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*

Try Pitch

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

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

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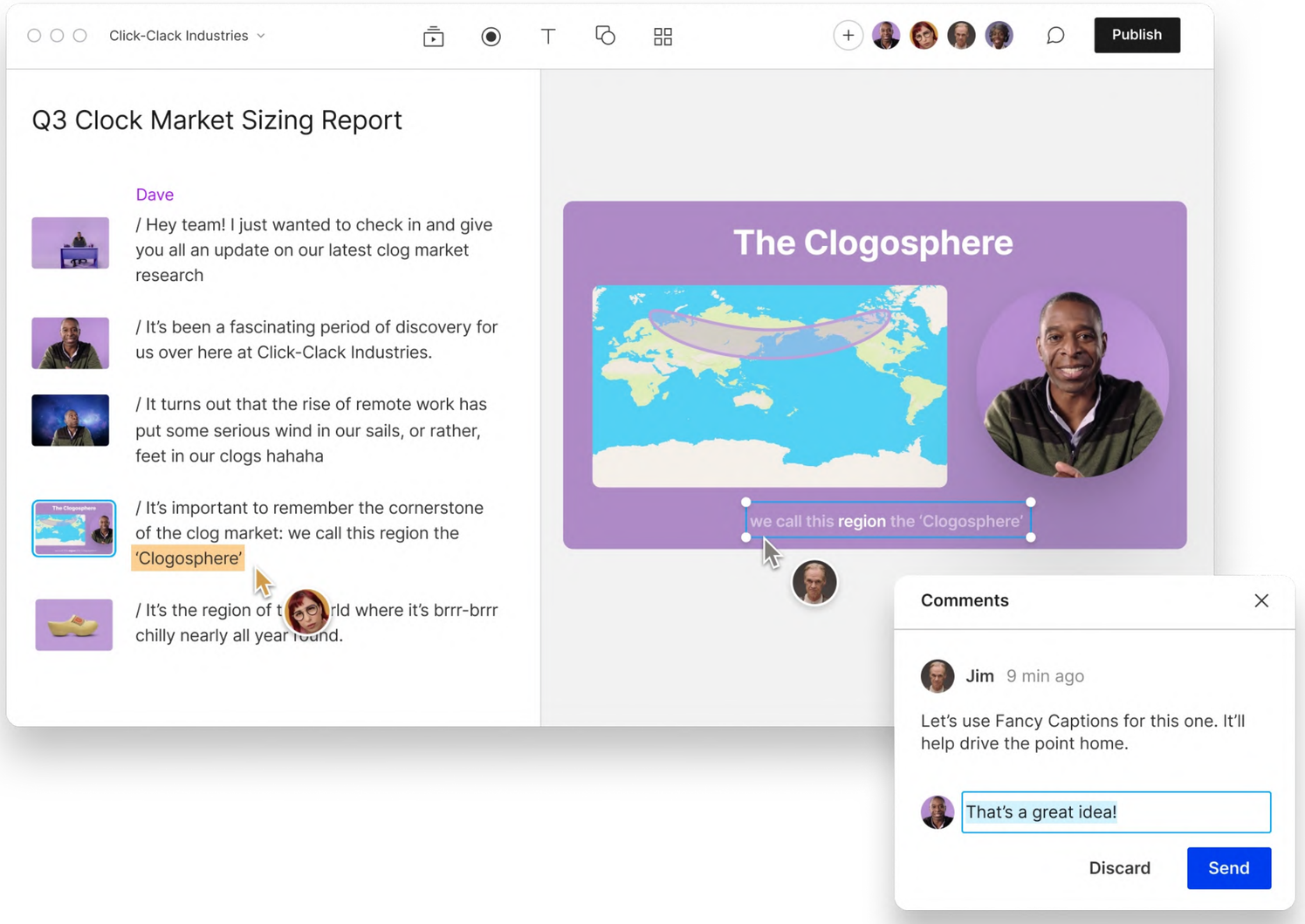

