Great — thanks for sharing the images. Based on the formatting, tone, and content structure used in your "Gen AI: Use Cases" tracker, here are **three new, unique GPT-powered use case ideas** for the CRM Ops team that **do not duplicate any existing entries** (checked against all 19 entries shown):

Use Case #20

Name: Link & UTM Validator for SFMC
Notes:

- GPT parses email HTML content to identify broken, missing, or improperly formatted links and UTM parameters.

- It flags non-secure URLs, duplicate UTMs, or campaign tracking mismatches before send-out.

- 07/20 – Potential integration with Litmus or SFMC QA pre-send checks.
  FY25 Scope: In scope
  Owner: TBD

Use Case #21

Name: Audience Segment Explainer
Notes:

- GPT reviews audience definitions (filters, exclusions, DEs) and explains the logic in plain English for non-technical stakeholders.

- Can be used to QA logic and identify conflicts or over-narrowing in segment definitions.

- 07/20 – Pilot with 3 segments that include complex nested logic across journeys.
  FY25 Scope: In scope
  Owner: Sravan V

Use Case #22

Name: Deployment Recap Generator
Notes:

- GPT reads daily deployment logs from SFMC and auto-generates email send summaries including:

  - Audience size

  - Dynamic content versions

  - Subject line used

  - Key metrics (open rate, bounce rate, etc.)

- Delivers recap in Slack or email for team visibility.

- 07/20 – Setup pilot using exported logs from past week.
  FY25 Scope: In scope
  Owner: Anthony P

Let me know if you want these formatted into your current slide deck or if you'd like 2–3 more to round it out further.

Here are three more GPT-driven use cases crafted specifically for Experian's CRM Ops team, following the same structure and avoiding duplication with the 22 use cases already covered:

Use Case #23

Name: Audience Overlap Detector
Notes:

- **GPT analyzes SQL audience queries or DE definitions across campaigns to detect overlap or collisions.**

- **Flags when the same customers are targeted in multiple sends within a certain time frame.**

- **07/20 – Initial test with weekly top-performing sends to assess risk of over-sending.**

FY25 Scope: In scope
Owner: Sravan V

Use Case #24

Name: Subject Line Sentiment Analyzer
Notes:

- **GPT evaluates the sentiment and tone of subject lines (positive, neutral, urgent, negative) before deployment.**

- **Recommends alternative phrasing based on the campaign goal and audience behavior.**

- **07/20 – Pilot with triggered emails and newsletters for A/B test comparison.**
  FY25 Scope: In scope
  Owner: Amanda

Use Case #25

Name: GPT-Powered Bounce Code Interpreter
Notes:

- **GPT reads bounce logs from SFMC or external ESP and interprets technical bounce codes in plain language.**

- **Clusters bounce reasons (invalid domain, full inbox, spam block, etc.) for easier troubleshooting.**

- **07/20 – Initial rollout with bounce data from top 5 high-volume campaigns.**
  FY25 Scope: In scope
  Owner: Kip Wolin

Would you like even more ideas focused on personalization, compliance, or optimization? I can also group future entries by theme (e.g., data QA, content review, delivery performance).