

Czym jest **duży kontekst** i jak zmieni rzeczywistość reklamy?



Dorota Bigo
Google, Strategic Partnerships



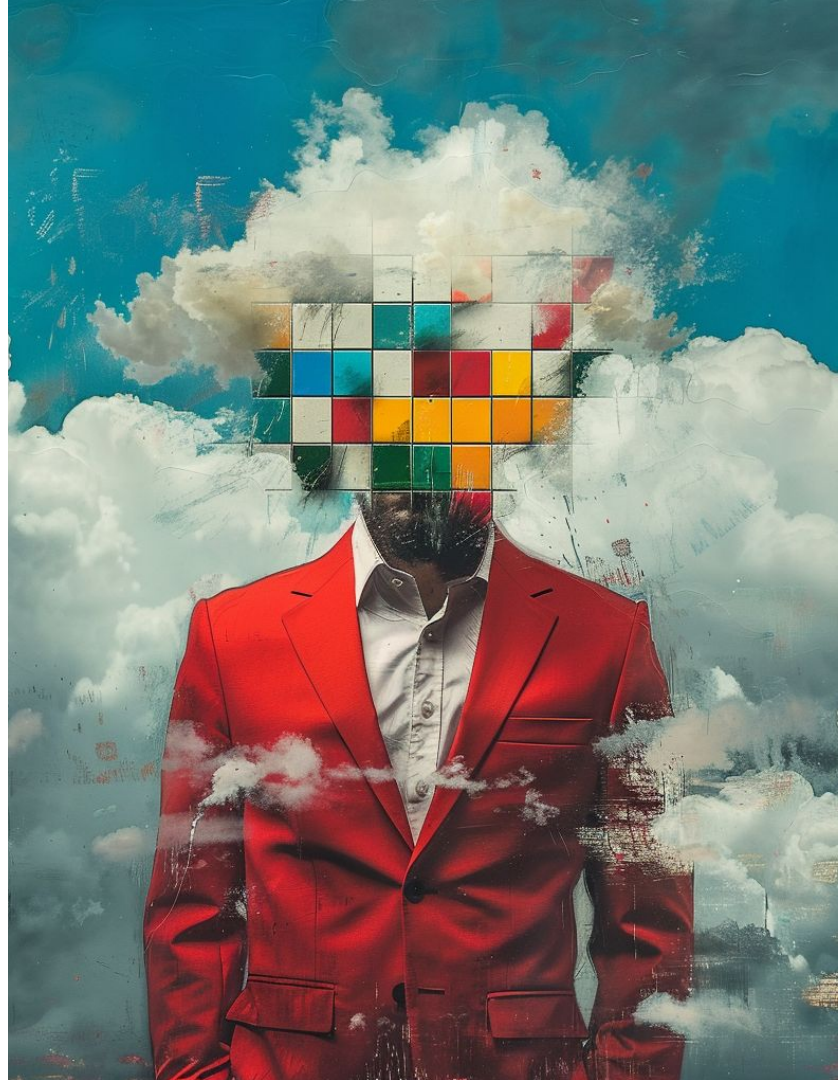
Jan Biłyk
Laurens Coster, CEO

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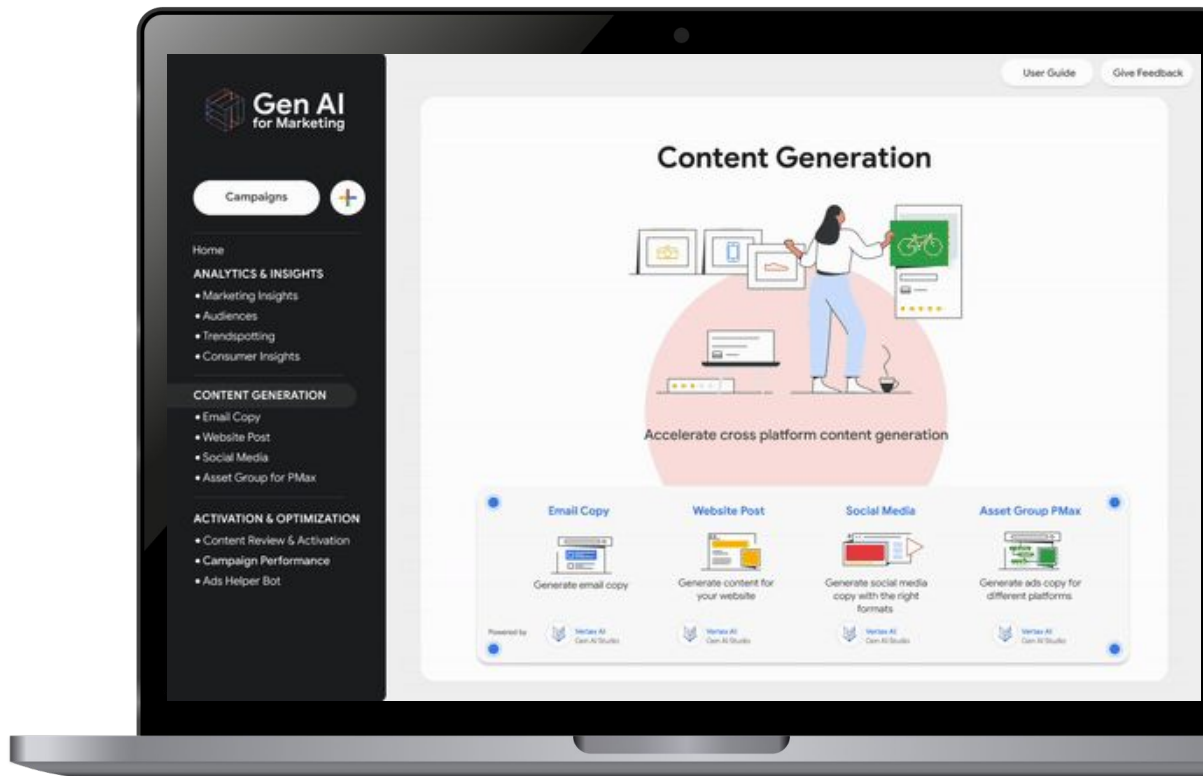
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O czym dziś nie usłyszycie...







Dynamic Itemset Counting and Implication Rules for Market Basket Data

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Abstract

We consider the problem of analyzing market-basket data and present several important contributions. First, we present a new algorithm for finding large itemsets which uses fewer passes over the data than classic algorithms, and yet uses fewer candidate itemsets than methods based on sampling. We investigate the idea of item reordering, which can improve the low-level efficiency of the algorithm. Second, we present a new way of generating “implication rules,” which are normalized based on both the antecedent and the consequent and are truly implications (not simply a measure of co-occurrence), and we show how they produce more intuitive results than other methods. Finally, we show how different characteristics of real data, as opposed to synthetic data, can dramatically affect the performance of the system

of web pages, and many more. We applied market-basket analysis to census data (see section 5).

