

生成式 AI 在行銷科技 與文本分析的應用

- 講者：江豪文
- 日期：2024-11-13



大綱

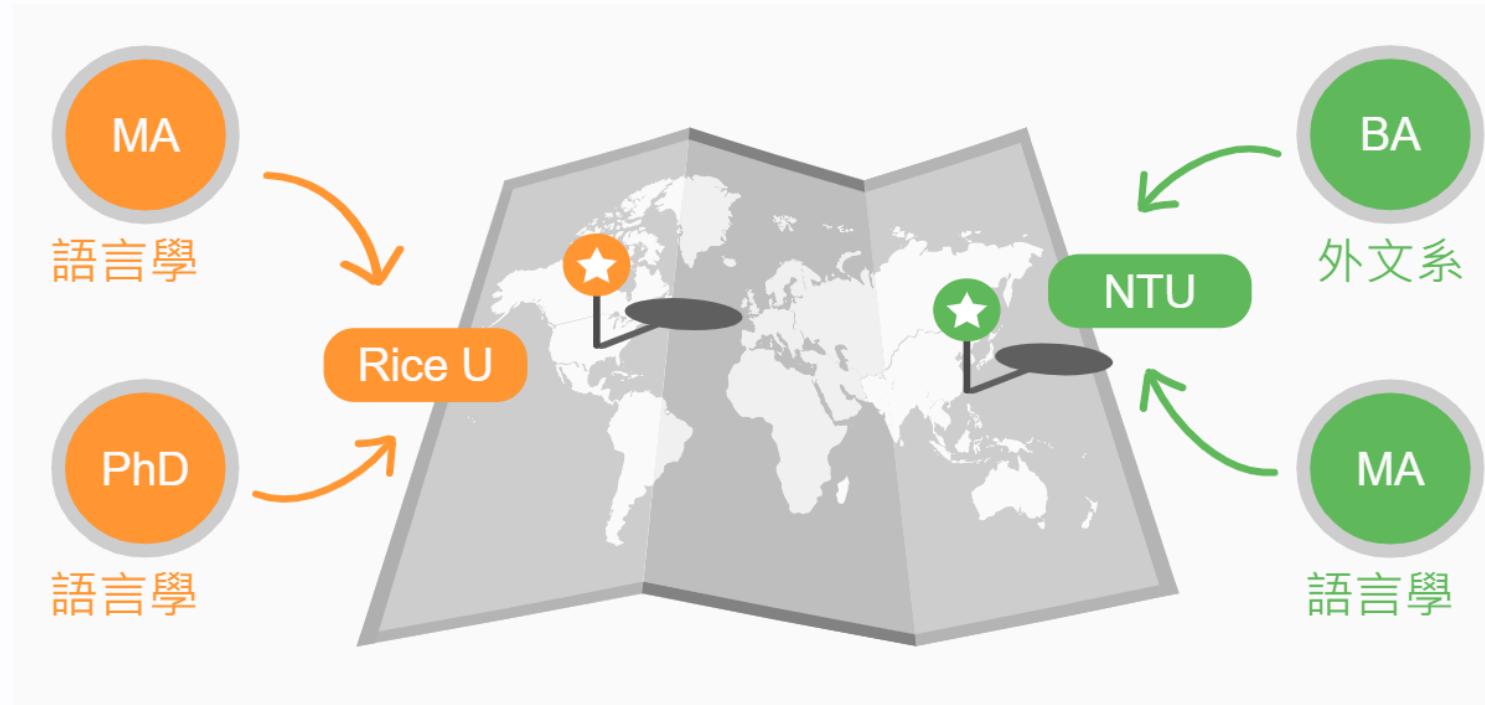
- 我的學經歷
- 概念：生成式 AI 與行銷科技
- 實作：使用生成式 AI 進行文本分析
- Q&A 時間

