



Back to School!

Most of you are aware that we take great pride in our work with the EDU sector. Not unlike many of our focus areas, the challenges in that industry are very real and the consequences – good or bad- have long tails. We have sincerely enjoyed our work helping to maximize enrollments and graduates. I am happy to announce that Ai Media Group has been recognized by Education Technology Insights magazine as one of the Top Ten Artificial Intelligence Solution Providers for 2018!

What a great way to get in the back to school spirit and an acknowledgment that technology coupled with process and human care equates to winning results. In the spirit of the season and the award, Ai Media Group has re-energized around several initiatives that mean great results for our clients.

Strive for straight A's: We are determined, more than ever to deliver the best results possible.

Commit to learning: Discovering the nuances of why things happen the way they do in the digital world always involves learning and closely observing the data and customer path to conversion.

Commit to teaching: We are committed to making sure we share what we have learned with our clients and do some teaching as well so that we can help vet various marketing options and understand the buyer's journey together.

Our Candor insights this month are focused on education in celebration of our award and the new school year. Grab an apple and get on the bus!

Cheers,

Stephanie Anderson | Chief Marketing & Strategy Officer

Top 10 Artificial Intelligence Solution Providers 2018



Artificial Intelligence (AI) is reshaping the world of academia by making it more customized and accessible for students to attain education all over the world. Integrated with other emerging technologies such as machine learning, AI is revolutionizing the teaching practices and educational tools used in classrooms, thus changing what education might look like in the future. The Artificial Intelligence Market in the US Education Sector report suggests that the use of AI in the education industry will grow 47.5 percent from 2017-2021. Read [Here](#)

5 Things Every Higher Ed Marketer Must Know Now



The pressure is on for marketers at educational institutions-especially at schools that offer technical or professional certifications, and at small-to-midsize private colleges. Enrollments, particularly at for-profit colleges, are down; a strong job market is keeping candidates busy; and prospective students are unsure about whether an investment in education will pay off. Read [Here](#)

VIDEO:

Andy Fenster Speaks at The Google Education Symposium



Listen in as Google and premier partner Ai Media Group sum up the pluses and minuses of Education and how digital can help: Keys = targeted approach through mobile, video, geography and a good digital technology partner. Watch [Here](#)

Around the Industry

YouTube's New Ad Product Makes the Case for Vertical Video. Read [Here](#)

TripAdvisor Is Turning Itself Into a Social Platform for Travel Lovers. Read [Here](#)

Instagram Introduces a Shopping Tab to Its Explore Page, Presenting New Opportunities for Brands. Read [Here](#)

Volvo Drives 35% Sales Lift with Interactive Connected TV Ads. Read [Here](#)