In this paper, we address both performance and functionality issues of market-basket analysis. We improve performance over past methods by introducing a new algorithm for finding large itemsets (an important subproblem). We enhance functionality by introducing *implication rules* as an alternative to association rules (see below).

One very common formalization of this problem is finding *association rules* which are based on *support* and *confidence*. The support of an itemset (a set of items), I , is the fraction of transactions the itemset occurs in (is a subset of). An itemset is called *large* if its support exceeds a given threshold, σ . An association rule is written $I \rightarrow J$ where I and J are itemsets¹. The *confidence* of this rule is the fraction of transactions containing I that also contain J .



**ALL
IN**



Brad Gerstner ✓

@altcap

“The rate of improvement in AI is faster than any other technology I have ever seen by far.”

@elonmusk

“As a computer scientist I have never seen anything like the speed of AI break throughs.”

Sergey

“AI is an overhyped bubble like Cisco in 2000.”

Wall St

@theallinpod

Przetłumacz wpis



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Co to jest okno kontekstu?

- **Ograniczenie pamięci:** Modele językowe nie pamiętają wszystkiego, co kiedykolwiek widziały. Mają ograniczone "okno" kontekstu, czyli ilość informacji, które mogą przechowywać i wykorzystywać w danym momencie.
- **Rozmiar okna:** Okno kontekstu ma określony rozmiar, wyrażany zwykle w tokenach (jednostkach tekstu).

Im większe okno kontekstu, tym więcej informacji LLM może wykorzystać do generowania tekstu, co przekłada się na bardziej spójne i adekwatne odpowiedzi.

