

The background is a dark blue gradient. It features several abstract shapes: a large light blue rounded square on the right, a medium blue circle at the top center, a smaller light blue circle at the bottom right, and a white outline of a rounded square at the bottom center. The main text is white and positioned on the left side of the slide.

# Automating your marketing efforts with AI

# Introduction



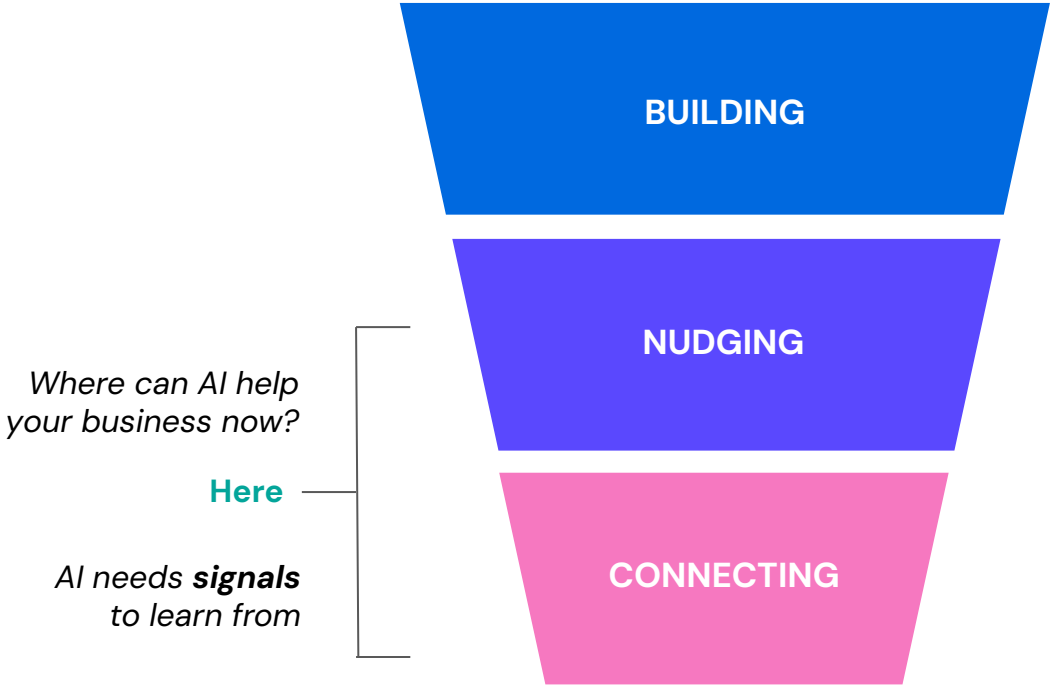
**Sophie Morgan-Short**  
Paid Social Director, Jellyfish

Worked in digital advertising for 10 years. Experience across all channels in the past but specialised in social platforms (Meta, TikTok, Snapchat). Been at Jellyfish 3.5 years.

Fun fact: I lived in county Carlow for a year when I was young! 🇮🇪



# A refresher on the marketing funnel (and where does AI fit in?)



Marketing Challenge	Ad Intent
<p>How do we increase brand awareness?</p> <p>How do we change brand perceptions?</p>	<p><b>Make it easy to know</b></p> <p>Ad instills a clear sense of who and what the brand is</p>
<p>How do we keep the brand / product front of mind?</p>	<p><b>Make it easy to remember</b></p> <p>Ad refreshes brand memories and associations, closer to the time of in-market decisions</p>
<p>How do we increase traffic to site or physical store in the short term?</p>	<p><b>Make it easy to buy</b></p> <p>Ad units connect the user directly to the website or to individual SKUs</p>

# The big platforms are leading on AI

All of the major ad platforms now offer lower-funnel (performance) campaign solutions powered by machine learning/AI



## Performance Max



## Advantage+

**Choose a campaign setup**  
Create your sales campaign using a tailored and streamlin your campaign. Suggestions may vary based on your