我的學經歷



學歷

- 台灣大學
碩士、學士
- 美國萊斯大學
博士、碩士

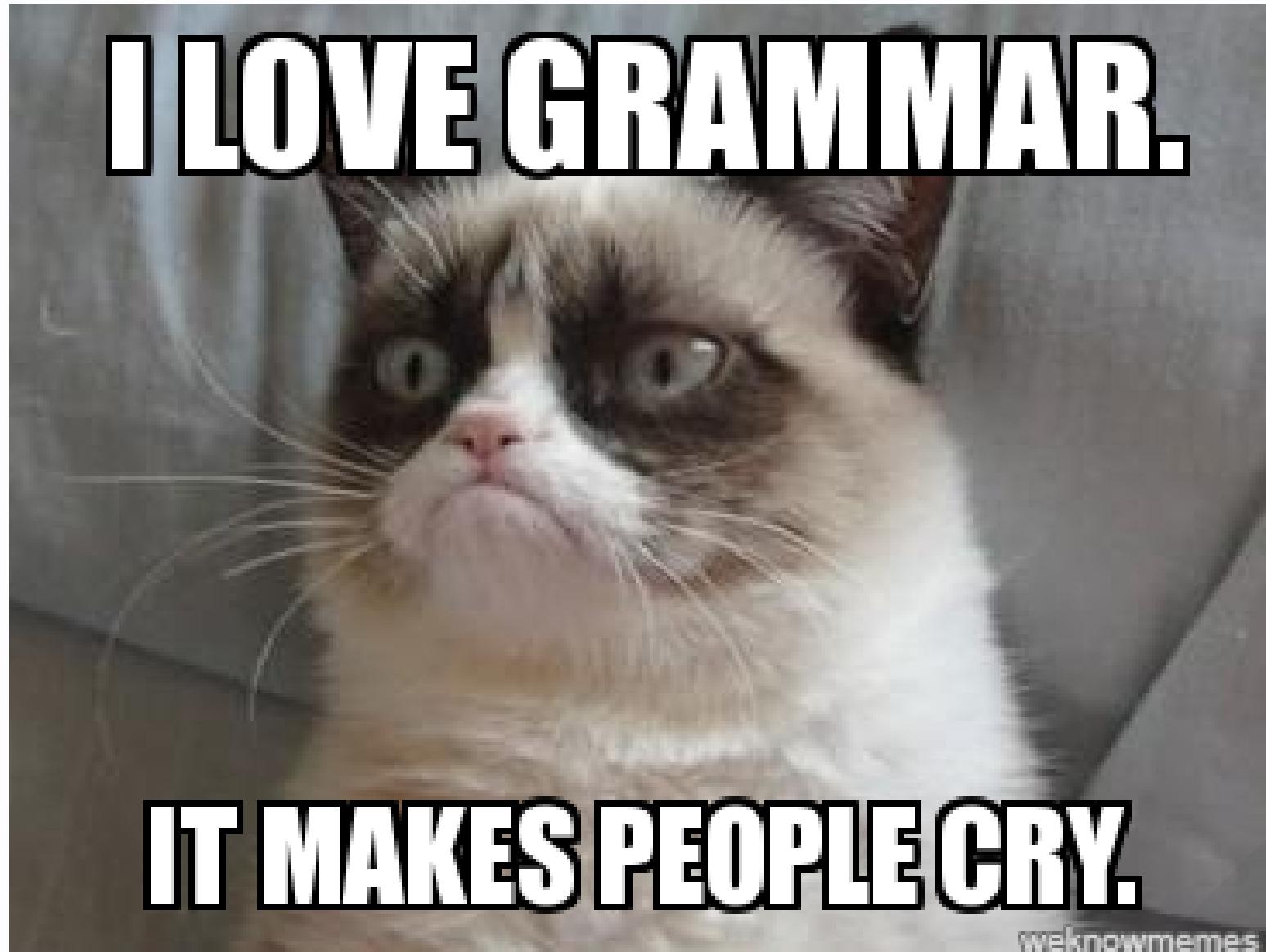


經歷



英語講師

- 臺北科技大學



AI 暨資料 解決方案 技術工程師

• IBM

[source >>](#)



