

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



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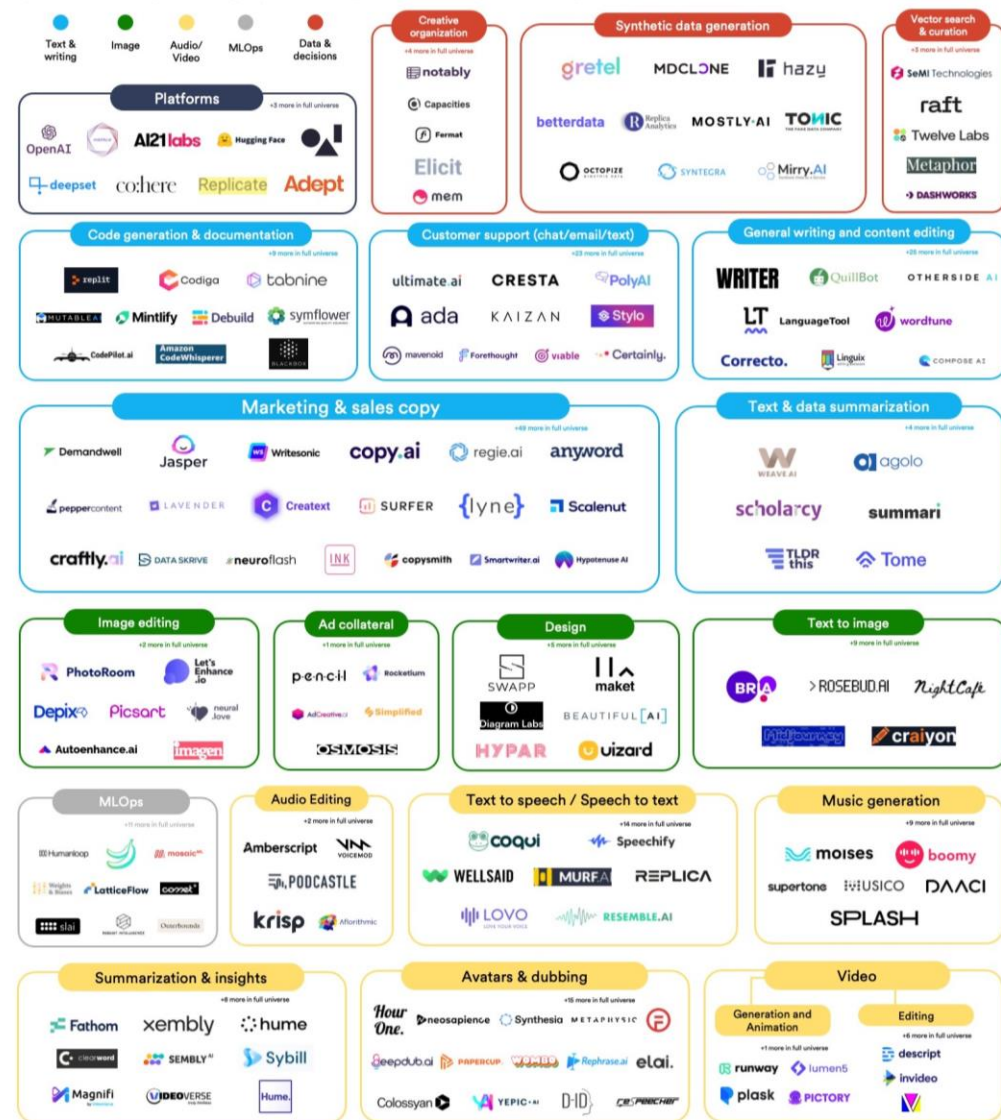
# Demystifying AI:

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)

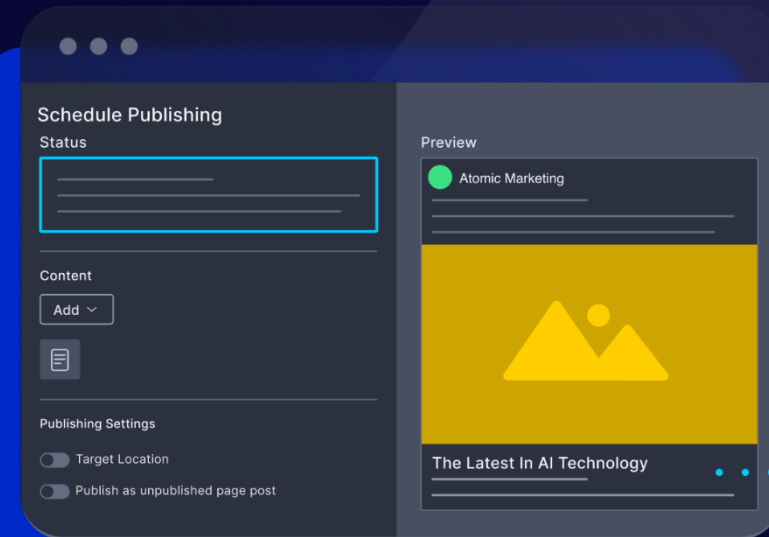
- X Create on-brand and unbiased content without human intervention
- X Strategize and make decisions
- X Execute long term brand building
- X Build genuine relationships and customer communities

