



VIGNETTE

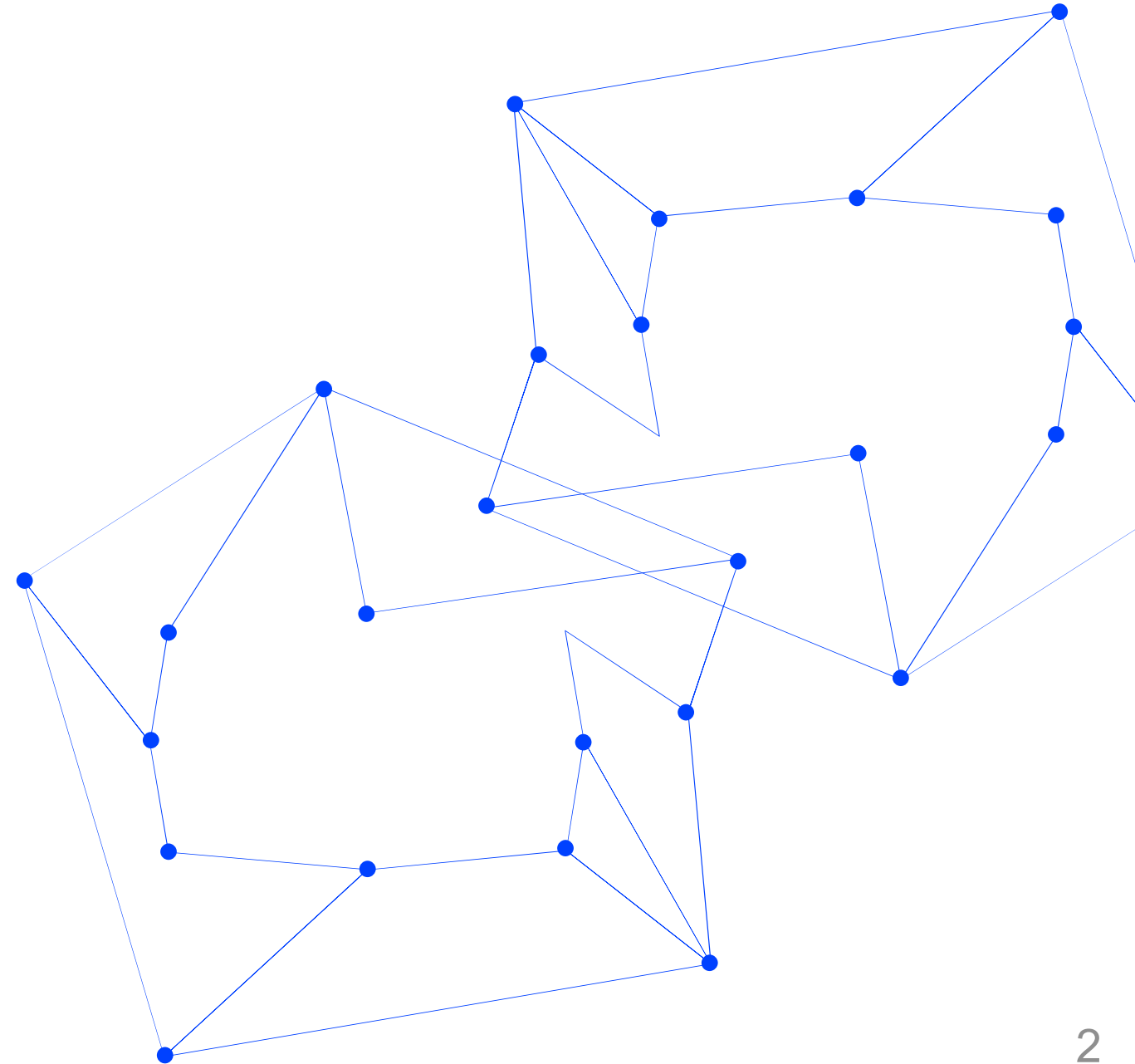
AI GENERATED COMMUNICATIONS

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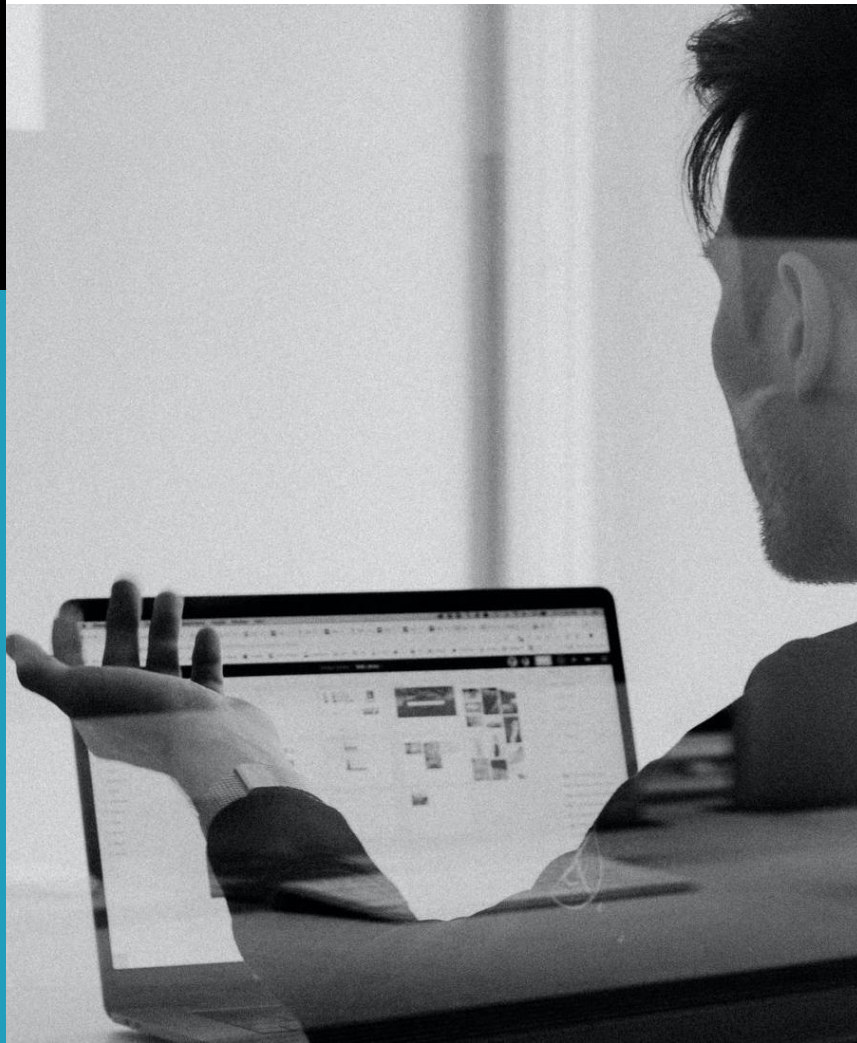
INTRODUCTION

Vignette is a communication system that uses supervised AI to customise brands' email marketing offering. Vignette utilises generative AI to personalise email content and subject lines to maximise open and click-through rates.

The system follows a supervised approach which harnesses the positive aspects of AI marketing (personalisation and relevancy) and avoids the danger of an errant algorithm serving inappropriate content.



VIGNETTE PROFILING



- Vignette process works by using a combination of data, subject lines, imagery and copy to create small segments (that we call Vignettes) of emails to target.
- These Vignettes can be any size. They are created through selecting combinations of the variables listed above. For example, on a campaign of a 100,000 emails, there could be 100,000 individual Vignettes of 1 person or 100 different Vignettes of 1,000 emails.

THE PROCESS

Vignette Steps - Top Line Overview

Step 1

The approach doesn't follow an exact process. We look at results from previous campaigns to understand the results based on time of day, subject line, creatives and all other aspects of previous email campaigns.