A human brain is positioned centrally, resting on a large, disorganized stack of old, thick books. The books have various colored spines and some are open, showing aged pages. The background is a solid teal color. The word 'model' is written in large white lowercase letters across the brain.

model

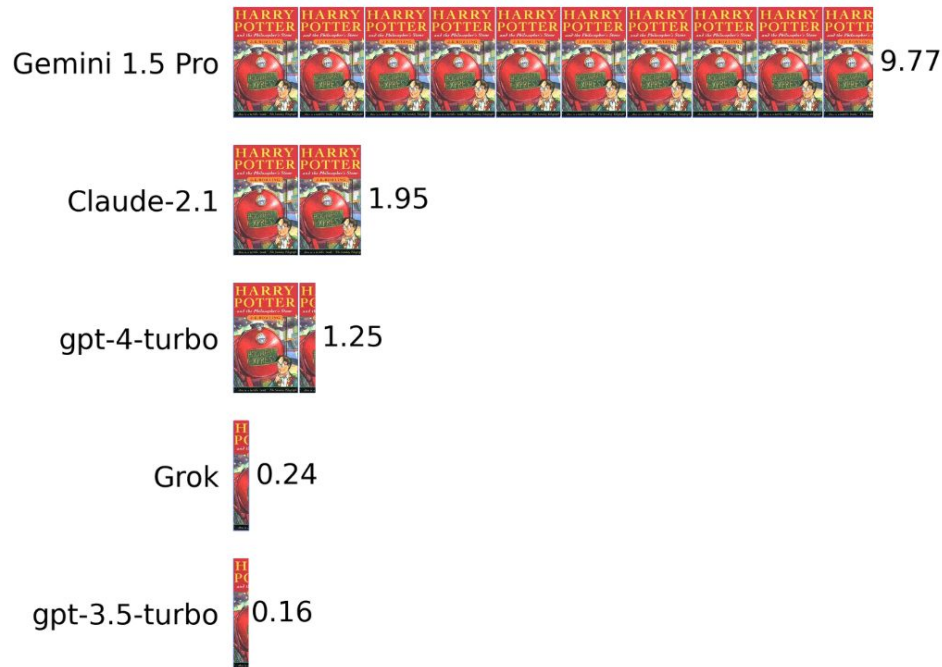
wiedza ogólna o świecie
i języku

kontekst

wiedza , której potrzebuje
na czas tej rozmowy

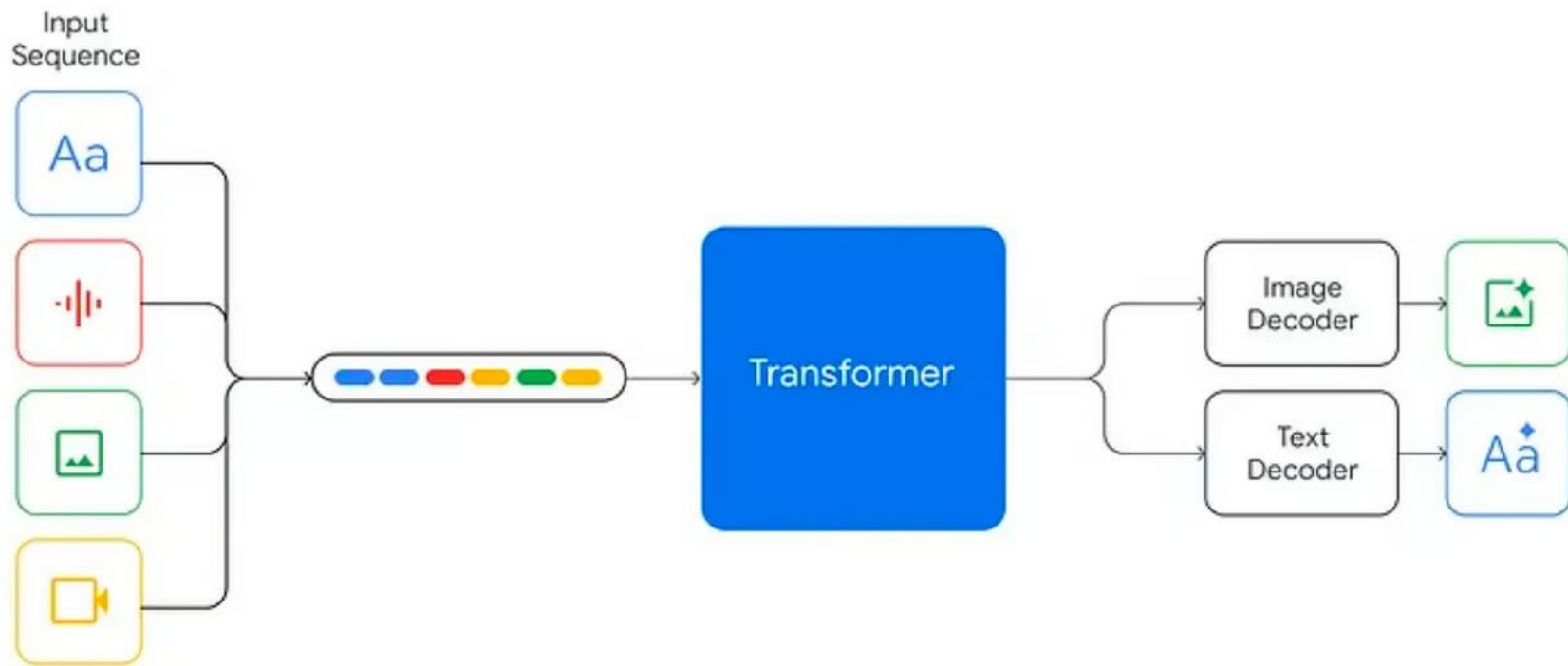
Google's AI Gemini can fit almost 10 Harry Potter books in its context window

