

ESPC Spring Meeting
May 2023, Washington, D.C.

EMAIL

fo'c'sle [*'fouksl*] *n.* (in merchant vessels) *'fousai*,
foyer; (b) *'fouksl*] *n.* (in merchant vessels) *'fousai*,
pont de gaillard. 2. (in merchant vessels) *'fousai*,
l'équipage. **foci**, **focuses** [*'foukəs*, (de lentille,
l'équipage. **foci**, **focuses** [*'foukəs*, (de lentille,
fo'cus, *pl.* **foci**, **focuses** [*'foukəs*, (de lentille,
fo'cus, *pl.* **foci**, **focuses** [*'foukəs*, (de lentille,
etc.); *Opt*: depth of f., (i) profondeur *f* de foyer; (ii)
profondeur de champ; in f., (i) (of image) pas
etc.); *Opt*: depth of f., (i) profondeur *f* de foyer; (ii)
profondeur de champ; in f., (i) (of image) pas
(ii) (of instrument) réglé; out of f., (i) (of image) pas
au point; (ii) (of instrument) non réglé; to bring sth. into
(of headlamp bulb, etc.) mal réglé; to break f. (of
to meet sth. at point au point; to focus sth. (of
power) m. à une puissance au point; to focus sth. (of
power) m. à une puissance au point.

Matthew Dunn
CEO, Campaign Genius
Co-Founder, SocialSignal.ai

1809



1997



2022

Open ChatGPT

ChatGPT

Send a message

ChatGPT may generate inappropriate or illegal content. Learn more about ChatGPT safety.



