



# Utilizing AI Combined with Sales and Marketing Automation to Drive Group Sales



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TECH · A.I.

# AI is getting ‘more hype than it deserves,’ Warren Buffett’s right-hand man Charlie Munger says

BY [CHLOE TAYLOR](#)

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however,



Charlie Munger, pictured in 2019, believes AI is overhyped.

HOUSTON COFIELD—BLOOMBERG/GETTY IMAGES

If you look at the so-called “**Magnificent Seven**” — the seven largest U.S. companies by market capitalization: **Apple, Microsoft, Amazon, Google, Nvidia , Tesla and Meta** — they’ve all initiated immense AI projects and there’s been a huge injection of private equity into AI-focused businesses. **AND...Warren Buffett is betting big on Apple and Amazon!**

We can't talk about AI until we agree on what it is...and Machine Learning (ML) / Large Language Models (LLM) as well.

As a sales professional you do **not** need to fully understand AI...you're welcome. 😊

AI attempts to mimic human intelligence.



So...who can outsell who?  
or...  
Who has the superior “brain”?

# ChatGPT is enough AI and Machine Learning for now!

Okay, so what is GPT?

Generative Pre-trained Transformer (GPT) is a text generation deep learning model trained on the data available on the internet.

ChatGPT is a language model that can generate human-like text responses to a prompt.

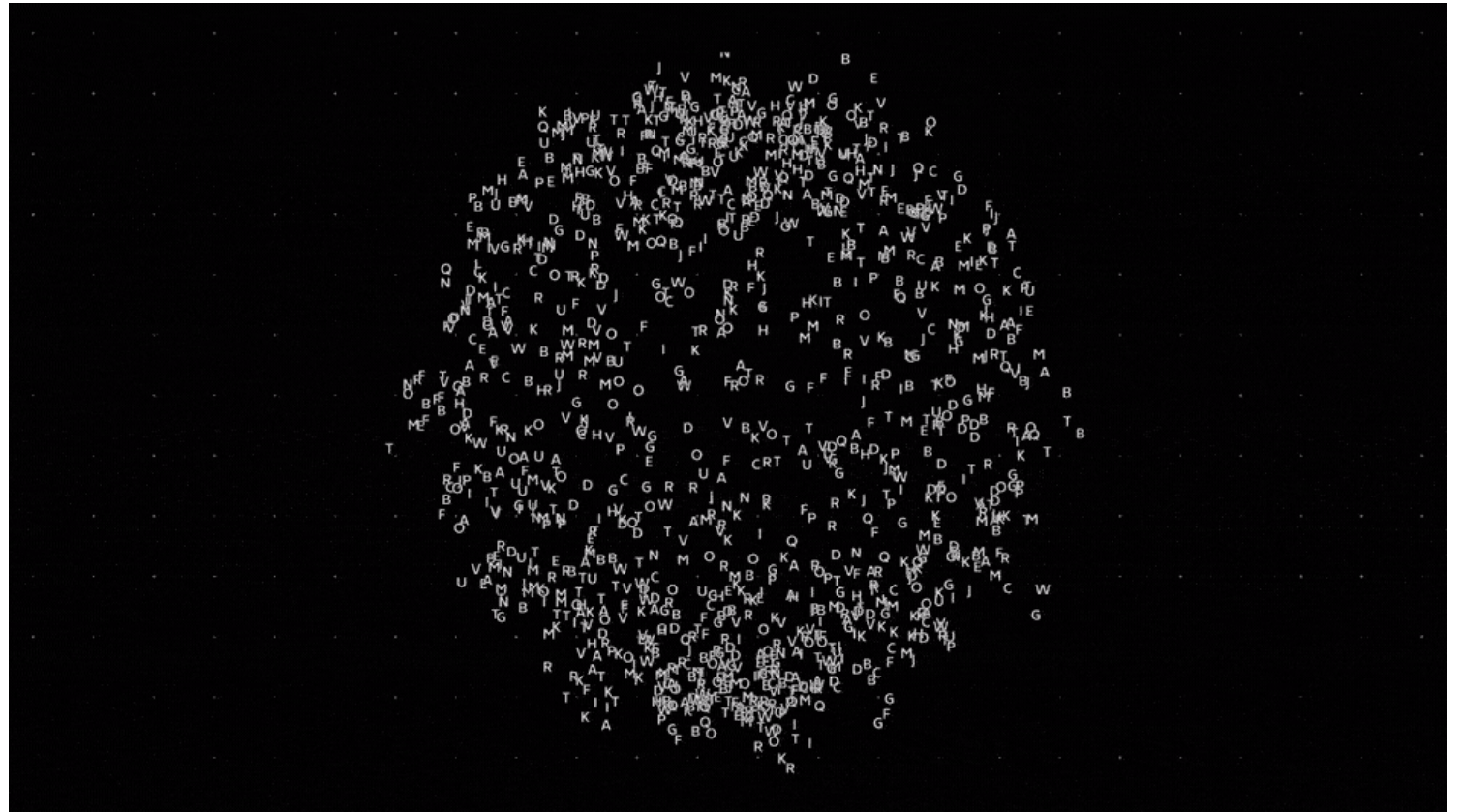
- **GPT-3:** 175 billion parameters
  - **Cost (2020):** \$4.6 million
- **GPT-4 (Human Brain):** 100 trillion parameters
  - **Cost (2020):** \$2.6 billion
  - **Cost (2024):** \$325 million
  - **Cost (2028):** \$40 million
  - **Cost (2032):** \$5 million