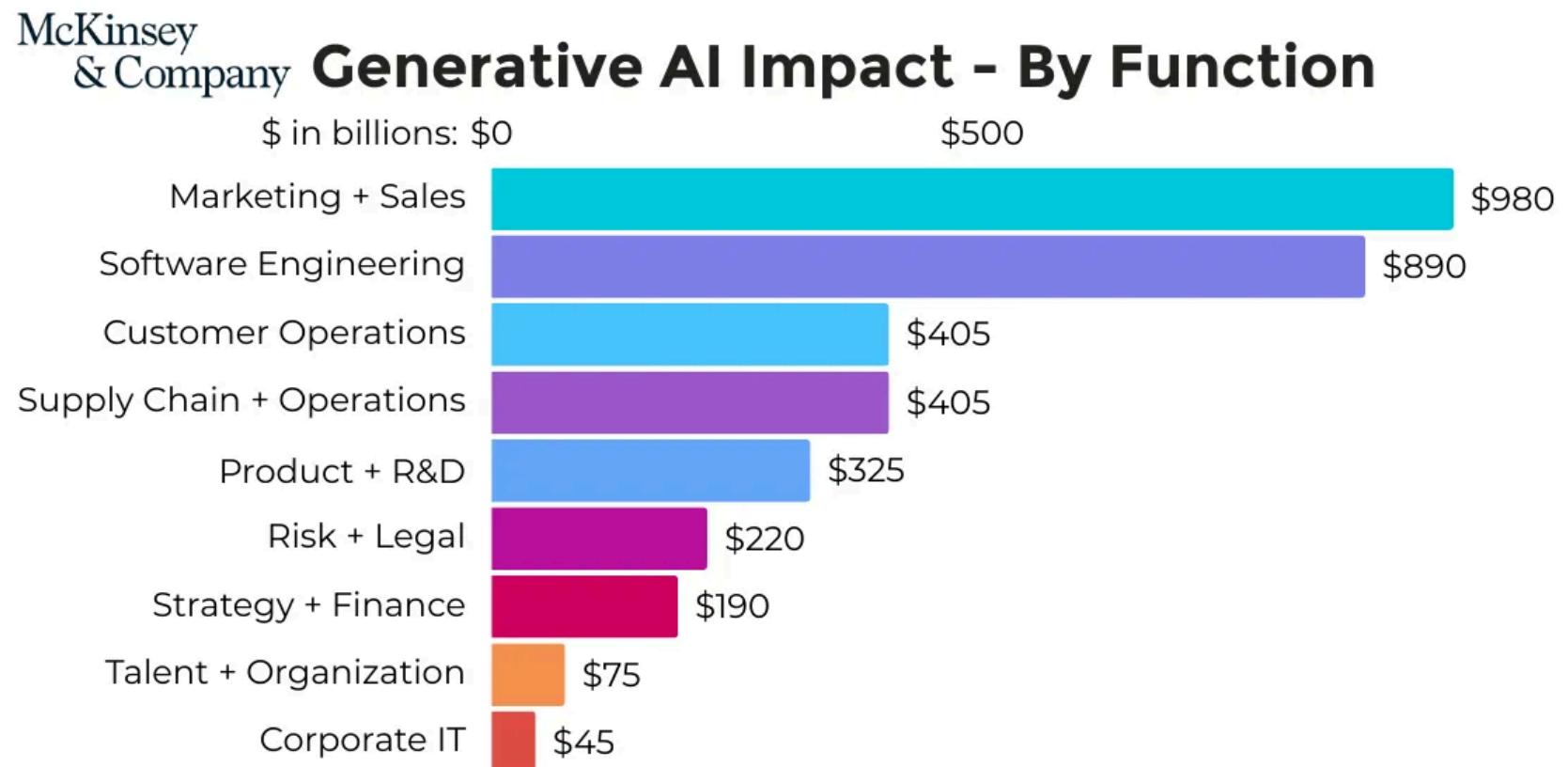


What can I
help you with?

概念：生成式 AI 與行銷科技

- 生成式 AI
的市場價
值

source
>>



Source Data: McKinsey
Social Attribution: @CloudRatings + @SaaSlider

- 生成式 AI
在行銷的
常見應用

source
[>>](#)