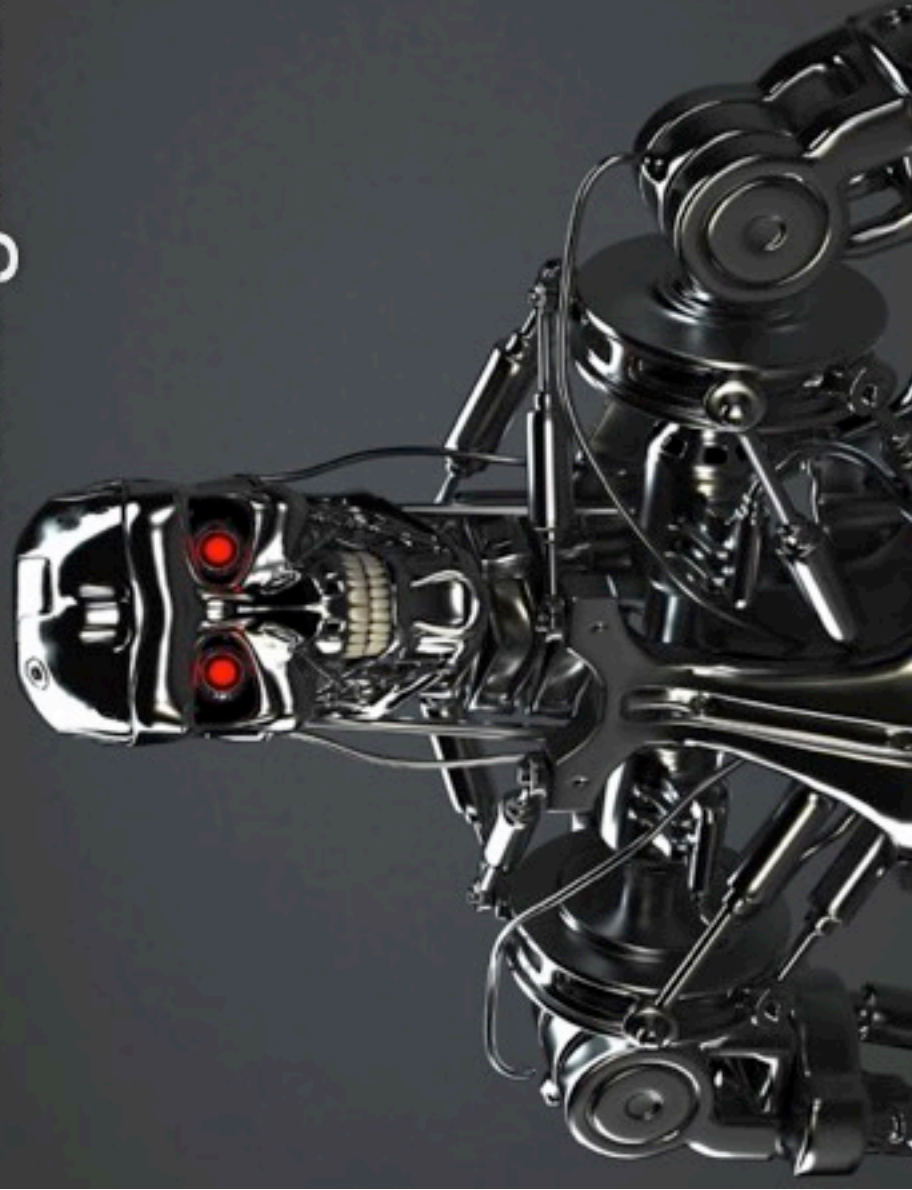
Artificial Intelligence



Aping Intelligence



Antagonistic Intelligence



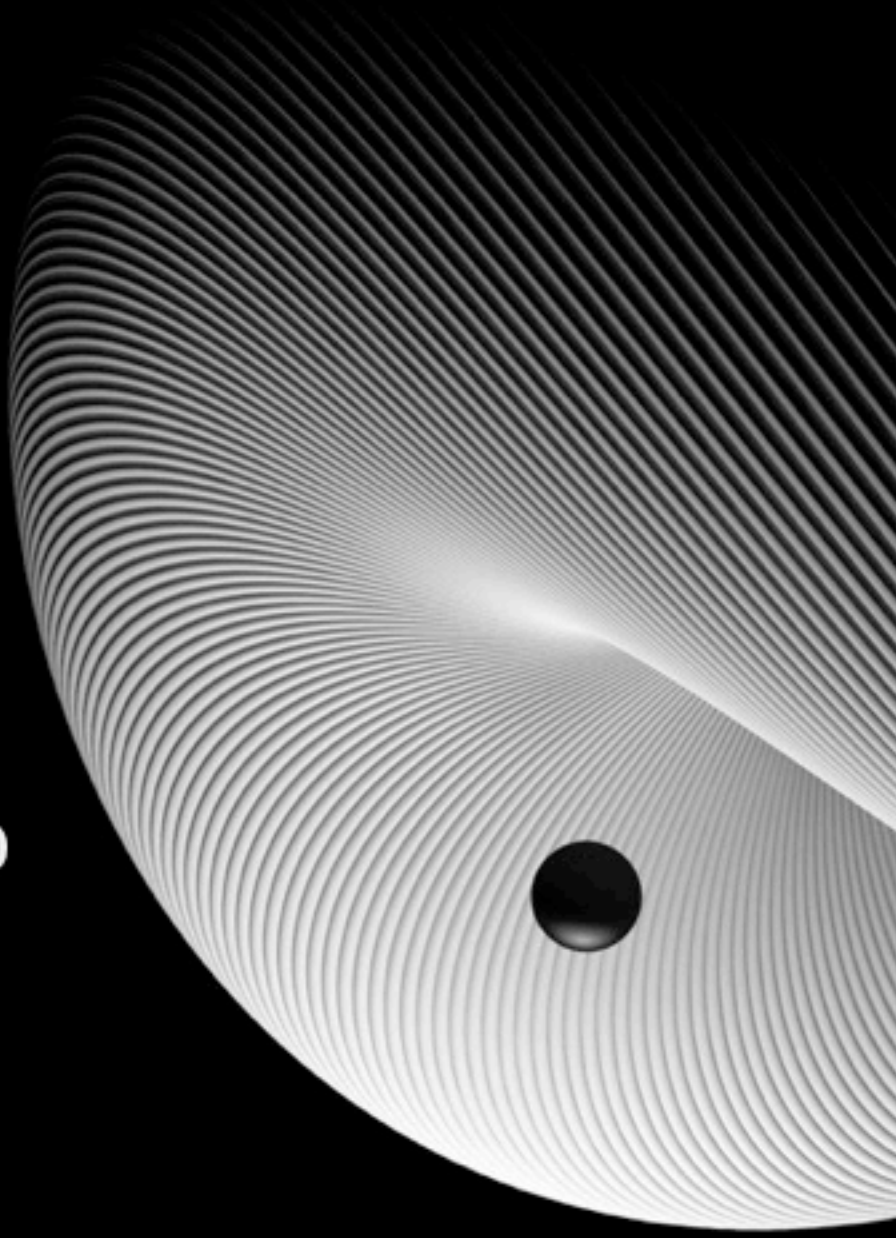
Artful Intelligence



