

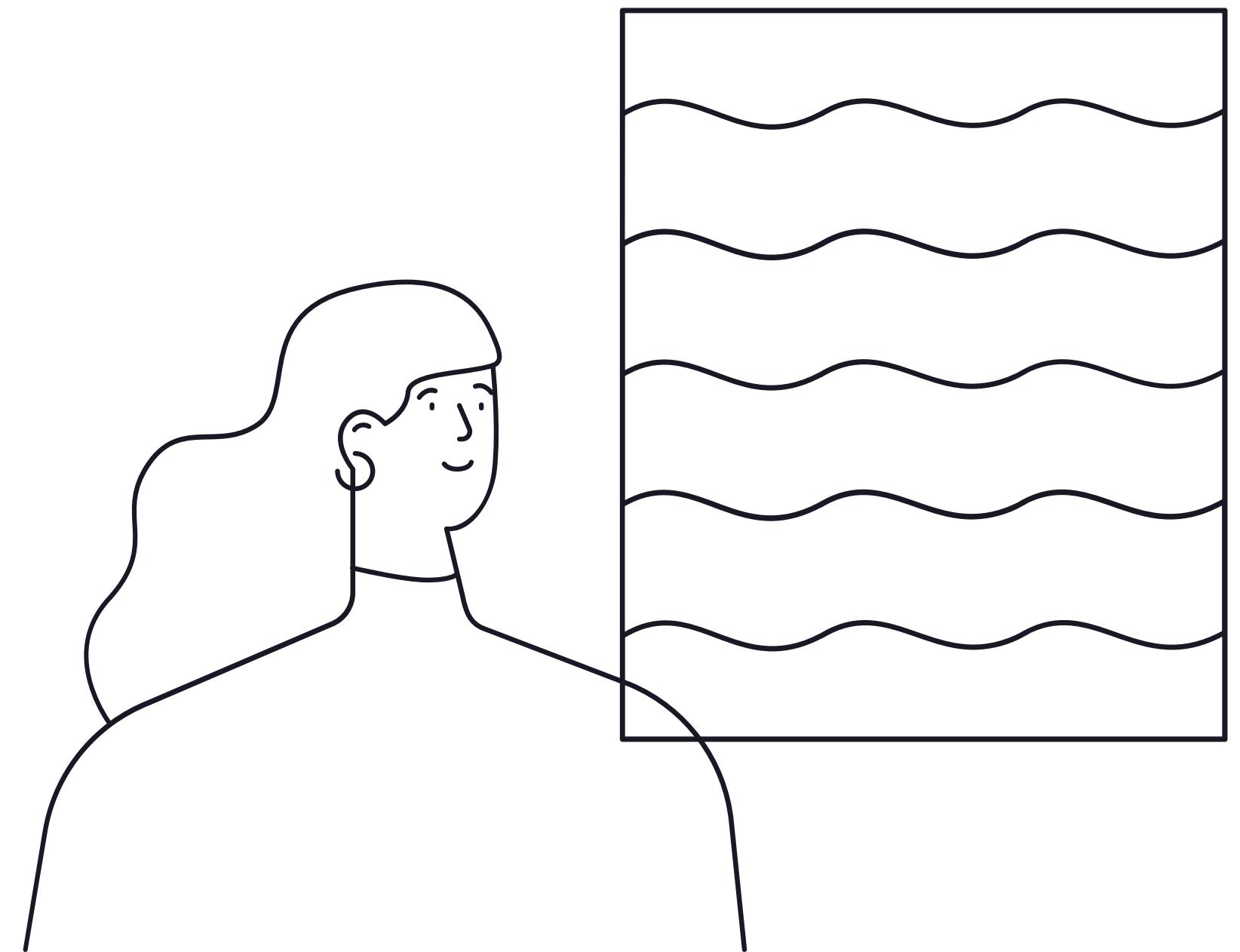


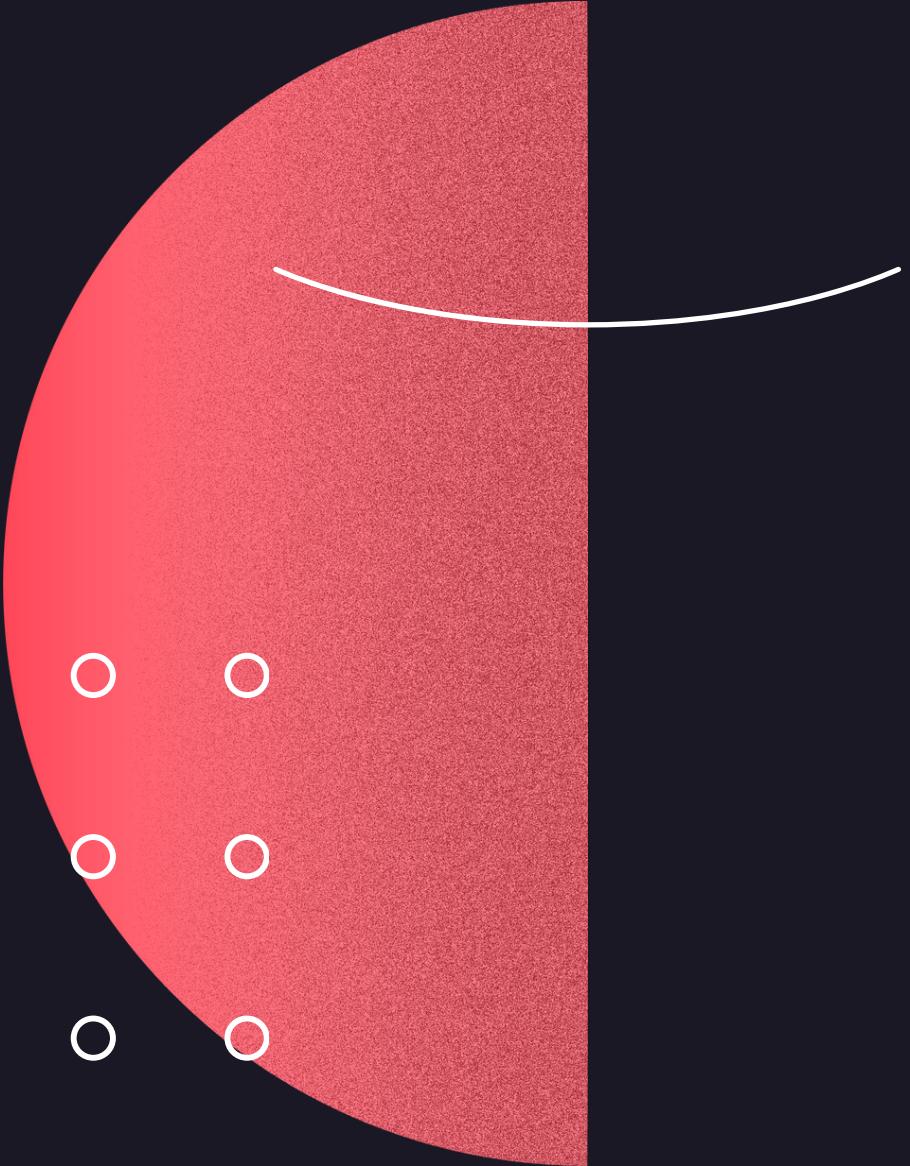
Generative Writing and Edtech

AI: Democratizing Learning for All

By Pawan Nayar

Learning
is central in
how we excel.

