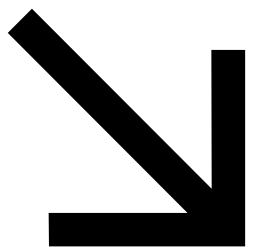


September 2023

Leveraging AI to grow AI

Voice & AI Conference | Washington D.C.

By Sandy Diao





Fast-moving waters

- *Mobile takeoff*
- *Image search*
- *100M users*
- *2,500 people*

About me

Drift Intl.

Growth executive and investor with a background growing users and revenue from zero to hundreds of millions.

- Former growth at Pinterest, Meta (Facebook, Instagram, and WhatsApp), Indiegogo, and One Smart Piano
- Director of Growth at Descript (\$50M Series C led by OpenAI).
- Growth advisor for startups and enterprises
- Investor in B2B SaaS at IOVC

Generated with Lensa by Prisma Labs

Descript - edit video like a word doc, powered by AI transcription

Drift Intl.

Click-Clack Industries

Q3 Clock Market Sizing Report

Dave

/ Hey team! I just wanted to check in and give you all an update on our latest clog market research

/ It's been a fascinating period of discovery for us over here at Click-Clack Industries.

/ It turns out that the rise of remote work has put some serious wind in our sails, or rather, feet in our clogs hahaha

The Clogosphere / It's important to remember the cornerstone of the clog market: we call this region the 'Clogosphere'

/ It's the region of the world where it's brrr-brrr chilly nearly all year round.

The Clogosphere

we call this region the 'Clogosphere'

Comments

Jim 9 min ago

Let's use Fancy Captions for this one. It'll help drive the point home.

That's a great idea!

Discard Send

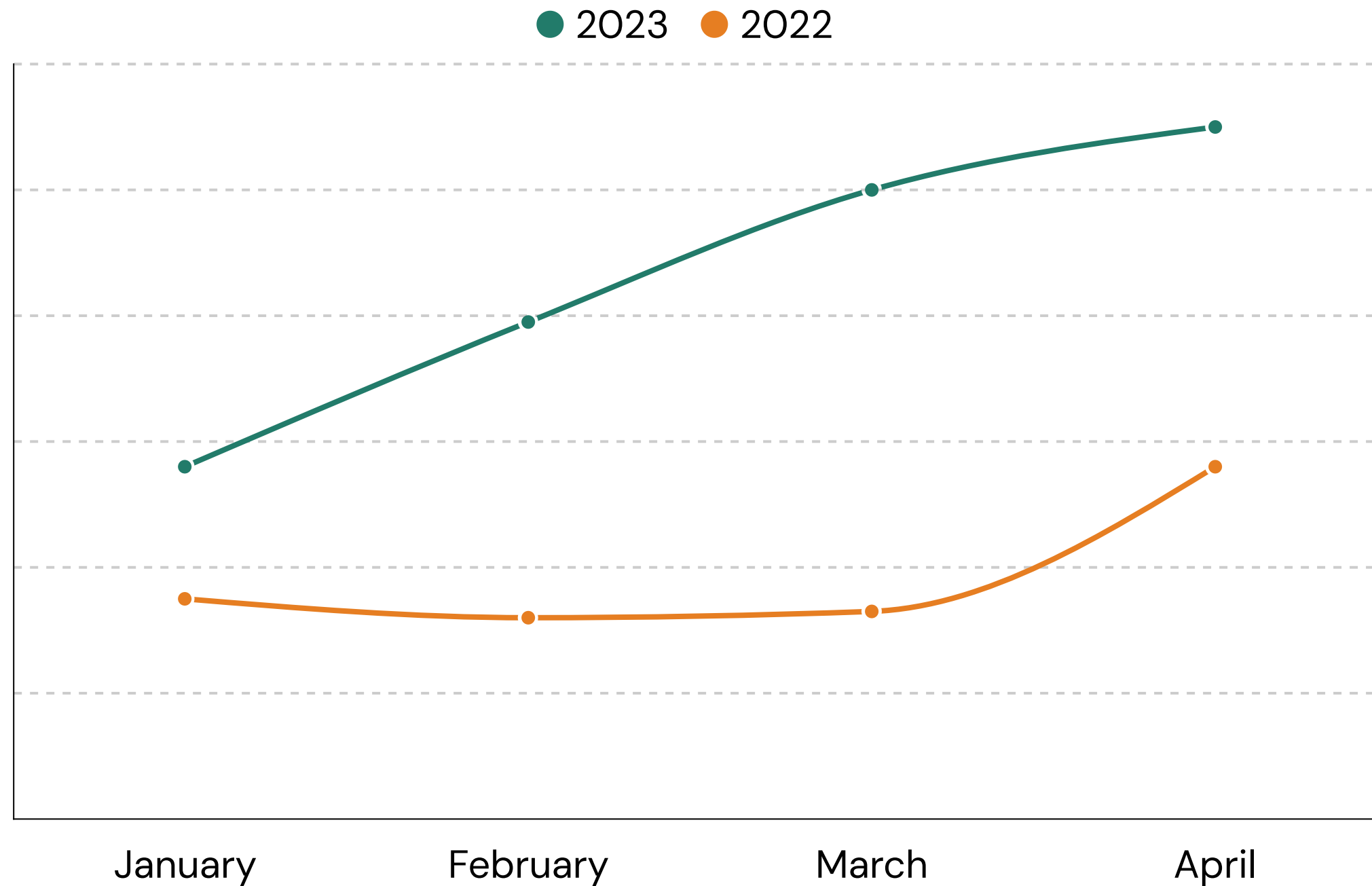
thirty-five | [Overdub](#)

It happened ~~twenty~~ years ago





Overdub has grown 2x since last year



203% YoY growth driven by demand capture for tailwinds


+Grew without increased investment in paid marketing or awareness,

+Tailwinds from growing interest in text to speech solutions.

-Headwinds in the B2B SaaS sector.

*Data ratios are representative, but figures are not real.


Sponsored

 **Descript**
<https://www.descript.com>


Descript - All-In-One Video/Audio Editor
Remove video backgrounds, filler words & background noise. Clone your voice. In one click. Use the power of AI & skip the hard part of editing videos. Try **Descript** for free. Get Started For Free. Free To Download. All-In-One Editor. Types: Podcasting, Video Editing.