Averaged Intelligence



Abstract Intelligence



American Intelligence





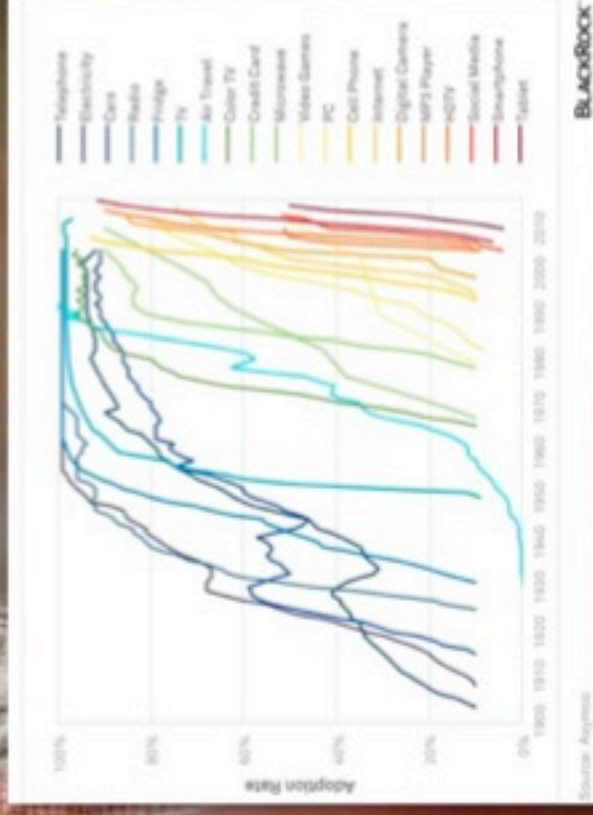
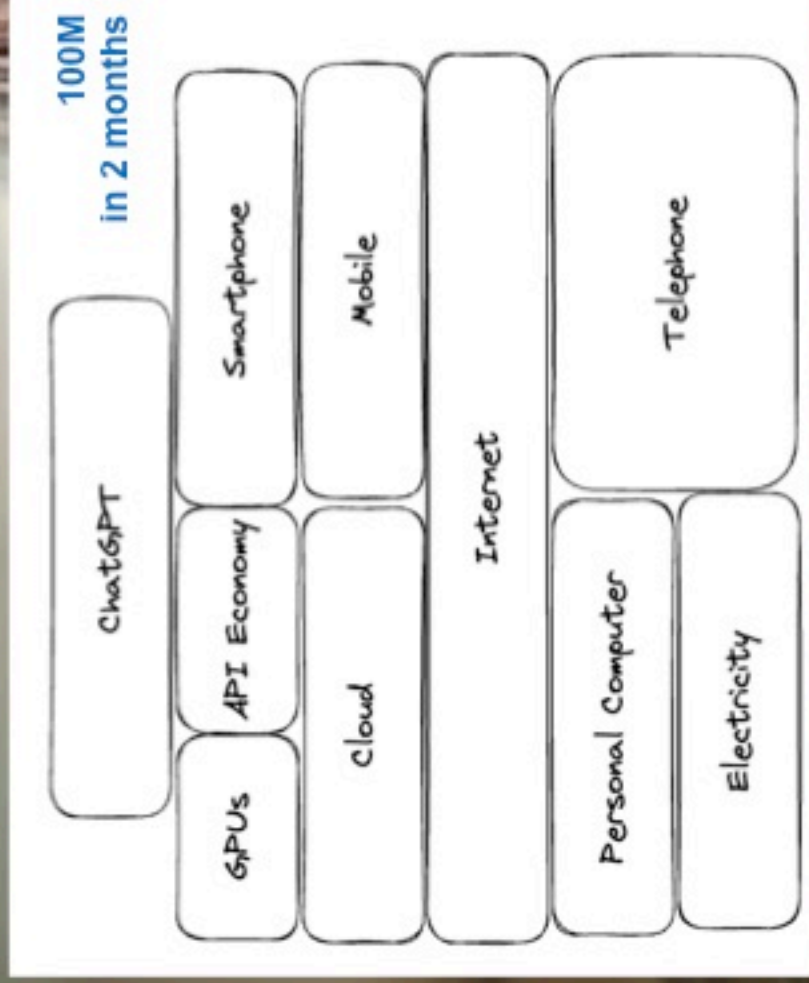
American Intelligence



