27 September 2023

Unlocking Marketing Potential with AI & Human Insights

ClickThrough

Digital. Accelerated.

Your team today

Al Rowe
Director of Technology and Innovation

Strategy **Director**
- 22 years experience
- B.Sc. (1st), M.Phil.
- 11 years at ClickThrough Marketing.

Specialisms include:
- Web Design and Strategy
- Conversion Rate Optimisation & Testing
- Google Analytics & Tag Manager
- Platform Architecture
- A.I Tech & Tools

Session Structure

We will focus on our core activities for clients using CRO:

Tools
What tools are using AI?

Process
Where to use tools

Content Assets
Generative AI for assets

Testing
AI to support CRO

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POLL

Has your business started using AI within digital marketing?

POLL

To what extent have you found it useful?

Key Benefits of AI as Part of the Process

Extra Insights

Speed / Time saver

A fresh approach

As an assistant

Partial automatio n

1:Tools

What tools are we using?

What tools are out there?

MartechMap an initiative by chiefmartec & MartechTribe

2023 Marketing Technology Landscape

May 2023

Advertising and Promotion

Display & Programmatic Advertising

Mobile Marketing

Native/Content Advertising

PR

Print

Search & Social Advertising

Video Advertising

Content and Experience

Content Marketing

CMS & Web Experience Management

DAM & MRM & PIM

Email Marketing

Interactive Content

Marketing Automation & Campaign/Lead Management

Mobile Apps

Optimization Personalization & Testing

SEO

Video Marketing

Social and Relationships

ABM

Call Analytics & Management

Customer Experience Service & Success

Influencers

CRM

Advocacy Loyalty & Referrals

Community & Reviews

Events, Meetings & Webinars

Social Media Marketing & Monitoring

Live Chat & Chatbots

Commerce and Sales

Retail, Proximity & IOT

Affiliate Marketing & Management

Sales Automation Enablement & Intelligence

eCommerce Platforms & Carts

eCommerce Marketing

Channel Partner & Local Marketing

Data

Marketing Analytics Performance & Attribution

Audience/Marketing Data & Data Enhancement

Ipaas Cloud/Data Integration & Tag Management

Business/Customer Intelligence & Data Science

DMP

Dashboards & Data Visualization

Governance Compliance And Privacy

Mobile & Web Analytics

Customer Data Platform

Management

Agile & Lean Management

Collaboration

Talent Management

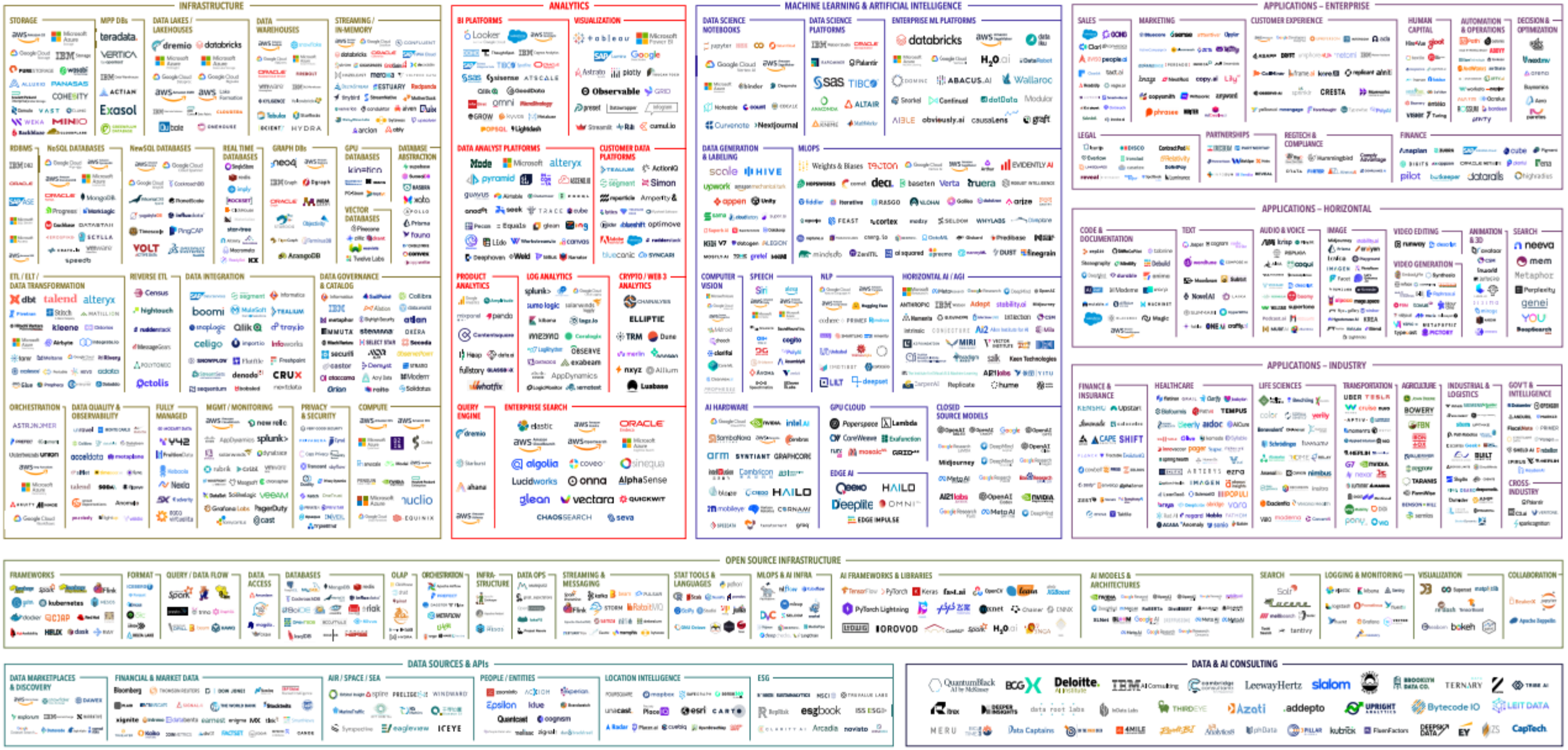
Budgeting & Finance

Projects & Workflow

Product Management

Vendor Analysis & Management

visit martechmap.com to search, sort & filter



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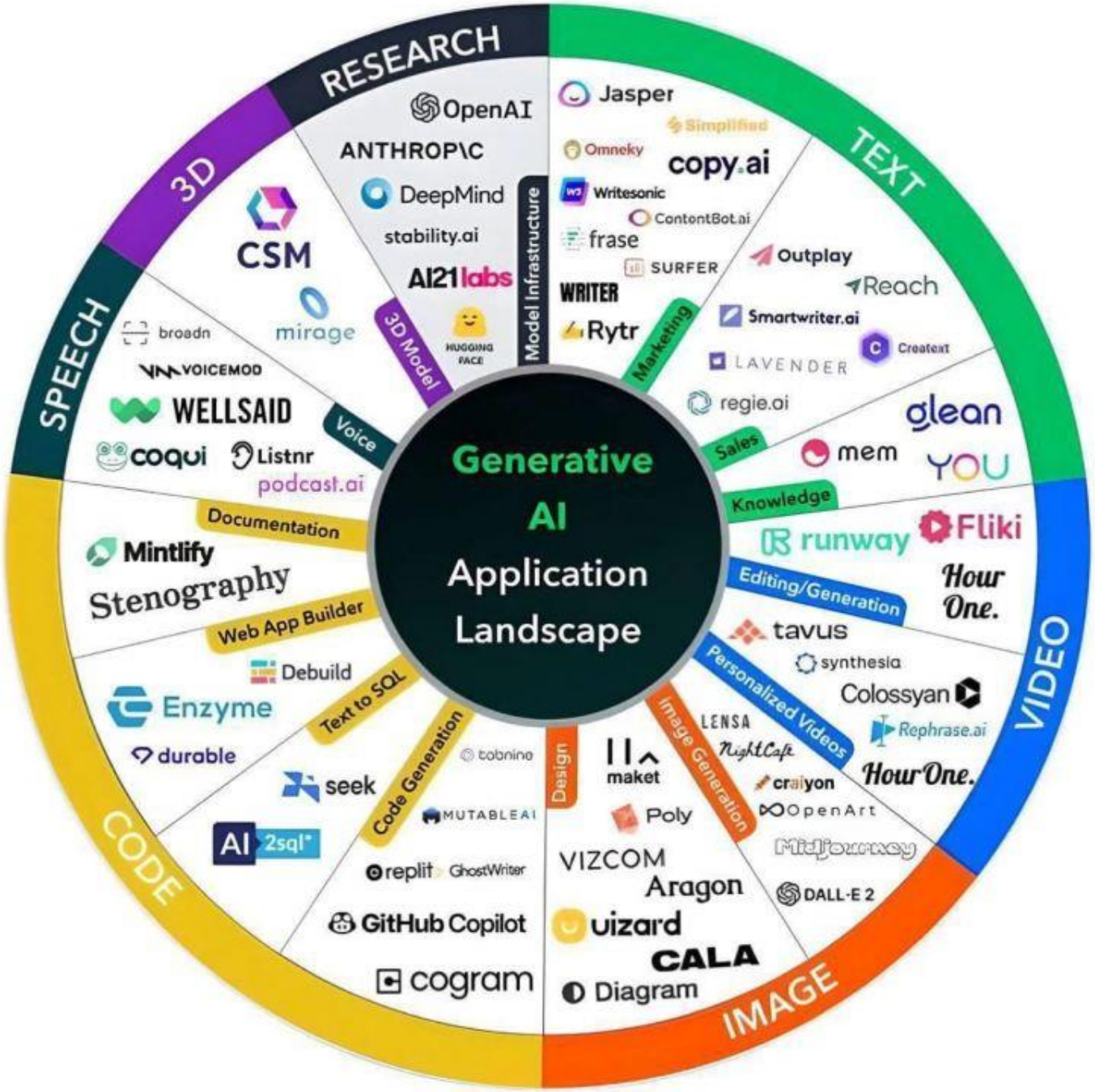
Source: 2023 MAD (Machine learning, AI & Data) Landscape



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Choosing the right tool for the task

Userbrain

Adobe Firefly

mixpanel

Midjourney

ChatGPT

GitHub Copilot

JourneyCraft

AlliAI

neurons

Webtrends Optimize

VWO

Clarity

Google Analytics 4

hotjar

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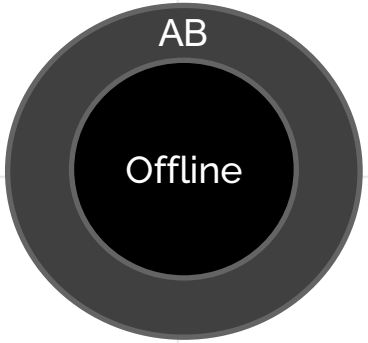
2:Process

Where in the process do we use them?

