

Presentation: Thursday, November 7th

PSM Speaker Series

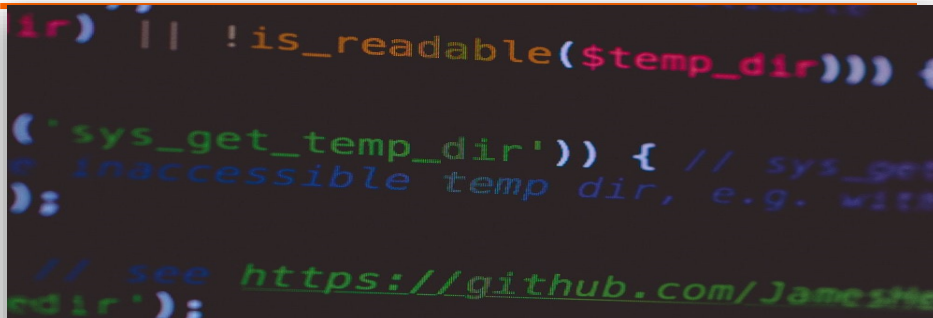
Text Analytics and AI for Marketing on Social Networks

Speaker: Drew Fones

Date: Thursday, November 7

Time: 5:30pm - 7pm

Location: Bulger 425



Ever wonder why certain ads show up in your social media feeds?

Learn how rel8ed.to Analytics:

- ◆ Gathers unstructured data
- ◆ Maps that unstructured data against social media
- ◆ Uses that data to target the right audience for a given product

About the Speaker:

Drew Fones is the head of Consulting Services for rel8ed.to Analytics. His responsibilities include oversight of analytical staff in creation of models, BI Visualizations, and IoT endeavors, plus overall business development. He utilizes Alternative & Public data using modern methods of model development, which include Artificial Intelligence, algorithm creation, and Machine Learning used for risk and marketing analytics. Fones wrote, was awarded, and supervised work for a grant for creating AI solutions in social networking marketing which yield 10-50% decreases in CPC.

About the Firm:

rel8ed.to Analytics enables deep business data analytics on Big+Open Data, delivering hidden insights. They use data and algorithms to assist customers as they identify risk and project market winners and losers at the industry, regional, and individual corporation level, delivering value for Financial Services/Insurance, Marketing, and Investigations, and providing big data applications for business modeling and analytics for both commercial and government/academic research.

You know your business. They Know Your Customer. Learn more at <http://www.rel8ed.to/>

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