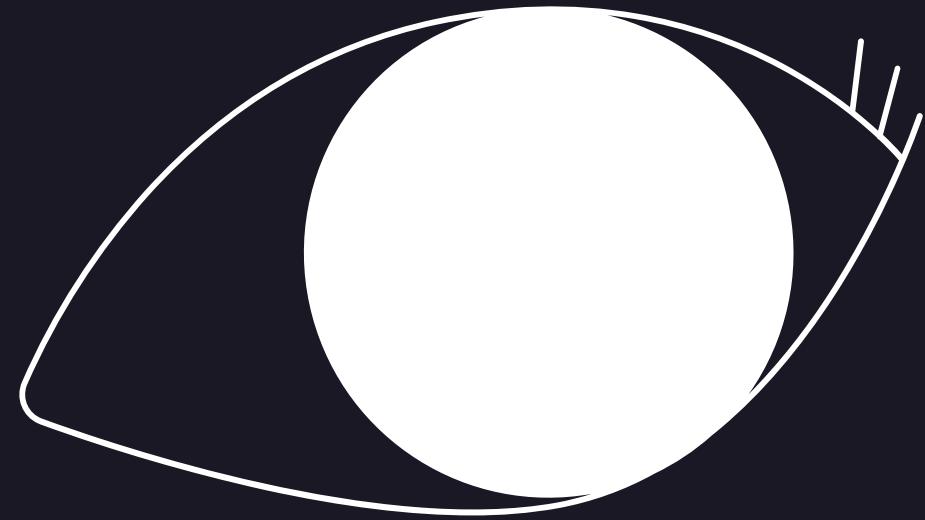




But educational
content creation
is still in twentieth
century!

HOW WILL WE USE GENERATIVE WRITING AND GENERATIVE ART TO REVOLUTINIZE EDTECH





HERE ARE SOME LESSONS

THE BACKGROUND

Beginning	Exhaustive Training	University Scale
My team is strategic consultant building a corporate university for enterprise and user training for a MarTech firm with 50m\$ revenue growing at 80% CAGR.	We have to build training content that trains 1000 client's firm employees, and 10,000 client customers employees in CMO, CTO and CIO firm. The goal make "retention marketing" career of choice and have my client's products as tool of choice.	We are making courses [5 to 25 hours] made of modules [3-5 / course] and each module having 3-6 topics. A topic has objective, case study, concept, industry examples, How Tos, Quizzes, videos, audio podcast, summary, what's next and references. The course has certification exams, We also have fun things memes, polls and success stories.

MACRO CHALLENGES

Master Use Case

Build an industry level use case that runs across the university that is representative of 50%+ real world use cases and supplement it with sector specific examples, eg [SaaS, Edtech, Fintech, Travel, HealthTech, Phygital, Media, Charity, High-tech, B2B etc]

Content Definition

Define the content of the course that works for audience, is practical and useful, synthesizes client's business success, and helps educate best practices at industry-level (MarTech), and then with HowTos using given software. The client's SME could only help at HowTos so entire research needed to be at industrial level in limited time and with high failure stakes.

Practical and Useful

Set the flow from high-level industry use cases to domain challenges to top issues in industry; dialog based story on path to fix [evaluation], and then breaking it down to steps to solution. Reflection on the solution and learning next steps. Ability to decide from multiple correct options.

Synthesis Challenges

Optimizing AI to work for us

01

ChatGPT and Anthropic were ready for max 2022 H1 content; and we needed synthesis from [A] the latest [client].com content that had 1000+ reference pages with 2 million word content [B] industry insights from non-competitors consulting or universities

02

Anthropic 100k context helped; ChatGPT 8K limit hampered synthesis. A long conversation built like transformer where 20-100 similar examples atomized [4k] worked in ChatGPT as good as 5 long references in Anthropic Claude, though fastest synthesis Claude outscored.

03

We had a crawl, token infer, context infer, top 10 examples, HowTos, Glossary and FAQ infer models built from 1000s atomized URLs, and separately built top-down structure (Content Outline, instructional strategy as generative writing models.

04

Building hierarchies of information and setting the rules to have concept [universal data set] while HowTos [reference set] and then tying these to the stories, concepts, lessons, followups.

SMART SYNTHESIZING

Finding a way out of current AI model restrictions

Building atomized blocks	Richness of learning	Building proximity score
Infer thousands of files as [A] infotypes: Glossary, FAQ, use cases, best practices, what not to do, sequence, How Tos, stories, cost, KPI, industrial relevance; [B] topic structure elements, [C] NER recognition, sentiments, sources	Expose user guide, reference guide, case studies, MarCom material, competitor material, industry best practices. Use Bard and Perplexity for SGE use cases to discover relevant content within boundaries [site, use cases]	Create a proximity score ensures content is pertinent and flows seamlessly from course to section. Identify repeated content across areas and addressing modules where depth of coverage is inconsistent.



