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

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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 NewYorker

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.
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.
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
- Earnest
- Enthusiastic
- 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 high, low 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

<table>
<thead>
<tr>
<th>Winner</th>
<th>SUBJECT LINE</th>
<th>DROP DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CVX</td>
<td>A Deal With A View</td>
<td>2023/08/15</td>
</tr>
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<td>A Deal With A View</td>
<td>2023/08/15</td>
</tr>
<tr>
<td>AI</td>
<td>Escape to Paradise: Exclusive Access to our Oceanfront Event Space</td>
<td>2023/08/15</td>
</tr>
<tr>
<td>CVX</td>
<td>Experience An Event With Perks</td>
<td>2023/08/08</td>
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<td>2023/08/08</td>
</tr>
<tr>
<td>AI</td>
<td>Hurry - Exclusive Event Perks Await You in Florida</td>
<td>2023/08/08</td>
</tr>
<tr>
<td>CVX</td>
<td>Elevate Your Meeting Experience In Wichita</td>
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<td>CVX</td>
<td>Elevate Your Meeting Experience In Wichita</td>
<td>2023/08/08</td>
</tr>
<tr>
<td>AI</td>
<td>?? Discover The Secret To An Unforgettable Meeting Experience In Wichita</td>
<td>2023/08/08</td>
</tr>
<tr>
<td>CVX</td>
<td>An Elevated Space for Your Next Event</td>
<td>2023/08/08</td>
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<td>CVX</td>
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<td>2023/08/08</td>
</tr>
<tr>
<td>AI</td>
<td>Step into the Extraordinary: Give Your Meetings the Advantage they Deserve</td>
<td>2023/08/08</td>
</tr>
<tr>
<td>AI</td>
<td>Plan Rewarding Meetings At The Iconic Caribe Hilton</td>
<td>2023/08/07</td>
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<tr>
<td>CVX</td>
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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
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
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
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

“Only Pay for What you Need!”
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

**TOP FOUR PROS**

- Time Saving
- Improved Consistency
- Efficiency in Replying
- Personalization

**TOP FOUR CONS**

- Lack of Authenticity and Empathy
- Inability to Handle Complex Situations
- A Reliance on Technology
- A Potential for Errors
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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