

# **FAST-TRACK TO LAUNCH: Harnessing AI for Messaging Campaign Validation at Scale**

**GOAL**

**Right audience**

**Right channel**

**Right message**

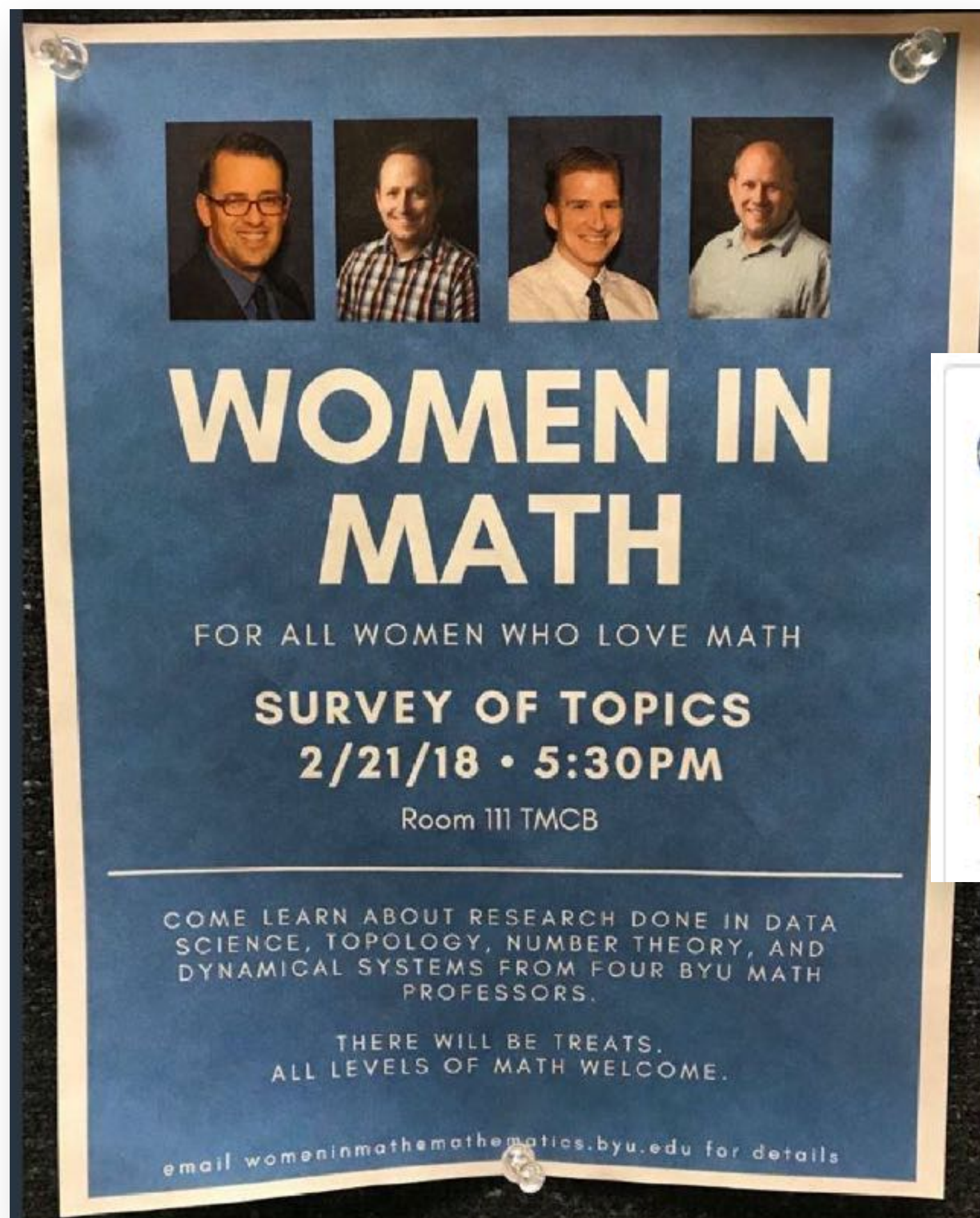


# **CAMPAIGN GOALS**

- 1. Cut through noise**
- 2. Get students to take action**
- 3. Execute quickly**

**DATA-DRIVEN  
DECISIONS > GUESSING**





**BYU Math**

Yesterday at 8:54am · 🌐

...

Many of you have probably seen a poster circulating around the Internet from our Women in Math Organization! The poster featured the pictures of four of our department faculty. It was done with good intentions. It was not meant to demean women or be satirical. We value women in mathematics and their contributions, and work to promote opportunities for women to succeed in mathematics.



