Appier & GenAI

Supercharge Your Marketing Strategy with Generative AI

AI assistant settings

Tone

Professional ⌄

Casual
Confident
Empathetic
Friendly

✦ **AI assistant** ⚙ ⌄

Thanks for purchasing our products at Appier shop ▮

AI is writing

✦ **Content assistant**

✦ **Content Suggestions**

Option 1:

Title:
Summer Lovin

Subtitle:
Get the hottest shades for lesss!

Message:
Upgrade your lipstick ▮
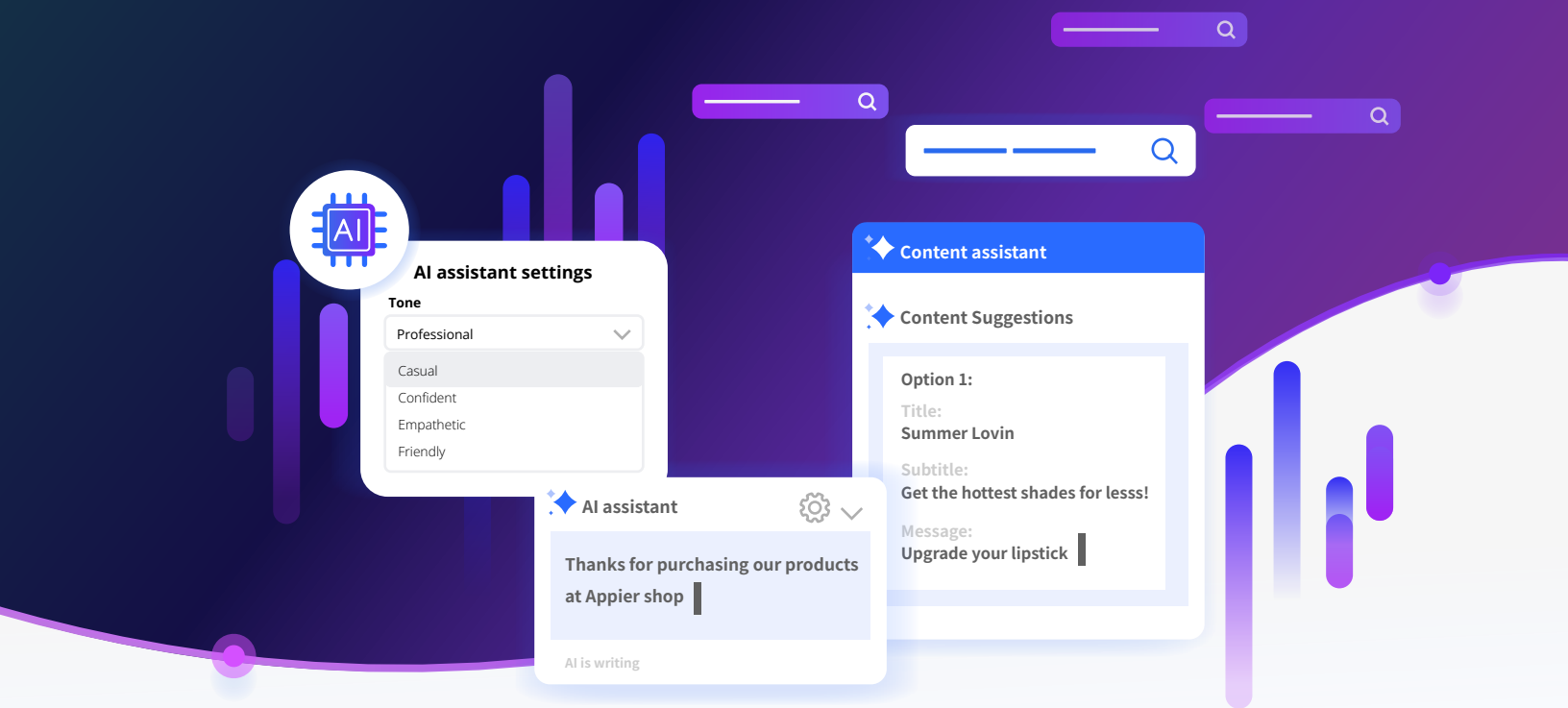
Generative artificial intelligence (GenAI) has been all anyone can talk about since OpenAI launched its viral chatbot ChatGPT in November of 2022.

Headlines like "ChatGPT passes exams from law and business schools," "AI-generated Drake and The Weeknd song goes viral," and "AI could replace equivalent of 300 million jobs - report" have made people wonder just how powerful AI is and can become — and what that means for humanity.

