Today's Session

Real World GenAI Use Cases

Join this session for a compelling trip through a number of real-world use cases for how GenAI can dramatically improve your overall digital experience performance.

From SEO optimization to accessibility, content compliance and auditing validation and even to more innovative use cases around personalization, experimentation and more, GenAI can be a game-changer.

This session will provide actual examples that separates hype from actual, tangible benefit.

Brian Browning

VP Technology, Kin + Carta
Optimizely OMVP, Strategy
MACH Alliance, Technology Council

Separating the Hype from Reality

Technology revolutions always seem to start with a bang. With the public introduction of tools like ChatGPT and Bard, it is suddenly easy to get answers to complex problems and to include human–like attributes, like humor or slang.

The magic behind the miracle is actually built on years of natural language processing. Recognizing patterns, connecting data points and applying powerful algorithms to expose meaningful insights, governed by the data that it is trained on.

In fact, tools like ChatGPT and Bard, are the latest application of artificial intelligence, specifically focused around content creation, also known as Generative AI, or GenAI.

Projected worldwide spending on generative AI solutions by enterprises, 2023-2027

$175 billion
150
125
100
75
50
25
0

2023   '25
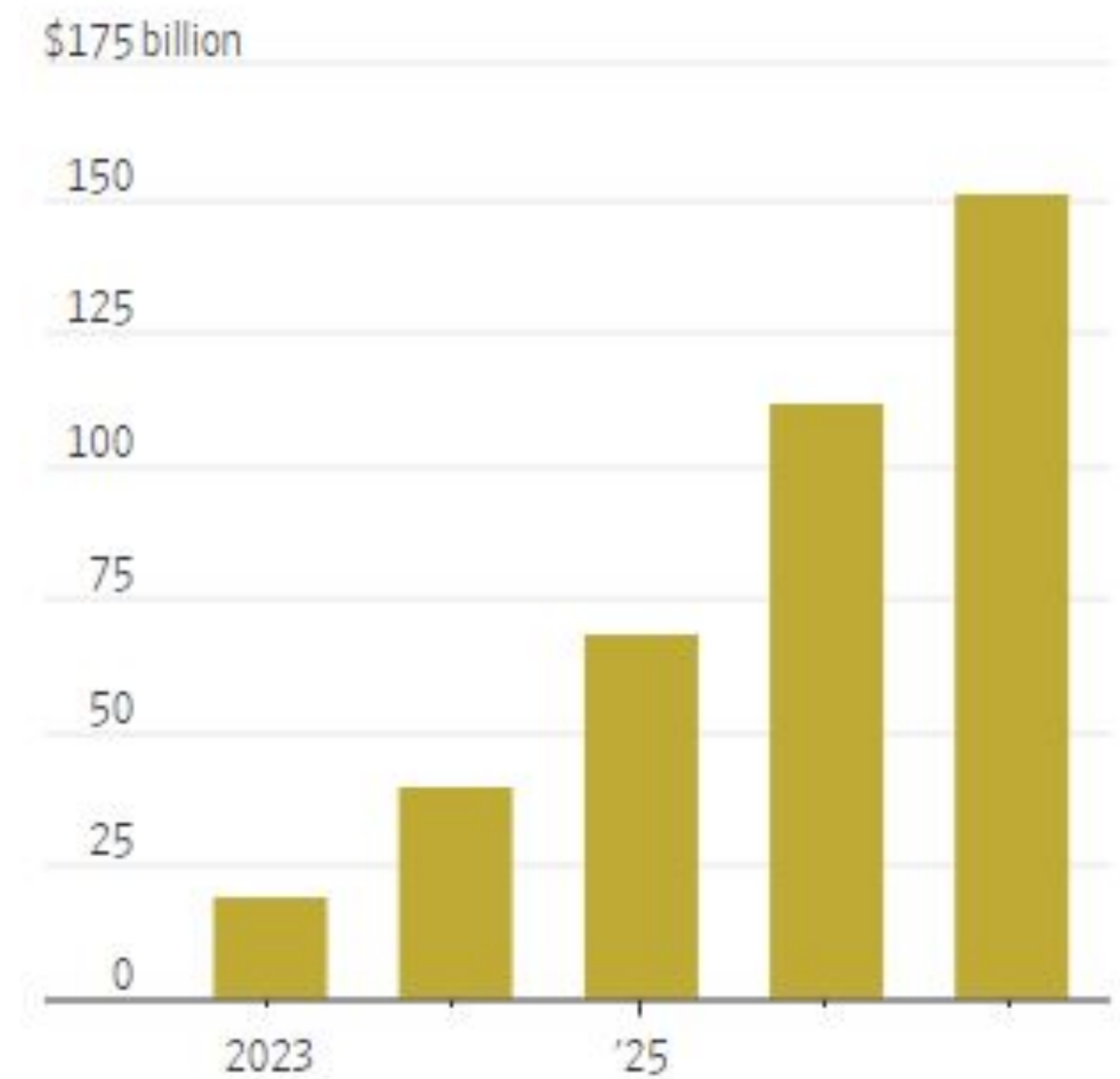
Note: Forecasts were published in December 2023.
Source: International Data Corp.

Comparing AI versus Generative AI

Artificial Intelligence (AI) is a wide range of technologies that collectively provide human-like, intelligent experiences:

- Computer Vision
- Machine Learning
- Recommendations Engines
- Scoring Engines
- Predictive / Next Best Action Engines

Generative AI (GenAI) applies the principles of general AI and extends them to creating net new content, augmenting and supercharging the applications of AI beyond limited use cases:

- Content creation and re-purposing
- Messaging
- SEO & Accessibility
- Scaled Personalization and Experimentation

GenAI that you can use today

Content Generation

- Content Compliance & Auditing
- Product Description Rewrites
- Content Adaptation
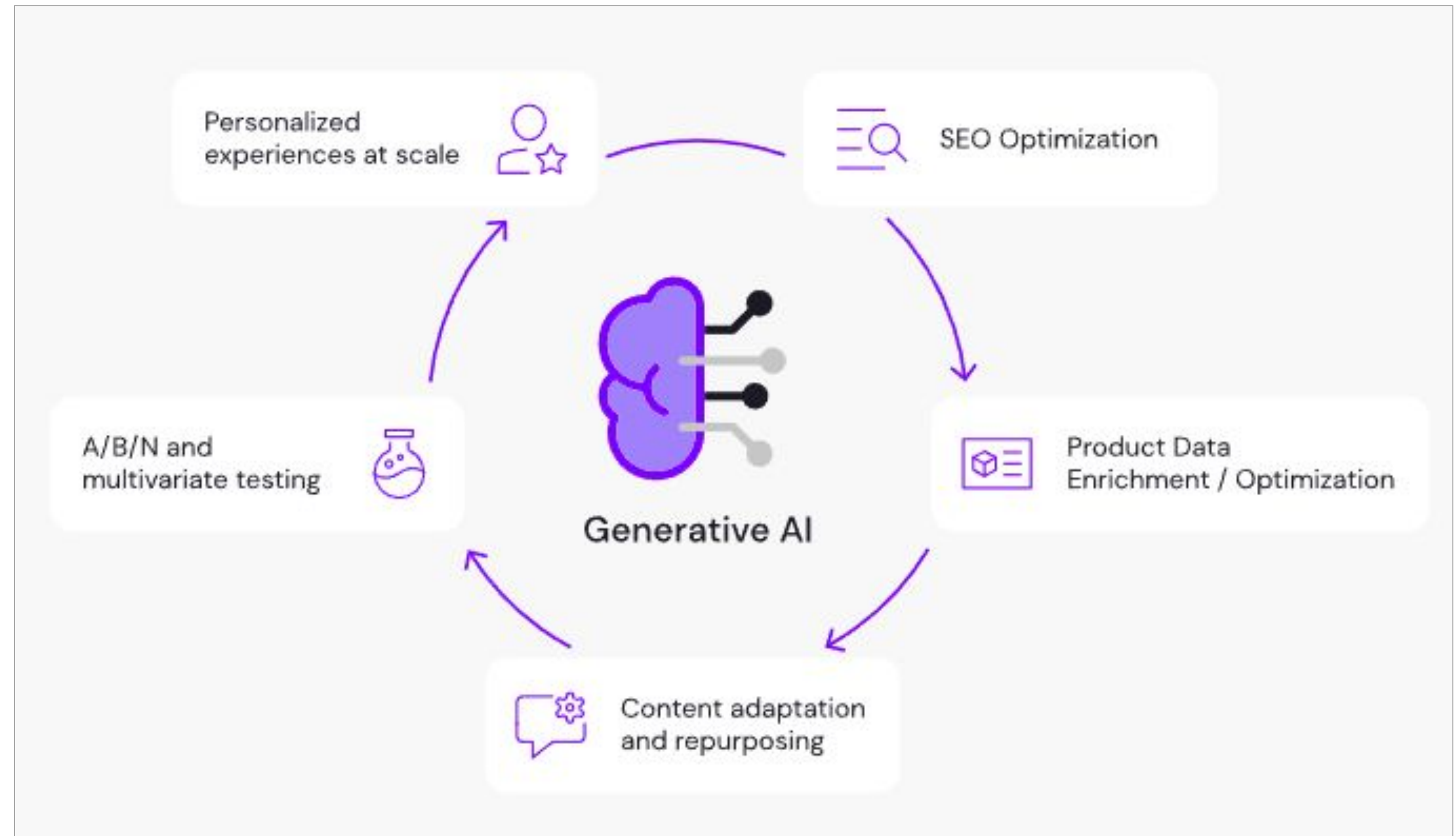- Co-Human Content authoring
- Email Campaign