# AI is more than ChatGPT

Ideation and content creation

Optimization and measurement

Automation





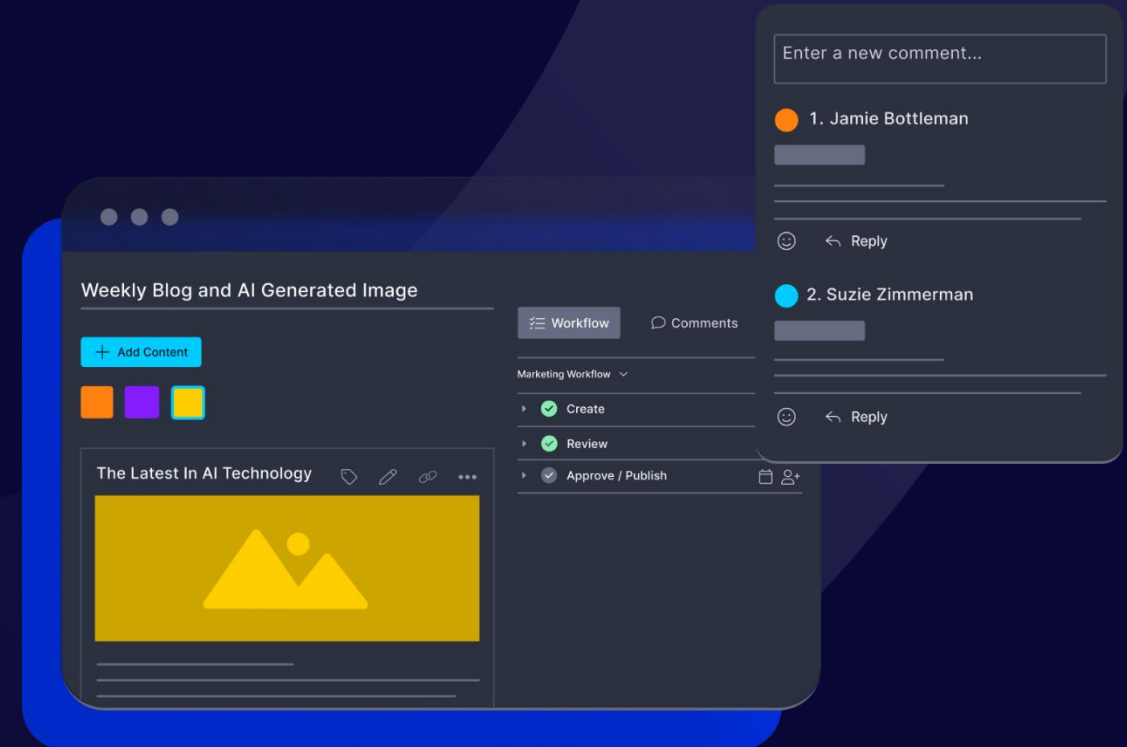
# AI is more than ChatGPT

## 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



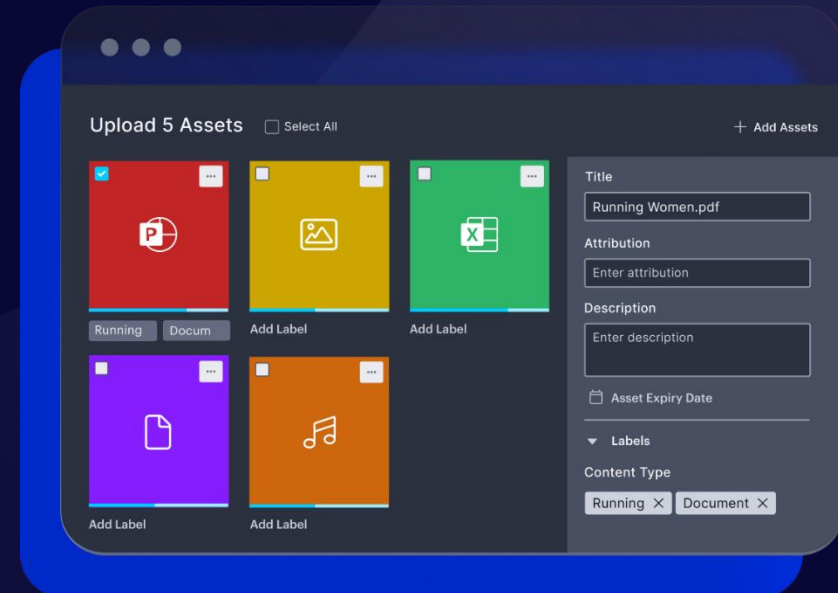
# AI is more than ChatGPT

Ideation and content creation

Optimization and measurement

## Automation

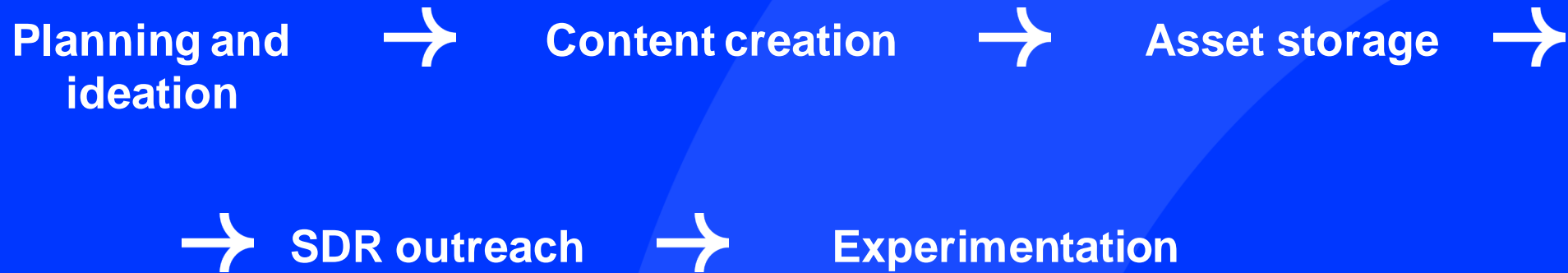
- AI-generated tags for organizing assets
- Image analysis for automated and accurate image cropping
- Chatbots
- ...and more!





# Putting AI into practice

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



AI-accelerated workflows



# Planning and ideation

## ChatGPT for campaign and content briefs

### Create Campaign

Title \* ⓘ

23/80

Brief ⓘ Upload Brief

Launch Date

Tone of Voice ⓘ

Brand - Alex

+ Add content >

Cancel Create

### Ideate with AI

Based on the user journey analysis of your site, "Urban commuters" engaged with your site 18% longer. You have better opportunity meeting your campaign goal with this group.

Suggestion

Target Urban Commuters

Other target audience ▾

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Target Urban Commuters

Based on your site traffic, we have identified regions that are experiencing an increase in activity. Which specific regions would you like to target for your efforts?

North America

Asia

Everywhere

Ask AI to... >



# Content creation

ChatGPT, Generative AI, SEO recommendations

The image displays a user interface for content creation and optimization. The main window is titled "Add Content" and includes a search bar and a menu with options: "Select from", "Add URL", "Generate", "Article", and "Creative assets". The "Generate" option is expanded, showing sub-options for "Image" and "Text".

Overlaid on the right is an "Optimizer" panel with the following details:

- Overall Score: 59.7 / 100
- Word Count: 30 / 100
- Keyword Analysis: 76.2 / 100
- Keywords (Keyphrase): Artificial intelligence (AI)
- KEYPHRASE IN TITLE:** Not all the words from your keyphrase "Artificial intelligence" appear in the SEO title. Try to use the exact match of your keyphrase in the SEO title.
- KEYPHRASE DENSITY:** The focus keyphrase was found 1 time. That's less than the recommended minimum of 2 times for a text of this length. Focus on your keyphrase! [Show in Editor](#)

