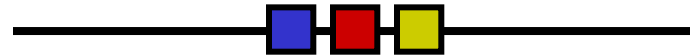


# Introducing **WEB SMART AD™** **WEB SMART EMAIL™**



**A truly Interactive, Intelligent, & Creative ad**

**Web 2.0 Question Answering  
Smart Banner Ad**

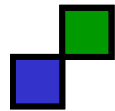
# Web 2.0

**"Question answering is the future of search"**

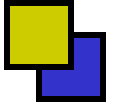
**Matthew Glotzbach**  
**head of products for Google Enterprise**  
**Sep 1, 2006**

Source: "Breakthrough Analysis: Search Is Not the Answer"  
*Intelligent Enterprise*, Sep 1, 2006  
<http://www.intelligententerprise.com/showArticle.jhtml?articleID=192300930>

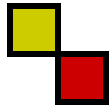
# BIZRULES solution → A truly “Smart Ad”



**Artificial Intelligence Question Answering  
technology**



**+ Banner Ad**



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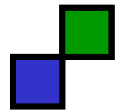
**= BIZRULES® WEB SMART AD™**

- **BIZRULES has AI/QA technology today**



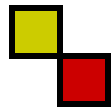
# Search vs. WEB SMART AD™

## → Search is not the Answer



### ■ SEARCH

- User enters search keywords
- **Search Engine** returns a million irrelevant **hits**
- Repeat



### ■ WEB SMART AD™

- User answers a few intelligent questions
- **Rule Engine** returns the right **answer**
- Buy

- **People are looking for answers, not more information**



# Introducing WEB SMART AD™

Allows expert-level product recommendation knowledge to be directly delivered in a Banner Ad

How important is SHOPPING on board and in port?

- Very important*
- Desired, but not important*
- Not needed*

OK

Restart

**The system will recommend the best products for each customer's unique requirements.**

# Dialogue marketing conversational interface Emulates the interaction customers would have with an expert salesperson

How important is playing GOLF on the islands?

- Very important*
- Desired, but not important*
- Not needed*

OK

Restart


Back

**Each selected product can be displayed with detailed personalized information on how it matches the customer's individual requirements.**

# Web Knowledge Delivery

Gives customers the right answer every time

Gives customers the same answer every time



How important is SIGHTSEEING on the islands?

- Very important*
- Desired, but not important*
- Not needed*

OK

Restart

Back

**The customer is given expert answers, and accurate and specific recommendations that they can act on immediately.**

# Knowledge-Base and Business Rule Engine

Asks the fewest possible questions

Never forgets to ask key questions

Will you be on your HONEYMOON?

Yes

No

OK

Restart

Back

**Delivers a 1 to 1 personalized experience to each customer.**

# Introducing WEB SMART EMAIL™

The same intelligent interactive dialogue and expert answers can also be delivered in an Email



Are you a BUSY person with time constraints?

