

**ADWEEK**

Webinar

# How AI Transforms Content Marketing

*A Practical Approach to Hyper-Personalization*

**#PracticalAI**

Presented by:

**CredSpark**



# Today's Presenter

Lev Kaye

Founder + CEO, CredSpark

A former exec with Kaplan, The Princeton Review & Teachscape, Lev founded CredSpark to fuse education & learning tech with marketing, media & advertising to supercharge audience engagement, growth and development.

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**#PracticalAI**



*Everyone  
Wants  
Everything  
Personalized*



*But...*

**Content marketing  
mostly feels **canned**.**



*There's good news...*

AI can **hyper-personalize**  
content marketing to  
specific individuals.



*There's better news...*

Leveraging AI in  
content marketing is  
**easier & less expensive**  
than you may think.

A person is looking out of an airplane window. The window shows a reflection of a person's face, suggesting a connection between the person and the data being discussed. The background is dark, and the window frame is visible.

*A simple dynamic:*

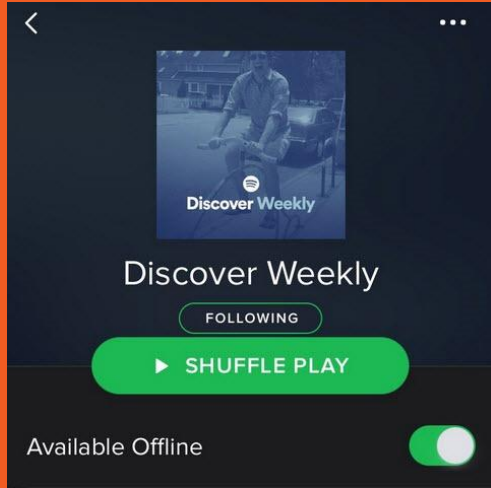
**Human curiosity** drives  
**engagement**, which  
generates **data...**

A young girl with long brown hair, wearing a white dress with a colorful floral pattern, is captured in a dynamic pose as if spinning or twirling. She is in a bright room with white walls and a window with white shutters in the background. The lighting is soft and natural, coming from the window. The overall mood is joyful and energetic.

...data feeds **AI** to make  
content marketing truly  
*personalized*, and  
therefore **impactful**.



# Interest in AI is peaking



Spotify's Discover Weekly playlists




iPhone X facial recognition



Google's self-driving cars

# What's the **root** of AI?

ar·ti·fice

/'ärdəfəs/ 

*noun*

clever or cunning devices or expedients, especially as used to trick or deceive others.  
"artifice and outright fakery"

*synonyms:* [trickery](#), [deceit](#), [deception](#), [duplicity](#), [guile](#), [cunning](#), artfulness, wiliness, craftiness, slyness, chicanery; [More](#)



## A **practical** definition of AI

- Computers interacting *like humans*
- Computers doing things we can do *only much faster*
- Computers doing things *we can't do*



## AI's 'extended family' has **multiple branches**

- Images
- Gaming / Decision-Making
- **Language**
- Others



## The language branch has **3 siblings**

- NLP: Natural Language Processing
- NLU: Natural Language Understanding
- **NLG: Natural Language Generation**

# Alas, NLG is hugely **underappreciated.**

- NLG enables computers to turn information into *meaning*
- Compared to other AI branches, it's *less expensive* to develop
- And, it's easier to implement. You can roll it out *next quarter*



### More ideas

#### Do one thing at a time

The brain is a sequential processor, unable to do two things at the same time. Businesses and schools make many increases mistakes. Try creating an interruption-free zone during the day—turn off your email, phone, and social media apps—and see whether you get more done. If you have trouble untangling tangled download software that blocks your access to certain websites, you'll find an amount of time that you specify.

#### Divide presentations into 10-minute segments

Remember my students who said they got bored in 10-minute lectures? The 10-minute rule, which I've used for decades, provides a guide to the amount of time people can pay attention to. Here's the rule: If you're giving a lecture, for which I was named the Hoechst Professor of Psychiatry (awarded at one of the largest annual meetings in psychiatry).

I decided that every lecture I'd ever give would be organized into segments, and that each segment would last only 10 minutes. Each segment would cover a single core concept—always in plain, simple, general, and always explainable in one minute. The lecture would start with general concepts naturally leads to explaining information in more detailed, hierarchical fashion. Give the general idea first, before diving into details, and you will see a 40 percent improvement in understanding.

Each class was 50 minutes, so I could easily burn through five large concepts in a single period. I would use the other nine minutes

# NLG...

turns structured data into *stories*, using human-designed templates & logic

# How NLG is used **today**:





# Where NLG gets interesting to marketers:

Ask people questions,  
then make content reflect  
their individual answers.



**Hyper-personalized  
experience**

Unique recommendations  
delivered in story form based  
on **what people told you**  
about themselves.

# User Experience

1



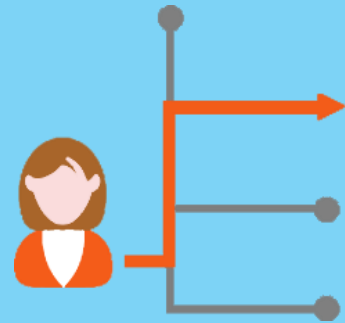
Person  
answers  
questions

2



Logic & NLG combine with  
that person's answers to  
generate a written narrative  
with links, images, etc.

3

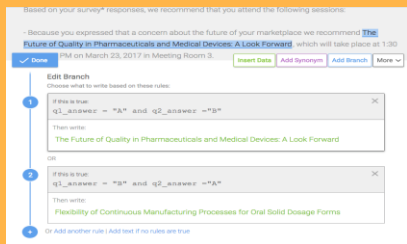


Person gets an  
individualized  
set of  
recommendations  
that are highly  
readable.

