THE MARTECH SUMMIT

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Keynote Presentation | [Demystifying AI] How to Actually Use AI/ML for Better Content & Marketing

Optimizely

DAVID KNIPE

VP, Product Management

Optimizely

VIDE FALK

Optimizely

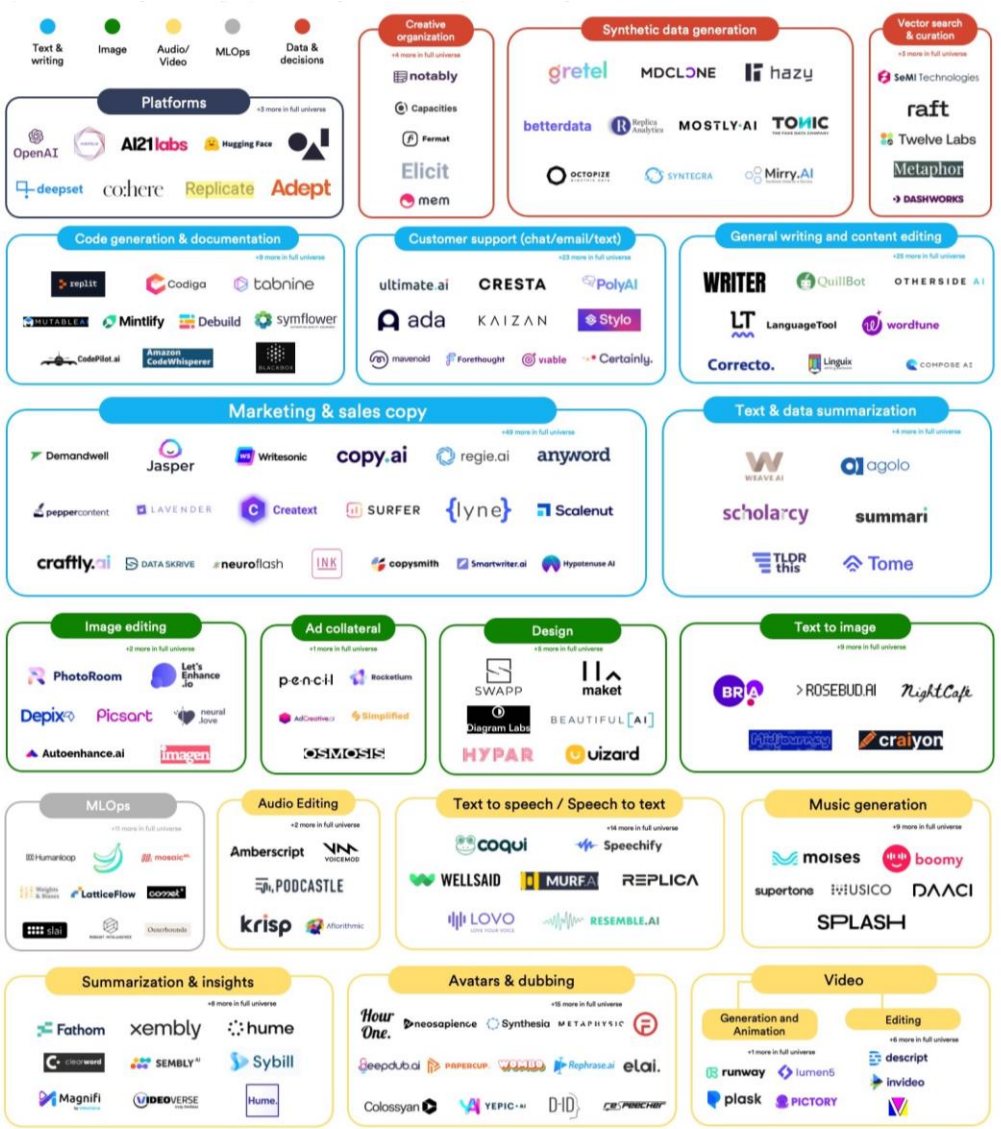
Demystifying AI:

How to *actually* use AI/ML for better content and marketing

David Knipe

VP, Product, Optimizely

AI is suddenly everywhere



And everyone is investing in it

Worldwide Spending on AI-Centric Systems Forecast to Reach $154 Billion in 2023, According to IDC

Artificial Intelligence is Revolutionizing Marketing. Here's What the Transformation Means for the Industry

"In the last year alone, AI startups raised more than $50 billion in venture capital funding, according to GlobalData."