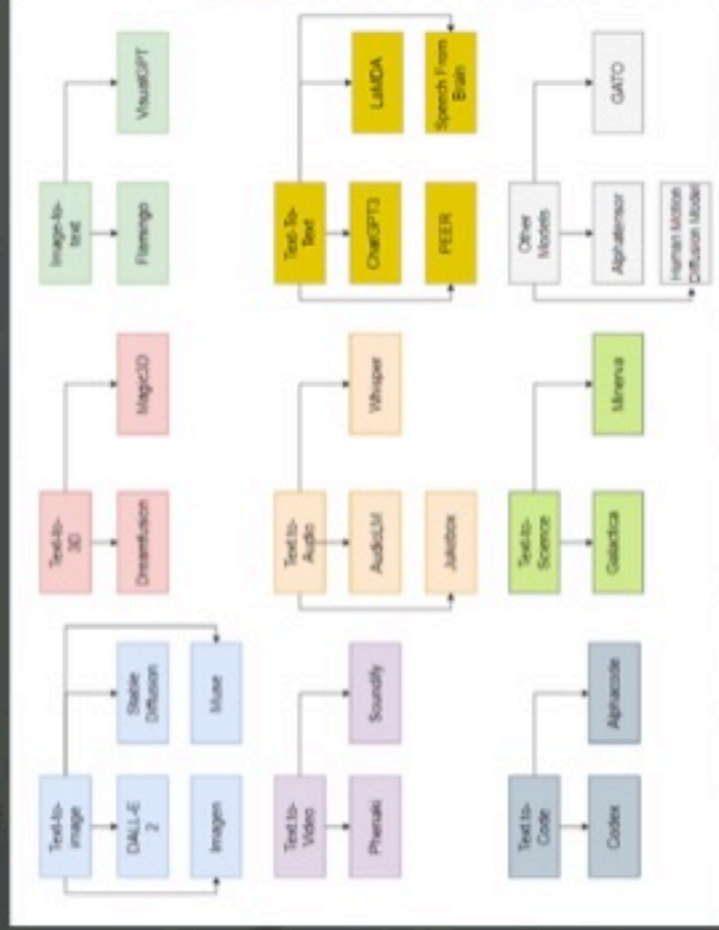
Actual Intelligence



Compound Acceleration



Big AI



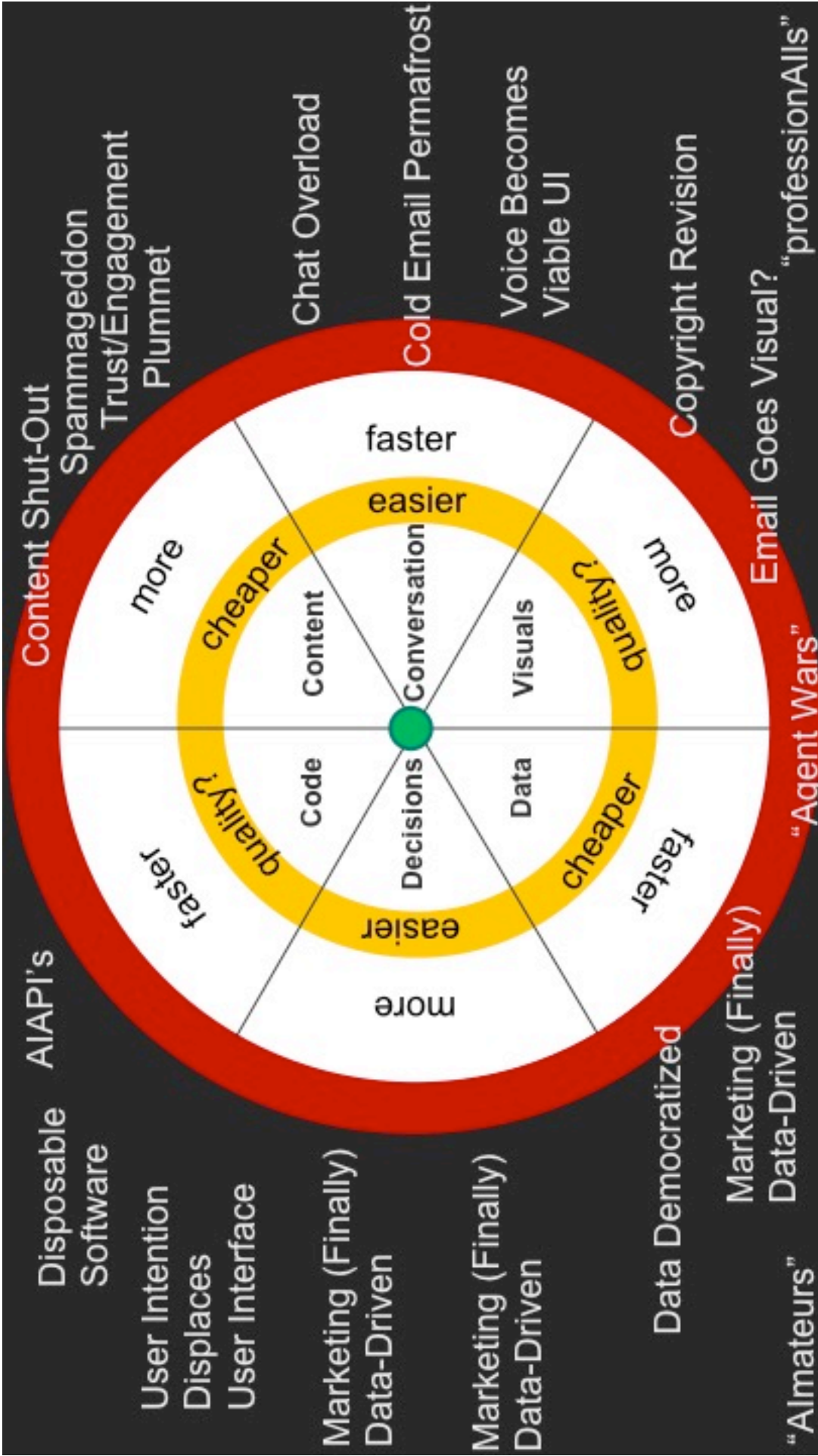
“Interestingly, only six organizations are behind the deployment of these models.”