The four stages of data-led design



When to use the right tool

Data Collection	Data Analysis	Design	Testing
Google Analytics 4	JourneyCraft	Adobe Firefly	VWO
hotjar	Clarity	Midjourney	Webtrends Optimize
mixpanel		neurons	GitHub Copilot
		Userbrain	ChatGPT
		Figma	

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Data Collection & Analysis

Google Analytics 4

mixpanel

JourneyCraft

hotjar

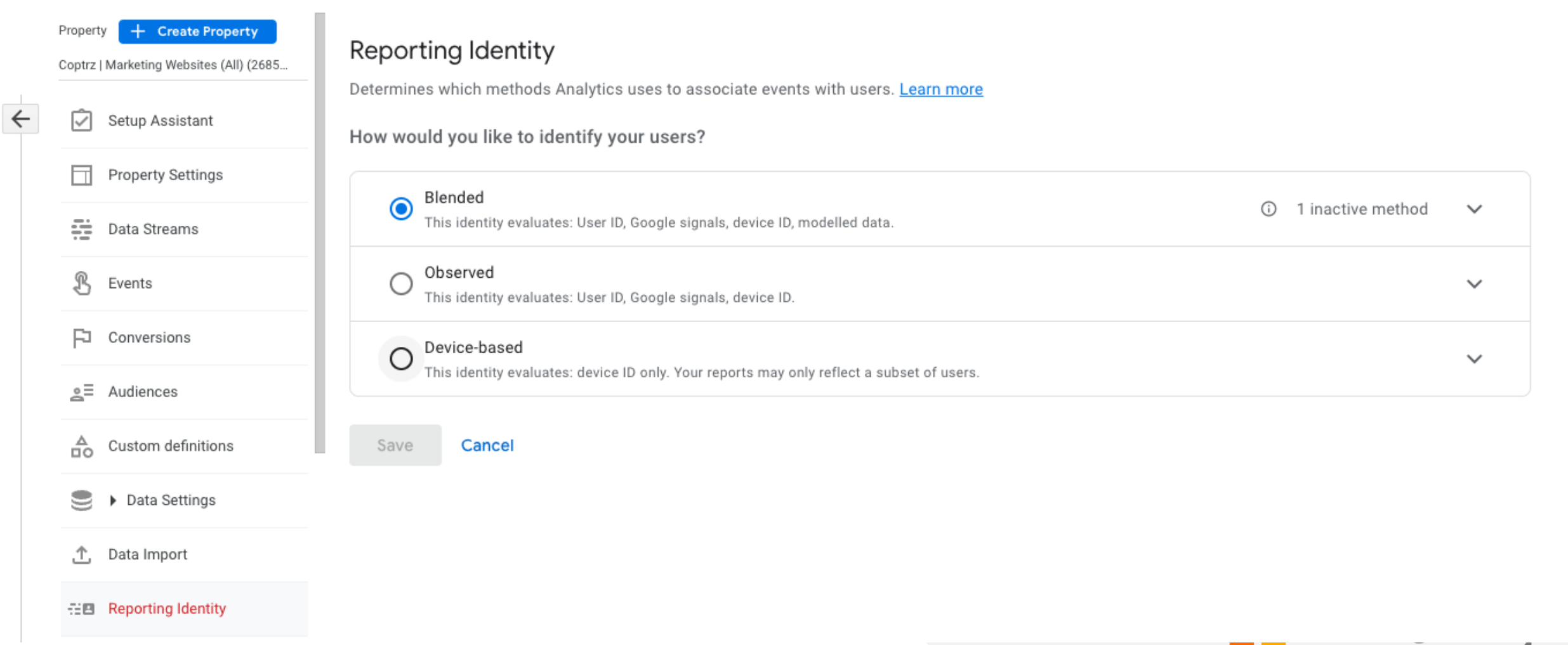
Clarity

A few quick tips on GA4

POLL

How do you find using GA4?

If you need unsampled, unthresholded data



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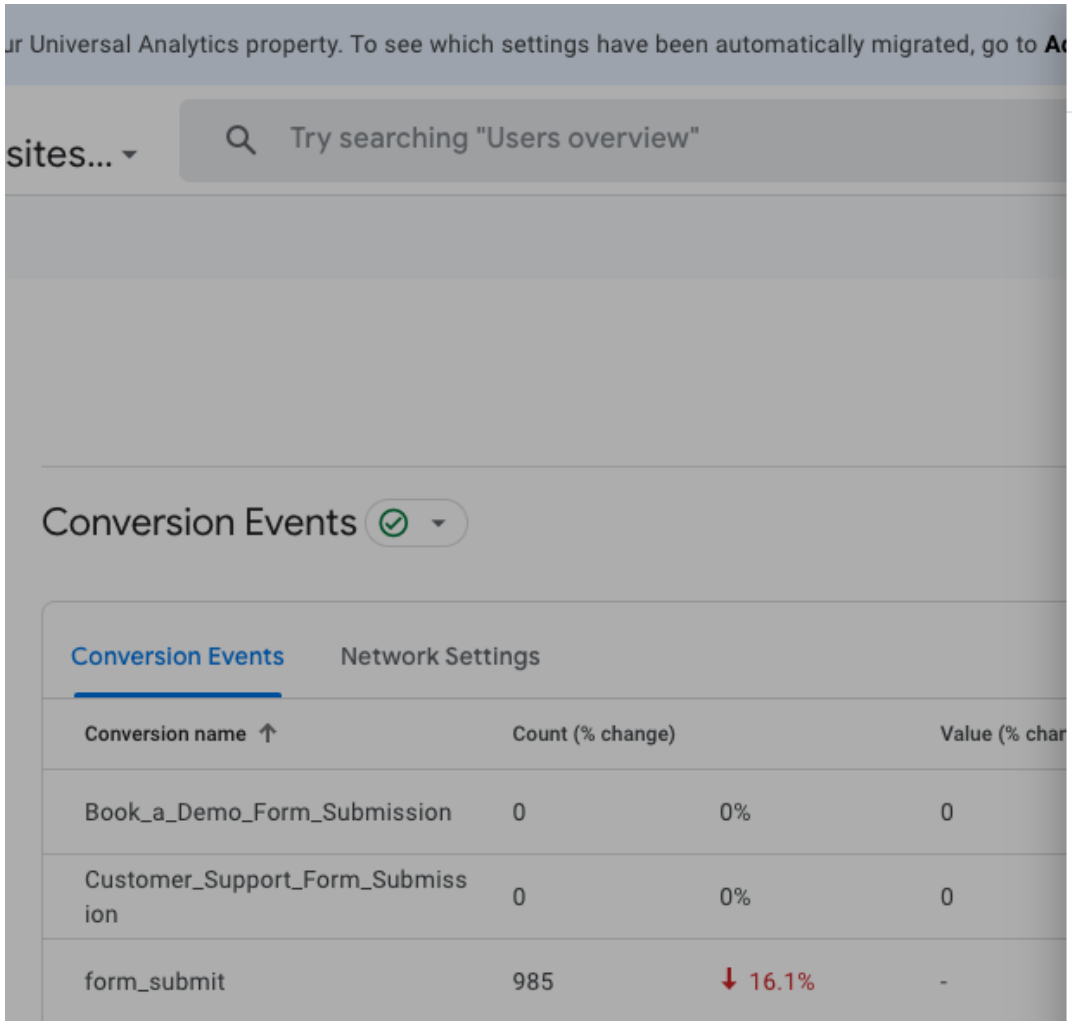
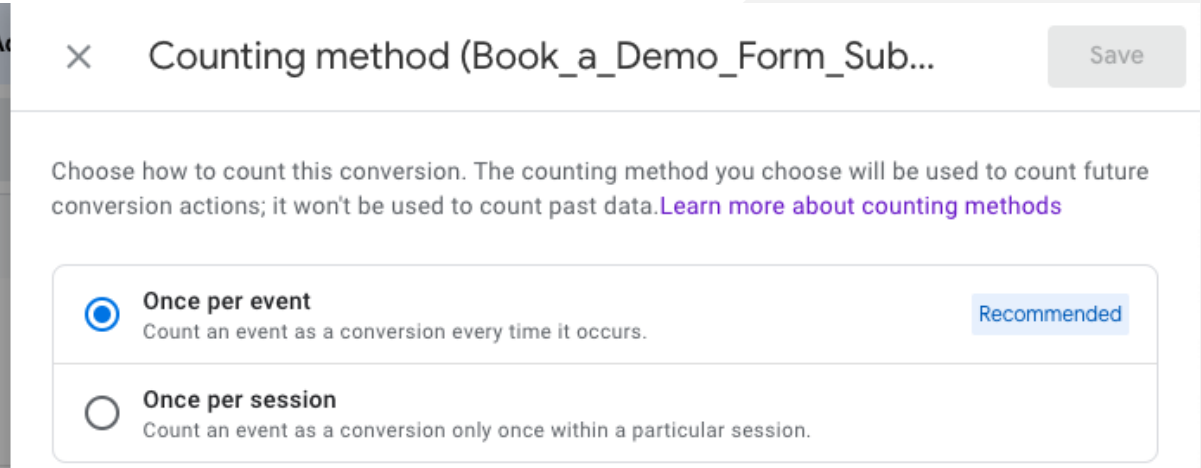
Analytics 4