Descript - AI voices

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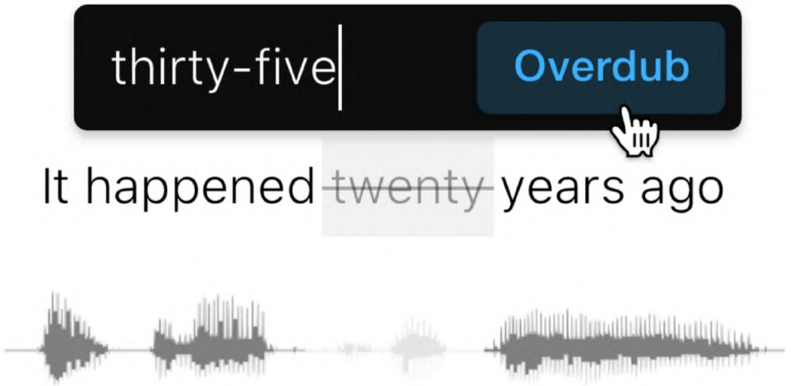
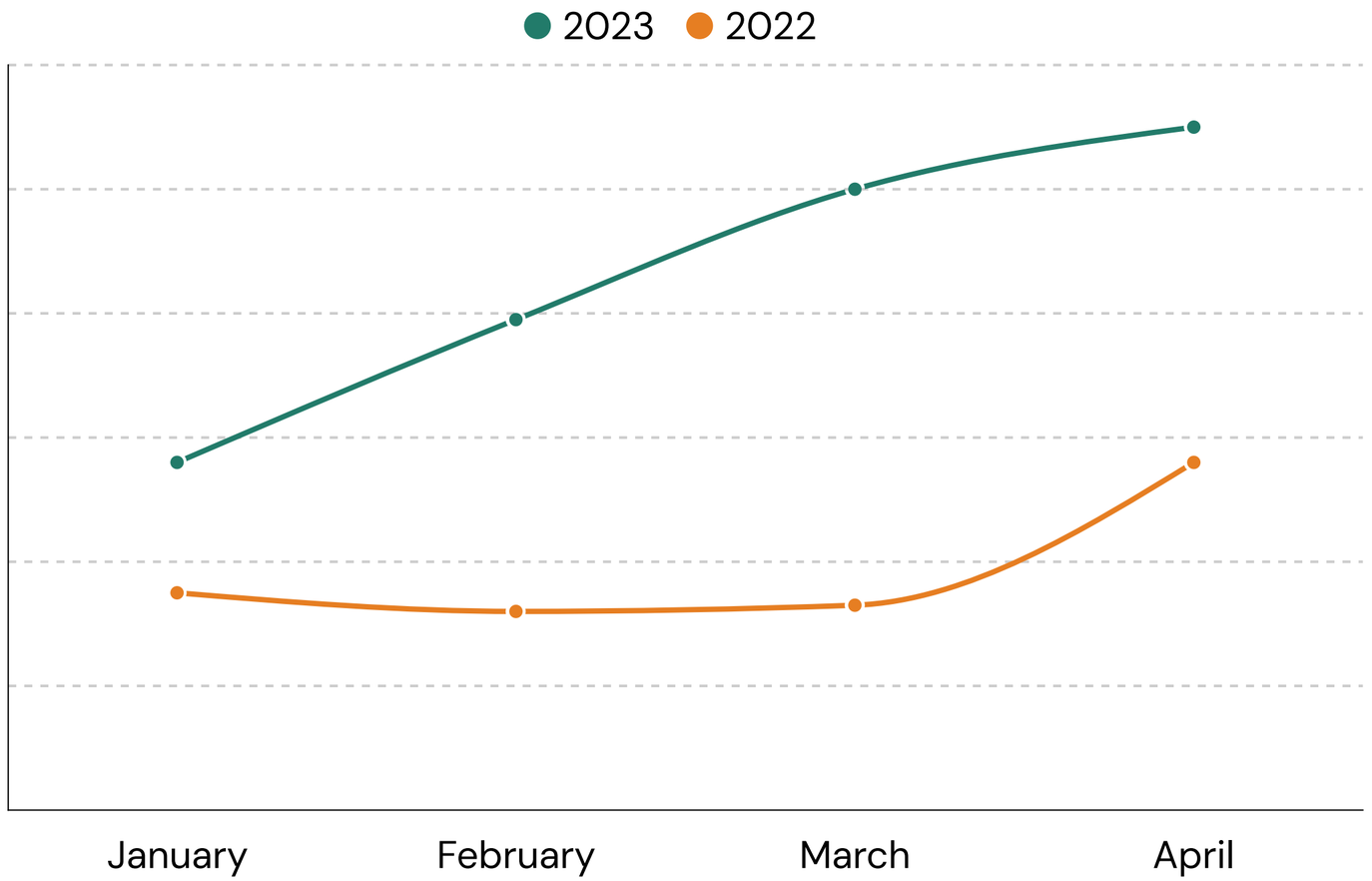


Text prefix
New text
Text suffix
It happened
thirty-five
years ago
Audio prefix
New audio
Audio suffix