OpenAI (Microsoft),
Google Research DeepMind
(Google), Nvidia, Meta, Runway



Gozalo-Brizuela, R., & Garrido-Merchan, E. C. (2023). ChatGPT is not all you need. A State of the Art Review of large Generative AI models. arXiv preprint arXiv:2301.04655.

<https://arxiv.org/abs/2301.04655>



Content Shut-Out

Spammageddon
Trust/Engagement Plummet

Chat Overload

Cold Email Permafrost

Voice Becomes Viable UI

Copyright Revision

Email Goes Visual? "professionAlls"

"Agent Wars"

Marketing (Finally) Data-Driven

Data Democratized

Marketing (Finally) Data-Driven

"Almateurs"

Disposable Software

User Intention Displaces User Interface

Marketing (Finally) Data-Driven

AI/PI's

Code

Content

Data

Visuals

Decisions

Conversation

more

easier

cheaper

more

cheaper

faster

quality?

more

faster

easier

Scale



email



images



language



music



code



math



law



accounting



chess



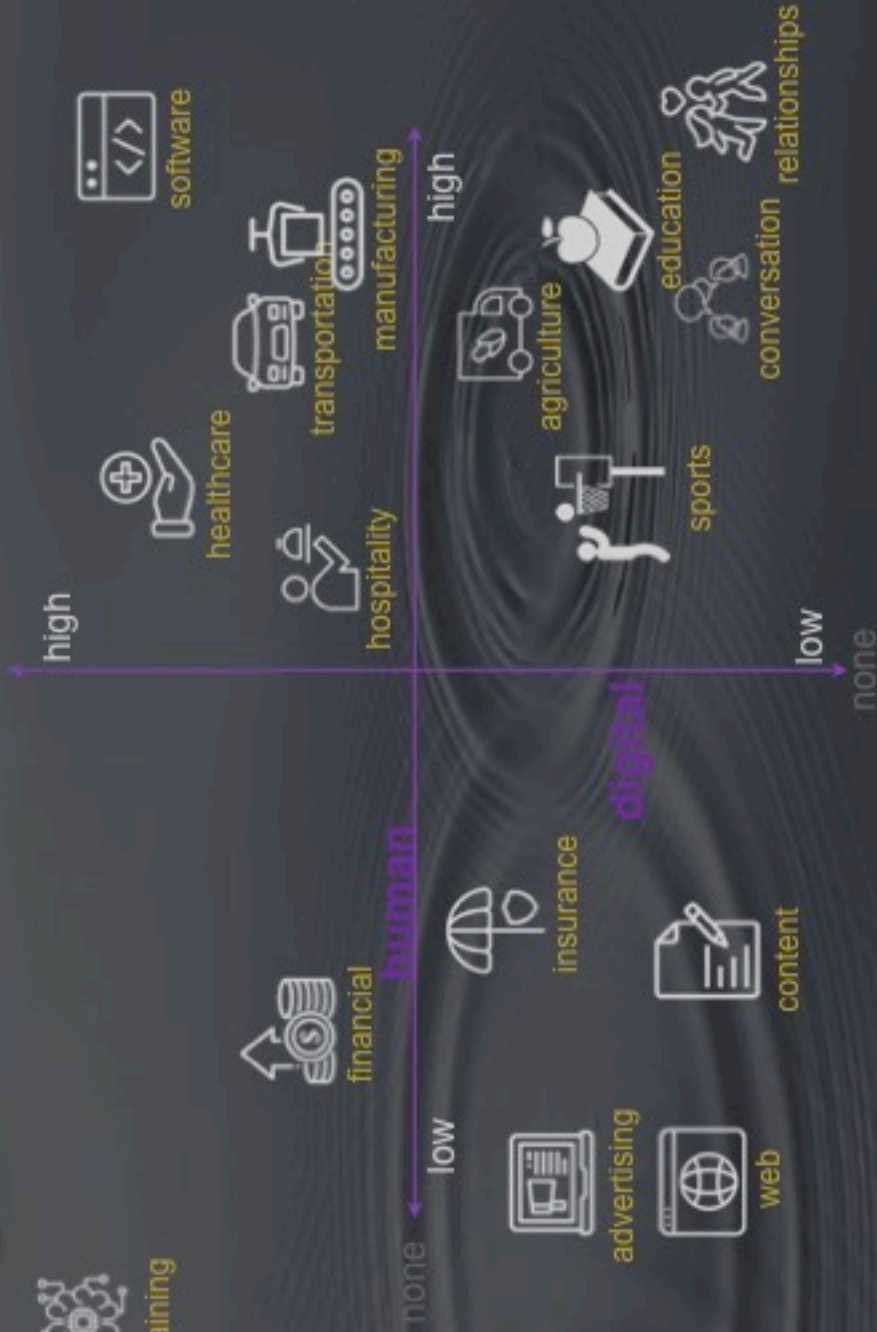
Go

Structure/Pattern

Change Framework



AI Training



e-mail -> email ->

EMail -> emAll ?