**How to get high-quality  
VoC**

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**Faster usable audience  
insights using Gen AI**

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**Choosing the right Gen  
AI tools & process**





# Jenna Rutschman

Executive Director,  
Campus Marketing Strategy







# Sunny Hunt

CEO & Chief Customer Nerd,  
Hunt Interaction



Senior Strategist, Convince & Convert





**BRING YOUR  
CUSTOMERS  
INTO THE  
CONVERSATION**



You can't "ChatGPT" your  
way into unique customer  
insights



**Synthetic data isn't  
unique**

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**Humans make  
emotional decisions**

---

**Overcome high-  
friction decisions**





A photograph of three young women standing outdoors at night. The woman in the center is holding a smartphone up to take a selfie, while the other two look on and smile. They are dressed in casual attire like t-shirts and jeans. The background shows a brick wall and a building with a 'DOWN' sign. The entire image is covered with a semi-transparent blue filter, and the text 'GO TO THE SOURCE FOR UNIQUE DATA' is overlaid in large, white, bold, sans-serif capital letters.

**GO TO THE SOURCE  
FOR UNIQUE DATA**



# VOICE OF CUSTOMER DATA

✓ **Higher quality  
messages**

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✓ **Competes in noisy  
spaces**

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✓ **Compelling for  
distracted audiences**