A.I. is now the biggest spend for nearly 50% of top tech executives across the economy: CNBC survey

More than half of US marketers use generative AI every day: Study

Accenture to Invest $3 Billion in AI to Accelerate Clients' Reinvention

Report: 70% of orgs are spending $1M or more on AI

AI spending to double to more than $300bn by 2026

Sources: GlobalData, CNBC, VentureBeat, Accenture, IDC, PRWeek, Entrepreneur

But what’s real vs. what’s AI washing?

Differentiating fact from fiction

AI Washing:

When companies mislabel or overstate their products' capabilities by appropriating AI-related terminologies, even when their services or products lack any substantial AI implementation

Key considerations:

- What data does it drawn from?
- Does it rely on manual input of data?
- Are AI terms being used correctly?
- Is this just basic automation?
- Can the AI product or feature be demoed?
- Does it drive value?
- Does it help my team do their job better/faster?

What AI can do…

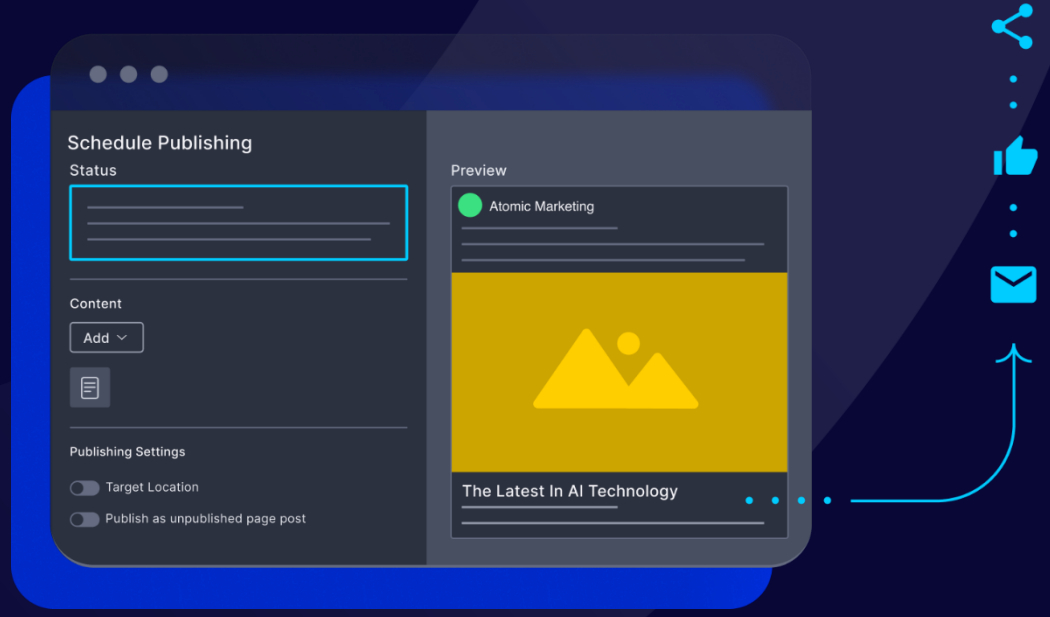
- ✓ Spark creativity and ideation
- ✓ Generate first drafts of content and images
- ✓ Provide predictive analytics data
- ✓ Automate time-consuming tasks
- ✓ Process and analyze vast amounts of data

…and what it can't (yet)

- X Create on-brand and unbiased content without human intervention
- X Strategize and make decisions
- X Execute long term brand building
- X Build genuine relationships and customer communities

