AI's Role in Maximizing Marketing Performance

Agenda

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GARBAGE IN GARBAGE OUT

The quality of your inputs will directly influence the quality of the output.

AI Use Cases

Content Ideation & Copywriting	Video/ Audio Processing	Data Analysis
ChatGPT	Speak	liine
Writesonic	Otter.ai	Peerlogic™
Jasper	Opus AI	Power BI

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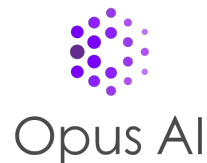
AI Use Cases

User Research

Syntheticusers

maze

Dovetail

Forecasting

SEOmonitor

Vertex AI

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Advanced AI Applications in Healthcare Marketing

User Research & Sentiment Analysis

Speed up and lower the cost of user research, VOC, and sentiment analysis with the use of AI

- Create AI generated users to interview and survey based on LLMs
- Scrape and summarize thousands of reviews in minutes
- Compare this to what you do today not the ideal state

Sentiment Analysis Output

Outscraper → **Vertex AI**

Summary of positive reviews

43% of reviews were positive.

Users praised the convenience of online therapy, the ability to text with their therapist, and the quality of some therapists.

Many users found Talkspace to be a helpful and affordable option for therapy.

Most important to reviewers

Therapist fit:

The most important factor for reviewers is finding a therapist who is a good fit for them. This includes factors such as the therapist's experience, qualifications, and personality.

Top reasons for choosing service

Convenience: Many users chose Talkspace because it was more convenient than traditional therapy.

Affordability: Some users chose Talkspace because it was more affordable than traditional therapy.

Features: Some users chose Talkspace because of its features, such as the ability to message their therapist throughout the week and the availability of live sessions.

Patient-Centric Messaging & Copy

AI is not a pocket-sized Don Draper

Chat GPT Generated

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Patient-Centric Messaging & Copy

Right tools and right prompts allow you to create messaging rapidly for *perpetual testing*

- Creating copy variants
- Testing messaging approaches
- Creating thematic ads
- Copy jumping off point
- Pre-click and post-click consistency

anyword

ws Writesonic

Jasper

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Patient-Centric Messaging & Copy

Anyword has a suite of tools for generating better copy

- Personas
- Brand voice
- Message guidelines
- Talking points
- Analyzing creative performance
- Analyzing similar brands' performance
- Structured or free form

Patient-Centric Messaging & Copy

Quickly generate & test marketing psychology concepts

- Does **loss-aversion** resonate more than **gain-seeking** messaging?

- AI can help you test different marketing psychology techniques to quickly understand what resonates with your target audience

Ad Copies:

Loss-Aversion:

1. Don't let mental health issues hold you back. Talkspace makes therapy affordable and accessible, so you can get the help you need without breaking the bank.
2. Imagine missing out on the support you deserve because of cost. With Talkspace, you can access therapy without sacrificing your financial well-being.
3. Stop letting financial concerns prevent you from prioritizing your mental health. Talkspace offers affordable options to make therapy accessible to everyone.

Gain-Seeking:

1. Unlock a happier, healthier you with Talkspace. Our convenient online platform connects you with licensed therapists for personalized support.
2. Experience the freedom of flexible therapy options with Talkspace. Choose live video, audio, or messaging to fit your needs and schedule.
3. Invest in your mental well-being with Talkspace. Our affordable plans and insurance coverage make therapy accessible and achievable.

Social Proof:

1. Millions of people are finding peace and support with Talkspace. Join the community and start your journey to better mental health today.
2. Don't take our word for it. See what real people are saying about their positive experiences with Talkspace therapy.
3. Trusted by leading healthcare providers, Talkspace is the convenient and accessible choice for online therapy and psychiatry.

Patient-Centric Messaging & Copy

Leverage AI features within ad management software

Tools like **Adalysis** can recommend complete new RSAs for testing, making use of keyword data and grouping headlines and descriptions into categories that follow PPC best practices.

AI Generated Ad copy Suggestions for RSAs

The below RSA ad copy was AI generated and is based on the keywords in this adgroup as well as the final URL (if provided).