Messaging

- Chatbots
- Messaging AI

SEO & Accessibility

- Accessibility
- SEO Optimization

Scaled DDO (Data-Driven Optimization)

- Personalization
- Experimentation

Personalized experiences at scale

SEO Optimization

A/B/N and multivariate testing

Generative AI

Product Data Enrichment / Optimization

Content adaptation and repurposing

Content Compliance & Auditing

Content Generation

- **Content Compliance & Auditing**
- Product Description Rewrites
- Content Adaptation
- Co-Human Content authoring
- Email Campaign

Customers who operate in heavily regulated industries, like financial services and healthcare, must comply with an enormous number of regulations and compliance activities, especially when it pertains to publicly available content. Even organizations that are relatively less regulated still must comply with public standards (SOX, WCAG Accessibility, GDPR, etc) for the content they produce.

To ensure compliance with brand standards, regulatory requirements and related terms and conditions, GenAI tools can scan content, assess compliance levels and provide specific gap identification for remediation. While this seems like a less innovative use of GenAI, it has practical applications and significant cost savings to be offered.

GenAI Opportunities in Commerce

Content Generation

- Content Compliance & Auditing
- **Product Description Rewrites**
- Content Adaptation
- Co-Human Content authoring
- Email Campaign

Commerce experiences rely heavily on product data to better promote and demonstrate the value of a product or service. Many organizations recognize the potential value of this content but struggle to maximize the effectiveness of this content. Generative AI represents a powerful way in which product descriptions and related content can be both rewritten for different tones, audiences, use cases, adaptations, all at scale.

Combined with personalization and experimentation, optimized product data represent another powerful avenue where Generative AI can solve fundamental problems of content generation.
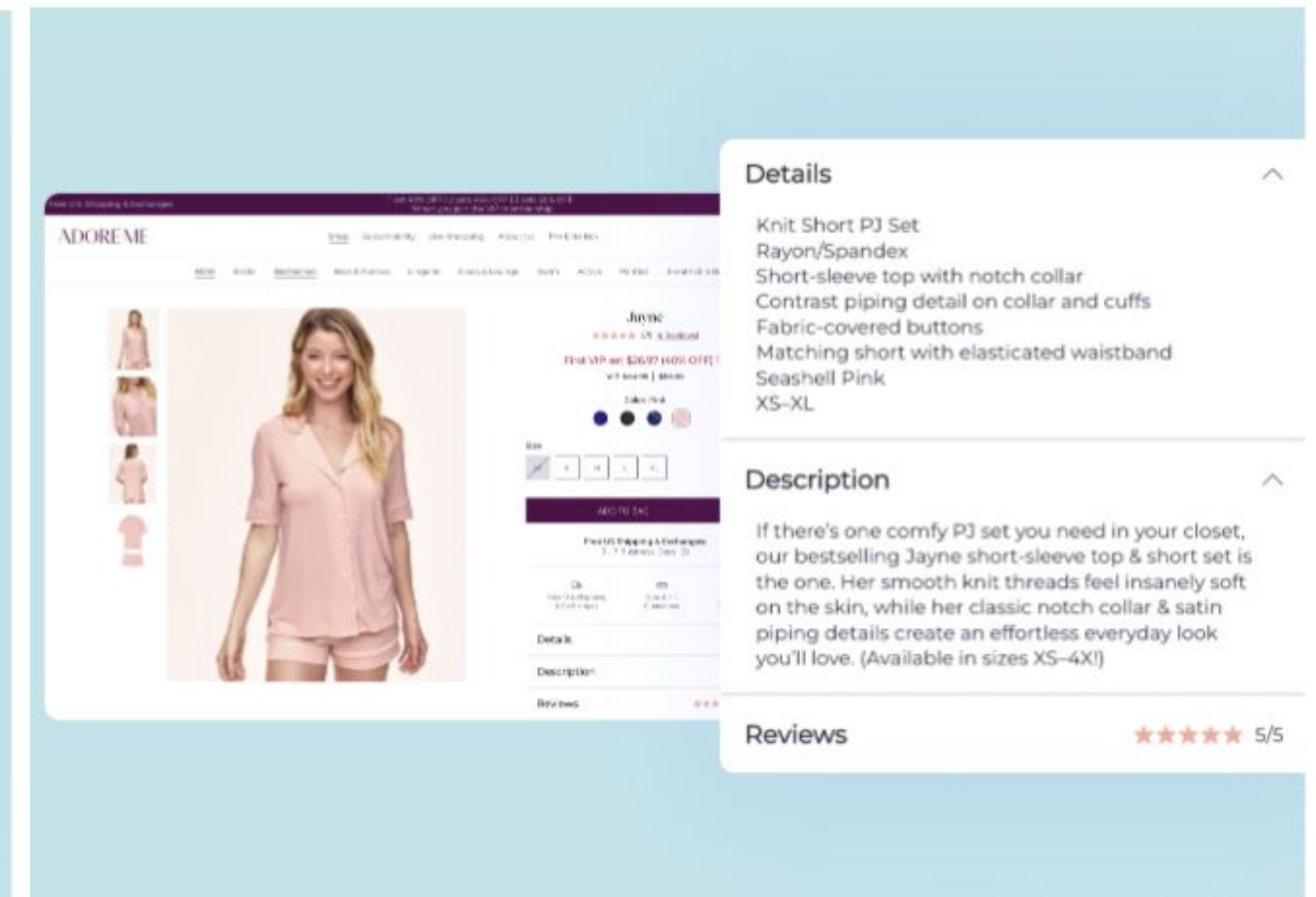
Adore Me drives 23% CTR improvement with GenAI

Victoria's Secret followed this approach using a platform called Writer.

The results were powerful – they enhanced more than 6,000 SKUs long product descriptions, resulting in a 23% improvement in CTR to shopping cart.
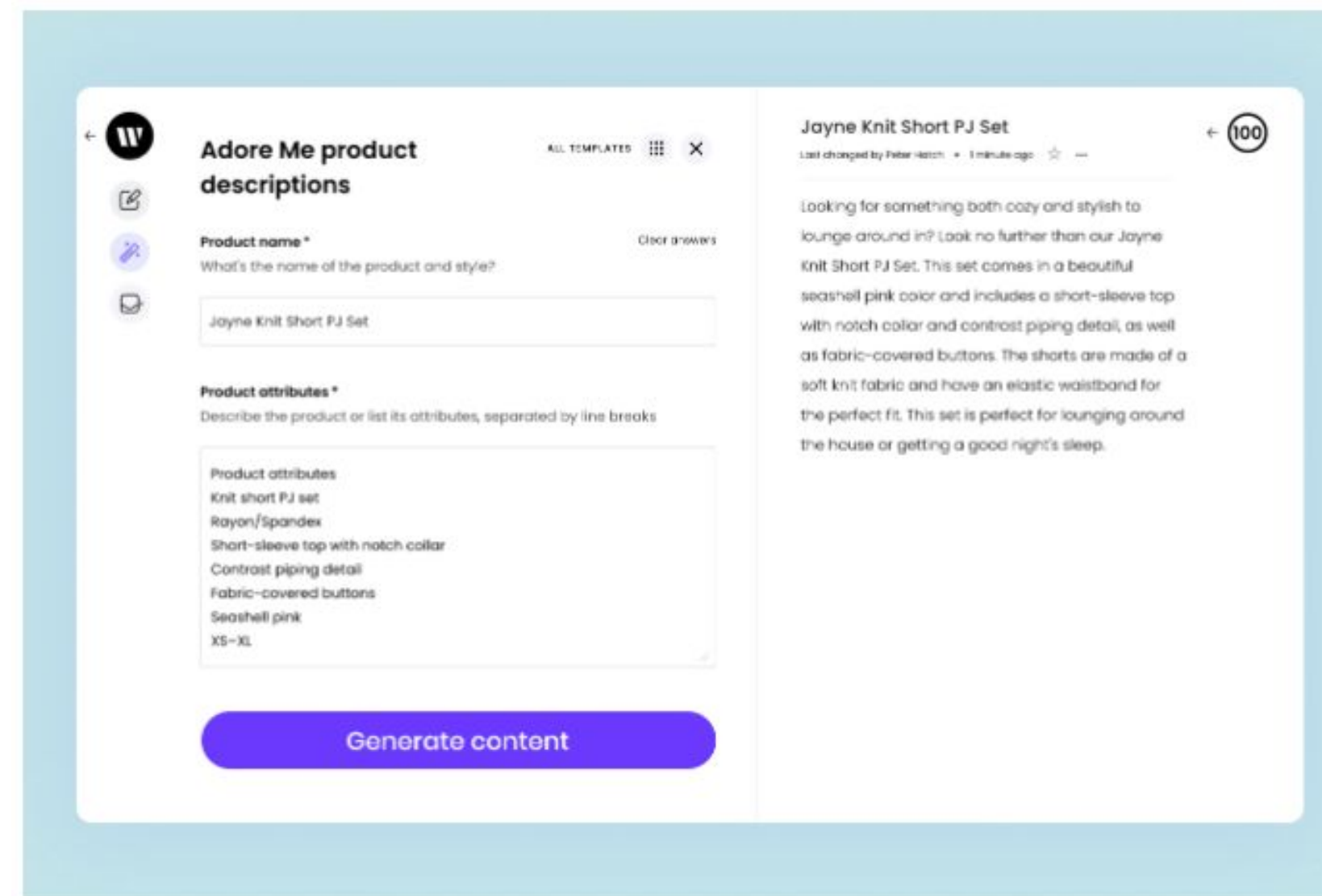
How Adore Me uses Writer to write product descriptions