Marketing 1st team > Task | TSK-12266

[Share] [3] [Mark Complete] [More]

### Generative AI Testing Task Not Started

[Task Start Date] [Task Due Date]

Brief Content Fields Publishing Related Financials History

+ Add Content

[Grid] 10 [Dropdown]



Image

[Download] [Edit] [More]



Workflow [Comments] [Attachments] [More]

PM Blog Workflow [More]

- 1. Content brief/outline [More] [User]  
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 [More]
- 2. Copy Creation [More] [User]
- 3. Copy Review [2] [More]
- 4. Creative Completion [1] [More]
- 5. Create/Update Blog LP [More]
- 6. Blog LP Review [2] [More]

# Experimentation

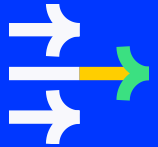
Strategy bot with in-app guidance on which experiments to run & how to measure

The screenshot displays a user interface for an experimentation platform. The main content area is titled "Landing Page Signup Test" and is currently in a "Not Started" state. It features a navigation bar with tabs for "Brief", "Variations", "Experiment", "Learnings", "Fields", and "More". The "Brief" tab is active, showing a message: "This brief was created based on the AI recommendation." Below this, there are several sections: "Priority: High" and "Confidence Score: 3.8"; "Messaging" with placeholder text for a Mosey Scooter for Kids; "Business Goals" with the goal of increasing scooter sales by 15%; "Target Audience" set to "Everyone"; "Content Mix" including Email, In Store, Social, Web, Direct Mail, Display, and Video; "Primary Metric" as "Clicks to checkout"; "Supporting Metrics" as "Clicks to product details page" and "Subscribe to newsletter"; and "Schedule" from Sep 1 to Oct 31, 2022.

On the right side, there is a sidebar titled "Ideate with AI" which includes a search bar "Ask me anything to start.", a "Task Start Date" field, a "Due Date" field, and two suggested tasks: "Increase checkout rate" and "Increase subscription". Below this is a "Workflow" section titled "Basic Marketing Workflow" with three steps: "Create" (2 items), "Review", and "Approve / Publish". An "Add Step" button is located at the bottom of the workflow. At the very bottom of the sidebar is an "Ask AI to..." input field with a right-pointing arrow.



# 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!**