Descript Video Editor
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All-In-One Editor Try Descript For Free

 **Descript**
<https://www.descript.com> > tools > text-to-speech

Easy-to-use text to speech generator
A state-of-the-art **voice** generator that creates an ultra-realistic clone of your own **voice** — so you can create **speech** just by typing.

 **Descript**
<https://www.descript.com> > overdub

Overdub: Natural Sounding Text-to-Speech
Create high-quality & natural sounding AI voice clones with Overdub, **Descript's text-to-speech** generator. Or choose from our library of ultra-realistic AI ...

People also ask

- Is Descript text to speech free? ▾
- Is Descript trustworthy? ▾
- What is the most realistic text to speech? ▾

Search ad

Identify target keywords and write custom copy

Google Performance Max ad

ML models used to optimize audience targeting, bids, placements, creative selection placements based on advertiser conversion objectives.

Organic search rich snippet

NLP model suggests common queries to predict the searcher's question, even if they didn't ask it correctly.

What is generative AI?

Generative AI refers to machine learning algorithms that enable computers to use existing content input like text, audio and video files, images, and data to output new content.



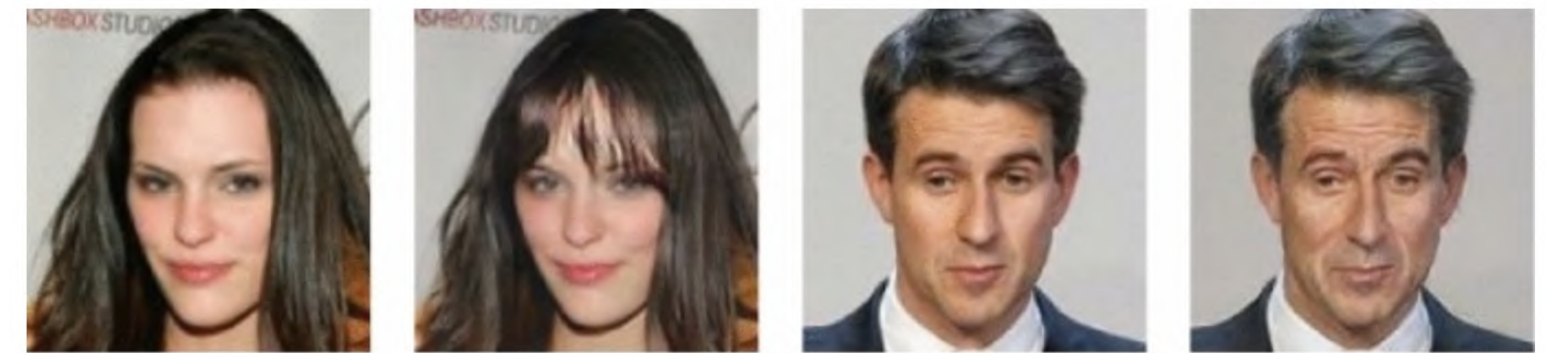
Generated with Midjourney

IMAGE GENERATION

Generated using Dall-E:
"Teddy bears shopping for groceries in ukiyo-e style."