If you need to count conversions only once





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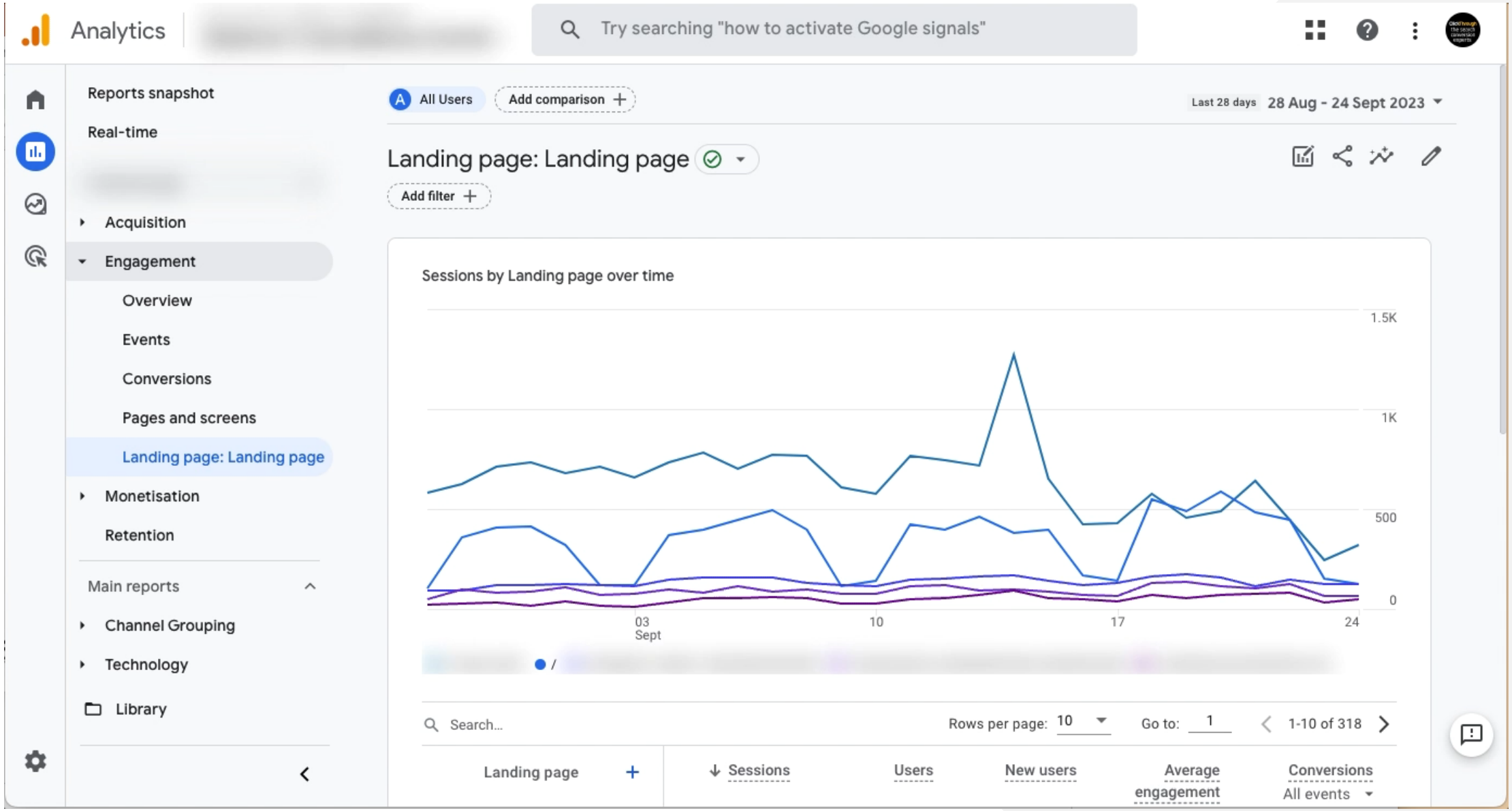
Google Analytics 4

If you want to actually look at conversion rates



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Google Analytics 4

Analytics you'll enjoy using?

mixpanel

Boards Reports Users Events

Open Reports & Boards ⌘ + K

Organization
All Project Data

💰 💰 Conversion to Booked How are searches converting into booked trips?

Save

Analyze Uniques by User

Insights Funnels Flows Retention

Steps

1 Select Step

2 Select Step

Conversion Criteria Advanced

Within 30 days

Totals

Filter

Breakdown

Custom Today Yesterday 7D 30D 3M 6M 12M Compare

Funnel Steps

Select two funnel steps to get started.

Learn Funnels Basics or explore Example Funnels Reports

AI Video Summarisation and Insights

Clarity

Session info

09/21/2023, at 12:40

User ID: oistqu

London, England, United Kingdom

Edge - Windows 10.0.0 - PC

Clicks: 10 Pages: 2

See more

Events Collapse all

Visited:.../contact/kingsfieldroad 00:10

Expand details

Click: "••••• •••• ••••"	00:12
Click: "••••• •••• •••• •••• ••••"	00:13
Entered text	00:14
Click: "••••• •••• •••• •••• ••••"	00:14
Click	00:17
Entered text	00:21
Click	00:22
Entered text	00:23
Entered text	00:23

Waiting for additional user activity

00:34 / 00:34 Go live

Filters

Last 30 days | Rage clicks: Yes | Dead clicks: Yes

- User info
- User actions
- Path
- Traffic
- Session
- Page
- Customised filters

Last 3 days
Last 7 days
Last 30 days
Customised

Tablet
Mobile
Other

Select browser

Exclude selection

Location

Select country

Select state

Select city

Exclude selection

Clarity user ID

Enter ID

Clarity

User actions

Insights

- [x] Rage clicks
- [x] Dead clicks
- [ ] Excessive scrolling
- [ ] Quick backs

Actions

- [ ] Cursor movement
- [ ] Entered text
- [ ] Selected text
- [ ] Resized page

Clicked text

Enter text

Clarity

Automated Insights

Exit: .../contact-thames/ 09/21

2 pages | 01:29 duration | 11 clicks

PC | Windows | United Kingdom

More details

- The user came from Bing search engine to the contact us page of website.
- The user accepted the cookie policy and then clicked on the contact Thames option.
- The user encountered a JavaScript error on both pages, which may indicate a technical issue with the website.
- The user tried to click on various elements on the contact Thames page, such as customer service, general enquiries, and non-emergency customer care, but none of them seemed to work, as they resulted in dead clicks or rage clicks.
- The user selected some text on the page, possibly to copy or search for it.
- The user switched between hidden and visible tabs several times, which may indicate a lack of interest or attention.

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JourneyCraft

What If Analysis

Ask 'what if' questions, to help make decisions on removing pages from key audiences, to improve conversions.

JourneyCraft

Testing Prioritisation

identifies and prioritises where to start with your UX and conversion testing programme by highlighting specific pathways that would immediately drive more conversions.

JourneyCraft

Attributions

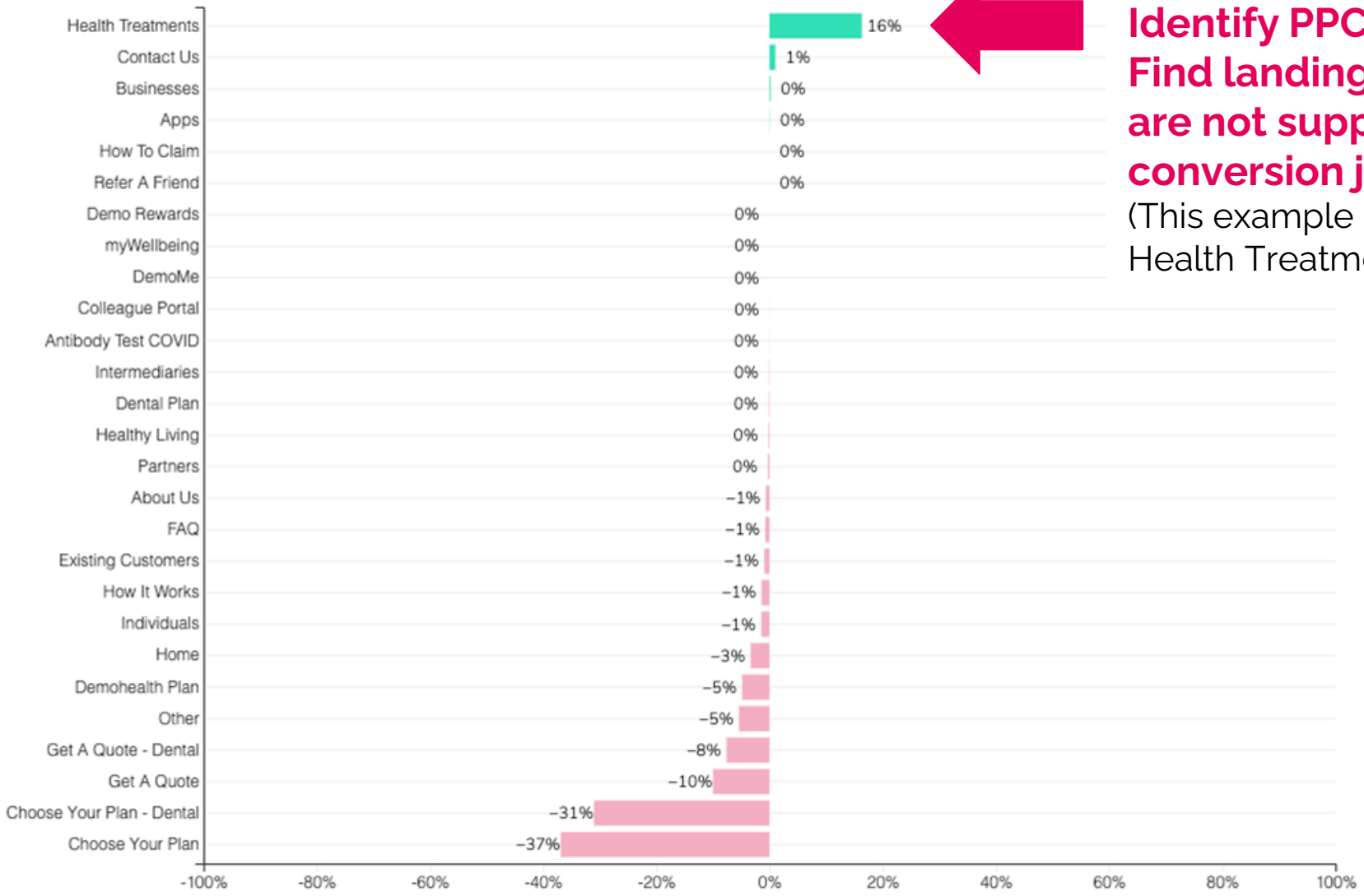
- Dashboard
- Pathfinder Tree
- Transition Matrix
- Attributions
- Page Distances
- Resources
- Settings

CLIENT: Example Client

EXPERIMENT: My second experiment || Visited A...