Yes

No

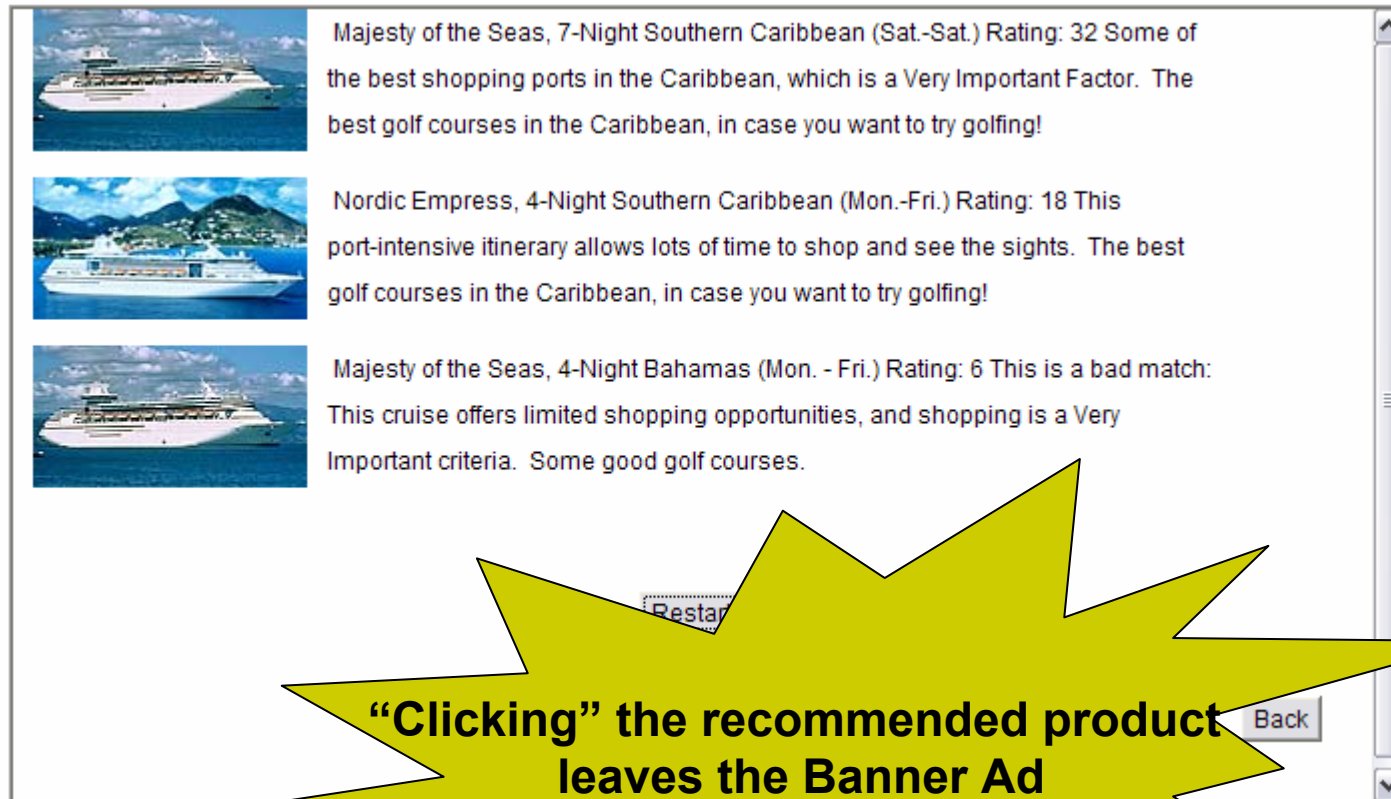
OK

Restart

Back

**Ad can be delivered on a  
Web Page, Email,  
or even a PDA**

# Uses A.I. and Probabilistic Identification Algorithms recommend the best products for each customer's unique needs and interests



The screenshot shows a list of three cruise options, each with a small image of a cruise ship and a text description. The first option is 'Majesty of the Seas, 7-Night Southern Caribbean (Sat.-Sat.) Rating: 32'. The second is 'Nordic Empress, 4-Night Southern Caribbean (Mon.-Fri.) Rating: 18'. The third is 'Majesty of the Seas, 4-Night Bahamas (Mon. - Fri.) Rating: 6'. A large yellow starburst callout is overlaid on the bottom right of the screenshot, containing the text: "Clicking" the recommended product leaves the Banner Ad and links to the "BUY" page. The word 'Restart' is partially visible behind the callout, and a 'Back' button is visible on the right side of the interface.

Majesty of the Seas, 7-Night Southern Caribbean (Sat.-Sat.) Rating: 32 Some of the best shopping ports in the Caribbean, which is a Very Important Factor. The best golf courses in the Caribbean, in case you want to try golfing!

Nordic Empress, 4-Night Southern Caribbean (Mon.-Fri.) Rating: 18 This port-intensive itinerary allows lots of time to shop and see the sights. The best golf courses in the Caribbean, in case you want to try golfing!

Majesty of the Seas, 4-Night Bahamas (Mon. - Fri.) Rating: 6 This is a bad match: This cruise offers limited shopping opportunities, and shopping is a Very Important criteria. Some good golf courses.

