WEBVTT

1
00:00:07.100 --> 00:00:13.050
Amaanath Mumtaz: Yo welcome in everyone. Welcome in. How is everyone doing today?

2
00:00:14.570 --> 00:00:16.850
Amaanath Mumtaz: I'm seeing a lot of meeting recorders.

3
00:00:16.850 --> 00:00:21.982
Jimmy Slagle: Dude. I know I know lots of meeting recorders coming in.

4
00:00:24.240 --> 00:00:26.900
Jimmy Slagle: but now this is gonna be a good one. This is. Gonna be a good one.

5
00:00:27.800 --> 00:00:29.840
Amaanath Mumtaz: Honestly, everyone's faces.

6
00:00:30.540 --> 00:00:30.960
Jimmy Slagle: I know.

7
00:00:30.960 --> 00:00:36.100
Amaanath Mumtaz: There we go. We got lotus. We got Fabio Marcel. Nice.

8
00:00:38.300 --> 00:00:39.440
Jimmy Slagle: Yes, sir.

9
00:00:39.440 --> 00:00:41.640
Amaanath Mumtaz: Alina! There we go! Hi! Alina!

10
00:00:45.950 --> 00:01:10.060
Jimmy Slagle: We'll wait a couple more minutes. Let everyone else come in. But no, this is gonna be a really fun session. I'll formally introduce Amanath here in a little bit. But this is going to be a good one. This is gonna be looking at Poppy. AI. This is one of the tools that we use very heavily within the creative Ops workflows. And so this is going to be a good introduction to what the product is.

11
00:01:10.060 --> 00:01:34.440

Jimmy Slagle: You guys can ask a lot of good questions on how to use it. Just a quick reminder, too. We'll be looking heavily at the Q. And a feature at the bottom right, and if you don't have the Q&A option there just hit more the kind of 3 dots at the bottom, and you should be able to see something called Q. And a. That'll make it pop up on your bottom

12
00:01:34.440 --> 00:01:59.150
Jimmy Slagle: ribbon and then ask questions. There, I'll be monitoring those as Aminath is giving the presentation, and and I will be throwing out any of the ones that I think are super valuable to to have. So with that I can introduce Amanath. So Amanath is part of the founding team at Poppy. AI. If you guys are not familiar with Poppy AI, it is a think of it like a

13
00:01:59.150 --> 00:02:22.949
Jimmy Slagle: very much better custom. Gpt or Custom cloud project where you can bring in different media types that typically would not be allowed within custom gpts like links to Instagram. And it can see, like what is actually happening on that Instagram post video files, Tiktok ad library links, like all of those different things. So as creative strategists, obviously, a lot of what we're doing is

14
00:02:22.980 --> 00:02:40.190
Jimmy Slagle: creating static and video ads, which is beyond text, which is much better to have a lot of those references. So with that, I'm going to hand it over to Amanath. Amanath can introduce himself. We met man. It's probably been like a little over a year now.

15
00:02:40.190 --> 00:02:41.650
Amaanath Mumtaz: Yeah, most of probably.

16
00:02:42.420 --> 00:03:07.280
Jimmy Slagle: Yeah, yeah, we've been big sport as a poppy for a while. So excited for you guys to check this out and again, make sure that you guys have the Q&A function up. I'll be looking at that final kind of note logistically, we are having our session on Thursday. That is where we are going to be going into, like the practical use cases of poppy. AI, and showing you guys in building boards live of all the agents

17
00:03:07.280 --> 00:03:32.240
Jimmy Slagle: see, or all the workflows that we have built for ad create, and that we use for our creative Ops process. So this one is just going to be much more of a high level. These are like the top tricks, tips, hacks. To use poppy to start creating boards.

Thursdays is going to be the applicable side of like. Here's how you can actually use Poppy to streamline your workflows. So just a little bit of context about the 2. Thursday will also be diving into custom Gpts and cloud projects.

18
00:03:32.240 --> 00:03:52.659
Jimmy Slagle: If you don't have a poppy subscription which this conversation might convince you otherwise. But nonetheless we wanted to have that as an option so excited to hand it over to Amnath. And again, if you guys have those questions, throw them in the Q&A function, and I will be taking a look at that throughout the program.

19
00:03:54.080 --> 00:04:11.960
Amaanath Mumtaz: All right. Amazing. Thank you so much for inviting me, Jimmy. What's up, guys? So my name is Amanit. I'm part of the founding team at Poppy. 1st of all, what I would love to ask you guys is, if you guys can turn on your videos. That would be amazing. I'd love to talk to more humans than meeting recorders on here.

20
00:04:12.880 --> 00:04:18.350
Amaanath Mumtaz: There we go. We got Alex. We got Alina. There we go, beautiful Marco. Who else have we got

21
00:04:19.370 --> 00:04:22.960
Amaanath Mumtaz: they go. Robbie. Nice Maggie. Amazing.

22
00:04:23.180 --> 00:04:35.459
Amaanath Mumtaz: Alright, this is amazing. All right. Now I see a lot more humans. That meeting recordings. So 1st of all, I'm I mean, I've already said my name, but I'm part of the founding team at Poppy, and one of the

23
00:04:35.630 --> 00:04:49.959
Amaanath Mumtaz: interesting things that happened about a couple of months, maybe 6 or 7 months ago, is we've been talking me, Jimmy. We've been talking for a while, and Poppy was mainly focused on like content creators and marketers.

24
00:04:49.960 --> 00:05:13.919
Amaanath Mumtaz: mostly like email marketing things like that. And these guys kept pushing me towards like introducing features that are related to like Facebook ads and like advertising stuff. And and that's why I'm here. Because, like, we decided to go on that route as well. And we've integrated like Facebook ads, we have like an exciting integration that's coming up as well, which I'm going to share with you guys later. But

25
00:05:14.050 --> 00:05:29.590
Amaanath Mumtaz: yeah, I'm excited to show you guys what Poppy is?
And then if you guys have any questions, go over the questions, show
how Poppy works and go from there and quick. Question, Jimmy, do
people usually unmute themselves and talk because I'm happy to like?
Let them unmute.

26
00:05:29.590 --> 00:05:53.150
Jimmy Slagle: Typically we don't. We can. We can maybe make an
exception. Once we get to the the Q&A's. And if people have like
specific questions. But normally I'll just filter through the the
Q&A's that are getting sent in, and I'll stop you and ask the
question if there's more follow up or context, either on the
question, we can, we can get back. But yeah, it'll you'll you'll
probably just be hearing questions from me.

27
00:05:53.880 --> 00:05:58.890
Amaanath Mumtaz: Okay, cool sounds great. Alright. So I'm gonna
share my screen real quick.

28
00:05:59.100 --> 00:06:03.020
Amaanath Mumtaz: And there we go alright. Do you guys see my screen.

29
00:06:04.880 --> 00:06:06.110
Jimmy Slagle: Yep, we got you.

30
00:06:06.330 --> 00:06:28.970
Amaanath Mumtaz: Okay, perfect. I haven't used Google slides in a
while. So today, I'm going to present how to become an AI creative
strategist, I mean, basically, you guys are creative strategists.
I'm just gonna show you guys how to use leverage AI, and more
specifically, how to use Poppy AI as a creative strategist. I've
already introduced myself. So I'm not gonna get into that but

31
00:06:28.970 --> 00:06:54.989
Amaanath Mumtaz: what's on today's agenda. So I'm going to do a
quick poppy 101 show. You guys like how Poppy works. What you can do
with it. You know, kind of like a crash course about Poppy and its
features. And then how you can use Poppy as a creative strategist.
And then I know as creative strategist, I mean, I don't know if
creative strategy, but like mostly e-commerce brands, they also send
emails and things like that. So I'm going to also show how you can
use Poppy

32
00:06:54.990 --> 00:07:06.149

Amaanath Mumtaz: to write emails. And then I'm gonna show some upcoming features that we have. Then we're gonna go into the QA. And then I'm gonna share something special that we have for you guys. So

33
00:07:06.300 --> 00:07:13.680
Amaanath Mumtaz: let's get started. So I'm gonna open up Poppy AI real quick. And I'm gonna go into

34
00:07:14.474 --> 00:07:22.719
Amaanath Mumtaz: system. So this is Poppy AI out of you guys. How many of you all have heard of Poppy AI before.

35
00:07:23.090 --> 00:07:31.910
Amaanath Mumtaz: or like, how many of you guys already use poppy like, maybe you can drop a 1 or like say yes in the chat, or something like that. So I know how many people are familiar with it.

36
00:07:33.520 --> 00:07:46.330
Amaanath Mumtaz: Oh, wow! Amazing. We have a lot of people. This is fantastic. Okay, so you guys are kind of familiar with it. But for those who are not familiar with it. Basically, the idea of Poppy is about a year ago

37
00:07:46.700 --> 00:07:56.309
Amaanath Mumtaz: we started Poppy AI. And before that we have been content, creators for the longest of time. And we started using AI tools like Chat Gpt.

38
00:07:56.710 --> 00:08:17.970
Amaanath Mumtaz: but we found a lot of limitations around it, and we are a really huge fans of visual tools similar to like Miro, or like whimsical Milano, things like that. So what we decided to do is, Hey, what if we take something like Miro and combined it with Chatgpt. And that's how Poppy was born.