AI LESSONS FOR SYNTHESIS

01

ITERATIVE NATURE

Day 1-2: Source identification and query quality. Random and exploratory.

02

BEYOND GENERATIVE WRITING

Content discovery for live content is better in SGE algorithms (Bard, Perplexity)

03

DOMAIN UNDERSTANDING

For us, MarTech, this is better in generative writing

04

NOT KNOWING THE BOUNDARIES

Industry use cases hallucinates particular software features, and turns incorrect. So, retraining is essential.

05

NAMING (NER) CHALLENGES

Best/popular use cases [high DA, PA] win over 'relevant' ones, so prompt accuracy is needed for specific results.

06

LONG CONVERSATION NEED PAUSES

Long conversation drifts apart, periodic pauses, re-summarization and starting again, retaining only the required helps.

07

IN-CONTEXT SUMMARIZATION

Tying the summary in your context [audience need, context, depth of information, prior knowledge, CTA, next steps]

08

PYRAMID EFFECT FOR INCREMENTAL CONTENT

As more modules, courses are built the past references should be understood and built upon.

CASE STUDY

Characters

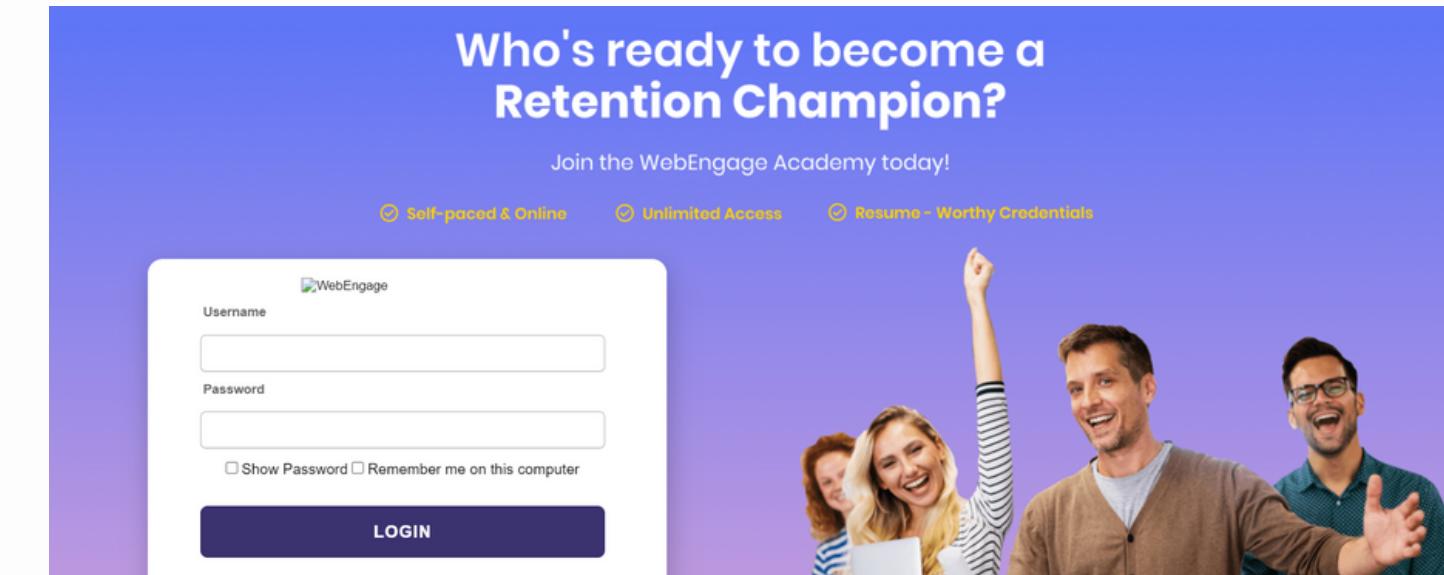
Need to define characters and their roles; personality style, motivation and fears. Understand their challenges and chart learning opportunities.

