



Picture This: How Machines Help Brands Organize Visual Content

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Visual Listening Overview

- 1 Why Visual Listening?
- 2 Why Should I Care, and Why Now?
- 3 Visual Listening Examples
- 4 The Future

The Social Image Revolution

Photos capture what people are passionate about...

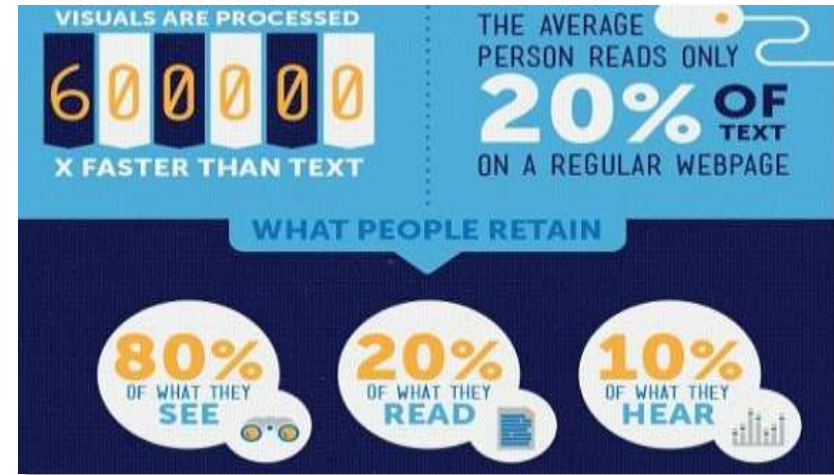


The Social Image Revolution

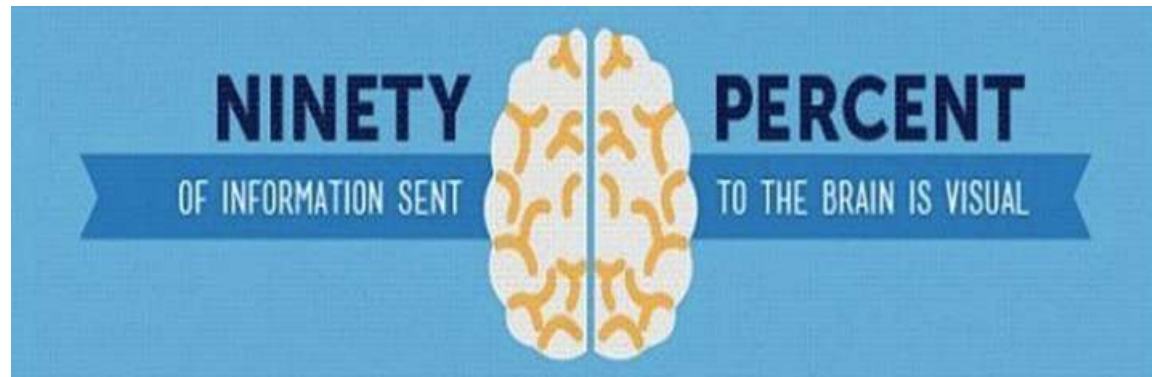
Photos capture what people are passionate about and many include brands



We are in a selfie centric world!