Number of copies of 'Harry Potter and the Sorcerer's Stone' books that can fit within each AI's context window





Nie chodzi tylko o tekst...

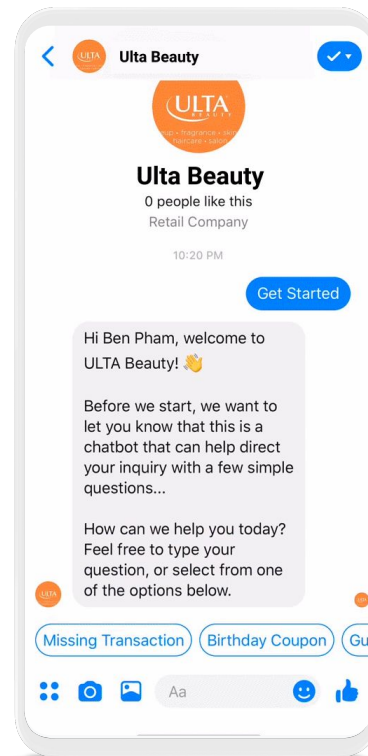




Które kreacje

Działają najlepiej? Co mają wspólnego?

Ulta Beauty is
personalizing
experiences for
30M+ loyalty
members around
the globe



Bezpieczeństwo i kontrola danych

Twoje dane to Twoje dane.

Twoja prywatność jest chroniona.

Twoje dane nie trenują modeli.



demo





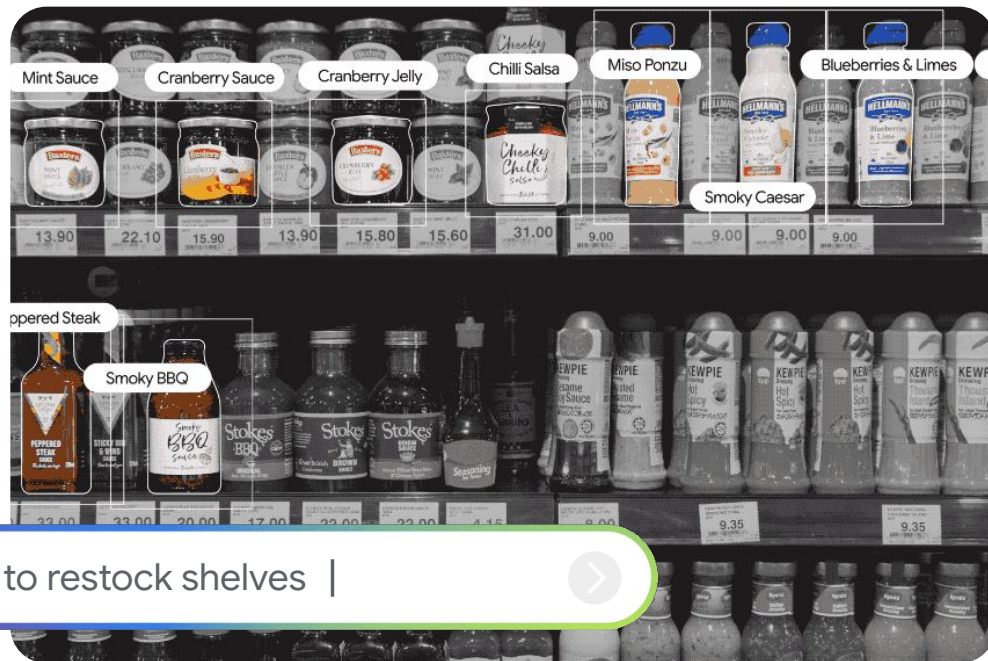
Google's AI helps NYT make millions of archival photos searchable