A sample of Adore Me's product descriptions

AdoreMe also enjoyed improved CTR using writer.ai and allowed their content writer to reallocate 20 hours per month to other tasks.

https://writer.com/blog/adore-me-customer-story/

Summarizing Customer Reviews

Amazon has now started to debut customer review summaries, condensing hundreds or thousands of reviews by core themes and helping to simplify customer research.

Core features and attributes are extracted from reviews, submitted both domestically and internationally. These core features and attributes are assigned taxonomy items with positive items highlighted in green and negative or non-relevant highlighted in grey.

This allows customers to easily surmise the key trends in the reviews at a glance.

Customer reviews

★★★★☆ 4.3 out of 5

62 global ratings

Customers say

Customers like the appearance, value, ease of use, and picture quality of the monitor. They mention that its very nice, amazing value for what you're getting, and that there are clear instructions inside the package. They also appreciate the picture quality, saying that its excellent. However, some customers are mixed on performance.

AI-generated from the text of customer reviews

✓ Ease of use   ✓ Quality   ✓ Appearance

✓ Picture quality   ✓ Value   ✓ Weight

Performance

WayFair revolutionizes interior design with GenAI

WayFair's Decorify GenAI tool is a powerful way for customers to re-imagine how their rooms could look if they were remodeled using any number of artistic styles.

To begin, users take a photo of a room they wish to redecorate and upload to the Decorify tool. Next, they select the overall interior design style they wish to see and Decorify uses Wayfair inventory to produce new versions of the room.

Customers are able to easily purchase the new looks at an individual or room level. Customers can also endlessly experiment with different visualizations and styles to find the right one for their home.

https://investor.wayfair.com/news/news-details/2023/Wayfair-Launches-Decorify-a-Virtual-Room-Styler-Powered-by-Generative-AI/default.aspx

Content Adaptation

Content Generation

- Content Compliance & Auditing
- Product Description Rewrites
- **Content Adaptation**
- Co-Human Content authoring
- Email Campaign

Adapting existing content and repurposing it to a specific audience or even to an individual is a leading use case that demonstrates the power of Generative AI. Some organizations are taking highly technical content and having GenAI produce less technical versions of the content that are better suited toward non-technical business buyers. Others are exploring ways to redirect content to different audiences, like adapting content for Millennial consumers.

The practical result is to extend the value of the content you've created by repurposing it for new audiences, channels and experiences.

Co-Human Content Authoring

Content Generation

- Content Compliance & Auditing
- Product Description Rewrites
- Content Adaptation
- **Co-Human Content authoring**
- Email Campaign

There are few things quite as expensive as creating brand new content. GenAI offers the ability to expedite the content creation process in a number of ways:

- Facilitating idea generation based on search inputs, analytic insights or related prompts
- Co-authoring while humans are driving the essential ideas. Many people have experienced this when working in Google Docs where Google offers to "finish the thought" as you write
- Creating non text-based content like imagery or videos dynamically based on limited inputs

Optimizely DXP includes GenAI to assist Content Authors

Optimizely has a long reputation as being one of the best DXP platforms around. It has embraced the idea of both traditional AI and Gen AI to assist content authors and marketers to streamline their content creation tasks without leaving the tool.

Directly within its interface, it is able to generate:

- Headlines
- Content
- Content summaries
- Images

Within its built-in DAM tool, the use of AI can help drive automatic tagging of imagery that's been uploaded by all team members, making important assets easier to find and re-use

https://www.optimizely.com/ai
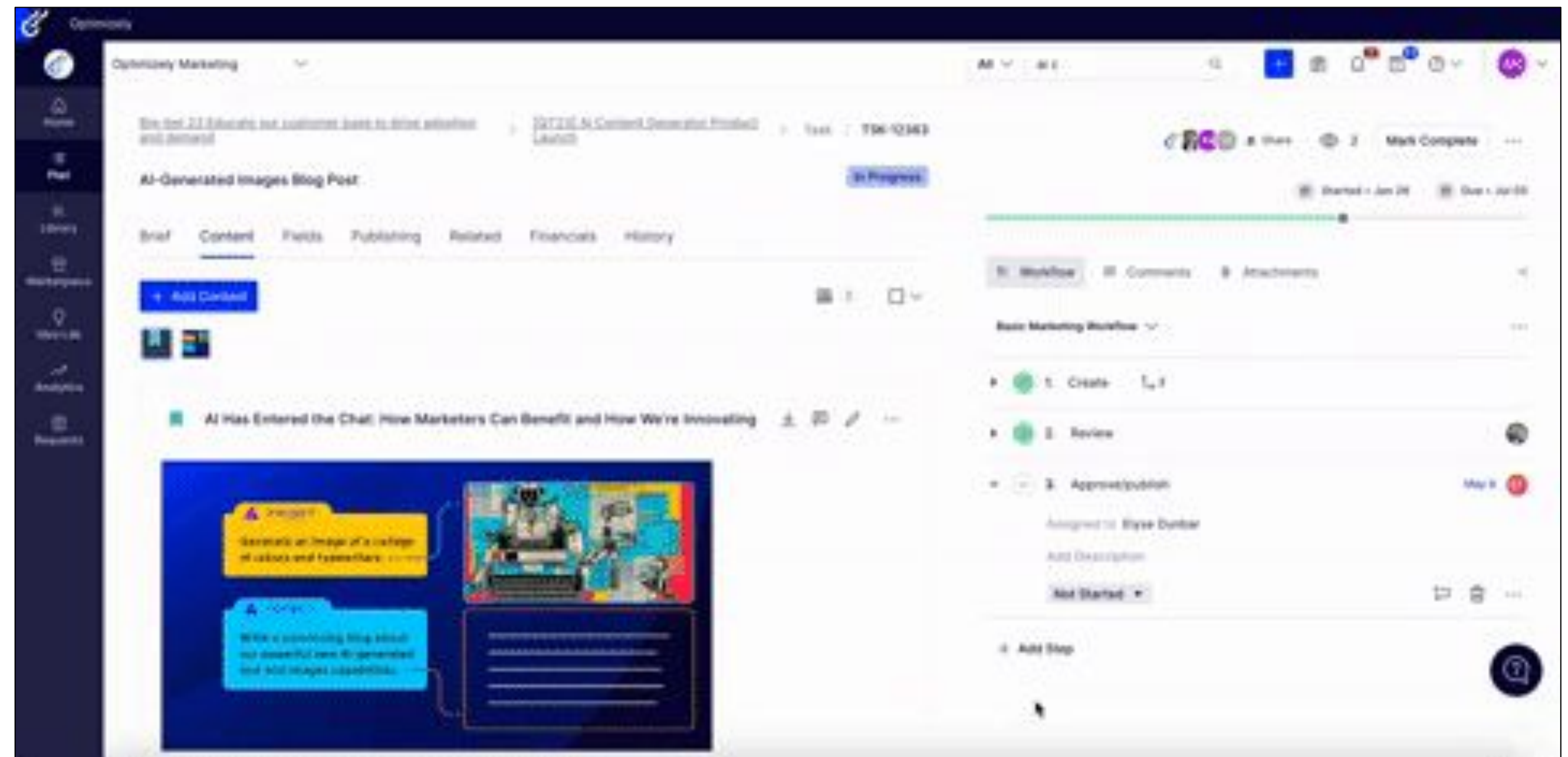
Email Campaigns

Content Generation

- Content Compliance & Auditing
- Product Description Rewrites
- Content Adaptation
- Co-Human Content authoring
- **Email Campaign**

Email campaigns remain an effective way in which to engage with customers but like many experiences, they rely upon content in order to drive outcomes. GenAI is able to adapt long-form content into bite-sized nuggets that are ideal for email to drive traffic back to websites, mobile apps and other digital platforms.

