

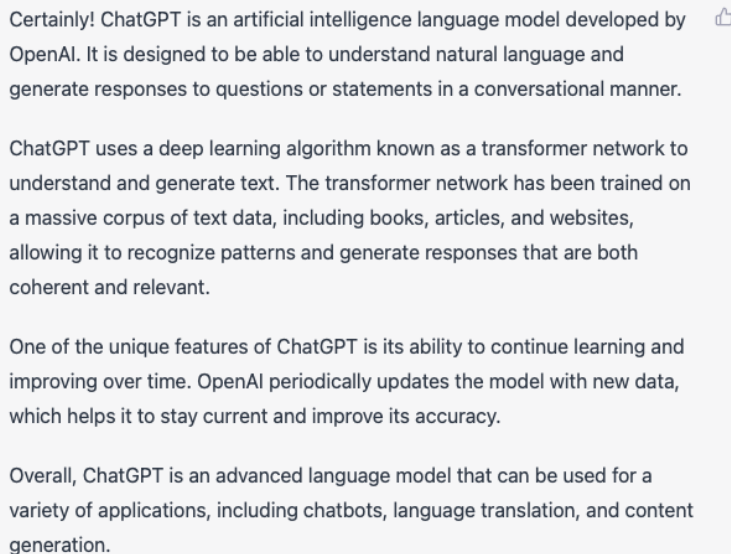
ChatGPT POV

OVERVIEW

This POV is only *partially* written by [ChatGPT](#) and is structured in three parts. Part 1 – *What is ChatGPT?* – looks at the tool, the tech behind it, the data it is trained on, features and limitations, who owns it, and plans for the future. The who, what, when, where, and why of it all. Part 2 – *How are marketers currently using ChatGPT?* – dives into marketer perceptions and how they are, or aren't, adopting the tool. And part 3 – *How will ChatGPT impact marketing and advertising in the future?* – looks at our POV and implications, and predicts nine forecasts for the future.

1. WHAT IS CHATGPT?

ChatGPT is an AI chatbot that is programmed to generate continuous human-like speech, responses, and conversation. But would this *really* be a ChatGPT POV if we didn't ask it to define itself to us? Here's what ChatGPT says:

A screenshot of a ChatGPT interface showing a response to a question. The response is contained within a light blue bubble and includes a thumbs-up icon in the top right corner. The text describes ChatGPT as an AI language model developed by OpenAI, trained on a massive corpus of text data, and capable of generating coherent and relevant responses. It also mentions that the model is updated periodically with new data to improve its accuracy.

Certainly! ChatGPT is an artificial intelligence language model developed by OpenAI. It is designed to be able to understand natural language and generate responses to questions or statements in a conversational manner.

ChatGPT uses a deep learning algorithm known as a transformer network to understand and generate text. The transformer network has been trained on a massive corpus of text data, including books, articles, and websites, allowing it to recognize patterns and generate responses that are both coherent and relevant.

One of the unique features of ChatGPT is its ability to continue learning and improving over time. OpenAI periodically updates the model with new data, which helps it to stay current and improve its accuracy.

Overall, ChatGPT is an advanced language model that can be used for a variety of applications, including chatbots, language translation, and content generation.

Let's unpack that a bit. ChatGPT [stands for](#) Chat Generative Pre-trained Transformer.

- **Chat** just means it's a text interface.
- **Generative** means the program can create new information.
- **Pre-trained** means the program has been trained on a massive set of inputs – from books to articles to websites – but it is not connected to the internet and does not have access to external information.
- **Transformer** is the main engine. Inputs are broken down into “[transformer blocks](#)” that analyze the importance of those words and phrases, the relationship between them, and the probabilities of what the next words could, or should, be.

All of this is built on top of [large language models \(LLMs\)](#), which predict the next word in a sequence of words. ChatGPT also had its [training reinforced](#) and fine-tuned by humans to help it

learn to follow instructions and generate useful responses. **This is what sets ChatGPT apart from other AI models: it doesn't just guess the next word. It tries to create a conversational dialogue. There's a catch: the better the input, the better the output.** And the more people use it, the more training and fine-tuning the program gets.