IMAGE-TO-IMAGE CONVERSION



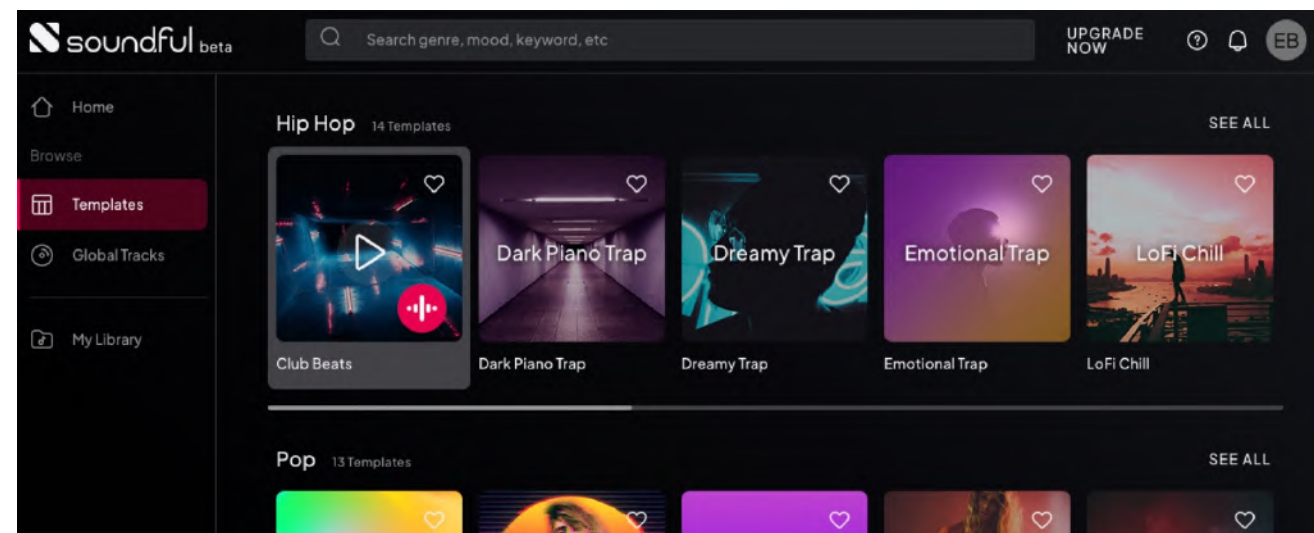
No Bangs

With Bangs

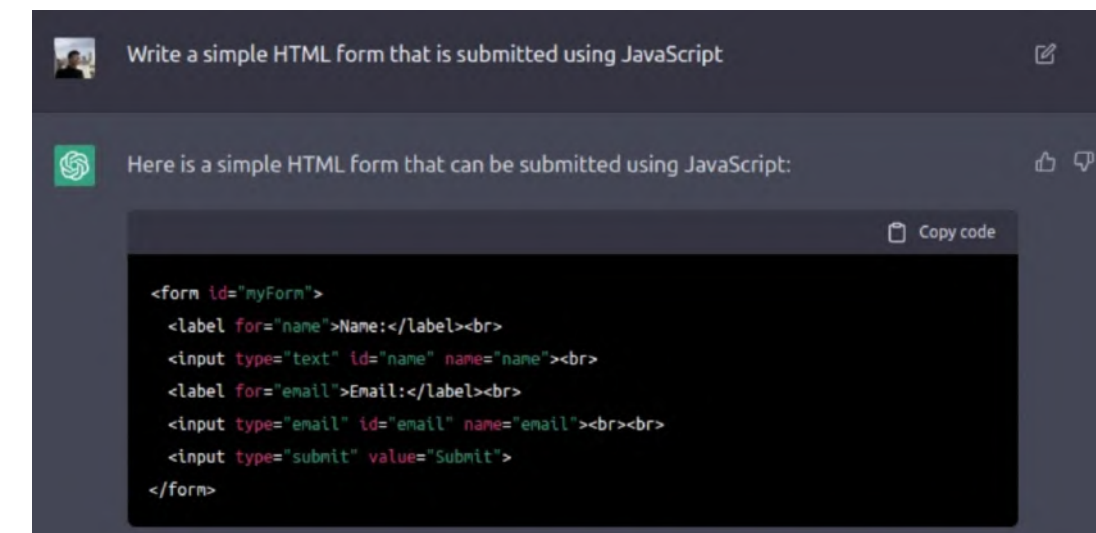
Young

Old

MUSIC GENERATION

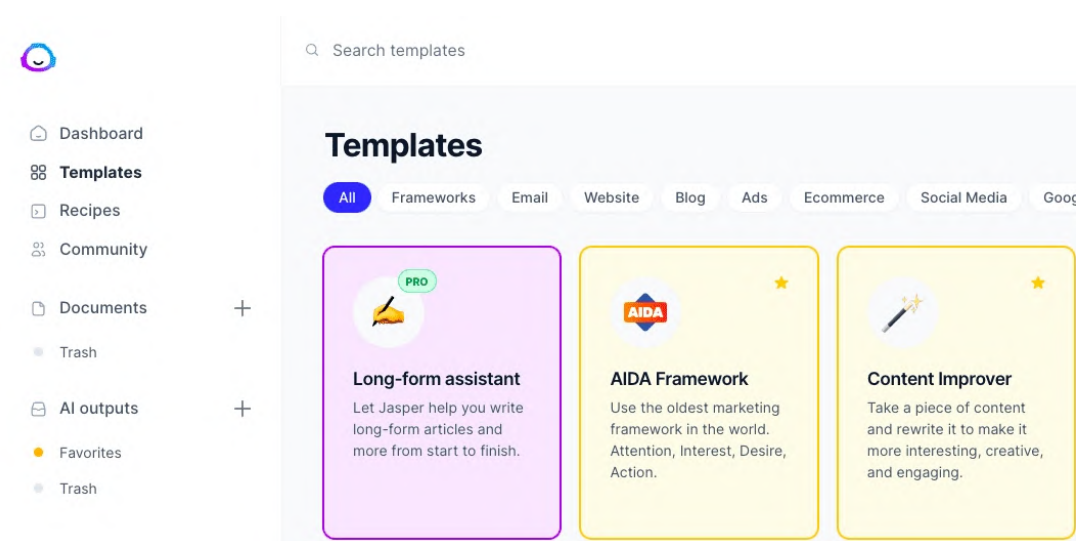


CODE GENERATION



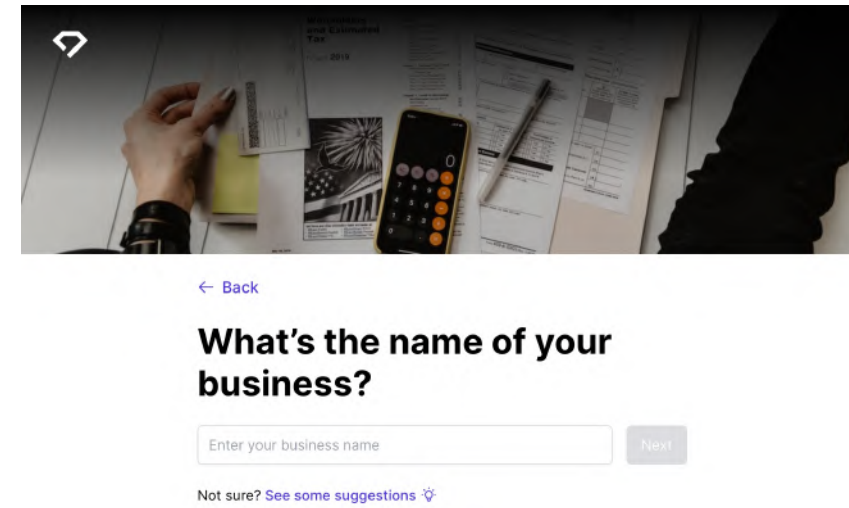
CONTENT MARKETING

Jasper – AI content writer



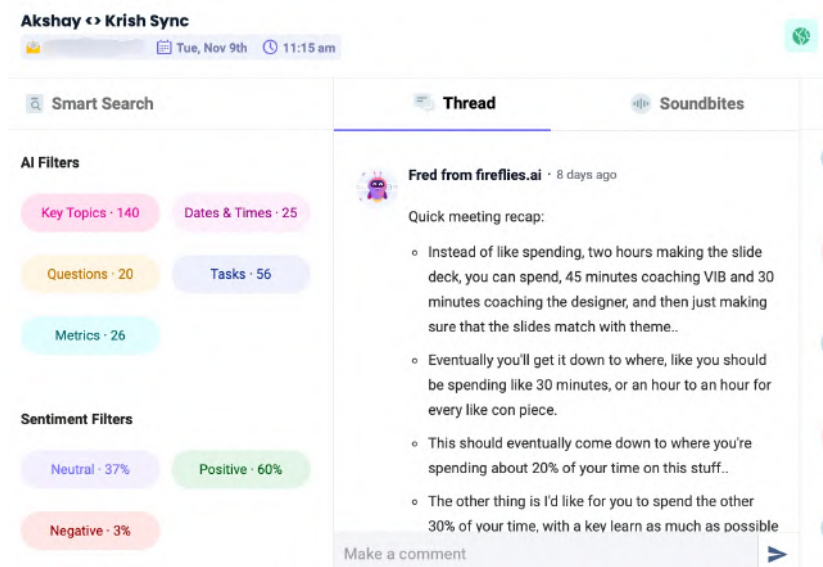
WEB DEVELOPMENT

Durable – AI website generator



MEETING NOTES

Fireflies – AI note taker



CREATION

Opus – AI social video clip maker



Skepticism on the long-term value of AI in work

Drift Intl.