Top Use Cases of GenAI in Marketing

01

Personalised and
Targeted Content

02

Automated and
Optimised Social
Media Marketing

03

SEO Content Creation
and Optimization

04

Engaging and
Interactive Product
Demos

05

Data-Driven Insights
and Predictive
Analytics

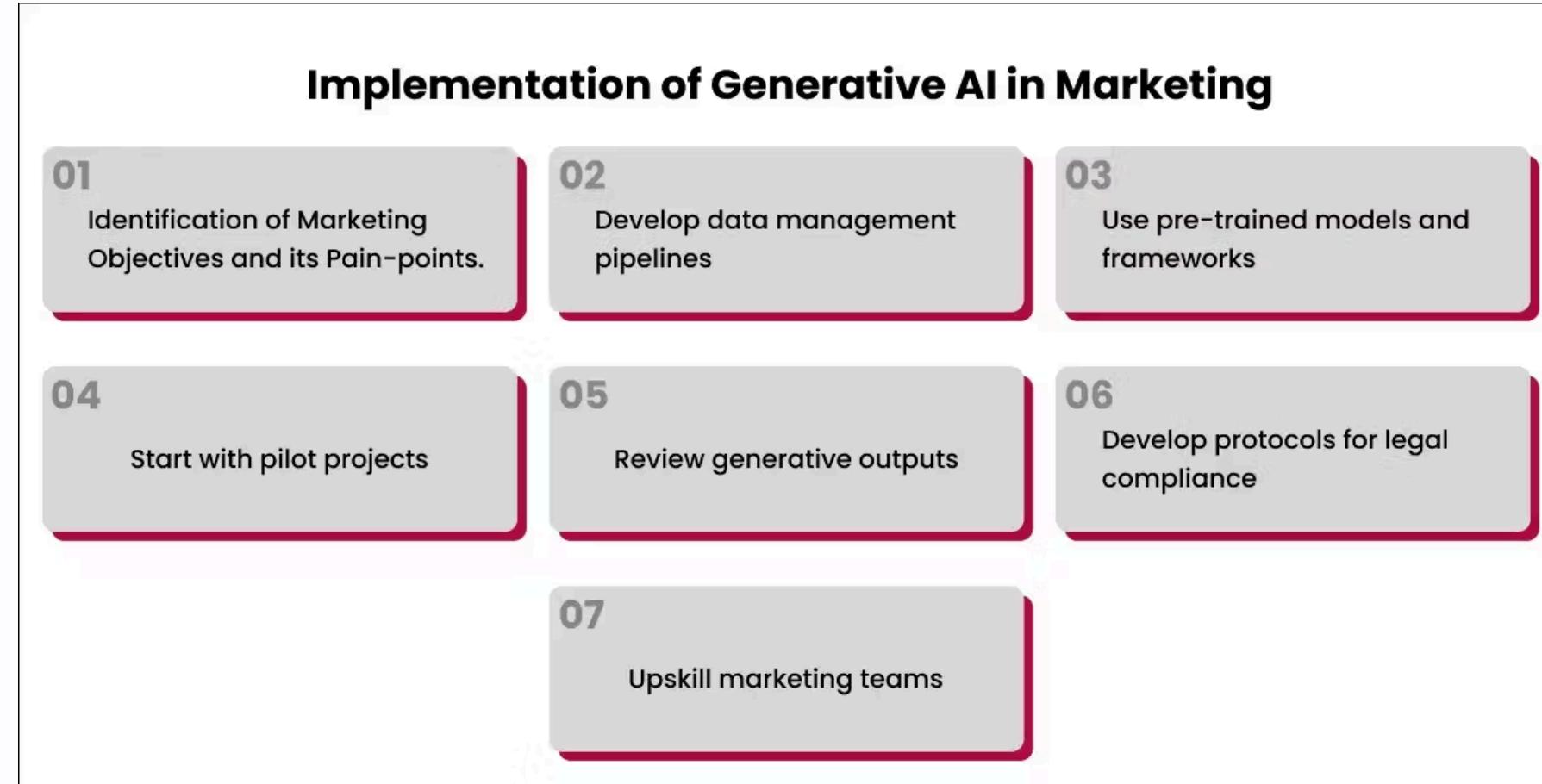
06

Automated Graphic
and Video Creation

07

Improved Audience
Segmentation and
Targeting

- 採用生成
式 AI 的策
略
source
>>



- 生成式 AI
為行銷帶
來的好處
[source](#)
[>>](#)

Benefits of Generative AI for Marketers

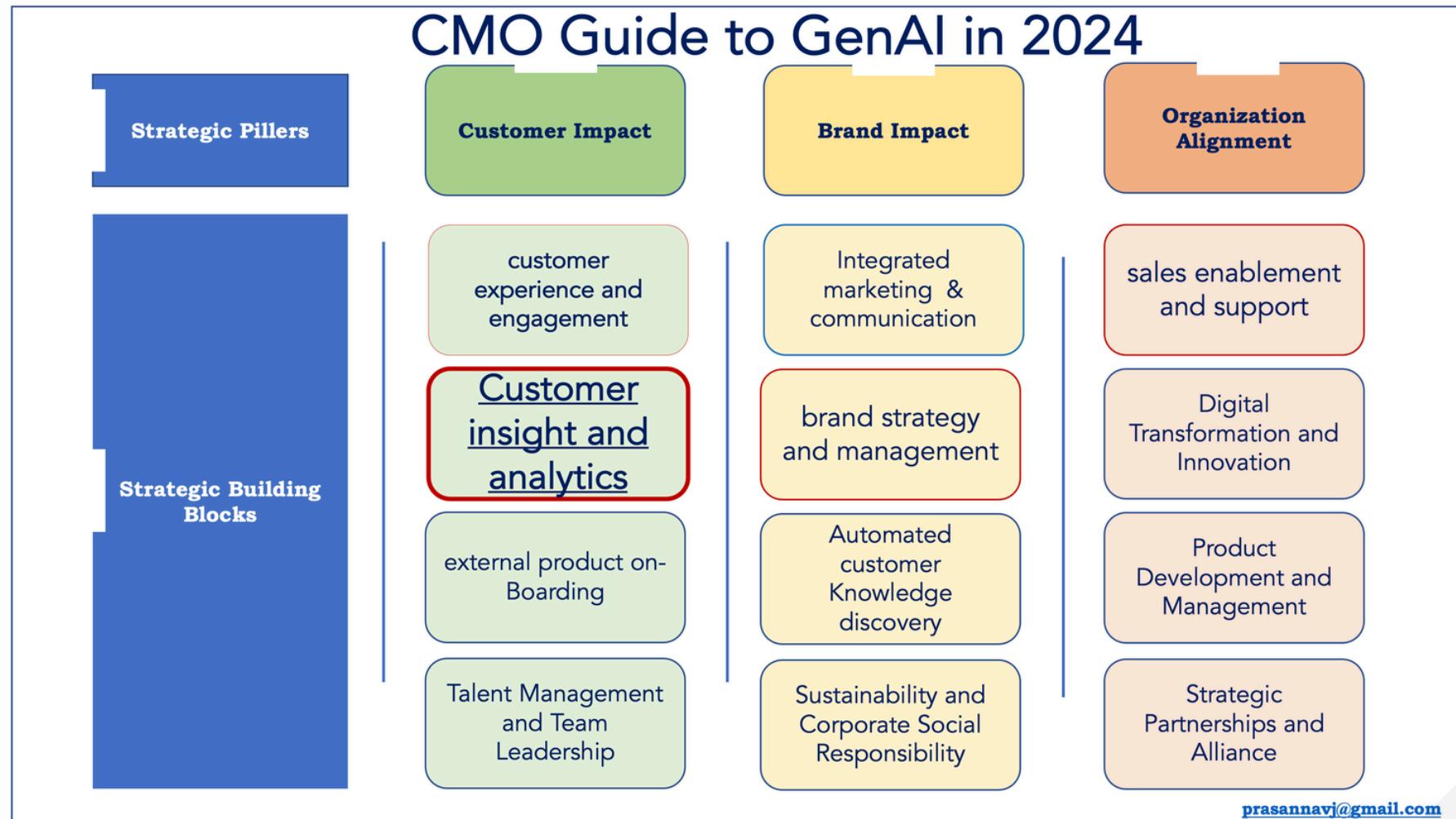
- 1** 24/7 Productivity
- 2** Cost Efficiency
- 3** Personalization
- 4** Rapid Experimentation
- 5** Data-Driven Storytelling
- 6** Agile Responses
- 7** Consistent Quality & ROI Optimization