Step 2

This involves crafting a Vignette profile. This profile encompasses details such as: Amazon Prime membership, demographic information, attitude to online marketing, hobbies and interests etc.

Step 5

Combine **Elements** with data to produce Vignettes.

Step 4

Develop subject line, copy, headline, imagery (these constitute the '**Elements**' for a supervised AI campaign) – see next section.

Step 3

Machine learning classification algorithms will identify a pool of data that match the objective of the campaign.

SUPERVISED VS UNSUPERVISED - WHY IT'S IMPORTANT



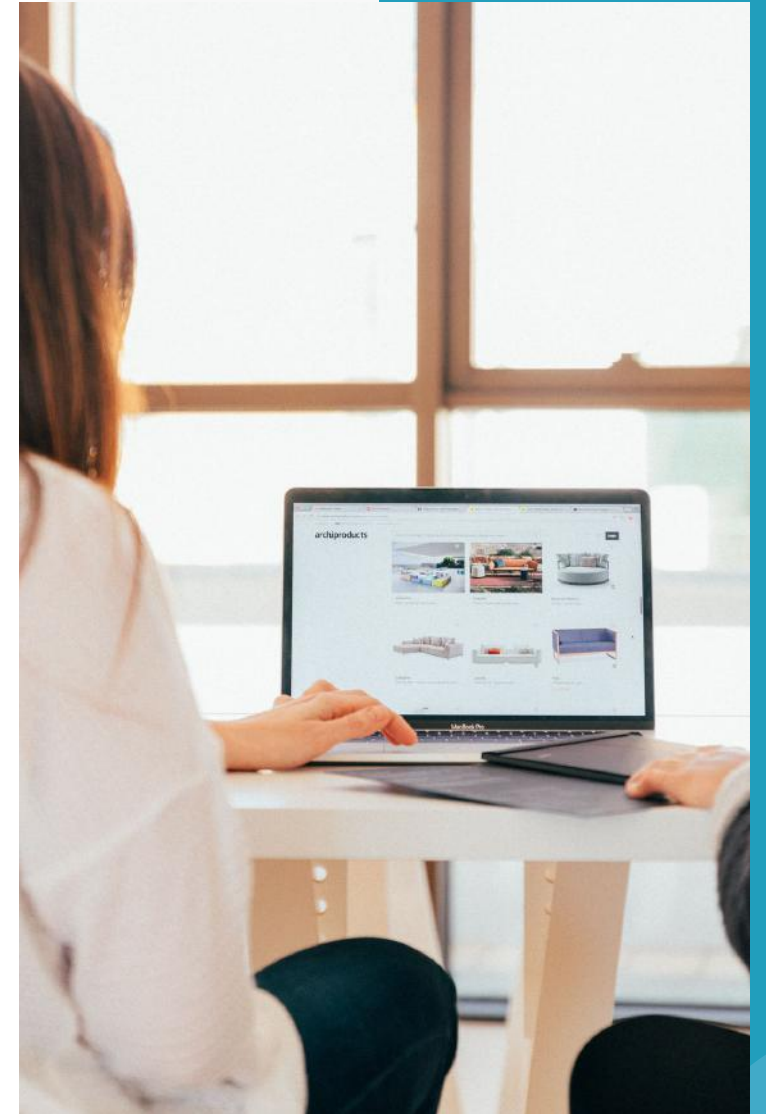


UNSUPERVISED

- An unsupervised approach runs into two issues – inappropriate content and unworkable combinations.
- Despite exhaustive training, even some of the best LLMs can generate unsuitable content. This will be avoided by restricting the domain of the algorithms content generation.
- When you consider the potential combinations of subject lines, headlines, and images that can be generated by unsupervised AI, the number of possible Vignettes can skyrocket to an astronomical scale. The number of variations would far surpass the estimated count of **stars in the observable universe**, showcasing the immense potential and complexity that AI can deliver. Managing and exploring these possibilities without constraints could quickly become unmanageable and impractical due to the sheer volume of options.