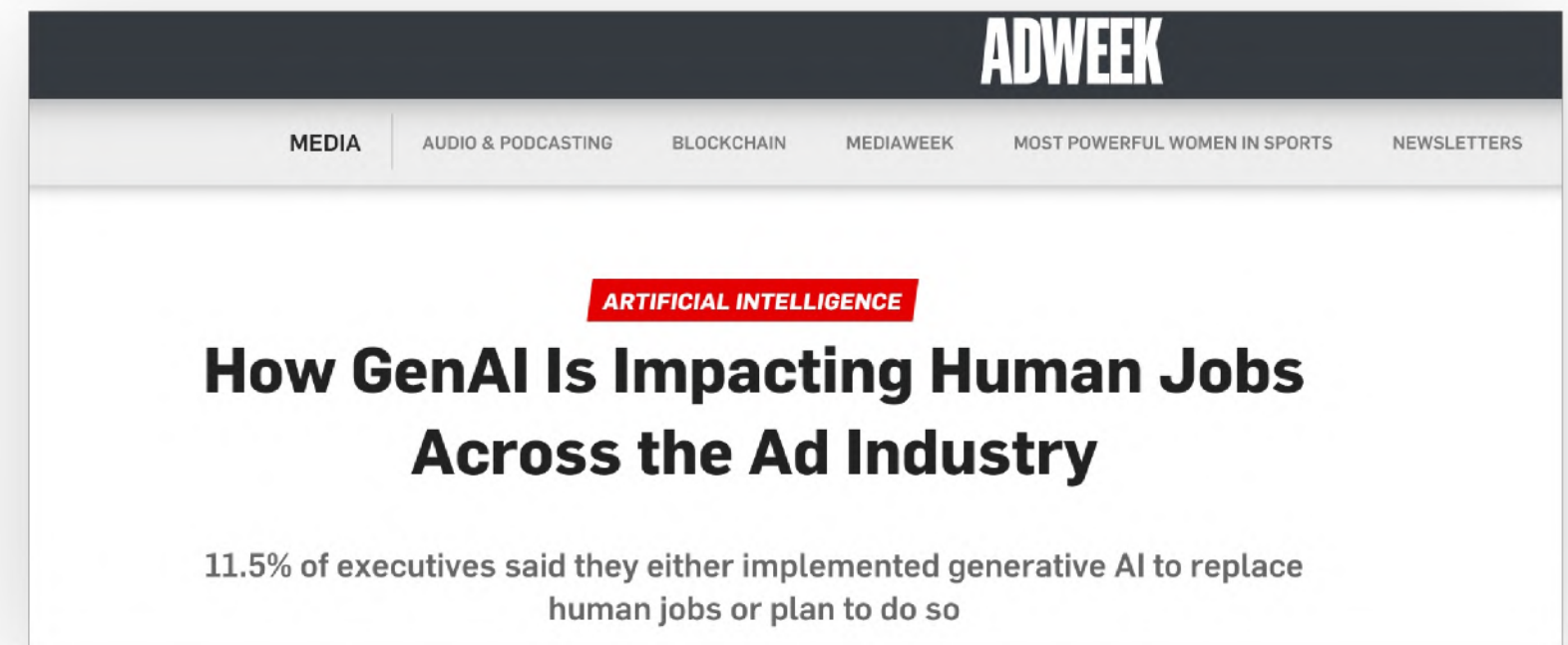
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CMOTODAY

AI Isn't Coming for Marketers' Jobs— Not Yet, at Least

Nearly all CMOs are exploring generative AI. Looking forward, some believe the technology will inevitably reduce their team head counts and budgets



ADWEEK

MEDIA | AUDIO & PODCASTING | BLOCKCHAIN | MEDIAWEEK | MOST POWERFUL WOMEN IN SPORTS | NEWSLETTERS

ARTIFICIAL INTELLIGENCE

How GenAI Is Impacting Human Jobs Across the Ad Industry

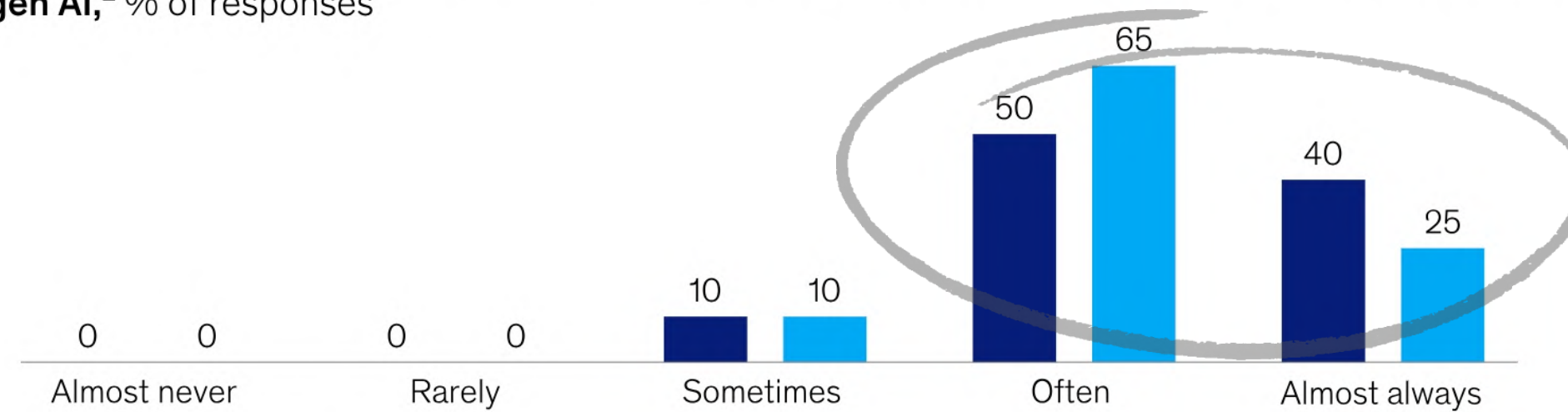
11.5% of executives said they either implemented generative AI to replace human jobs or plan to do so

We don't use it as much as we think we should

Drift Intl.

