

The background features several 3D geometric shapes, including a large brown cube, a smaller brown cube, and a dark blue cylinder, all rendered with soft shadows. Two bright yellow spheres are also visible, one on the left and one at the top center.

Becoming tomorrow's **AI HIGH PERFORMER**

“What we are witnessing right now is the accelerated evolution of our industry. Brand new generative AI tools that have the potential to dramatically impact our workflows are released onto the market every day and we are left with the choice to either adapt or be left in the dust. Like it or not, generative AI is already changing everything about the way we work today.”

BASTIAN GRIMM, CEO PEAK ACE AG



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01

Navigating the Now: Generative AI in Marketing & Sales

2023 – Year of the generative AI

Back in 2022, **generative AI entered the limelight** with the launch of AI-powered platforms like ChatGPT, Midjourney and DALL-E. People all over the globe flocked to the readily available tools, news outlet headlines were dominated by the up-and-coming trend, and all the while we asked ourselves: how is this going to **impact the digital marketing industry**?

It is now 2023 – not even a year after the launch of ChatGPT – and we are already seeing a **big shift in the marketing industry**, as entire sectors embrace the potential of gen AI to support, accelerate or even completely automate workflow processes. A recent McKinsey study of 1,684 people has shown that already more than a fifth of the participants **regularly use gen AI tools in their work**.





Who is using generative AI – and what for?

To understand the **value of generative AI** for online marketers it is perhaps prudent to first look at who is using it and what exactly they are using it for. As for the who, it should come as no real surprise that the **technology, media and telecom sector** is spearheading the effort of **incorporating gen AI into their daily workflow**. Regardless, we are seeing an increase in the use of Gen AI across marketers and companies from all sectors, including financial services, health care and even retail.

But what are they using it for exactly? The most commonly reported applications are in **marketing and sales**, product and service development, and service operations. All use cases report the same primary functions: text-based generation and automated forecasts and analyses. This includes first drafts of **technical documents, chatbots, text summaries** and trend research.

A glimpse of the future

In the study conducted by McKinsey, 40% of respondents confirmed that – due to the **rapid advancement of generative AI** – their companies are looking to **invest more money into its development**. 75% of respondents agree that Gen AI will have a measurable impact on their industry in the next 3 years.

Perhaps most importantly though, they confirm the notion that **early adopters will successfully outperform the competition**. In fact, early adopters – also referred to as *AI high performers* – have already reported cost savings of up to 14% in their core business.

Consequently, it's become imperative that marketers and businesses alike stay up to date with the development of current and future Gen AI tools to remain ahead of the curve.

Sources:
<https://pa.ag/3YZZeGs>
<https://pa.ag/45Aumih>



02

The Right (AI) Tool for the Job

More than a chat bot

With a little bit of creative thinking, generative AI-powered tools can be used for much more than generating texts, forecasts and answering queries via chat.

Let's take voice generation, for example. While many still view it as a bit of a joke – mainly used to create popular Disney song covers by politicians and celebrities – in reality, it is undeniably a prime example of **gen AI tech that marketers can and should profit from**, as our short case study will illustrate.

MURF.AI in a nutshell

If you've ever used text-to-speech software, you may recall the stiff and robotic monotonous tone of the voice. Murf aims to eliminate this issue by **hiring professional voice actors** for the AI's sampling process. The final product – while not yet 100% perfect – offers far more natural and **believable text-to-speech voices** that excel in their sheer variety, as more than a hundred professionals have agreed to lend their voices to the software.

There are, however, two factors that make voice generation AI like Murf especially valuable for marketers.



AI fought the law

While generative AI is the talk of the town and new innovations are making news headlines every day, we can't ignore the fact that it's **under a lot of scrutiny too**. Image and voice generation in particular have been a **hotly debated topic** ever since Midjourney, and other tools like it, hit the ground running, raising questions concerning ownership and intellectual property rights and regulations.

By going through the legal process of hiring the voice actors, Murf completely manages to **avoid the risk of potential future litigation**. Additionally, the large number of hired voice actors creates a great variety of AI generated voices to pick from.

Parlez-vous français?

The true value of voice generative AI for marketers – and Murf in particular – lies in the **localisation options and possibilities**. When a client requested localised voice overs for video ad content designed for social media, we took to Murf.ai to **generate a French and an Italian voice over** for the video ads. The results were better than we could have hoped for:

- We **saved a lot of time and money** by foregoing casting and scouting processes (finding international voice actors, renting recording studios, etc.).
- **Adjustments and corrections** to the voice over could be done as needed **by our in-house native speakers**.
- The video ads **managed to garner a CTR of 1.14%** – a very good rate for this type of content – at a much lower CPM.

Sources: <https://pa.ag/3sFuG0A>



03

Embra(i)cing Change in the Era of AI

Do not fear the artificial reaper

Generative AI is here to stay, and its rapid developments have the potential to **dramatically change the global economy** within the next 10 years.

In fact, Gen AI is already changing the way we work today. According to a survey conducted by Goldman Sachs on the task content of over 900 occupations, they estimated that around **66% of all tasks could be at least partially automated by AI**. And as Gen AI tools grow more and more sophisticated by the day, the number of occupations exposed to some degree of automation will likely increase as well.



The hammer can't replace the carpenter

Knowing which tool to pick from an ever-increasing range is a daunting task. Even with the proper tool, at the end of the day it's the expert handling it that will cause an **increase in your company's overall efficiency** rather than the tool itself.

Businesses and marketers aiming to become AI High Performers need to **invest in training their own staff and hiring business partners** with the right expertise today, but this too comes with its own caveats, so we've put together some expert pointers to keep in mind.

"Although the impact of AI on the labour market is likely to be significant, most jobs and industries are only partially exposed to automation and are thus more likely to be complemented rather than substituted by AI[...]"

BRIGGS/KODNANI, GOLDMAN SACHS

Pros & cons



Training staff and hiring experts

PROS

- Generative AI productions can be done in-house
- No coordination with a third-party required

CONS

- Hiring and training processes are time-consuming
- Significant investment of time and finances to find the right generative AI tools
- Businesses are outperformed by AI High Performers until training and hiring is completed



Working with a business partner

PROS

- No additional training/hiring costs
- Businesses are not required to research and invest in suitable generative AI tools on their own; business partner provides a generative AI tool suite
- Businesses can immediately enter the market with generative AI-powered content

CONS

- Experts and tools are not in-house and additional coordination with a third party is required

To wrap things up

Generative AI has burst onto the market, and it means business. 2023 may have been the breakout year **but it is only the start**. We are faced with a rapidly developing technology that is **already impacting our workplaces** and has the potential to raise the global GDP by up to 7% according to Goldman Sachs.

The gap between the AI High Performers of today and businesses not already actively **looking into or investing in gen AI tools** increases each day. By the time they are forced to adapt, it will be too late to play catch up.

Let this whitepaper serve as an entry point to becoming tomorrow's AI High Performer and optimise your daily work output today.

Sources:
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<https://pa.ag/47U75tj>





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