



www.mertanen.info

Tekoälyn mahdollisuudet digitaalisessa mainonnassa ja datan analysoinnissa



Petri Mertanen

- Teen hands on -konsultointia ja koulutusta analytiikkaan sekä datalla johtamiseen liittyen
- Analytiikkakokemusta vuodesta 2005
- Luennoitsijana Aalto Yliopistossa 2017-2018
- IAB Finlandin Datatyöryhmän puheenjohtaja
- AI Master - Tuotekehitystyön erikoisammattitutkinto
- Sertifiointeja:
 - Elements of AI
 - Cookie Consent Expert
 - Statistical thinking for Data Science and Analytics
 - Google Analytics 4, Google Tag Manager
Server-side tagging, Introduction to Data Studio
- [markkinointiuutiset.fi/kirjoittajat/petri-mertanen](https://www.markkinointiuutiset.fi/kirjoittajat/petri-mertanen)
- mertanen.info/artikkelit/



Mitä huomioida tekoälyn käyttöönotossa?

- Mieti mihin liiketoiminnan kysymyksiin tai markkinoinnin haasteisiin haluat saada vastauksia tai ratkaisuja?
- **Mitkä ovat datalähteet**, joilla kysymyksiin voidaan vastata?
- Varmista datan sijainti ja **GDPR-yhteensopivuus**
- **Minkälaista osaamista** on käytettävissä?
- Minkälaisia **metodeja ja järjestelmiä** on mahdollisuus käyttää?
- Mitä toimintoja halutaan **automatisoida**?
- Mistä asioista **päätetään itse**?
- **Yhdistä** datalähteet ja **valmistele** data
- **Promptauksesta** on tullut uusi taito
- **Tuplatsekkaa** tai varmista tulokset (hallusinoinnin varalta)
- **Tekoälyn hyödyntäminen ei ole kustannuskysymys**

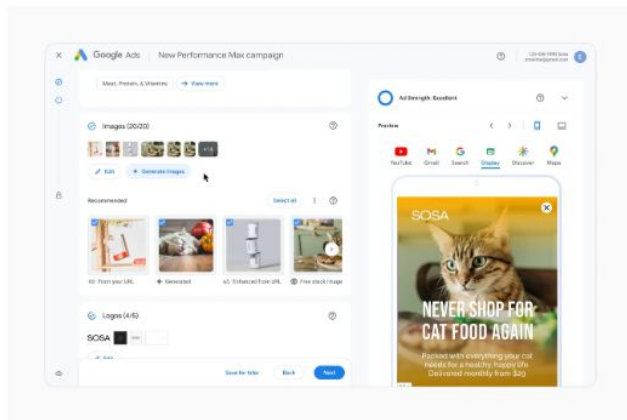


Boost creativity in Performance Max

Performance Max is one of the best examples of how AI-powered campaigns can drive growth for your business. Advertisers who use Performance Max achieve on average over 18% more conversions at a similar cost per action ¹, which is up from 13% [roughly a year later](#).

We're bringing generative AI to Performance Max to make it even easier for you to create custom assets and scale them in a few clicks. Just provide your website and Google AI will start learning about your brand to populate your campaign with text and other relevant assets. We'll even suggest new images generated just for you, helping you stand out to customers across a wider range of inventory and formats.

This capability will also be available through the new conversational experience in Google Ads.





WHAT IS AMANDA AI?

The first truly autonomous AI advertising robot

Ready to optimize your digital marketing
far beyond what any human ever can.

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Country filter

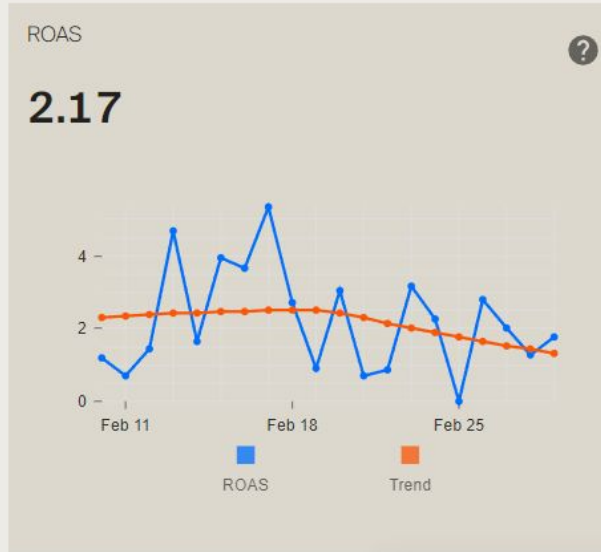
FI Country filter

Include brand Google

Period
2024-02-10 - 2024-02-29

- [CHANNELS](#)
[KEYWORDS](#)
[CAMPAIGN TYPE](#)

