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





#### GOAL

Right audience

Right channel

Right message





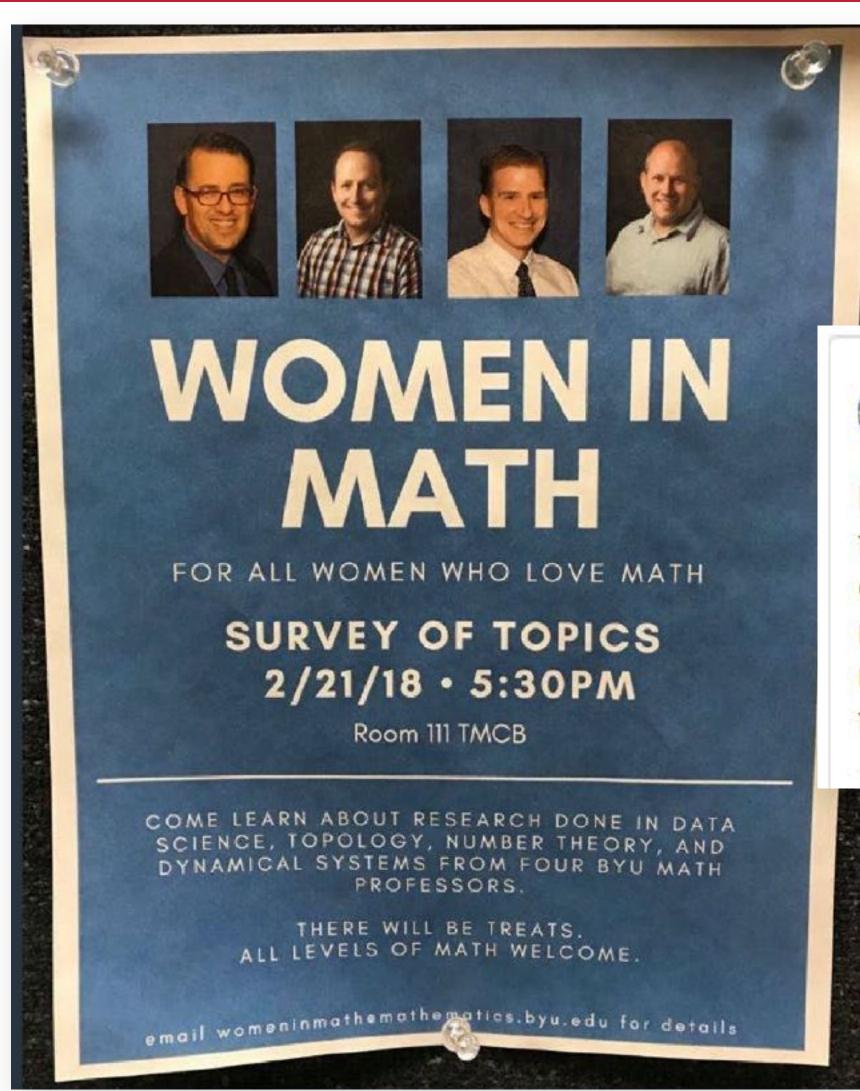
# CAMPAIGN GOALS

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



# DATA-DRIVEN DECISIONS

#### GUESSING





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

Faster usable audience insights using Gen Al

Choosing the right Gen Al tools & process





#### Jenna Rutschman

Executive Director,
Campus Marketing Strategy





