

# From Data to Decisions:

Unlocking AI-Powered Innovation  
with Databricks



**Tony LaVasseur**

RVP - Media & Advertising  
Databricks



# Democratizing Data + AI to Achieve Marketing Outcomes

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Tony LaVasseur, RVP – Media & Advertising



Digital Velocity

Marketing is moving  
from an **attention currency**  
to a **prediction economy**



# Key trends across the marketing ecosystem

## Sell Side

(Publishers & Platforms)

+

## Buy-Side

(Agencies & Brands)



### Streaming & social video shift

Audience attention concentrates into short form



### AI Driven Experience Convergence

Content, Advertising & Marketing converge to create hyper-personalized experiences



### Retail media & commerce integration

Funnel collapsing into instant purchase moments



### Outcomes > impressions

Legacy performance metrics not enough to prove ROI



### Profitable growth arbitrage

Buy low, sell more



### Skin in the game

Commitments to business outcomes & tech IP win AOR pitches



### Pressure to automate back office

Costly, cumbersome manual internal internal processes



# The friction behind the hype



Unified experiences require unified data & AI stacks



New outcome metrics demand deeper insights, but with tighter budgets



Bad data = bad outcomes; data hygiene and governance are now existential

**Business challenges** in Marketing are **technology challenges**



The best companies are  
[REDACTED]  
into technology companies



# Every industry will benefit from AI



## Financial Services

- Market Intelligence for Alpha Generation
- Personalized Offers for Cross-sell / Up-sell
- Financial Crime Detection & Remediation
- Broker Decision Support to Optimize Premiums
- Customer-facing Support Agent



## Healthcare & Life Sciences

- Single Cell Models to Identify Drug Targets
- Next-Best-Action to Optimize Provider Engagement
- Clinical Data Abstraction to Accelerate Research
- Member Conversation Analytics & Insights
- Claims Denial Appeals to Increase Reimbursement



## Media & Entertainment

- Conversational AI for Consumer Engagement
- Contextualized Ad Targeting to Improve ROAS
- Auto-Generate Localized Content
- Autonomous Network Operations
- Anomaly Detection to Prevent Fraud



## Retail & Consumer Goods

- Optimized Store Level Product Ordering
- Agentic Commerce Search
- Visual Concept Design
- Hyper-Personalized Offers at Scale
- Smart Inventory Optimization



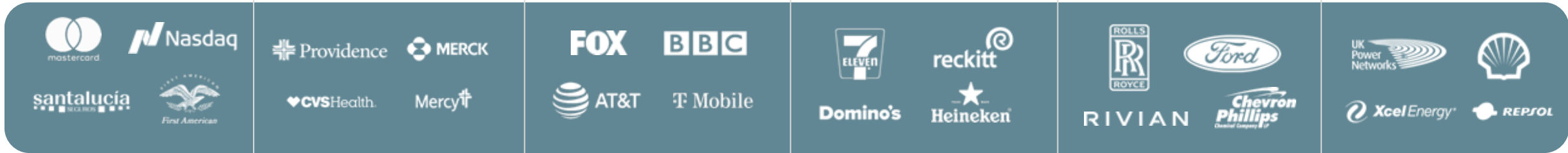
## Manufacturing & Auto

- Imaging Defect Detection
- Proactive Maintenance to Increase Uptime
- Prescriptive Field Support
- Process Optimization to Reduce Energy Use
- Supply Chain Simulator to Mitigate Risks (e.g., tariffs)



## Energy & Utilities

- Predictive Power Outage Prevention
- Asset Reliability to Reduce Disruption
- Wildfire Risk Prevention
- Hyper-personalized Energy Savings Recommendations
- Regulatory Compliance Co-pilot



# Unlocking Marketing Outcomes with Data + AI

Customer 360			Campaign Management			Brand Management	
Customer Data & MarTech	Customer Insights	Customer Experiences	Campaign Planning	Campaign Measurement	Campaign Optimization	Market Research	Brand Health Rep Mgmt
Composable CDP	Customer Segmentation	Predictive Cust. Support	AI-Driven Content & Copy Creation	Campaign Perf. Reporting	Media Mix Modeling	Sponsorship Analysis	Social Listening
Data Collection	Customer Lifetime Value	In-Store Experiences	Dynamic Creative Optimization	Multi-Touch Attribution	Budget/Resource Optimization	Influencer Analysis	Product Reviews
Consent Management	Propensity Scoring	Loyalty Programs	Personalized Images/Videos	Closed Loop Measurement	Experimentation	Synthetic Market Analysis	NPS Tracking
Identity Resolution	Lookalike Modeling	Personalized Journeys	Content Localization		Causal Analysis	Product & CX Insights	Cust. Support Monitoring
Data Enrichment	Recs & Next Best Action/Offer		Overlap Analysis				Share of Voice
Activation & Decisioning	Customer Feedback						Earned Media Value Measure
Commerce/Retail Media Networks							