AUDIENCE: Paid Search

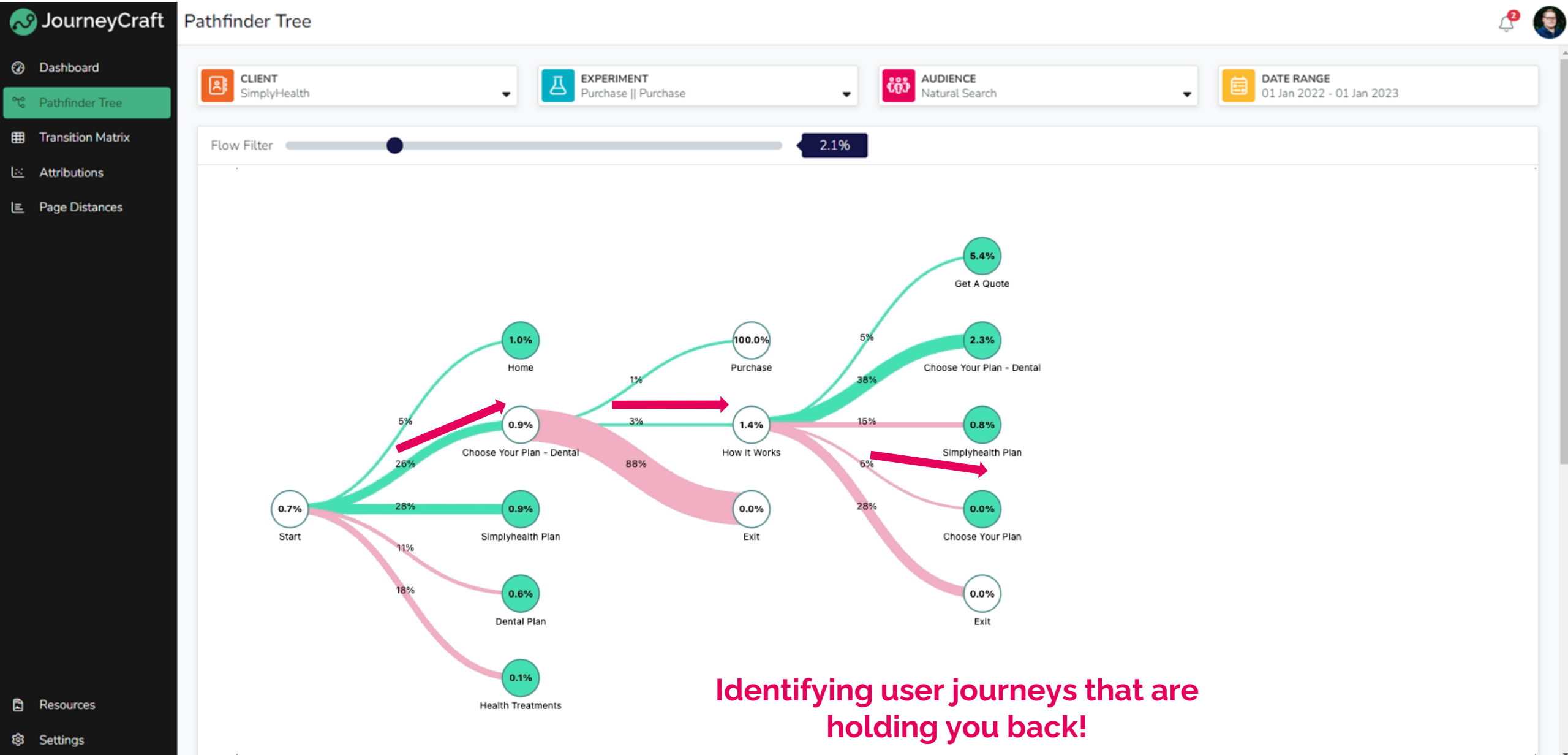
DATE RANGE: 01 Feb 2022 - ongoing



Identify PPC spend wastage. Find landing pages which are not supporting conversion journeys onsite

(This example is PPC new users, Health Treatments in their blog)

Making gains though closing leaks



Identifying user journeys that are holding you back!

JourneyCraft insights drive changes to

User journeys

Improve Page performance through CRO

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Design

Adobe Firefly

Midjourney

neurons

Userbrain

Figma

Generative assets

Creation of test assets to assist design

Adobe Firefly

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New Vehicles
Supplied by UK Dealers

Road Tax
Included

Nationwide
Free Mainland UK Delivery

5 Star Rated
Genuine Customer Reviews

Car Lease Search →

Make: AUDI
Model: A3
Category: Any Category
Budget: Any Budget

Search

Audi A3 Lease Deals

This site is powered by wessex fleet

Excellent ★★★★★ 1,709 reviews on Trustpilot

ABOUT US | REQUEST A CALL BACK | VAN LEASING

carleasespecialoffers

CAR LEASING | ELECTRIC & HYBRID LEASING | TOP LEASE DEALS | STOCK DEALS | LEASING GUIDES | MORE

0330 221 0000
Monday - Friday 8.30am - 8.00pm
Saturday 9.00am – 5.00pm

Excellent ★★★★★
Genuine Customer Reviews

New Vehicles
Supplied by UK Dealers

Road Tax
Included

Nationwide
Free Mainland UK Delivery

Audi A3 Lease Deals

The Audi A3 is a versatile and affordable car available in two body shapes - the Sportback and the saloon, and each has several trim options available meaning that you can be sure to find an A3 that fits your needs.

With the A3 Sportback, you'll get a hatchback that gives you more space than the A1 but is just as nimble. If you want a little more space for your passengers, then the A3 saloon would be the best choice.

Read More | Explore the range

Narrow Your Search: CO2 Emissions | Fuel Type | Fuel Type | Gear Box | Any Spec

Home > Car Leasing > AUDI > **A3**

← Back To Search

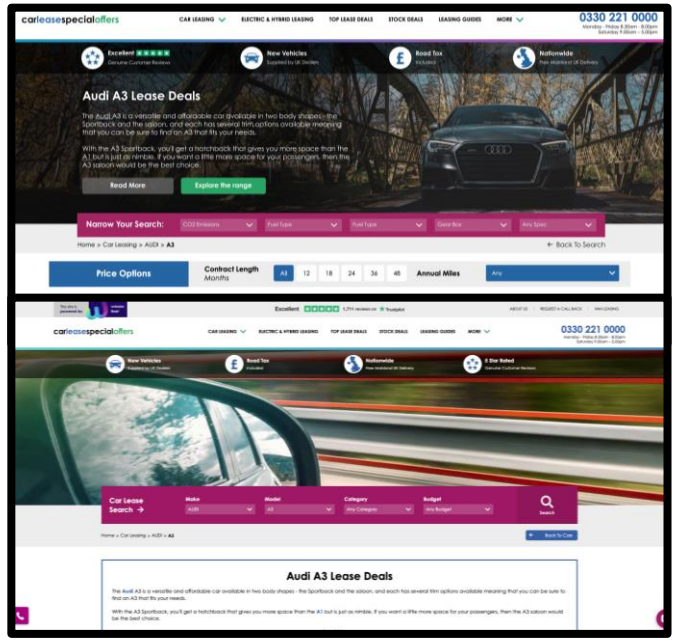
Price Options

Contract Length *Months*: All | 12 | 18 | 24 | 36 | 48

Annual Miles: Any

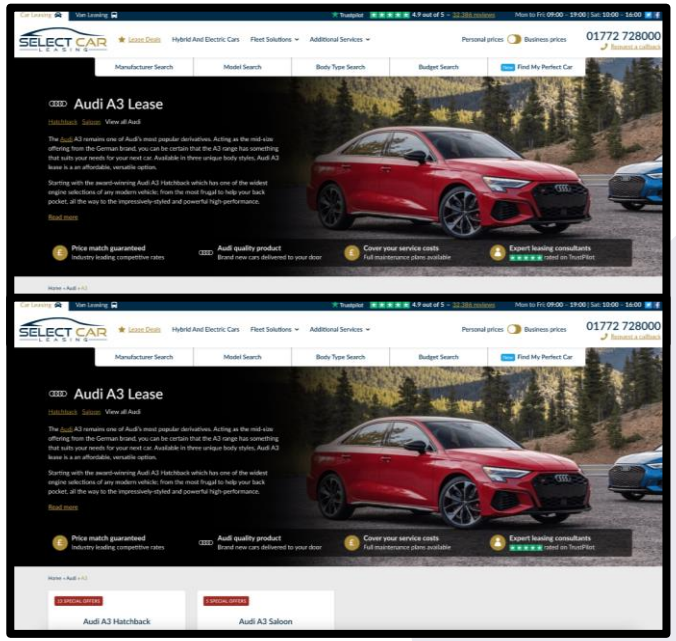
View as: List Grid

Current car model page



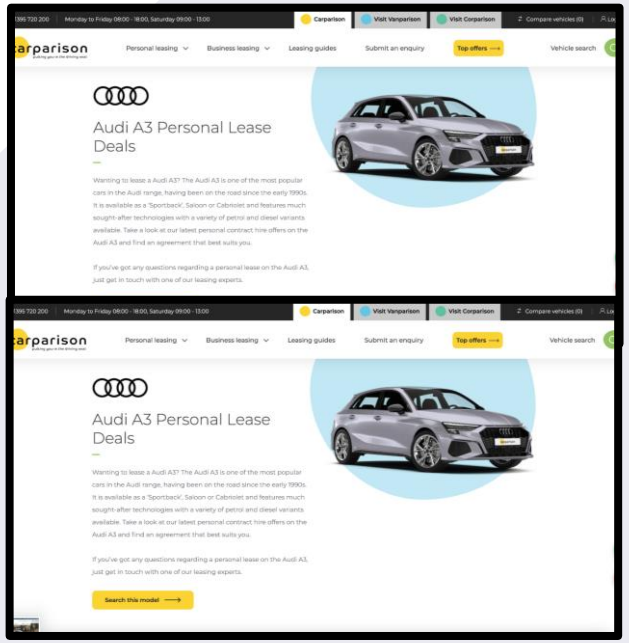
Car Lease Special Offers

0%



Select Car Leasing

58%



Carparison

42%

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Tips on prompts

Adobe Firefly

Be specific - Use >3 words e.g. *a fluffy cat sitting on a windowsill looking out at a cityscape*