Write high-converting emails in hours **minutes**

Copy.ai is an AI email writer that saves you hours each week by generating email copy that's designed to get **results.**

Take Copy.ai for a (free) test-drive!



Sign up with Google

or

Sign up with email →

No credit card required

LABEL



Travel

Newsletters

Alpha Launch

UXR feedback

Apply

Apply to future



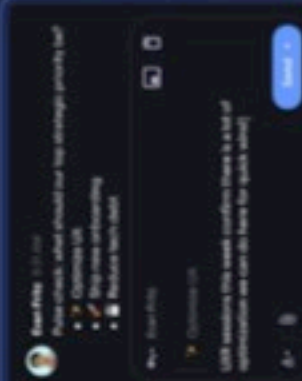
AI and the Big Five

BEN & YOU

99

Quick quote

Spend less time typing by instantly referencing email history



Shortwave.com



14 min saved

SUMMARY

This issue discusses the positive impact of AI on the tech industry, with a focus on Google, Microsoft, and OpenAI. It suggests that OpenAI may become the platform in which all other AI companies are built, and Nvidia and TSMC may be the biggest winners.



金沢の予約旅程

AIRBNS & EVAN

SUMMARY

3 min saved

Erika booked a trip to Kanazawa and shared the itinerary. You're staying at The Castle Inn hosted by Aiko. Check-in is Monday, Nov. 2th at 2 PM and checkout is on Saturday, Dec. 3rd at 11 AM.



Airbnb



次の旅行の準備をしましょう

Erika が金沢の宿泊施設を予約し、旅程をあなたと共有しました。サインアップして、Airbnb で旅行の詳細を表示します。

Generate Text

Content Type

Paragraph

Coffee sodas are a unique and refreshing alternative to traditional coffee with a fiery twist that is perfect for warm weather or an afternoon pick-me-up.

Conveniently packaged for on-the-go enjoyment, coffee sodas is a great choice for busy lifestyles. Try one today and experience the perfect blend of coffee and soda flavors in every sip.

Unlike traditional sodas, coffee sodas contain real coffee, providing a natural energy boost that is both satisfying and inspiring, making them a great choice for busy lifestyles.

FROTHY JANE

COFFEE CO.

Refreshing coffee cola, delivered
Conveniently packaged for on-the-go enjoyment,
coffee soda is a great choice for busy lifestyles. Try
one today and experience the perfect blend of coffee
and soda flavors in every sip.



Save and exit

- Client Search
- Total Spend Optimizer
- New Spend Optimizer
- Scenario Explorer

- Dashboard
- Calendar
- Opportunities
- Campaigns
- Experiences
- Audience
- Content
- Analytics
- Data

Hello Heather 🙌
What can I do to assist you today?

🔍 | what specific details would you like to learn?

Browse by Questions

Analytics

1. Which Channels are most profitable for me?

4. How do I set up SMS as an activation channel

11. What is the SLA for data ingestion?

Product

10. How can I run a lookalike analysis?

18. Where do I load data from my email file?

20. What formats can I upload my data in?

Onboarding

2. How do I get started with onboarding a client?

3. How do I setup intelligent retargeting?

5. How do I add a new feed?



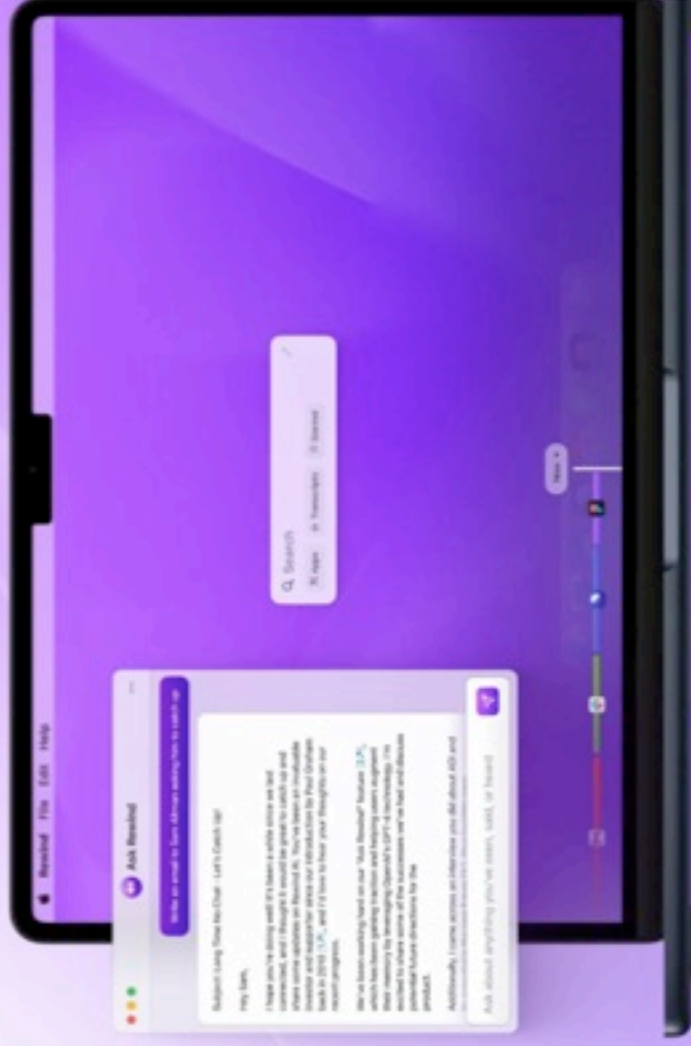
About Ask Rewind Privacy Testimonials Pricing