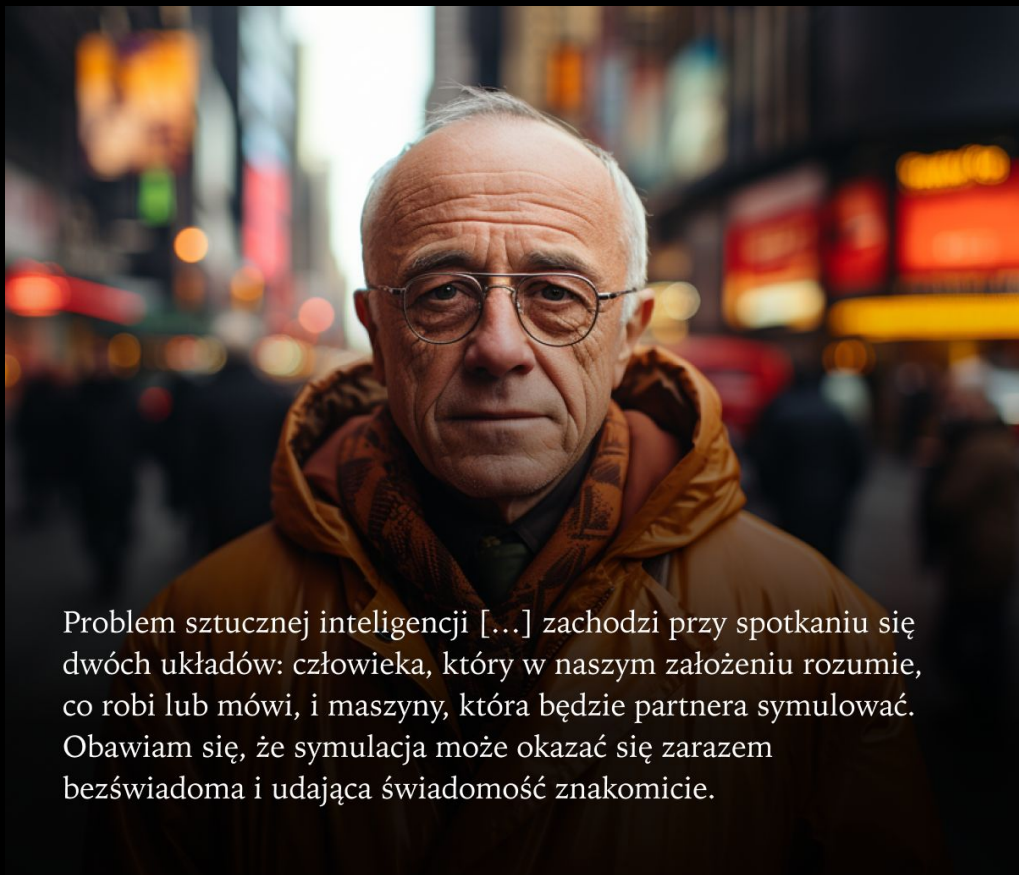


Show photos of Penn Station in the 40s |



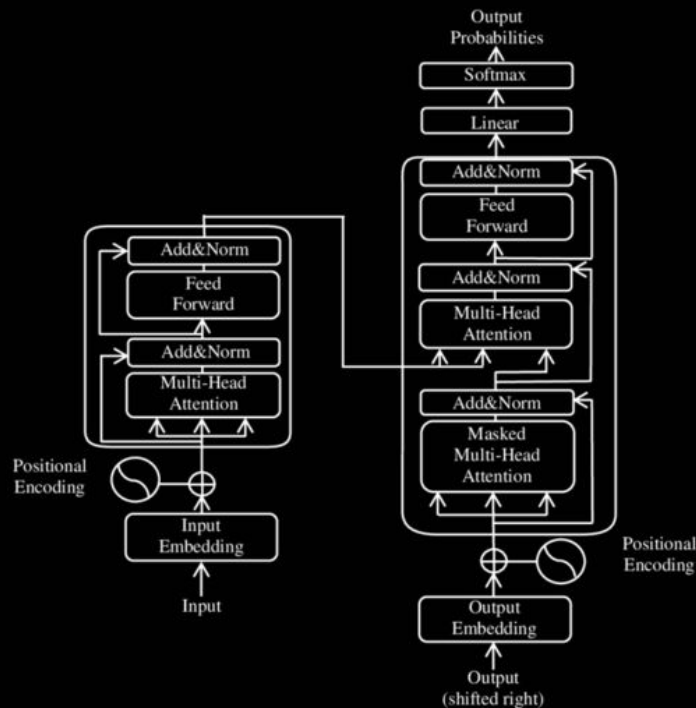
Google AI helps Carrefour stay ahead of consumer demand



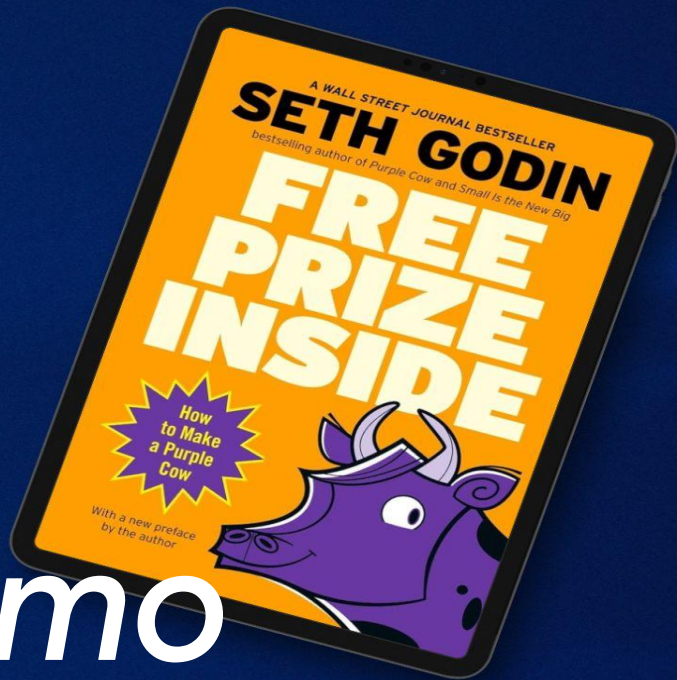


Problem sztucznej inteligencji [...] zachodzi przy spotkaniu się