Australia leads the way for Machine Learning in Online Advertising

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Silicon Valley has a long standing as the Global epicentre of technology – with it being the home to Google, Facebook, Apple and Twitter. Australia, however, is now being claimed as “probably the fastest adoptee of machine learning technology in retail, globally”.

That’s the opinion of Elizabeth Clark, multi award-winning CEO & Founder of Dream Agility, a UK based machine learning platform and Google Premier Partner, operating in 20 major countries. She moves on to say:

“We were recently visited by Google, who were shocked at our growth rates compared to their benchmarks. We explained that advertisers are flocking to the better returns available with machine learning.

“Of the major markets we operate in, Australia has easily been our fastest rate of adoption. Other countries are more reserved, but the Australian retailers are quite irrepressible in their desire for a competitive edge. In particular, household named Australian brands, such as Chemist Warehouse.”

In addition, forward-thinking retailer Tentworld, who recently appeared in Smart Company’s Smart 50, and ranked in Power Retail’s Top 100 online retailers list for 2017, are also moving in this direction.

Jon Burrell, Tentworld Director, comments:

“Tentworld are very much entering the Machine Learning age and what better place to test it than on Google Search with its millions of data points. What impressed me about the Dream Agility platform is its impressive award-winning track record and the constant advancements in the tech.

“With 12 stores and further ambitions to grow our real estate, at what has been a tough time for many other retailers, it’s important to be able to accurately demonstrate how the spend on Google is influencing our in-store sales, so we know the true value of our online advertising.

“We’re looking forward to using all the new developments on the Dream Agility platform to give us a competitive edge and support our ambitious business growth, both online and instore.”

Refusing to be complacent, Clark wishes to evolve the platform furthermore:

“I’ve set our PhDs the goal of making the current platform and approach obsolete. I ask them, ‘If we were to start the business today rather than two years ago, how would we do it differently?’

“Google and Amazon’s hosting support of start-ups, like us, has enabled the development of a visual AI tool, currently in beta testing, that we believe will revolutionise online merchandising in fast fashion.

“Given the no nonsense adoption of Australia, it was inevitable that our testing is beginning there - where results seem to matter more than status quo”.

For more information on Machine Learning and Dream Agility’s revolutionary Ad Tech platform visit – www.dreamagility.com
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