**Streamlined** **Tailored** **Best practices**

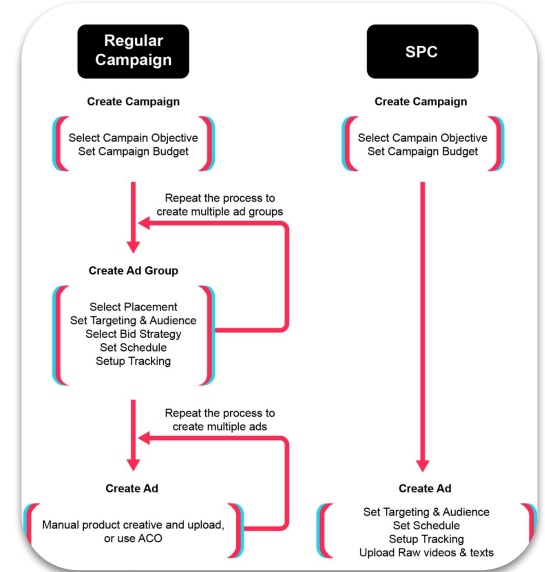
**Advantage+ shopping campaign** <sup>+</sup>  
Maximise performance and find new customers. Preset settings include automatic placements,

**Manual setup**

**Manual sales campaign**  
Create a sales campaign from scratch using the



## Smart Performance



# Benefits & Trade-offs

There are some major **benefits**:

Faster setup

Performance

Less optimisation

But you give up **control** over:

Targeting

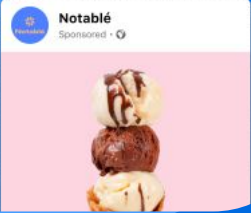
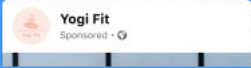
Placements

Bidding

So what *do* you control?  
And how do you steer AI to *your* business needs?

# CREATIVE

How to feed the machine



# You need a high volume of **differentiated creative** to drive performance from AI campaigns

We ran tests across our client portfolio to understand whether creative quality or quantity drives performance from Meta Advantage+ Campaigns.

## Cost per result – Website purchases

Version A *5 historic top performers*



Version B *5 historic top performers + 15 new differentiated assets*



■ Cost per result – Website purchases

Results are based on a 7-day click or 1-day view attribution window ⓘ

## Results

**-11% CPA**

**+13% Revenue**

**+235% click-through revenue**

**+256% GA4 Revenue**

## How can AI help you achieve this?

# ChatGPT – your creative testing partner

## Copy variants

**You**  
Can you give me some copy variants to test in ads for my brand's upcoming sale? The offer is 25% off for new customers.

**ChatGPT**  
Certainly! Here are some copy variants you can test for your brand's upcoming sale:

1. Variant 1:  
"Unlock 25% off your first purchase! New customers, this sale's for you!"
2. Variant 2:  
"Ready for a fresh start? Enjoy 25% off as a new customer!"
3. Variant 3:  
"Welcome aboard! Get 25% off your inaugural purchase with us!"
4. Variant 4:  
"Calling all newcomers! Take advantage of 25% off on us!"
5. Variant 5:  
"Your ticket to savings: 25% off for all new customers!"
6. Variant 6:  
"Join the club and save big! New customers, enjoy 25% off!"
7. Variant 7:  
"First-timer's treat: 25% off for those new to our brand!"
8. Variant 8:  
"New to [Brand Name]? Welcome with 25% off your first purchase!"
9. Variant 9:  
"Starting fresh? Start with savings! 25% off for new customers."
10. Variant 10:  
"Make your debut with us memorable: 25% off for new customers!"

## Creative ideas

**You**  
I want to promote my beauty brand on TikTok. Can you give me some ideas for videos to create?

**ChatGPT**  
Absolutely! TikTok is a fantastic platform for promoting beauty brands with its visual nature. Here are some ideas for TikTok videos to promote your brand:

1. **Product Tutorial:** Create short tutorials showcasing how to use your products. For example, demonstrate a makeup look using your cosmetics or a skincare routine using your skincare products.
2. **Before and After:** Show dramatic before-and-after transformations using your products. This could include makeup transformations or showing skincare products over time.
3. **User-generated Content:** Encourage your customers to create and share content on TikTok. You can even create a branded hashtag for your brand.
4. **Product Reviews:** Share reviews of your products from satisfied customers. Compile video testimonials or feature individual reviews with visual overlays.
5. **Behind the Scenes:** Take your audience behind the scenes of your brand. Show how your products are made, introduce your team, or share the story behind your brand.
6. **Challenges:** Create beauty-related challenges that encourage user participation. You could challenge users to recreate a specific makeup look using your products.
7. **Tips and Tricks:** Share quick beauty tips and tricks with your audience. This could include makeup application techniques, skincare hacks, or anything else that is interesting to your audience.
8. **Product Comparisons:** Compare your products to others on the market.