AI is more than ChatGPT

- Ideation and content creation
- Optimization and measurement
- Automation



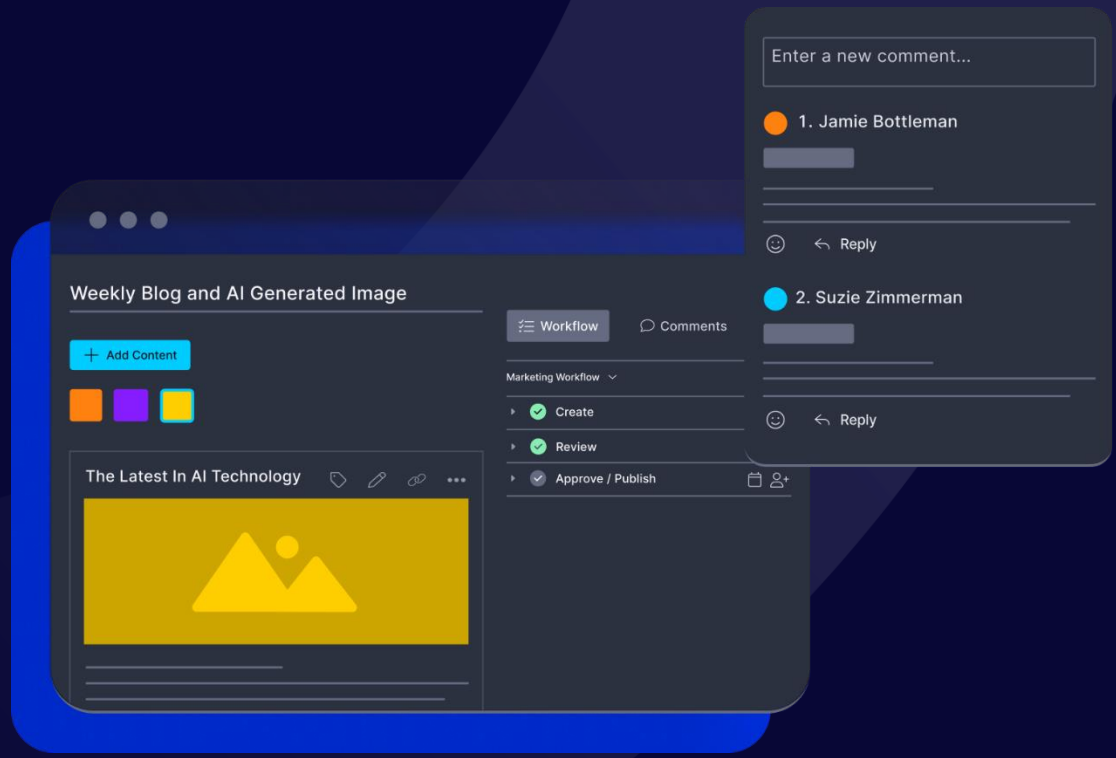
AI is more than ChatGPT

Ideation and content creation

- ChatGPT: interactive conversations can help users make more creative content
- Generative AI (text and images): can help marketers spark creativity and creating content faster
- AI-generated content topics provides suggestions based on competitive intelligence
- AI-generated content and campaign briefs help marketers make creative and strategic decisions

Optimization and measurement

Automation



AI is more than ChatGPT

Ideation and content creation

Optimization and measurement

- SEO recommendations
- Personalization and recommended content
- Data analysis and predictive analytics

Automation

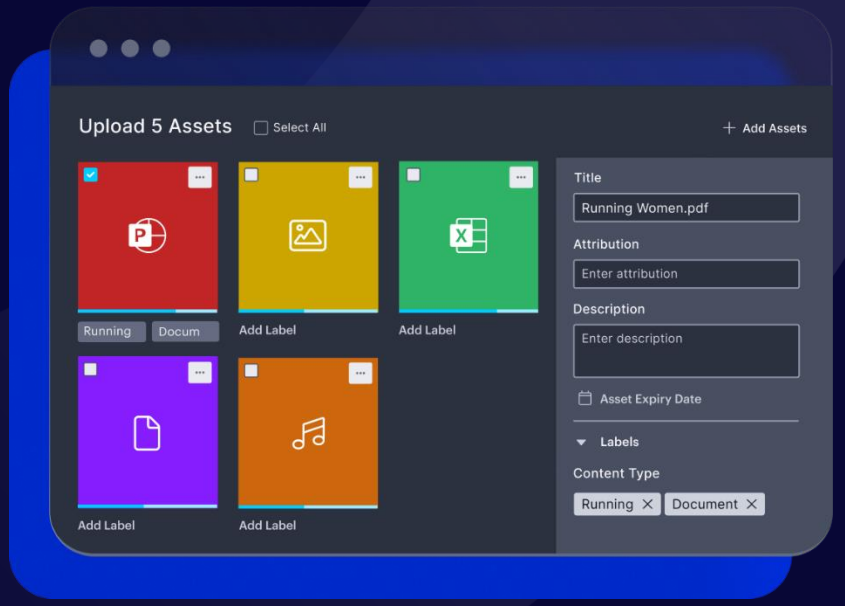
AI is more than ChatGPT

Ideation and content creation

Optimization and measurement

Automation

- AI-generated tags for organizing assets
- Image analysis for automated and accurate image cropping
- Chatbots
- ...and more!