SUPERVISED

- In a supervised AI framework, Vignette establishes a predefined set of AI-generated **Elements**. Each **Element** is predetermined, ensuring no unexpected surprises.
- The generation process involves utilising demographic and interest data, allowing the **Elements** to be finely tuned to resonate with the characteristics of the chosen individuals.
- Moreover, by allocating these diverse combinations of **Elements** to individual emails within a campaign, it enables the creation of highly personalised templates or Vignettes. This empowers control over the creative content and subject lines.
- Such tailored customisation significantly boosts engagement potential and the content's relevance for each recipient, ultimately enhancing the overall effectiveness of the campaign.
- Even with this level of control, the system is capable of generating hundreds of thousands of combinations or Vignettes, all without any unexpected surprises.





VIGNETTE USES SUPERVISED AI

- A supervised approach is a more feasible for practical implementation and this method is the technology that underpins Vignette.
- It enables us to use AI to meaningfully to personalise comms whilst maintaining a manageable scope that aligns with campaign objectives and resources.



FYI...

Just in case you wondered, there are an estimated
1,000,000,000,000,000,000,000, stars in the universe!!!

ONLINE RETAILER CASE STUDY



THE ISSUE

- The retailer regularly used email campaigns to engage and attract potential customers, directing their efforts towards a sizable base of 500,000 recipients.
- Despite this consistent approach, their strategy lacked imaginative flair, utilizing only a limited range of two to three distinct designs and a meagre selection of merely two subject lines within these campaigns.



SOLUTION

The first step was identifying the Elements, i.e, the subject line, headline, imagery and body to ensure the appropriate emails was created.




The system generated 3.2 million unique Vignettes, each containing pre-approved elements - so no nasty surprises.



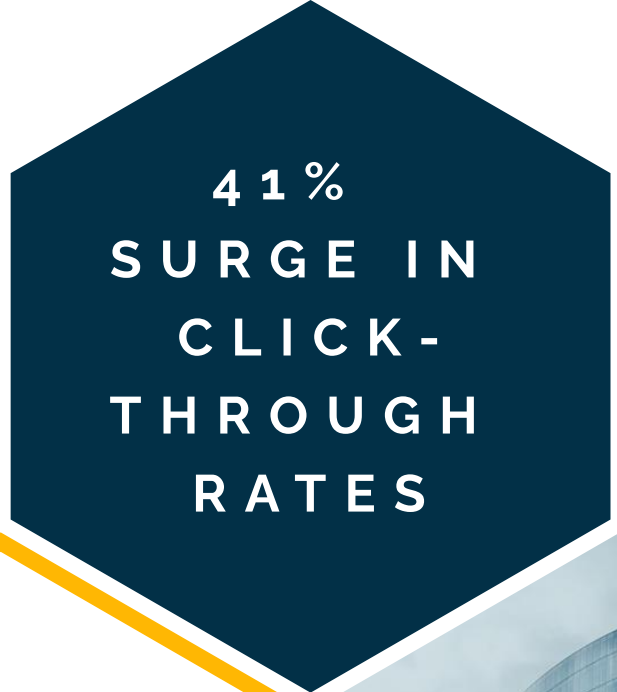
This enabled the creation of personalised emails designed to resonate with each recipient's profile. This functionality allowed for tailoring content, design, and messaging, ensuring that communication was more targeted. By leveraging customisation, it becomes possible to craft emails that catered specifically to the interests and actions of recipients, ultimately enhancing the overall effectiveness of communication strategies.




RESULTS



32%
INCREASE
IN OPEN
RATES



41%
SURGE IN
CLICK-
THROUGH
RATES

- 
- Open Rate Enhancement: Experienced a substantial 32% increase in open rates.
 - Click-through Improvement: Noted a remarkable 41% surge in click-through rates.
 - This adaptation of strategy using Vignette demonstrated remarkable improvements in both engagement metrics, showcasing the effectiveness of personalised and diverse email content.

For more information, please contact -
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