39
00:08:18.268 --> 00:08:41.879
Amaanath Mumtaz: So this is what you get when you sign up to copy and go inside you get like a bunch of boards, so you can have like templates. I think there's like a few templates from Jimmy and a few templates from Alex as well for how you can use it for advertising. But then we have, like a lot of creators making templates around like script, writing video sales, letters. Oh, this is this is Alex's

40
00:08:42.187 --> 00:08:53.579
Amaanath Mumtaz: and then and so on. So what I'm gonna do I'm

gonna create a board real quick, and then kind of run you guys through like our main features. So I'm gonna hit new board.

41
00:08:54.250 --> 00:08:56.589
Amaanath Mumtaz: Then it's going to create a board for me.

42
00:08:59.750 --> 00:09:21.750
Amaanath Mumtaz: There we go all right. So this is what the Ui basically looks like. So you land in a blank canvas with whatever you want to do. And you can start off with by creating an AI chat. So this is basically where you're going to interact with the AI, and you have all these different models like cloud sonnet 3.7 sonnet

43
00:09:21.750 --> 00:09:31.430
Amaanath Mumtaz: Gpt models, Gemini models, and all of that specifically, for like creative strategists or anyone who's in who does like creative

44
00:09:31.430 --> 00:10:01.159
Amaanath Mumtaz: work like writing emails, copywriting. I usually recommend Claude or Cloud 4 or cloud 3.7 sonnet but if you're doing like analysis, related stuff, you could usually go with something like Gpt. 4.1 or Gemini, 2.5 pro. So this is the chat window, which also you can create by clicking this right? And everything here is basically like tied to like a a keyboard shortcut like you can click art to record voice memos. You can bring in ads and everything. So

45
00:10:01.550 --> 00:10:28.759
Amaanath Mumtaz: the cool thing about Poppy is, if I were to go to Youtube, and I just want to bring a Youtube video. For example, I could just right click on it, copy, link address, and then boom, just paste it, and it will bring in the video. Transcribe the entire thing, and you'll be able to do whatever you want with it. So like for this example, I can just say, what can you tell me about this video.

46
00:10:29.070 --> 00:10:32.800
Amaanath Mumtaz: And then who will be able to tell me what this video is about?

47
00:10:35.370 --> 00:10:55.959
Amaanath Mumtaz: And usually, if you were to do something like this with, say, Chat Gpt, you will have to like, download the video, transcribe it and do multiple different things. And here's a cool thing, though, is not only can you bring in Youtube videos. If I were to go to Instagram and go to my profile, I can just copy any reel right

48
00:10:55.980 --> 00:11:07.620
Amaanath Mumtaz: like this copy link. Come here, paste it. I can
bring in Instagram videos. Or if I were to go to tick tock, I could
bring in Tiktok videos like this.

49
00:11:07.950 --> 00:11:11.439
Amaanath Mumtaz: just copy the link, paste it here. Boom!

50
00:11:12.450 --> 00:11:13.660
Amaanath Mumtaz: And then

51
00:11:13.910 --> 00:11:28.059
Amaanath Mumtaz: here's the best part for creative strategies like,
y'all, what I can do is I can go to Facebook ad library right? And
then, if I were to select any country, all ads. Let's get speechify,
or Mella right.

52
00:11:28.260 --> 00:11:31.419
Amaanath Mumtaz: I can open up the ad library.

53
00:11:31.910 --> 00:11:35.540
Amaanath Mumtaz: Do this copy, add link, come into poppy.

54
00:11:35.650 --> 00:11:48.909
Amaanath Mumtaz: paste it, and boom. It will extract not only the
transcript of an ad, it will also visually analyze what's going on.
So if I could maybe find like an ad that has no audio in it.

55
00:11:51.400 --> 00:11:55.500
Amaanath Mumtaz: Yeah, this is this just has a music. So what I can
do is I can just copy this ad.

56
00:11:55.720 --> 00:11:59.820
Amaanath Mumtaz: bring it in here right? And I can create another
chat.

57
00:12:00.430 --> 00:12:05.850
Amaanath Mumtaz: Let's create this, connect this to this video or to
this ad

58
00:12:06.266 --> 00:12:11.730
Amaanath Mumtaz: and then, for this example, I can just connect

these 2 to this chat real quick

59
00:12:14.243 --> 00:12:20.919
Amaanath Mumtaz: and then I could say, Give me a quick breakdown on
the 2

60
00:12:22.062 --> 00:12:25.800
Amaanath Mumtaz: on the Instagram and Tiktok. Video.

61
00:12:26.810 --> 00:12:28.159
Amaanath Mumtaz: Let's see what it does.

62
00:12:29.540 --> 00:12:30.989
Amaanath Mumtaz: Oops. Let me zoom in

63
00:12:34.160 --> 00:12:35.270
Amaanath Mumtaz: there you go.

64
00:12:39.570 --> 00:12:47.699
Amaanath Mumtaz: So it's getting the information. Now, I can say,
what can you see visually in the Tiktok video?

65
00:12:49.530 --> 00:12:50.940
Amaanath Mumtaz: Let's see what it can do.

66
00:12:54.690 --> 00:13:23.019
Amaanath Mumtaz: Boom. A woman with long blonde hair, wearing a blue
sweaters. Speaking so, which literally is the case here. She's a
blonde girl wearing a blue sweater, so usually you can do this with
any other AI tools? I think you can do with gemini. But Poppy
integrates, like all of those tools, into one, and then you can
analyze visual aspects as well. So in this example, the Facebook ads
are taking a bit too long. Let me just retry again.

67
00:13:23.394 --> 00:13:28.910
Amaanath Mumtaz: But usually it works, it breaks when you do a demo.
You know what I mean. So

68
00:13:29.180 --> 00:13:53.047
Amaanath Mumtaz: I'm gonna let that load for a bit, and then I'm
gonna explain. What are the other features we have. So let's say,
like you can bring in voice recordings. So maybe let's say you guys
are doing like a a meeting like a brainstorming call with like your
team. And you want to bring in the meeting recording. What you can

do is you can record. Like, if you're doing it in person, you can bring the recorder and like, record the meeting, and then bring in the

69
00:13:53.310 --> 00:14:22.420
Amaanath Mumtaz: what do you call the recording inside Poppy, or if it's like a like a fathom recording or something, you could just drag and drop the meeting recording in here. And then, if if you have like images or like image ads you want to use for inspiration. You can bring those you can bring in any of your websites. You can create mind maps, documents, and literally anything you want. So like. For example, I have this one board which I was using for brainstorming. Let me see if I can find it real quick.

70
00:14:22.430 --> 00:14:27.239
Amaanath Mumtaz: live brainstorming, not this actually vision. Yep, there we go.

71
00:14:27.310 --> 00:14:38.969
Amaanath Mumtaz: So this was a board that I created. While I was brainstorming with my team. Basically like what we have is, I took a photo of a whiteboard that we drew while we were

72
00:14:38.970 --> 00:14:57.559
Amaanath Mumtaz: discussing stuff, and I was able to bring that image in here, and then I was able to bring in a voice recording of the meeting that we had. That was like an hour long. And then I was able to bring in like our website and like more explanation, text boxes and everything I was able to just connect all of them. And then just say, Hey.

73
00:14:57.560 --> 00:15:12.259
Amaanath Mumtaz: like, based on the voice recording and what we discussed and what's on the on the whiteboard. What? What should be like our focuses and things like that. So this is how Poppy AI works. And this is a quick demo of how it works. So

74
00:15:12.670 --> 00:15:14.180
Amaanath Mumtaz: any questions guys.

75
00:15:14.940 --> 00:15:33.229
Jimmy Slagle: Yeah, we've had a couple good ones come in. one of them is one that I am very curious about, too. Do you guys have any timeline on when you might open it up to like Claude Opus 4 or any of the other like true deep thinking models.

76

00:15:34.003 --> 00:15:38.240
Amaanath Mumtaz: I think we were talking about it recently. I think we might

77
00:15:38.390 --> 00:15:45.690
Amaanath Mumtaz: ha like, if it's like a really big need, we might have it. Probably we could integrate it in like a day or 2. So yeah.

78
00:15:46.400 --> 00:15:49.180
Amaanath Mumtaz: I I can chat with the team and get back to you guys on that.

79
00:15:49.180 --> 00:15:57.182
Jimmy Slagle: I like it. I like it. No, that's that's that's 1 that I would strongly recommend. I love Cloud for opus for writing

80
00:15:57.860 --> 00:15:59.300
Jimmy Slagle: So so the sooner that we can.

81
00:15:59.300 --> 00:16:02.690
Amaanath Mumtaz: What's why, specifically, opus over sonnet.

82
00:16:02.860 --> 00:16:07.961
Jimmy Slagle: Yeah, I mean, so so a couple of different things, one that is like their true thinking model. So

83
00:16:08.230 --> 00:16:08.700
Jimmy Slagle: -

84
00:16:08.700 --> 00:16:26.909
Jimmy Slagle: it takes more time to process exactly what's being asked. And so especially for copywriting. And if you're giving it like a lot of context, it does a really good job of being able to think through before giving you that response. So got it. Yeah, strongly, strongly recommend checking out Cloud 4 office.

85
00:16:26.910 --> 00:16:27.870
Amaanath Mumtaz: Got it. Okay.

86
00:16:28.972 --> 00:16:41.999
Jimmy Slagle: Another good question that someone asked is, is for the visual analysis is it doing essentially the same thing as Gemini. So taking like a screenshot per second, are you guys using gemini for that.

87
00:16:42.000 --> 00:16:45.519
Amaanath Mumtaz: Yes, exactly. Yep, exactly. We're using Gemini for that.