Overdub has grown 2x since last year



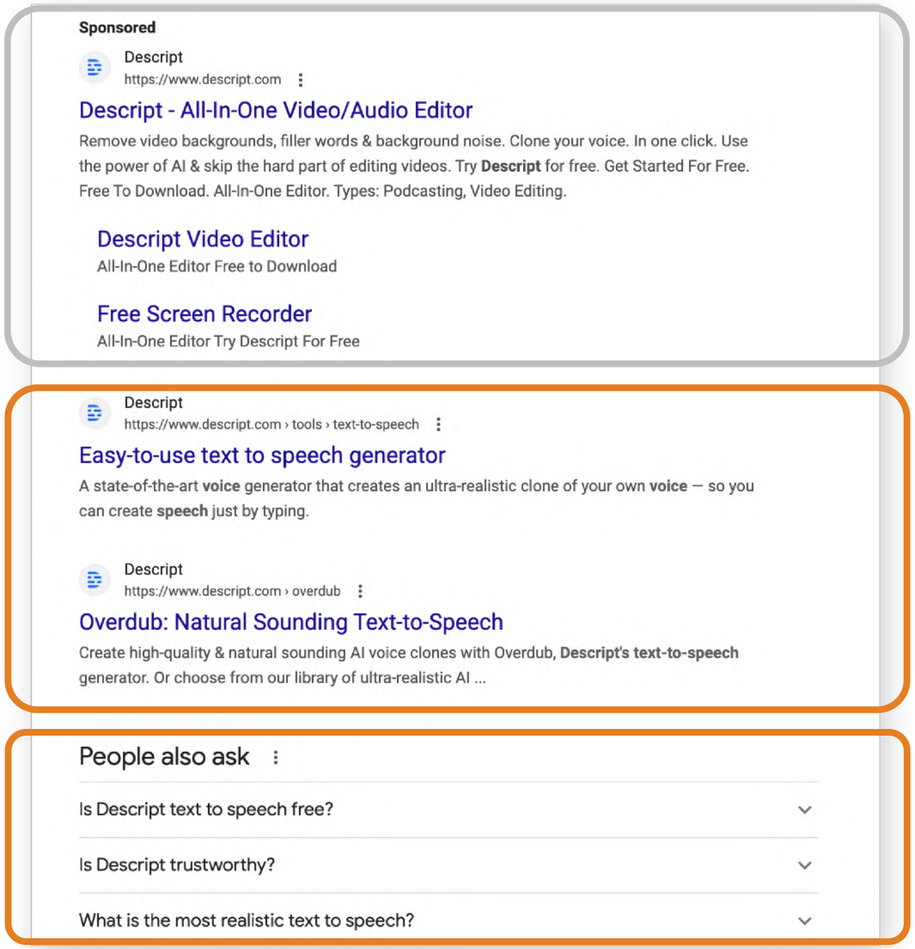
*Data ratios are representative, but figures are not real.

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.



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**.

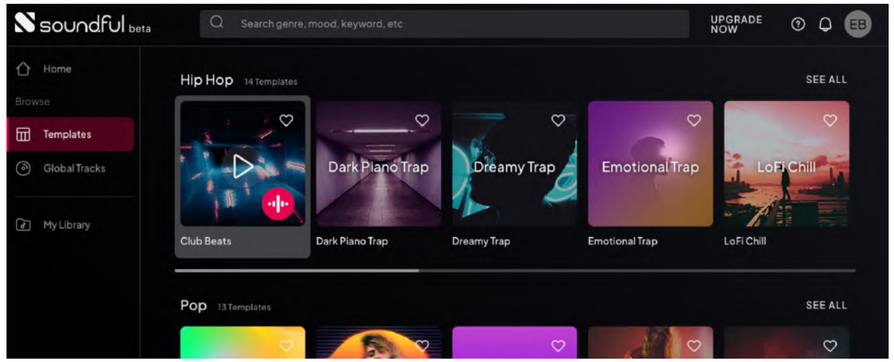
IMAGE GENERATION

Generated using Dall-E:

"Teddy bears shopping for groceries in ukiyo-e style."