Combined with experimentation and personalization, email is a powerful channel that GenAI can drive significant, scaled results through. Even better, it expands the value of the investment made in content creation and builds upon all of the other successes found elsewhere in the GenAI-influenced ecosystem.

Chatbots

Messaging

- **Chatbots**
- Messaging AI

Chatbot experiences can be significantly enhanced through the use of GenAI. When Chatbot technology was initially introduced, it relied heavily upon scripted trees and branches of conversation that were prepared beforehand, similar to the phone based IVR experience many of us have had.

Customers quickly sour of the pre-planned experiences because they are clearly artificial and limited in their very nature. The full vision for chatbots was to reproduce the experience of working with an intelligent human being who could understand questions and solve problems. That vision is now able to be realized, thanks to GenAI's ability to use natural language processing and sentiment analysis to actually determine what customers want to discuss. Even better, GenAI allows for responses to be much more humanlike and can be strung together to accomplish a task or series of tasks in a much more natural way.

In short, GenAI finally allows chatbots to realize their full and complete vision of genuinely humanlike experiences.

GenAI Chatbot: Pedigree Dog Food Rescue Doodles

Using a combination of traditional AI and GenAI, Kin+Carta, in conjunction with BBDO and Pedigree Dog Food, developed a powerful chatbot experience that matches kids' doodles of dogs to actual dogs that are available for adoption at a local rescue shelter. Once matched, the child is able to share their adoption connection with a custom generated tile.

This experience demonstrates the unique power of AI to drive chatbox experiences in a way that delivers a highly persuasive conversion experience. In addition to driving significant brand awareness (500+ million earned media impressions), the Rescue Doodles initiative has matched more than 18,000 dog adoptions since its release. The program is now being expanded to provide even more capabilities and successful adoptions.

https://www.pedigree.com/rescue-doodles

Messaging

Messaging

- ChatBot
- **Messaging AI**

Related to chatbot technology is the fundamental idea of messaging AI. Messaging is an incredibly important aspect of digital communication that fundamentally enables customer journeys to occur. Messaging is what prompts customers to take the next step in a task completion activity or to finish an interaction that produces a specific result.

Humans are overwhelmed with messaging today, however. Canned messages teach humans to ignore their content because they are clearly not personalized and are from a template. GenAI can transform messaging to be much more personalized, aligned to the context of a task (i.e. "you're only 2 steps away from completing your application") and are highly effective in having customer convert.

Combined with experimentation at scale, GenAI–influenced messaging can be the secret sauce that dramatically enables conversions of a wide number of interaction types.

Accessibility

SEO & Accessibility

- **Accessibility**
- SEO Optimization

While most people are familiar with the core concepts around accessibility, once of the most important points to know is that if you are able to present content in another format, you can deliver an experience to each person that is completely accessible to them on an individual level.
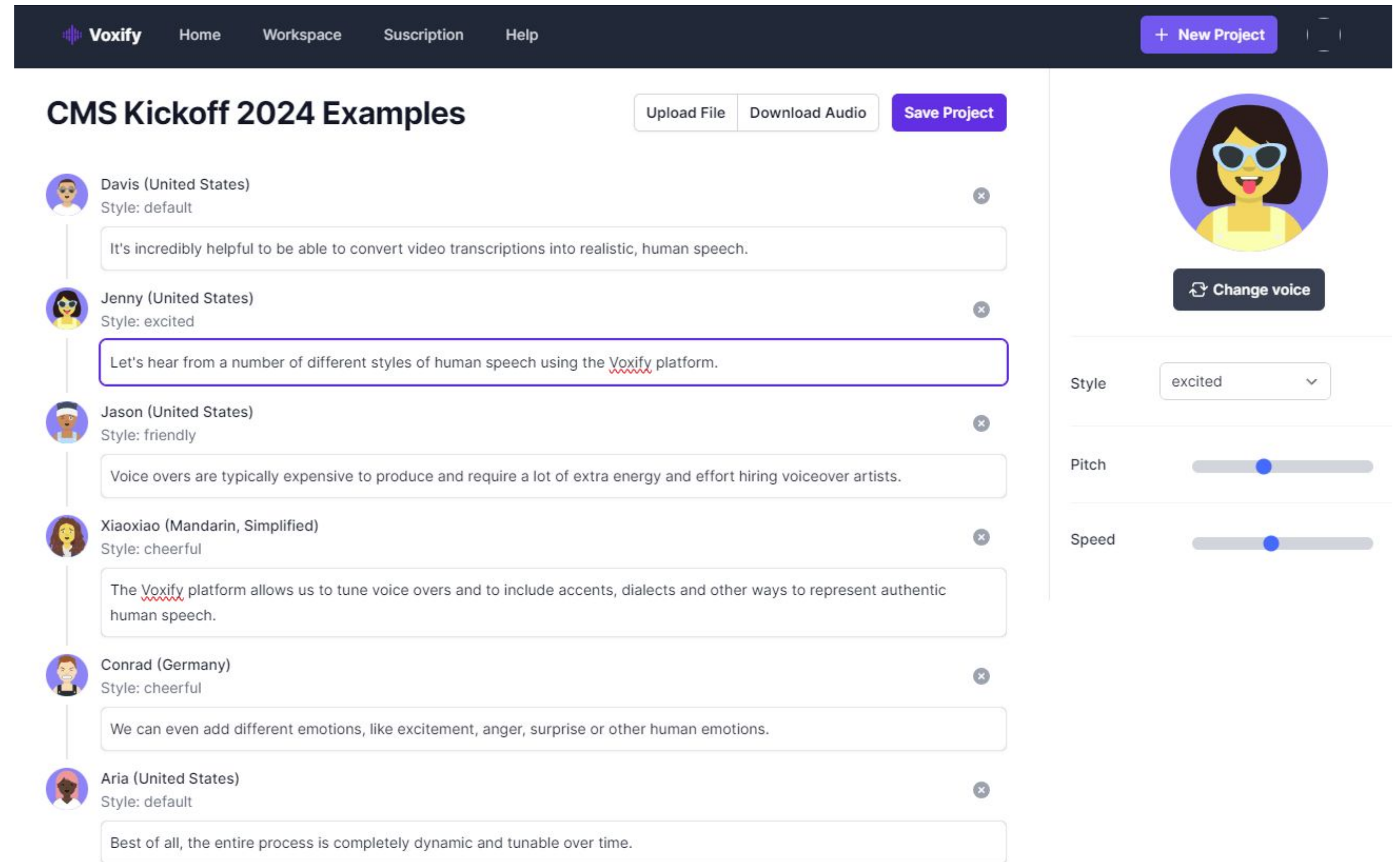
An example of this is found with videos. To deliver fully accessible video content for visually impaired people means that you would have to transcribe every word and action within the video for people to follow-along. This would be an incredibly time-consuming process for humans to do, but is an ideal use case for GenAI processing.

Not only can fully detailed descriptions of video and other non-text content be created by GenAI, summary versions of the content can also be produced to streamline key messaging and take-aways.

Voxify GenAI Tool produces amazingly lifelike voiceovers

Many opportunities exist to leverage voice overs including voice overs for transcriptions for a wide number of uses, including accessibility.

Let's hear how we can produce interesting examples of GenAI powered audio samples:
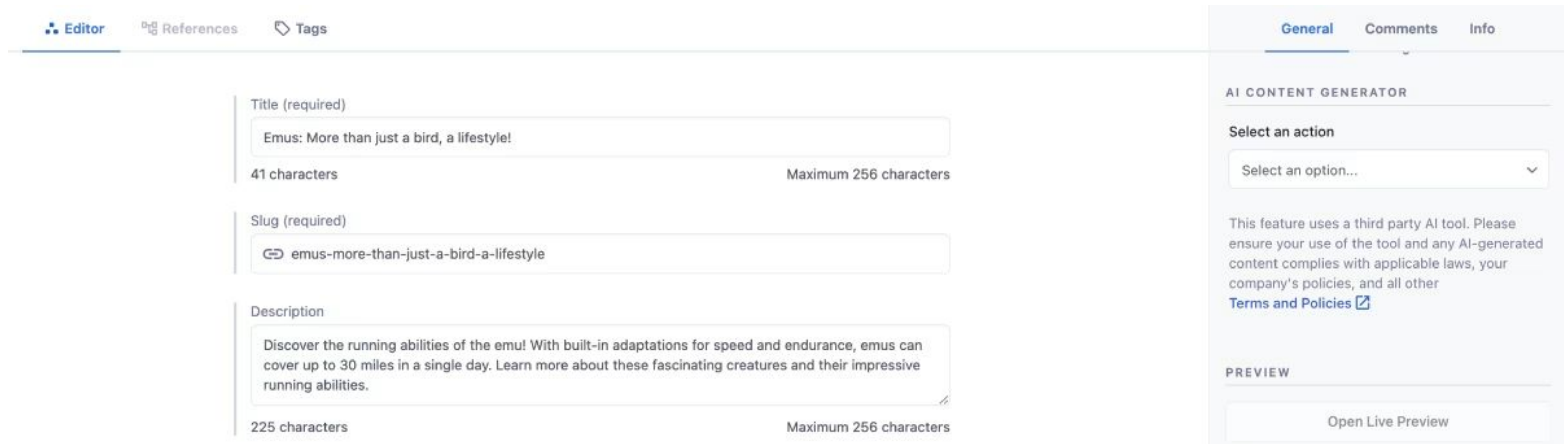
SEO Optimization

SEO & Accessibility

- Accessibility
- **SEO Optimization**

Optimizing for SEO is a well established way for external search engines to index a company's products and services to build customer awareness. SEO optimization is time-consuming to maintain properly.