[GOOGLE](#)
[BING](#)
[META](#)
[BUDGET](#)



stape - palvelinpuolen seuranta (server-side tracking)

89% Reach 67% to average competitors



TITLE Optimised ✓

CONTENT LENGTH Optimised ✓

META DESCRIPTION Optimised ✓

INTERNAL LINKS ⚠

USE THESE KEYWORDS MORE

server-side tracking (+5)

palvelinpuoleinen seuranta (+3) **stape** ✓

server-side tagging (+2) server gtm

client-side tracking

Title (H1): 54 characters 100

Stape - palvelinpuolen seuranta (server-side tracking)

Oletteko tietoinen palvelinpuolen seurannan mahdollisuuksista? Vuosikymmeniä digitaalista markkinointia on leimannut asiakaspään seuranta, missä evästeet ja pikselit ovat keränneet arvokasta dataa suoraan käyttäjien selaimilta. Siirryttäessä yhä enemmän yksityisyyden suojaan painottavaan digitaaliseen maailmaan, Stape tarjoaa uuden, innovatiivisen lähestymistavan.

Palvelinpuolen seuranta on datan keruun tulevaisuus.

Sen avulla voidaan ohittaa perinteiset evästekäytännöt, välttää selainten rajoituksia ja kehittää entistä yksityisyyttä kunnioittavia markkinointikampanjoita. Stape on alusta, joka mahdollistaa palvelinpuolen datan keräämisen ja hallinnan, tarjoten markkinointitoimenpiteiden

Aa ... Ask Surfy **BETA**

Maximizing Data Accuracy with ObservePoint: A Critical Strategy for Effective Data Governance

Need to trust your data? Explore how ObservePoint delivers accurate analytics and ensures compliance. Learn to leverage its automated tools for data validation and discover how it transforms data governance within your organization.

Key Takeaways

- ObservePoint is a comprehensive platform for automating data validation, monitoring, and reporting, ensuring the accuracy and actionability of web and mobile analytics data.
- The platform provides automated data governance solutions that reduce ineffective ad spending, verify tag functionality, and aid compliance with data privacy regulations such as GDPR and CCPA.
- Implementing ObservePoint involves establishing structured audits, utilizing automated testing for quality assurance, and streamlining data processing, which ultimately enhances data analytics and decision-making capabilities.

Understanding ObservePoint

ObservePoint serves as a comprehensive solution, not just a tool, designed for automating data validation, monitoring, and reporting processes, thereby ensuring data quality and accuracy. Imagine a

GUIDELINES **OUTLINE** BRIEF

Content Score



Avg 69 Top 87

Details

Content Structure

| WORDS | HEADINGS | PARAGRAPHS | IMAGES |
|-------------|----------|------------|--------|
| 2,022 | 25 | 45 | 3 |
| 2,000-2,300 | 12-14 | 38-46 | 7-8 |

Terms

#Data - 56

#Governance - 12

All **80**Headings **5**NLP **78**

observepoint 57/5-23

data governance 30/28-61

data acc... 2/3-5

competitive data 7/3-8





[← Back to Reports snapshot](#)

Insights [Send feedback](#)

Manage

Create

 INSIGHT

New users for the screen class
"Yhteystiedot | Hotelli Helsinki | VALO
Hotel & Work" spiked
From March 10 to 16, 2024

 RECOMMENDATION

Stay connected to your business on
the go

 INSIGHT

New



Insights



 INSIGHT

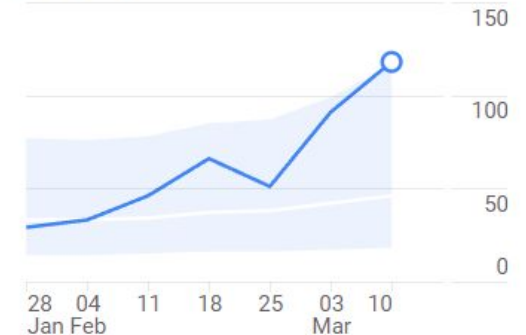


New users for the screen class
"Yhteystiedot | Hotelli Helsinki |
VALO Hotel & Work" spiked

From March 10 to 16, 2024

We forecasted that new users for the screen class "Yhteystiedot | Hotelli Helsinki | VALO Hotel & Work" would be between 18 and 117. Your actual new users of 118 were greater than this range.

New users



matches regex | 🔍 ^https://booking\.valo\.fi/reserve(\?.*)?\$

✕ | +

Filters

Segments

Last 30 days



Save as segment

Clear



Click



Scroll



Area



Compare

Change screenshot



Summarize heatmaps

< Back to click data



Heatmaps insights



Your insights are powered by AI, so mistakes are possible.