Comparing GPT-4 to GPT-3 and human brain (source: Lex Fridman @youtube)



# ChatGPT is a Blurry JPEG of the Web.

Source –  
Dainel Chiang, The New Yorker



OpenAI's chatbot offers  
paraphrases, whereas  
Google offers quotes,  
which do you prefer?

Google: What is the Gettysburg Address?

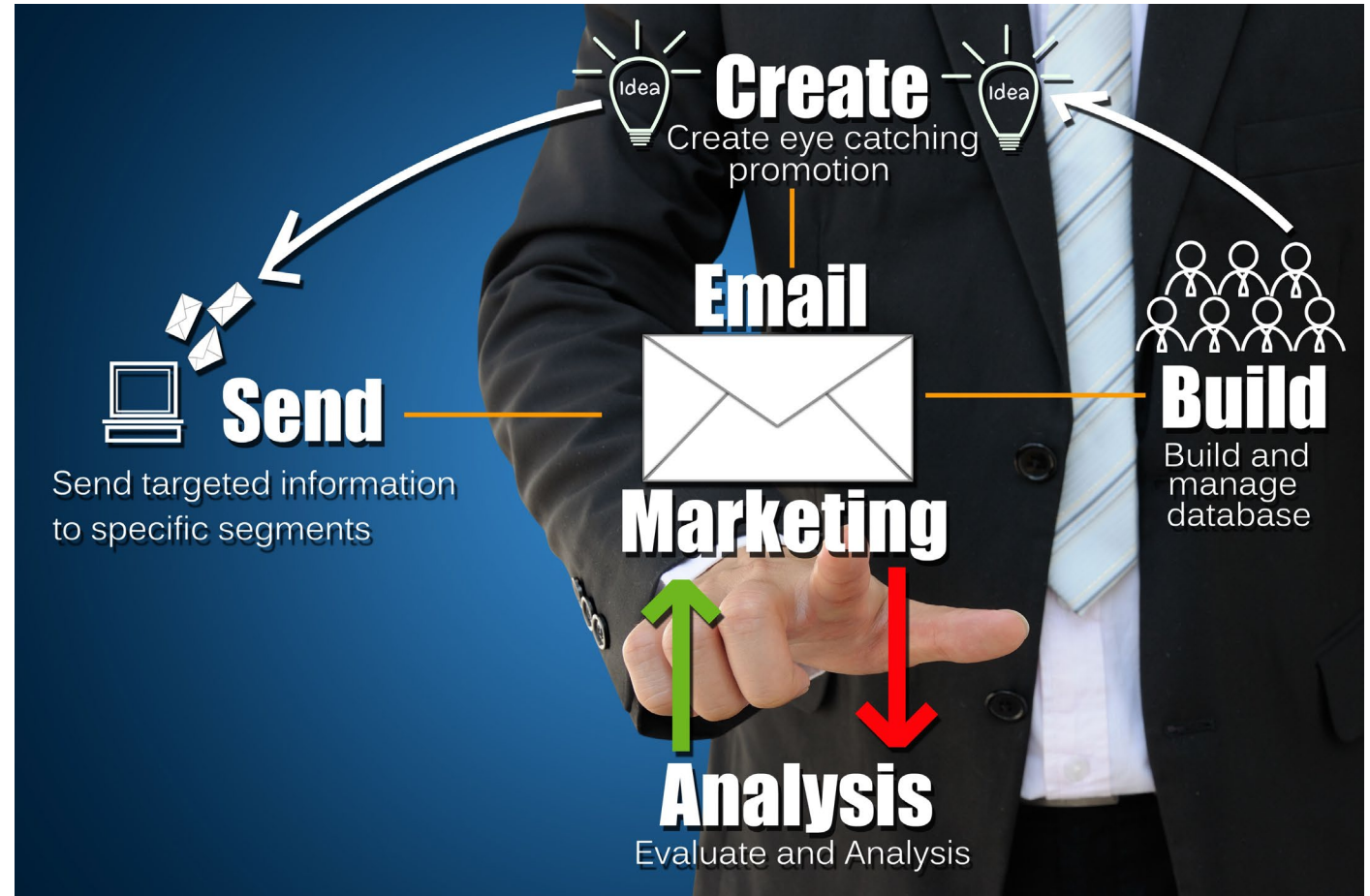
ChatGPT: Rewrite the Gettysburg Address for current times

# Sales and Marketing Automation – AI applied to Group Sales

- **Email** – Not just for Leisure Marketing!
- **Data Mining/BI** – S & C System
- Stay “**Top of Mind**” w/planners
- **Segment** to fit property needs
- **Promotions** & Newsletters
- **Prospecting**: not so easy, but possible

Where is AI applicable?

Everywhere, but let's **simplify** things for now...