IMAGE-TO-IMAGE CONVERSION

MUSIC GENERATION

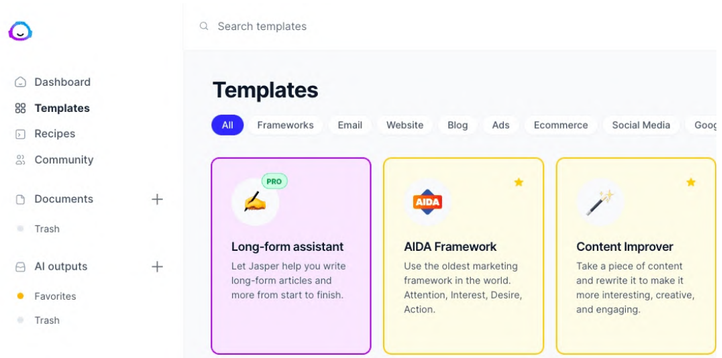


AIMultiple

CODE GENERATION

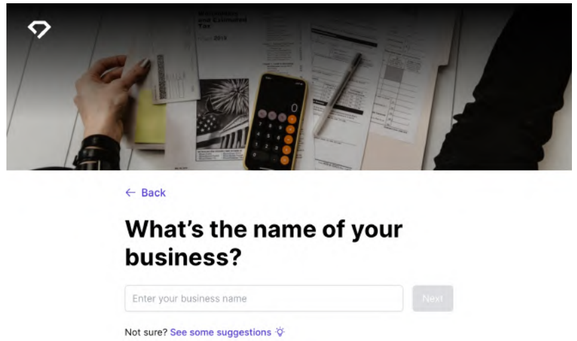
CONTENT MARKETING

Jasper – AI content writer



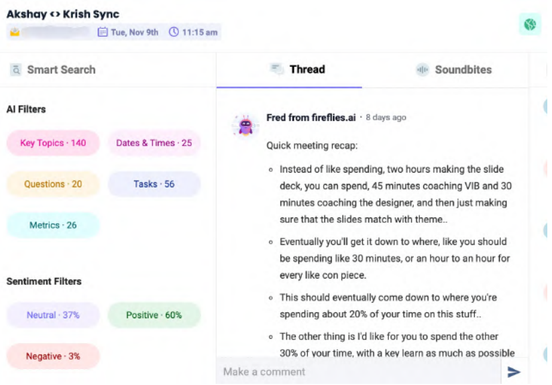
WEB DEVELOPMENT

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

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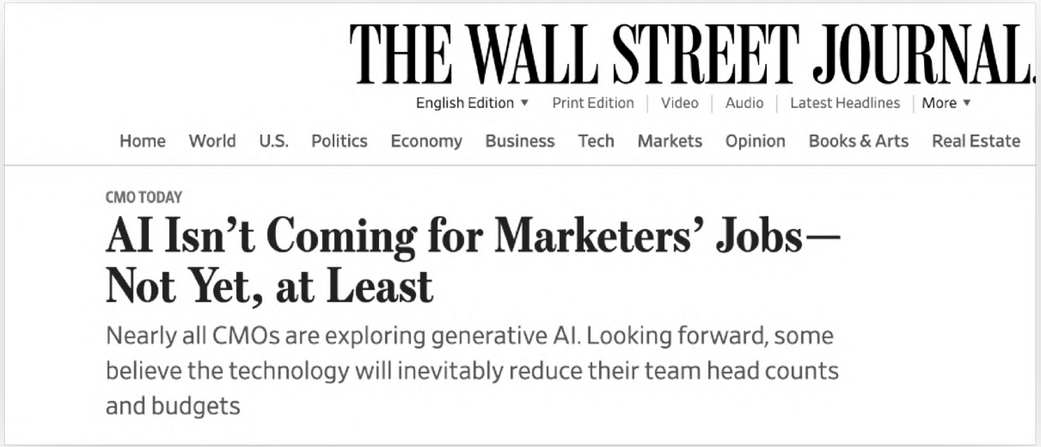

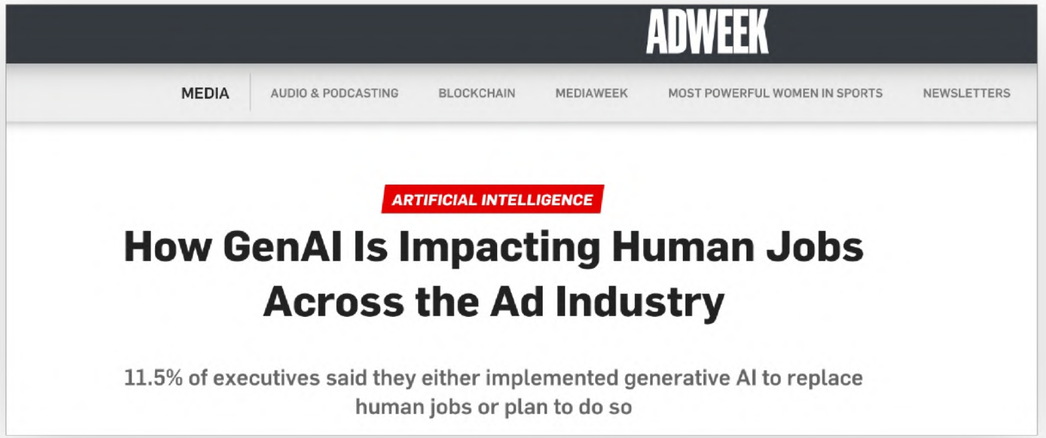

We don't use it as much as we think we should

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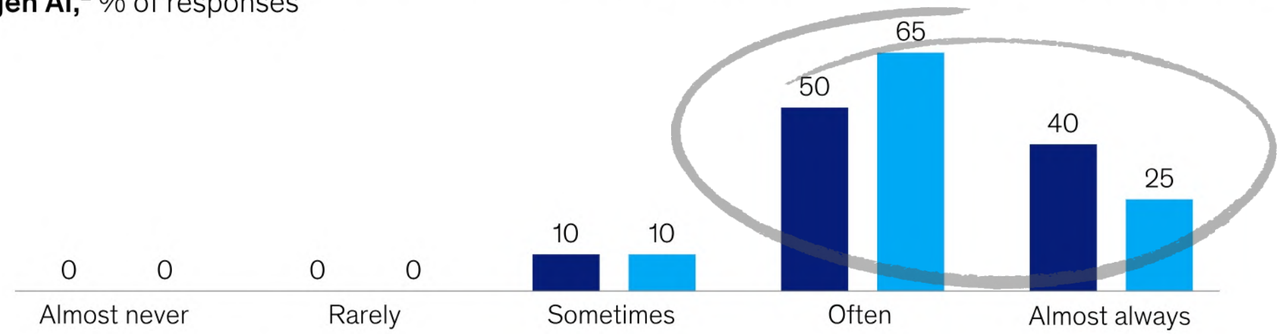
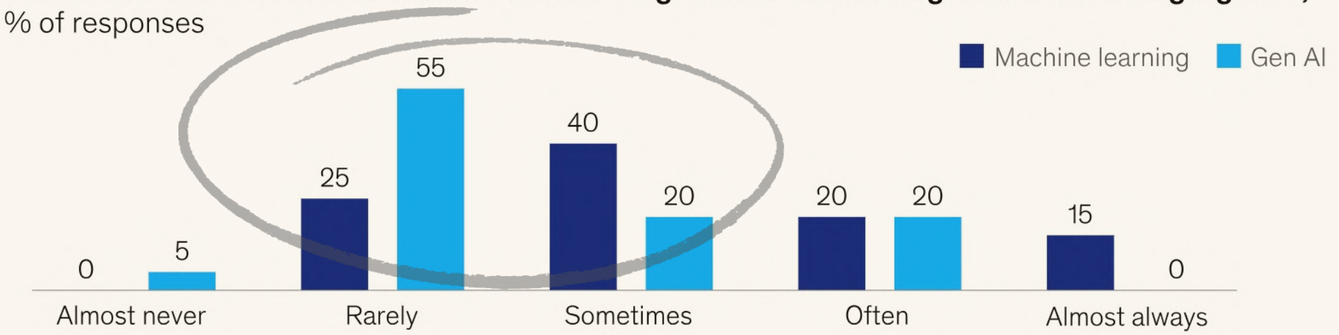
Expectation