dwóch układów: człowieka, który w naszym założeniu rozumie, co robi lub mówi, i maszyny, która będzie partnera symulować. Obawiam się, że symulacja może okazać się zarazem bezświadoma i udająca świadomość znakomicie.

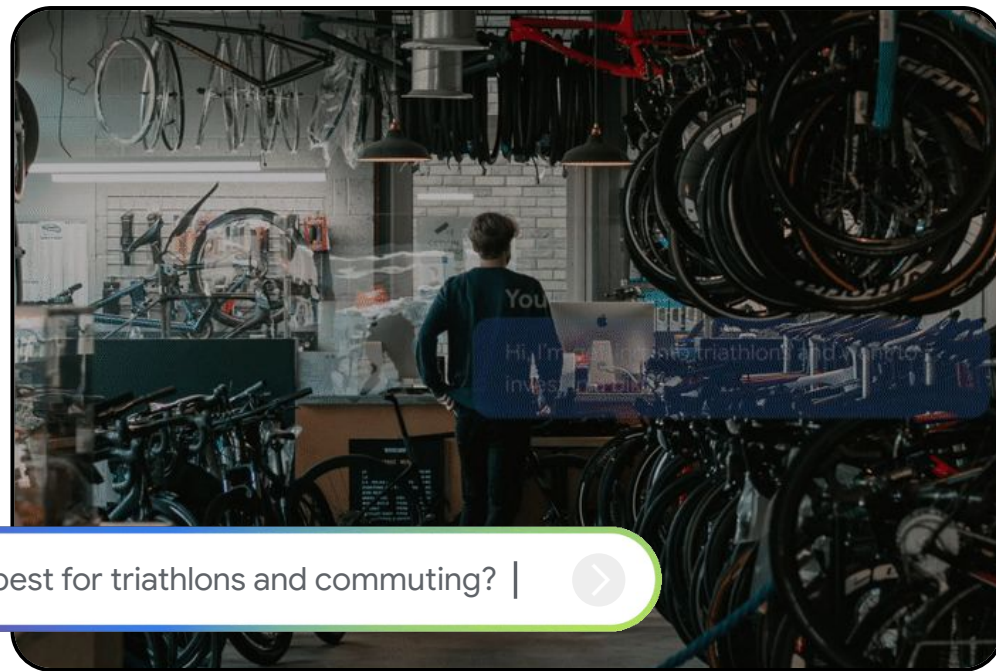
Stanisław Lem, "Okamgnienie" (2000)