Summarizing page content into SEO optimized tags and auto-generating descriptions and keywords are all tasks that Generative AI automates to free up content authors and editors alike.

We expect that using GenAI for this use case will become the norm in the future and companies that recognize this opportunity will have a limited advantage as Google adapts its indexing approach in the future.

Contentful CMS provides GenAI powered SEO Tool

Contentful's CMS includes an AI Content Generator that allows content to be automatically summarized into SEO–specific titles, URLs, descriptions and meta keywords. This same approach is increasingly included in many popular headless and DXP–based CMS tools. Note the call–out about the origin source of the AI tool to remind users where this functionality comes from.

https://www.contentful.com/blog/extend-experiences-scale-fast-ai-content-generator/

Scaled Personalization

Scaled DDO (Data-Driven Optimization)

- **Personalization**
- Experimentation

Personalized experiences are well known to boost engagement, conversion and to add differentiated value to a customer experience. The greatest business value for personalization happens at scale, but the challenge is centered around the sheer volume of additional content required.

Put simply, there aren't enough humans in the world to create all of the possible content needed to address every single customer and their dynamically changing statues and needs, especially over long periods of time.

GenAI is a powerful way to take the baseline content you've already created and to scale it to the needs of personalized audience segments. GenAI can also evolve these tailored experiences over time because GenAI is not static, but instead learns from high-performing content and applies it at scale over long periods of time.

GenAI powers Lexus LBX Electric Campaign

For the launch of the Lexus LBX, Kin+Carta delivered a social driven experience that extracts a customer's personal style from Instagram to create shareable AI generated content for the Lexus LBX.

Users connect their Instagram account to the experience and select a color palette, imagery, LBX interior colors and generated a sharable Instagram post

Lexus is able to track user activity, downloads and shares to other social channels

https://www.lexus.eu/new-cars/lbx/ai-experience
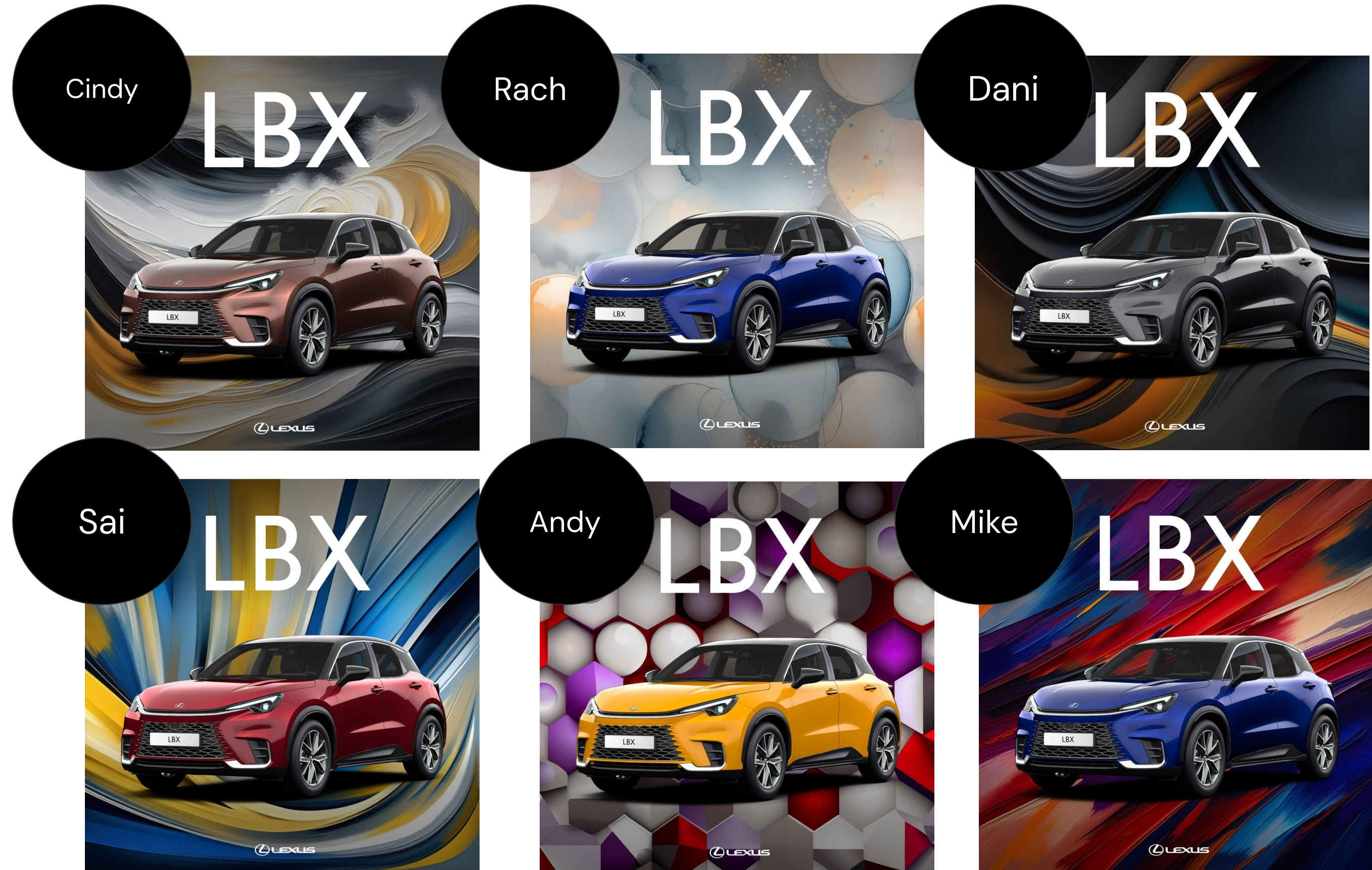
GenAI powers Lexus LBX Electric Campaign

For users who prefer not to share their Instagram, they can complete a simple wizard that captures their color preferences, personality, texture and favorite art forms. A uniquely personalized tile is generated using GenAI.

