

## ***The perks of ad technology***

- A technical system can be **evaluated**, whilst people make different decisions every time.
- People can make decisions based on emotions, guesses and hunches – resulting in a **non-statistical basis**.
- If a system makes a mistake, it will repeat the same error each time the situation occurs making it **simple to solve**.
- For a person to gain all the **knowledge** a system does, the time demanded would be enormous.
- A system can **recreate an event**, and you can trust it to use the strategy proven most efficient for buying media.
- Decisions, regarding everything from price to bidding, are taken in much **smaller time units**.
- All **teachings acquired** by the system will be instantly shared, and possible to carry forward.
- Systems **learn for free**, people are expensive to teach.
- A system speaks **all languages**, and can instantly work on **any market**, anywhere in the world.

