

Masterclass

New ways of selling media
advertising thanks to AI

Kaoutar Sghiouer

Madrid, Sep 11 at 15h00 – 30 minutes



New ways of selling media advertising thanks to AI

- ▶ The media area is evolving at a high speed and the attrition of advertisers with an innovative, and disruptive model is a major stake. The media must now commit to an audience rate for a fixed budget for the advertising campaign respecting the customers constraints and objectives. The question that arises is how artificial intelligence models can respond to this problem and what's the differences between the existing models and the new one. The purpose of this master class is partly to answer to this business and scientific question by proposing a new way of mathematical modeling for this problem and to show how we can guarantee a pereneety of our AI solution.

Professor Biography

Kaoutar Sghiouer



- ▶ After receiving a Ph.D in Machine learning and operational research from laboratory of excellence Heudyasic of University of technology of Compiègne, defending several hybrid models using graph theory in machine learning and constraint programming for resource allocation and planning problems, Kaoutar spent several years in research area as assistant professor. Since 12 years, she joined the world of business and industry to develop artificial intelligence projects and products as an AI Senior Expert. She is now Chief data science within Atos, and product manager of AI product that completely changes the vision of IT operations and data center. She frequently accompanies Atos strategic clients for the definition and implementation of IA use cases with a strong business value.