https://www.lexus.eu/new-cars/lbx/ai-experience
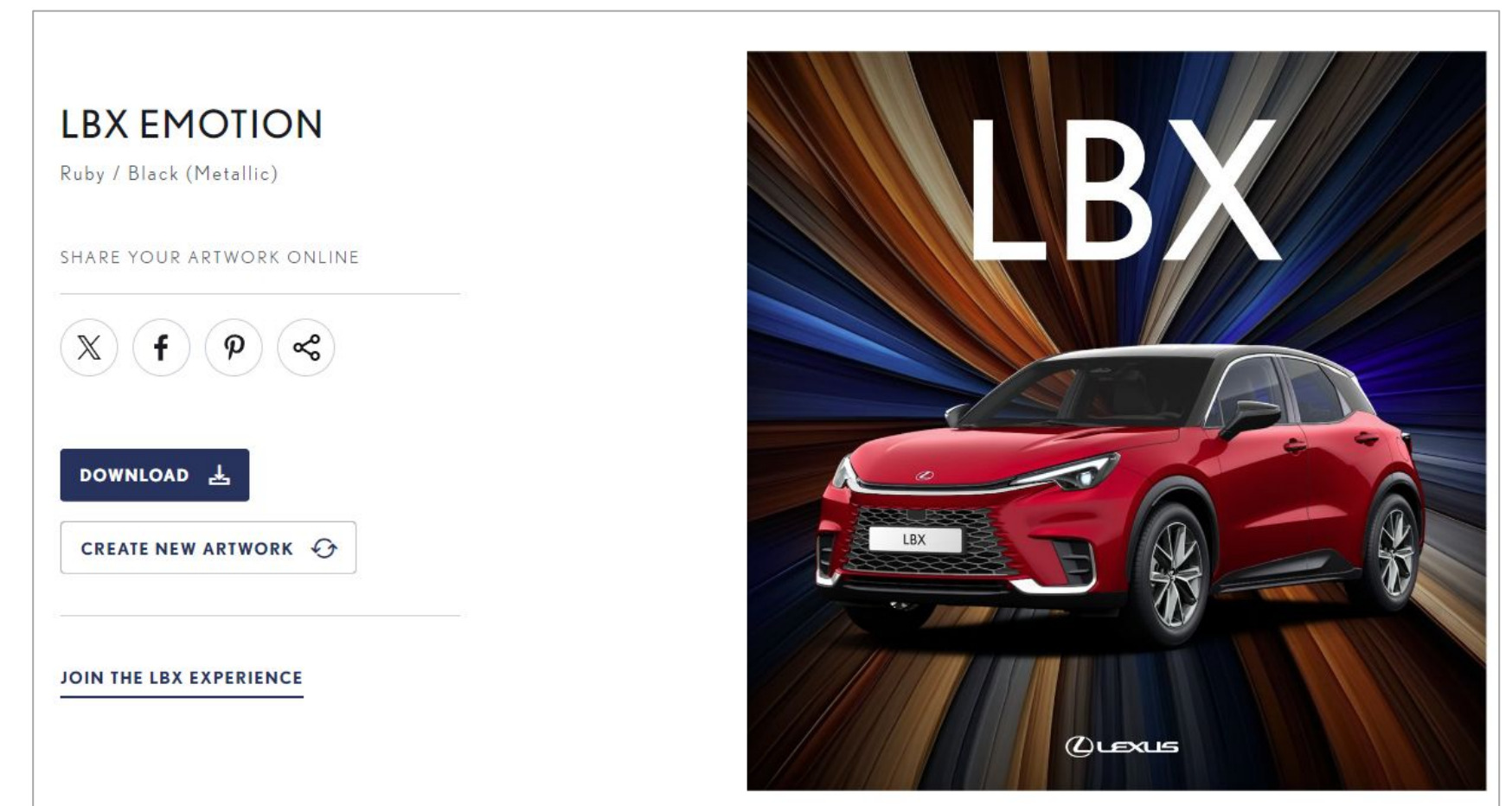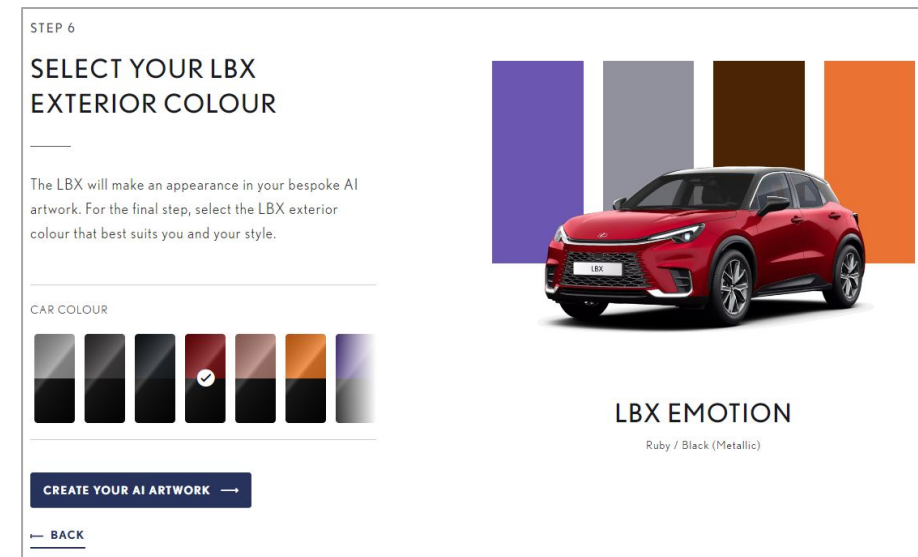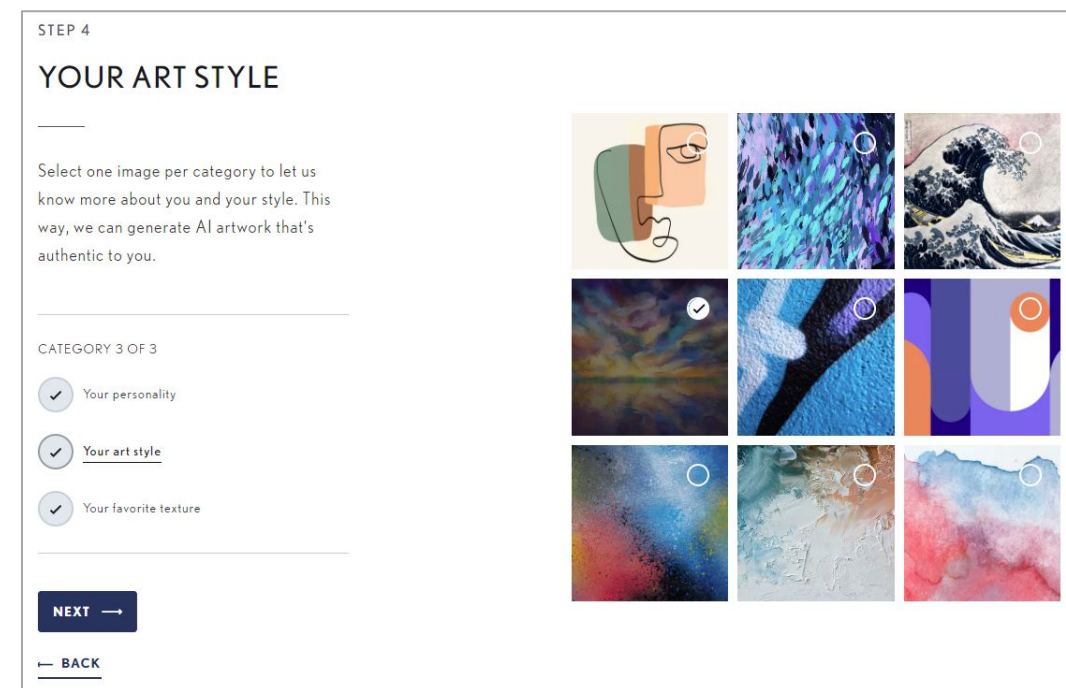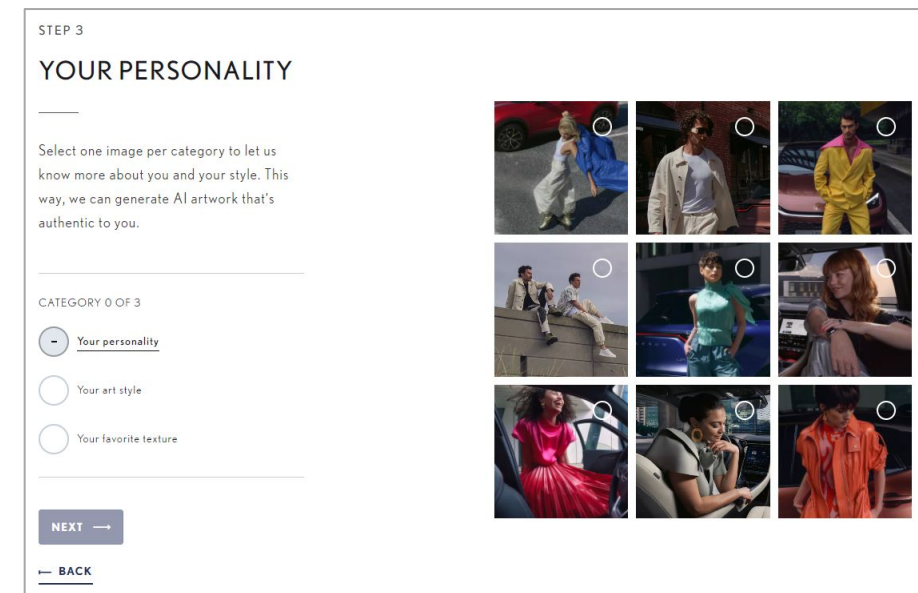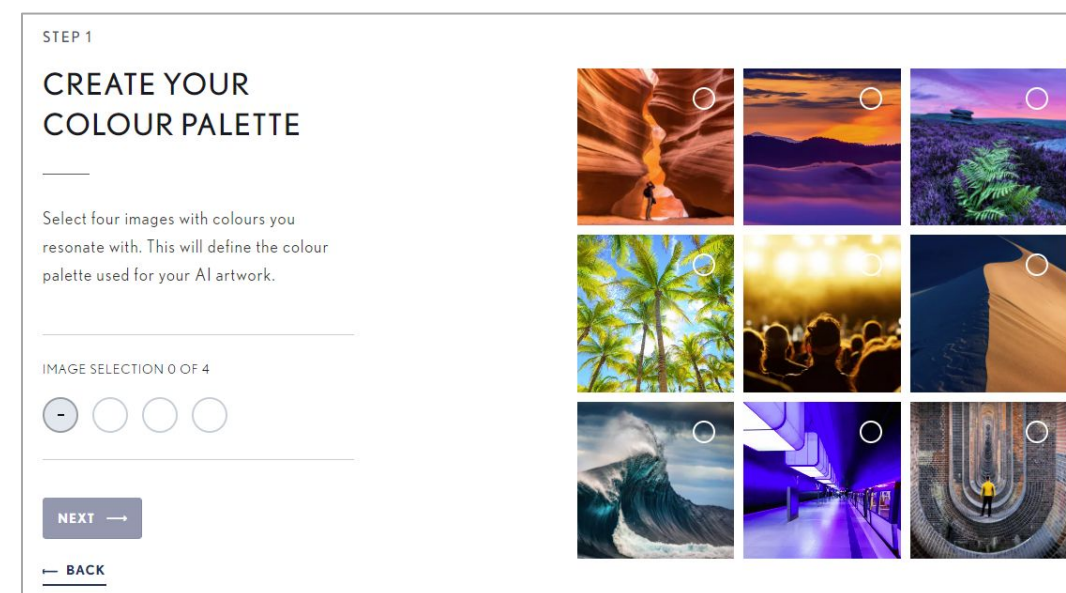
Carvana Joyride uses GenAI to build Viral Videos

Carvana implemented a campaign called Joyride, designed to celebrate their customers and to encourage them to share their Carvana purchasing stories.

