

# How to Create AI Variables in Genesy

Create AI Variable, create message with AI. AI variables in Genesy help you generate specific data points related to your leads or companies using AI-powered prompts. Follow these steps to create your own AI variables:

# 🧑 Process video

## Step 1: Navigate to the AI Playbook

- **Log in to Genesy** and head to the left sidebar.
- Click on **AI Playbook**.

## Step 2: Create a New AI Variable

- In the AI Playbook, go to the **AI Variables** section.
- Click on **Create New AI Variable**.
- Choose whether the variable will apply to **Leads** or **Companies**.

## Step 3: Select or Create a Prompt

- You will see some **predefined templates**. You can choose one to use as a base or click on **Create an empty one** to start from scratch.
- Write your prompt that will guide the AI in generating the data. Be clear and specific to get accurate results. If you need to reference a specific data point from a lead or company already present in Genesy, type in "{" to select it

.
- Click **Create** to confirm your settings.

 icon in the relevant column (in the specific cell for an individual lead or in the header for leads in all rows / rows visible)



### Q1: What can I do if the AI-generated results are not as expected?

- You can edit the prompt by going back to the AI Variables section, selecting your variable, and making adjustments to the prompt.

### Q2: Can I choose the AI model used for generating variables?

- Yes, in the **Advanced Configuration** of your AI variable, you can select from different AI models like GPT-4o for complex tasks or GPT-4o-mini for simpler ones.

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