collection with automated stakeholder attribution.
- 2 / Application of Optical Character Recognition (OCR)
- 3 / Set-up of post-processing methods including Deep Learning technology
- 4 / Ramp-up of MVP within 2 months

03

KEY RESULTS

400%

ROI on yearly sales increase estimated

ENABLEMENT

of immediate counter-actions as well as general pricing intelligence

INFORMATION

collection and retrieval made intuitive and easy via app



FOUR STEPS TO COMPETITOR PRICING DATA

1

2



Discount campaign pictures



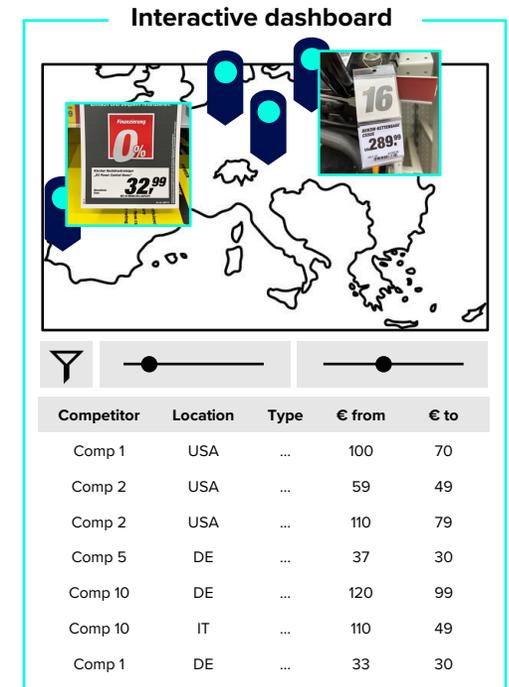
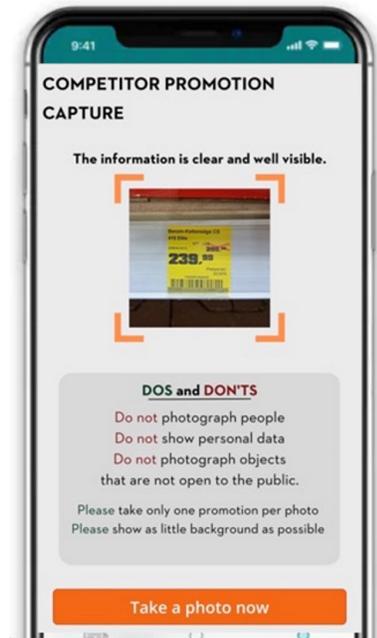
Upload via app



AI Picture Recognition



Data visualization



+10 countries
+10k SKUs



The background features a complex, abstract pattern of teal and blue wavy lines that create a sense of motion and depth. Small, glowing particles are scattered throughout the scene, adding to the futuristic and digital aesthetic. The overall color palette is dominated by dark blues and teals, with the text providing a sharp contrast in white and purple.

**THINK BIG,
START SMALL,
SCALE FAST.**



OMMAX AI SERVICES

AI READINESS ASSESSMENT

Assessment of **current AI maturity state** and readiness for the **introduction of AI** along the company's **major input factors**

AI USE CASE DEFINITION

Benchmarking, ideation and formulation of value adding AI use cases, which are actionable and ready to implement, fitting to the unique situation

AI EXECUTION

Formulation / assessment of **AI value creation plans**, implementation of **AI related change, new processes** or **automation** of existing process steps

OMMAX AI ACADEMY

Training of team members in usage of generative AI, in formulation of processes and provision of AI tools to use in your organization



OUR AI EXPERTS



Dr. Stefan Sambol

Co-Founder & Partner

Stefan has >15 years of expertise in leading tech, data and global digital projects across +30 countries. He has proven records of entrepreneurial innovations in the digital world and successful D2C business models.

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Christian Brugger

Partner Data

Christian leads the ADA practice at OMMAX with a focus on the development of **data-driven digitalization strategies**. He has >12 years of experience in **strategy consulting with a data and digitalization focus**.

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Dr. Hardy Kremer

VP Data Engineering & Data Science

Hardy is an expert in helping clients **utilize data to reach their business objectives**. He has >13 years of experience with **end-to-end implementation of analytics and data science solutions**.

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Dr. Felix Marcinowski

VP Digital Marketing

Felix is the head of OMMAX' **Digital Marketing** team, developing innovative strategies and tailored solutions to a range of international clients. He has >10 years of experience in digital marketing.

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Dr. Mihail Minev

VP Tech

Dr. Mihail Minev has 12+ years of experience in the design and client delivery of digital solutions and products in the context of M&A transactions. He advises clients with a focus on value creation through technology, machine learning, and automation.

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