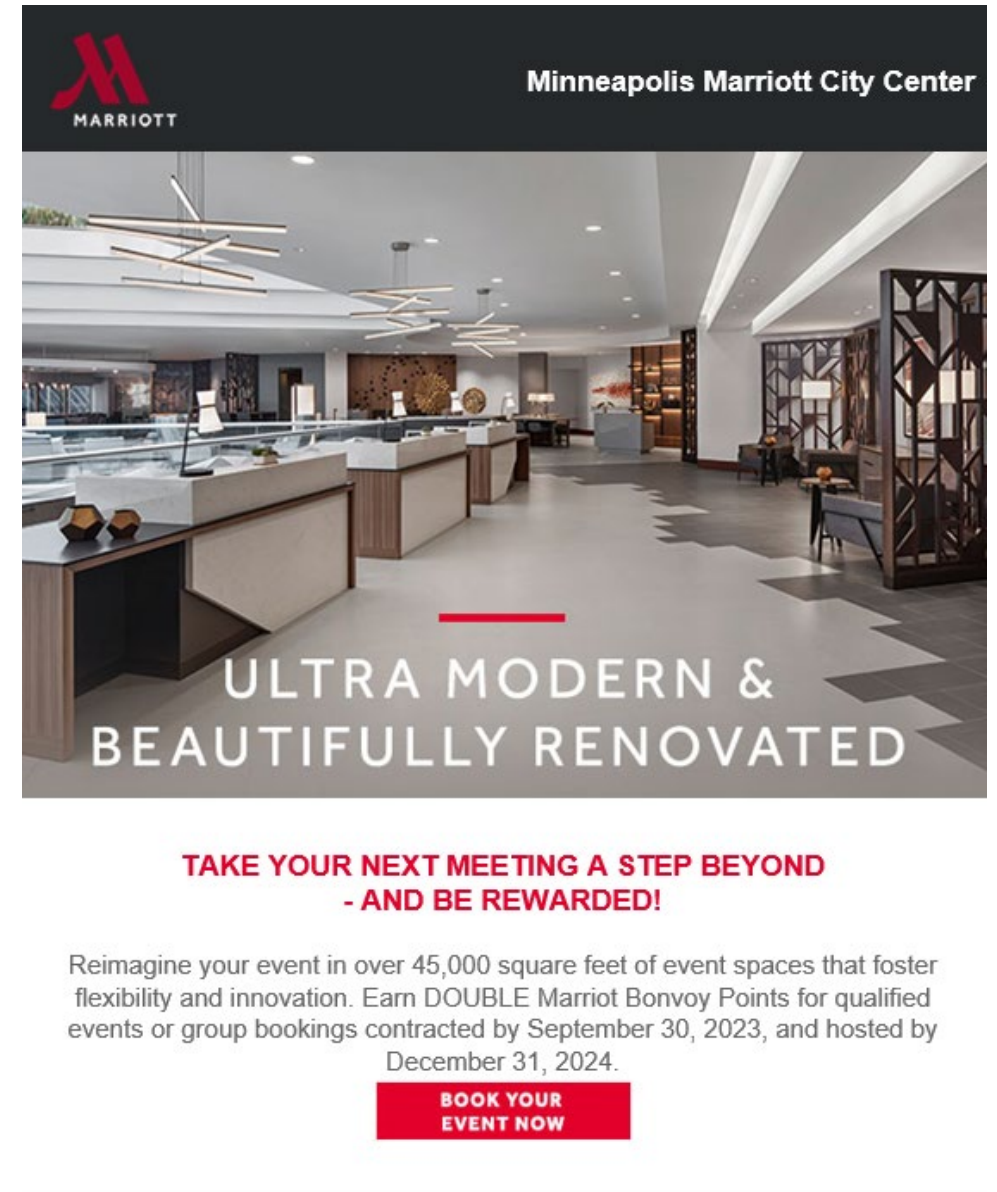


# An email is just an email, right?

- We know that the audience matters, and....
- The timing matters, and....
- The offer matters, but....
- The Subject Line is the first thing a recipient sees....

So, it better be compelling, so this is where we started

AI will suggest a Subject Line,  
but we are skeptical.



The advertisement features a large, modern hotel lobby with a high ceiling, exposed ductwork, and contemporary decor. The text is overlaid on the image. At the top left is the Marriott logo, and at the top right is the hotel name. The main headline is in large, white, sans-serif font. Below it is a red line, followed by a sub-headline in red. The body text is in a smaller, grey font, and the call-to-action button is a red rectangle with white text.

**Minneapolis Marriott City Center**

**ULTRA MODERN & BEAUTIFULLY RENOVATED**

**TAKE YOUR NEXT MEETING A STEP BEYOND  
- AND BE REWARDED!**

Reimagine your event in over 45,000 square feet of event spaces that foster flexibility and innovation. Earn **DOUBLE** Marriot Bonvoy Points for qualified events or group bookings contracted by September 30, 2023, and hosted by December 31, 2024.

**BOOK YOUR  
EVENT NOW**



# AI against Senior Hospitality Direct Marketers: A Fair Fight?

- No Assumptions: such as “we know AI will do better than a senior hospitality direct marketer”
- True A:B tests, and a computer decides the winner (how ironic)
- No direct use of ChatGPT-3 – use a random vendor’s implementation designed specifically for email



Let's see how they did in a competitive real-life selling scenario:  
or who writes a more compelling subject line in an email.