demo



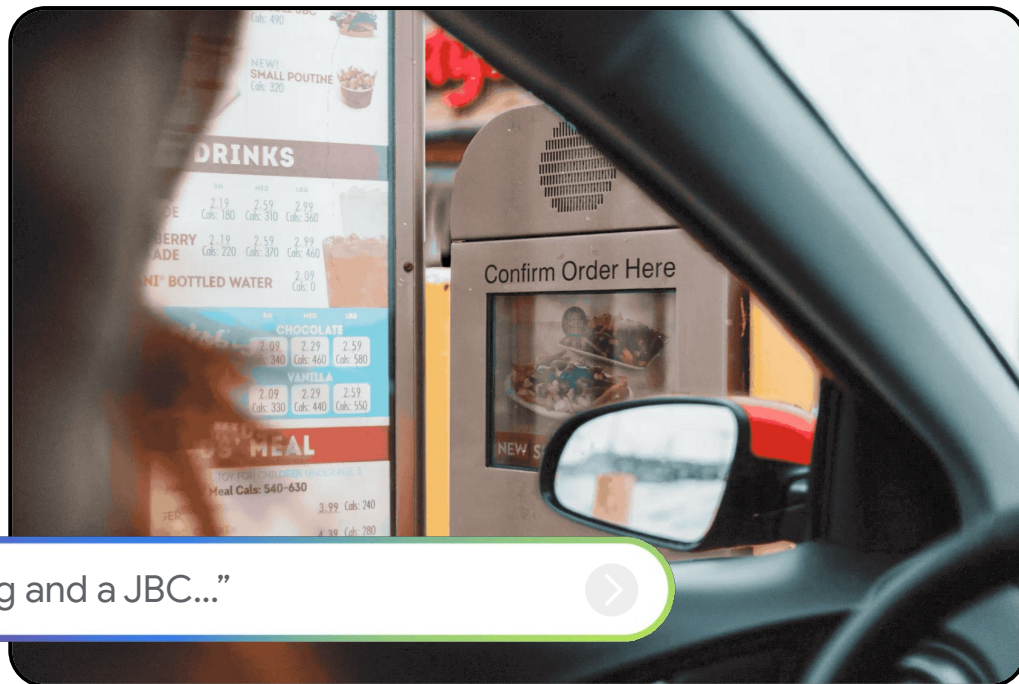
AI-powered conversational chat as world-class sales associates



Which bike works best for triathlons and commuting? |



Google AI helps Wendy's reinvent the drive-through



“One biggie bag and a JBC...”