88
00:16:45.520 --> 00:17:10.509
Jimmy Slagle: Cool. Yeah. And honestly like, that's that's that's why, like, we're, we're big fans of Poppy is just. It's the ability to just bring kind of the the pros of all the different large language models into one. And again, like being able to just like, have that Instagram right? Video right there. Tiktok video right there, instead of having to try to figure out, how do I down this download this? How do I upload it into Google AI studio to then get the transcript and the overview to then

89
00:17:10.510 --> 00:17:34.330
Jimmy Slagle: go and put it into Claude. This really does simplify that process. So you guys don't have to go out and kind of like, especially as you're building context or trying to add context. Docs like this is a really really more streamlined way of doing that. One other question I thought was really good. That I can. I can take the stab on.

90
00:17:34.330 --> 00:17:54.690
Jimmy Slagle: Is there a difference between N. 8 N. Gumloop, poppy, or all of these tools serving the same purpose. I would say Poppy is probably getting closer to like a N. 8 n. Or gumloop with their Apis that they have recently come out with, but more so. You can think of this as like a true, a much better

91
00:17:54.740 --> 00:18:06.773
Jimmy Slagle: custom. Gpt or custom cloud project that allows you. So instead of you going within, like Chat Gpt or Claude, to think of new ad ideas, or or whatever it might be.

92
00:18:07.160 --> 00:18:32.160
Jimmy Slagle: you want to do that within Poppy, because instead of having to go and like, get the transcript of one of Alex's videos on how to create really good static ads like you could just put that video here. You could upload some examples of static ads that you know, that have worked well from the ad library, and then any other information about your brand, or or whatever you can upload here and connect those to the chat Bot, and then you can just ask questions about those. So

93
00:18:32.160 --> 00:18:56.070
Jimmy Slagle: it's it's it's Gumloop and Nadn are much more like

true workflows where it would go. Look at Youtube, scrape the video,
go to your website. Understand? You know your your tone. And like
that's just a click of a button, and it would come up with ad ideas.
This is much more so if you want to have that that chat style
interface, and then you can have conversational bots as well.

94
00:18:56.390 --> 00:19:21.999
Jimmy Slagle: But those ones are much more like workflow based of
like you're you're truly trying to automate the entire process. This
is much more of like a hey, if you want to use chat Gbt to as kind
of like your Co. Creator. It's a very, very powerful very, very
powerful tool. To be able to do that to help. you know, with the
ability to just bring in context in a much simpler way.

95
00:19:23.120 --> 00:19:36.000
Amaanath Mumtaz: Perfect. Yeah. And I, what I was thinking as well
as like. And it and is more like automation focused versus like
Poppy is more like like one of the cool things like one of our users
said, this is like, I like to be the producer.

96
00:19:36.000 --> 00:19:57.429
Amaanath Mumtaz: and like give like guide, Poppy in a direction, and
we'll be able to do it. And like, that's how I see Poppy as well as
like. Let's say, if I want to write an email or come up with like a
script. I'm like the producer, and I like give it with all the
assets that it needs to come up with the right script, and I just
say, Hey, write me a script, and then, like Boom, it writes a script
versus if it's like Nan, it's usually like

97
00:19:57.430 --> 00:20:17.469
Amaanath Mumtaz: bunch of automations that scraping, I think, like
with Poppy's Api. What you can do is you can like leverage Poppy's.
What do you call power of like context, and then using N 8 ends
power of like automating a lot of different things. That would be
like a good like combination as well.

98
00:20:18.540 --> 00:20:41.660
Jimmy Slagle: Yep, 100% 1. 1 other question that I've been seeing
come up in the chat is just around context limits. So walk us
through like like within poppy. Is it similar to what the base
models are? Is it different? And and maybe like what is what are
some good practices of of like too much context, or what's kind of
the max that you can pull in.

99
00:20:41.660 --> 00:20:43.910
Amaanath Mumtaz: Got it. Okay? So

100

00:20:44.340 --> 00:21:07.889
Amaanath Mumtaz: if I remember correctly, don't quote me on this.
It's basically the same context limit as the Apis. They give. So
like. These are like what we have connected here is like Claude's
Api, Gpt's Api, and Gemini's Api, to my knowledge, Gpt. 4.1, and
Gemini, 2.5 pro has 1 million token limit. And then Claude, 4 and
3.7 sonnet have like a 300,000 limit.

101
00:21:07.890 --> 00:21:21.400
Amaanath Mumtaz: So the context is basically like this, transcript
this information, that information and like whatever you're asking
inside the chat that's being fed to the AI, and then coming back

102
00:21:21.760 --> 00:21:51.539
Amaanath Mumtaz: from my personal experience, like Claude 7 like not
cloud 7 sorry cloud full usually has an enough context window with
like a lot of videos, and like a lot of like different data points
connected. But suppose you say you run out of the context like even
Gemini, 2.5 pro is like already, good with like a lot of data,
because it has like 3 times the limit. And it's really hard to like
run out of like the limit, you know.

103
00:21:52.600 --> 00:22:16.739
Jimmy Slagle: Yep, 100%, 100%. Okay, continue. Those are some
questions that I saw so far. But if you got more questions again.
The Q. And a function at the bottom is where I'm going to be looking
primarily so throw any and all that you have. I'll let continue to
to go into this overview. But yeah, keep hitting me with questions.

104
00:22:17.450 --> 00:22:29.720
Amaanath Mumtaz: Alright amazing. Oh, so hey, the demo work? There's
a Facebook ad. And when I check this ad, it was just music. So what
I'm gonna do is I'm just gonna connect this and say.

105
00:22:30.220 --> 00:22:51.050
Amaanath Mumtaz: give me a comprehensive breakdown of the Facebook
ad. I've given you like, give me a breakdown of what's happening
visually. Give me what's happening like in the audio side, and give
me like the copy that's being used and like what the Cta is, and
give me an entire comprehensive breakdown of this creative.

106
00:22:51.780 --> 00:22:52.899
Amaanath Mumtaz: See what it does!

107
00:22:57.930 --> 00:23:02.799
Amaanath Mumtaz: Oh, there we go so visually! It was able to save
woman in gray sweater.

108
00:23:03.365 --> 00:23:09.030
Amaanath Mumtaz: it's kind of not that great but black white top
arms crossed

109
00:23:09.160 --> 00:23:14.259
Amaanath Mumtaz: text overlay. I wasn't sad. I just needed new
melasunnies nice. The main

110
00:23:14.390 --> 00:23:25.269
Amaanath Mumtaz: body of this post includes this, this is a Cta. So
if we go here, there you go. That's correct. It got the copy you got
what the ad is, and it got everything.

111
00:23:25.624 --> 00:23:50.910
Amaanath Mumtaz: So what you can do is, let's say you have an entire
library of what do you call ads you want to analyze. You can just go
to Facebook ad library, grab a bunch of these links, paste it
inside, Poppy, and then you'll be able to analyze them. And then
here's this is something that's not visually there yet. But what you
can do is you can also directly import video files into Poppy. So
let me see if I can

112
00:23:51.090 --> 00:23:58.170
Amaanath Mumtaz: find like an ad or something that I could just like
import directly these are movs.

113
00:23:58.300 --> 00:24:02.469
Amaanath Mumtaz: So I mean, this is like a meme that I just
downloaded. But I'm just gonna drag and drop it.

114
00:24:04.280 --> 00:24:17.510
Amaanath Mumtaz: there you go. So like, let's say, if you have ads
that are not live on Facebook ads. But, like you still want to
analyze it. You can just like drag them, drag and drop them in here
and then be able to analyze them. So like, for example, this one,
it's a meme

115
00:24:18.079 --> 00:24:24.870
Amaanath Mumtaz: but I'm just gonna connect this. And I'm gonna say,
what does the Mp, 4. Video. Say.

116
00:24:26.308 --> 00:24:28.200
Amaanath Mumtaz: let's see what it does.

117
00:24:29.090 --> 00:24:30.567
Amaanath Mumtaz: There you go.

118
00:24:31.200 --> 00:24:49.199
Amaanath Mumtaz: response. Say something. Yes, chief, no, chief. There you go. It basically explained to me that was happening. So this is how it works. Now, that you guys understand the basics of the poppy one on one. I'm gonna work on putting together something for

119
00:24:49.340 --> 00:25:06.850
Amaanath Mumtaz: what was it? What did I say? So how to use pop AI as a creative strategist? Now, here's what I'm going to do what I'm going to think myself. As I don't know a creative strategist for a company, drop me a company that you guys are currently working for. Or maybe yeah, something that I can take as an example.

120
00:25:08.070 --> 00:25:10.360
Amaanath Mumtaz: like an e-commerce brand or something.

121
00:25:13.710 --> 00:25:16.919
Amaanath Mumtaz: Space goods. Okay? What's your guys? Websites?

122
00:25:18.060 --> 00:25:20.589
Amaanath Mumtaz: Oh, Huel. Okay, I love Huel.

123
00:25:21.590 --> 00:25:39.890
Amaanath Mumtaz: Let me try. Heel, hold on. Let's go to Heal's website, right? So he'll let's open up heels website. All right. We got a bunch of this stuff here. So here's what I'm gonna do. I'm gonna bring in context about hill inside, Poppy. So I'm just gonna copy this link real quick.

124
00:25:40.210 --> 00:25:45.389
Amaanath Mumtaz: So here I'm gonna come here, paste this, and then let's see, what else can we get

125
00:25:45.550 --> 00:25:56.150
Amaanath Mumtaz: about about us? Vill? I think that's a good place to start black edition powder, science, essential powder.

126
00:25:56.510 --> 00:25:59.979
Amaanath Mumtaz: What else can we get? So I'm gonna copy these links.