#### Sunny Hunt

CEO & Chief Customer Nerd, Hunt Interaction

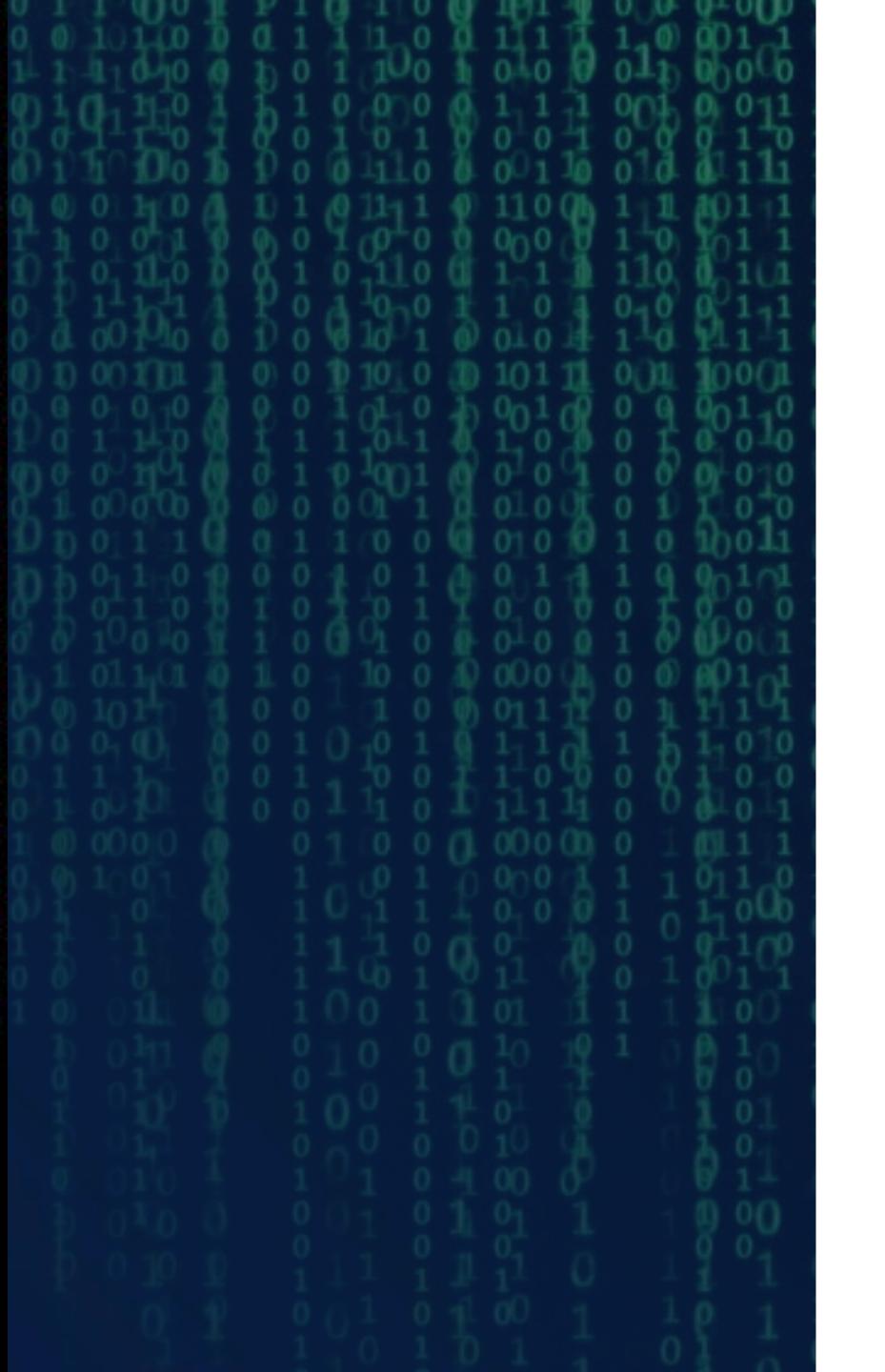


Senior Strategist, Convince & Convert



# BRING YOUR CUSTOMERS INTO THE CONVERSATION





Synthetic data isn't unique

Humans make emotional decisions

Overcome highfriction decisions







#### VOICE OF CUSTOMER DATA



Competes in noisy spaces

Compelling for distracted audiences



#### VOICE OF CUSTOMER DATA



Time-intensive to gather and process



# VIRTUAL FOCUS GROUPS

- Good insights
- Immediate feedback