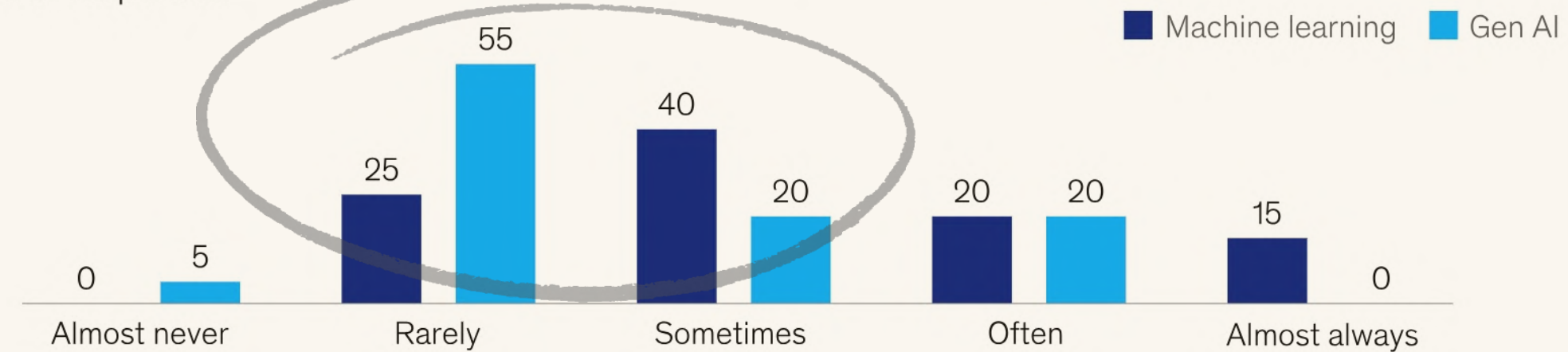
Expectation

Extent to which commercial leaders think their organizations should be using machine learning / gen AI,² % of responses



Reality

Extent to which commercial leaders feel their organizations are using machine learning / gen AI,¹ % of responses



¹Senior executives in significant global B2B and B2C sales and marketing organizations across a wide range of industries and company maturity levels were asked: *To what extent is your organization using ML / gen AI solutions?*

²*How much do you think your organization should be using ML / gen AI solutions?*

It takes work to adopt AI well

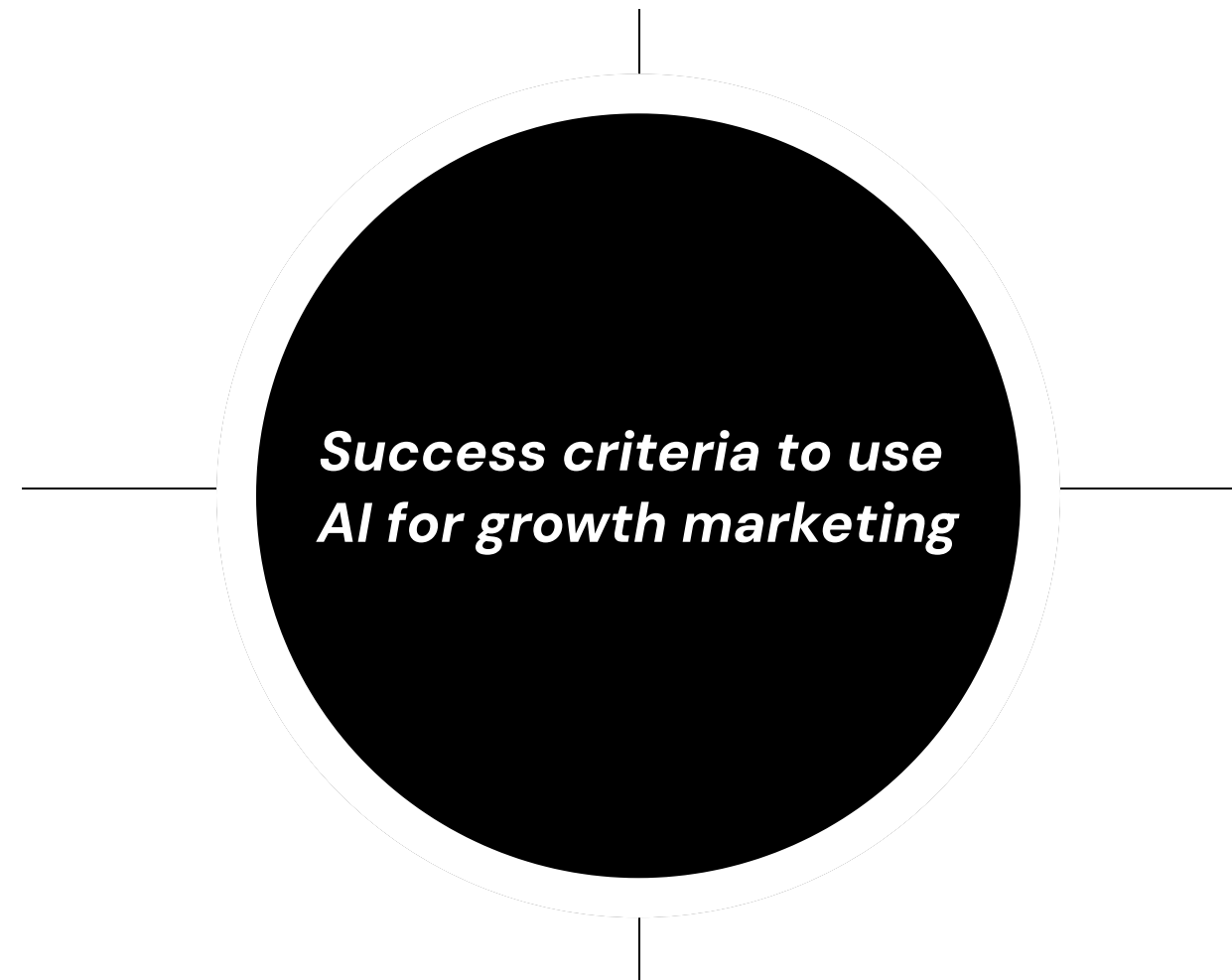
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Input quality

The more variable or creative the output, the more precision you need on the input.