While AI's mass adoption can spell uncertainty for professionals in almost every sector and industry, we at Appier have long referred to AI as a co-pilot, one to help and assist instead of threaten and replace.

We have created this guide to show marketers like yourself how you can use GenAI both in your daily tasks and your key work assignments. If you are ready to learn more, scroll to the next page.

What the "Generative" Means in GenAI

"Generative" is an adjective that describes someone or something with the power to generate, originate, produce, or reproduce. When it comes to AI, generative AI refers to "algorithms (such as ChatGPT) that can be used to create new content, including audio, code, images, text, simulations, and videos."

What sets GenAI from other forms of AI we have seen in the past is its ability to create new content, which is why it has been so revolutionary.

By typing up a short prompt in plain language, anyone—yes, anyone—can use a GenAI application to generate a long essay in just minutes; create a new image from scratch; or write code that actually runs.

This is why most businesses have embraced GenAI with open arms: it provides assistance, and therefore, boosts productivity.

# How Appier Has Integrated GenAI Into Its Product Lines

Appier has long been a leader in leveraging AI technology for businesses' marketing needs. We have developed a suite of marketing technology solutions that empower marketers to optimize their performance at every stage of the marketing funnel.

Since OpenAI made its ChatGPT application programming interface (API) available, we have been hard at work to connect our advanced GenAI algorithms with the ChatGPT language model in order to optimize our product offerings.

We decided to focus on three key marketing applications:

- Generating advertising interest topics and targeting parameters

- Generating marketing copies and content

- Creating intelligent conversational chatbots and interactions

Let's take a look at our solutions and how they can help you level up as a marketer.

AIQUA

BotBonnie
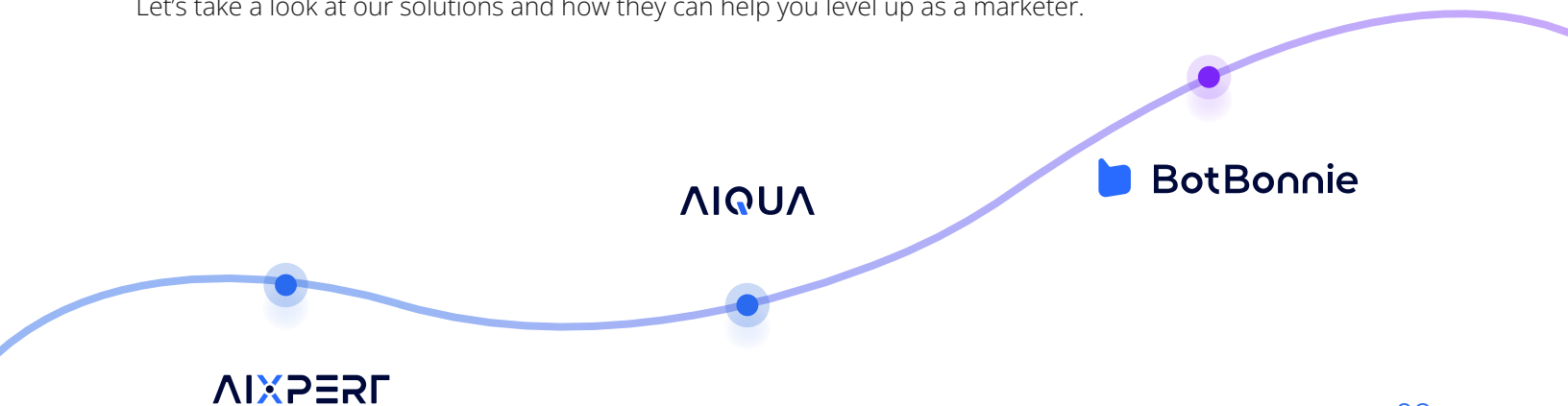
AIXPERT

AIXPERT:
Applying GenAI to produce better ad interest topics and parameters to target

Paid media is one of the most relied-upon channels that marketers use to promote their products and services.

The trick with paid advertising, since so many people are using it, is to target the right interest topics and parameters so your company shows up in front of the relevant audiences.

How does this work in practice?

On most paid advertising channels, marketers have to choose both the interest topics they want to bid for and the parameters of the users they want to engage with.

