

データベースと最適化
～最先端ダイレクトマーケティング手法とは～
Data and Optimization
Expert Talk

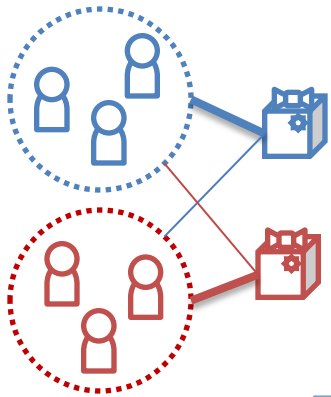
Yasuharu Okamoto, Directus Inc.
Tom Suzuki, Rosetta Stone Japan Inc.
Shigetaka Yamakawa, Dentsu Inc. (moderator)

Lifelog and Clouds

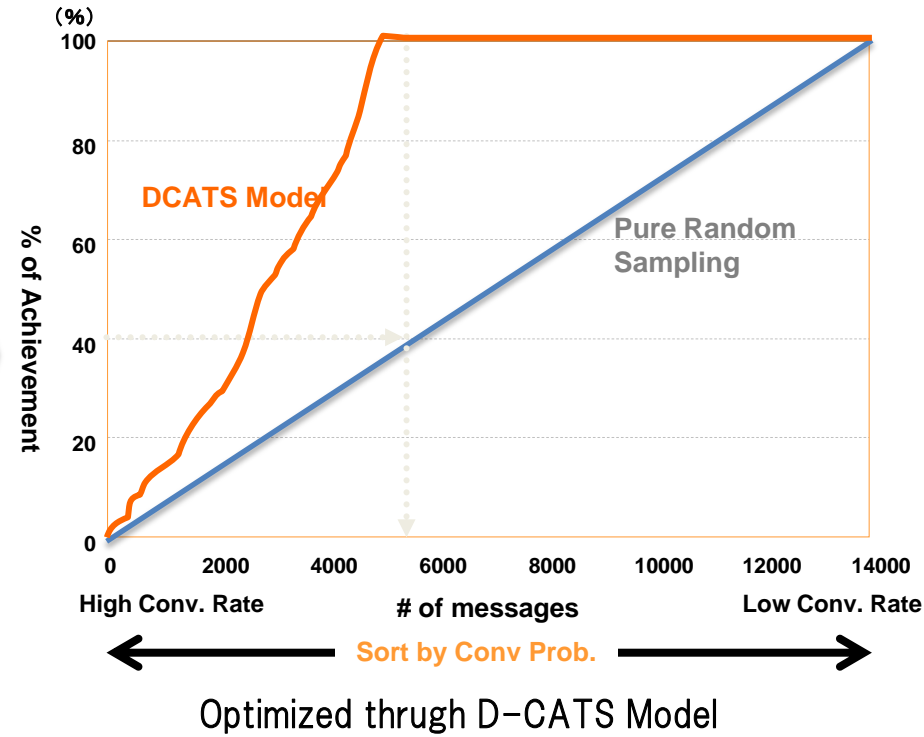
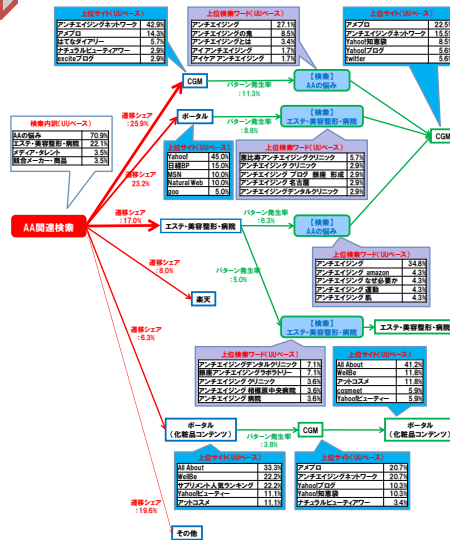