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



[1]Senior 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?*
To what extent do you think your organization should be using ML / gen AI solutions?
Source: McKinsey analysis

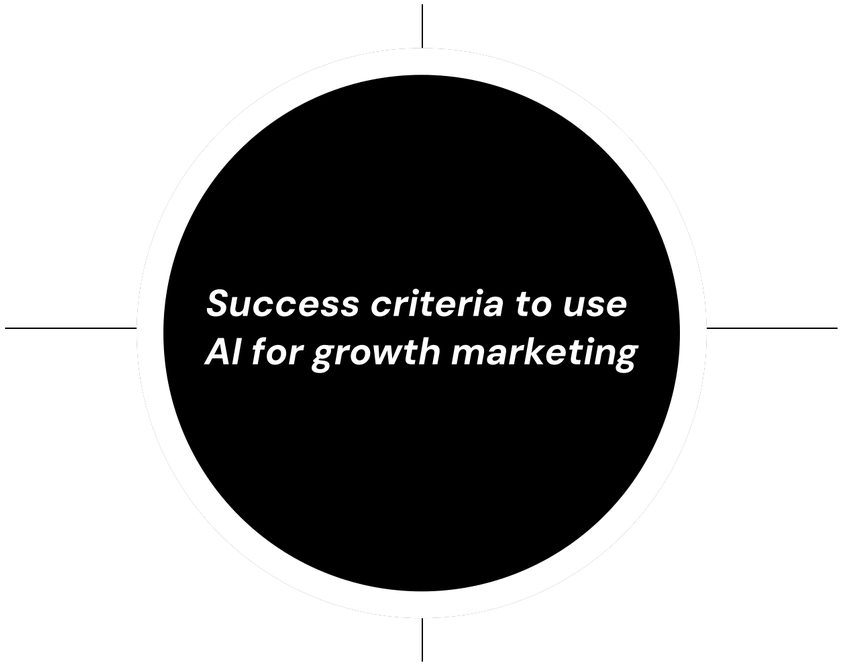
Try Pitch

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.

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AI can augment work that span levels of creativity & reach

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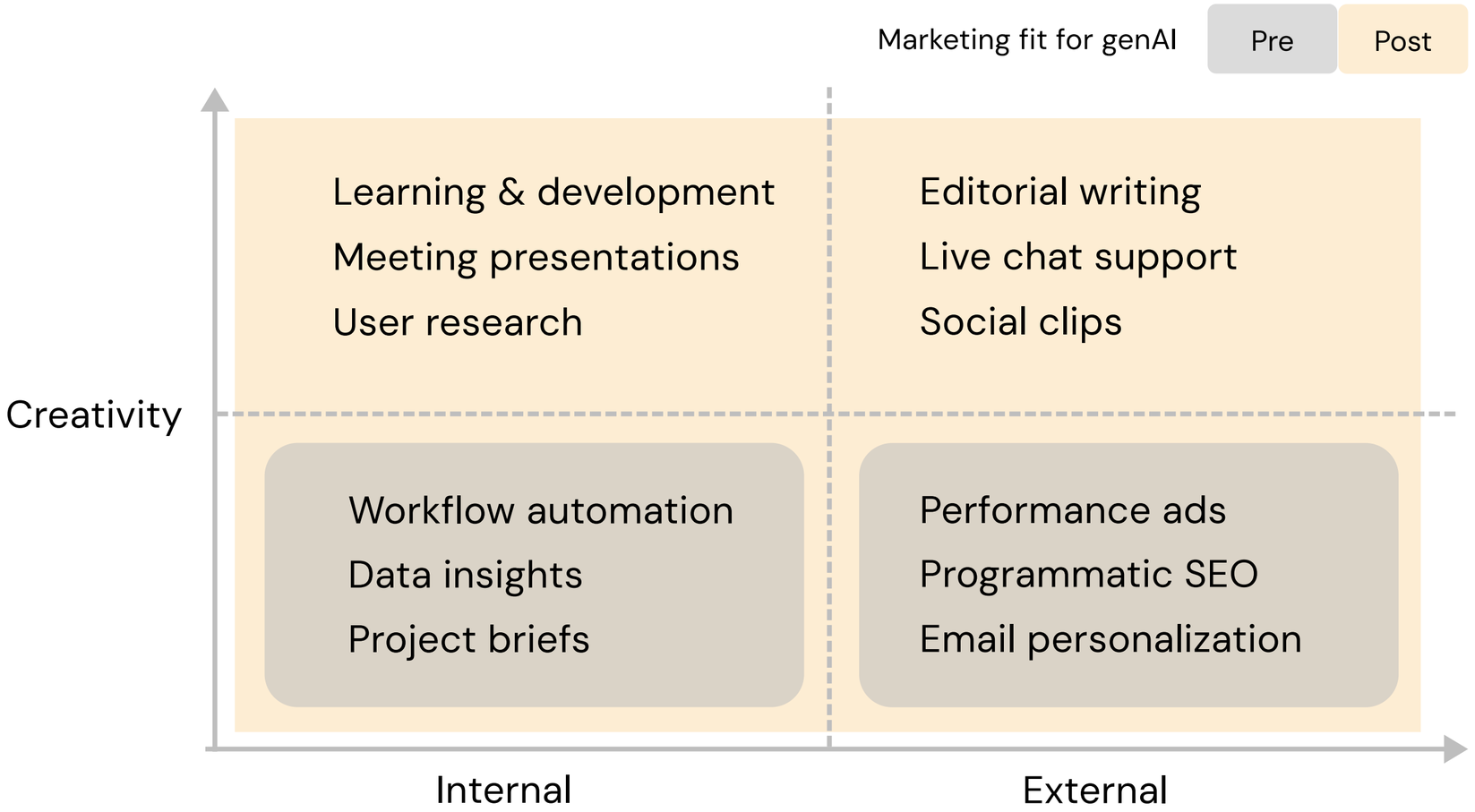