127
00:26:00.300 --> 00:26:02.560
Amaanath Mumtaz: And I'm just going to paste them in here.

128
00:26:06.200 --> 00:26:08.170
Amaanath Mumtaz: Whoops! Paste this!

129
00:26:08.650 --> 00:26:12.949
Amaanath Mumtaz: There you go! What else do we have? How could you
know? Change your life?

130
00:26:13.510 --> 00:26:18.220
Amaanath Mumtaz: Right is this? Let's see.

131
00:26:19.970 --> 00:26:29.690
Jimmy Slagle: So so just to clarify there. If someone wanted to go
and add in their website, it's it's you have to go in and add the
different pages that you want.

132
00:26:30.870 --> 00:26:43.360
Amaanath Mumtaz: Yep, that's right. Yeah. Like, we're working on
being able to import, like all of the web pages at once. But right
now you have to bring in like the individual links. So we got this.
Let's get this one as well.

133
00:26:44.082 --> 00:26:45.500
Amaanath Mumtaz: Just for context.

134
00:26:46.280 --> 00:26:52.200
Amaanath Mumtaz: I mean, I don't think we need the formulas honestly
like about how could it change your life?

135
00:26:52.753 --> 00:27:03.210
Amaanath Mumtaz: Let's see, what else do we have? Oh, shop
bestsellers. So I'm just gonna bring in the specific products. What
pages as well. So like powder essential.

136
00:27:03.360 --> 00:27:05.749
Amaanath Mumtaz: So there you go.

137
00:27:05.940 --> 00:27:19.139
Amaanath Mumtaz: So we'll understand, like the specific product as
well. So let's get this black edition powder, then essential powder.

138
00:27:19.400 --> 00:27:20.759
Amaanath Mumtaz: Alright great.

139
00:27:22.000 --> 00:27:39.329
Amaanath Mumtaz: So what I'm gonna do 1st is I'm gonna create a group. So I love using shortcuts. So I'm just gonna click, G to create it. But if you want to create a group, you could either click this button right here, or just like click, G on the keyboard. So now, what I'm gonna do is, I'm gonna say, company

140
00:27:39.950 --> 00:27:48.070
Amaanath Mumtaz: info or brand info and then I'm just gonna put this website here about, and then have.

141
00:27:53.510 --> 00:27:54.250
Hannah Lozano Agnone: Yeah.

142
00:27:54.850 --> 00:27:55.319
Keara Moon: Okay.

143
00:27:57.610 --> 00:27:58.310
Amaanath Mumtaz: All right.

144
00:27:58.640 --> 00:27:59.709
Amaanath Mumtaz: There we go.

145
00:28:00.770 --> 00:28:02.820
Amaanath Mumtaz: So we got these lined up.

146
00:28:03.040 --> 00:28:06.219
Amaanath Mumtaz: Now, what I'm gonna do is I'm gonna create a.

147
00:28:07.505 --> 00:28:08.790
Keara Moon: Okay.

148
00:28:11.890 --> 00:28:18.699
Amaanath Mumtaz: Somebody's exhausted guys. And then I'm gonna call this a product lineup.

149
00:28:19.530 --> 00:28:22.249
Amaanath Mumtaz: And I'm just gonna bring in these websites

150
00:28:23.020 --> 00:28:28.030
Amaanath Mumtaz: as well here. And you know, this is

151
00:28:28.420 --> 00:28:34.830
Amaanath Mumtaz: my need to organize these nicely. So I'm just gonna make sure they're aligned perfect.

152
00:28:35.080 --> 00:28:41.289
Amaanath Mumtaz: Alright. So we have these inside popping out. So now I'm just gonna ask, like.

153
00:28:41.400 --> 00:28:48.900
Amaanath Mumtaz: what can you tell me? Like? Very simple. What can you tell me about my company?

154
00:28:49.620 --> 00:28:51.049
Amaanath Mumtaz: Let's see what it can say.

155
00:28:57.561 --> 00:29:02.050
Amaanath Mumtaz: would you base? Tell me what you know.

156
00:29:02.410 --> 00:29:04.489
Amaanath Mumtaz: based on what I've given you?

157
00:29:09.080 --> 00:29:10.430
Amaanath Mumtaz: Okay, there you go.

158
00:29:12.070 --> 00:29:15.280
Amaanath Mumtaz: So human fuel. Okay, it knows everything.

159
00:29:15.440 --> 00:29:17.330
Amaanath Mumtaz: Product ranges.

160
00:29:17.590 --> 00:29:25.920
Amaanath Mumtaz: the signals, the pricing sustainability. All right. Amazing. So it knows what it is based on what I've given. Now.

161
00:29:26.680 --> 00:29:34.119
Amaanath Mumtaz: the bet next part is we need to create ads. Right? So what I'm gonna do is I'm gonna go to

162
00:29:34.240 --> 00:29:36.789
Amaanath Mumtaz: Facebook ad library, look up hill.

163
00:29:37.640 --> 00:29:53.090
Amaanath Mumtaz: And I'm gonna go here. Let's see what you guys have
as active ads. And instead of these ads I'm gonna go for like
something older, which usually means, you know, they've been
working. That's why they're still active. Right? So I'm gonna go to
the ones from

164
00:29:53.370 --> 00:29:57.420
Amaanath Mumtaz: these are not yep, there we go.

165
00:29:57.870 --> 00:29:59.760
Amaanath Mumtaz: So I'm gonna copy this ad.

166
00:30:00.120 --> 00:30:07.170
Amaanath Mumtaz: I'm gonna bring in. So for this example, I'm just
gonna call these like our best performing ads right?

167
00:30:07.300 --> 00:30:09.809
Amaanath Mumtaz: Best performing ads.

168
00:30:10.280 --> 00:30:11.990
Amaanath Mumtaz: It's going to paste this in here

169
00:30:12.686 --> 00:30:14.900
Amaanath Mumtaz: and then I'm gonna make this big.

170
00:30:15.990 --> 00:30:19.450
Amaanath Mumtaz: So we got an image. We got a video ad.

171
00:30:22.540 --> 00:30:26.940
Amaanath Mumtaz: we got another video ad and paste this.

172
00:30:28.290 --> 00:30:31.060
Amaanath Mumtaz: And let's see what I what else can I find?

173
00:30:31.890 --> 00:30:36.420
Amaanath Mumtaz: Think these? Oh, no, this is different. So I'm
gonna bring this as well

174
00:30:38.140 --> 00:30:43.080
Amaanath Mumtaz: dude. And then I'm gonna paste this as one last one.

175
00:30:43.630 --> 00:30:48.170
Amaanath Mumtaz: So it has context around some of its best performing ads.

176
00:30:48.410 --> 00:30:53.740
Amaanath Mumtaz: Let me make this bigger move, this here move, this here.

177
00:30:54.130 --> 00:30:56.639
Amaanath Mumtaz: let me bring one more. So it looks all aligned.

178
00:31:00.060 --> 00:31:04.119
Amaanath Mumtaz: I'll bring another video. Let's see if I can find.

179
00:31:05.020 --> 00:31:08.139
Amaanath Mumtaz: Yep, this seems to be a video. All right.

180
00:31:08.340 --> 00:31:17.560
Amaanath Mumtaz: I'm gonna paste this as well. So I'm gonna give it some time. So it can analyze and get all the data hopefully, it doesn't crash on me.

181
00:31:19.010 --> 00:31:22.520
Amaanath Mumtaz: So I'm gonna give it. Okay, there we go. We got one. That's amazing.

182
00:31:25.373 --> 00:31:43.549
Jimmy Slagle: Question that came up. for the the credits within poppy. How much usage do you think you can roughly get? For for those credits like is that is that something that people are gonna burn through quick or walk us through what you're seeing.

183
00:31:44.060 --> 00:31:55.810
Amaanath Mumtaz: I love that question so usually everybody gets 2,000 credits per month. So it refreshes on the 1st of every month. We currently have about 6,000 users and

184
00:31:55.910 --> 00:32:08.039
Amaanath Mumtaz: about 97% of our users never end up using 2,000

credits. That's like my best way to explain, because it says, like, okay, we have a lot of people and like, nobody crosses that line. But then there's like

185
00:32:08.400 --> 00:32:22.389
Amaanath Mumtaz: a 3% that's like, really heavy users. That end up using. So you're most likely going to be on the 97% pod. But, like, suppose you end up like needing more credits, you can always like purchase more credits.

186
00:32:23.900 --> 00:32:28.933
Jimmy Slagle: Yeah, I love it. I love it. Yeah, that's that's 1 that I've been. I've been seeing.

187
00:32:29.560 --> 00:32:31.920
Jimmy Slagle: Yeah.

188
00:32:31.920 --> 00:32:33.490
Amaanath Mumtaz: Do we have any other questions?

189
00:32:33.620 --> 00:32:37.119
Jimmy Slagle: Yeah, let me see if there's any other good ones.

190
00:32:40.000 --> 00:32:45.509
Jimmy Slagle: are all the Llm models included in the plan? Or do we need to link any via Api.

191
00:32:46.310 --> 00:32:53.229
Amaanath Mumtaz: Nope, these are all given to you in the plan, like, what I'm showing to you guys right now is is what you get when you get Poppy

192
00:32:56.340 --> 00:33:02.889
Amaanath Mumtaz: cool. Yeah, delete this, I don't wanna put this. So we still need 2 more ads to finish processing

193
00:33:04.000 --> 00:33:05.559
Amaanath Mumtaz: any other questions. Jimmy.