RSA Headlines

Related to keywords	Call-To-Actions	Authority statements
☐ Same-Day Doctor Appointments! 29 characters	☐ Book an Appointment Today! 26 characters	☐ Trusted Medical Professionals 29 characters
☐ Find Your Perfect Doctor Near Me 32 characters	☐ Visit Our Website for More Info 31 characters	☐ Top-Rated Private GP Near You 29 characters
☐ Private Doctor Visits Now Available 35 characters	☐ Schedule a Virtual Doctor Visit 31 characters	☐ Expert Medical Care Available 29 characters
☐ Instant Doctor Appointments 27 characters	☐ Take Control of Your Health 27 characters	☐ Experienced MDs Ready to Help 29 characters
☐ Medical Clinics Near You! 25 characters	☐ Don't Wait - Call Now! 22 characters	☐ Your Health is Our Priority 27 characters

RSA Descriptions

☐ Same day appointments with top doctors near you
47 characters

☐ Convenient, private and virtual doctor visits
45 characters

☐ Medical clinics and GP offices near you
39 characters

☐ Book a doctor appointment at our Maple Lawn location
52 characters

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Ad Performance Forecasting

Go from no forecasting or manual regressions to machine learning models with greater accuracy

- AutoML often exceeds benchmark accuracy metrics for top academic baseline models
- Data updates allow constant model retraining to keep forecasts up-to-date as new observations occur.
- Forecasts can be generated in a matter of minutes
- Complex models that can take numerous factors into account, such as seasonality, different ad platforms, or even global market trends

Gemini

Vertex AI

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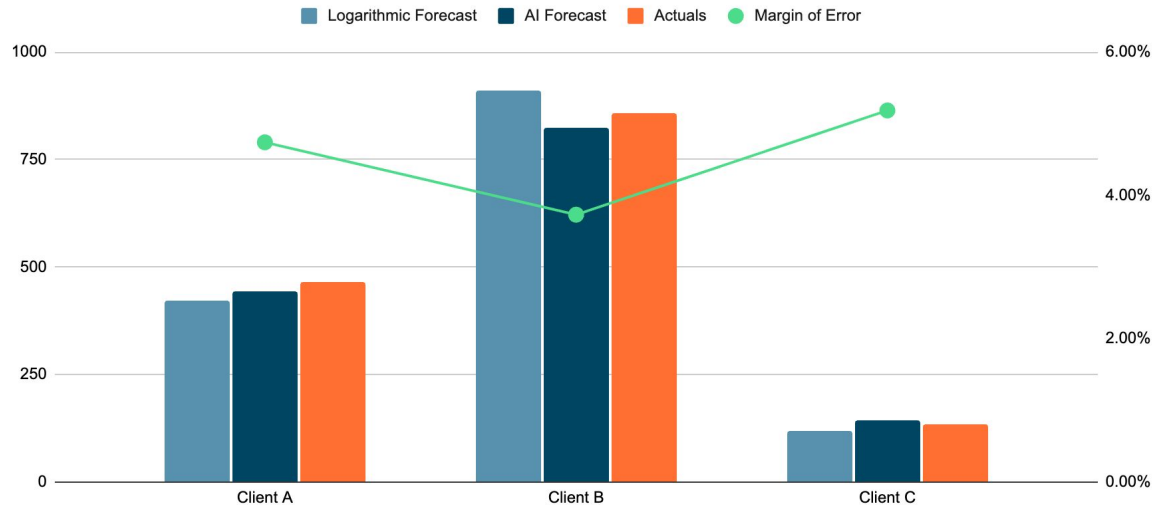# Ad Performance Forecasting

Go from no forecasting or manual regressions to machine learning models with greater accuracy