## Testing plans

**You**  
I want to AB test some ads for my Meta ads. Can you give me some ideas?

**ChatGPT**  
Certainly! Here are some AB testing ideas for your Meta (formerly Facebook) ads:

1. **Variant A:** Image of your product with a text overlay highlighting the discount offer.  
**Variant B:** Video showcasing the product in use with a voiceover or text overlay highlighting the discount offer.
2. **Variant A:** Carousel ad featuring multiple product images with brief descriptions.  
**Variant B:** Single image ad focusing on one product but with a more detailed description.
3. **Variant A:** Ad copy emphasizing the benefits of the product and the discount offer.  
**Variant B:** Ad copy focusing on the urgency of the sale and the limited-time nature of the discount offer.
4. **Variant A:** Ad targeting a broad audience demographic (e.g., age 18-45, both genders).  
**Variant B:** Ad targeting a narrower audience demographic (e.g., age 25-35, female, beauty-related interests).
5. **Variant A:** Ad headline highlighting the discount offer ("Get 25% off your first purchase").  
**Variant B:** Ad headline focusing on a unique selling point of the product ("Transform your skin with our revolutionary formula!").
6. **Variant A:** Ad featuring user-generated content such as customer reviews or testimonials.  
**Variant B:** Ad featuring professional product photography or imagery.
7. **Variant A:** Ad with a clear call-to-action button ("Shop Now").  
**Variant B:** Ad with a different call-to-action button ("Learn More").

## Audience insights

**You**  
I want to reach women 18-34 with ads for my beauty brand. Can you give me some insights into this audience and their behaviour online?

**ChatGPT**  
Certainly! Here are some insights into the behavior of women aged 18-34 online, particularly regarding beauty-related content:

1. **Social Media Usage:** Women aged 18-34 are heavy users of social media platforms, particularly Instagram, TikTok, and Pinterest. They use these platforms to discover new beauty trends, products, and techniques, and to seek inspiration for their own beauty routines.
2. **Influencer Influence:** This demographic is highly influenced by social media influencers and beauty bloggers. They trust the recommendations and reviews of influencers and often seek out content from influencers when researching beauty products.
3. **Visual Content Preference:** Women aged 18-34 are drawn to visually appealing content. They prefer imagery and videos that showcase products in action, demonstrate how-to tutorials, or feature before-and-after transformations.
4. **Personalization and Customization:** This demographic values personalized and customized experiences. They are more likely to engage with brands that offer personalized recommendations based on their individual skin type, concerns, or preferences.
5. **Mobile-Centric:** Women aged 18-34 primarily access online content through their mobile devices. It's essential to ensure that your website, ads, and other content are mobile-friendly and optimized for a seamless mobile experience.
6. **Sustainability and Ethical Values:** Many women in this age group are increasingly conscious of sustainability and ethical values when it comes to beauty products. They are attracted to brands that prioritize sustainability, cruelty-free practices, and environmentally-friendly packaging.
7. **Engagement with User-Generated Content:** This demographic enjoys engaging with user-



# Automation with AI...introducing you to Pencil Pro

The only GenAI brand platform trained on **\$1B+** of real performance data.



Your own unique, secure, brand model.



Performance predictions + publish to live campaigns.