External audience, low creativity

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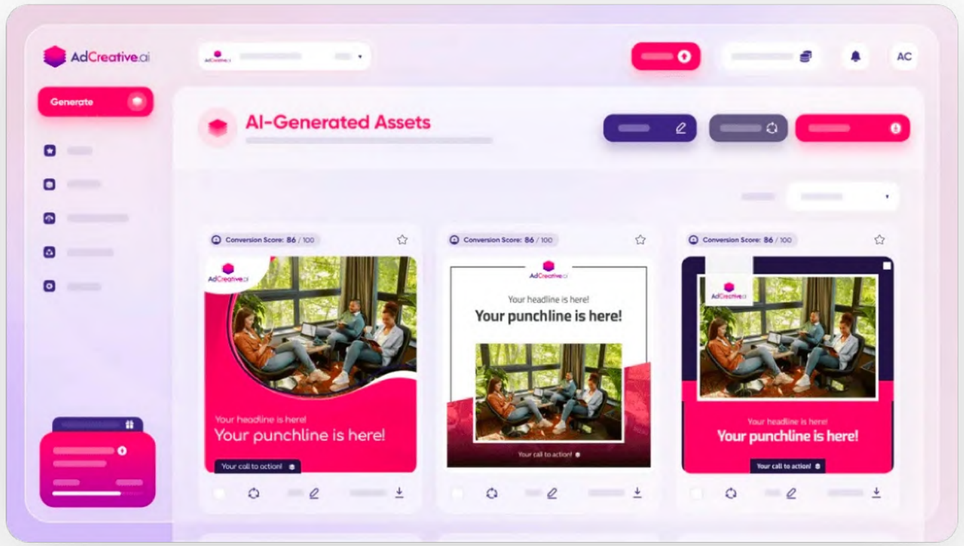
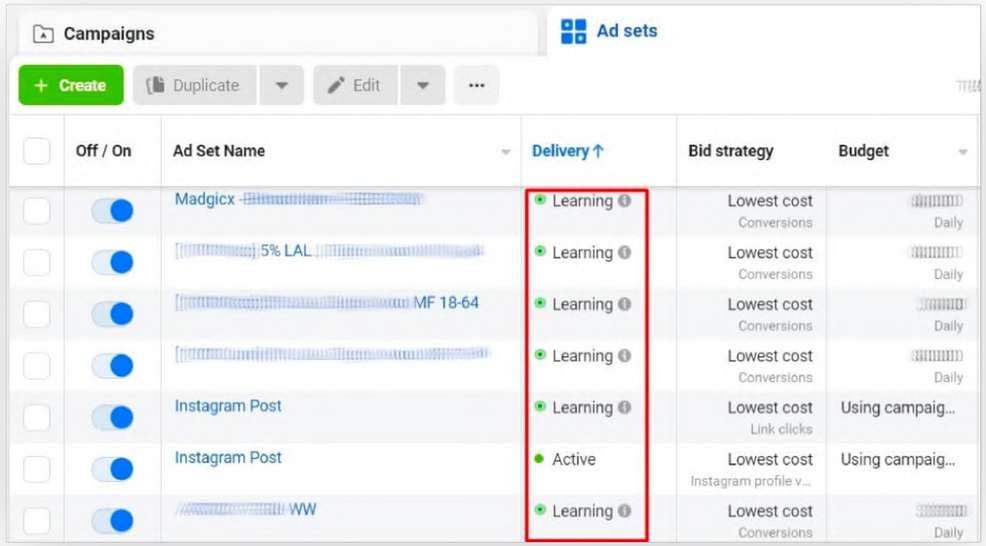
Performance ads



