



AI and the Future of Intelligence Websites

Harness the Power of AI with SherloQ

Powered by IBM Watson™, SherloQ harnesses the power of AI to extraordinarily improve the performance of your website and ad campaigns, on the basis of three pillars: intelligence, automation and prediction.

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AI-driven Websites

SherloQ's predictive intelligence identifies the keywords consumers use in everyday conversations so that your business can then incorporate this insight onto your site, content marketing and ad copy in order to improve SEO.



AI-drive Ad Campaigns

SherloQ's predictive modeling and automation software optimize your existing paid media beyond the capabilities of individual advertising platforms, increasing campaign efficiency and profitability bases on your feedback.

Facts at a glance

Client industry:

Automotive, Legal, Enterprise, and publishers

Size of company:

Less than 100

Challenge:

Marketers lack insight into specific search terms and ads, and how they connect to real customers; search engines and social media platforms lack visibility into which conversions result in your best customers.

Solution:

SherloQ eliminates the issue by giving marketers and agencies control over their own data.

Results:

- Centralized access to leads
- Improved ad campaigns
- Marketing intelligence

Solution area:

Insight's Digital Innovation solutions help clients incorporate emerging tech into their business operations to improve the customer experience.

Why SherloQ?

SherloQ, powered by IBM Watson, is the first platform that allows marketers and agencies to seamlessly integrate artificial intelligence (AI) and machine learning with data from their website and ad campaigns.

Our simple installation process works with Google Tag Manager (GTM) to instantly transform a businesses' website into one that has an AI Smart Core.

SherloQ is revolutionizing the way websites and ad campaigns work and learn collectively in order to drive increased performance of digital marketing efforts.

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