# VOICE OF CUSTOMER DATA

 **Time-intensive to  
gather and process**

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# VIRTUAL FOCUS GROUPS



- **Good insights**
- **Immediate feedback**
- **Moderate sample size**



- **Takes time to process open-ended questions**

# SURVEYS



- **Good quantitative data**
- **Fast turn**
- **Larger sample size**



- **Meh qualitative data**
- **Takes time to process open-ended questions**



**1:1**

# **INTERVIEWS**



- **Excellent qualitative data**
- **Unique responses**
- **Flexible format**



- **Small sample size**
- **Time consuming**
- **Takes time to process**

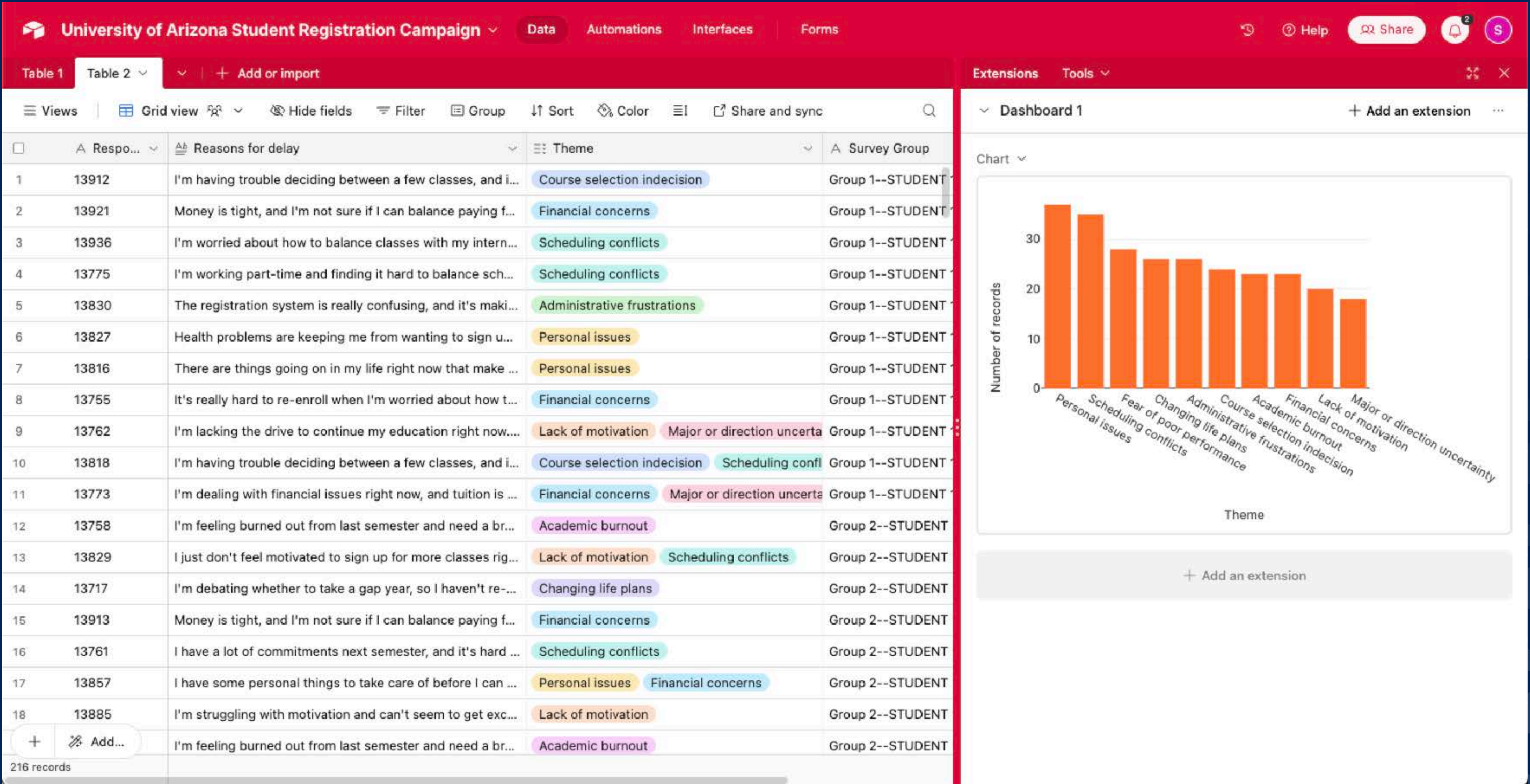
# VIRTUAL FOCUS GROUP

- **226 participants**
- **5 different audience segments**
- **52 questions (37% open-ended)**

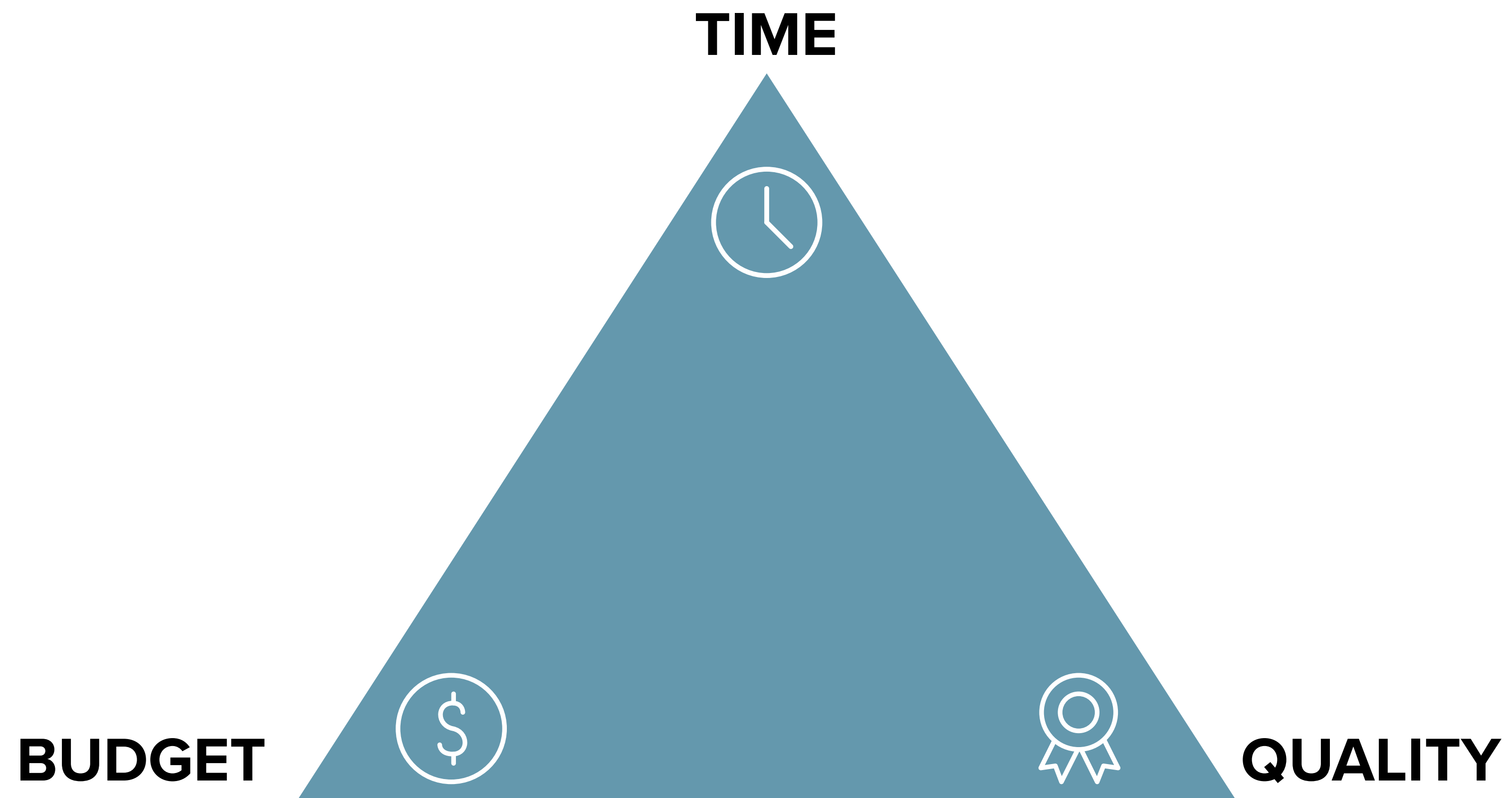


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But could ChatGPT help  
us parse the data?