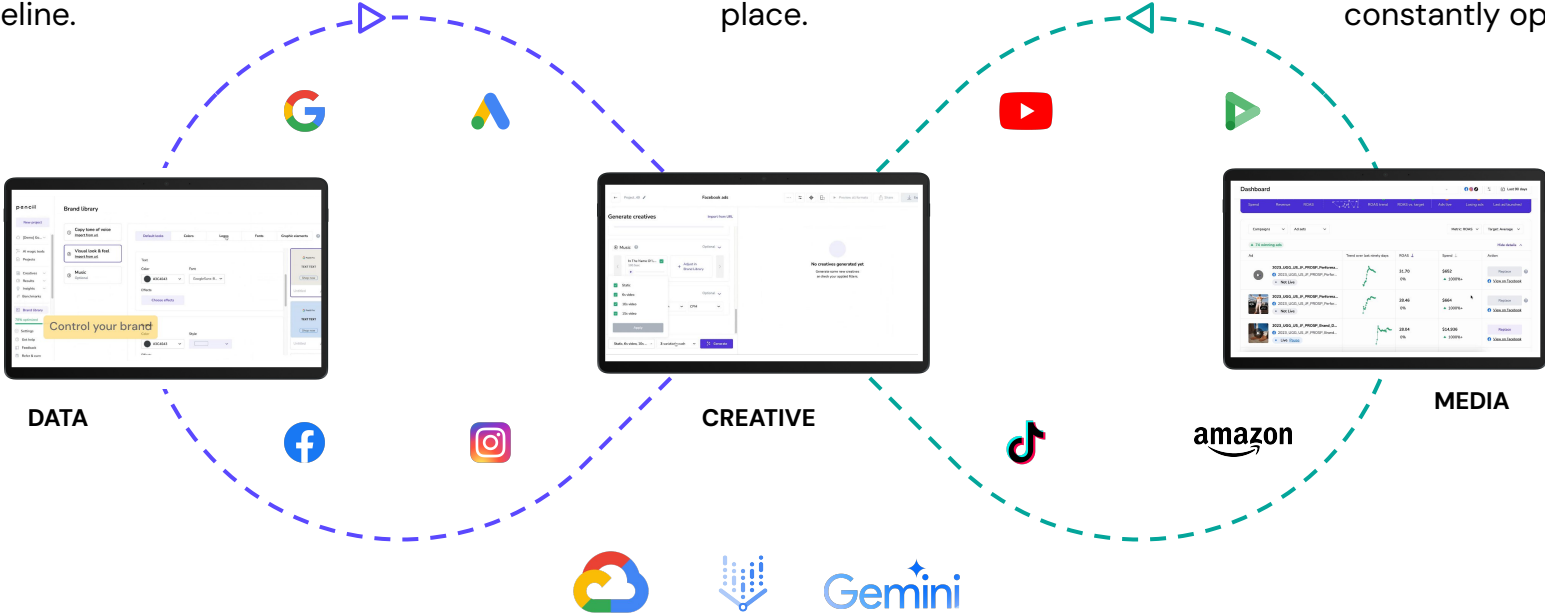
Human input curation + output validation.

# Pencil Pro uses performance data to generate **more effective assets**

**1:** Connect your ad accounts to establish a baseline.

**2:** Generate assets for every platform in one place.

**3:** Push assets to live campaigns and constantly optimize.

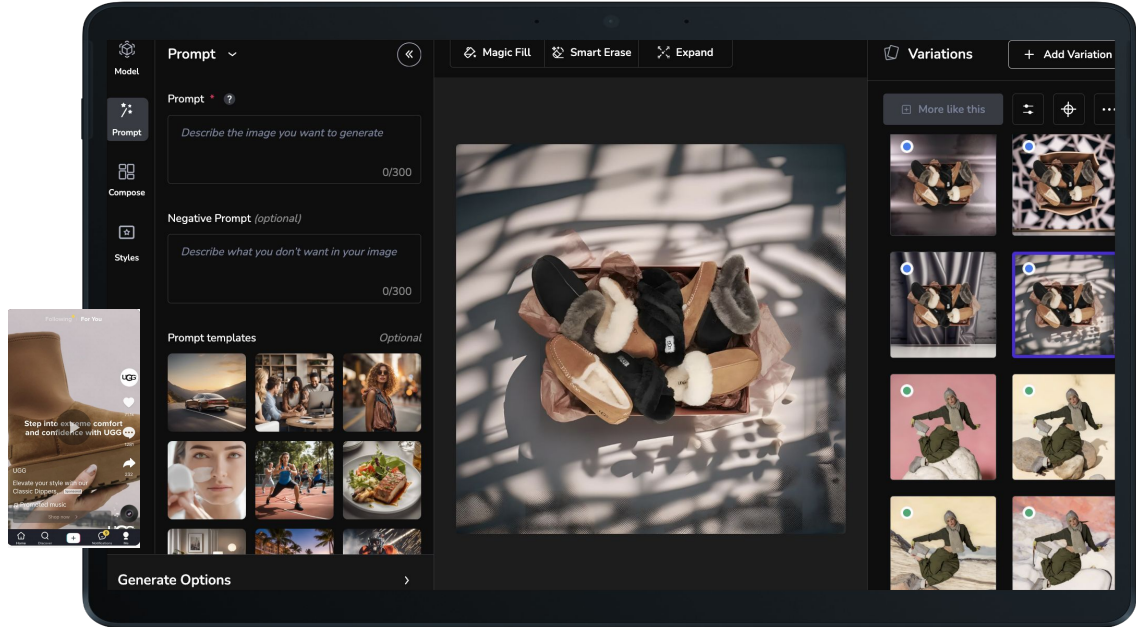
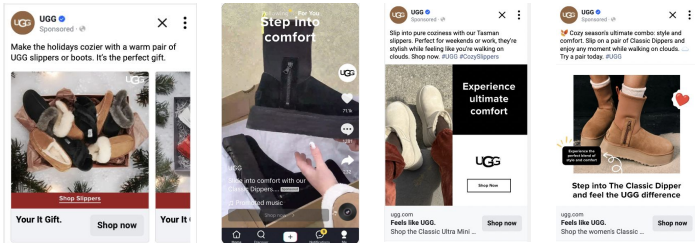