- 生成式 AI
的產物

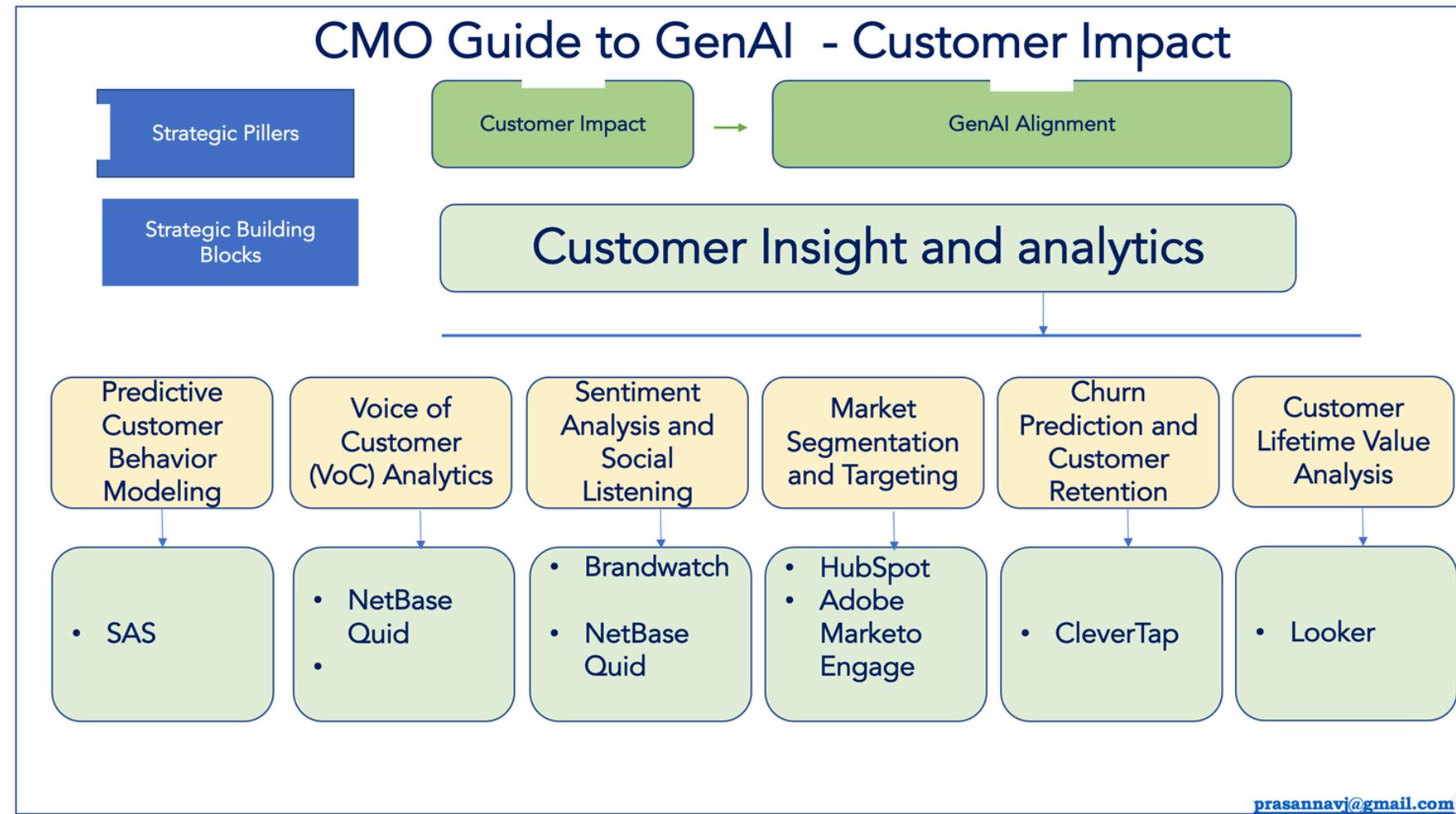
source

>>

- 行銷長
關注的事
source
>>



- 客戶洞見
的商業解
決方案
source
>>



- 文本分析
四大應用

source
[>>](#)