Made possible with Databricks Intelligence Platform

**Data Unification**

Delta Lake

**Data Governance**

Unity Catalog

**Data Engineering**

Batch and Streaming

**Data Warehousing**

DBQL, Serverless

**DS/ML/LLM**

MosaicAI, Endpoints, VectorDB

**AI Powered BI**

Genie, DBSQL, ML



Developed a unified audience view for the GM Rewards program



Deployed self-service segmentation, orchestration, and campaign optimization



HP centralized data for faster campaigns with federated query pushdown

PUBLICIS GROUPE

Enabled retail clients to convert prospects into customers quickly



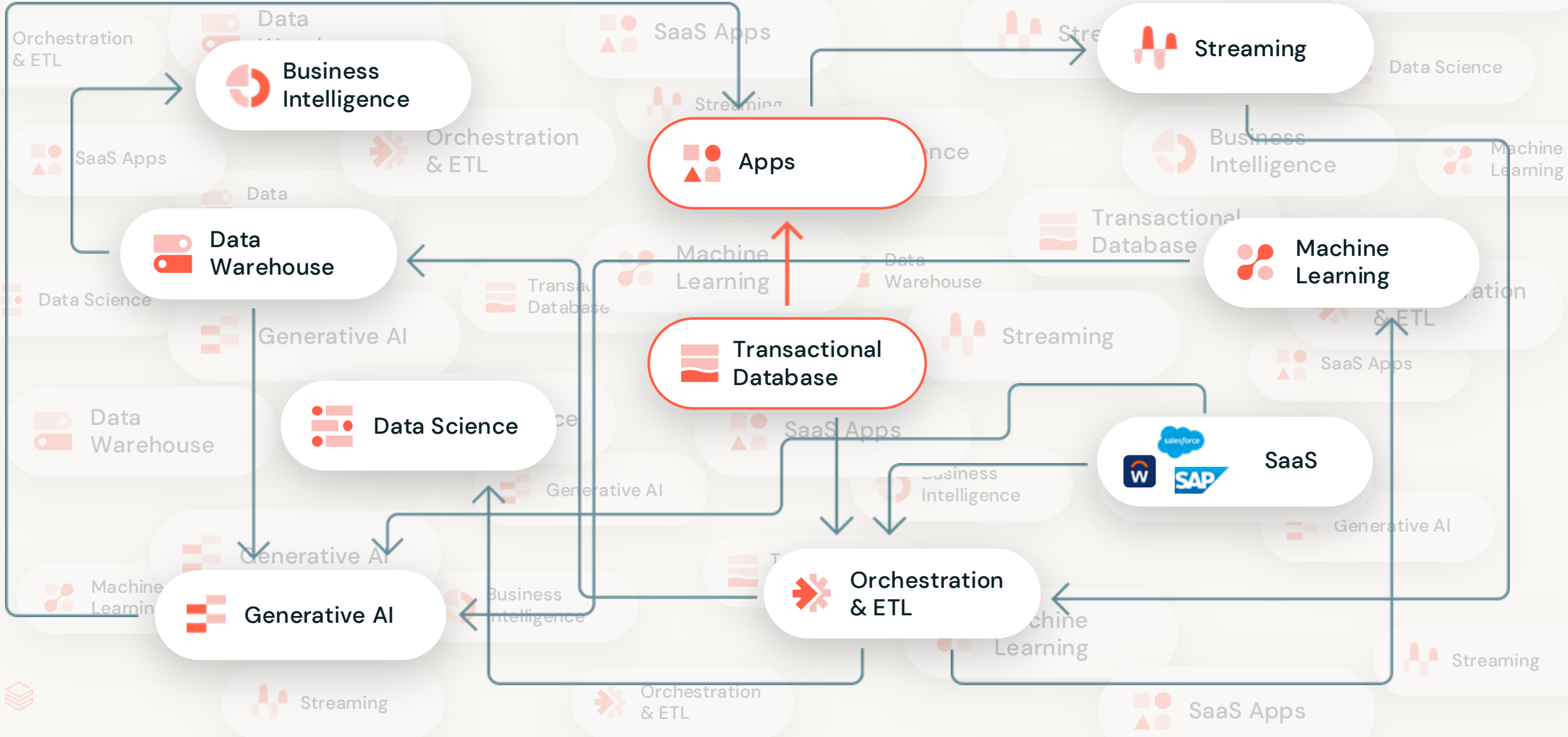
Using real-time data to inform recommendations that boost player engagement