Business challenges

Our imaginary firm, AllMyThings, mirrored typical fast-growing e-commerce firm in Asia with global ambitions, in early stages of hyper-growth and confusion and opportunities.

Evolution of characters

Across courses, modules and topics, there is a timeline and characters evolve, learn, unlearn ...



Business scenario analysis

Each case study looks at a sub-optimized scenario and connects business need with optimum solution using the given 'software' or workflow.

Learning beyond facts and how-tos

Co-relating next steps, further optimizing, domain excellence, industrial examples and theme that joins current case study with the next case study

SMART CASE STUDIES

Knowing what you need and then defining the way for AI to get it!

People, charter, role, KPI and scrums

Build micro AI models and prompts to find thousands of names, designation, department, seniority, level, industry, problem, KPI, solution etc.

Diversity of skills and teamwork

Cover team bonding with senior, junior people, diversity across roles, departments, and tie them with singular objective department/firm success. And squeeze in the software to be trained intelligently. Keep it simple and strong. Remmeber case study mirrors 'student' learning pattern.

Cause to effect transition while retaining narration style

Ensure each case study teaches. Cover scene setting, scenario, dialog based discovery, cause-dissection, solution path, aha moment, sense of joy and next step.

AI Play for Case Study

Because prompts should know what they want, how, and in what style. depth and contextual fitment

01

Manage the reference

Select race-gender-department optimized names and build their charters. Define narrative form “dialog”, “Semi-formal”, a few examples of each character response style, general background scenes.

02

Manage the context

Research course level goals, module goals, lesson, goals, each section/how to goals as a separate AI model and then use it for defining context/expectation of particular case study

03

Macro-micro management

Case studies could be at hierarchy, big to small, many small to big, incremental discovery, puzzle demystification and others.

04

Bottoms up and Tops down union

One needs small case studies for how tos, other for concepts, and others for FAQs. And one needs higher level discourse. So, case studies could be tactical or strategic; example business case leading to 10 actions, a few in sequence, each having micro case study.

EXPLORATION WITH FLOWCHARTS

Effective AI model visualization prioritizes clarity with simplified diagrams, appropriate granularity levels, user interactivity for deep dives, and continuous iteration to stay updated and relevant.

Clarity

Plan simplified representations, ensuring flowcharts and sequence diagrams highlight primary AI model functionalities without information overload.