4 popular applications of text analysis

Text summarization

Sentiment analysis

Text categorization

Text extraction

- 文本分析能為企業帶來哪些好處

source

>>

How businesses can benefit from text analysis



Improve customer support



Enhance record management



Personalize the user experience

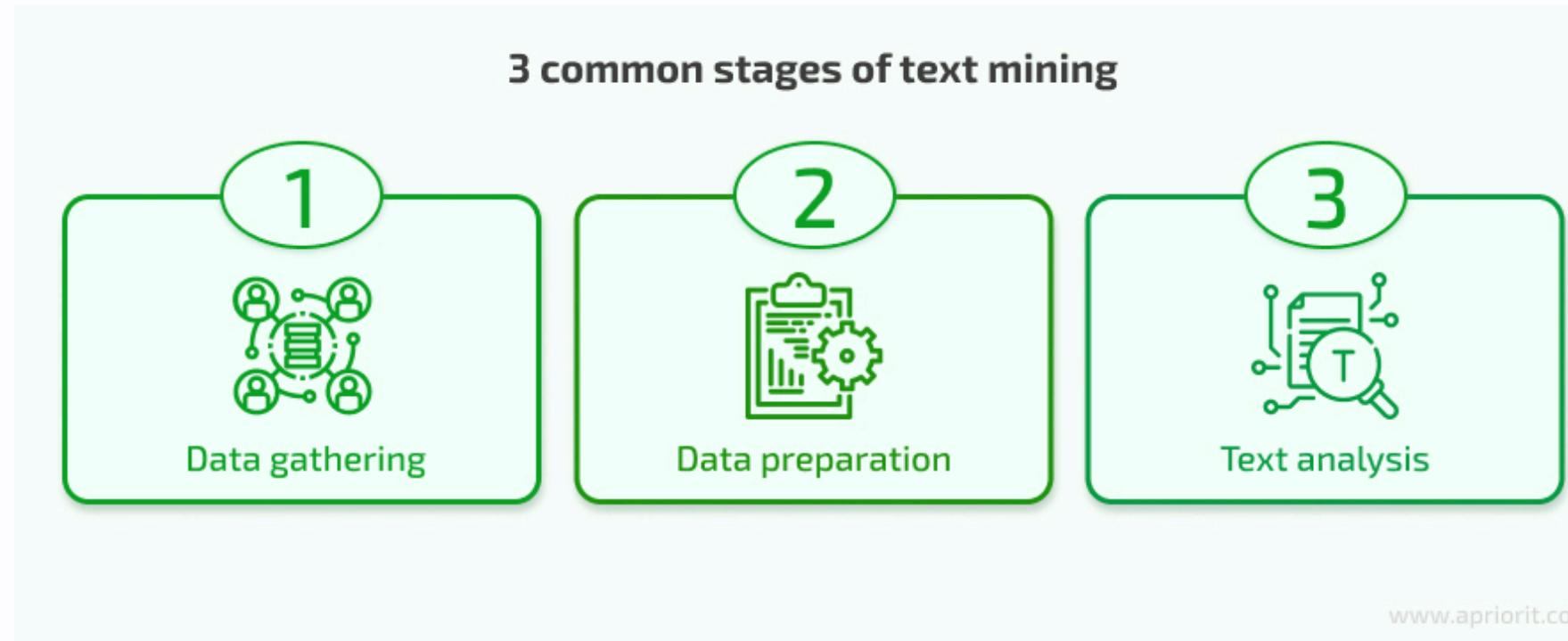


Automate social media monitoring



Get industry insights faster

- 文本分析
的三階段
source
>>



- 文本分析
考量因素

source
>>

What to keep in mind when developing text analysis features



Data security



Data visualization



Open-source elements



Unbiased models