PANDORA

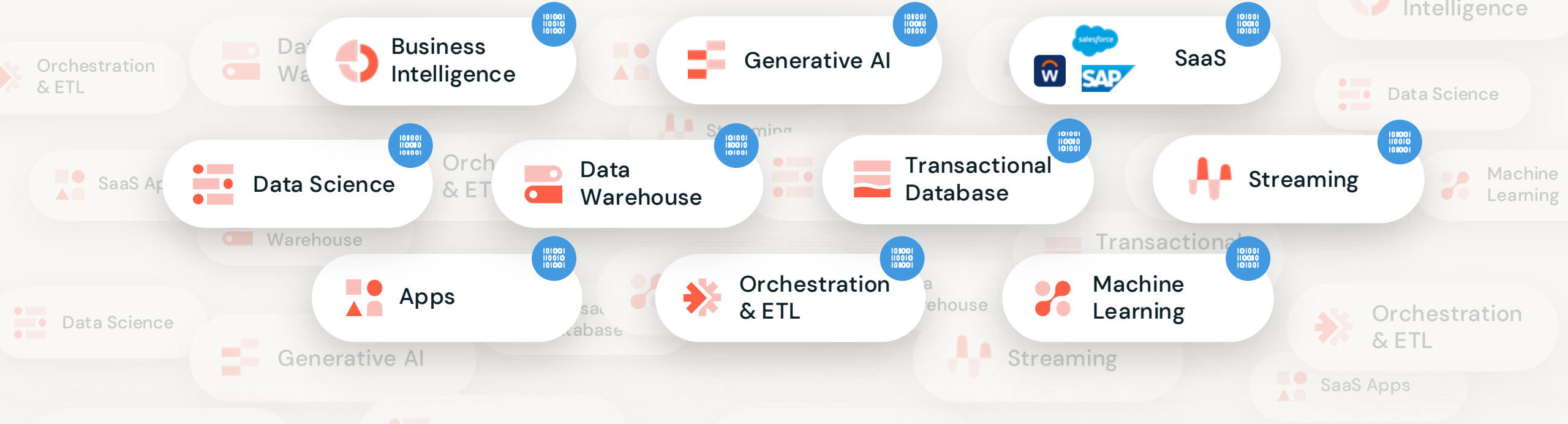
Simplified adoption of marketing AI to deliver better shopping experiences

**But most organizations  
continue to struggle**

# The data + AI estate is fragmented



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**Lock-in of operational and analytical data**