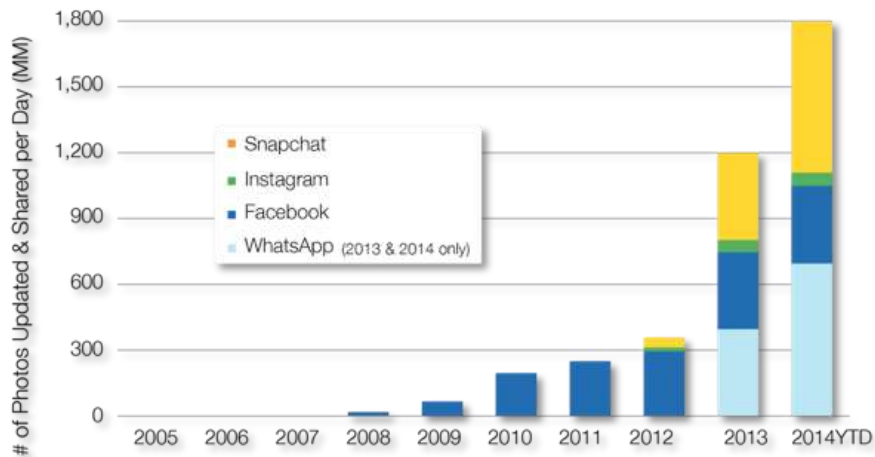


Why should we care? The Science of Visuals

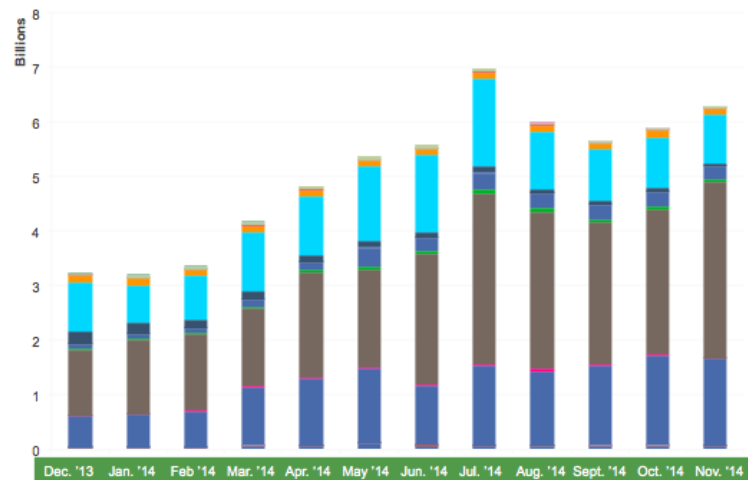


The Social Image Revolution

Images are driving major growth!



1.8 Million Images are shared EVERY day!



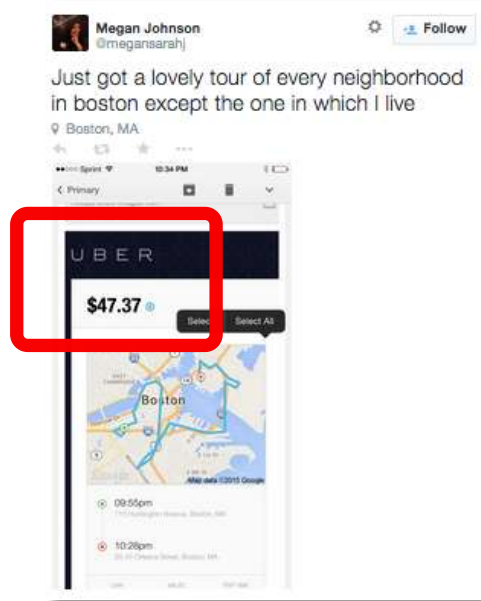
Visually-based networks are driving database growth

The Social Image Revolution

However, 85% of photos that are surfaced don't reference the brand in text!