ChatGPT launched in November 2022 and reached [100 million users](#) in just two months; it has about [30 million](#) daily users. This makes ChatGPT the fastest-growing consumer application to date. (It took TikTok about nine months to reach 100M users, and Instagram took more than two years.)

ChatGPT has a lot going for it. Its impressive features , among others, include:	But it's not perfect and not everyone is on board. Major criticisms of ChatGPT include:
• Creating and authoring information, in different styles • Summarizing large quantities of information • Ability to easily integrate into routine tasks, such as writing emails • Ability to write and debug computer programs • Composing song lyrics, fairy tales, and student essays • Answering test questions (at a level above the average human test-taker) • Writing video game code and playing games like Tic-Tac-Toe • Trained to admit mistakes, challenge incorrect premises, and reject inappropriate requests	• Although it outputs answers in a straightforward way, ChatGPT can "hallucinate" – making up facts and not disclosing that it has done so • Documented uneven factual accuracy • Has limited knowledge of events that occurred after 2021 • ChatGPT doesn't "know" anything. Vetting the truthfulness of answers can take work because ChatGPT does not provide links or sources • ChatGPT is more likely to give a confident, wrong answer than it is to reply with a version of "I don't know"

So, who is behind all this? [OpenAI](#) is a San Francisco-based AI research lab. Following the release of ChatGPT, OpenAI's valuation was estimated to be [\\$29 billion](#) in 2023.

2. HOW ARE MARKETERS CURRENTLY USING CHATGPT?

Marketers are split into two camps. On the one hand, some marketers are hesitant to give ChatGPT too much influence and are skeptical of its overall usefulness. Sam Tomlinson, evp at Warchawski [explains](#) it this way, "I'm most skeptical about the potential of ChatGPT to disrupt ads in a meaningful way."

Some marketers, like Instacart, Quizlet Inc., and Snap Inc are [jumping](#) at the opportunity to be ahead of the adoption curve to test and innovate. Instacart is merging ChatGPT with its own in-app AI and product catalog; customers will be able to get product and recipe suggestions. Quizlet is building a tutoring experience that blends ChatGPT's Q&A style with the Socratic method. Snap Inc. is releasing ChatGPT-powered My AI for Snapchat Plus subscribers. Jasper, an AI platform for brands, [says](#) it has drawn 80,000 marketers to "draft ads, emails, blogs or other content." And ad agency [creatives](#) and [strategists](#) are using ChatGPT and other AI as brainstorming and [inspiration](#) tools. ChatGPT's self-confessed marketing abilities include:



ChatGPT can offer several benefits to brand marketers and advertisers, including:



1. Content generation: ChatGPT can generate high-quality content for brand marketers and advertisers, including blog posts, social media posts, product descriptions, and more. This can save time and resources, as well as ensure that content is optimized for SEO and engaging for the target audience.
2. Customer engagement: ChatGPT can help brands engage with their customers more effectively by providing personalized recommendations, answering frequently asked questions, and providing customer support. This can help improve customer satisfaction and increase brand loyalty.
3. Ad targeting: ChatGPT can analyze customer data to help brands target their advertising more effectively. By understanding customer preferences and behavior, brands can create more targeted and relevant ads that are more likely to resonate with their target audience.
4. Market research: ChatGPT can assist with market research by analyzing customer data and social media trends. This can help brands identify new opportunities, understand customer needs and preferences, and stay ahead of competitors.
5. Language translation: ChatGPT can assist brands in translating their content into different languages, making it easier to reach a global audience and expand their customer base.

Overall, ChatGPT can provide brand marketers and advertisers with a powerful tool to improve their marketing strategies, increase customer engagement, and ultimately drive business growth.

Ryan Reynolds used ChatGPT to write a [Mint Mobile ad](#) in January 2023. The fact is that marketers' relationship with ChatGPT is still in its infancy, and it generally involves testing its use in the creative process and automating repetitive tasks. OpenAI's CEO [cautions](#), "Fun creative inspiration; great! Reliance for factual queries; not such a good idea."