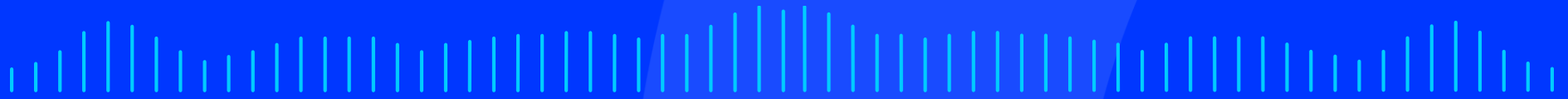


Putting AI into practice

How Optimizely's marketing team uses AI
to create better content faster

Planning and ideation → **Content creation** → **Asset storage** →

→ **SDR outreach** → **Experimentation**

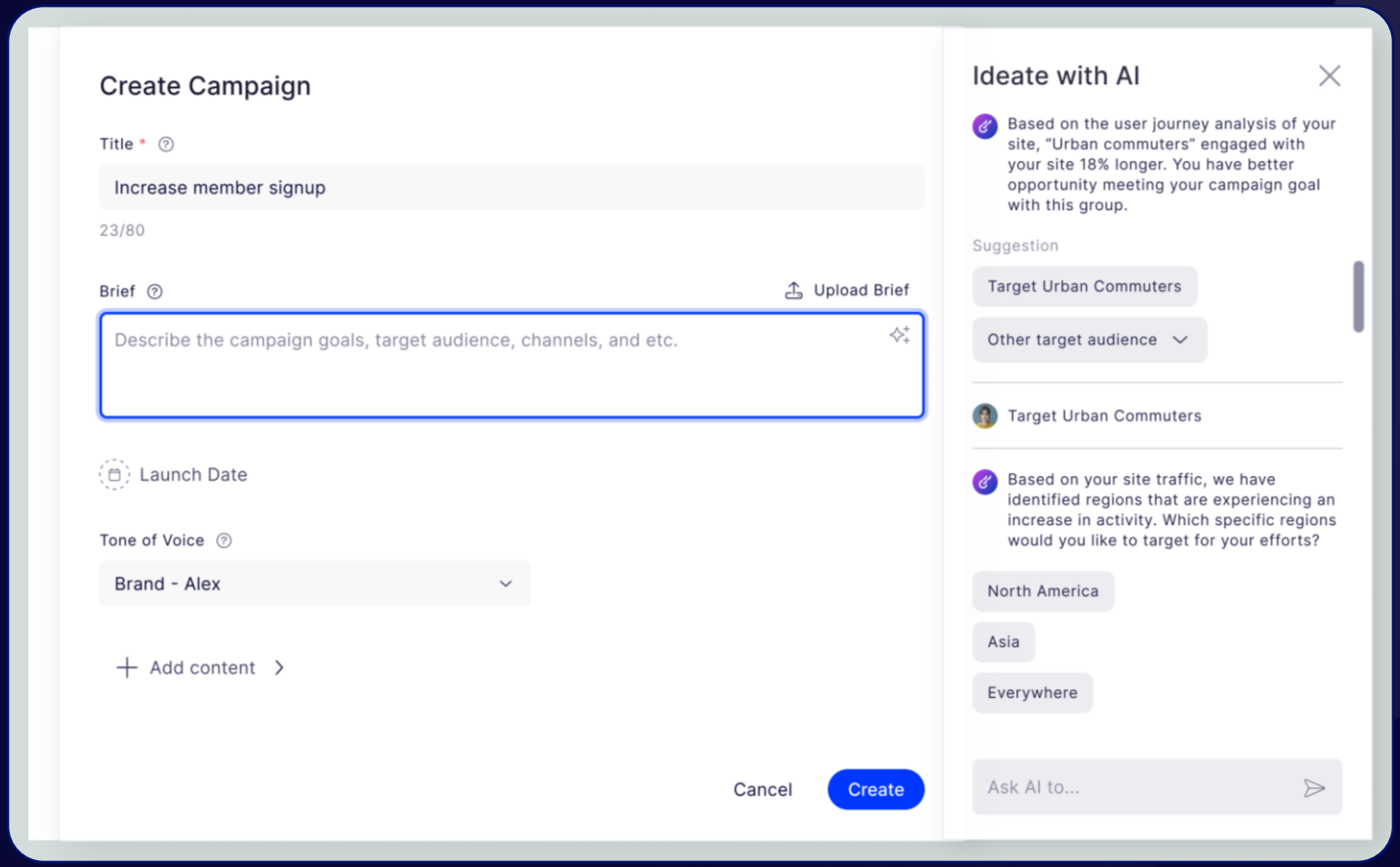


AI-accelerated workflows

Intake
Analyze
Plan
Create
Store
Globalize
Layout
Deliver
Personalize
Experiment
Optimizely One
The world's first operating system for marketing