- Moderate sample size





#### SURVEYS

- Good quantitative data
- Fast turn
- Larger sample size



open-ended questions





# INTERVIEWS

Excellent qualitative data



Flexible format



- Takes time to process



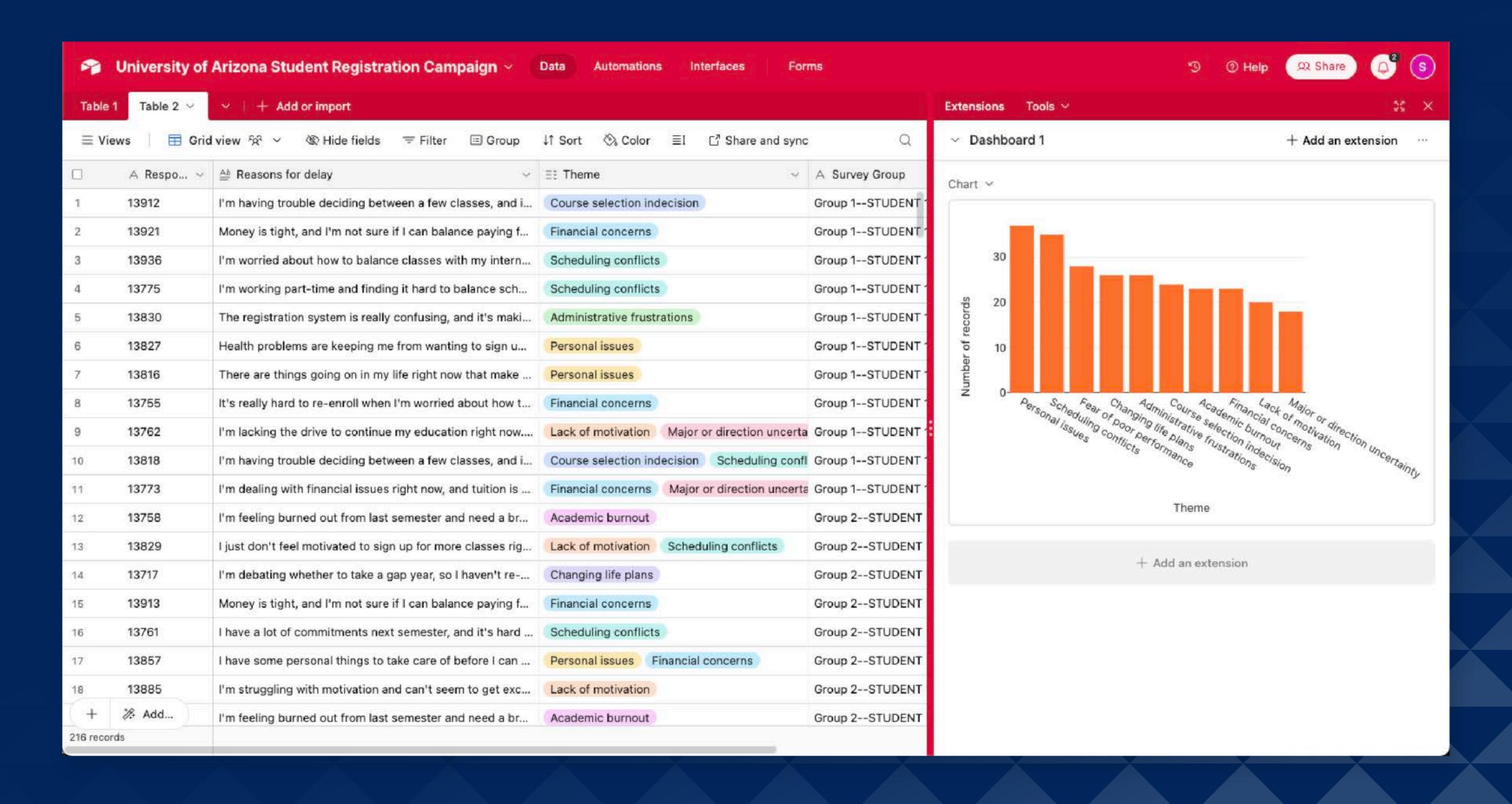


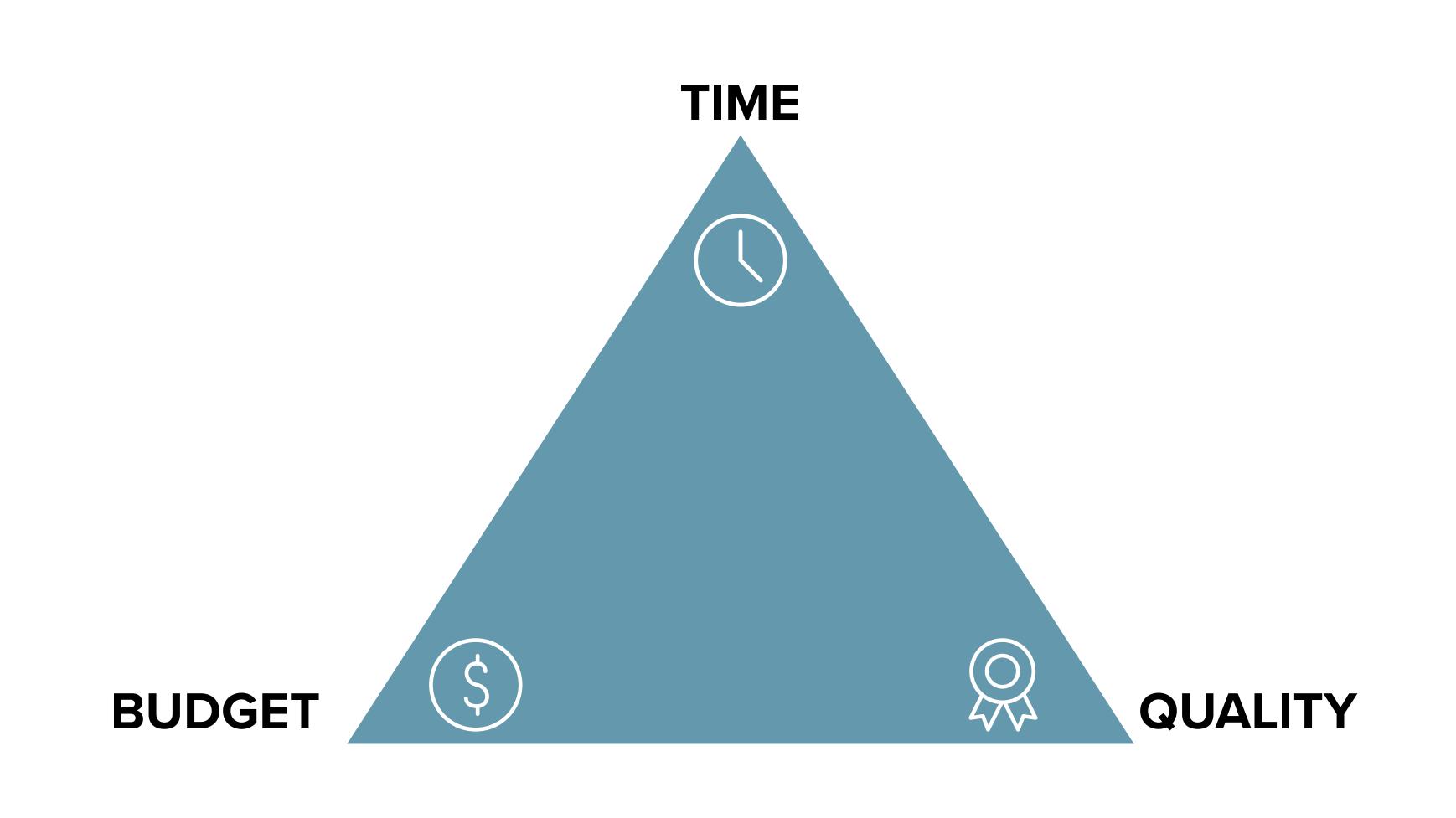
# VIRTUAL FOCUS GROUP

- 226 participants
- 5 different audience segments
- •52 questions (37% openended)



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# But could ChatGPT help us parse the data?