Get Rewind

NEW Ask Rewind about anything you've seen, said, or heard

What if you had perfect memory?

Get Rewind



Find anything you've seen, said, or heard



GOOGLE WORKSPACE UPDATES

Expanding upon Gmail security with BIMi

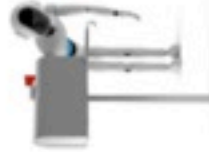
What's changing in 2021, we introduced Brand Indicators for Message Identification (BIMI) in Gmail, a feature that requires senders to use...



CAMPAIGN GENIUS

Free! Email Performance Tune-Up With Mailmodo — Campaign Genius

Mailmodo launches 21-day challenge to help companies improve their email performance - free.



CMSWIRE.COM

Generative AI Email Personalization: Hype vs. Reality

The potential for generative AI creating highly personalized emails may be premature, as current AI technology falls short in several areas.



IPOST BLOG

8 Types of Email Marketers – Email Marketing 101

Future Of Email Newsletter

with Data Features [Learn more](#)

Type
Introduction

Length
Short

Tone
Humorous

Emojis
More Emojis

Prompt
Create copy about our upcoming webinar, AI & Newsletters.

Your Newsletter Topics
AI in 2021: Top 100 email marketing trends

Article
2021 AI Trends - Part One

Responses
 👍 Hey there Newsletter! Newsletter!
 🤖 We made it to another awesome weekend! Get ready for some mind-blowing content 🤖, juicy tips 🍷, and lots and lots of laughs 🤗.
 🗣️ We want to hear your ideas for future topics! Reply to tell us what you want to read about -- or anything else you want to share!
 📌 Save the date! Our upcoming webinar, "AI & Newsletters" is coming up soon! Sign up now for more information.
 📰 In this edition, we dive into the future of AI in our industry. Check out our article on "2021 AI Trends - Part One".
 Cheers! 🥂

Buttons: Copy, Generate, No

Save AI



SocialSignal.ai

By ZIP (Group-Family-Segment)

#FlourishingFusion
#ProudParents

#FlourishingFusion
Families with children living in diverse white and black schools.

Peak of Household Age: **35-44 years**
Est. Household Income: **\$75k - \$100k**

Social Topics: [#Entrepreneurship](#) [#Home](#) [#Education](#) [#Responsible](#) [#Family](#) [#Parenting](#) [#Community](#)

Live Transparency

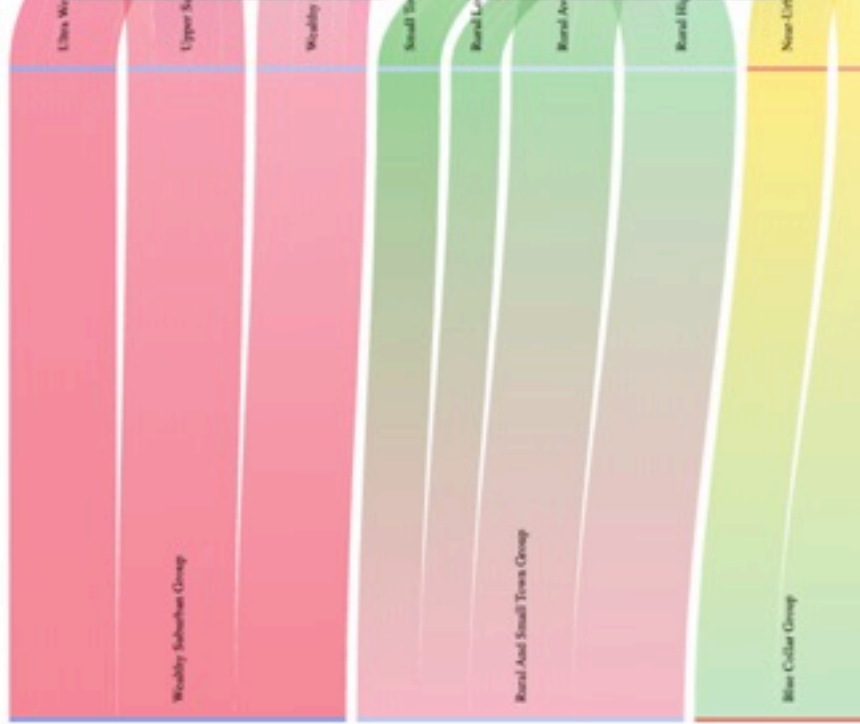
#ProudParents
#FamilyWellness

#JohnDeereCountry
Families and couples with average income working blue-collar jobs.