The most high-profile marketers integrating ChatGPT into their creative process are Coca-Cola and agency holding group WPP. [Coke](#) will use ChatGPT and DALL-E 2 to "enhance marketing and improve operations," – this likely means automated personalized ads and copy. WPP CEO Mark Read [says](#):

There isn't going to be an area of our business that is not touched by it... It's not going to replace creativity but will be an aid to it... More of our production work will be automated. It will help us produce creative work more efficiently and help us deal with the plethora of channels we need to operate in.

3. HOW CHATGPT MIGHT IMPACT MARKETING AND ADVERTISING IN THE FUTURE

OpenAI expects to earn \$200 million in 2023; their [API launch](#) and [paid-tier plans](#) suggest a continued high priority on monetization and [expansion](#) across a range of applications. Our POV is that any technical data or language should always be validated by a subject matter expert. Generative AI is changing every day and should continue to be a test-and-learn space.

Here are nine forecasts for the future impact of ChatGPT on marketing and advertising:

1. **CX chatbots continue to get better and better.** Chatbots will evolve from simple queries to include recommendation engines across a wide range of industries.

2. **Repetitive admin tasks become prompted inputs.** Emails, meeting notes, and internal communications will be prompted into ChatGPT and edited to save time.
3. **Content will be edited by humans but drafted by AI.** Better inputs = better outputs. AI will write first the first drafts of all kinds of content (blogs, emails, website copy), and designing prompts will become a core skill. [Journalists](#) are already experimenting with ChatGPT-written articles.
4. **CRMs become end-to-end personalization engines.** CRM platforms will suggest personalized content for customers throughout the funnel with optimized copy and art.
5. **Paid search and SEO enter a new era.** Web browsers will adopt proprietary AI language models and tools (like full-page summaries) which will change how SEO and SERPs work. With ChatGPT's integration into Bing, Google immediately announced Bard. We expect other browsers to follow suit.
6. **Voice (and phone) assistants get a second wind.** Smart speakers and voice assistants will burst back on the scene and reemerge as useful consumer tech, with broad use cases.
7. **Social platforms build new AI tools natively.** Snap is already integrating ChatGPT and Meta [announced](#) their response to ChatGPT. Social platforms will develop tools that help users (and marketers) craft captions and explore even more robust AI image-generation tools.
8. **Creative automation self-optimizes.** Today, digital campaign automation and optimization primarily test and match headlines and images. In the future, these tools will be able to automate the creation of copy and images and self-optimize in real time.
9. **Intellectual property and copyright law have to catch up.** [Authors](#) are already using ChatGPT to write literature, whether they give credit or not. We will enter a new era in the information age where copyright and intellectual property issues are muddled. [Key questions](#) revolve around who owns the creative output and intellectual property of a tool that can generate its own content.

But you don't have to take our word for it. Here's what ChatGPT predicts:

1. Personalized Marketing: ChatGPT can help businesses create personalized marketing messages for individual customers. By analyzing customer data, ChatGPT can generate customized messages that resonate with each customer's preferences and needs.
2. Conversational Marketing: With its ability to engage in natural language conversations, ChatGPT can facilitate conversational marketing. This approach allows businesses to engage with customers in a more authentic and personalized way, leading to better customer engagement and loyalty.
3. Improved Customer Service: ChatGPT can also be used to provide customer service through chatbots. These chatbots can help customers with common issues and answer frequently asked questions, freeing up human customer service representatives to handle more complex issues.
4. Content Creation: ChatGPT can be used to generate content for marketing and advertising campaigns. This includes everything from blog posts and social media updates to product descriptions and email marketing campaigns. By using ChatGPT to generate content, businesses can save time and resources while ensuring that their messaging is consistent and on-brand.

Overall, ChatGPT's ability to analyze data, engage in natural language conversations, and generate personalized content has the potential to revolutionize the field of marketing and advertising. By leveraging this technology, businesses can improve customer engagement, increase conversions, and build stronger relationships with their customers.

Note: As of March 14, 2023, OpenAI launched [GPT-4](#), capable of accepting text or image inputs.