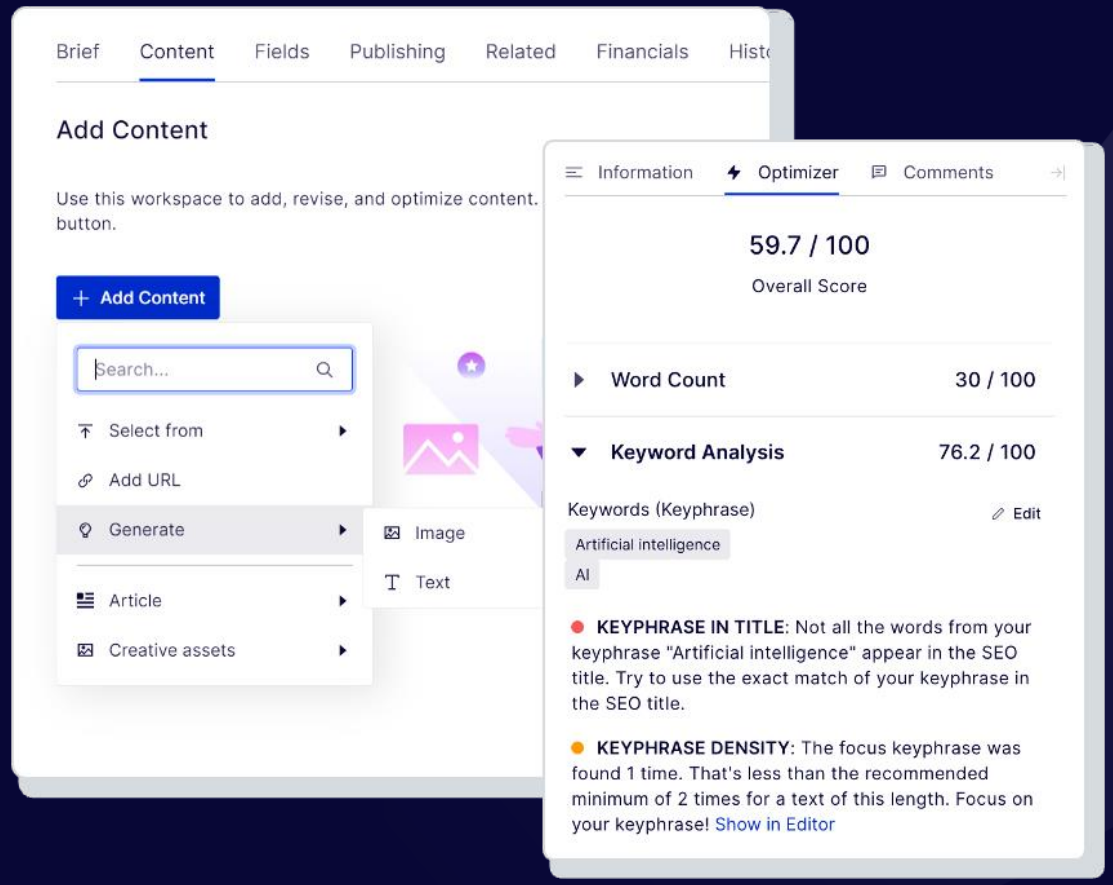
Planning and ideation

ChatGPT for campaign and content briefs



Content creation

ChatGPT, Generative AI, SEO recommendations



Optimizely

Optimizely Marketing

All | generative

Home
Plan
Library
Marketplace
Idea Lab
Analytics
Requests

Marketing 1st team > Task | TSK-12266

Share | 3 | Mark Complete

Generative AI Testing Task

Not Started

Task Start Date | Task Due Date

Brief | Content | Fields | Publishing | Related | Financials | History

+ Add Content

10

Image

Workflow | Comments | Attachments

PM Blog Workflow

1. Content brief/outline

Source material and content brief are to be provided by Requester. If no brief is provided, Writer should propose an outline instead before proceeding with copy creation.