Using core items that they knew about each transaction, including:

- Customer Name
- Vehicle details (year, make, model, color and options)
- Key interesting facts (cultural milestones associated with the date of purchase, location of purchase and alignment to geography)
- Blended voice-over narration with customer's name and story

Shareef's Video

Date

- Sourdough
- National Zipper Day
- Springtime

Location

- Long Beach, CA
- Coastlines
- Sequoias
- Joshua Tree

Car Purchased

- VW Beetle
- Purple
- Sunroof

https://blog.carvana.com/2023/05/carvana-creates-1-3m-unique-ai-generated-videos-for-customers/

Carvana Joyride uses GenAI to build Viral Videos

Carvana dynamically built celebration videos celebrating the purchase while subtly reminding new customers about Carvana's millions of inventory items, ability to find the right car for the right person and to encourage loyalty.

Carvana's system is capable of producing 300,000 videos per hour. To date, more than 45,000 hours of personalized videos have been created and consumed with more than 1.3 million total videos produced.

Think about the practical limits of doing this in any other way – it's simply not possible without GenAI technology.
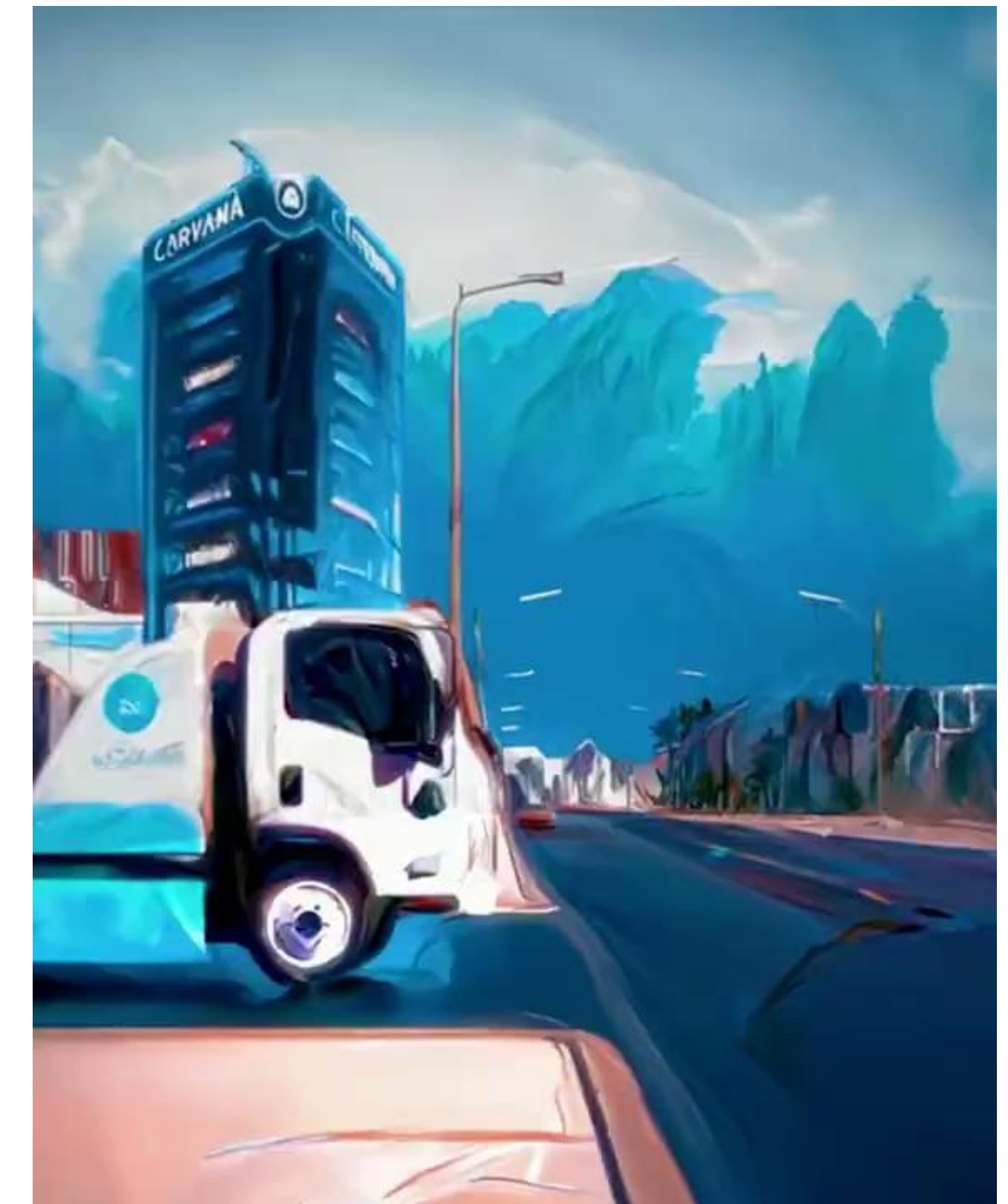
Holly's Video

Date

- Game of Thrones
- Nat. Coffee Day
- Kids in School

Location

- Eden Prairie, MN
- Horses
- Snow Chains
- Mountain Ranges

Car Purchased

- Corvette
- Red

https://blog.carvana.com/2023/05/carvana-creates-1-3m-unique-ai-generated-videos-for-customers/

Scaled Experimentation

Scaled DDO (Data–Driven Optimization)

- Personalization
- **Experimentation**

Similarly, leveraging A/B/N and multivariate testing, and live explore/exploit scenarios, allows retailers to better discover messaging, content and experiences that drive conversion. Again, the primary value for experimentation occurs at scale and suffers from the same challenges requiring exponential increases in content generation and dependency on humans to create all of the variations in content to be tested.

GenAI can automatically generate variations of baseline content, scale the testing automatically and deliver on the promise of experimentation at scale. It can automatically develop variations of content, expose them to audience cohorts and determine which variations work with which customers and at what points. Once it discovers these variations, GenAI can lock in those new conversions and continue to experiment and optimize over time. This allows for an amazing amount of adaptability because what works at one point may not work in the future. GenAI–influenced experimentation at scale finds out what works and keeps adapting as customer needs change and evolve.

Optimizely uses GenAI to drive Experimentation

Optimizely's Experimentation engine has been infused now with GenAI capabilities to bring to life the idea of experimentation at scale.

As an example, testing things like headlines and CTA button labels have traditionally required human beings to develop content and then manually assemble the tests. GenAI dramatically speeds these efforts today.

In the future, these human–intensive tasks can be automated, allowing machines to work within specific parameters to find the right messaging automatically.

← Element Change

Copy Generator

Use artificial intelligence (AI) to generate copy suggestions for this variation.

Modern new looks	Use
Trendy new looks	Use
Fashionable new looks	Use
Chic new looks	Use
Elegant new looks	Use

⟳ Generate Again

↻ ⤢ ● Attic&Button https://www.atticandbutton.us/ ⌄ >_ 🖑

You're in Compatibility Mode. Learn More.