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

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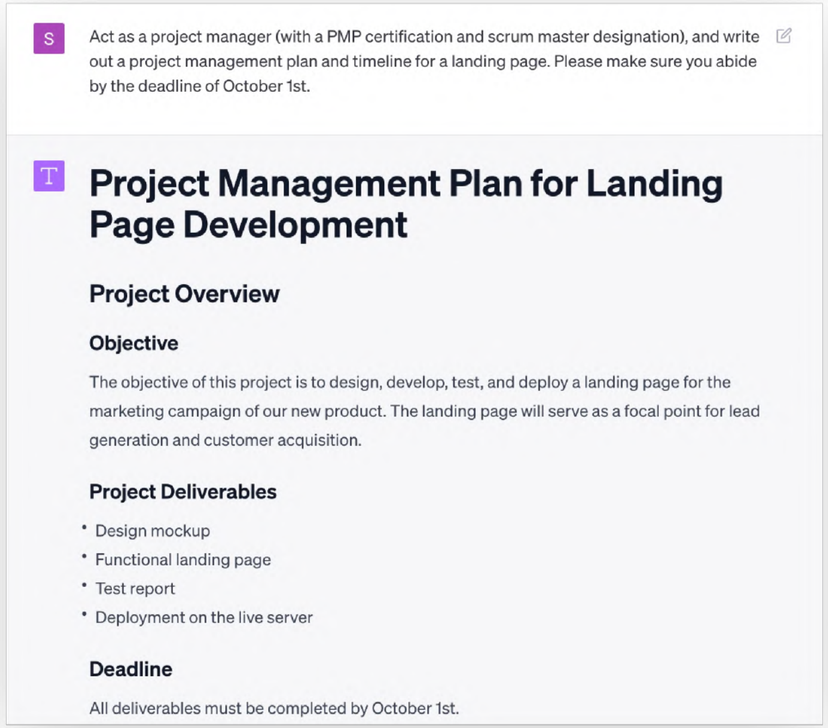
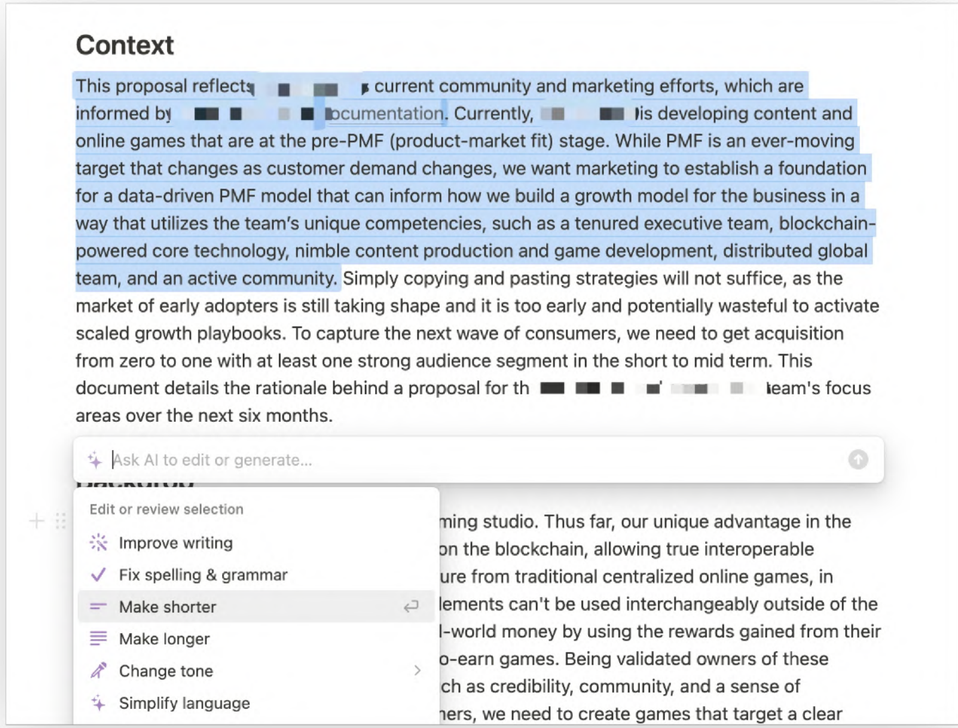
Project briefs



ChatGPT to iterate on a project brief outline.



Notion AI to auto-summarize or simplify briefs.

