THE MARTECH SUMMIT | LONDON

PLENARY

AI & Authenticity

Real People, Fake Internet Finding Authentic Insights in an AI-Flooded Feed



CHEN GUTER
Chief Marketing Officer
dig

dig

Real people.
Fake internet.

Finding authentic insights in an AI-flooded feed



Chen Guter, CMO dig

It’s so nice *to meet you*

Chen Guter

CMO, dig

P&G Lusha AppsFlyer

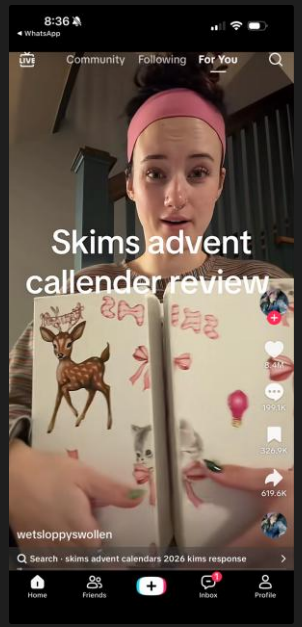


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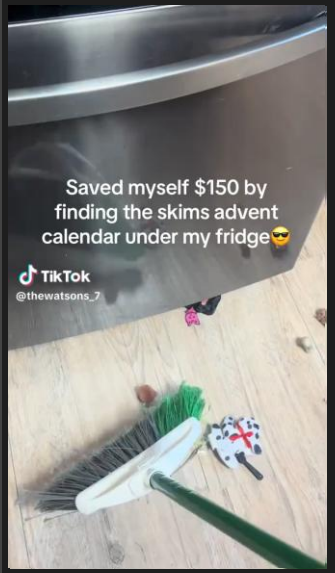

We are missing what is authentic.
And trusting what is not.

Skim's advent calendar "SKAM": *2 days, 20M views*

The spark



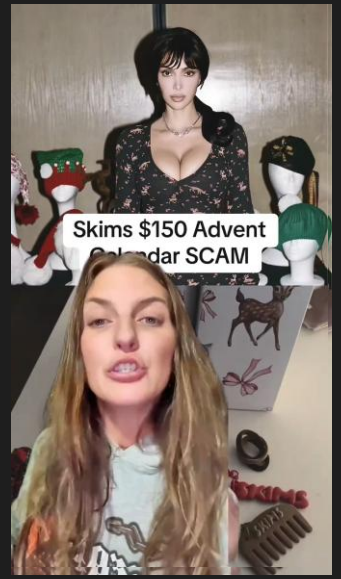
"temu junk"



Satire

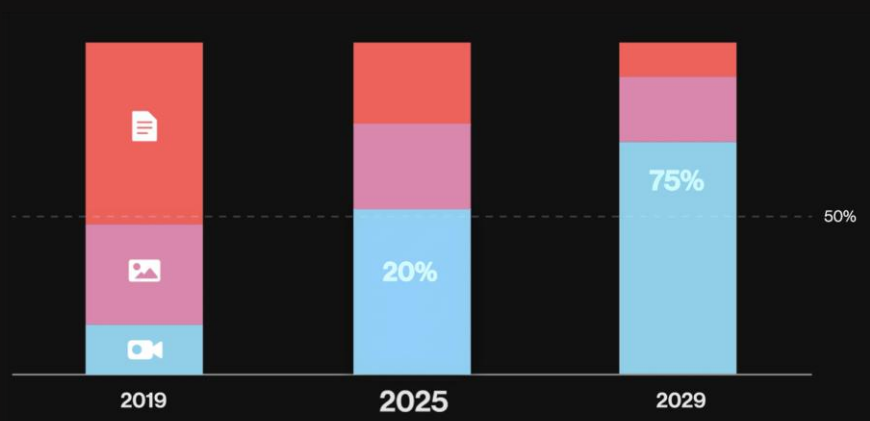


Conspiracy Theories



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Video crossed 50%.
Social listening tools didn't.



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CHALLENGE #1

AI slop is burying *the authentic human voices*

Bots make up 15%-44%
of social conversation



Fans were sick of AI slop.
Brands ran it anyway.

