



Course5 Intelligence Named in Gartner, Cool Vendors in AI for Marketing



Course5's Adomate acclaimed for using AI to optimize Ad campaigns using insights from past data.

SEATTLE, Oct. 22, 2019: Course5 Intelligence has been recognized in Gartner's new report: Cool Vendors in AI for Marketing, published 8 October 2019 by Andrew Frank et al.

According to the Gartner report, AI thrives in conditions where there is an abundance of cause-and-effect data, a large number of possible actions, and little time to analyze complex decisions. Marketers routinely struggle with these kinds of conditions, so marketing is fertile ground for AI solutions.

Course5's Adomate platform uses Computer Perception AI to analyze video creatives in context of past attitudinal, behavioral, and biometric customer data to provide recommendations for creative design, media planning, and dynamic ad trafficking. By providing frame-level observations, Adomate helps marketers reduce research costs, eliminate poor-performing options, and create optimal versions of ads for various platforms and audiences. Adomate has been leveraged by global brands like Intel and Microsoft.

Ashwin Mittal, CEO of Course5 Intelligence, said: "We have seen AI solutions moving from experimentation to implementation in corporations. Using computer vision and deep learning, our Adomate platform been able to demonstrate breakthrough value for our clients in driving more effective advertising design and better ROI."

The report is available to Gartner for Marketing Leaders & Marketing Providers subscribers here:

[Cool Vendors in AI for Marketing](#)

Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

About Course5 Intelligence

Course5 Intelligence drives digital transformation for businesses through analytics, insights, and artificial intelligence. The company helps organizations make the most effective strategic and tactical decisions related to their customers, markets, and competition at the rapid pace that the digital business world demands. Course5 Intelligence creates value for businesses through 360-degree data convergence and actionable insight.