Internal audience, high creativity

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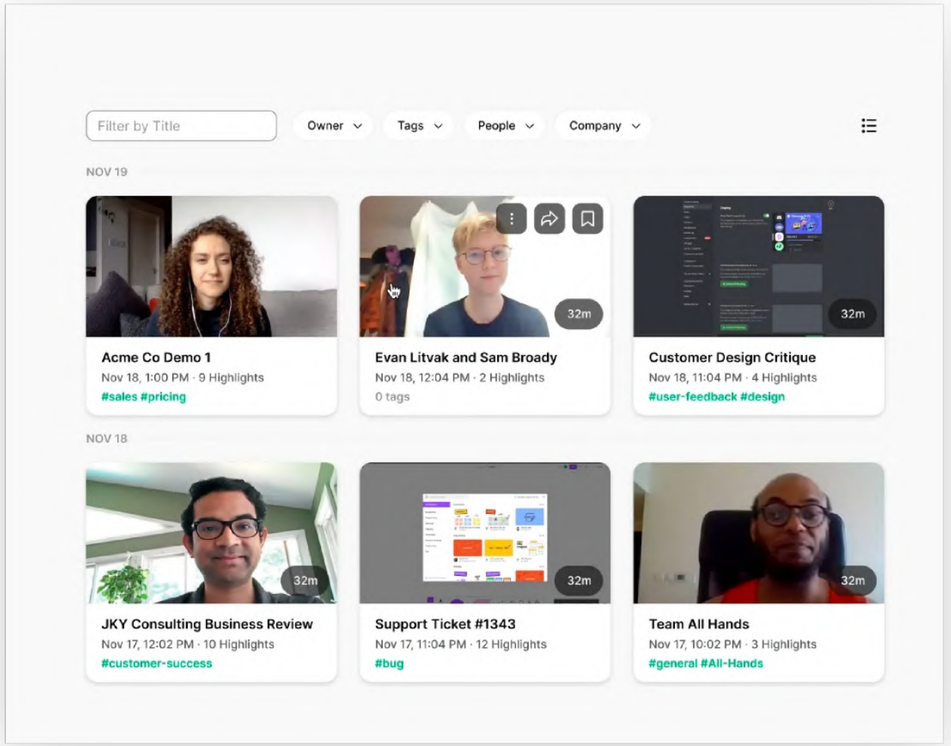
User research

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

UserDoc to generate user stories & acceptance criteria.



Grain.co to automatically pull highlights from user interviews.

External audience, high creativity

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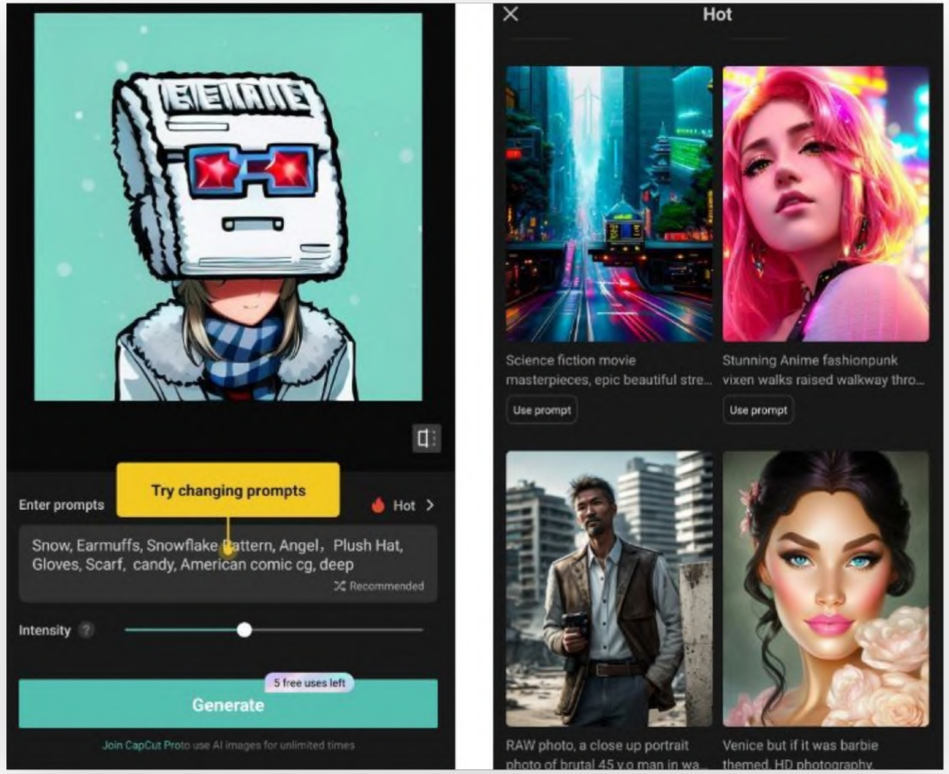
Social clips

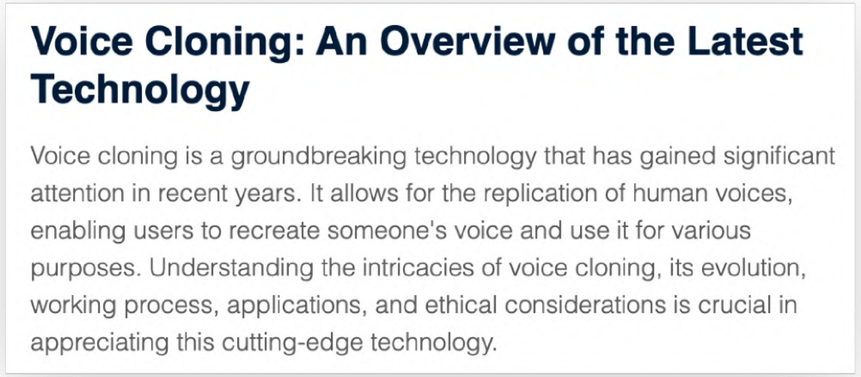


CapCut offers mobile-native AI effects like green screen, text to speech, and video generation.

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

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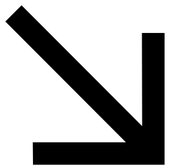
Thank you!

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