You can't "throw GPT" your  
way into unique audience  
insights



# **GENERATIVE AI ENTERS THE CHAT**



# GEN AI TASKS



**Repetitive**



**Generative**

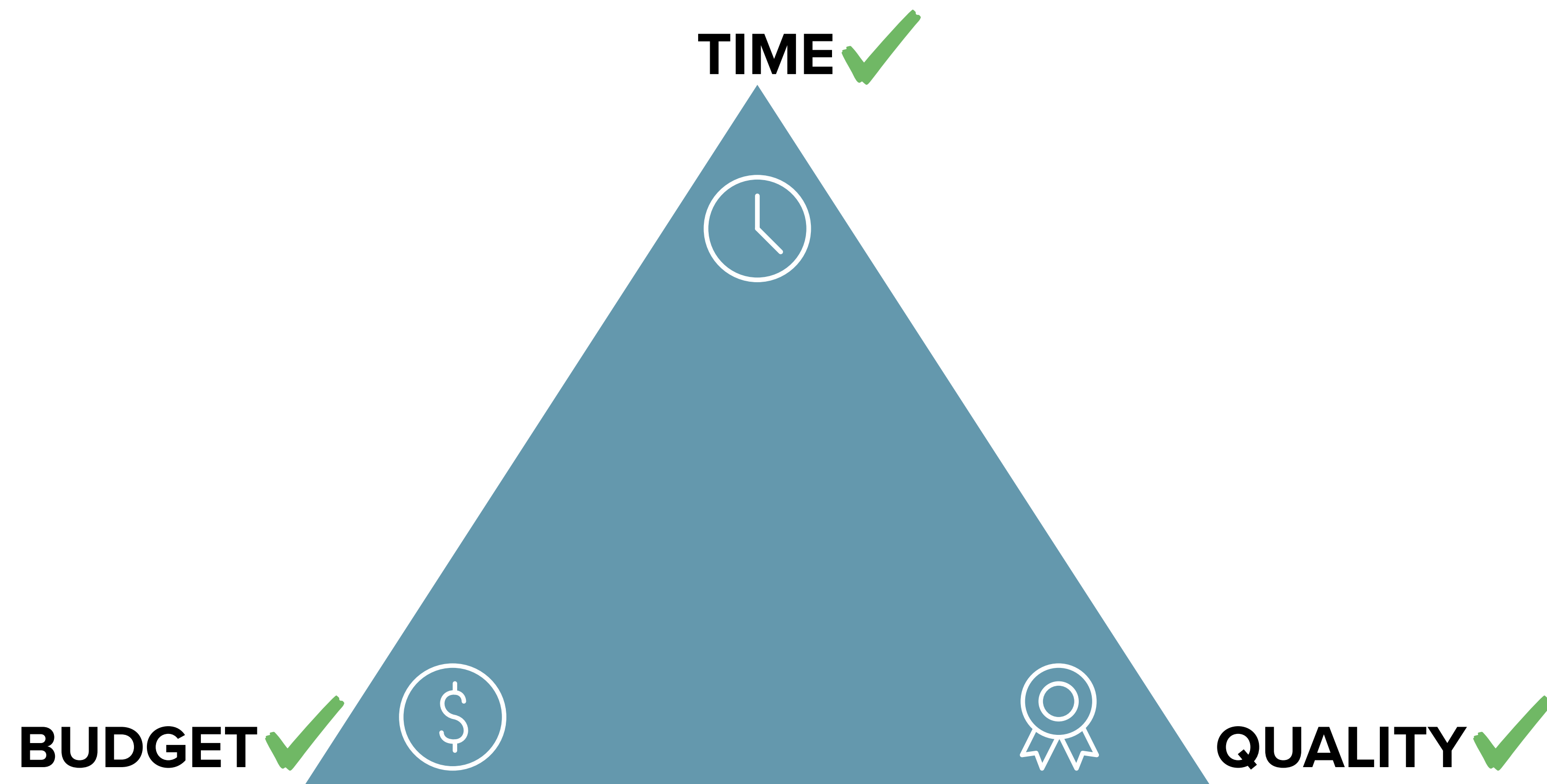


**Data-driven**



**Predictive**











## What can I help with?

 Message ChatGPT




 Create image

 Analyze data

 Brainstorm

 Surprise me

 Code

More

# KEY QUESTIONS

- **What's the ideal, usable, output?**
- **What decisions need to be made with the data?**
- **Data privacy issues?**
- **What is the potential for bias?**
- **How do we validate the output?**