Not Started

2. Copy Creation

3. Copy Review 2

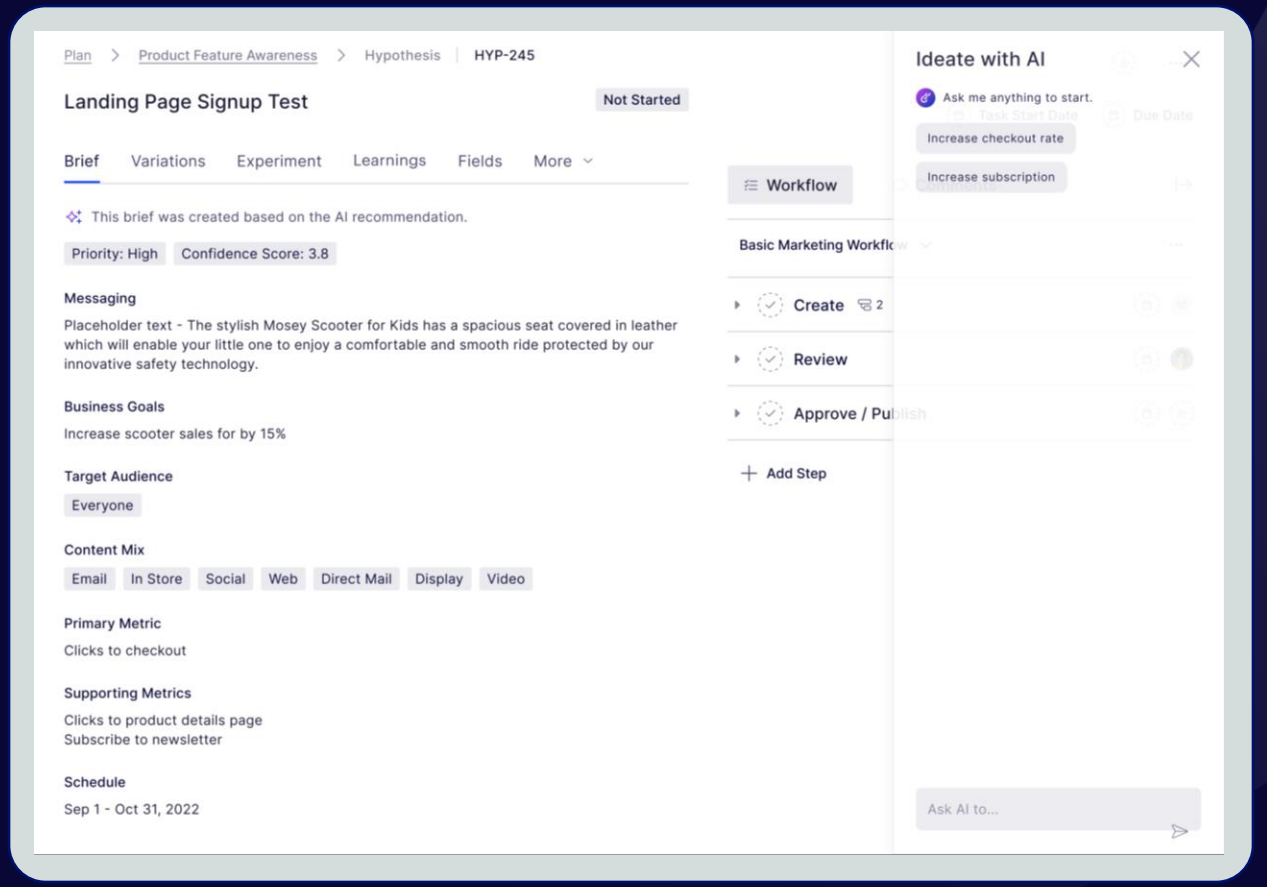
4. Creative Completion

5. Create/Update Blog LP

6. Blog LP Review 2

Experimentation

Strategy bot with in-app guidance on which experiments to run & how to measure



A modern marketing strategy should be supported by AI

Accelerates time-to-market

Speeds up steps within a workflow to get content and campaigns to market faster

Saves resources – time and money

Eliminates the need to rely on net-new content and images, saving time and money on content creation

Shifts the focus for marketers

Lessens time spent on manual and time-consuming tasks, and more time on strategic and creative output

3 ways to get started with AI

Spend time to educate yourself

Start by building a foundational understanding of AI concepts, terminology, and technologies.

Identify time-consuming tasks

Focus in on the most time-consuming tasks for your team to identify opportunities for AI.

Speak with a trusted vendor

To find out which capabilities would best fit your marketing team's needs.

Thank you and questions!