

## **YOU & MR JONES INCREASES FOCUS ON ARTIFICIAL INTELLIGENCE, LEADING AN \$8.3MM SERIES A FUNDING ROUND FOR PIONEERING CONVERSATIONAL MARKETING COMPANY AUTOMAT**

### **Brandtech Group Also Announces Minority Investment in AI Start-Up Crossing Minds**

**NEW YORK, NY (June 8, 2017)** - [You & Mr Jones](#), the global brandtech group, today announces a significant new investment in AI-driven conversational marketing leader, [Automat](#).

Based in Montreal, Automat is known for its Conversational Marketing Cloud platform, which uses artificial intelligence to let companies have personalized one-on-one messaging and interactions with customers, fans, and followers—tailoring their experience to help them find the products and services they care about. Automat was featured at Facebook’s recent F8 developer conference, and its groundbreaking work includes an award-winning influencer chatbot for beauty brand Cover Girl, named KalaniBot. The chatbot was developed in collaboration with theAmplify, an influencer marketing platform, which is majority-owned by the You & Mr Jones group. The company has also delivered innovative products and services for L’Oréal, such as an AI-powered Facebook Messenger bot that personalizes recommendations for beauty box gifts, called Beauty Gifter.

The investment is the second You & Mr Jones has made in Automat, cementing the relationship that began last year when the group invested in Automat’s seed round. Other investors joining You & Mr Jones in the Series A fundraising—totaling \$8.33 million—include Comcast Ventures and Omidyar Technology Ventures, along with follow-on investments from existing investors, Relay Ventures, Real Ventures, and USAA.

Increasing its commitment to artificial intelligence, You & Mr Jones also announced a minority investment in [Crossing Minds](#), an AI start-up that was created in Google X Founder Sebastian Thrun’s Artificial Intelligence Lab at Stanford University. Thrun is a universally acknowledged authority on AI, who serves as Adjunct Professor of Computer Science at Stanford University. He co-founded Crossing Minds with Alexandre Robicquet and Emile Contal.

The San Francisco start-up uses advanced deep learning to understand human behavior through comprehensive taste analytics. The company’s first product is called Hai, a web platform, mobile app and API that leverages diverse data sets and AI technology to serve as a highly tailored recommendation engine. In contrast to typical recommendation engine, Hai develops one unique, personal artificial intelligence for each user, incorporating all that can be known about that person’s tastes, needs, and preferences—allowing them to curate their life and discover new products and experiences.

These investments build on You & Mr Jones' ongoing involvement with companies that are at the forefront of using AI for brand marketing purposes. Other companies in the brandtech group's portfolio that place artificial intelligence and machine learning at the center of their practice include [Gfycat](#), an AI-enabled GIF platform, [Jivox](#), an ad platform powered by machine learning to dynamically personalize digital advertising in real time, and [Pixlee](#), a visual marketing specialist that leverages artificial intelligence to let brands tap into user-generated content across social media platforms.

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**David Jones, founder, You & Mr Jones said:** "We're obsessively focused on building a group that uses the latest technology to help brands deliver their marketing better, faster and cheaper. We're clearly not alone in believing that AI and conversational marketing are going to be game-changers in the world of business. But as ever, execution is what counts. That's the thing that's been very impressive about Andy and the Automat team since our initial seed investment. They are very tangibly delivering on the promise. Our investments in both Automat and Crossing Minds speak to our belief that AI will take an increasingly central role in delivering great brand experiences."

**Andy Mauro, Co-Founder and CEO of Automat, said:** "We see a real convergence around brandtech, media and e-commerce and, with You & Mr Jones, Comcast Ventures, and Omidyar Technology Ventures, we have very strategic partners to help us realize our vision of letting brands build personalized one-on-one conversational experiences for their customers. We believe AI-driven conversational marketing can go beyond traditional digital marketing, which is largely based on inferring what users want based on monitoring their online behavior, searches and social media activities, by letting brands simply talk to their customers. Why guess what your users care about when you can simply ask them? That's not to say that leveraging data and the power of machine learning can't be used to ensure you're asking the right questions and driving optimal outcomes, but a conversation can be a lot less invasive and far more informative than today's alternatives."

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### **About You & Mr Jones**

You & Mr Jones is the world's first Brandtech group. Its mission is to help businesses build brands better, faster, and cheaper using technology.

It was founded in June 2015 by former Havas Global CEO and Facebook Client Council founding member David Jones. You & Mr Jones sits at the intersection of the dramatic growth in mobile, a tech revolution that has empowered people to

create, produce and share unprecedented amounts of content, the impending revolution in AI, AR, and VR and frustrated global companies looking for brand and tech-literate partners.

Group clients include Airbnb, Netflix, Facebook, Accenture, Unilever, Google, Sony, Coca-Cola, Coty, Richemont, Emirates, Mastercard, Diageo, Danone, Samsung, AXA, Orange, Renault, Ferrero, Lacoste, BNP Paribas, Europcar, and Total.

You & Mr Jones is headquartered in New York and has offices in 12 cities including San Francisco, London, Bangalore, Sao Paulo, Los Angeles, Shanghai, Sydney, Mexico City, Cape Town, Hong Kong, and Paris.

<http://www.youandmrjones.com>

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