>150K

UGC videos posted during the game

23%

of Super Bowl ads featured AI

54%

of complaints were about AI slop



Sources: dig analysis of TikTok, YouTube and Instagram UGC; Adweek

CHALLENGE #2

Synthetic narratives *are diverting attention*



CHALLENGE #3

Audiences are fragmented *in channels you can't reach*




The feed distorts
and shapes reality at the same time

What happens when you *miss the REEL reaction?*



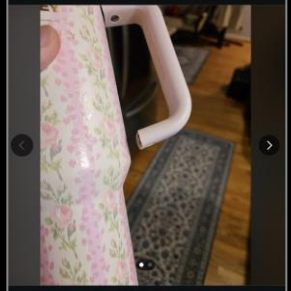
Easy_Worldliness_52 · 2mo ago

Mine leaks out from the top and I don't know why. I am not knocking it over. Even carrying it at a slight angle it still leaks from the top by straw(not coming from the straw). It's so annoying. I close the shit out of it but it still leaks from the top where the straw is being held by the square thing. I can't stand it anymore and I don't know how to make it stop.

2

r/StanleyCups · 8mo ago
windwally

Handle broke off, anyone have luck with warranty?



Sent in the request a week ago with no response. Completely normal use and the handle just came apart.

19 · 13

Apart_Title · 1y ago

Mines definitely leaks when I'm trying to travel from home to work in my bag.

2

bassheadllama · 2y ago

my stanley cup came broken... i was so excited I threw the box out before using it. it doesn't "leak" out of the top it pours like it doesn't have a lid at all. the o ring doesn't prevent anything. I can't even put it in my bag upright bc just the jiggle while it is upright makes it spill. I got a different cup to carry to work and my stanley is indoors only. Maybe your cup was assembled better but there are some janky ones out there. :(

3

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When you are flying blind,

you are…

- Missing the real narratives
- Making wrong decisions
- Overlooking brand building opportunities
- Risking your brand reputation

