

# Beyond the Hype

## Understanding and Forecasting the Realistic Impact of AI-Powered Retail

### IHL Multi-Client Research Study/Webinar Sponsorship Opportunity

Is it game over or just the beginning for Retail with the advancements of AI? ChatGPT ushered in a Gutenberg moment for artificial intelligence. For the first time, everyone could see firsthand the potential of AI and is now trying to grasp the impact to society and their industries. As such, a number of new acronyms have entered the lexicon. Not just AI/ML, but now GAI, AGI, LLM and OPT.

Retailers and vendors are asking the same types of questions - What does this mean for our business, where do we start and what areas will see the biggest impacts?

This research paper will help not only increase understanding of the various types of Artificial Intelligence being used, but will forecast the economic impact to the retail industry over the next 7 years in both internal and external use cases. And while Artificial General Intelligence is getting most of the press, it is the AI/ML focused algorithms on retail data sets combined with Generative Artificial Intelligence with clean, accurate data that will provide the greatest long-term impact with increased efficiencies and increased sales opportunities.

This research is designed to help with your lead generation. While we will discuss the overall impact and areas with the largest transformation, we will attribute special attention and examples in more detail based on the sponsors and your focus.

All sponsorship levels include shared leads from the downloads for a period up to one year.

#### TITLE SPONSORSHIP - \$16,000

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**DEADLINE FOR INCLUSION: 4-17-2023**



Research complete by: **4-27-23**

Study by: **5-2-23**

Webinar: **5-4-23**

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