194
00:33:05.560 --> 00:33:11.462
Jimmy Slagle: One thing. Yeah, one thing that I'm seeing just just so you guys are all aware.

195

00:33:12.140 --> 00:33:36.659
Jimmy Slagle: I'm seeing a lot on like the context library side of things. So what we worked on a couple sessions ago building out context libraries. And how does that kind of relate to where Poppy comes in. Poppy AI is just one of the places that you can either start to build context or put the context libraries to use. And so that's that's why we love Poppy is like this kind of can become

196
00:33:36.670 --> 00:34:01.070
Jimmy Slagle: where all your context is not only stored, but also used. Not kind of glazed over it. But there's also the ability to just add text like a straight up block of text. And so if you have all your contacts saved within notion, like context documents saved within notion. You can just come. Add that text box here and paste in whatever the context it is that that you are

197
00:34:01.070 --> 00:34:25.549
Jimmy Slagle: that you're looking for for the, for being able to start to actually put all of those to use. So that is why we love Poppy. Is it not only streamlines some of the like context engineering collection side of it, but also it makes it really easy to use one thing that I love about Poppy, too. They've they've recently come out with the ability to share boards.

198
00:34:25.550 --> 00:34:50.480
Jimmy Slagle: So other team members can come in and also use the boards. And and you can allow, like people to make duplicates of it. Obviously, that is is very powerful. If you're an agency, and you have many different clients that you're creating ads for you could kind of get like the same overall structure for. And we'll walk through this on Thursday. More of like the the in-depth examples. But you could have, you know, a poppy board for creating statics, a poppy

199
00:34:50.480 --> 00:35:15.149
Jimmy Slagle: board for creating videos and literally just plug in all of your client information into its own board for each of those, and you can essentially start to have, like a really powerful database of all these poppy boards for specific examples, specific clients and all of that. So yeah, I mean, honestly, that's that's like, why we love Poppy so much and want to have almost a full session dedicated to

200
00:35:15.150 --> 00:35:20.740
Jimmy Slagle: to going through how Alex and I are using it, and some of the boards that we have have made.

201
00:35:21.860 --> 00:35:26.329

Amaanath Mumtaz: Yeah. And I think what was to add to that is

202
00:35:26.651 --> 00:35:52.880
Amaanath Mumtaz: with the sharing feature. No, not with the sharing feature, like what you can also do is like you could create templates as well. So like, maybe, if you like, if you're like a an agency owner like you on board like a lot of different clients. What you can have is like you can have like a template board where you like, have like at their meetings, things like that. And you can like keep duplicating those boards and like, you can like streamline and like almost automated.

203
00:35:52.880 --> 00:35:57.790
Amaanath Mumtaz: the process. Instead of like having to do things from scratch over and over again.

204
00:35:58.640 --> 00:36:28.240
Amaanath Mumtaz: and something that Marcel said is what to keep in mind about the credits. The credit amount is based on the amount of context linked to the chat and the entire transcript. Each doc is included in every prompt message. So if you have long conversations within a chat window. Make sure you only connect your context docs when you need Poppy to access them. Otherwise you'll run through credits easily. Yeah, so that is correct. So basically, the way the credits work is based on what you have connected here. And

205
00:36:28.240 --> 00:36:34.989
Amaanath Mumtaz: if you have more stuff here that's connected, then the more credit will use. But one thing I would say is.

206
00:36:34.990 --> 00:36:58.039
Amaanath Mumtaz: but we spec specifically with, like Claude, 3.7 sonnet and 4 sonnet, they have a caching system. So usually, what happens is when you're like working on one session at a time. Usually what happens is the more and more you use the lesser credit it starts using because of the caching functionality. So that's something you guys can keep in mind.

207
00:36:59.740 --> 00:37:02.150
Amaanath Mumtaz: So with that, oh, yeah, go ahead.

208
00:37:02.458 --> 00:37:30.539
Jimmy Slagle: One other question, because I think this one is a really good one. So if you if you disconnect like, let's just say, it's a group so like, let's just say it's the ads. If you disconnect the the ads from this AI chat. Does it lose context of everything like, even if you had been talking about it, or walk me through what

it's like when you disconnect something like, does it have any
memory or recollection of what was previously connected.

209
00:37:31.050 --> 00:37:43.960
Amaanath Mumtaz: Got it. So that's a good question. What I would say
is, I would call it a fading memory. Basically, it would remember.
Like, let's say you have this connected. I just ask about what these
ads are, and then I disconnect it.

210
00:37:43.970 --> 00:38:10.880
Amaanath Mumtaz: It would still remember it, because it's like in
recency, but, like the more conversations I have, and like, the
longer the chat ends up being, it will start forgetting, because
it's disconnected to it. So that's why I recommend like, if you're
working with like, specifically like, you want the AI to have
context around this or like this, I re, I would recommend, like not
disconnecting them unless you're like, okay, I don't need this
context anymore. And then you can disconnect them.

211
00:38:14.220 --> 00:38:27.889
Amaanath Mumtaz: Good. All right? Amazing. So now, what I'm gonna do
is I'm just gonna say, give me. I've given you so I love this new
tool called this buffalo. So I'm gonna use that.

212
00:38:28.690 --> 00:38:52.249
Amaanath Mumtaz: So I've given you some of my best performing ads
from Facebook. What I want you to do is go through them and give me
like a breakdown on. Why, you think they perform really well like,
why did the image ads perform really well? Why did the video ads
perform really well? Why did the carousels perform? Really well,
give me like a comprehensive breakdown of

213
00:38:52.480 --> 00:38:55.340
Amaanath Mumtaz: of why, they are the best performing ads.

214
00:38:57.250 --> 00:38:59.199
Amaanath Mumtaz: So let's see what it does.

215
00:39:12.250 --> 00:39:17.410
Amaanath Mumtaz: Okay, no time for clicking addresses. A pain point.
Visual hierarchy

216
00:39:17.970 --> 00:39:26.990
Amaanath Mumtaz: claims more protein than 5 eggs clean premium
aesthetics. Video ads, creates credibility.

217
00:39:27.870 --> 00:39:56.520
Amaanath Mumtaz: Okay? Amazing. It understands. Oh, also it understands that. I think this carousel if I click here. Oh, yeah, it has like multiple different languages. So what Poppy can do is like specifically with carousels. It can go through every image and analyze them as well, and sort of just like maybe the 1st image. So it was able to go through that, identify it has like multiple different languages and give a breakdown on that as well.

218
00:39:57.040 --> 00:40:02.180
Amaanath Mumtaz: Now, what I'm gonna do is I am going to

219
00:40:02.320 --> 00:40:12.949
Amaanath Mumtaz: to this. So let me just look up fuel alternatives, oops, fuel alternatives. Let's see.

220
00:40:13.370 --> 00:40:15.800
Amaanath Mumtaz: Light field. Ochawa Soyland.

221
00:40:16.430 --> 00:40:22.430
Amaanath Mumtaz: All right. Let's see like let's say you know Soylent runs like some of the bit. Go ahead.

222
00:40:22.720 --> 00:40:24.030
Jimmy Slagle: Duke Achava.

223
00:40:24.470 --> 00:40:25.770
Amaanath Mumtaz: Ochawa. Okay.

224
00:40:25.770 --> 00:40:26.460
Jimmy Slagle: Yeah.

225
00:40:26.878 --> 00:40:37.330
Amaanath Mumtaz: Kochava. There we go. So what I'm gonna do is I'm gonna go to Facebook ads and look up. Is it this one? I think.

226
00:40:38.730 --> 00:40:43.209
Jimmy Slagle: Yeah. Oh, interesting. They don't maybe change the location from Sri Lanka.

227
00:40:43.530 --> 00:40:45.900
Amaanath Mumtaz: Oh, makes sense! There you go!

228
00:40:47.970 --> 00:40:48.790
Jimmy Slagle: Maybe not.

229
00:40:51.212 --> 00:40:52.910
Amaanath Mumtaz: There you go. They're running ads

230
00:40:53.260 --> 00:41:20.829
Amaanath Mumtaz: that makes a lot of sense. So now, what I'm gonna
do is I'm just gonna do the same thing again. If they're running an
ad for a longer time usually means it's working. At least that's
what I think. You guys might know better, because I'm not a creative
strategist. But I'm just gonna assume it's like, really good ads. So
it's working. So I'm just gonna copy these ad links. And I'm gonna
go to Poppy, and I'm gonna create a new group. And here's what I'm
gonna do. Competitor

231
00:41:22.180 --> 00:41:32.540
Amaanath Mumtaz: Ochawa is performing best performing ads. Then I'm
gonna paste. This ad link.

232
00:41:34.930 --> 00:41:39.149
Amaanath Mumtaz: There we go. And then I'm gonna bring in like 6 of
their ads.

233
00:41:42.810 --> 00:41:48.760
Amaanath Mumtaz: Let's see what we have. So there's this 1, 2,

234
00:41:51.800 --> 00:41:52.890
Amaanath Mumtaz: 3,

235
00:41:56.998 --> 00:41:59.270
Amaanath Mumtaz: there's another video ad.

236
00:42:03.260 --> 00:42:05.789
Amaanath Mumtaz: Let's see, what else do we have?

237
00:42:06.660 --> 00:42:07.920
Amaanath Mumtaz: Okay? 5.

238
00:42:11.720 --> 00:42:17.509
Amaanath Mumtaz: And then let's bring this last one nice. There we
go.