Be descriptive - Use commas to separate descriptive aspects e.g.
A tropical island paradise, pristine turquoise waters, lush greenery, and vibrant exotic fruits, realistic

Be original – e.g. *studio shot of futuristic high heels, warm red blue gel lighting, shallow depth of field, mechanical materials as props*

Be empathetic - e.g. *Tender moment of a child sharing a heartfelt conversation with their elderly grandparent, love, wisdom*

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Source: https://helpx.adobe.com/firefly/using/tips-and-tricks.html

studio shot of futuristic high heels, warm red blue gel lighting, shallow depth of field, mechanical materials as props

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Midjourney

young man sat in right hand drive car looking into camera, smiling, happy, ultra realistic

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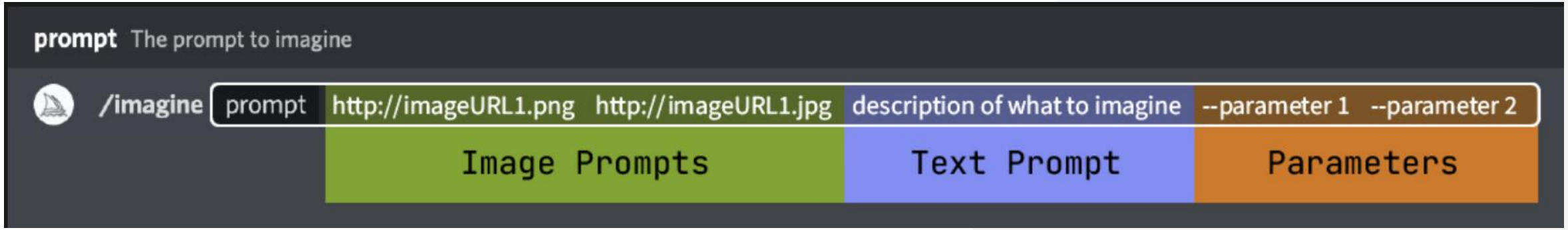
STUDENT
ROOST®

It's **student living**
that's more than a room

Book now! >

Tips on prompts

Midjourney



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Source: https://docs.midjourney.com/docs/prompts

Tips on prompts

Midjourney

Be specific

- But use as few words as possible
- Instead of “big”, try “gigantic”, “enormous”, “immense”
- Use parameters (such as –-no for negatives, --ar for aspect ratio plus cool ones like –-test –-creative, --chaos 75, --stylize 500)
- Use source images if you get stuck

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Source: https://docs.midjourney.com/docs/prompts
https://dataconomy.com/2023/06/21/best-midjourney-ai-tips-and-tricks/

Tips on prompts

Midjourney

Be descriptive

Use commas, brackets and hyphens to separate descriptive aspects

Don't use grammar

Consider adding subject, medium, environment, lighting, colour, mood, composition

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Source: https://docs.midjourney.com/docs/prompts
https://dataconomy.com/2023/06/21/best-midjourney-ai-tips-and-tricks/

Tips on prompts

ChatGPT

Adobe Firefly

Midjourney

An image of [adjective] [subject] [doing action], [creative lighting], detailed, realistic, hd, in the style of [famous photographer 1], [famous photographer 2], [famous photographer 3]

An image of [adjective] [subject] [doing action], [creative lighting], detailed, realistic, hd, trending on Artstation, in the style of [famous artist 1], [famous artist 2], [famous artist 3]

"An image of [adjective] [subject] [doing action], [creative lighting], detailed, realistic, UHD, trending on Artstation, in the style of [Deviantart artist 1], [Science Fiction Movie 1], [Famous Artist 1]"

Source: https://www.downloadsource.net/how-to-use-chatgpt-to-write-prompts-prompt-templates-for-adobe-firefly-midjourney/n/22511/

ChatGPT

DA

here is a template for creating midjourney prompts:
please use this template to create 5 prompts for an image that is a young man on driving test in the UK with a friendly driving instructor. I want it to be realistic not cartoon

Certainly! Here are five prompts using the template you provided, tailored to the scenario of a young man on a driving test in the UK with a friendly driving instructor:

1. An image of a nervous young man taking his driving test, with soft morning light filtering through the car windows, detailed, realistic, hd, trending on Artstation, in the style of

1. An image of a nervous young man taking his driving test, with soft morning light filtering through the car windows, detailed, realistic, hd, trending on Artstation, in the style of Johannes Vermeer, Edward Hopper, and Rembrandt.

contrasting shadows of a setting sun, detailed, realistic, hd, trending on Artstation, in the style of Andrew Wyeth, Lucian Freud, and Jan van Eyck.

4. An image of a determined young man gripping the steering wheel, with the diffused light of an overcast day, detailed, realistic, hd, trending on Artstation, in the style of Caravaggio, Édouard Manet, and Thomas Eakins.
5. An image of a young man attentively listening to his friendly driving instructor's guidance, with the soft luminescence of a cloudy afternoon, detailed, realistic, hd, trending on Artstation, in the style of Albrecht Dürer, Amedeo Modigliani, and Georges Seurat.

To improve offline testing

Figma

Drafts / Builder.io

Share

57%

Layers Assets Page 1

Frame

Shop Now

Disco

Recta

Exam

Design Prototype Inspect

Background

1E1E1E 100%

Builder.io - Generate designs with AI & export to code

Export to Code | Generate with AI | Import from web

Prompt

a product page

Style

everlane.com

OpenAI Key

GENERATE

This feature is in beta, please give us feedback

Made with ♥ by

builder.io

Builder.io is a headless CMS that lets you drag & drop with your components.

Product Name

$100.00

Add to Cart

Product Name

Add to Cart

Product Name

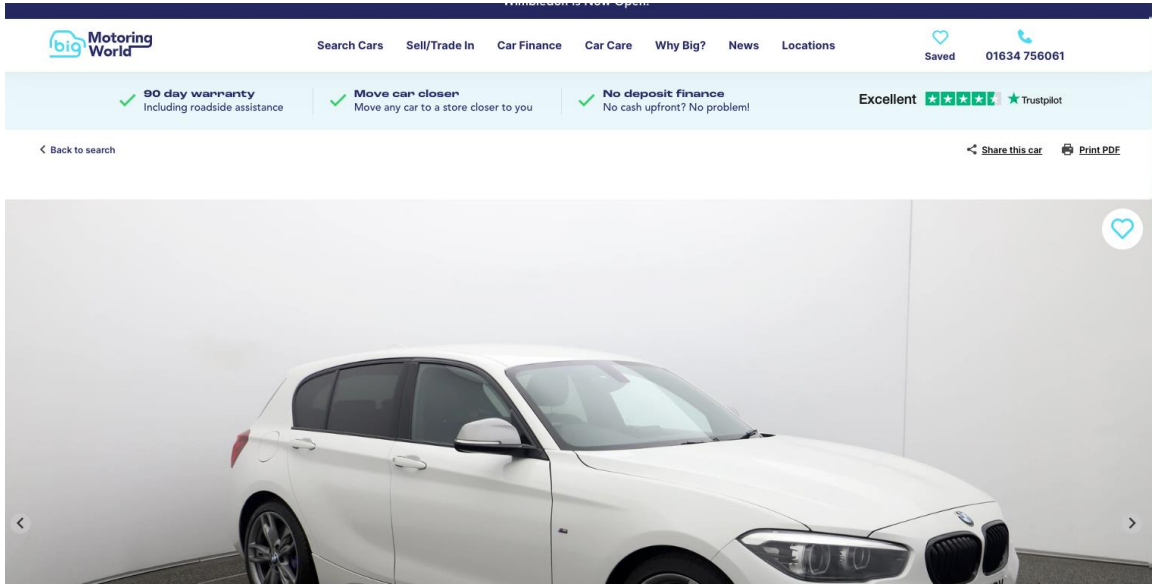
$19.99

Add to Cart

You are looking to buy a car, which has the clearest next steps?

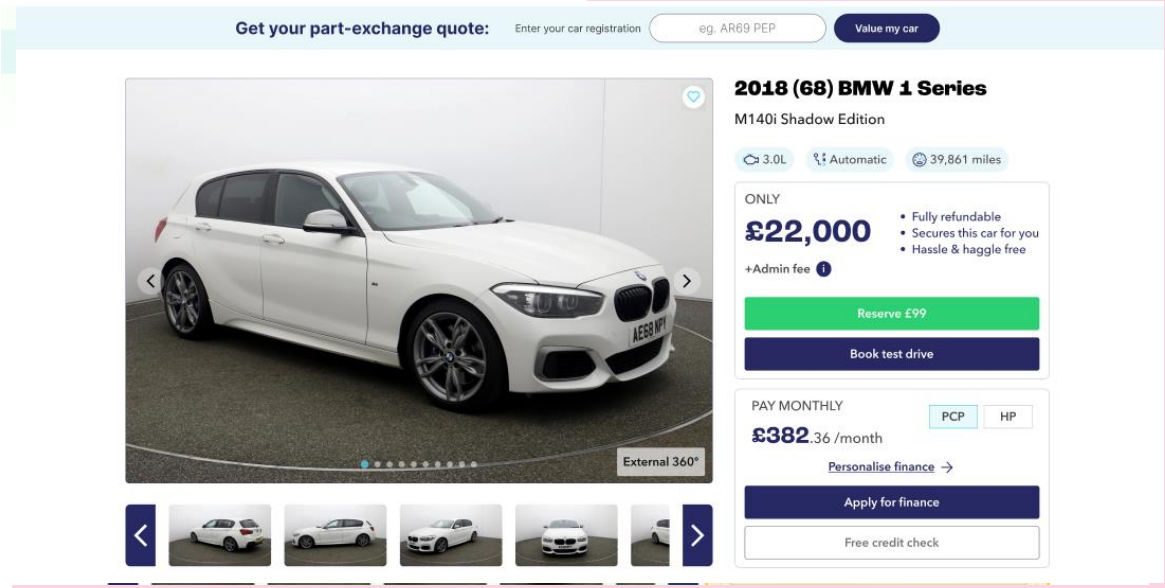
How does it perform against the control?