Ownership

Each tool has its own terms of use and rights to ownership.



Know what good looks like

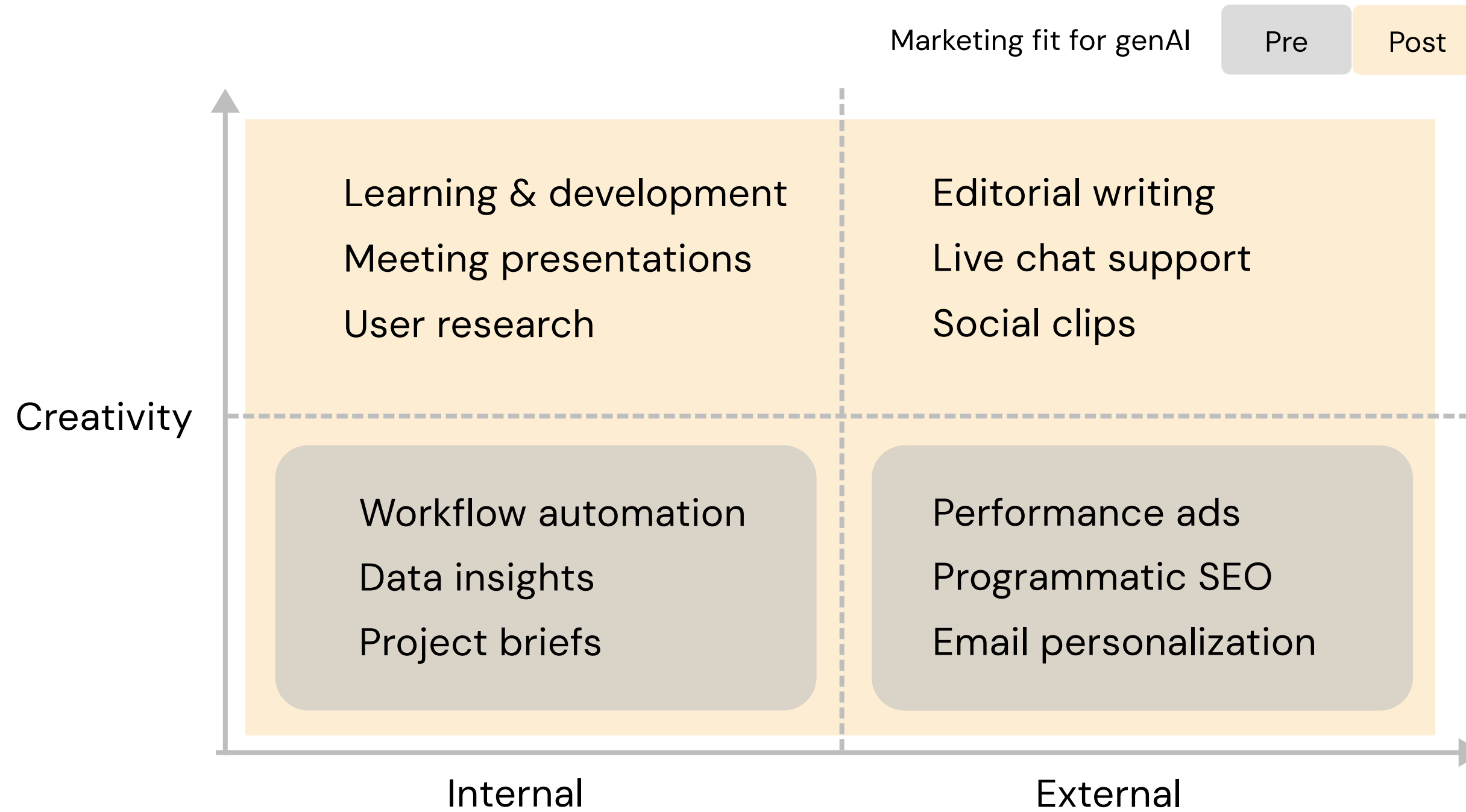
Evaluating creative output can be subjective. Codify what good looks like and use it as input.

Data privacy

To effectively use AI for multiple tasks, you'll have to coordinate across a plethora of tools.