# AI against Senior Hospitality Direct Marketers: The Test Criteria

Both must answer three questions:

1. What is the Purpose of the email, or the “Primary Offer”?
2. What is the Property Type? Resort or Hotel?
3. Tone of the Email: Based on brand
  - Select from 7 Options
  - Slight edits to option selected for brand standards and message

Options included 21 different Tones

Appreciative	Assertive	Awestruck
Candid	Casual	Cautionary
Compassionate	Convincing	Easrnest
Enthiusiastic	Formal	Friendly
Funny	Humble	Humorous
Informative	inspirational	Joyful
Passionate	Thoughtful	Urgent

AI’s favorites? Hi-lighted in green

# AI vs. Humans: some test qualifiers

- AI Tool: **Randomly** chose the tool. It was not specific to the hospitality industry.
- **Seasonality**: The email tested deployed in August – one of the toughest times to deploy as it is during a shoulder season typically for hotels and resorts. Should test in hi, lo and shoulder seasons.
- Recipients: No consistency. **Multiple audiences**. Perhaps do a test with just one property.
- Time: **Limited time for machine to learn**. Deployments spanned three weeks.
- **Two Industry Direct Marketers**: no “special” training or guidance to follow.
- Quantity: While it was a varied universe in terms of **number of properties** and brand types, we will plan for at least 100 deployments for future.
- 25 “**Big Brand**” properties, 3 **Independent** Properties, 11 unique brands



# Sample of Actual Results

CVX = Subject Line provided by Clairvoyix consultant or Client

AI = Subject Line provided by AI Generator based on GPT-3 Technology

Winner		SUBJECT LINE	DROP DATE
CVX	1	A Deal With A View	2023/08/15
CVX	2	A Deal With A View	2023/08/15
AI	3	Escape to Paradise: Exclusive Access to our Oceanfront Event Space	2023/08/15
CVX	6	Experience An Event With Perks	2023/08/08
CVX	13	Experience An Event With Perks	2023/08/08
AI	5	Hurry - Exclusive Event Perks Await You in Florida	2023/08/08
CVX	9	Elevate Your Meeting Experience In Wichita	2023/08/08
CVX	10	Elevate Your Meeting Experience In Wichita	2023/08/08
AI	12	?? Discover The Secret To An Unforgettable Meeting Experience In Wichita	2023/08/08
CVX	4	An Elevated Space for Your Next Event	2023/08/08
CVX	15	An Elevated Space for Your Next Event	2023/08/08
AI	14	Step into the Extraordinary: Give Your Meetings the Advantage they Deserve	2023/08/08
AI	16	Plan Rewarding Meetings At The Iconic Caribe Hilton	2023/08/07
CVX	17	Discover Exclusive Offers For Your Next Meeting	2023/08/07
AI	18	Plan Rewarding Meetings At The Iconic Caribe Hilton	2023/08/07

# Example with the “Humans” Winning

AI “generated” Subject Line:


Escape to Paradise: Exclusive Access to our Oceanfront Event Space

Human developed Subject Line:

A Deal with a View

Winner		MAILING NAME	SUBJECT LINE	DROP DATE
CVX	1	2023-08-07-sbzdqq-qq-eventq31-ep1	A Deal With A View	2023/08/15
CVX	2	2023-08-07-sbzdqq-qq-eventq31-ep1-cell-1	A Deal With A View	2023/08/15
AI	3	2023-08-07-sbzdqq-qq-eventq31-ep1-cell-2	Escape to Paradise: Exclusive Access to our Oceanfront Event Space	2023/08/15

CURIO  
COLLECTION  
by Hilton




Zachari Dunes  
by MANDALAY BEACH

*Flexible Indoor and Outdoor Space,  
and Ocean Views*

Book a meeting arriving between September 1, 2023, to March 31, 2024, and receive:

- 1 per 40 comp, excluding staff suites.
- 1 per 25 upgrade to Ocean View Suite, with VIP welcome amenity.
- 25% attrition allowance at cutoff date.
- 10% discount on published banquet menus, excluding alcohol and custom menus.
- Double Hilton Honors Meeting Planner Points.
- Complimentary standard WiFi in meeting space.