You can't "ShagePT" your way into ur a ge audience

# GENERATIVE AI ENTERS THE CHAT

#### GEN AI TASKS



Repetitive



**Generative** 



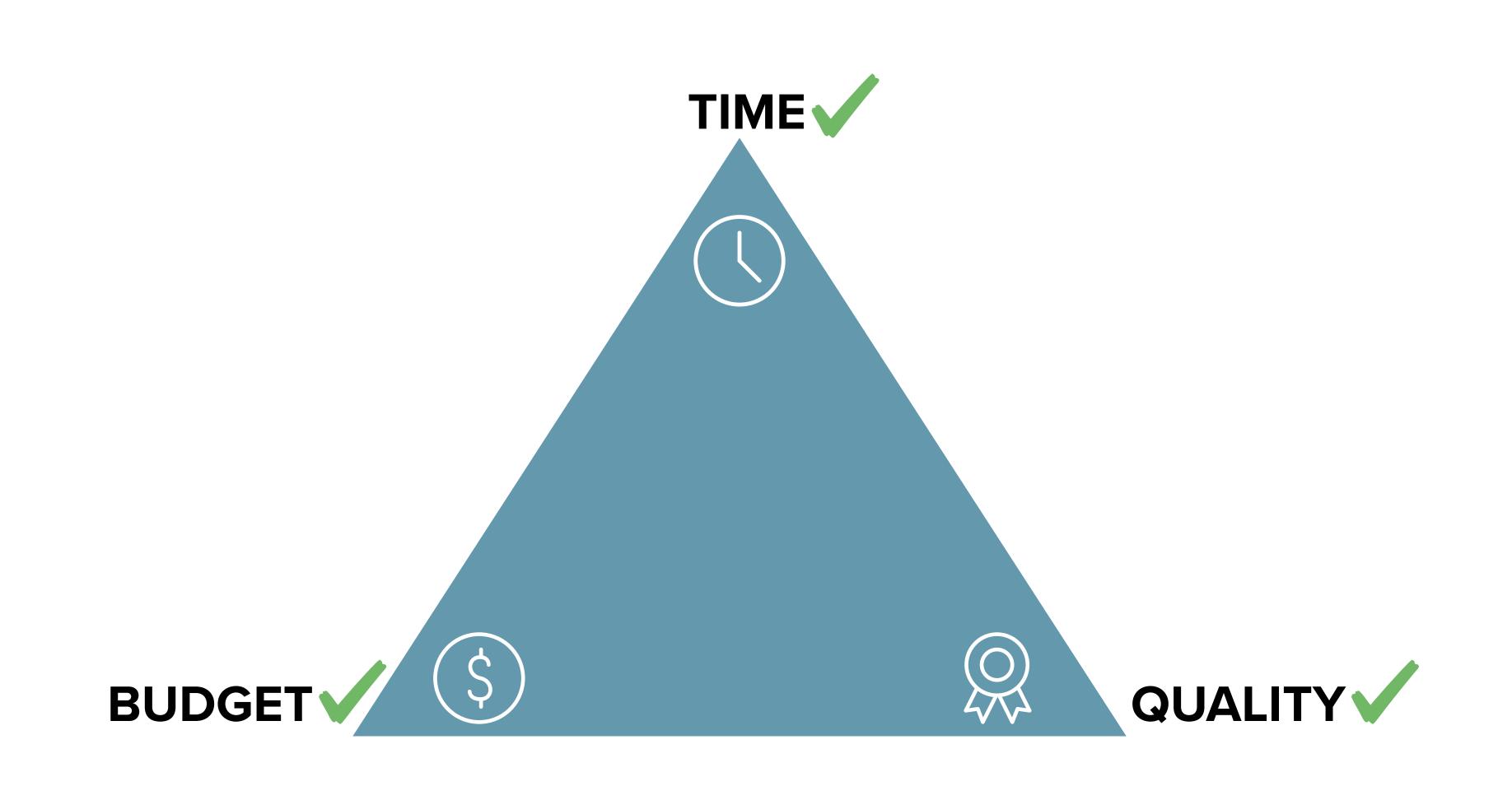
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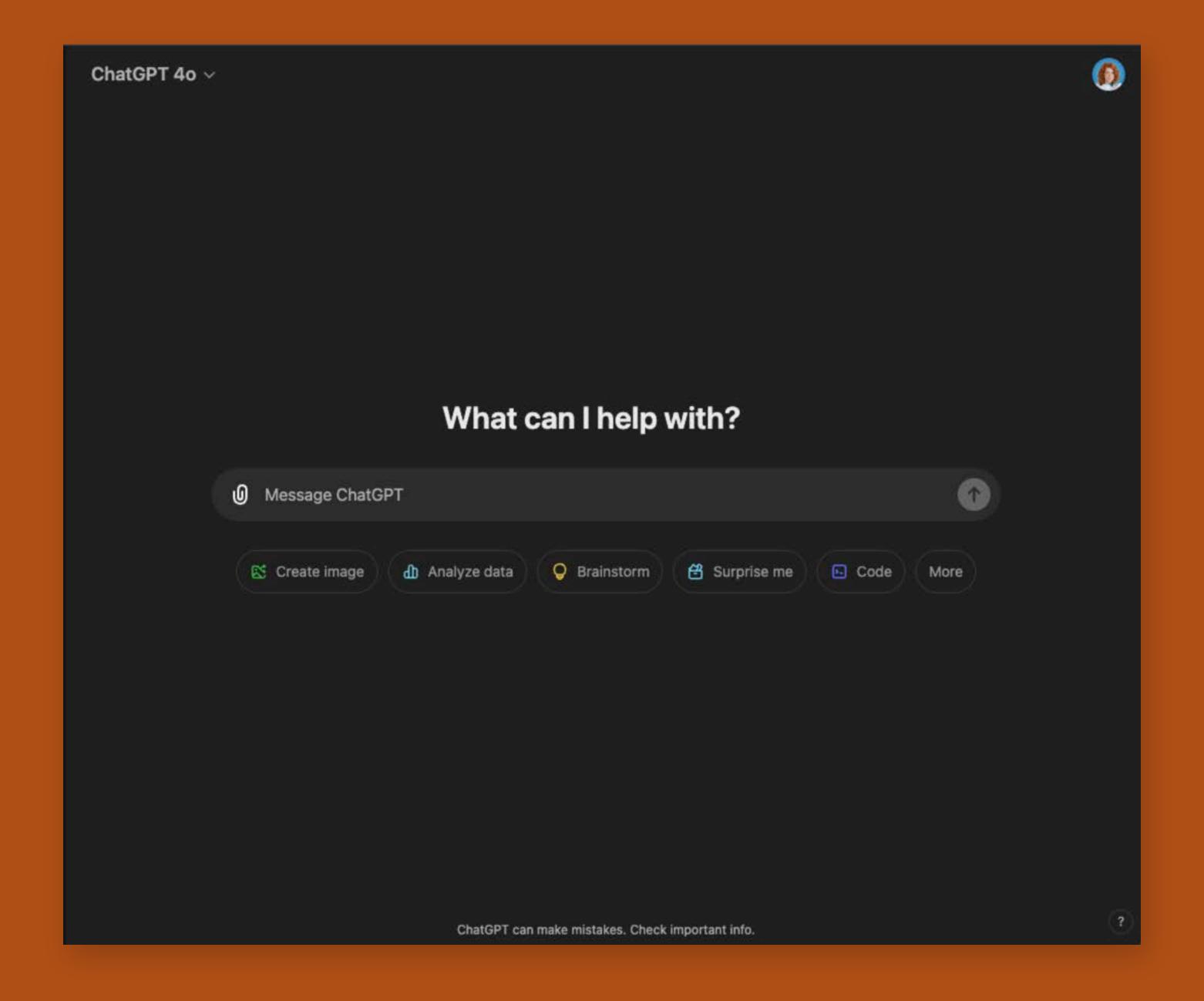