**"Clicking" the recommended product leaves the Banner Ad and links to the "BUY" page**

## Research Findings

Customers love to re-run the WEB SMART AD™ to see “what if” and compare their options

How important is SHOPPING on board and in port?

- Very important*
- Desired, but not important*
- Not needed*

OK

Restart

**Because ad is “sticky”  
it gets more “face time”**

# WEB SMART AD™ Powered by BIZRULES®

How important is playing GOLF on the islands?

- Very important*
- Desired, but not important*
- Not needed*

OK

Restart

Back

# WEB SMART AD™ Powered by BIZRULES®

How important is SIGHTSEEING on the islands?

- Very important*
- Desired, but not important*
- Not needed*

OK

Restart

Back

# WEB SMART AD™ Powered by BIZRULES®

Will you be on your HONEYMOON?

Yes

No

OK

Restart

Back

# WEB SMART AD™ Powered by BIZRULES®

Are you a BUSY person with time constraints?

- Yes
- No

OK

Restart

Back

# WEB SMART AD™ Powered by BIZRULES®



Nordic Empress, 4-Night Southern Caribbean (Mon.-Fri.) Rating: 95 Lots of time for shopping. With a Monday departure, newlyweds have a day or two to recover from all the wedding festivities before they leave on their honeymoon. The best golf courses in the Caribbean, in case you want to try golfing!



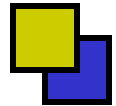
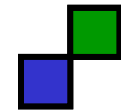
Majesty of the Seas, 4-Night Bahamas (Mon. - Fri.) Rating: 89 Some shopping opportunities. With a Monday departure, newlyweds have a day or two to recover from all the wedding festivities before they leave on their honeymoon. Some good golf courses.

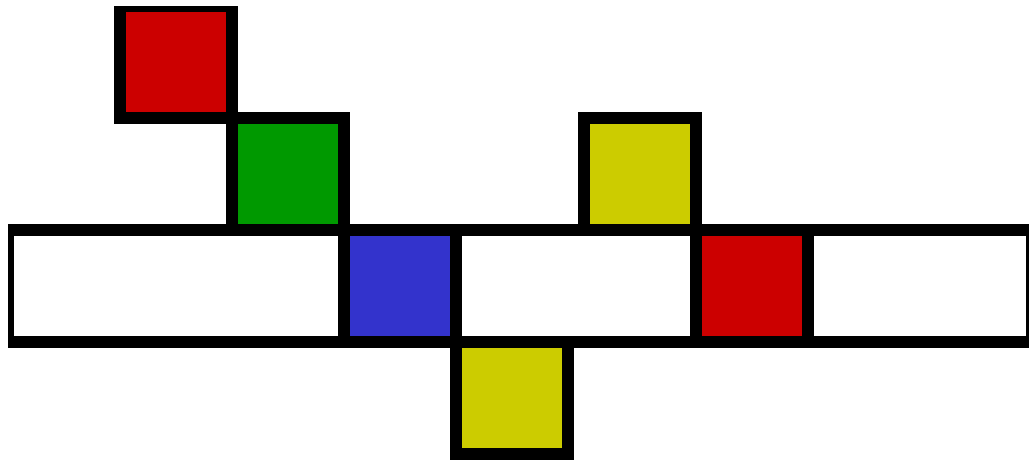


Nordic Empress, 3-Night Southern Caribbean (Fri.-Mon.) Rating: 9 Some shopping opportunities. Departure date may not work for some honeymooners. For the busy person, short on time, this cruise vacation is long on fun and relaxation. Perfect for the busy person short on time. The best golf courses in the Caribbean, in case you want to try golfing!



Majesty of the Seas, 3-Night Bahamas (Fri. - Mon.) Rating: 9 Some shopping opportunities. Departure date may not work for some honeymooners. For the busy person, short on time, this cruise vacation is long on fun and relaxation. Perfect for





# How Does it work?

## **WEB SMART AD<sup>™</sup>**

## **WEB SMART EMAIL<sup>™</sup>**



**A truly Interactive, Intelligent, & Creative ad**

**Web 2.0 Question Answering  
Smart Banner Ad**

# What if... you don't have time for a long cruise?

How important is shopping on board and in port?