OFFER DETAILS



**California's All-Suite  
Beachfront Resort**

250 suites with separate spaces for work and relaxing, make it the perfect place to unwind after a day of meetings. With plenty of resort amenities for your event attendees to indulge in before and after your events.

LEARN MORE



# Example with AI Winning

AI “generated” Subject Line:

Plan Rewarding Meetings at the Iconic Caribe Hilton

Human developed Subject Line:

Discover Exclusive Offers for Your Next Meeting

Winner		MAILING NAME	SUBJECT LINE	DROP DATE
AI	16	2023-07-31-sjnhhhh-hh-eventq31-ep1	Plan Rewarding Meetings At The Iconic Caribe Hilton	2023/08/07
CVX	17	2023-07-31-sjnhhhh-hh-eventq31-ep1-cell2	Discover Exclusive Offers For Your Next Meeting	2023/08/07
AI	18	2023-07-31-sjnhhhh-hh-eventq31-ep1-cell-1	Plan Rewarding Meetings At The Iconic Caribe Hilton	2023/08/07
CVX	19	2023-07-31-sjnhhhh-hh-eventq31-ep1-cell-2	Discover Exclusive Offers For Your Next Meeting	2023/08/07



## Plan Your Next Event & Get Rewarded

Event planners know just how to treat attendees, and at Caribe Hilton, we want to treat you to the perks and rewards you deserve. Book your next event by December 31, 2023, and earn:

- 2X Hilton Event Planner Points when you host an event by December 31, 2023.
- 3X Hilton Event Planner Points when you host an event in 2024.

[CONTACT US](#)



### Experience the Vibrancy of the Island

Caribe Hilton offers a tropical oasis in the heart of vibrant San Juan, Puerto Rico with 65,000 sq. ft. of unique indoor/outdoor event space across 17 lush acres.

[LEARN MORE](#)

# One Test Group Overall Results

- 28 Emails in Total
  - 17 Human, 61% winning Subject Line
  - 11 AI, 39% winning Subject Line
- 12 Group/Event Planner Emails
  - 8 Human, 67% winning Subject Line
  - 4 AI, 33% winning Subject Line
  - Opens rates varied 0-10% difference between tested Subject Lines
- 16 Leisure Emails
  - 9 Human, 56% overall winner
  - 7 AI, 44% overall winner
  - \*Open rates between the tested Subject Lines had approximately 1% difference (two properties had 5% difference)



# Were the Campaign Results Statistically Significant?

- Event/Meeting Planner Emails typically have a small audience size
- Unlike leisure emails one conversion can deliver a very significant ROI
- Consistent email communication can result in business booked in the future
- A very small increase in “opens” and “clicks” can be the difference in booked versus lost business



## So, what should I do?

### Group Email Fundamentals

- Audience
- Timing
- Cadence
- Content/Hero Image
- Subject Line
- Copy to Graphics Ratio

AI can help “all of the above”





One thing will never change:  
People or AI or both, you must start with Good Data

### Sales and Catering/Meeting Data Issues

- **Duplicate** meeting/event or contact records
- **Bad** email addresses, **bad** phone numbers
- Names misspelled or **missing**
- **Outdated** contact information

AI is powerful, but it is not Divine





**Liberty Mutual.**  
INSURANCE

*"Only Pay for What you Need!"*



Hyper-  
Personalization and  
Hyper-  
Segmentation – A  
Good or Bad Thing?

- The trend: get as many attributes as possible!
- This is where AI and old-fashioned mathematical models can help – only use what influences behavior!
- Vendors sell products and services, and they want you to buy as much as your budget will tolerate

# Benchmarking Email Campaigns when Evaluating AI is Critical

- One email deployment is not a campaign
- A:B tests, or A:B:C:... tests should be standard
- Resend to non-responders a few days after
- Informational emails to stay “top of mind”
- Promotional when planner is ready to book



Direct Marketing is about deploying, evaluating, changing based on results, deploying again, and repeat!