239
00:42:20.720 --> 00:42:44.554
Amaanath Mumtaz: So now it's gonna take those ads. But basically, what I'm trying to do is I'm bringing in these ads. And then I'm gonna tell Poppy to analyze these ads and say, like these are the their best performers. What I want you to do is go through them, understand why they're their best performers, and then come up with new creative ideas. That I could use for

240
00:42:45.210 --> 00:42:49.879
Amaanath Mumtaz: So again, it's gonna take some time. So if we have any questions, we can go over them.

241
00:42:51.800 --> 00:42:52.670
Amaanath Mumtaz: The ones loads.

242
00:42:52.670 --> 00:43:08.820
Jimmy Slagle: One. Yeah. One question that people have been asking, too. What happens if you switch like mid of like going from 3.7 sonnet to like sonnet plural, or to like Chat gpt, does that mess with like any of the context, or the caching, or anything like that?

243
00:43:09.360 --> 00:43:27.929
Amaanath Mumtaz: So it will not mess with the context. What will happen is, it will just take whatever you've been talking about and like, feed it directly to the new model. So it has context of like what the conversation was about. The caching, though, would stop. Because now you're using a completely different model. It's almost like a new session.

244
00:43:29.580 --> 00:43:33.939
Jimmy Slagle: Sure, does it? Does it remember the conversation above, or is that.

245
00:43:33.940 --> 00:43:34.340
Amaanath Mumtaz: Yes.

246
00:43:34.340 --> 00:43:35.979
Jimmy Slagle: Like completely start fresh.

247
00:43:36.480 --> 00:43:39.219
Amaanath Mumtaz: Nope, it it remembers everything you've been talking about before.

248
00:43:39.910 --> 00:43:47.316

Jimmy Slagle: Cool, cool. Let's see another question.

249
00:43:48.900 --> 00:43:57.734
Jimmy Slagle: okay, another. Just one about context libraries. So kind of the pros and cons of having it in like a notion, or Google Doc versus something in Poppy.

250
00:43:58.050 --> 00:43:58.370
Amaanath Mumtaz: Right.

251
00:43:58.661 --> 00:44:21.089
Jimmy Slagle: The the tough thing with Poppy is, if you, for whatever reason, wanted to cancel Poppy, it would be a lot of work to have to try to go in and like switch over all of the context that you have created. And and so that's why, like, we always recommend. Just have it somewhere. Where, like you guys are gonna be forever. So whether that be notion, Google, Doc, just as like a baseline

252
00:44:21.180 --> 00:44:46.150
Jimmy Slagle: that way, too. If, like new models, come out on Chatgpt or or Claude, and they're not yet on copy, you can still go and like, get some value out of it as we as we start to move next week, and the week after into Gumloop and N. 8 n, you're also going to be pulling in context into those platforms. And so it's just easier when everything is like

253
00:44:46.150 --> 00:45:09.620
Jimmy Slagle: like in a central repository like notion. But again, Poppy is great to be able to like help collect that context for you. So like, if you wanted the Youtube Transcript, if you wanted the the overview of the ads, if you wanted all that like that that can help you avoid a step of like having to go to Google AI studio or download glass, or whatever it might be. So that's really our like kind of high level overview on how tools like Poppy

254
00:45:09.620 --> 00:45:15.399
Jimmy Slagle: enter or relate to context libraries. Hopefully, that was helpful, too.

255
00:45:16.980 --> 00:45:17.630
Amaanath Mumtaz: Okay.

256
00:45:17.860 --> 00:45:24.787
Amaanath Mumtaz: So now, what I'm gonna do is now that we have the ads, I'm gonna say,

257
00:45:26.140 --> 00:45:30.390
Amaanath Mumtaz: I've given you my, is it working

258
00:45:30.910 --> 00:45:48.999
Amaanath Mumtaz: now I've given you my competitors best performing
ads. What I want you to do is I want you to go through their ads and
give me a breakdown, a comprehensive breakdown on. Why, they are
their best performers.

259
00:45:51.900 --> 00:45:54.670
Amaanath Mumtaz: So, Gujava, I'm just gonna rename it

260
00:45:55.857 --> 00:45:59.969
Amaanath Mumtaz: competitive ads. So let's see what it can do

261
00:46:09.020 --> 00:46:14.060
Amaanath Mumtaz: superfoods. First, st positioning, lifestyle,
centric, holistic.

262
00:46:15.330 --> 00:46:16.190
Amaanath Mumtaz: Okay?

263
00:46:18.500 --> 00:46:19.559
Amaanath Mumtaz: And basic.

264
00:46:29.638 --> 00:46:39.260
Amaanath Mumtaz: To answer your question. Usually, I like to go with
Claude. because it's really good when it comes to being creative.

265
00:46:41.400 --> 00:46:46.220
Jimmy Slagle: Yeah, especially 4. 0, like 4 0 sonnet as well. Which?
Yeah.

266
00:46:46.220 --> 00:46:49.359
Amaanath Mumtaz: Oh, wait! That was my bad. I've been using 3.7, so.

267
00:46:49.360 --> 00:46:50.090
Jimmy Slagle: Yeah, you're good.

268
00:46:50.090 --> 00:46:51.020
Amaanath Mumtaz: Good catch.

269
00:46:51.210 --> 00:46:57.160
Amaanath Mumtaz: There you go. Yes, I'm gonna chat with the team. We might have opus full by tonight. So

270
00:46:58.160 --> 00:47:01.150
Amaanath Mumtaz: yeah, I can't promise. But maybe.

271
00:47:02.274 --> 00:47:11.370
Jimmy Slagle: Your your developers are gonna gonna have a fun time looking at the cost of opus 4. So that.

272
00:47:11.370 --> 00:47:18.319
Amaanath Mumtaz: That could be the reason why they haven't added, Okay, now, that makes a lot of sense. That's probably why they haven't added it yet. But yeah.

273
00:47:18.610 --> 00:47:27.926
Jimmy Slagle: Yeah, hopefully, hopefully, as models continue to get cheaper and cheaper. It'll be easier to to access some of those.

274
00:47:29.240 --> 00:47:30.040
Jimmy Slagle: but yeah.

275
00:47:30.670 --> 00:47:40.460
Amaanath Mumtaz: Alright awesome. So we got a breakdown of their ads. Now, what I'm gonna do is I'm gonna say.

276
00:47:41.720 --> 00:47:43.579
Amaanath Mumtaz: now, what I want you to do.

277
00:47:46.280 --> 00:47:55.529
Amaanath Mumtaz: Now, what I want you to do is go through based on your understanding of Cachava's ads. Help me come up with

278
00:47:55.730 --> 00:48:06.739
Amaanath Mumtaz: 10 new creative ideas. Between image ads, video ads and carousel ads for Huel that I could model off of them.

279
00:48:07.940 --> 00:48:09.760
Amaanath Mumtaz: Very simple. Let's see what it does.

280
00:48:37.640 --> 00:49:00.829

Jimmy Slagle: And as we have been working, and you'll see on Thursday, we'll definitely be walking, you guys through how to continue to add like more context to this. And like the specific context, docs that we use for like even adding in Alex's Youtube video, like how to create really good static ads or something along those lines. You're gonna continue to get better and better ideas. As we've shown you.

281
00:49:00.830 --> 00:49:25.019
Jimmy Slagle: context and prompting is is everything within the creative strategy space. But again, this is just like such a good high level overview for for what you guys, what you guys can start to use this tool for one other question, too. And I know that we talked about this a little bit before we jumped in. Live and let everyone in. Do you have any exciting

282
00:49:25.020 --> 00:49:31.160
Jimmy Slagle: a, I guess, like partnerships coming out, or new data sources that are going to be added.

283
00:49:31.570 --> 00:49:48.989
Amaanath Mumtaz: Yes, definitely. So I was going to reveal this at the end. But 2 very big integrations that we are currently working on to bring inside. Poppy is one currently, we have the Facebook ad integration, which is basically pulling in from the Ad library.

284
00:49:48.990 --> 00:50:08.450
Amaanath Mumtaz: But we are working on being able to integrate directly to your Facebook ad account. So what you'll be able to do is not only bring in ads that are active, but also be able to bring in ads that are inactive that has maybe performed really well in the past that you could model off of for your brand.

285
00:50:08.620 --> 00:50:38.139
Amaanath Mumtaz: And then this is the best one is we literally. Yesterday we were on a call with Zach the founder of Foreplay, which most of you guys probably know. And they have this ad library of over 90 million ads, and we are gonna be working with them to be able to integrate foreplay with Poppy and then be able to basically pull all those 90 million ads into like your boards and then use that

286
00:50:38.340 --> 00:50:51.920
Amaanath Mumtaz: knowledge base to come up with new ad ideas, new creative ideas and everything. And then you can also bring in like curated boards that you have, or like people have shared with you, and like be able to bring those inside, Poppy, and then work with them as well

287
00:50:52.620 --> 00:50:55.170
Amaanath Mumtaz: now and then.

288
00:50:55.710 --> 00:51:01.970
Amaanath Mumtaz: After that. Now you have ideas that's good. But like that's still not enough. Right? So actually, you know what

289
00:51:02.270 --> 00:51:05.669
Amaanath Mumtaz: effic I'm just gonna show you what we've been working on. So

290
00:51:05.950 --> 00:51:07.940
Amaanath Mumtaz: this is something that we've been working on.

291
00:51:07.950 --> 00:51:34.950
Amaanath Mumtaz: but pretty soon you will also be able to generate images inside Poppy. This is kind of like a a what do you call a beta, or like a prototype of what we've been doing. Basically like this is like a very specific Youtube example. But basically we bought in like a Youtube video. And then we brought in an image. This is one of our co-founders, Nas, and we just brought in those 2 images. We connected them, and then we were like, Hey.