Attic & Button   HOME   CATALOG   BLOG   ABOUT US   👤   🛒

GEAR FOR EVERY SEASON
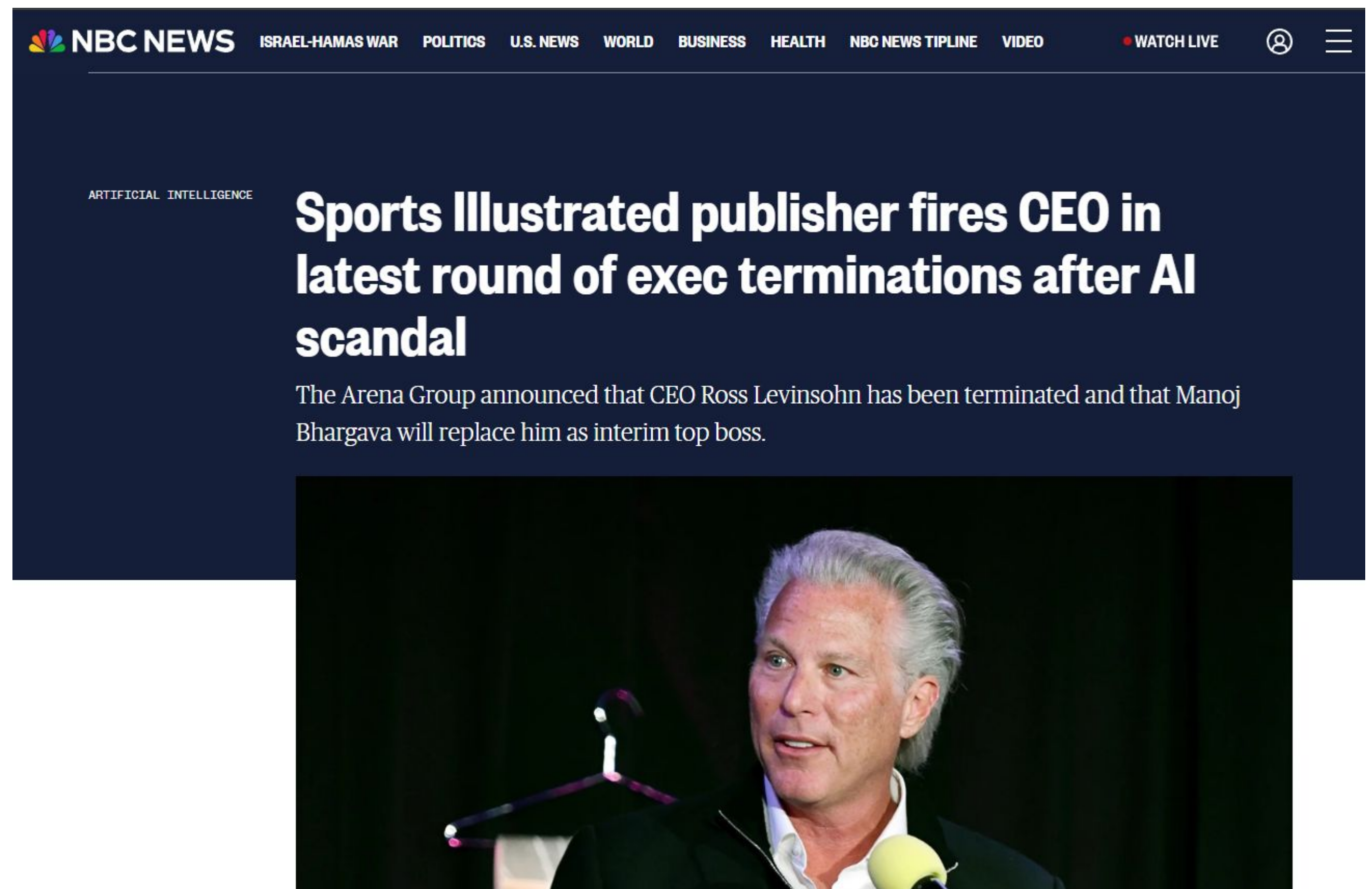
Stylish new looks

SHOP NOW →

A Cautionary Tale: Dangers of GenAI

It's incredibly important to be transparent to your audience about your use of Generative AI techniques.

Sports Illustrated hired a third-party firm to develop GenAI powered product reviews. These reviews were written by completely fictionalized authors, complete with AI-generated biographies and headshots of authors.

An article in Futurism magazine discovered and publicized that the product reviewers weren't real at all and started a huge backlash online against Sports Illustrated, eventually resulting in the dismissal of its CEO.

ARTIFICIAL INTELLIGENCE

Sports Illustrated publisher fires CEO in latest round of exec terminations after AI scandal

The Arena Group announced that CEO Ross Levinsohn has been terminated and that Manoj Bhargava will replace him as interim top boss.

For More Information about GenAI

The Agile Brand Guide to Generative AI

By Greg Kihlstrom

A practical, hands-on guide to how Generative AI came to be, examples of how non-technical marketers and businesses can leverage it and an in-depth listing of resources, tools and platforms to explore.

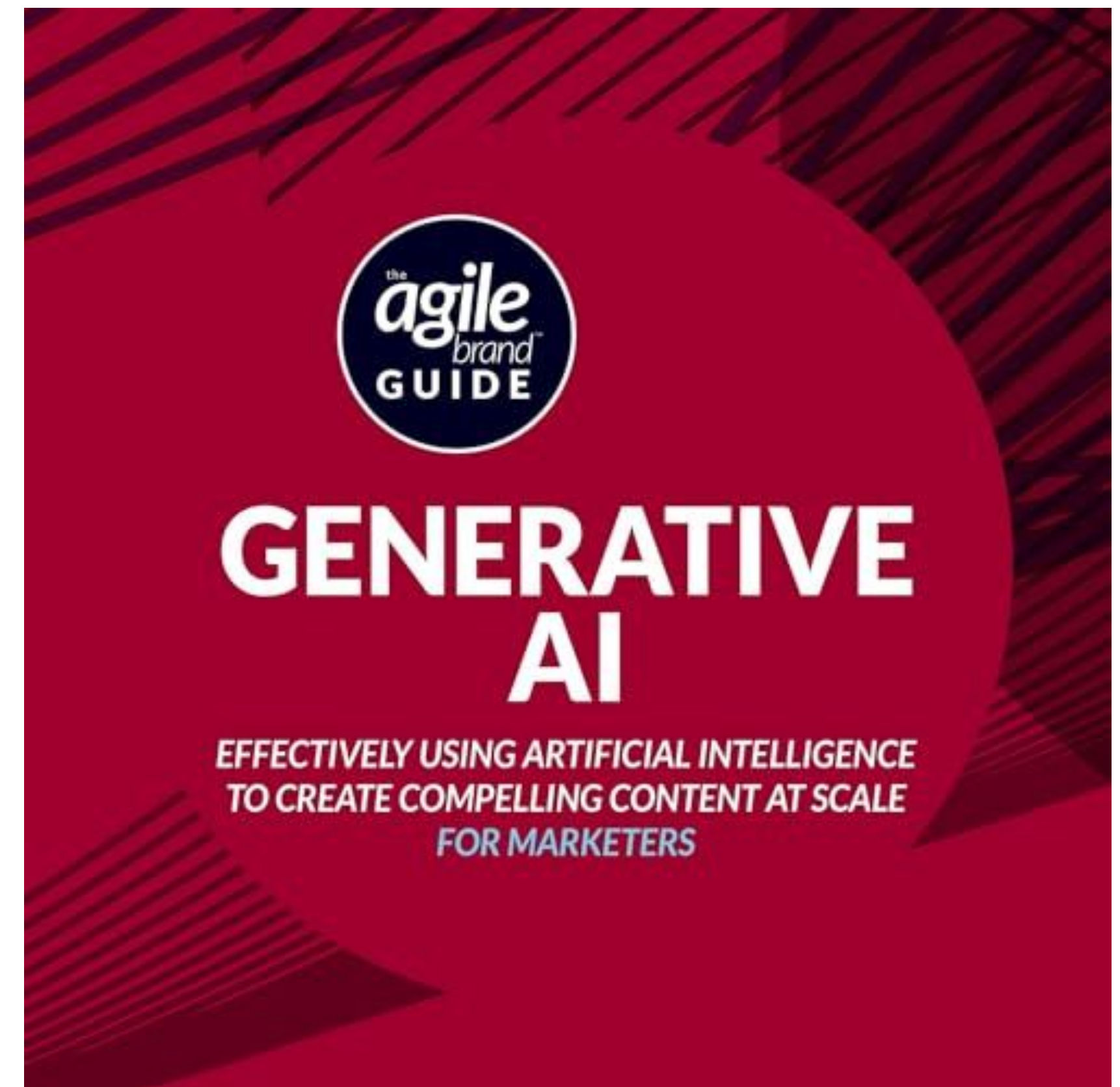**GenAI Works Portal – https://genai.works/**

A source for more than 340 current GenAI and AI-inspired tools and platforms

The Business Case for AI: A Leader's Guide to AI Strategies, Best Practices & Real-World Applications

By Kavita Ganesan

Generative Now | AI Builders on Creating the Future (Podcast)

By Lightspeed Venture Partners

the agile brand GUIDE

GENERATIVE AI

EFFECTIVELY USING ARTIFICIAL INTELLIGENCE TO CREATE COMPELLING CONTENT AT SCALE
FOR MARKETERS

Q&A

KIN+CARTA ✕ BOYE & CO

Thank You!