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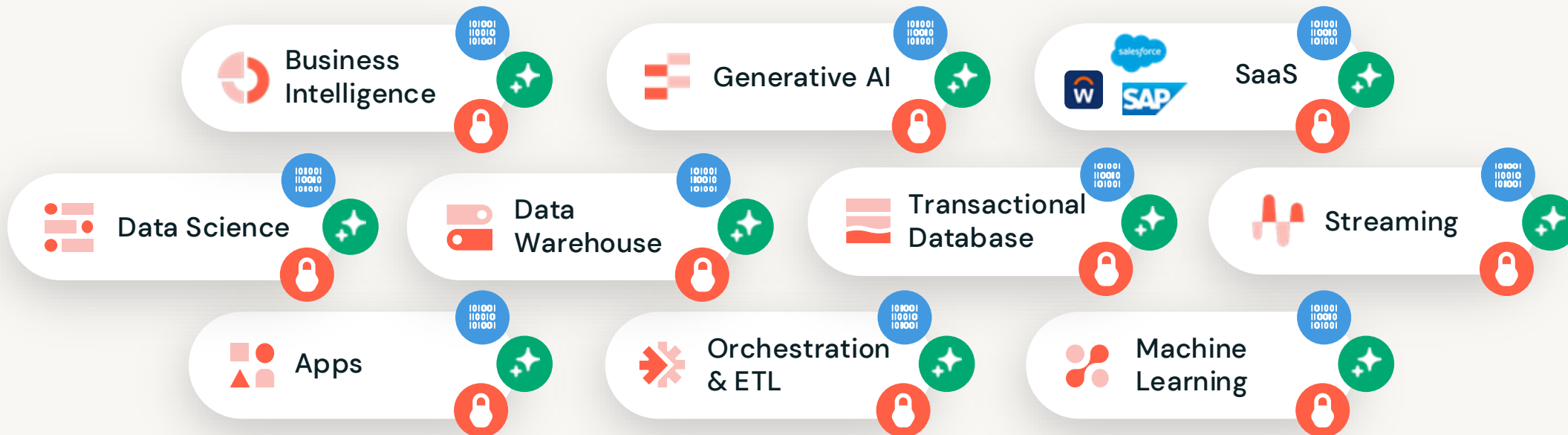


**Lock-in of operational and analytical data**

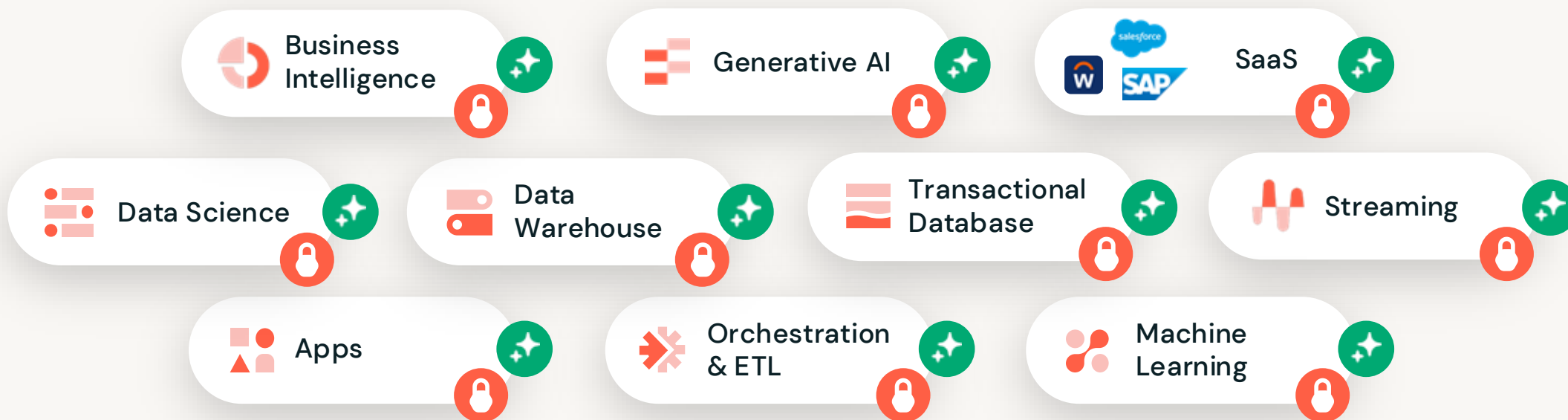
**Siloed security policies**

**AI sprawl without enterprise semantics**

# First develop a common data foundation



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Open Formats



Postgres





DELTA LAKE



ICEBERG





# Then unify all of your governance



 Business Intelligence 



 Generative AI 



 SaaS 

 Data Science 



 Data Warehouse 



 Transactional Database 

 Streaming 

 Apps 

 Orchestration & ETL 

 Machine Learning 

 Unified Governance  Unity Catalog

 Open Formats  Postgres  DELTA LAKE  ICEBERG



# This is the core data platform



**Lakehouse**

Data warehousing



**Lakebase**

Serverless Postgres



**Lakeflow**

Ingest, ETL, streaming



**Unified Governance**



**Unity Catalog**



**Open Formats**



**Postgres**





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**ICEBERG**





# Now deliver enterprise context to AI



 Business Intelligence 



 Generative AI 



 SaaS 

 Data Science 

 Data Warehouse 

 Transactional Database 

 Streaming 

 Apps 



 Orchestration & ETL 

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 **Lakehouse**  
Data warehousing