292
00:51:34.950 --> 00:51:39.009
Amaanath Mumtaz: come up with a variation with using his face.

293
00:51:39.010 --> 00:52:02.669
Amaanath Mumtaz: I mean doesn't look exactly like it, but it's close enough, I would say but then it was able to come up with a variation that looked like this thumbnail, but with his face on it. And then this was another one where we just put his face, and then we came up with this image. It says AI generated here. So we generated this image, and then, just like added his face onto it. So

294
00:52:02.810 --> 00:52:24.239
Amaanath Mumtaz: now imagine like being able to bring in full play ads, and then all of your contacts and then saying, Okay, based on everything, you know, and like this best performing ad come up with like 10 different variations. Boom! You got like 10 different variations of like the same ad, maybe different colors, maybe different styles and everything. And then you'll be able to do that.

295
00:52:24.829 --> 00:52:40.790
Amaanath Mumtaz: Would you have to be subscribed to them also?

There's gonna be. So we're still like in the very early stages of its integration. So we still don't exactly know how it's going to work. But from what I know. There's gonna be 2 ways with like one

296
00:52:40.920 --> 00:52:59.899
Amaanath Mumtaz: with your existing full play account, but also to is being able to just pull directly from the ad sets. So we might have like a 2 way connection on that. Did you connect with camera to enable this? No, this is not connected to canva. This is I think, Gpt.

297
00:53:00.010 --> 00:53:01.869
Amaanath Mumtaz: One of the Gpt models.

298
00:53:02.660 --> 00:53:15.859
Jimmy Slagle: Yeah, yeah, I would guess it's the image and model they came with their their Api. 1 1 question that that I'm definitely curious about, too. Can you connect data within like a Google sheet or excel file.

299
00:53:16.910 --> 00:53:34.629
Amaanath Mumtaz: You cannot connect Google Sheet or an Excel file. But what you can do is you can download that as a Csp or one of those files, and then like upload it as like it like directly here, like as a document, and then you'll be able to work with it. But you cannot connect the sheet.

300
00:53:36.190 --> 00:53:37.030
Amaanath Mumtaz: So yeah.

301
00:53:37.030 --> 00:53:39.430
Jimmy Slagle: Cool. Good to know. Good to know

302
00:53:39.740 --> 00:54:03.870
Jimmy Slagle: any other questions that you guys have. Throw them in the Q. And A. We got another 5 min or so would love to to take a few more questions from you guys on Poppy again. Alex and I are going to be going into all the the workflows that we that we use and so on Thursday. So we're gonna go even deeper than than what we went over today today was just kind of the high level.

303
00:54:04.171 --> 00:54:22.850
Jimmy Slagle: But yeah, keep sending in those questions. This is a really good question as well with the the Facebook Ads manager integration. Does that mean that it's going to be able to get performance like the actual performance data? Or is that just like

being able to see the ads that are live versus the ads that are no longer live.

304
00:54:23.646 --> 00:54:31.679
Amaanath Mumtaz: No, most likely it will be able to pull like, because we're doing a direct integration. It most likely will be pulling like the performance data as well.

305
00:54:32.390 --> 00:54:36.380
Jimmy Slagle: Cool. Yeah, that's huge. Yeah, if you guys could pull that, that is, that is, gonna be it.

306
00:54:36.380 --> 00:54:37.050
Amaanath Mumtaz: Yeah, yeah.

307
00:54:37.050 --> 00:54:53.249
Jimmy Slagle: A massive massive addition to this. So well done there! What other questions do you guys? What other question do you guys have? Throw them in here?

308
00:54:54.884 --> 00:54:56.816
Jimmy Slagle: Okay, that's that's

309
00:55:00.192 --> 00:55:01.640
Jimmy Slagle: Let me see here.

310
00:55:01.990 --> 00:55:28.109
Jimmy Slagle: video source online, we can't slash aren't able to upload. Okay, Marcel is asking about being able to upload actual just like Mp, 4 video files from like hard drive. You definitely can. So that is that is possible today. Is there gonna be any sort of integration with like a dropbox, or Google drive, or any of those coming soon? Or is that that still in the future.

311
00:55:28.110 --> 00:55:42.720
Amaanath Mumtaz: It's it's in the future. But like it's in the near future, I would say we're working on like being able to pull them directly from there like Vimeo Vistia, you, I mean, Youtube already works Vistia Vimeo, and then Google, drive.

312
00:55:43.450 --> 00:55:48.160
Jimmy Slagle: Cool. Yeah, where can you upload the videos? Literally, just like, drag it from your finder like.

313

00:55:48.160 --> 00:55:48.620
Amaanath Mumtaz: Oh, yeah.

314
00:55:48.620 --> 00:55:56.080
Jimmy Slagle: Files paste it like just drag it in. It's they don't
have an actual video tab yet. But that's that's kind of the the
cheat Code way to do it.

315
00:55:56.080 --> 00:56:25.210
Amaanath Mumtaz: That's it. Yeah, yeah. So it's something that, like
a lot of people kept mentioning, it's like, Hey, can we upload
videos? But like, I cannot see how to upload it. The problem is, our
ux designer did a bad job with that where they did not decide to put
the icon for it, but you still can like drag and drop it so like.
For this example, if I just like, this is an Mp. 4, file, right? I
just drag and drop boom or another file. Okay, there we go. We got 2
files and it uploads and it

316
00:56:25.540 --> 00:56:31.589
Amaanath Mumtaz: again visually analyze. It gets the transcription,
everything. So it would get all of that.

317
00:56:35.380 --> 00:56:36.340
Amaanath Mumtaz: But yeah.

318
00:56:37.470 --> 00:56:45.316
Jimmy Slagle: Love it, love it. This is a this is a good one. Are
they accepting equity investments from customers?

319
00:56:47.080 --> 00:56:58.289
Amaanath Mumtaz: It's something that we've heard a lot. The funny
thing is, we haven't like decided, should we do it? Maybe if there's
like a really big demand like, I don't know. Maybe you should try
it.

320
00:56:58.560 --> 00:57:02.760
Amaanath Mumtaz: So that's something we haven't entertained yet, but
we're not against it.

321
00:57:02.760 --> 00:57:05.999
Jimmy Slagle: Never a bad thing when people are asking you. That's
that's a much better to.

322
00:57:06.000 --> 00:57:06.430
Amaanath Mumtaz: Spot.

323
00:57:06.470 --> 00:57:08.990
Jimmy Slagle: And then then you asking other people,

324
00:57:09.350 --> 00:57:10.470
Amaanath Mumtaz: Yeah, for sure.

325
00:57:10.550 --> 00:57:33.539
Jimmy Slagle: Okay? Let's see here. What other questions do you guys
have? Are there any like potential conversations around adding in
shopify data as a as a connection into the future, or any any. I
guess I know you guys are working on these 2 features next but but
any conversations happening there.

326
00:57:34.110 --> 00:57:58.390
Amaanath Mumtaz: I mean, I would say, here's what would happen if we
start getting more and more creative strategies inside, Poppy. It's
not impossible to make it happen like the gemini integration of like
video analysis happened because Alex kept mentioning it. And then
the funny thing that happened is, so a few months ago we were in
Thailand like the entire team, and I hopped on a call with a

327
00:57:58.790 --> 00:58:26.600
Amaanath Mumtaz: a user. And he was like, Oh, I run this like big
commerce brand like, can you guys do this? And what I was like?
Wait, hold on. This is something Alex has been asking for months
with me, and I was like I was. I sat next to Nas, and I was like
dude. We need to implement this right now, and the funny story is,
we got it live in like 2 days. So hey? Maybe like a hundred of you
guys come to to us and be like Yo, we need shopify integration, and
we'll make it happen.

328
00:58:27.330 --> 00:58:52.309
Jimmy Slagle: Yeah, I love that. That's 1 advantage of Poppy, too.
They are definitely a team their customer support is really good,
like anytime you have a problem they're they're very quick to reply
to. So that's a nice thing like you guys now have a connection here
as well, so excited for that. Well, hey, I know. I know we're coming
up on the time. Last question. I think that'd be good

329
00:58:52.310 --> 00:58:59.010
Jimmy Slagle: for just like overall. If you wanted to share this
with like your team members, can you just like walk through the
quick process of of what

330
00:58:59.010 --> 00:58:59.420

Jimmy Slagle: 100%

331
00:58:59.420 --> 00:59:06.089
Jimmy Slagle: like or like, how can you get more people to collaborate in these boards? And and even like, how to duplicate a board.

332
00:59:06.530 --> 00:59:28.299
Amaanath Mumtaz: Sure 100. So in this example, what I would do is I would just click, share, click, make both public. It technically doesn't make it public. It just is accessible for anyone who has the link. And then I would just copy Link to share. And I know, you guys, a lot of you guys have Poppy in here. So I'm just gonna drop the link in here and let's see if any one of you guys join in

333
00:59:30.990 --> 00:59:31.919
Amaanath Mumtaz: there. You go.

334
00:59:32.940 --> 00:59:34.889
Amaanath Mumtaz: Let's see if anyone pops in.

335
00:59:35.630 --> 00:59:44.699
Amaanath Mumtaz: Oh, we got Marcel. There we go. See, we got Marcel. Let's see, Marcel, just go to the chat and type, something. Ask something. We'll see what happens.

336
00:59:54.380 --> 00:59:55.040
Amaanath Mumtaz: Let's see.

337
00:59:56.850 --> 01:00:03.509
Amaanath Mumtaz: all right. He's hovering around. So what? So one of the things is like, oh, we got Adam in here. Amazing!