# APPROACH

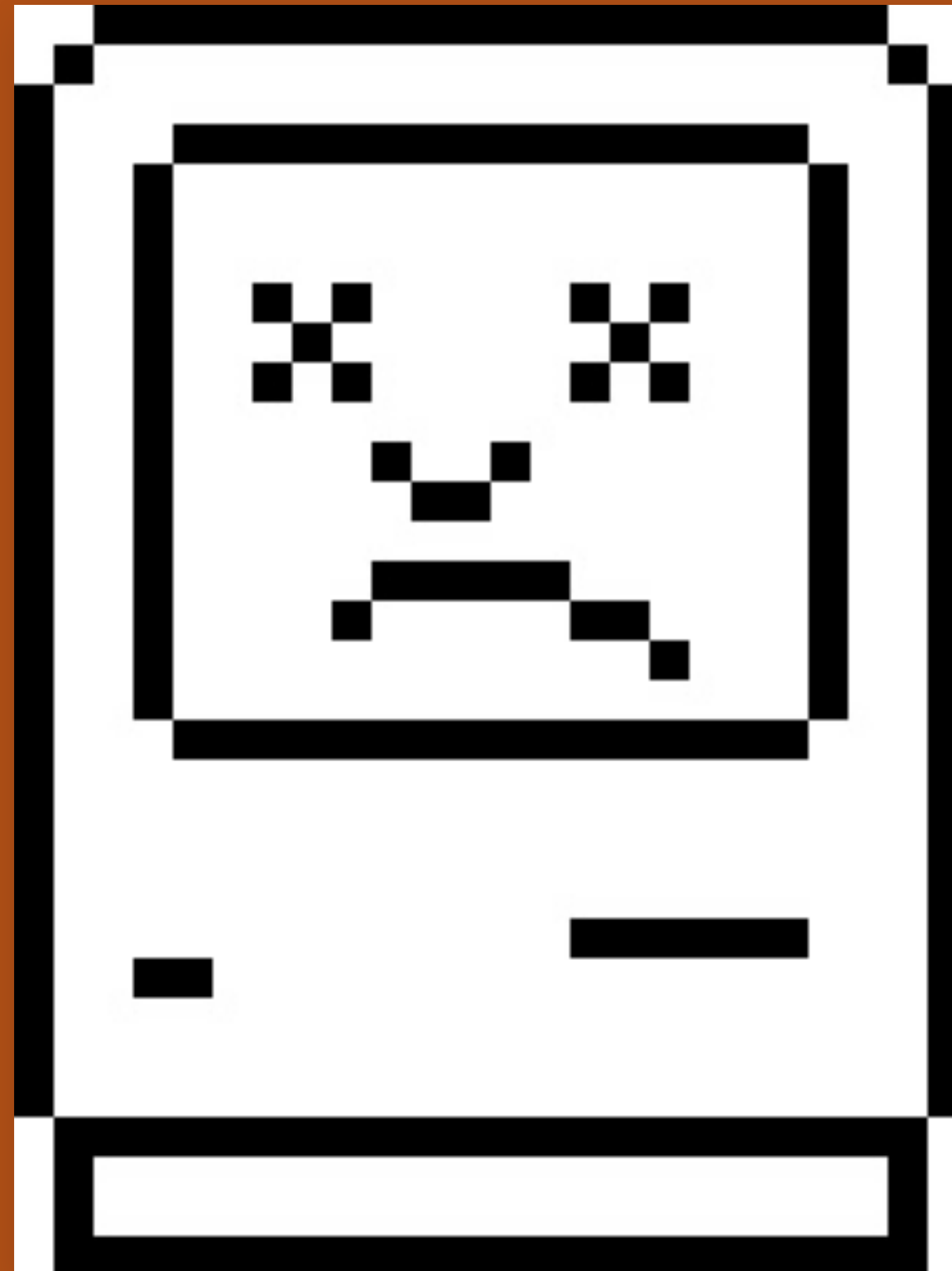
**We have a new, eager Intern!**

- **Provide situational context**
- **Define output expectations**
- **Break into smaller prompts**
- **Ask clarifying questions**
- **Get stuck? Ask the tools for help.**

# PROCESS

- **Normalized the CSV**
- **Ran a small sample + verify**
- **Ran a larger sample + verify**
- **Ran a full question + spot check**
- **Ran the entire dataset...**