# Behind-The-Scenes Tech



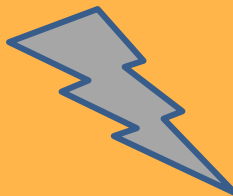
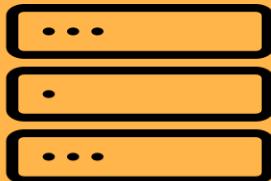
Quiz/Survey  
Response  
Submitted



Data Table  
Populated



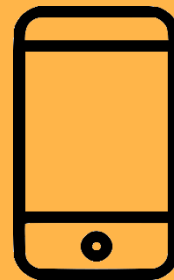
Client Content &  
Data Extracted  
In Advance



AI Generates  
Personalization



Client  
Styles/Design  
Applied



Results  
Delivered



# What Hyper-Personalized Feels Like

“Thanks for telling us a bit about your interests. Here are our recommendations around getting the most out of Travel Industry Conference 2018:

This year’s show on October 13-15 in Ft. Lauderdale is shaping up to be a must-attend event for your **travel agency**, because this year’s event has several sessions focused on **growth in the Asia-Pacific region**.

Specifically, there’s a session on **Tuesday the 13<sup>th</sup>** entitled **Appealing to the Chinese Global Traveler**. On **the afternoon of Wednesday the 14<sup>th</sup>**, executives from **Google** will present **New Tech for OTA’s**, which is perfect given your need to keep up with **travel-related tech innovations**. And **American Airlines** will present on the **Steady Increase of Airport Taxes**.

**When you last attended Travel Industry Conference in 2016**, there were plenty of other **marketing** professionals like you, and the networking was abundant. This year, Travel Industry Conference has extended the networking breaks, which should give you time to compare notes with your peers, since **you’re planning some investment in tech innovation this year**.

Did I mention the speakers? Keynoting is **Brian Chesky, Founder of Airbnb** and **Karin Timpone, Global Marketing Officer for Marriott International**. The full list of speakers is [here for you to check out](#).”

# Resource Recommendations

## STANDARD

Products, articles, content, courses sit in a catalog, that people slog through.

## HYPER PERSONALIZED

A person's answers generate only relevant options, wrapped in a readable narrative.

# Solution/Package Builder

## STANDARD

People speak with a sales rep to determine which solution is right for them.

## HYPER PERSONALIZED

People respond to questions & a custom solutions guide is delivered.



## Matchmaking

### STANDARD

People hunt for products & suppliers that meet their needs.

### HYPER PERSONALIZED

Relevant products & suppliers are highlighted based on peoples' responses to questions.

# Client Case Study: Event Marketing

## STANDARD

Information overload & decision fatigue, leading to lower engagement.

HYPER PERSONALIZED



Reed  
Exhibitions





**Events can be  
overwhelming.**

100's of sessions  
1000's of exhibitors  
10000's of products & services

**Too many options.  
Not enough time or energy.**



**Goal:** Boost event registrations by helping prospective attendees discover the 'why'  
aka relevance

### What is INTERPHEX?

For 39 years, INTERPHEX has proven to be the place to find all of the State-of-the-Art Solutions you need to Cost Effectively Develop and Manufacture Quality Product. INTERPHEX is the premier pharmaceutical, biotechnology, and device development and manufacturing event where you can "Experience Science through Commercialization". Based in New York, INTERPHEX brings over 11,000 global industry professionals and 650+ leading suppliers together to "Learn It, Experience It, Procure It!" through a combination of no cost technical conference, exhibits, demonstrations, and networking events to leverage quality, efficiency and cost effectiveness in today's ever-changing global market.

### Need help convincing your company or manager to send you to INTERPHEX?

Take our short, interactive poll to find no-cost technical sessions that will expand your knowledge, give you tools to help your performance and improve your contributions in the work place, along with leading industry suppliers and innovative products. At the end, simply print your personalized letter for approval.

1. Which of the following best describes your organization?

- Consulting: Technical/Business
- Pharma Production
- Bio Production
- Pharma/Bio Production
- Contract Manufacturing

Next >>



Experience embedded within event website

Engagement → Data → Personalization → Action

**PROSPECT GIVES:**

Answers to 7 questions

**PROSPECT GETS:**

5-8 most relevant *sessions*  
3-4 most relevant *exhibitors*  
4-6 most relevant *products*  
Context + Justification  
Path to purchase

# Results with **impact**

**49%**

of those completing  
survey registered to  
see personal  
recommendations

**45%**

of those who saw  
personalized reco's  
clicked thru to register  
for conference

**58%**

of survey registrants  
reported they're new  
to the conference

**>\$200K**

incremental revenue  
generated by  
CredSpark solution

**>12x ROI**

on CredSpark investment



How can you make  
your content  
hyper-personal?



# Start with your **goals**.

- What **don't** you know about your audience?
- What do they **need to know** to buy more from you, your clients, or your sponsors?
- If you knew \_\_\_\_\_, then you could **recommend** \_\_\_\_\_.



Map what you know  
about individuals  
on their **journey**.

What do you know about people  
at various points along their way  
to becoming customers?





Define the  
**information gaps.**

Where are the opportunities to learn more; and what specifically do you need to ask?

# Find a great **solutions** partner.

- Look at their **track record** with AI-powered development
- A customizable front-to-back **interactive content** platform with sophisticated data integration and **NLG** capability.
- Intermediate NLG solutions can be built **at around \$15-25K**
- Partners with solid **Cred** that can **Spark** your innovation are great bets. 😊

# Takeaway Thought:

**Want engagement? Deliver relevance.**

*Thanks for listening. Let us know if we can help.*

**CredSpark**

[credspark.com/ai](https://credspark.com/ai)

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# Questions?



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