LLM adoption

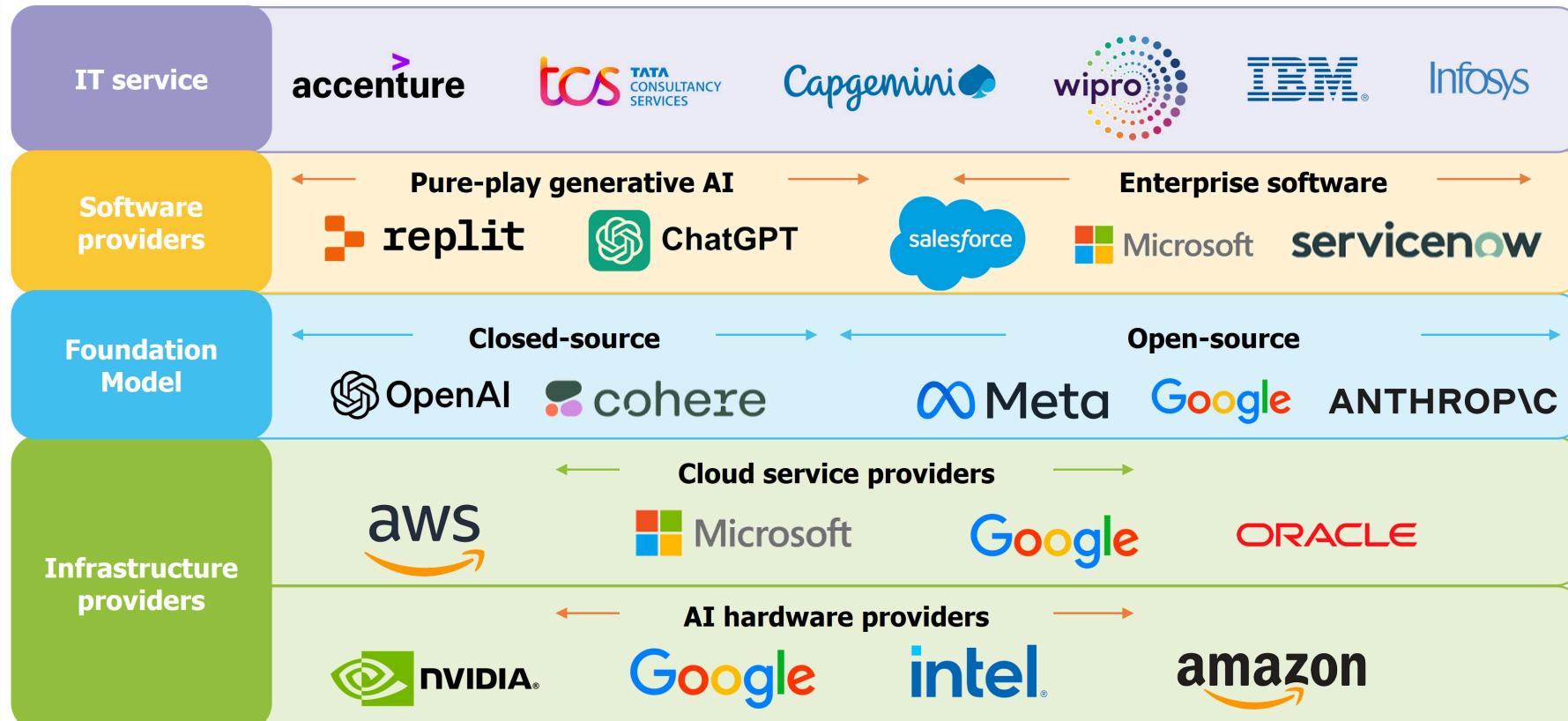


Training and testing

- 生成式 AI
供應商
source
>>

Generative AI vendor architecture

Source: Transforma Insights, 2024



TRANSFORMA
INSIGHTS

- 常見的大語言模型
source
>>

Notable LLM Makers

Open

Falcon (TII)
Llama 3 (Meta)
Mixtral (Mistral)
Phi 3 (Microsoft)
Qwen 1.5 (Alibaba)
StarCoder 2 (BigCode)

Proprietary

Claude 3 (Anthropic)
Command R+ (Cohere)
GPT 4 (OpenAI)
Gemini 1.5 (Google)
Grok 1.5 (X)
Sonar (Perplexity)



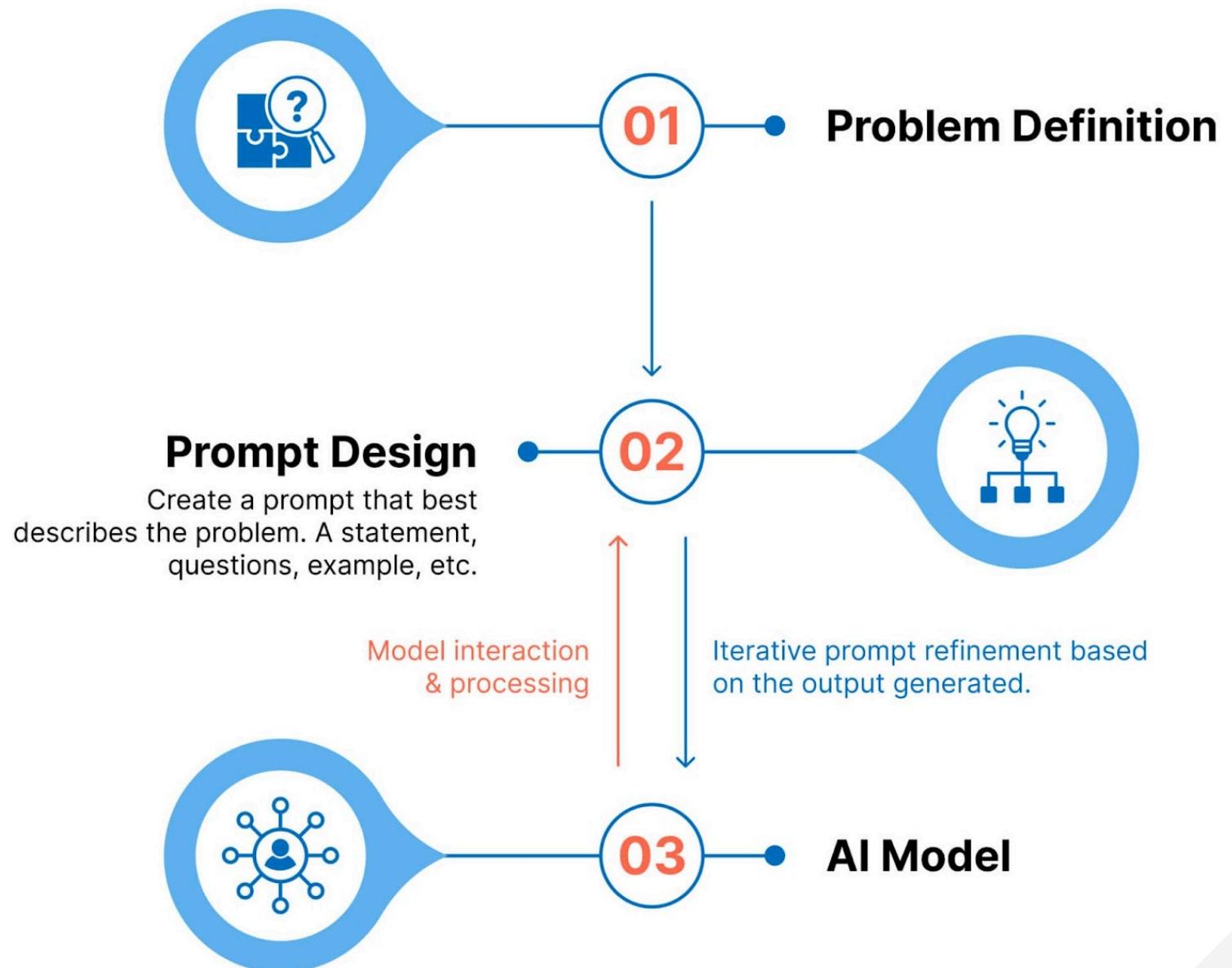
@KenTabor

實作：使用生成式 AI 進行文本分析

提詞工程

source >>

How does Prompt Engineering work?