# Pencil Pro Case Study: UGG

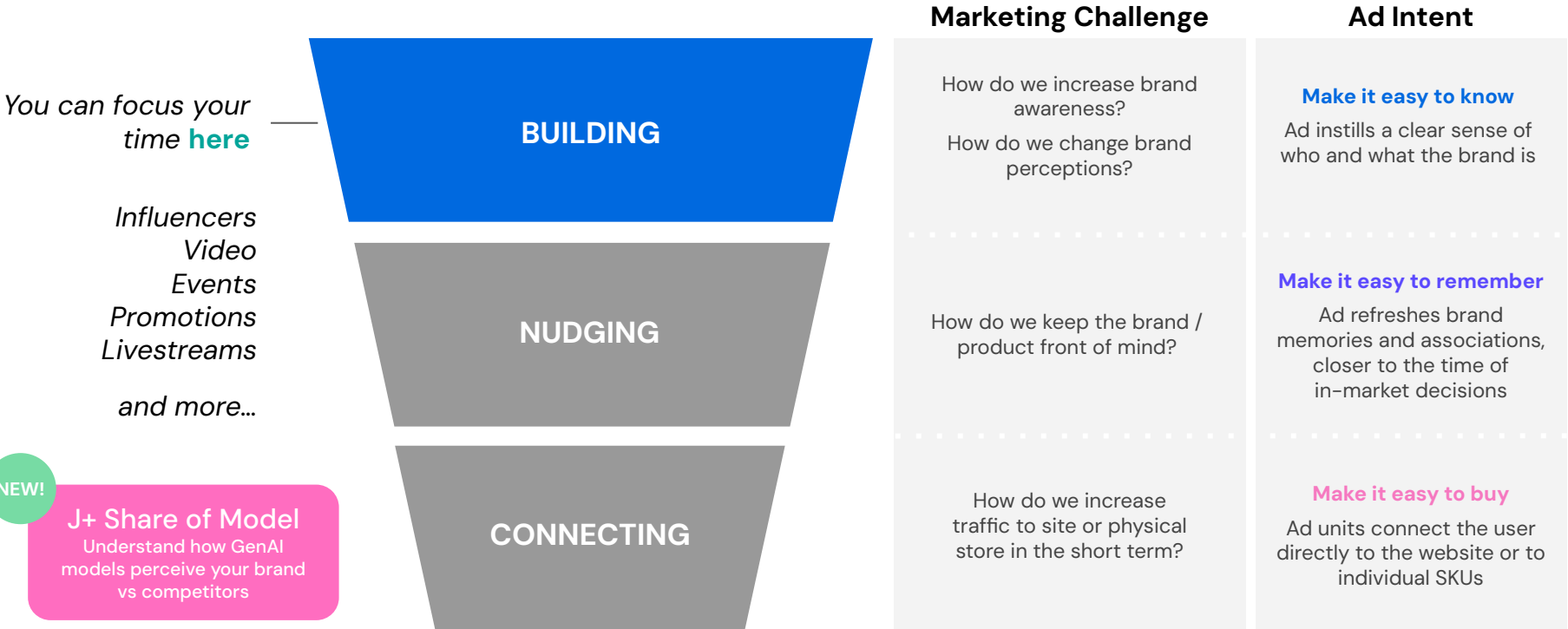
"ROAS driven by the Pencil Pro assets on TikTok came in **155% higher than benchmark**.

**+155% higher ROAS**

Additionally, pre-launch, Pencil Pro successfully predicted our best performing TikTok creative as a "winner" with **98% confidence**, underscoring both the prediction efficacy and performance efficiency of Pencil Pro".



# AI is running your performance media for you...now what?



# In Summary...

1. Leverage platform AI tools
2. Test & learn with creative to feed the AI
3. Automate routine tasks
4. Re-invest your time into strategic & creative tasks

## Want to learn more?

Read about our new [AI Studio offering](#)

Sign up for one of our [AI Training courses](#)

Request a demo of [Pencil Pro](#)

# Thank you

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