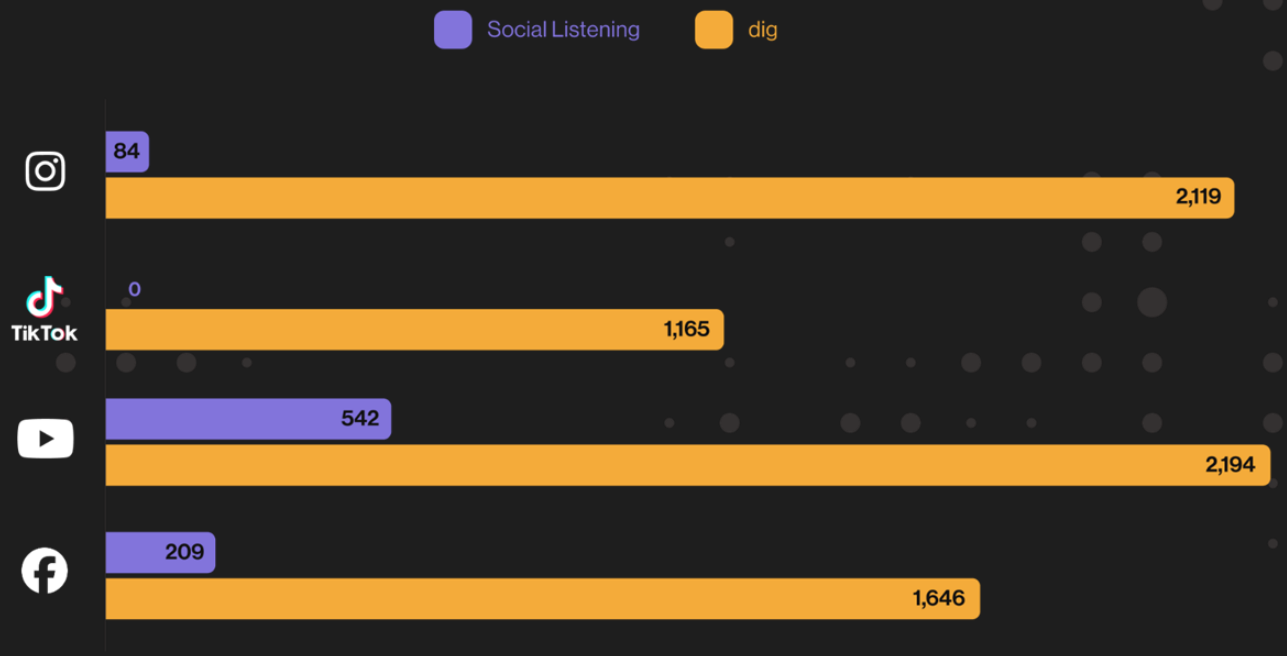


dig has reinvented social intelligence

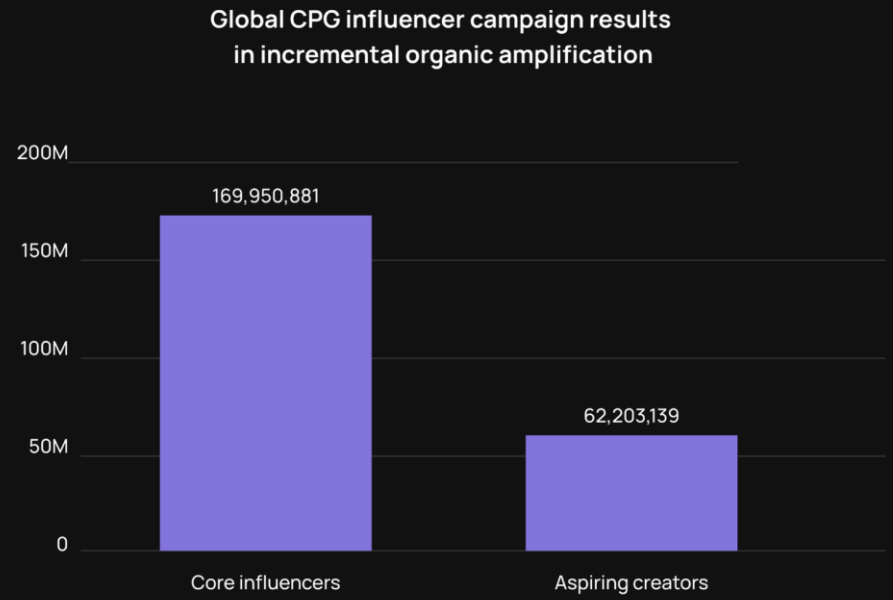
for a video-first world



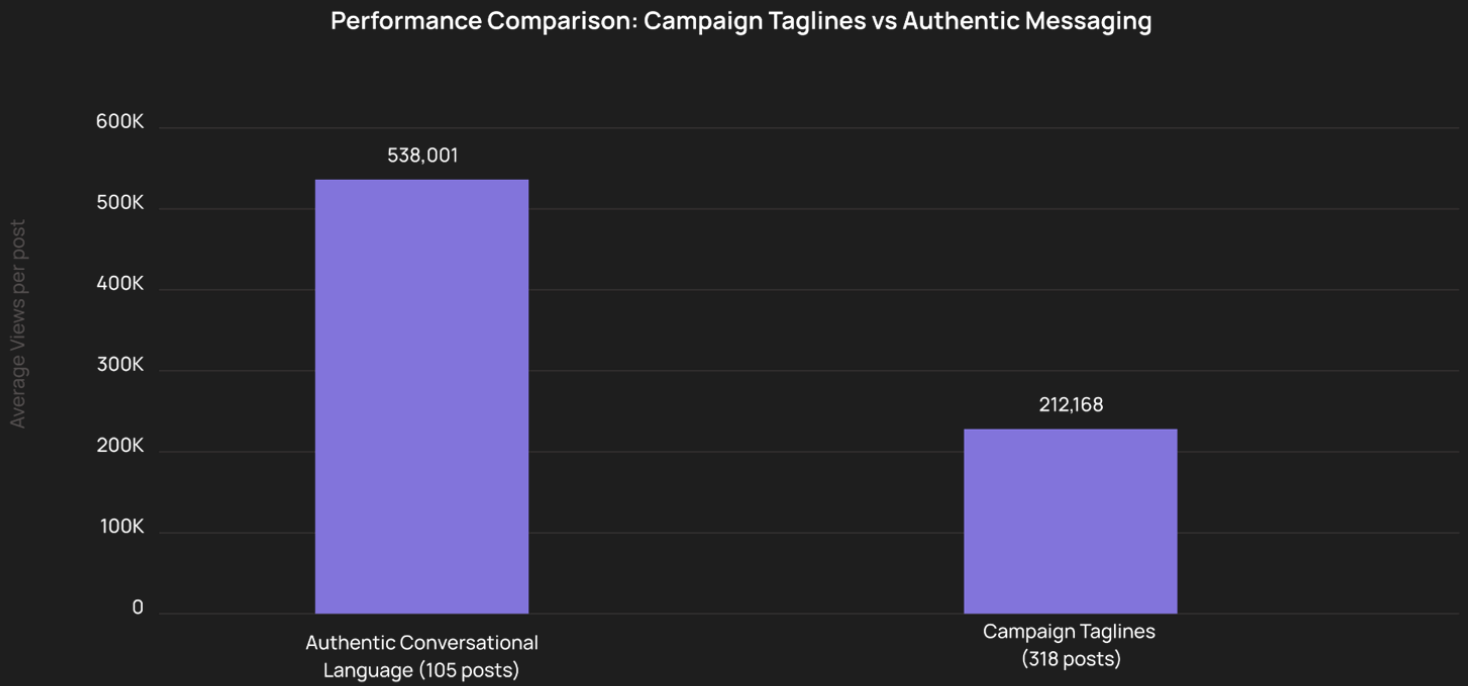
dig. Video-first social intel *at +90% coverage*