Pre-Test
After Testing



Control

27%



Optimized

73%

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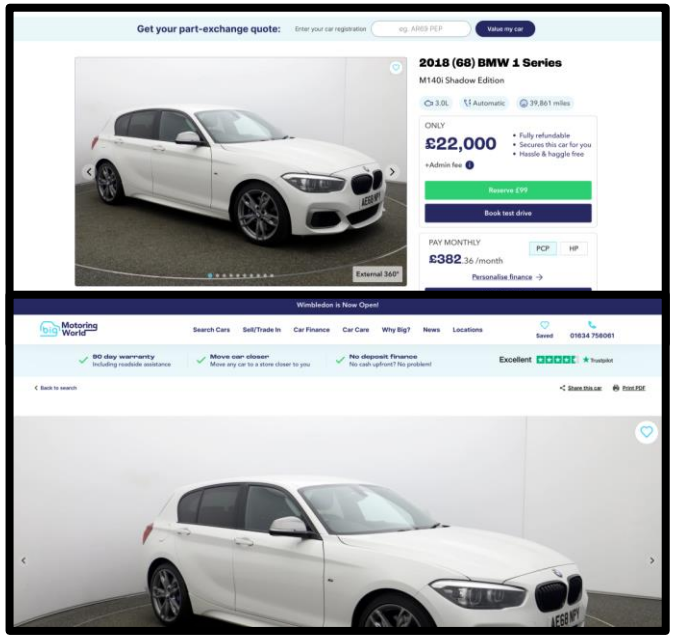
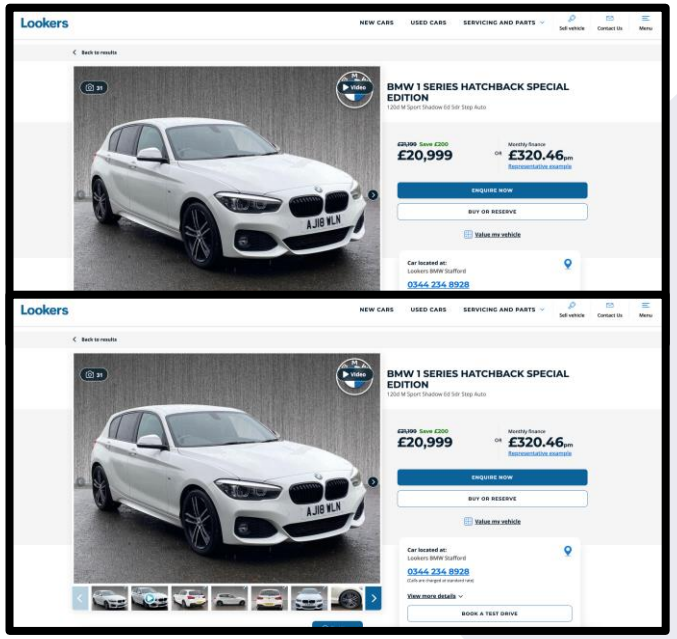
Current services page



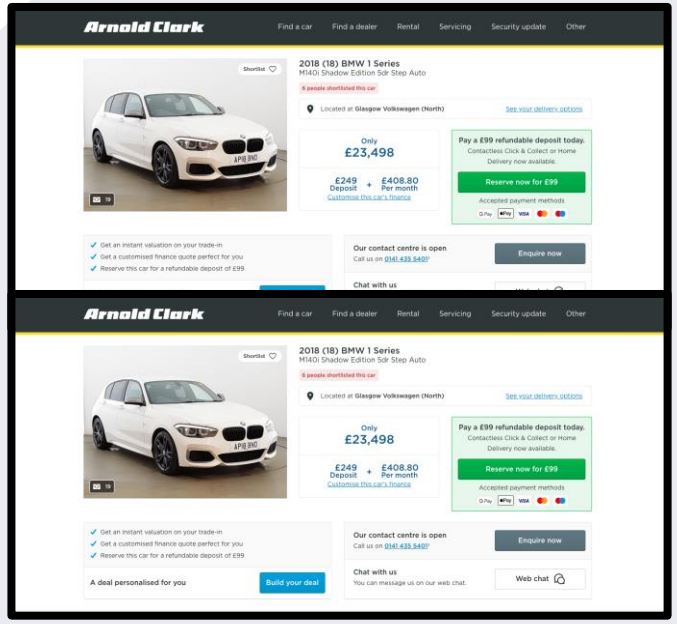
Big Motoring World

5%



Lookers

58%



Arnold Clark

37%

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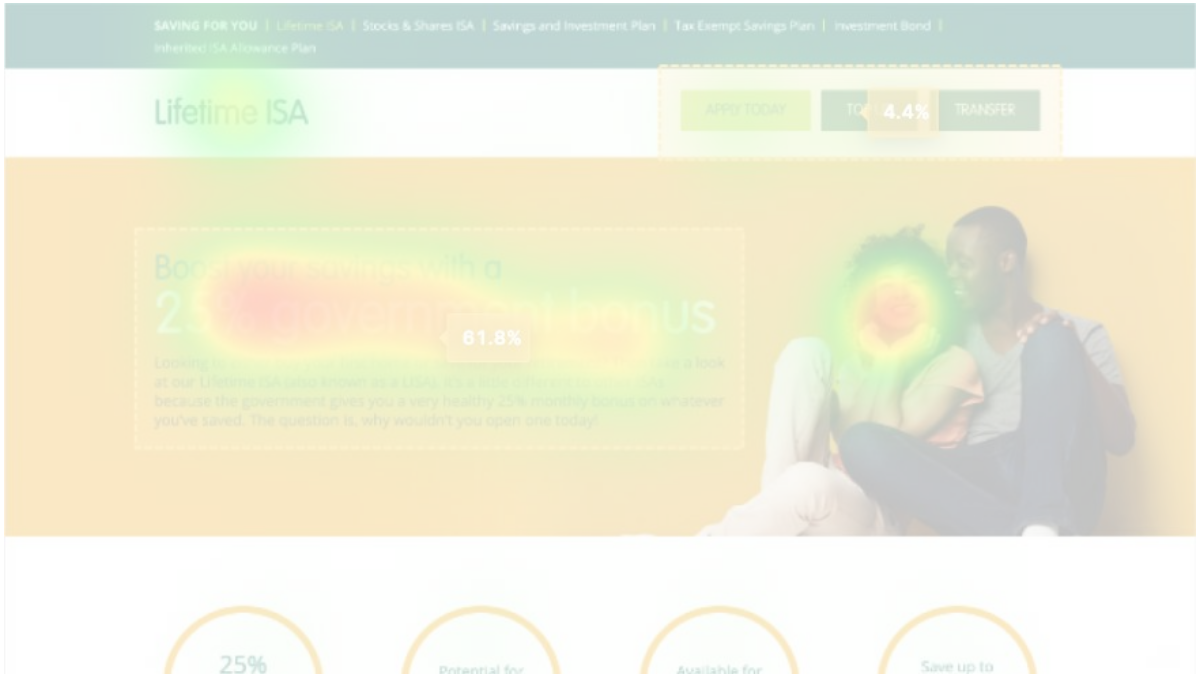
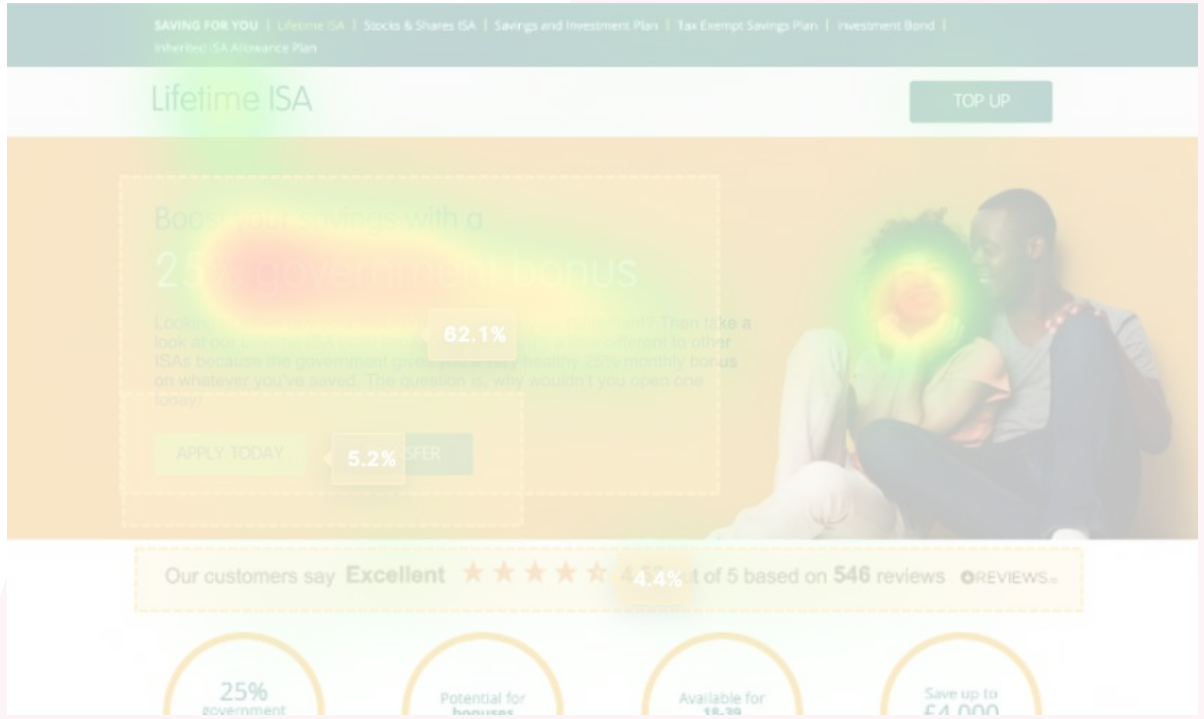
How does the new design perform against our version?

neurons AI Heatmapping



Control



Optimized

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Resulted in a 31% uplift in new business form submissions

Userbrain

Details Task Notes Transcript ...

Efficiently analyze videos with AI-generated insights. Less manual note-taking, more focus on watching your videos.