Predictive









#### 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?



### 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.

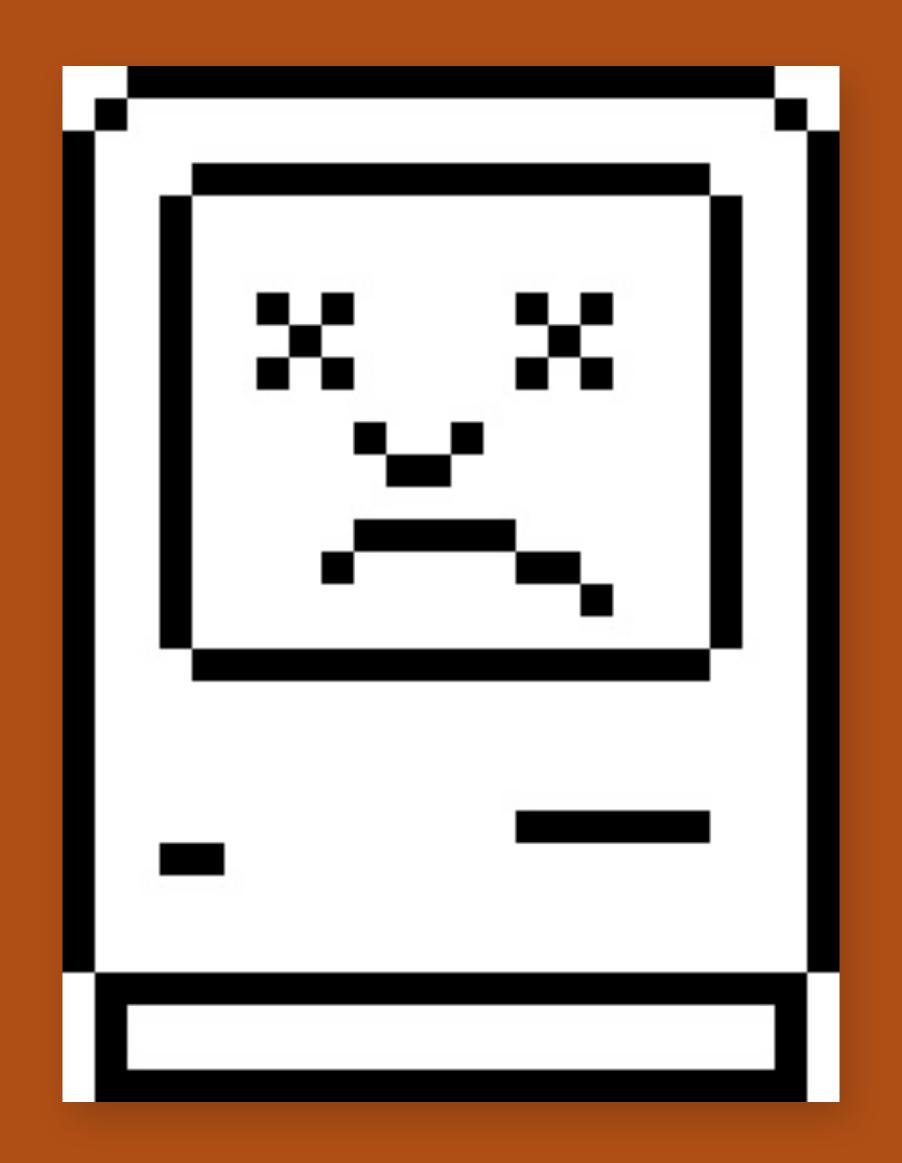
#### APPROACH



#### 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

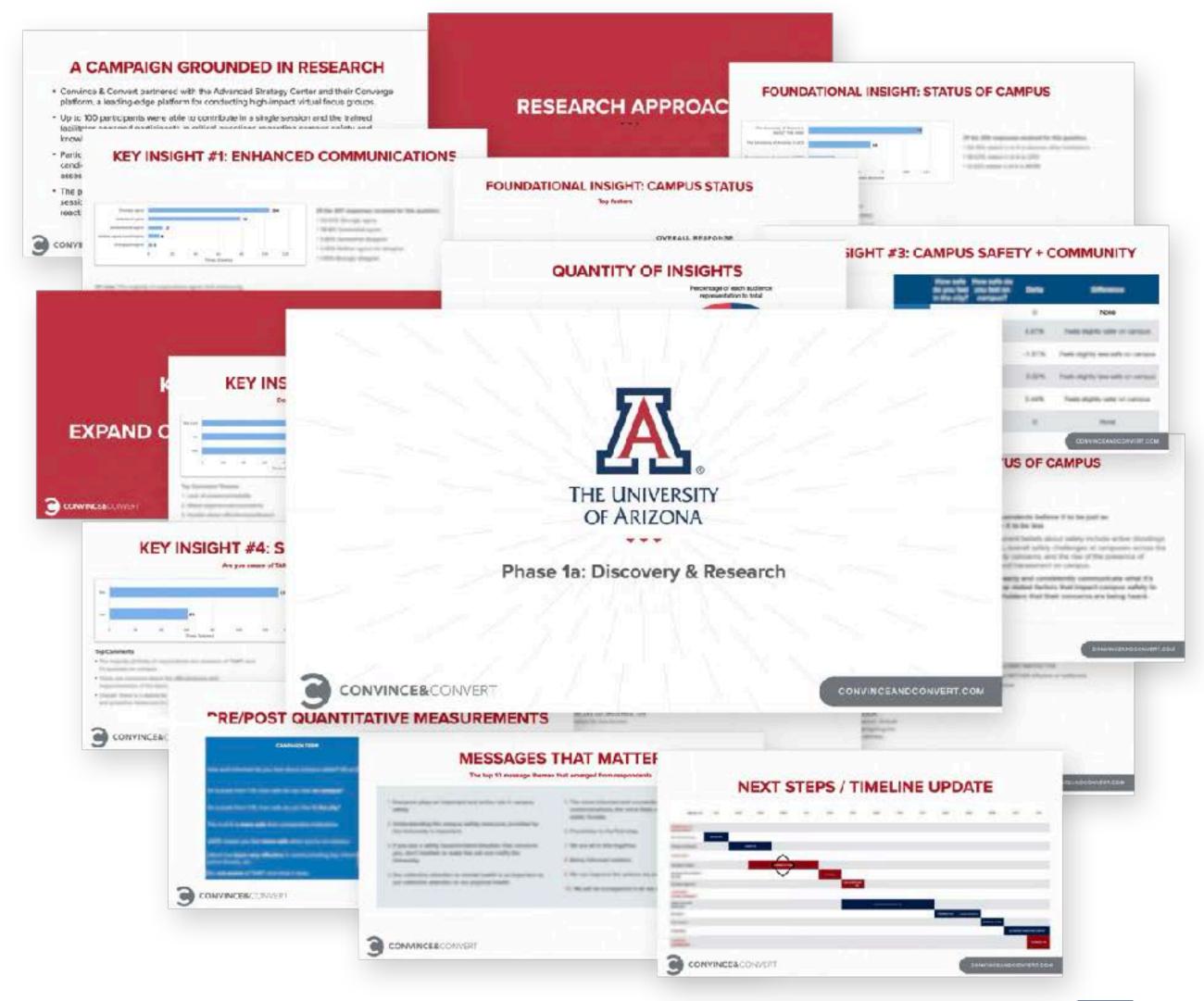
 Limited prompt outputs to a single question.