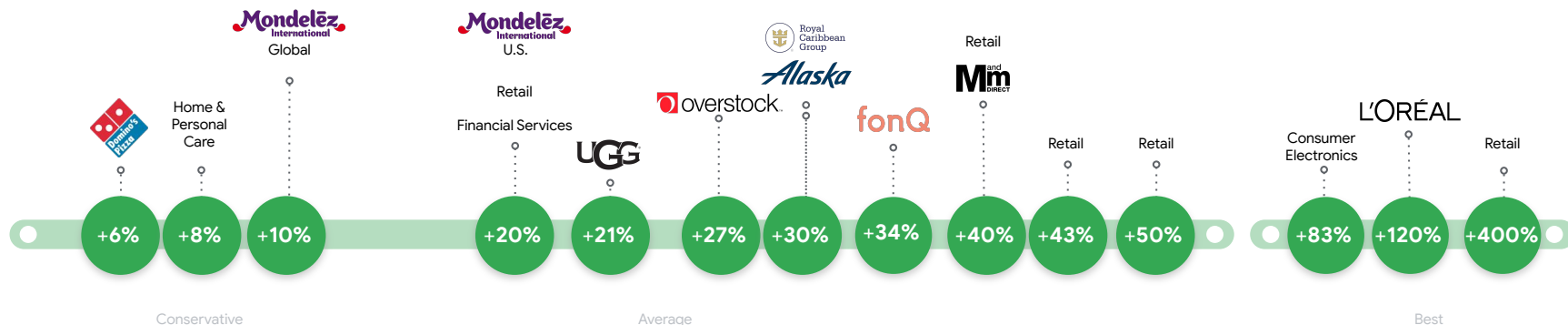


**Bez dobrych
danych
nie ma dobrego AI.**

Klienci, którzy korzystają z rozwiązań chmurowych w marketingu widzą od +6% do +400% wyższy ROAS

Increase in **ROAS** from Ads + Cloud solutions

Median/Average: ~25% increase



Dane x AI to przepis na sukces

fonQ

34%

ROAS
improvement vs
regular campaign

18%

Lower CPA (Cost
Per Acquisition)

9%

Higher AOV
(Average
Order Value)

Alaska
AIRLINES

30%

Increase in
ROAS



24%

Decrease in
Cost Per View
(CPV)

19%

Decrease in Cost
Per Thousand
(CPM)

20%

Increase in
customer time on
website

L'ORÉAL

2.5x

Increase in
offline
revenue from
campaign

2.2x

Increase in
return on ad
spend

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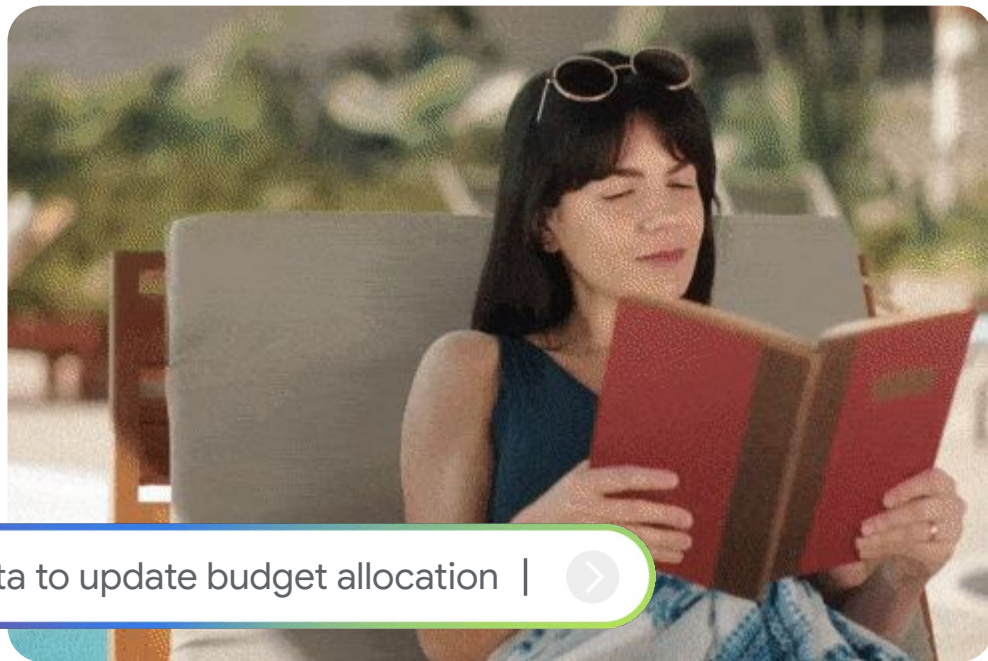


THE BEST TIME TO PLANT A TREE
WAS 20 YEARS AGO
THE SECOND BEST TIME
IS NOW



demo

With agile budgets,
Google AI helped Wyndham
have the most profitable
year in its history



Use real time data to update budget allocation |





Joanna Maciejewska—Snakebitten is here. Get it!

@AuthorJMac



You know what the biggest problem with pushing all-things-AI is? Wrong direction.

I want AI to do my laundry and dishes so that I can do art and writing, not for AI to do my art and writing so that I can do my laundry and dishes.

[Przetłumacz wpis](#)

12:50 PM · 29 mar 2024 · **3,1 mln** Wyświetlenia

23,3 tys. Wpisy podane dalej **1 207** Cytatów **102,4 tys.** Polubienia

3 644 Zakładki

Drogie AI,
podsumuj jakie są główne
wnioski z prezentacji?

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dziękujemy



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