Optimization and Datamining Technology

Collaborative Filtering
and its Variations



Decision tree and its
Variations

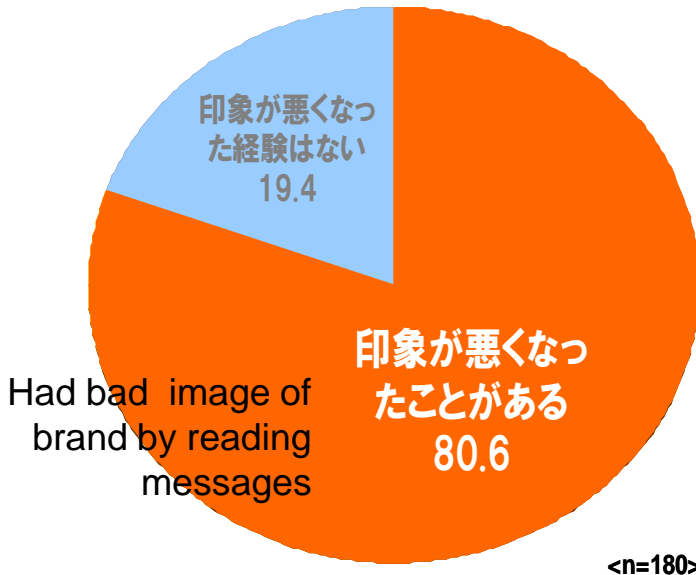


Fact: Flood of KY(Kuki-Yomenai) Messages

KY = cannot read situation / context

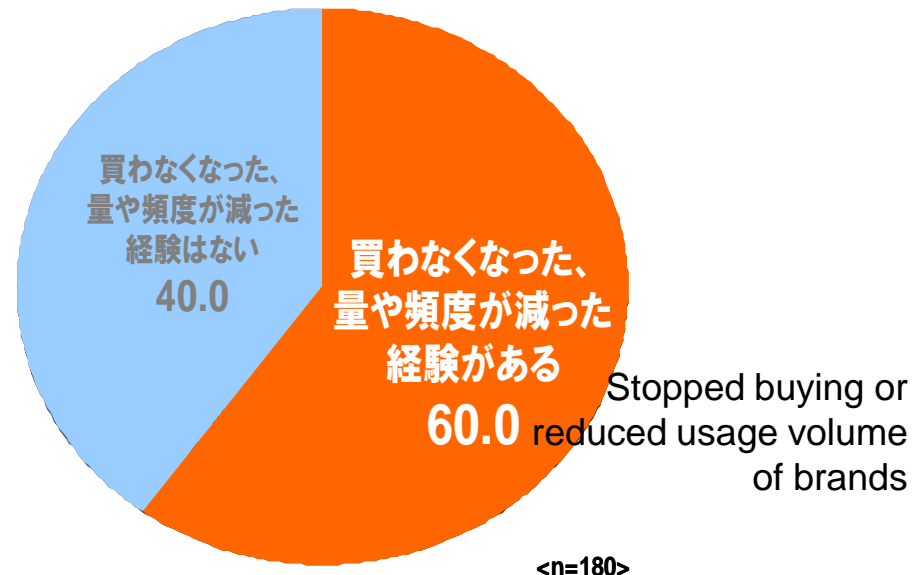
Psychological damage of corporate image by opt-in messages

“企業からのメール”による
心情面の損傷



Discouragement of purchase behavior by opt-in messages

“企業からのメール”による
行動面の損傷

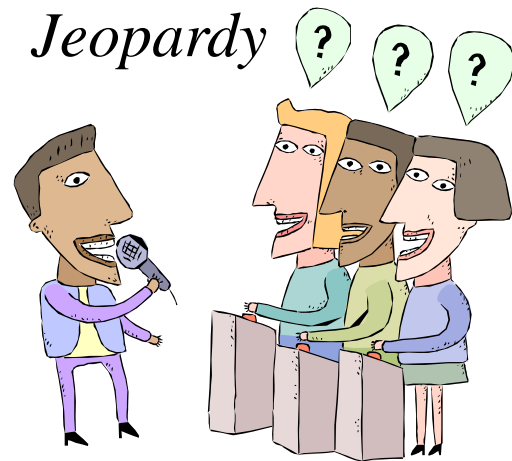


wunderman Dentsu

Opt-in messages could destroy brand images if message is NOT relevant.

Kuki Wo Yomu – Reading Contexts

Computers now understand natural languages.



IBM's Watson

Can computers understand the heart of hospitality?



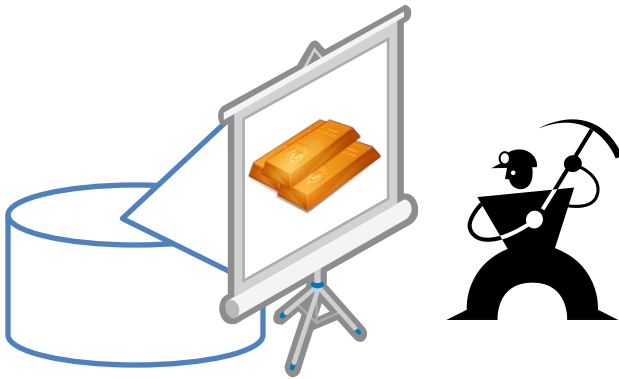
Omotenashi
- Heart of Hospitality -

From Optimal Promotion to Optimal Experience

Optimizing
Promotion



Finding customers with highest
probability of purchase

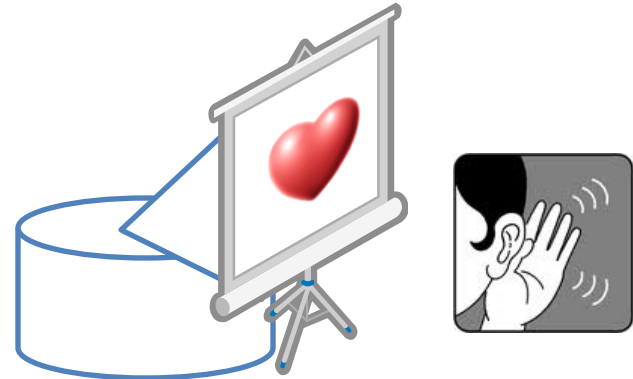


Datamining

Optimizing
Dialogue



Finding best ways to
communicate with customers



*Listening with
Omotenashi Mind*

Experts from Marketing Battle Fields

Mr. Tom Suzuki



Rosetta Stone Japan Inc.
Director,
Direct to Consumer (DTC)

Talks about state-of-the-art
techniques in web interaction design

Mr. Yasuharu Okamoto



Directus Inc.
CEO

Talks about cutting-edge one-to-one
communication methodology

Presentation

Wrap-up