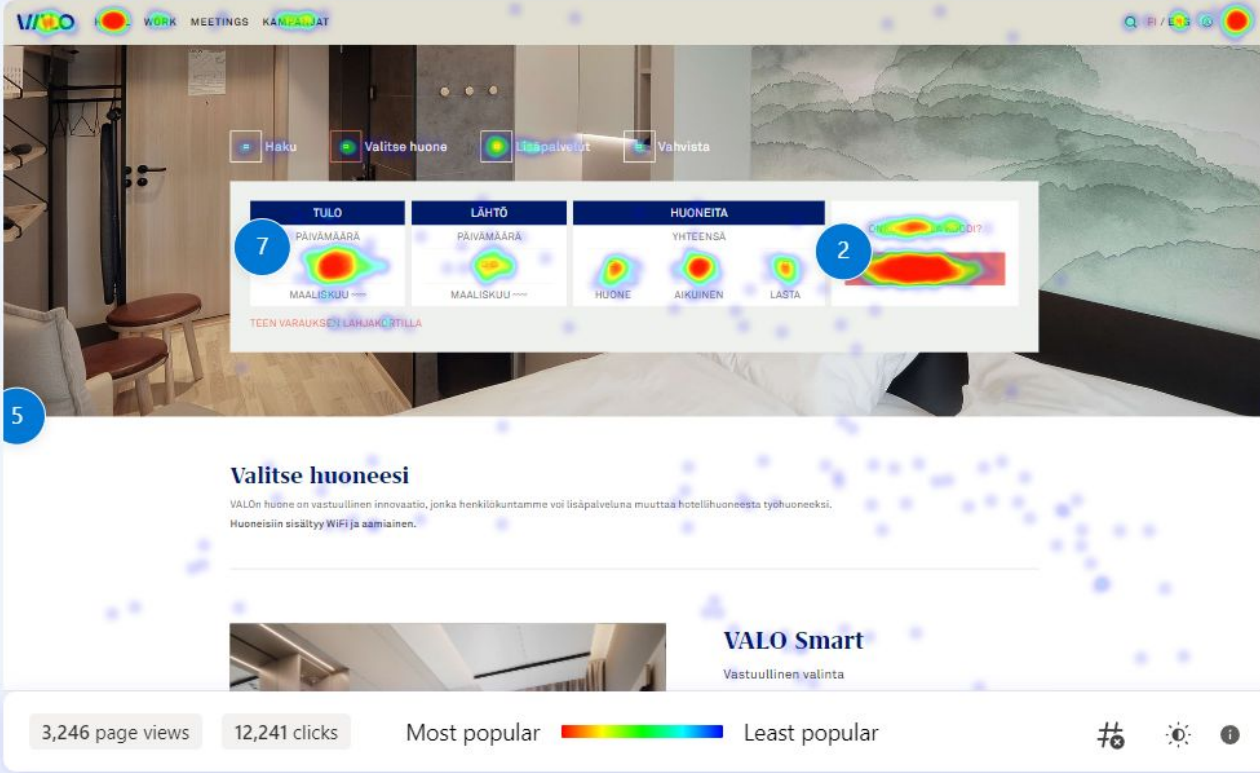
[Share feedback](#) so we can improve!

User behaviors

- Users on all devices frequently clicked on [SAATAVILLA OLEVAT HINNAT & KAMPANJAT](#) to view the available rates and promotions.
- Users on desktop and tablet devices often changed the number of adults and children in the [occupancy dropdown](#) before searching for rooms.
- Users on mobile devices often clicked on [Muuta hakua](#) to modify their search criteria and [Next](#) to browse more room options.

Key takeaways

- To showcase the different room types and amenities, the website could use more appealing



Ideas ?

AI Generated

Beta

Ideas Gallery

Case Studies

Resources and Articles

Showing ideas for



+ Add



The screenshot shows a hotel website for 'VALO' in Helsinki. The main headline is 'Tyylikkää työtä Helsingissä'. A prominent offer states 'Maailman laaduin 45%!' (World's best quality 45%). Below this is a table with columns for 'VALO', 'LÄMPÖ', and 'MÄRKÄKÄIT'. The table contains the following data:

| VALO | LÄMPÖ | MÄRKÄKÄIT | UUSI TAVOITTE |
|-----------------|-----------------|------------|---------------|
| 26 | 27 | 1 | 1 |
| HELVOLINEN 2020 | HELVOLINEN 2020 | HELVOLINEN | HELVOLINEN |

At the bottom of the screenshot, there are logos for 'maikcäit', 'olezon', and 'Design & the Digital Product'.