# We have Exhausted our Sales and Catering System Leads...

- You can model past meetings
- You can find similar companies
- You can find contact information
- You can find meeting analytics
- You can hire prospecting companies



As you know prospecting is expensive! So do not miss out on what is buried in your sales and catering system!



# Using AI for Meeting Planner Email Marketing: Top 4 Pros and Cons

USING AI FOR EMAIL WRITING

**TOP  
FOUR  
PROS**

20 23

TIME SAVING	IMPROVED CONSISTENCY
EFFICIENCY IN REPLYING	PERSONALIZATION

iPost

USING AI FOR EMAIL WRITING

**TOP  
FOUR  
CONS**

20 23

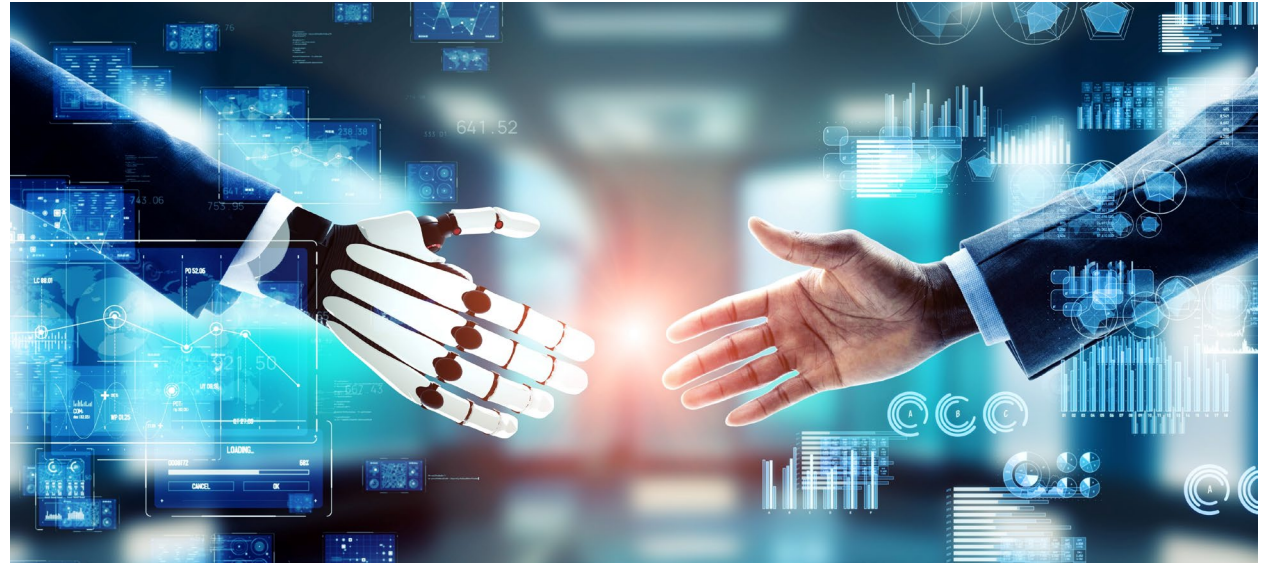
LACK OF AUTHENTICITY AND EMPATHY	INABILITY TO HANDLE COMPLEX SITUATION
A RELIANCE ON TECHNOLOGY	A POTENTIAL FOR ERRORS

iPost

# And the Winner is? Both. Let's Call it a Tie, for Now

AI is a tool to leverage, but AI doesn't possess the ability to understand the nuances of a buyer's emotions....

AI is a baby, a recent product of a human, and "humans" have had millions of years to evolve..



**Conclusion: AI is here to stay! Embrace it...carefully.**

# Thank You!

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