If you are launching a new sunscreen for the summer, how would you go about making these interest topics and parameter selections for your paid ads? The traditional and manual approach is to target words related to sunscreen, such as sun protection, skin health, and summer. The user parameters may be young, active people who enjoy spending time in the sun.

However, these are very common interest topics and parameters that everyone, especially your competitors, will be targeting. To go beyond the generic interest topics and really capture audiences who are looking for a new sunscreen product with the intention to buy, you can rely on AI.

A key selling point of AIXPERT, Appier's advertising automation platform, is its ability to generate interest topics and parameters to target beyond what human marketers may think of.

Now, with ChatGPT, it can generate even more interests and preferences, with varying degrees of relevance. Previously, keyword expansion models generated words that were relevant to a product. With the ChatGPT integration, we can ask the models to generate topics that are associated with the people who are interested in the product.

AIXPERT takes all of these generated interests and preferences into account for an AI-powered A/B testing and based on performance metrics and the audience overlap rate, it sorts out a list of top interest topics and parameters that will increase campaign effectiveness and conversion, as well as overall return on ad spend (ROAS).

Without Generative AI ── With Generative AI

Top Sunscreen Choices

| Mineral | Chemical |

Pricing

| < USD20 | 20 - 50 |

By Category

| SPF 30 | SPF 40 |

Types of Sunscreen

Sun Protection Factor

For All Skin Types

Sunscreen

Spending
Previous purchase
Tinted
Waterproof
Moisturizing
Lotion
No White Cast
Sweat-Proof
Long-Lasting
Organic
Personalized
Spray
LTV
Vegan & Cruelty-Free
Best Sellers

Scale across multiple marketing platforms

Performance Data

AIQUA & IPA:
Leveraging GenAI to generate & optimize creative copies

Even for the most seasoned marketers, copywriting can prove difficult, especially when you are lacking in inspirtion. How many times can you write about the same product and make it different and interesting?

There's no need to answer that question because with AI, you can always find a new way to talk about your product.

As summer approaches, consumers are planning their vacations. To make a vacation package more appealing, marketers need to paint a picture and sell the story. This is where they will be able to leverage AIQUA, Appier's personalization platform, to engage customers on all owned channels.

AIQUA enables marketers to send messages on any of their owned channels, including website, branded app, email, and SMS, from just one platform. As a solution, AIQUA personalizes the content, with personalized messages and personalized product recommendations, so that the recipients find them more engaging and relevant.

By integrating ChatGPT, marketers can create copies quickly and in a number of different languages and tones with a short and simple text input. Currently, AIQUA's AI content assistant, powered by ChatGPT API, supports English, Chinese, Japanese, Korean, Vietnamese, Thai and Bahasa. These copies can come in five different writing tones or styles: formal, friendly, uplifting, playful, and humorous.

At the moment, AIQUA's AI content assistant only supports web push engagement and app push engagement via iOS and Android channels. However, stay tuned as we roll out this new feature on even more owned channels.

You might be asking, "What about paid ads? What about copies for these?"

Appier is currently integrating ChatGPT into another one of our high-performing solutions, the Intelligent Profiling & Acquisition (IPA) solution. This integration will allow marketers to input the product name and a description about the kind of copy they want, and voila! IPA will generate a marketing optimized copy for advertising that conforms with the paid channels' guidelines and restrictions such as character/word limits.