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Ingest, ETL, streaming

 **Unified Governance**  **Unity Catalog**

 **Open Formats**  **Postgres** |  **DELTA LAKE** | **ICEBERG**



# Genie brings new AI capabilities to all roles



Genie

Genie Code



AI with Enterprise Context



Genie



Lakehouse

Data warehousing



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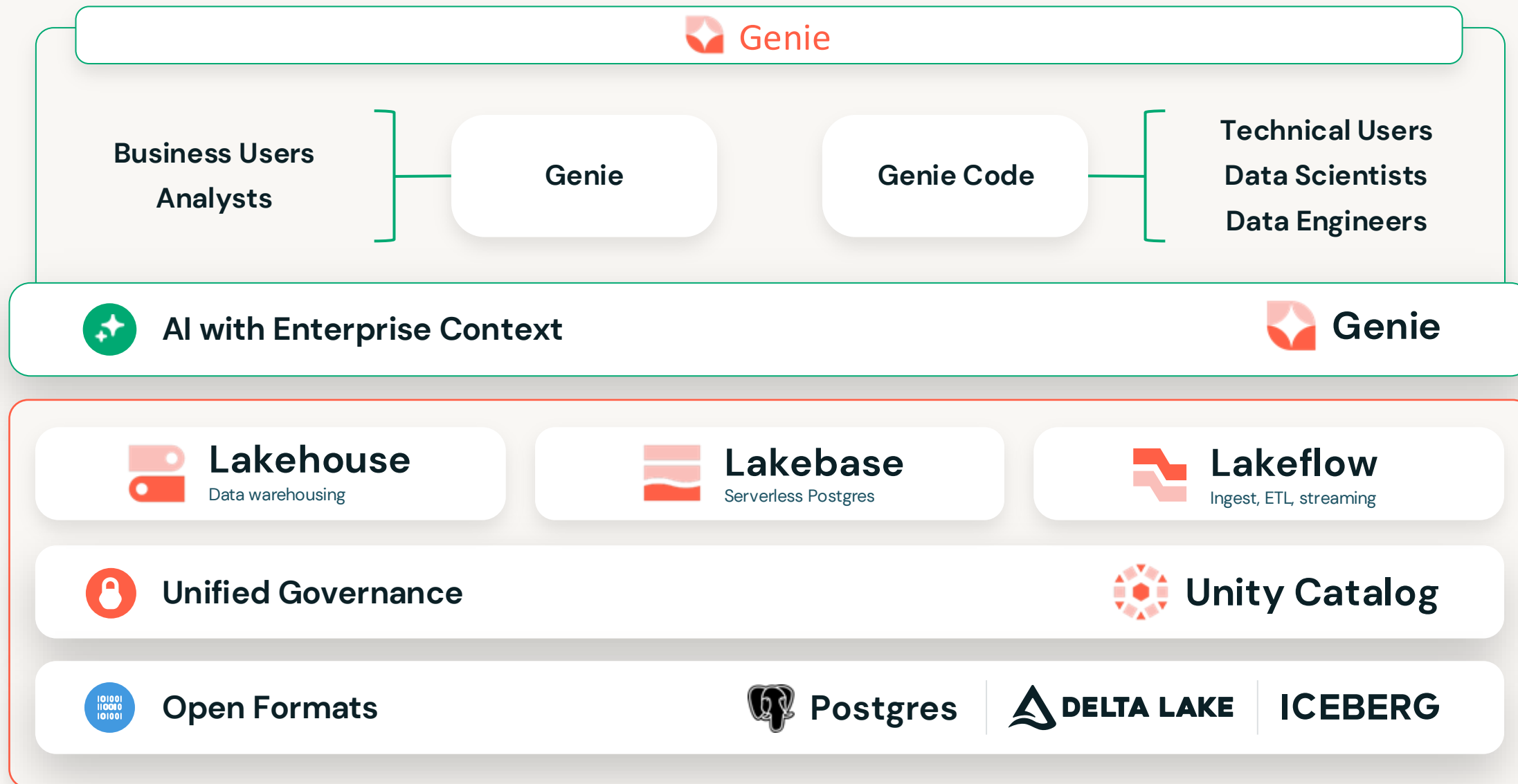


DELTA LAKE

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# Genie brings new AI capabilities to all roles



# Genie is AI that knows your business



Sales Insights ☆

Configure Benchmarks Monitoring Share

## Sales Insights

[Click here to add a description](#)

Ask your question...