No reference to
Bolthouse Farms



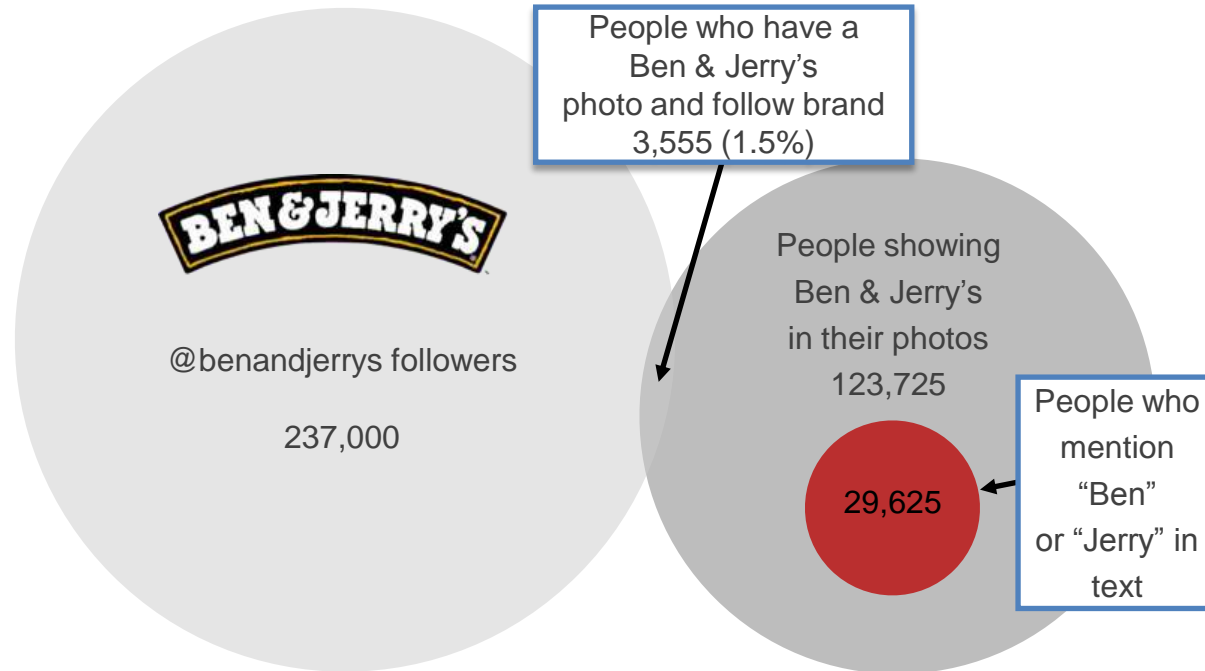
No reference to
Uber



No reference to
Pampers

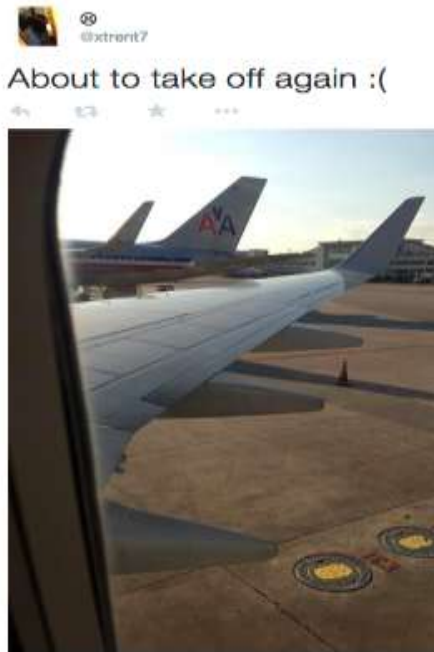
The Social Image Revolution

Plus, less than 2% of social media users posting these pictures actually follow the brands that they reference.



Use Case – Customer Service

There are opportunities to improve a customer's experience



3:00 PM - 31 Mar 2015



12:41 PM - 8 Feb 2015

Twitter post from Josh Dean (@joshdean): "My lack of knowledge on how flights work make the fact that there are two hours left very confusing...". The image shows a flight tracking screenshot for American Airlines 1459, showing the flight path from Chicago, IL to San Francisco, CA.

Flight Tracking Screenshot Data:

Origin	Destination
Chicago, IL Chicago O'Hare Intl 02/08/2015 07:07PM CST	San Francisco, CA San Francisco Intl 02/08/2015 09:47PM PST

Flight Details:

- Flight Number: AAL 1459
- Flight Status: On Route
- Flight Type: Domestic
- Flight Class: Y
- Flight Status: On Route

Map showing flight path from Chicago, IL to San Francisco, CA.

The Future: Scene and Object Recognition!

OBJECT	LOGO	SCENE	OBJECT	LOGO	SCENE
Sandals Sunglasses	Starbucks U.S. flag	Water Beach Sand	Sunglasses Dog Face	Sierra Nevada	Waterfront Lake

Key Learning's – Customer Service

- Without analyzing both text and images **we miss the full picture** of consumer perception.
- Focusing on text surfaces the **negative**.
- Focusing on images reveals more **positive** moments and moments of delight.
- *Consumers are less likely to address the brand directly when they're happy.*

Questions?



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