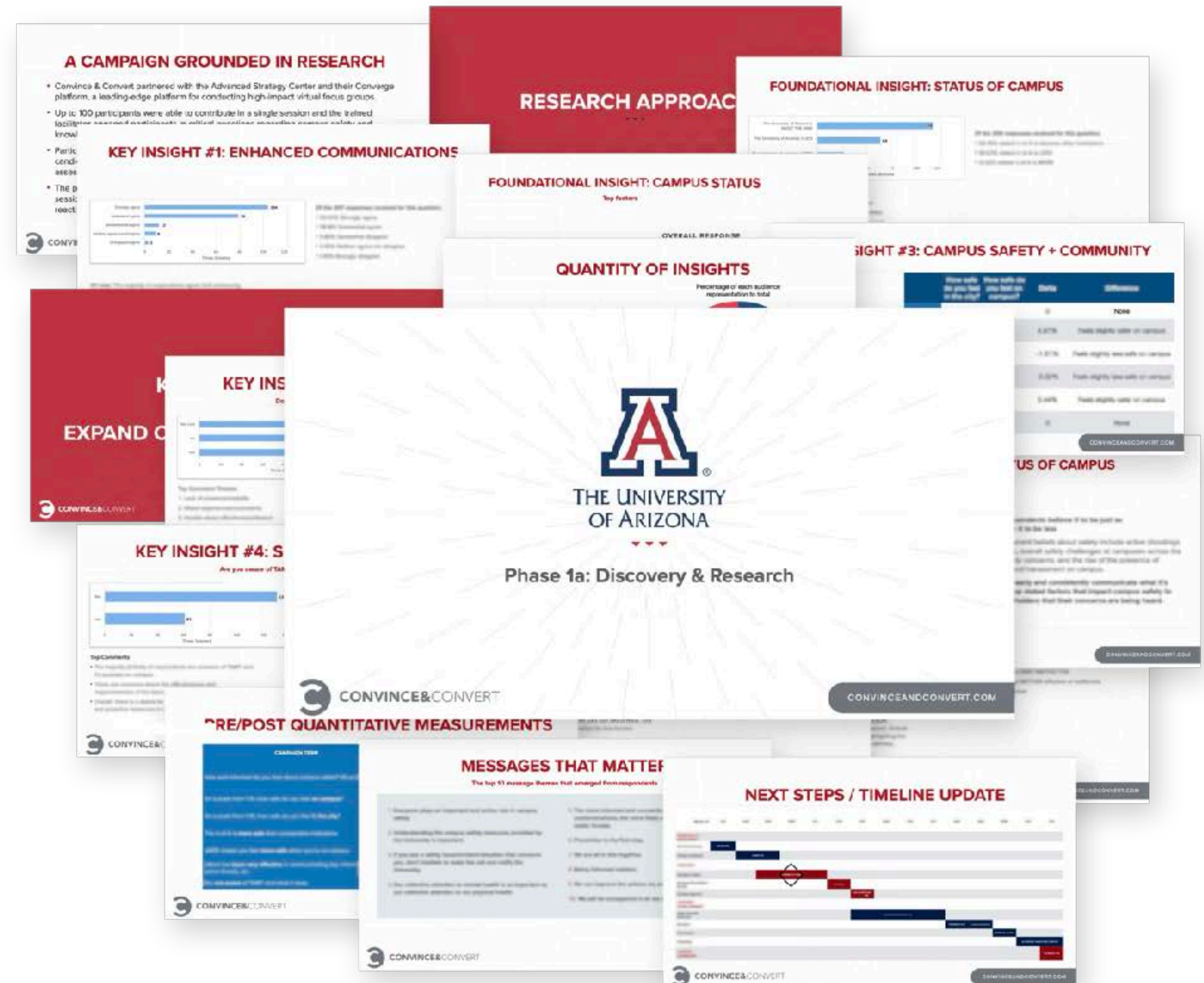
# THE TIPPING POINT

## **Best quality + shortest time**

- **Limited prompt outputs to a single question.**
- **Spot check**
- **Ran the prompt twice to verify.**



# INSIGHTS DELIVERED





# CAMPAIGN VISUALS

THE UNIVERSITY OF ARIZONA

## BEAR DOWN RUNDOWN



### PREPARING FOR NEXT YEAR

It's never too early to start thinking about your goals and how to achieve them. With a little bit of planning and effort, you can make next year your best year yet. Here are a few simple steps to help you get a jump on fall.