338
01:00:04.750 --> 01:00:07.830
Amaanath Mumtaz: It's gonna take a few seconds. Oh, there we go!

339
01:00:08.351 --> 01:00:11.968
Amaanath Mumtaz: Marcel just asked. Can I get Poppy for free for a year.

340
01:00:12.727 --> 01:00:42.450
Amaanath Mumtaz: all of it. We got dog snug. Who else? If you have? So yeah, this is this is how collaboration would work. You could literally just like paste in the links like anyone can pay stuff.

You can create chats. And oh, also, you can have multiple chats so like not just one. But like, let's say, you just only want to talk to this specific thing. You just connect it to this chat. But then there's you can have, like, multiple different chats. All over the place, and you can work with them. So this is how the sharing feature works. And then

341
01:00:42.620 --> 01:00:47.459
Amaanath Mumtaz: to duplicate a board. What you do is you just go to all boards.

342
01:00:47.580 --> 01:00:54.910
Amaanath Mumtaz: Click here, hit, duplicate, and then boom! You got a duplicate.

343
01:00:57.210 --> 01:00:58.230
Amaanath Mumtaz: So

344
01:00:58.610 --> 01:01:23.030
Amaanath Mumtaz: not yet, Alina, can you get chats? Talk to chats. That is something that has been asked. Quite a lot. We're still trying to figure out the engineering part of it because it takes a lot to take that context and the chat context, and then like, pass it on to the other chat. So that would be cool for sure. But it's something we're trying to figure out.

345
01:01:24.390 --> 01:01:29.049
Jimmy Slagle: Cool. Alright. I know we are at time. I can stick around a little longer. I'm not. I don't know if you.

346
01:01:29.050 --> 01:01:29.749
Amaanath Mumtaz: Yeah, for sure.

347
01:01:29.750 --> 01:01:54.549
Jimmy Slagle: Around a little longer, too, if people have more questions. But but again, we'll be picking up on Thursday. We're going to be doing a deep dive into the actual boards that we are using as creative strategist, going over some custom Gpts and kind of just looking at like, what is the the main pro con. Of all these, you guys now have the overview to Poppy and how it works reminder in the slack channel. You guys can go and use the discount code to get 100

348
01:01:54.550 --> 01:02:18.859
Jimmy Slagle: off your 1st year. So make sure, if you are going to be using Poppy, that that you sign up using that code. And and yeah,

we're excited to continue diving into this on Thursday. But we'll
stick around for for a little longer. Answer any more questions that
you guys have. But but yeah, thank you all for being here.
Hopefully, this was helpful. Hopefully, it gave you guys a good

349
01:02:18.860 --> 01:02:20.770
Jimmy Slagle: overview of Poppy.

350
01:02:21.590 --> 01:02:44.600
Amaanath Mumtaz: Yeah, guys, thank you for coming. And yeah, I'll be
here for a few more minutes as well. And I just want to cover like a
few more features that we have come in. So you guys, you know, can
get excited about it. One is obviously the image generation. And
then this is something that we're working as well is being able to
send emails directly from Poppy. So you can integrate like

351
01:02:44.600 --> 01:02:59.050
Amaanath Mumtaz: your convertkit customer. I/O Mailchimp. Whatever
accounts you have you use, you can just like, say, in the chat like,
Hey, create an email for me. I would create this like Node to write
your emails or like it would write the email for you.

352
01:02:59.379 --> 01:03:20.129
Amaanath Mumtaz: and then you just like hit, send, and then it will
be able to show you like like, what's your delivery? What's your
open rates? Click through rates? All of that and then, like, I said,
we have a full play and Facebook ad integration coming up as well.
And lastly, we are also working on putting together a video
generation

353
01:03:20.130 --> 01:03:29.239
Amaanath Mumtaz: similar to image generation. So you'll not only be
able to come up with image ads, but you'll also be able to come up
with video ads pretty soon as well.

354
01:03:30.400 --> 01:03:32.420
Jimmy Slagle: Is that going to be using? Vo, 3.

355
01:03:33.533 --> 01:03:42.769
Amaanath Mumtaz: Still not decided could be. Vo 3, maybe add crate,
maybe. Hey? Jen still not sure.

356
01:03:43.430 --> 01:03:49.469
Jimmy Slagle: Cool, cool. Yeah, have you? Have you? Have you met
with the Arcads guys for like AI, Ugc.

357
01:03:50.821 --> 01:03:53.380
Amaanath Mumtaz: Archives? No, I have not.

358
01:03:53.380 --> 01:03:59.049
Jimmy Slagle: Okay, yeah, they they. I know they they connected with
Gumloop. So I'm I'm curious. Okay.

359
01:03:59.050 --> 01:03:59.660
Amaanath Mumtaz: No question.

360
01:03:59.660 --> 01:04:04.650
Jimmy Slagle: That someone had. How do credits work when you have
collaborators?

361
01:04:05.713 --> 01:04:14.809
Amaanath Mumtaz: So it would use up credits from their individual
account. So if you have someone in here and they use the AI in your
board, it will still use their credits.

362
01:04:15.010 --> 01:04:16.180
Amaanath Mumtaz: and not gels.

363
01:04:16.380 --> 01:04:31.960
Jimmy Slagle: That's a good. That is a good question. Alright, keep
the questions coming. Any others that you guys you guys have, throw
them in the Q&A feature. Again, we can probably answer a couple more

364
01:04:32.670 --> 01:04:37.240
Jimmy Slagle: and would love to to answer anything.

365
01:04:38.710 --> 01:04:39.130
Amaanath Mumtaz: Oh, yeah.

366
01:04:39.130 --> 01:04:40.349
Jimmy Slagle: One question right away.

367
01:04:41.560 --> 01:04:42.580
Amaanath Mumtaz: Oh, yeah. Go ahead.

368
01:04:43.000 --> 01:04:57.599
Jimmy Slagle: So how does Poppy do with like aggressive ads? Is it?
Is it like the same is it the same temperament as like the the

models themselves, like Claude and Gpt in terms of like what it will say and won't say. Or did you guys tweak it a little bit.

369
01:04:58.677 --> 01:05:02.510
Amaanath Mumtaz: I don't know for sure. But

370
01:05:02.670 --> 01:05:14.049
Amaanath Mumtaz: I haven't really noticed it being like restrictive, or like saying things like, Oh, I cannot do that because it's using the Api. So I would say you'd have to experiment with it.

371
01:05:14.300 --> 01:05:14.890
Jimmy Slagle: Cool

372
01:05:15.532 --> 01:05:29.319
Jimmy Slagle: any other questions that you guys have? If not, that is, that is totally fine. We can. We can wrap it up. But yeah, throw your questions in again. Huge huge shout out to

373
01:05:29.752 --> 01:05:50.250
Jimmy Slagle: I'm enough for coming on and giving us the overview of Poppy. Yeah, that was that was really good. I think it definitely. Everyone is now probably itching to go out and start to build these incorporate some of the contact stocks. See how good of bad ideas that it can come up with. But final call for any questions. Otherwise I think we'll we'll wrap it up. Dude.

374
01:05:50.680 --> 01:06:09.989
Amaanath Mumtaz: Amazing. And also I think you might have already shared this right. But if you guys go use the coupon code Hs 100 you'll get a hundred dollar discount. It's exclusive. Just for you guys. There's no $100 discount codes anywhere else. So yeah.

375
01:06:10.640 --> 01:06:34.961
Jimmy Slagle: Yeah, yeah, yeah, we wanted to hopefully give you guys the best deal possible with Poppy. Because I know, you guys already obviously purchased the the program so wanted to do whatever we could to to try to get you guys that that discount. So make sure you use that if you are gonna sign up for Poppy. But okay, I haven't seen any new questions come in. So dude. Appreciate

376
01:06:35.290 --> 01:06:51.550
Jimmy Slagle: appreciate you coming on and answering a lot of questions, giving the overview that was super super helpful. So reminder Thursday, we're gonna be going even deeper into Poppy and all the use cases that we have. But yeah, thank you. Thank you. Am

enough for for being here.

377
01:06:51.710 --> 01:07:00.830
Amaanath Mumtaz: Hell, yeah. And thank you all of you guys for coming as well. And also turning on you guys videos which I really really appreciate. And yeah, this is fun. Man. This is amazing.

378
01:07:01.060 --> 01:07:05.720
Jimmy Slagle: How can how can people get in contact with you? If if they have any questions.

379
01:07:05.720 --> 01:07:06.200
Amaanath Mumtaz: So.

380
01:07:06.200 --> 01:07:08.420
Jimmy Slagle: Or, you know, want to get want to dive deeper.

381
01:07:09.253 --> 01:07:12.149
Amaanath Mumtaz: So they can text me. I'll just drop my phone number.

382
01:07:12.950 --> 01:07:38.170
Amaanath Mumtaz: The funny thing is, we literally have given our phone numbers to like every customer. And it's like, just like at this point, it's like public. But that's my phone number. I would prefer if you message me on imessage, because that's usually where I respond the fastest if not, you can text me on Whatsapp, or if you don't want to message me on or text me, you can just DM me on Instagram. At the moment.

383
01:07:39.610 --> 01:07:40.100
Amaanath Mumtaz: So yeah.

384
01:07:40.100 --> 01:07:46.600
Jimmy Slagle: Cool, alright, everyone. Well, thank you all. Thank you all for being here, and we will see you all on Thursday.

385
01:07:47.040 --> 01:07:49.519
Amaanath Mumtaz: Alright! Take care, guys, thank you all for coming.