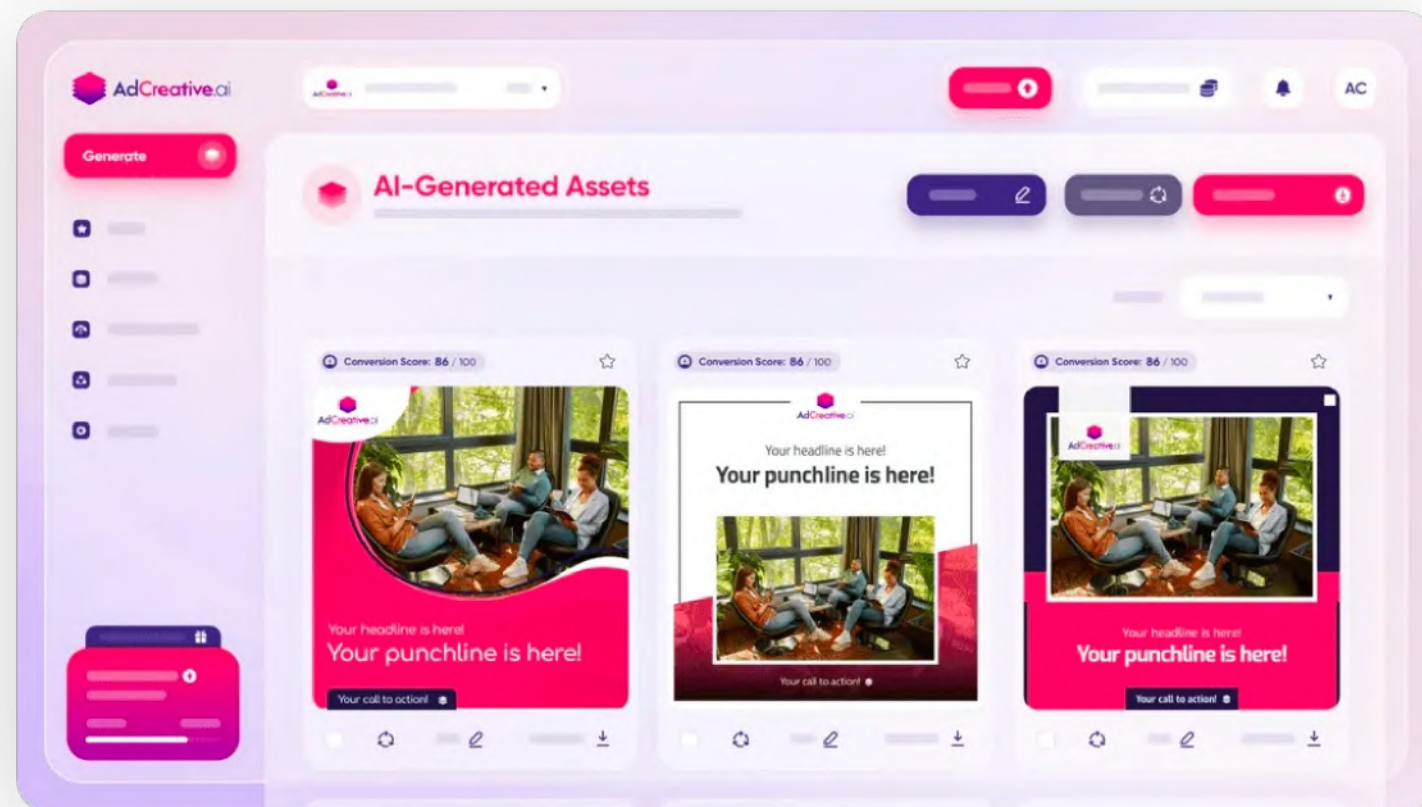
AI can augment work that span levels of creativity & reach

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External audience, low creativity
Performance ads

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Campaigns		Ad sets			
Off / On	Ad Set Name	Delivery ↑	Bid strategy	Budget	
<input type="checkbox"/>	Madgicx	Learning ⓘ	Lowest cost Conversions	Daily	
<input type="checkbox"/>	5% LAL	Learning ⓘ	Lowest cost Conversions	Daily	
<input type="checkbox"/>	MF 18-64	Learning ⓘ	Lowest cost Conversions	Daily	
<input type="checkbox"/>	Instagram Post	Learning ⓘ	Lowest cost Link clicks	Using campaig...	
<input type="checkbox"/>	Instagram Post	Active	Lowest cost Instagram profile v...	Using campaig...	
<input type="checkbox"/>	WW	Learning ⓘ	Lowest cost Conversions	Daily	

Generate variants for ads with AdCreative.ai

Meta ads delivery system uses machine learning to optimize conversions based on estimated user action rates.

Internal audience, low creativity
Project briefs

Drift Intl.

S Act as a project manager (with a PMP certification and scrum master designation), and write out a project management plan and timeline for a landing page. Please make sure you abide by the deadline of October 1st. 

T **Project Management Plan for Landing Page Development**

Project Overview

Objective

The objective of this project is to design, develop, test, and deploy a landing page for the marketing campaign of our new product. The landing page will serve as a focal point for lead generation and customer acquisition.

Project Deliverables

- Design mockup
- Functional landing page
- Test report
- Deployment on the live server

Deadline

All deliverables must be completed by October 1st.

ChatGPT to iterate on a project brief outline.

Context

This proposal reflects current community and marketing efforts, which are informed by documentation. Currently, it is developing content and online games that are at the pre-PMF (product-market fit) stage. While PMF is an ever-moving target that changes as customer demand changes, we want marketing to establish a foundation for a data-driven PMF model that can inform how we build a growth model for the business in a way that utilizes the team's unique competencies, such as a tenured executive team, blockchain-powered core technology, nimble content production and game development, distributed global team, and an active community. Simply copying and pasting strategies will not suffice, as the market of early adopters is still taking shape and it is too early and potentially wasteful to activate scaled growth playbooks. To capture the next wave of consumers, we need to get acquisition from zero to one with at least one strong audience segment in the short to mid term. This document details the rationale behind a proposal for the team's focus areas over the next six months.

Ask AI to edit or generate...

- Edit or review selection
- ✨ Improve writing
- ✓ Fix spelling & grammar
- ⏪ Make shorter
- ⏩ Make longer
- 🗣️ Change tone
- ✂️ Simplify language

...ing studio. Thus far, our unique advantage in the on the blockchain, allowing true interoperable ure from traditional centralized online games, in elements can't be used interchangeably outside of the l-world money by using the rewards gained from their o-earn games. Being validated owners of these ch as credibility, community, and a sense of ners, we need to create games that target a clear

Notion AI to auto-summarize or simplify briefs.

Internal audience, high creativity
User research

Drift Intl.

AI generated user stories for VideoGreetly

#	Story name	User story
1	Receive video email	I want to receive an email notification when a video is sent to me, So I can understand who it's from and watch it
2	Video url access	I want to click on a unique link in the email, So I can watch the video without registering or logging in
3	Video playback	I want to view and listen to the video, So I can watch and respond to the message
4	Subtitles option	I want the video to have subtitles, So I can understand the message if I have trouble hearing the audio
5	Quality option	I want to be able to select the video quality, So I can watch the video in the best possible resolution
6	Mute option	I want to be able to mute the video, So I can watch the video without any sound
7	Video sharing	I want to be able to share the video to other people, So I can show them for others to enjoy it
8	Leave comment	I want to have a comment section, So I can leave feedback after watching the video
9	Like/dislike options	I want to be able to rate the video with a like or dislike option, So I can express my opinion