Generate AI Insights

02:08 – Automated Insight

Julius expressed a preference for in-person car shopping, stating, "I'd rather go to the dealer and, see the car in person." This suggests that he values the tactile and visual experience of car shopping. #user_behavior

03:31 – Automated Insight

Julius expressed confusion when trying to find a car suitable for a family of four, stating, "As I go in to look at these, these cars the mid the mid age and the sports car for two, and that won't work for a family of four." This suggests that the site could improve its filtering options to better accommodate users with specific needs. #user_confusion

05:53 – Automated Insight

Julius provided a suggestion for the site to include more detailed information about the cars, stating, "Clicking on, and that that particular card and see if I can get some more information out of it." This suggests that he values detailed specifications and features when considering a car purchase. #suggestion

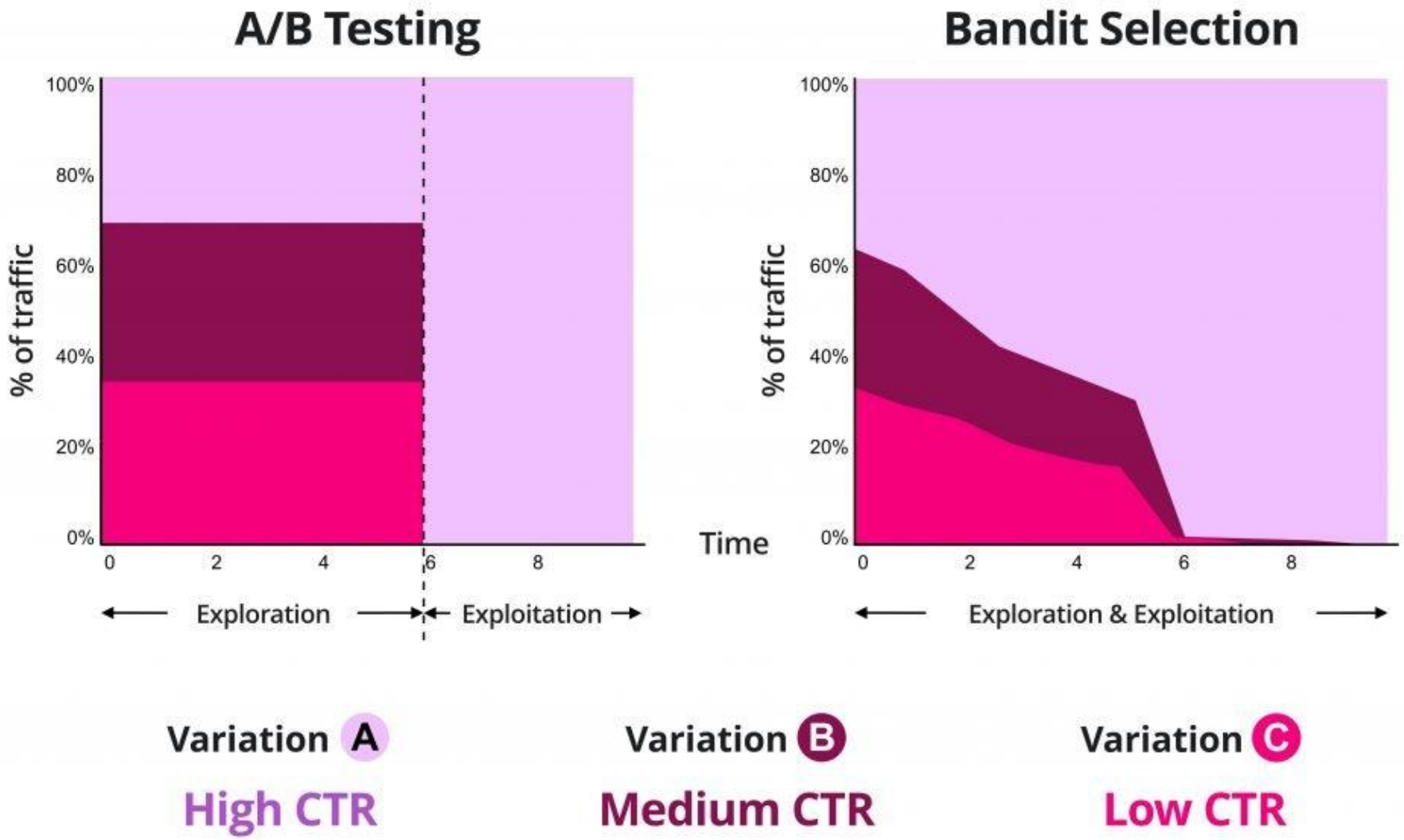
Testing

Webtrends Optimize

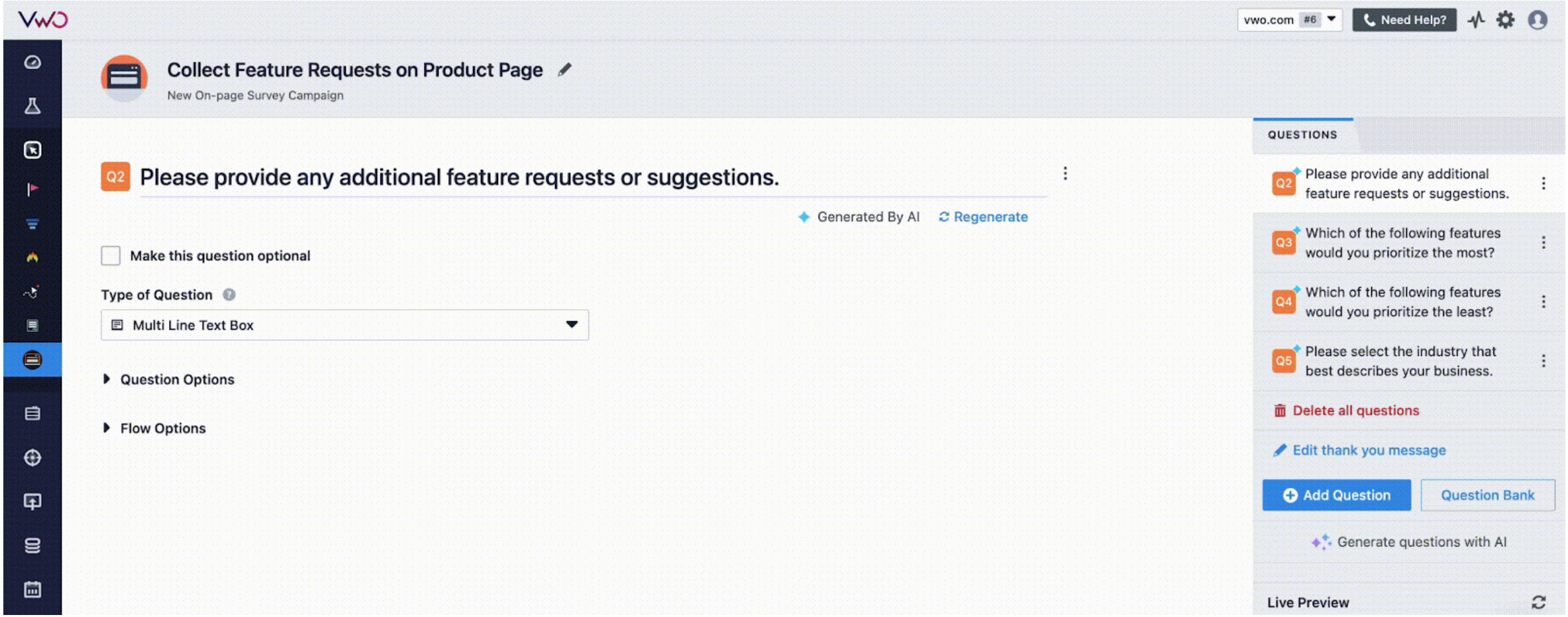
VWO

GitHub Copilot

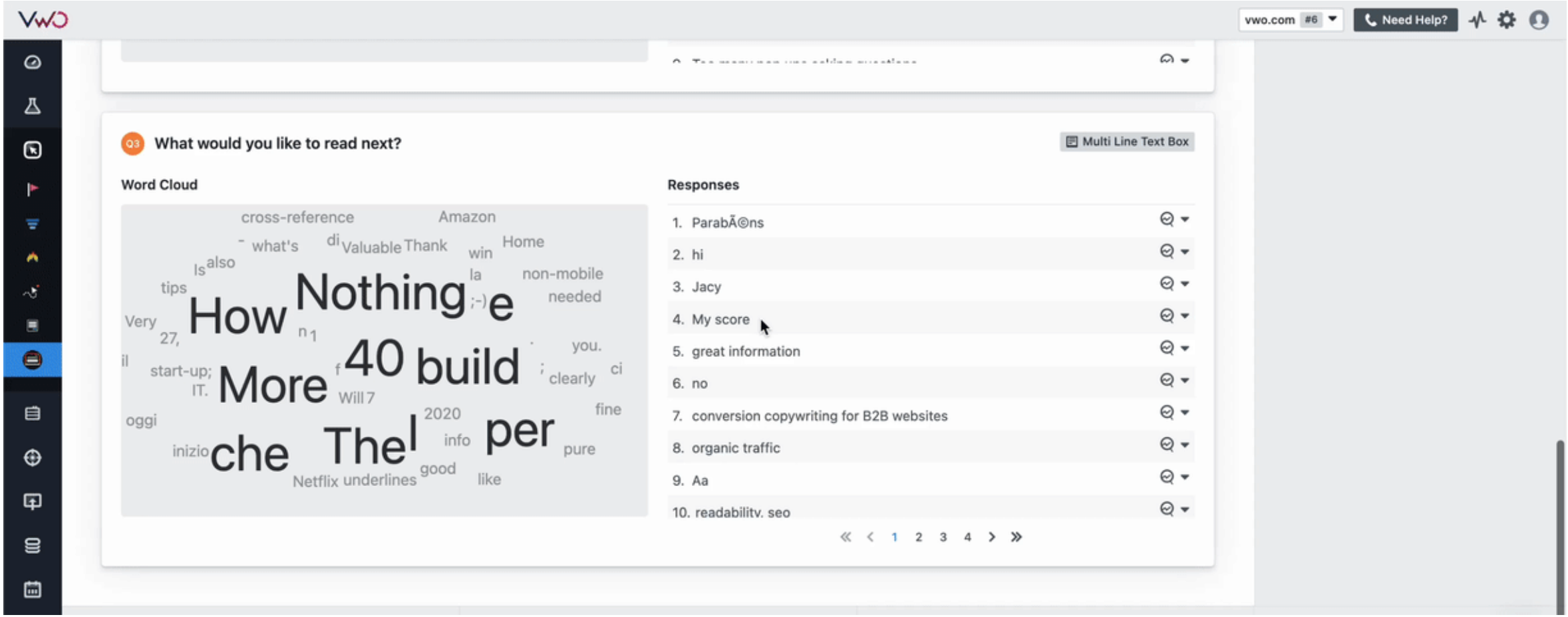
ChatGPT


A/B Testing
Bandit Selection
100%
80%
60%
40%
20%
0%
% of traffic
0
2
4
6
8
Time
Exploration
Exploitation
Exploration & Exploitation
Variation A
High CTR
Variation B
Medium CTR
Variation C
Low CTR