Something not right? [Report here](#)

AI Generated ideas ?

Older

✦ Increase direct hotel bookings through the website

▶ Urgency Indicator



▶ Social Proof with Testimonials Near CTA



▶ Value Proposition Overhaul



▶ Visual Storytelling with Guest Experiences



✦ Generate Ideas

Goal suggestions:

✦ Increase direct hotel boo...

✦ Optimize the booking fu...

✦ Enhance user engagem...



Akkio AI

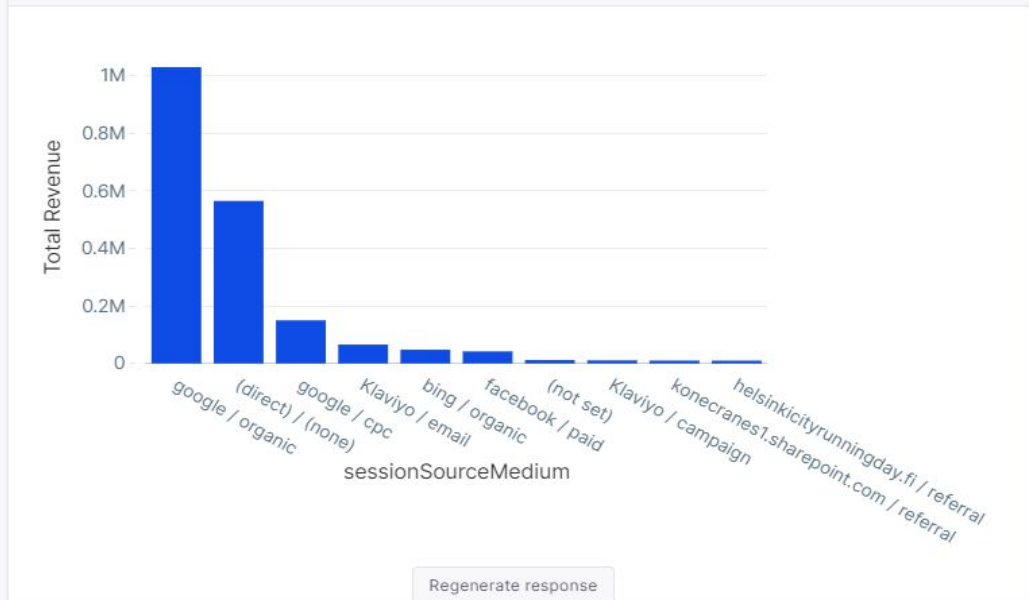
9:02 am

Appendix 1: Top 10 Session Source Medium by Revenue in 2023

Download

+ Add to Report

The figure displays the top 10 session source mediums in 2023 based on their total revenue, with session...



Regenerate response

Ask a question about your dataset...

Yhteenveto MeasureCamp Helsingin sessiosta: bit.ly/ai_analytiikka



Welcome, Petri Mertanen!

Any

Country ▾

 Amazon

 Shopify

 App Store

 Play Store

 SaaS

 Places

 Etsy


 TikTok

 Youtube

Discover Osum

 SWOT Analysis

 Product Reports

 Market Opportunities

 Buyer Personas

 Sales Prospect Profiler

Uncover New Market Opportunities

Exploring untapped market segments, potential areas for expansion or diversification and identifying unique selling propositions through Market Opportunities can align with MarketingSherpa's insight that companies addressing revealed customer needs drove a 171% in marketing-generated revenue.





AI-järjestelmiä

- [Akkio](#) - Generative Business Intelligence
14 päivän trial, hinta alkaen **49 \$/kk**
- [Avian.io](#) - Generative BI
7 päivän trial, hinta alkaen **79 \$/kk**
- [Microsoft Clarity](#) - Heatmaps, recordings etc. - **ilmainen**
- [Osum](#) - Deep research in seconds
7 päivän trial, hinta alkaen **135 €/kk** ja -30 % pois koodilla **30OFF**
- [SEO.ai](#) - Ranked as the #1 AI Writer for SEO
7 päivän trial, hinta alkaen **49\$/kk**
- [SurferSEO.com](#) - Simplify SEO from day one
7 päivän trial, hinta alkaen **89\$ /kk**
- [Visual Website Optimizer](#) - Maximize conversions
30 päivän trial, ilmainen lisenssi tiettyyn rajaan asti, sitten alkaen **197 €/kk**

WHAT
DO YOU
MEAN
?

Kysymyksiä & vastauksia

3.4.2024

bit.ly/iab_ai



Petri Mertanen

Mertanen Analytics Oy
petri@mertanen.info
Puh. 0400 792 616

<https://www.linkedin.com/in/petrimertanen/>
<https://twitter.com/mertanen>

www.mertanen.info