-  **Make your fall schedule.** It only takes a few minutes to [select your classes](#), add them to your shopping cart, and (ta-da!) have an essential to-do, done! Remember to explore exciting [study abroad](#) opportunities, too!
-  **Find a scholarship.** We're nearing the end of [Scholarship Season](#), the peak time to search [Scholarship Universe](#) for the upcoming academic year. Don't miss out!
-  **Get your FAFSA in.** The Priority Filing Date to submit your [Free Application for Federal Student Aid \(FAFSA\)](#) is May 1. Need help? Have questions? Visit [Scholarships & Financial Aid](#) or chat with an expert at the [Zoom drop-in](#) on Thursday, April 25, from 2 to 4pm.
-  **Land an internship.** Visit [Student Engagement & Career Development](#) to find opportunities and learn how to apply. Also, check [your college's website](#) to see what's available there.
-  **Mark your calendar.** [Bash at the Rec](#) (August 25, 6 to 9pm) is a must-do welcome-back event every Wildcat should experience. Yes, it's a week off, but this is one back



**GET READY TO ENROLL FOR FALL**  
ENROLLMENT STARTS **APRIL 1**.  
CHECK UACCESS FOR YOUR SPECIFIC DATE.



**GET READY TO ENROLL FOR FALL**  
PRE-SELECT YOUR CLASSES **MARCH 1**.




**GET READY TO ENROLL FOR FALL**  
ENROLLMENT STARTS **APRIL 1**.  
CHECK UACCESS FOR YOUR SPECIFIC DATE.





# SHARING CAMPAIGN

**Campus Marketing Council**

★ Following 🌐 Site access

Home Arizona Online Marketing Documents Edit


New 🗨️ Promote ⚙️ Page details 📧 Email preview 📖 Immersive reader 📊 Analytics 📅 Posted 📄 Share ✎ Edit ↗️

## Using the Fall 2023 Retention & Registration Toolkit - Current Students

If you have any questions or problems access the toolkit or the user guide please let me know.

I am excited to share with you some new resources we have created a [Fall 2023 Retention & Registration Toolkit](#) and [user guide](#).

We all have recognized that retention is a university-wide enrollment effort, and the University of Arizona is dedicated to enhancing the student experience when reaching students about registration. Staggered registration start April 3rd for Fall 2023. In efforts to reach the end of the semester, we are encouraging across campus to key into this toolkit that has a multi-channel approach to enhance enrollment communications with a focus on undergraduate students. The goal is to provide students a more streamlined enrollment experience, by providing marketing professionals across campus the tools and assets they need to coordinate these communications to our audiences during relevant times of the year.

 <b>THE UNIVERSITY OF ARIZONA</b>	
<b>Overview of toolkit:</b>	
Retention is a university-wide enrollment effort, and the University of Arizona is dedicated to enhancing the student experience when reaching students about registration. In efforts to reach them before the end of the semester, we are encouraging marketers across campus to key into this toolkit that has a multi-channel approach to enhance enrollment communications with a focus on undergraduate students. The goal is to provide students a more streamlined enrollment experience, by providing marketing professionals across campus the tools and assets they need to coordinate these communications to our audiences during relevant times of the year.	
<b>The Goal:</b>	
Encourage current undergraduate students to enroll in classes.	
<b>Central use of materials:</b>	
<ul style="list-style-type: none"><li>Inclusion in email outreach to all current students through Bear Down Run Down</li><li>Inclusion in email outreach to all 22-23 new students (first-time and transfer) from Student Success &amp; Retention Innovation</li><li>Inclusion in parent and family communications</li></ul>	
<b>How and when to utilize the toolkit graphics:</b>	<b>Key Messages:</b>
<b>When:</b> Fall Enrollment – March 1st catalog opens reminders until July Spring Enrollment – October 1st catalog opens reminders until January	<ul style="list-style-type: none"><li>Students should check UAaccess beginning October 1st for the e</li><li>Students should talk to their academic advisor about what cours</li><li>Students should make an appointment with their academic advis</li><li>Enrolling in classes for next semester helps students receive the</li></ul>
<b>How:</b> <ul style="list-style-type: none"><li>Email headers</li><li>Email signature graphic</li><li>Digital signage</li><li>Social media assets</li><li>Website headers</li></ul>	

✓ **Mix of Central + College & Unit**

✓ **Lead to fish model**





# CAMPAIGN RESULTS

- ✓ **3% increase in retention semester over semester**
- ✓ **73.6% “Bear Down Run Down” Open Rate**
- ✓ **Anecdotally advisors commented they experienced far less “freakout” amongst students**
- ✓ **Grew trust of marketing efforts across campus with key stakeholders (provost, advising, student success, registrar, etc)**

**SPEED-TO-  
RESULTS**

**Processing qualitative responses using Gen AI**

**230x FASTER**





**MAKE GEN AI  
WORK FOR YOU**



**Before you dump a ton of  
data into a Generative AI  
tool...**



# **KEY FACTORS**

- **Build a business case**
- **Address data privacy concerns**
- **Quality control plan**
- **Understand tool limitations**