Forecast Effectiveness

Legend: Logarithmic Forecast | AI Forecast | Actuals | Margin of Error

Gemini
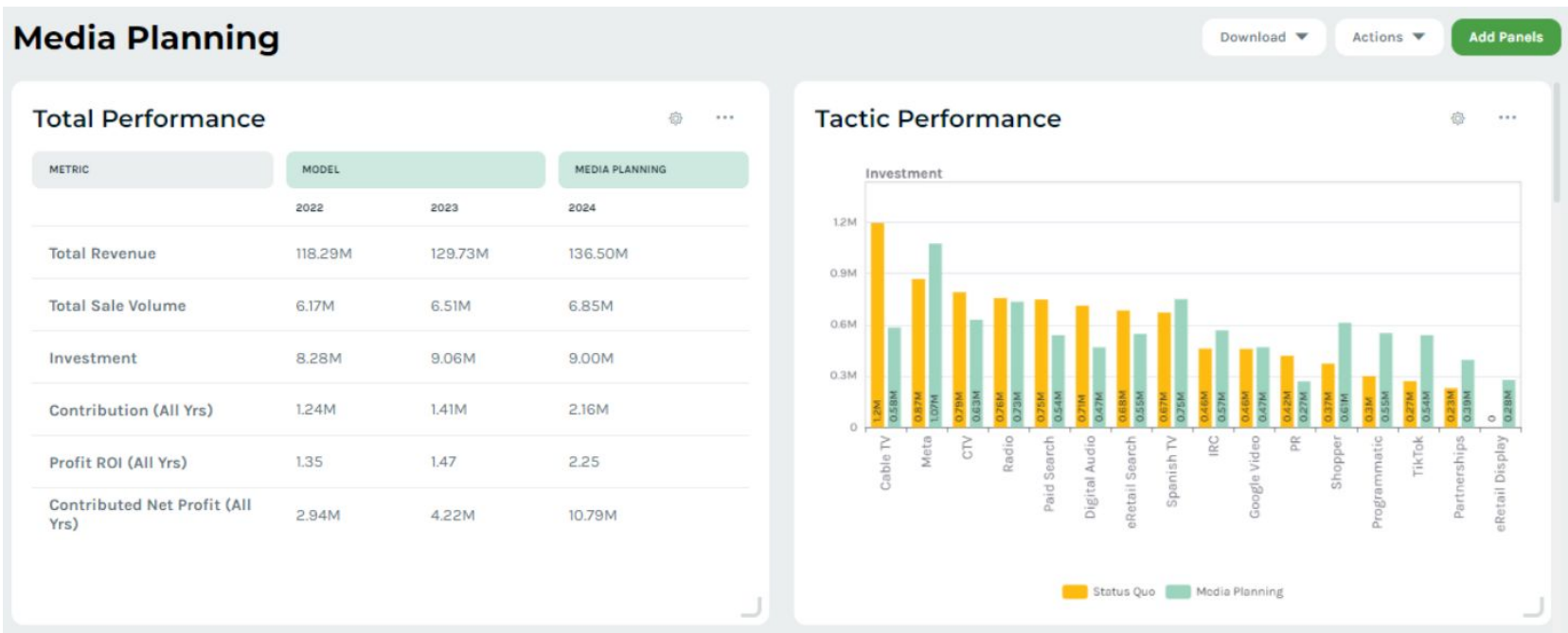
Vertex AI

AI's Positive Impact on MMM

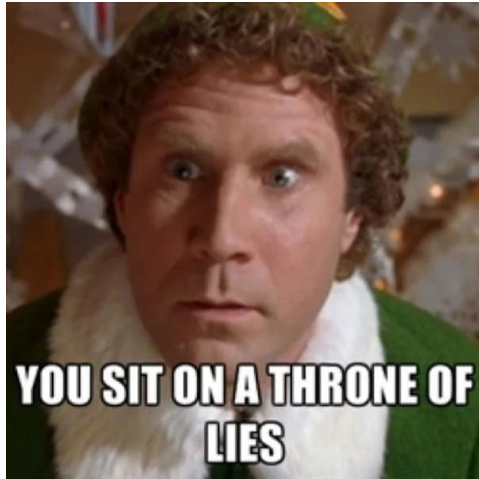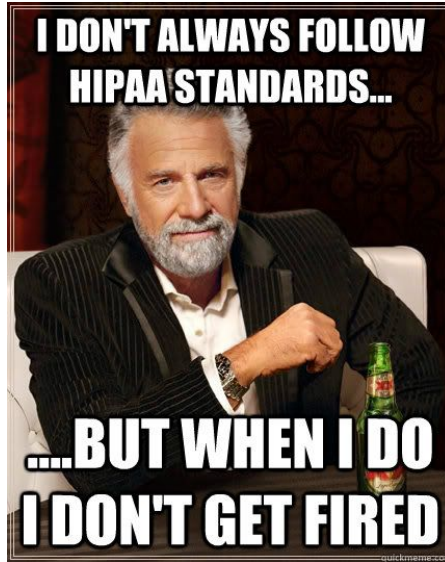**MMM solutions are now *real-time* scenario building platforms that are more affordable than previous options**

Considerations

Tread Carefully

AI Can Lie

HIPAA Compliance is Required

AI Isn't Always Better

Q&A

Questions & Answers

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Take Flight

with Cardinal Digital Marketing

Reach out with
your questions:

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