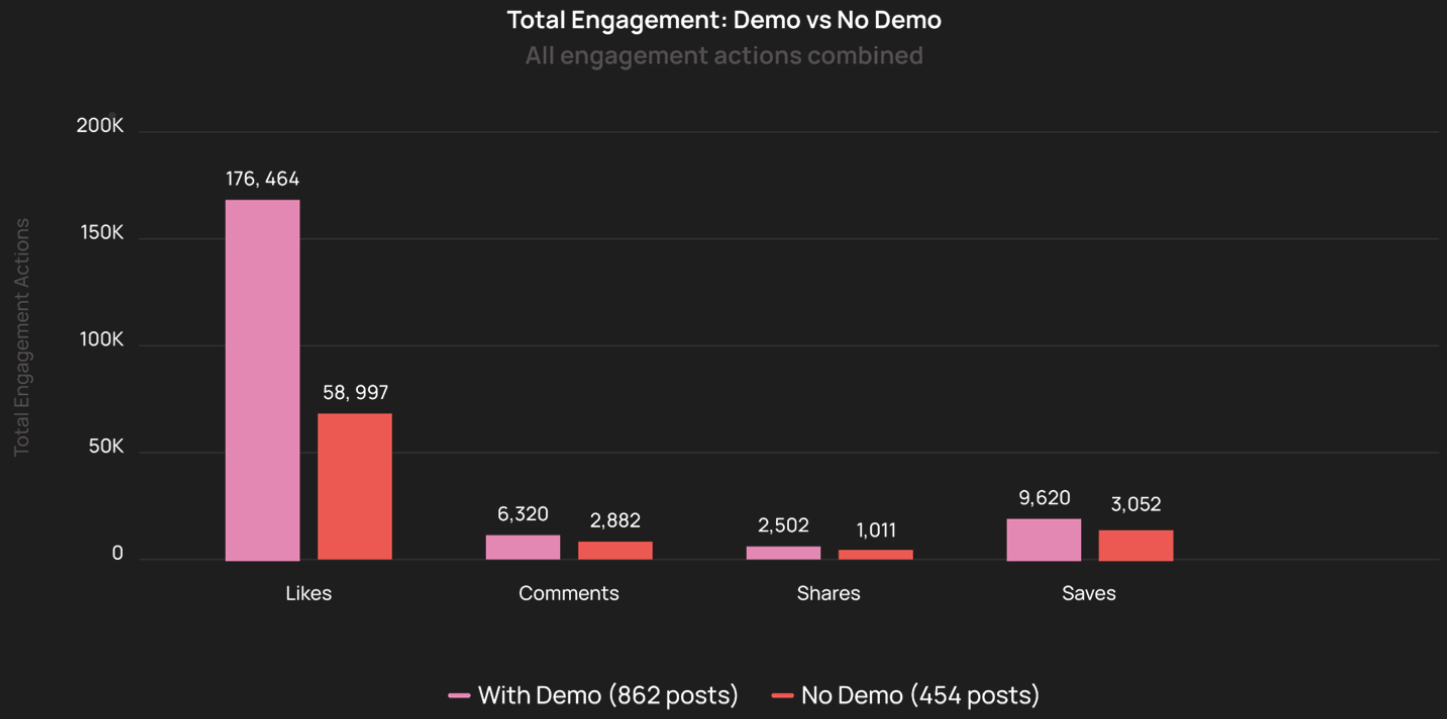
Organic authentic UGC *delivers +35% incremental reach on top of paid investment*



When content is branded *the impressions plummet by 70%*



Authentic UGC visualization delivers *3x more engagement*





The brands that win will be the ones

that can see what's real

The gap is real and
it can be closed now

Ask-dig your burning questions: It’s time to start reading the authentic narratives

Come and see dig’s platform for Enterprise brands

📍 **at booth 5**





Thank *You!*