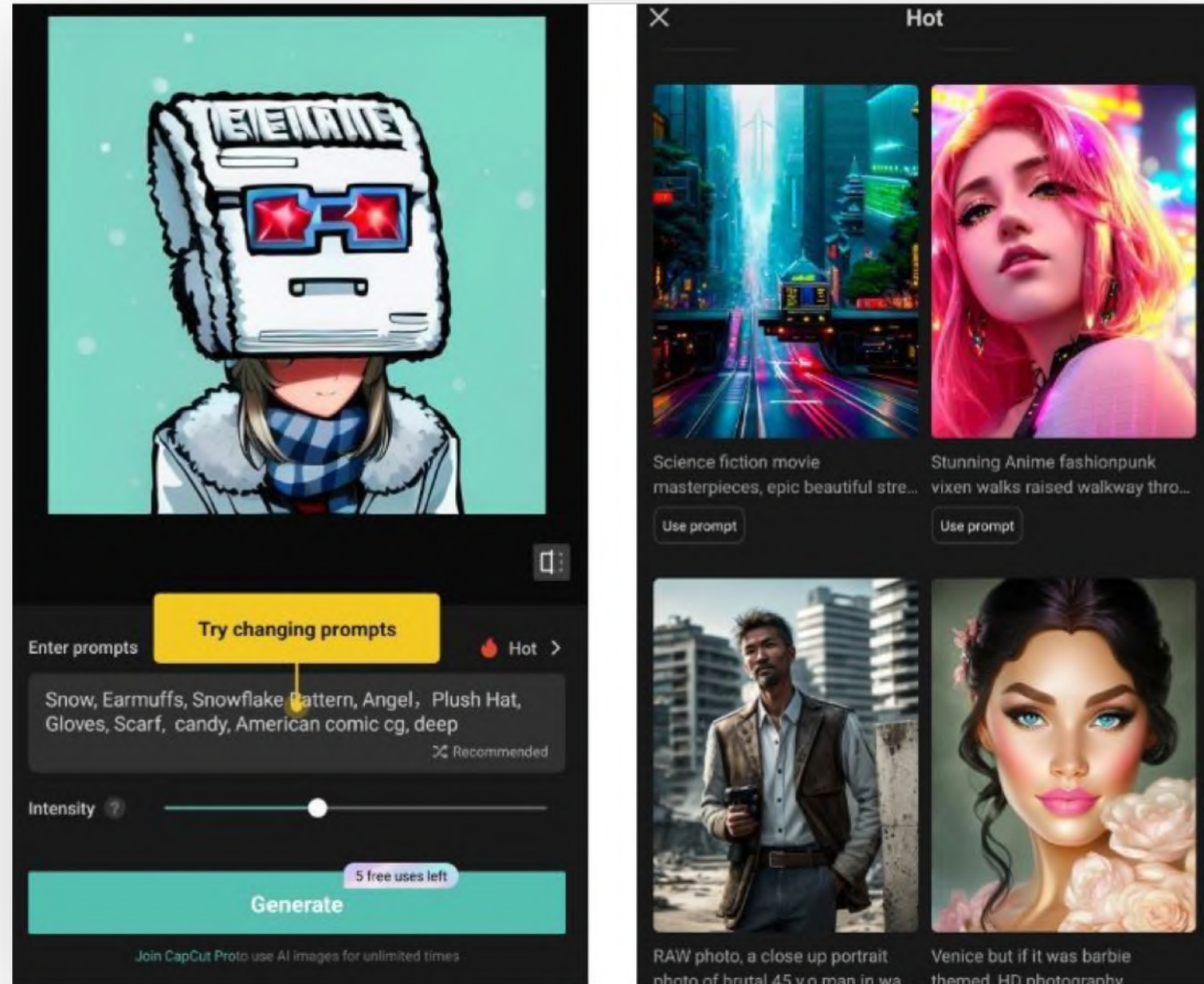
The screenshot shows a video highlights interface. At the top, there are filters: 'Filter by Title', 'Owner', 'Tags', 'People', and 'Company'. Below the filters, the interface is organized by date. The 'NOV 19' section contains three video cards: 'Acme Co Demo 1' (Nov 18, 1:00 PM - 9 Highlights, #sales #pricing), 'Evan Litvak and Sam Broady' (Nov 18, 12:04 PM - 2 Highlights, 0 tags), and 'Customer Design Critique' (Nov 18, 11:04 PM - 4 Highlights, #user-feedback #design). The 'NOV 18' section contains three more video cards: 'JKY Consulting Business Review' (Nov 17, 12:02 PM - 10 Highlights, #customer-success), 'Support Ticket #1343' (Nov 17, 11:04 PM - 12 Highlights, #bug), and 'Team All Hands' (Nov 17, 10:02 PM - 3 Highlights, #general #All-Hands). Each video card includes a thumbnail image, a title, a timestamp, a highlight count, and relevant tags.

UserDoc to generate user stories & acceptance criteria.

Grain.co to automatically pull highlights from user interviews.

External audience, high creativity
Social clips

Drift Intl.



CapCut offers mobile-native AI effects like green screen, text to speech, and video generation.

Opus Clip automatically pulls highlights from long videos and turns them into multiple clips for social media.

Genericism or low fidelity

Unless you have the ability to upload a massive amount of training data and context to further fine tune the output, the results you get back are average.

Voice Cloning: An Overview of the Latest Technology

Voice cloning is a groundbreaking technology that has gained significant attention in recent years. It allows for the replication of human voices, enabling users to recreate someone's voice and use it for various purposes. Understanding the intricacies of voice cloning, its evolution, working process, applications, and ethical considerations is crucial in appreciating this cutting-edge technology.



SEO blog article written via Byword.ai lacks brand voice and bold ideas.

Shutterstock's AI-generated hands have extra fingers and merge shadows with hands.

AI is already powering our work

AI doesn't replace; it augments growth marketing

Type of work	Types of AI	Examples tools
Planning & brainstorming	Automatic summarizer; outline generator; proofreading	ChatGPT; Character.ai
Create rough drafts	Blog post generator; social media post generator	Jasper.ai; Anyword
Repeated tasks that require high detail	ChatGPT plugins; chat bots	Zapier; Relevance AI
Audience targeting	Objective-based conversion modeling; predictive analytics	Google Performance Max; Meta ads



Generated using Dall-E

Drift Intl.

Thank you!

Sandy Diao | sandy@startdrift.com