Best quality + shortest time

- Spot check
- Ran the prompt twice to verify.



## INSIGHTS DELIVERED







## CAMPAIGN VISUALS

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.

9pm) is a must-do welcome-back event every Wildcat

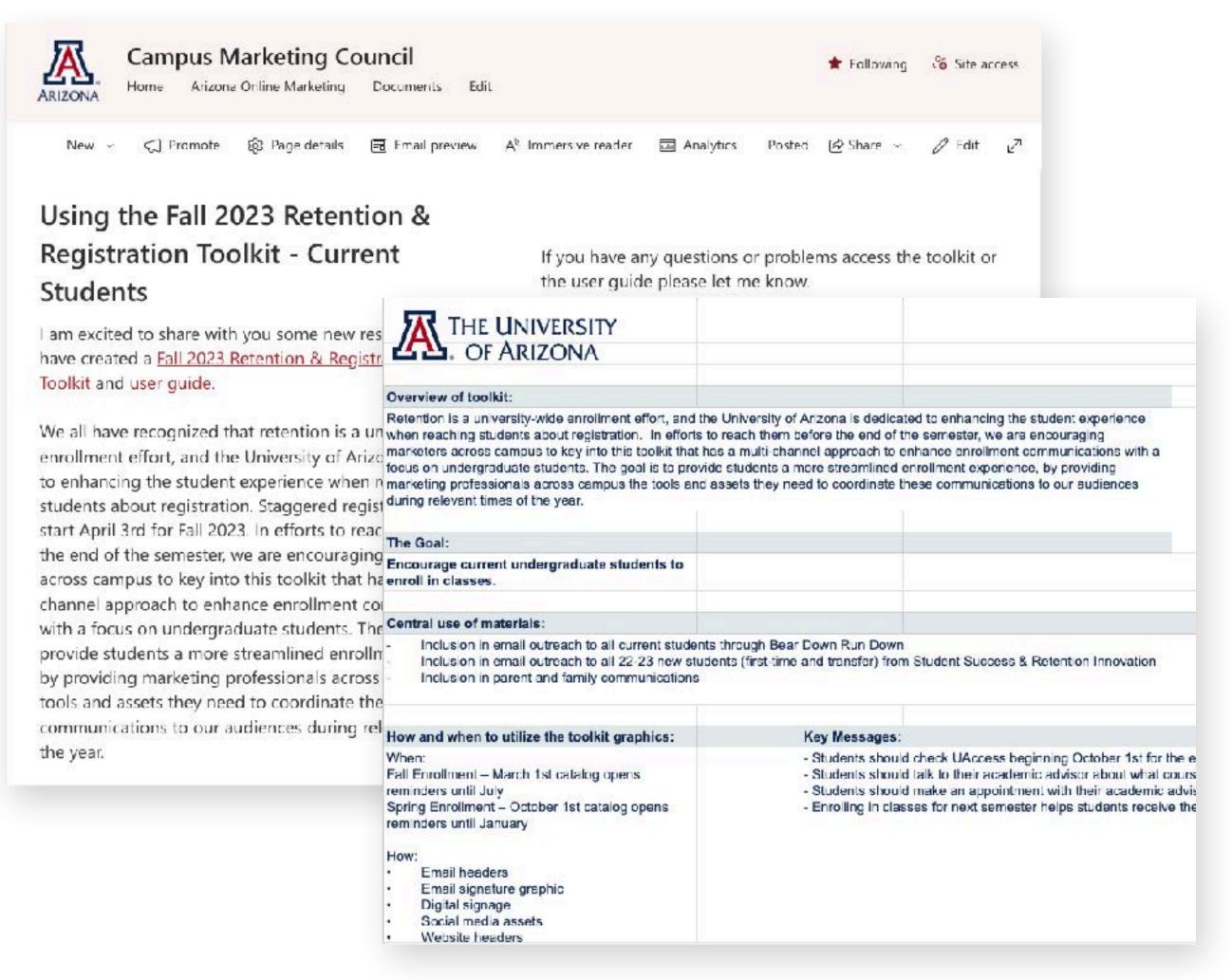








### SHARING CAMPAIGN





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)