Creation

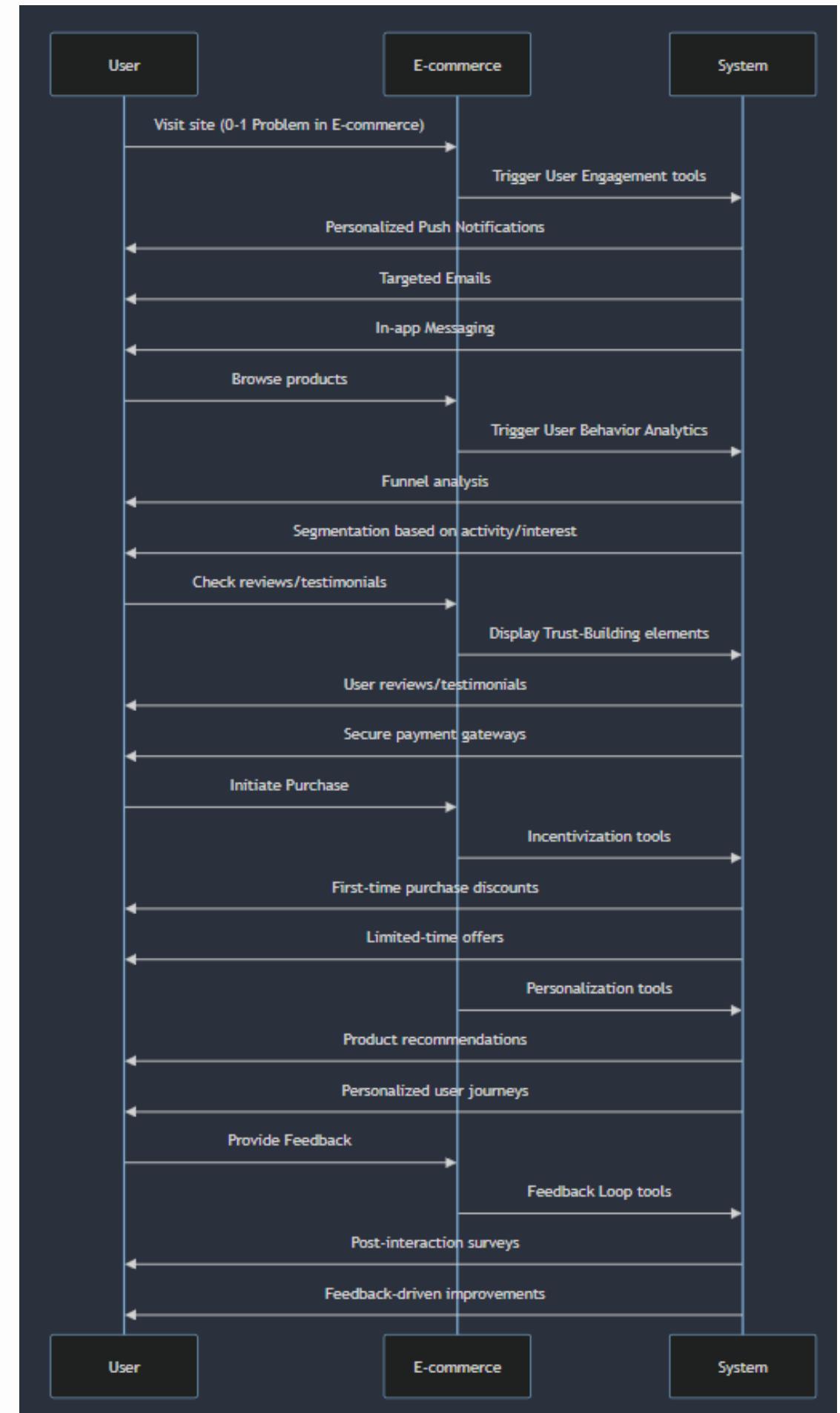
Make AI create markdown summary that could be taken to a free editor like Mermaid.live to feel the flow

Granularity

Balance detail by tailoring charts either as high-level overviews or as intricate step-by-step processes based on the target audience.

Iterate

Regularly refine and update charts, reflecting the latest changes, improvements, and insights related to the AI model.



COURSE STRUCTURE

Study tool mastery for specific objectives. Includes module breakdown, tailored for 20-65 age range in marketing. Addresses organizational needs and individual aspirations.



Course level case study

From Academy-level to course-level case study that puts learning in context.

Course description

[Learning verb=Master] [Tool/Subject] to [Primary Learning Objective], [Secondary Objective], and [Tertiary Objective] for effective [End Goal/Outcome].

Course coverage

Various module that explore key concepts, tools, and practices. Combine theoretical knowledge with practical application, offer insights and tips for effective navigation and innovation in the subject area.

Course Audience

Demographic and organizational analysis targets 20-50 age group in marketing and analytics, considering education, experience, skill gaps, business goals, and individual aspirations in Marcom.

Course objectives

High-level-Learning outcomes: List of objectives that a user learns through the course.
Low-level-Learning skills: List of skills that the user can perform in given software..

Interaction Strategy

Interaction strategies encompass case studies, quizzes, carousels, immersive videos, podcasts, and diverse techniques, enhancing engagement and optimizing the learning experience for participants.

WHY HERE

For Course/Topic Descriptions

AI WORKS BEST

Output is at higher level. Inputs can be provided as template and variables.

Expectation of output tone, size, depth, number of words, type of words, experimentation level can be set.

Co-relating high-level info to low-level info, especially concept is easy as AI hallucination doesn't hit here hard.



TOPIC STRUCTURE

A comprehensive topic guide covering module overviews, clear learning objectives, real-world case analysis, detailed problem discovery, structured guided learning, and conclusive insights pointing to future exploration.