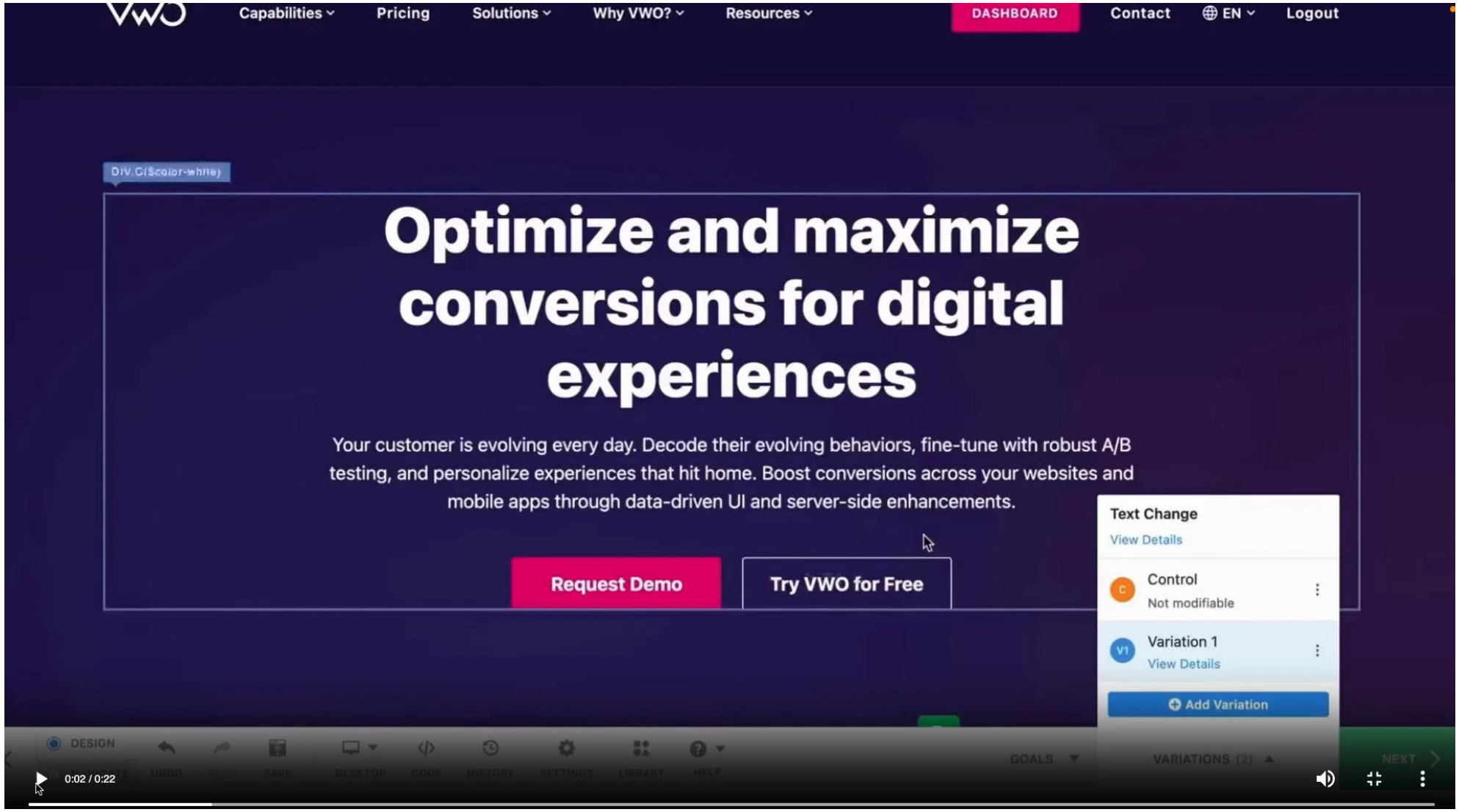
AI Powered Survey Creation



AI Powered Survey Reports



AI Powered Content Changes



Webtrends Optimize approach

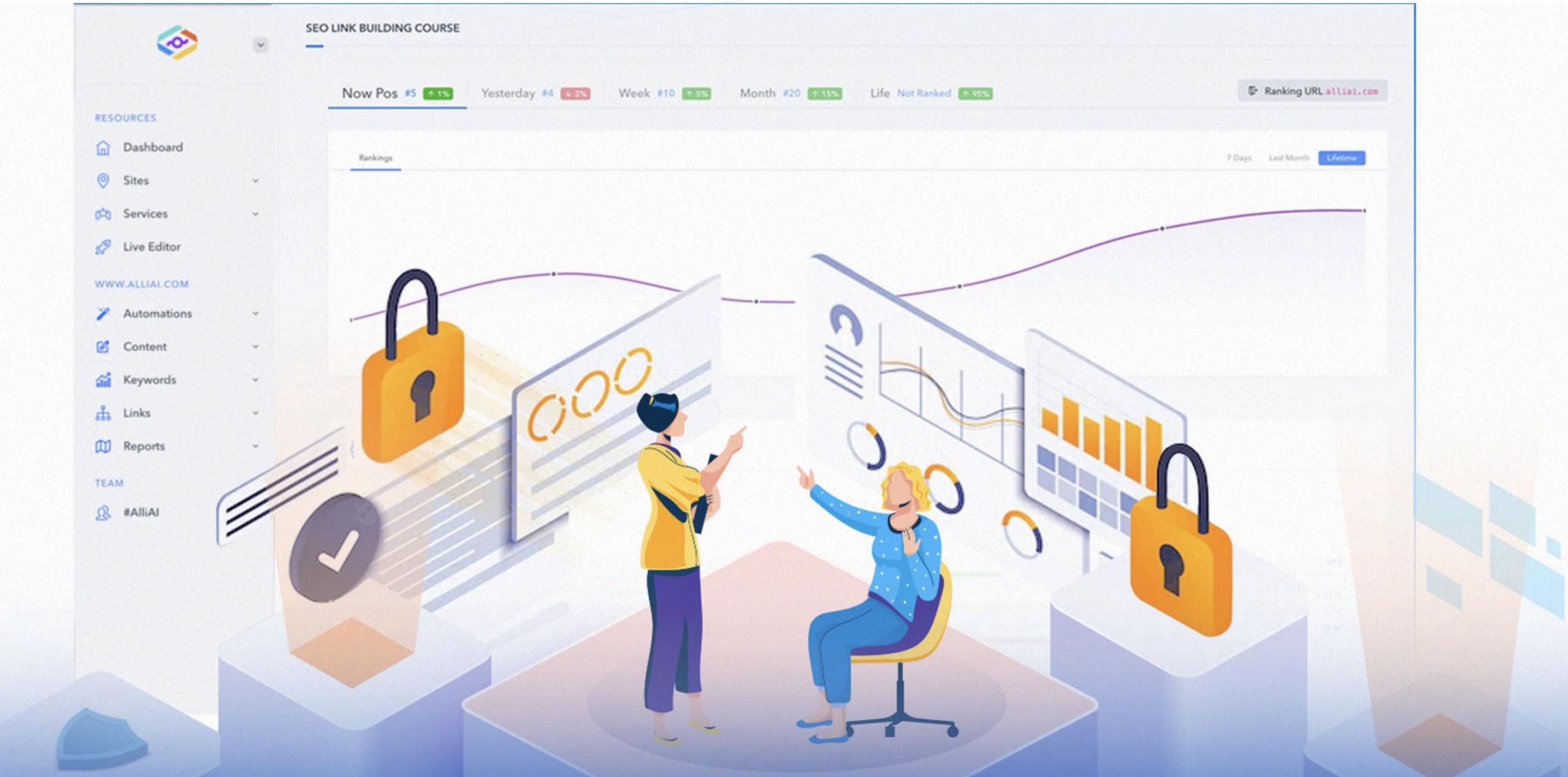
Webtrends Optimize

- AI Recommendations
- Predictive Modeling
- Automated Test Creation
- Content Delivery Optimization
- Anomaly Detection
- Automated Analysis

Faster Test Coding

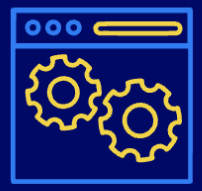
Wasn’t SEO mentioned

As part of this webinar?


SEO LINK BUILDING COURSE
Now Pos #5 1%
Yesterday #4 3%
Week #10 5%
Month #20 15%
Life Not Ranked 95%
Ranking URL alliai.com
Rankings
7 Days
Last Month
Lifetime
RESOURCES
Dashboard
Sites
Services
Live Editor
WWW.ALLIAI.COM
Automations
Content
Keywords
Links
Reports
TEAM
#AlliAI

Automated SEO?

AlliAI



Bulk Optimize

Create site-wide optimization rules and deploy code changes down to individual pages with one button click.

Real-time Deployment

Bypass CMS and technical limitations and deploy code and content changes instantly, anywhere on any page.

Live Editor

Edit and optimize text, content and code right on the page in your browser and deploy the updates instantly.

Self-Optimizer for Traffic ROI

Automatically generate sitewide page titles with real-time focus keyword A/B testing to maximize traffic profitability

Succession

So, can AI do CRO?

...er...no...

(at least not yet!)

AI is part of the process

Extra Insights

Speed / Time saver

A fresh approach

As an assistant

Partial automatio n

What’s next?

If you want to discuss how we can make AI and CRO work for you and your brand – or another aspect of your digital marketing, we’re here to help.

After the webinar is over, my colleague **Sonja Stewart will be in touch to share the webinar recording** with you.

Sonja can also **schedule a call to talk about AI, CRO, and SEO** if that is something that your business is interested in.

If you can't wait, you can reach Sonja at sstewart@clickthrough-marketing.com

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We use a conversion-focused approach with **Data-led Design ® and CRO**

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Thank you

For further information please contact our experts

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