Research Agent



Always review the accuracy of responses.

What is the distribution of account tiers in the accounts data?

Show distinct\_accounts by country

What recent temporal patterns emerge in this dataset? Research

What tables are there and how are they connected? Give me a short summary.

Visualize the interesting aspects of the dataset Research

.../01f1049152621b96a4ec103cc1309aaa?...





**Agent Bricks**  
Production AI agents



**AI/BI**  
Agentic business intelligence



**Custom Apps**  
Secure data and AI apps

And more...



**AI with Enterprise Context**



**Genie**



**Lakehouse**  
Data warehousing



**Lakebase**  
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**Lakeflow**  
Ingest, ETL, streaming



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**Open Formats**



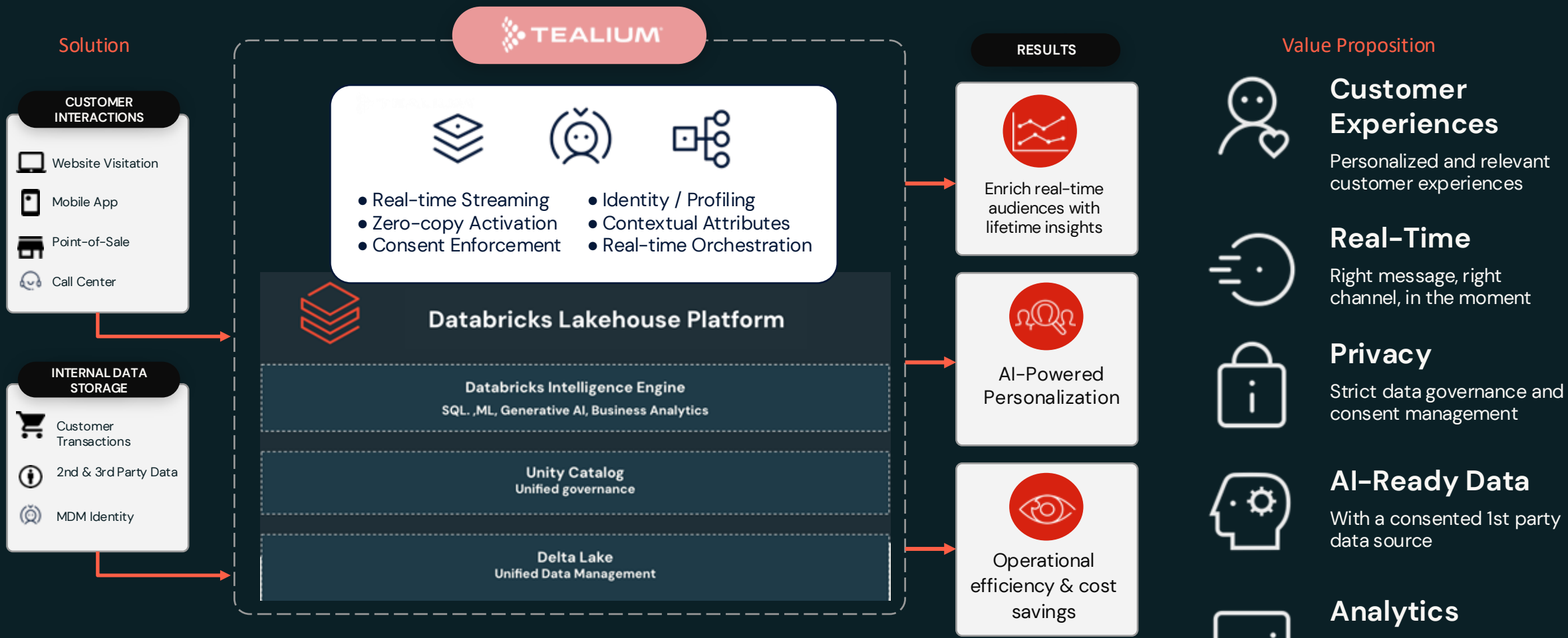
**Postgres**



**DELTA LAKE**

**ICEBERG**





Top Customers



# Democratize Data + AI



## Achieving Marketing Outcomes

# Thank You

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