Peak of Household Age: **35-44 years**
Est. Household Income: **\$50k - \$60k**

Social Topics: [#Home](#) [#Parenting](#) [#Family](#) [#Community](#) [#Responsible](#) [#Entrepreneurship](#)

Live Transparency

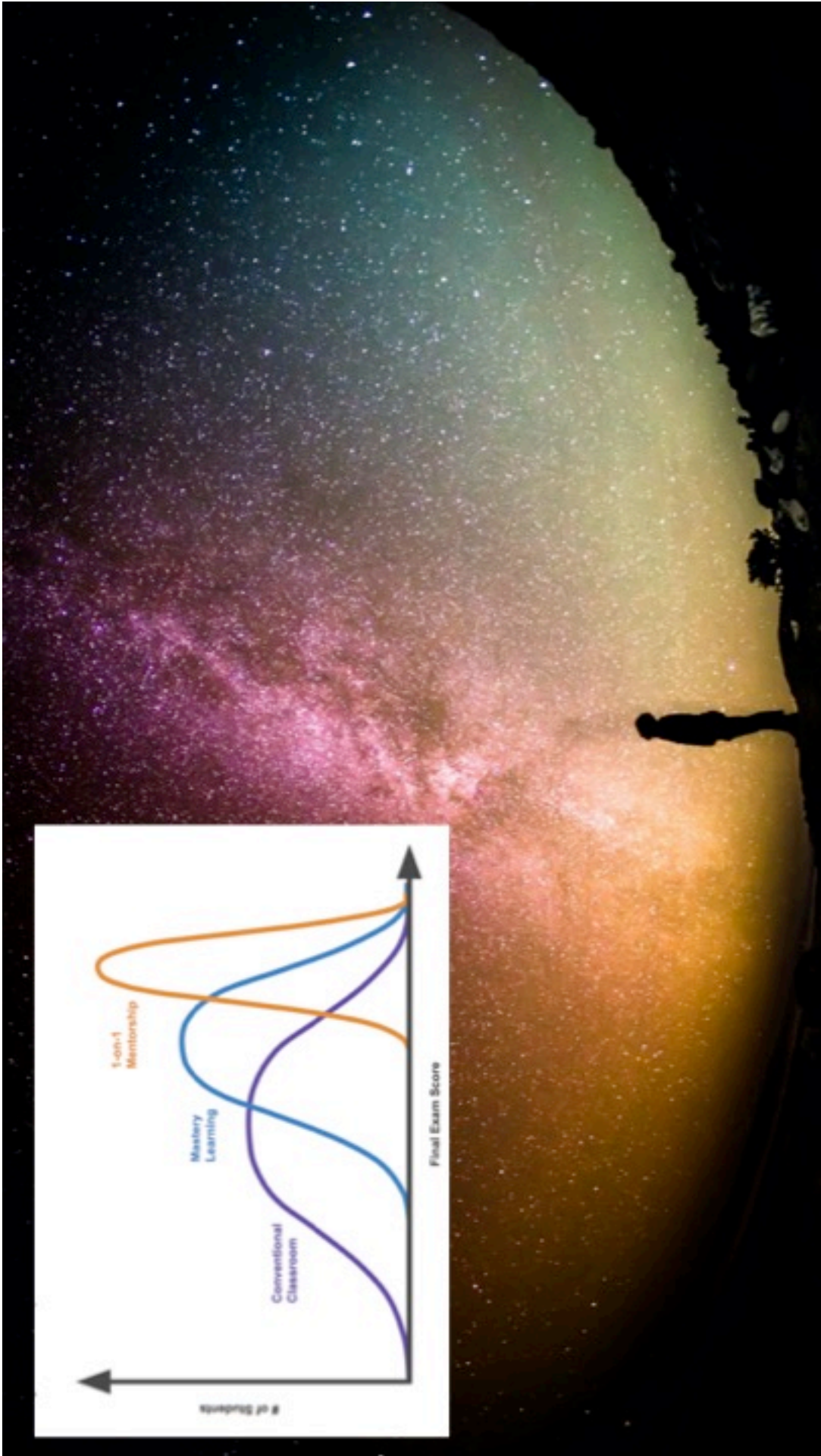




Trust

Truth







matthew@campaigngenius.io
/in/drmatthewdunn/