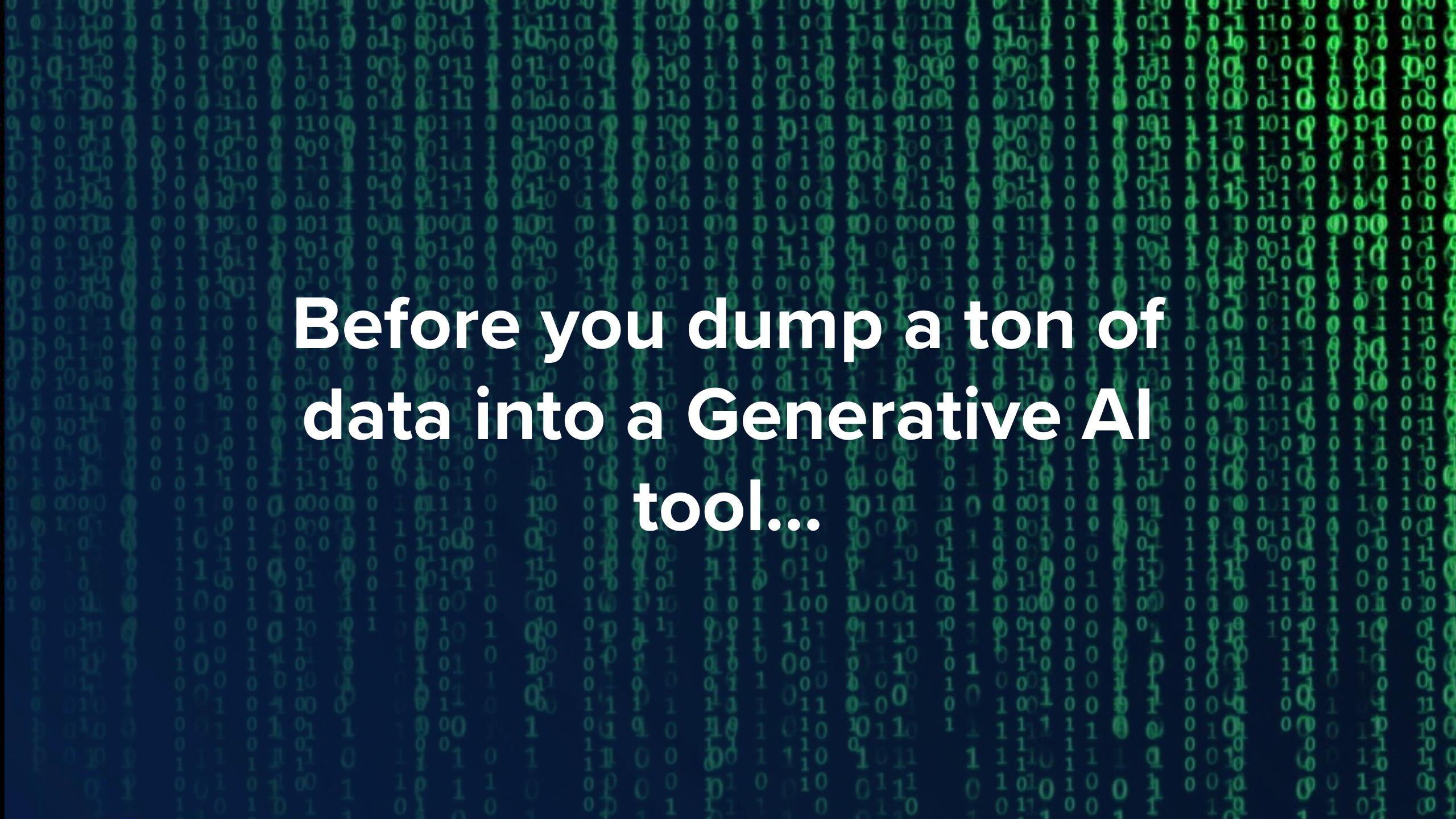
#### SPEED-TO-RESULTS

Processing qualitative responses using Gen Al

#### 230x FASTER



# MAKE GEN AI WORK FOR YOU



#### 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

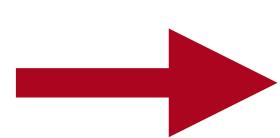
- Generative Al tools are an accelerant, not a replacement
- Stay curious
- Trust, but verify



#### THANK YOU!

Connect with Jenna & Sunny

Download the slides





https://bit.ly/MADS-2024