提詞清單

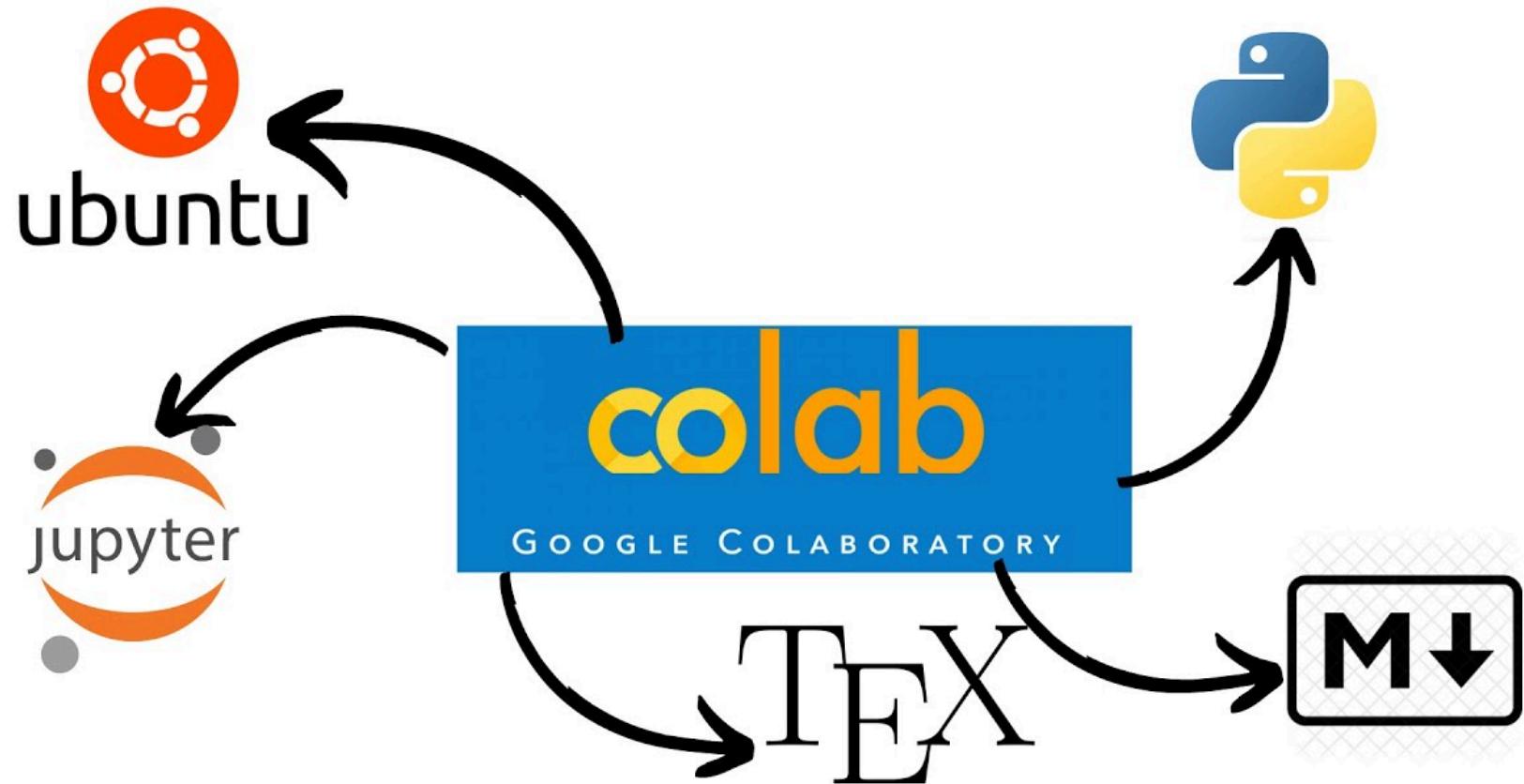
source >>



實作時間

- 點擊這裡進入 Google Colab

GOOGLE COLAB:



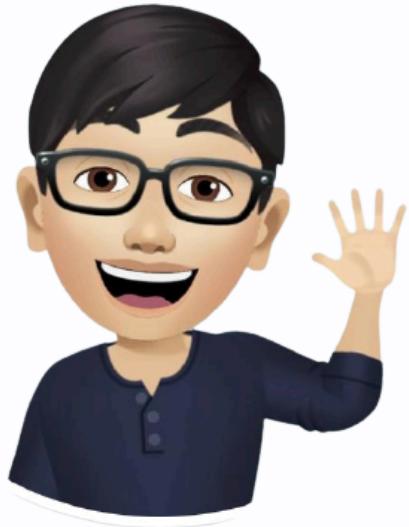
A close-up photograph of a frog's head, showing its large, dark eyes and textured skin. The frog has a slightly open mouth and a neutral, somewhat stern expression.

WHAT IF I TOLD YOU

Q&A ?

I'M ALLERGIC TO QUESTIONS

聯絡方式



有任何問題，歡迎聯絡我

- Email:
`howard.haowen@gmail.com`
- 網站:
<https://howard-haowen.github.io>