# GEN AI STRUGGLES

- **Doesn't replicate human experiences**
- **Struggles to follow complex emotional journeys**
- **Limited creativity**

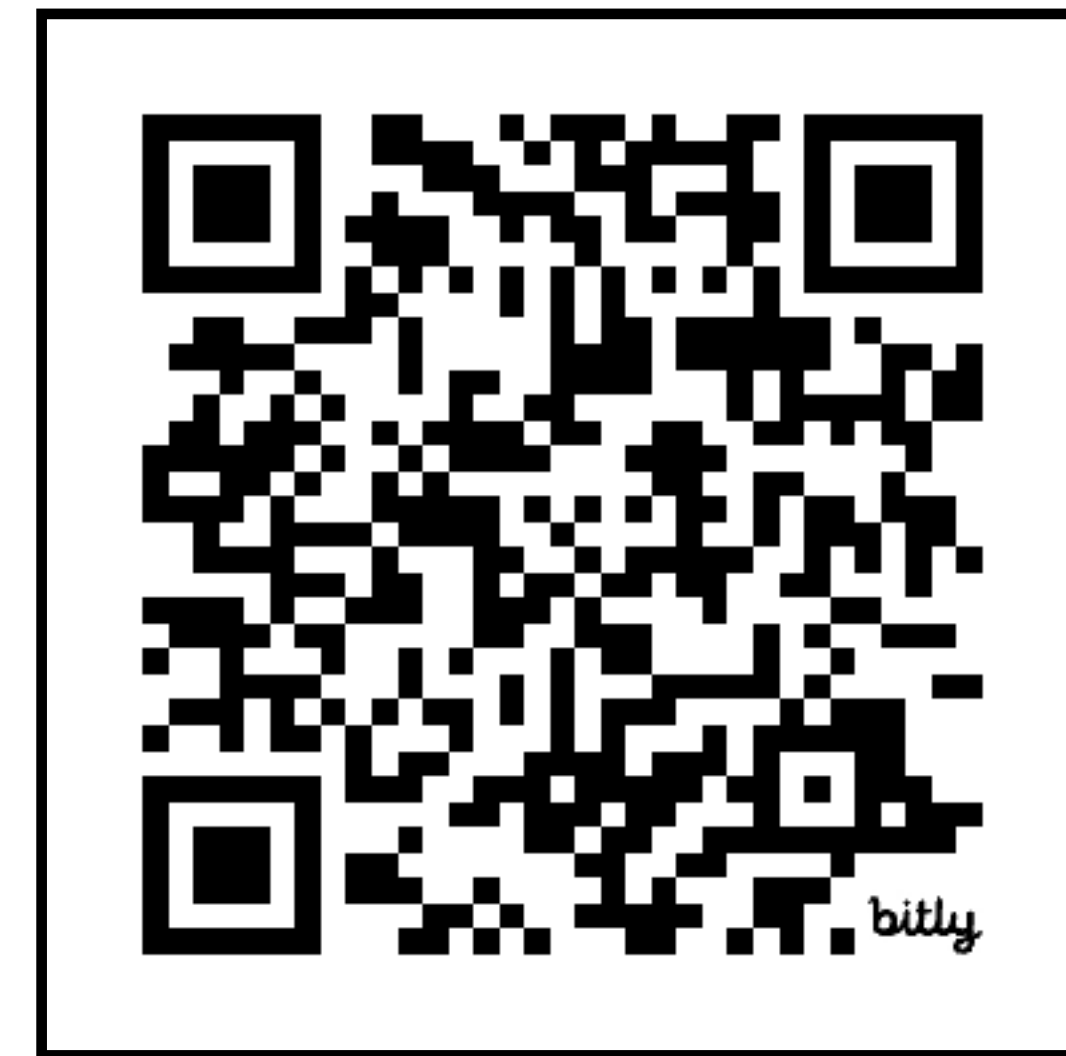
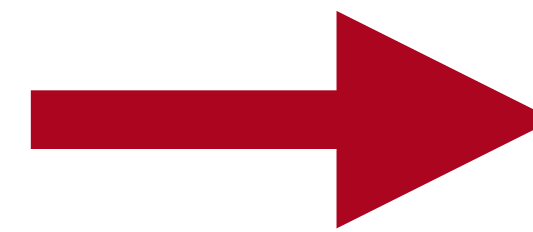


# FINAL THOUGHTS

- **Generative AI tools are an accelerant, not a replacement**
- **Stay curious**
- **Trust, but verify**

# THANK YOU!

- Connect with Jenna & Sunny
- Download the slides



<https://bit.ly/MADS-2024>