- Very important
- Desired, but not important
- Not needed

OK

How important is sightseeing on the islands?

- Very important
- Desired, but not important
- Not needed

OK

Do you want to see lots of islands?

- Very important
- Desired, but not important
- Not needed

OK

Busy person with time constraints

- Yes
- No

Will you be on your honeymoon?

- Yes
- No

## "YOUR VIRTUAL TRAVEL AGENT RECOMMENDS..."

Majesty of the Seas, 3-Night Bahamas (Fri. - Mon.) Score= 23 f1c 2c 3b For the busy person, short on time, this cruise vacation is long on fun and relaxation.

Nordic Empress, 3-Night Southern Caribbean (Fri.-Mon.) Score= 23 f1c 2c 3b For the busy person, short on time, this cruise vacation is long on fun and relaxation.

Nordic Empress, 4-Night Southern Caribbean (Mon.-Fri.) Score= 6 This port-intensive itinerary allows lots of time to shop and see the sights. 2d 3c 5f

Majesty of the Seas, 4-Night Bahamas (Mon. - Fri.) Score= 3 f1c 2c 3c 5f

Majesty of the Seas, 7-Night Southern Caribbean (Sat.-Sat.) Score= 3 Those looking for a variety of islands will love this cruise vacation. 2c 3b 5e

Restart

# What if... you like shopping, but love sightseeing?

How important is shopping on board and in port?

- Very important
- Desired, but not important
- Not needed

OK

How important is sightseeing on the islands?

- Very important
- Desired, but not important
- Not needed

OK

Do you want to see lots of islands?

- Very important
- Desired, but not important
- Not needed

OK

Will you be on your honeymoon?

- Yes
- No

## “YOUR VIRTUAL TRAVEL AGENT RECOMMENDS...”

Majesty of the Seas, 7-Night Southern Caribbean (Sat.-Sat.) Score= 32 Some of the best shopping ports in the Caribbean. 2a 3b 5a

Nordic Empress, 4-Night Southern Caribbean (Mon.-Fri.) Score= 29 Those looking for a variety of islands will love this cruise vacation. 2b 3c 5b

Majesty of the Seas, 3-Night Bahamas (Fri. - Mon.) Score= 9 1b 2a 3b 5b

Nordic Empress, 3-Night Southern Caribbean (Fri.-Mon.) Score= 9 1b 2a 3b 5b

Majesty of the Seas, 4-Night Bahamas (Mon. - Fri.) Score= 6 1b 2a 3c 5b

Restart

# What if... you will be on your honeymoon?

How important is shopping on board and in port?

- Very important
- Desired, but not important
- Not needed

OK

How important is sightseeing on the islands?

- Very important
- Desired, but not important
- Not needed

OK

Do you want to see lots of islands?

- Very important
- Desired, but not important
- Not needed

OK

Will you be on your honeymoon?

- Yes
- No

Busy person with time constraints

- Yes
- No

OK

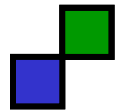
## "YOUR VIRTUAL TRAVEL AGENT RECOMMENDS..."

Nordic Empress, 4-Night Southern Caribbean (Mon.-Fri.) Score= 89 Those looking for a variety of islands will love this cruise vacation. 2b With a Monday departure, newlyweds have a day or two to recover from all the wedding festivities before they leave on their honeymoon. 5b

Majesty of the Seas, 4-Night Bahamas (Mon. - Fri.) Score= 66 1b 2a With a Monday departure, newlyweds have a day or two to recover from all the wedding festivities before they leave on their honeymoon. 5b

Restart

# Next Steps



- **Run the demo**



- **Any questions?**



- **Contact us to build and host your**

- **WEB SMART AD™**
- **WEB SMART EMAIL™**