We aim to launch a trial version of this IPA by the end of Q2 2023, and it will support English, Chinese, Japanese, Korean, and Vietnamese copies in professional, witty, optimistic, tense, curious, uplifting, and informative tones.
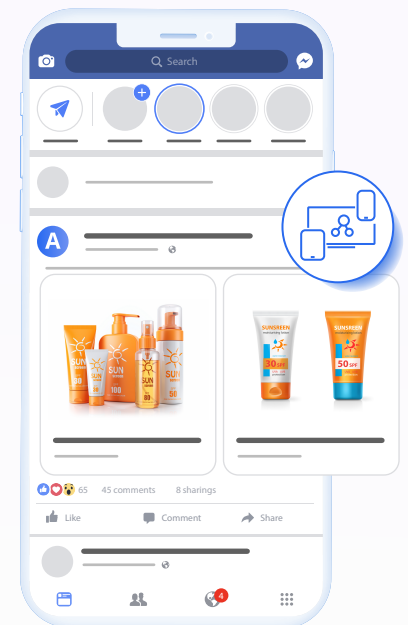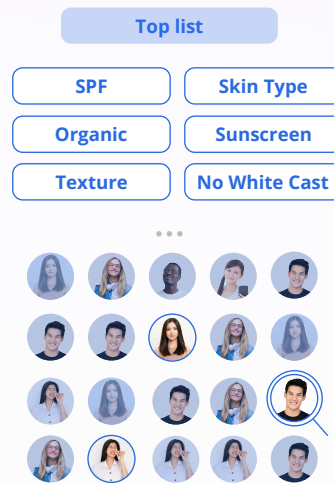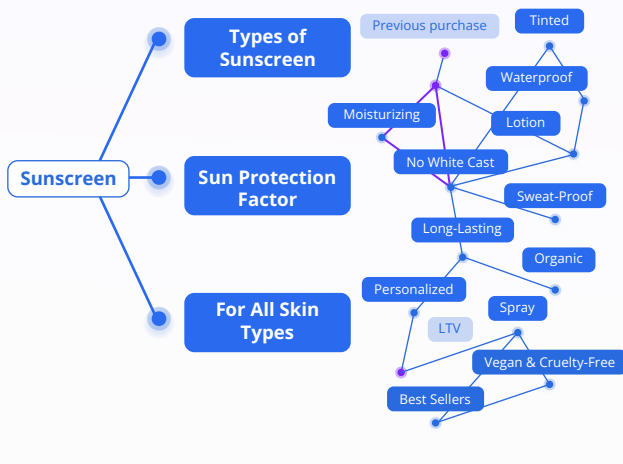
Scale across multiple advertising platforms

Generate optimized marketing copies within a few seconds

Create top interest list

Top list based on performance metric & audience overlap rate

Interest expansions

Idea consolidation with performance data feedback

BotBonnie:
Powering conversational marketing with an advanced chatbot

Conversational marketing is a very direct and effective way of customer engagement because it features a two-way communication between brands and their existing and potential customers.

Appier has seen a lot of success with its conversational marketing platform BotBonnie that uses instant messaging with a lot of out-of-the-box marketing kits to engage customers on social channels and the website.

The ChatGPT integration has boosted BotBonnie's function to automate the reply generation process, providing marketers with suggested answers. The process doesn't have to end there as marketers can use simple commands to generate rewrites that adjust for response length, tone and the scenario.
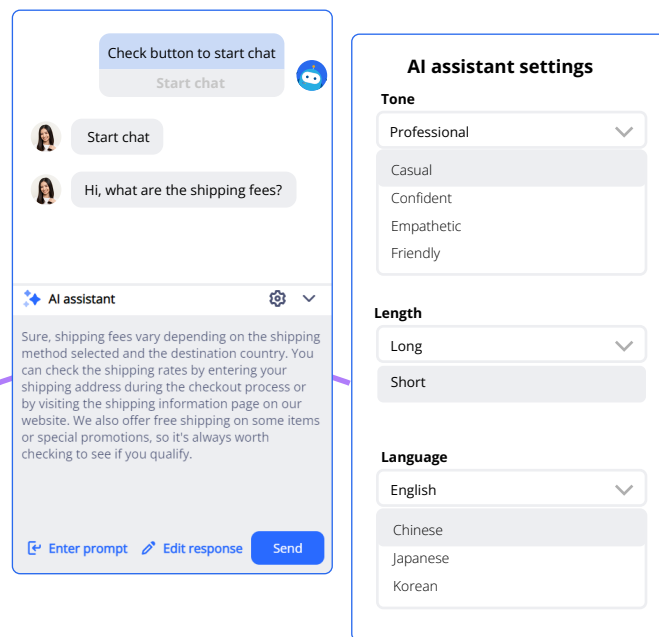
How BotBonnie's value proposition shines through in this integration is that it remembers the zero-party data users have provided in previous conversations. Using this data, the BotBonnie responses, powered by ChatGPT API, will feature specific content and recommendations that are relevant to the individual user based on what they have revealed about their interests and preferences in the past.

What do we mean by this? Suppose you run an online clothing store that features BotBonnie's WebChat (the website version of our chatbot). A shopper asks a few questions about neon sandals during their first visit and browses around without purchasing anything. When they come back a couple of days later, your newly generated response might provide even more recommendations that will really catch their eye and prompt them to check out.

Such is the power of AI, providing individualized and personalized experiences that actually serve customers.

This is only the beginning of Appier's foray into GenAI-powered solutions. If we have piqued your interest and may fulfill your marketing needs, reach out to us now to learn more. We are excited to hear from you!