Topic Overview

Glimpse of module content, highlighting process and industry relevance for easy recall.

Course description

High-level learning outcomes and specific goals for each section, ensuring clarity of purpose.

Course objectives

Exploration of the "AllMyThings" scenario, from problem identification to solution, and extrapolating lessons for scalability.

Problem Discovery

Deep-dive into industry-specific challenges, and blend use case with process of solving

Guided Learning

Concrete concepts, step-by-step instructions, best practices, and quizzes to reinforce comprehension and application.

Conclusion & Next Steps

Recap of major takeaways, and pointers to future topics or areas of exploration.

PROBLEM TO SOLUTION

Use case synthesis: Sector and client's website use cases [Generative AI]

How To Training from reliable software content [SGE to find content, generative writing to customize it]

AI model to tie use case scenario, sequence of concepts, best practices and how tos and next steps



AI Tip 1: Start with white paper then optimize to training then to structured training with predefined sequence of infotypes

AI Tip 2: Create a reinforcement model to get your sequence and detail right. When gen writing fails in a loop, start a new session with synthesis of 'good part' of last session. [Don't let bad corrupt good.]

AI Tip 3: Create at least 2 sets of topics that become template for future; as reference and for micro models on each section/infotype.

Guided Learning

For Amazing Topics

Introduction and Objectives

Introduce the case study, highlighting the central issue or opportunity. Delve into the reasons behind the problem. Guide learners towards understanding and resolving it by exploring actionable solutions.

Example

Problem: Retention Vs Acquisition

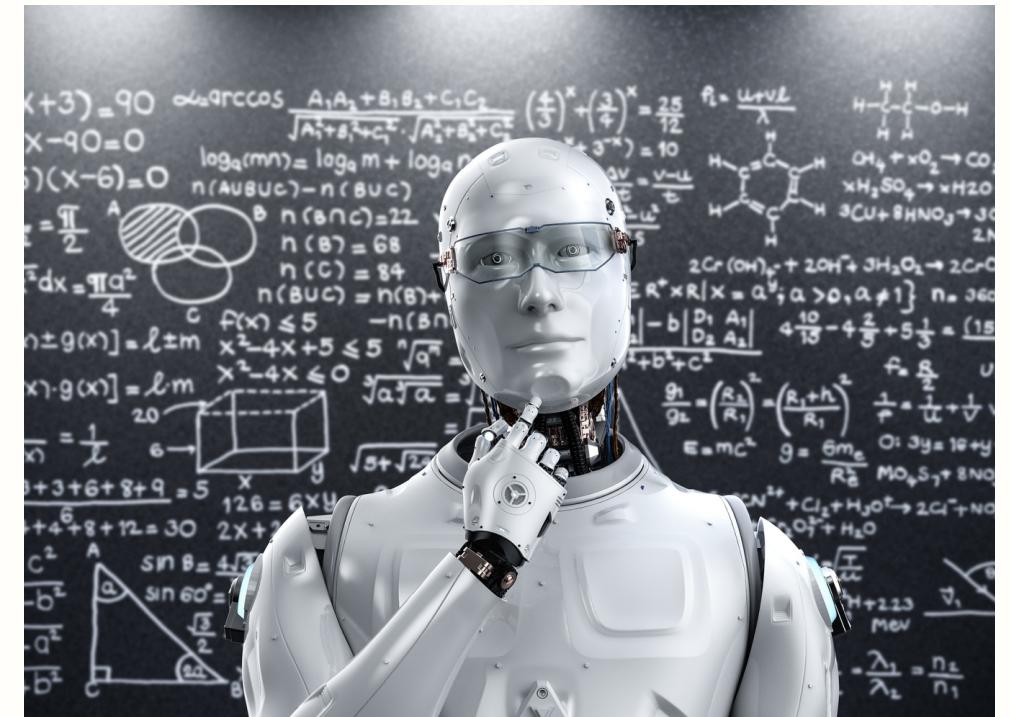
Main Focus Areas: The Journey of Insightful Decision-making

- **The Balancing Act**
- **Unpacking Acquisition**
- **Learn from different stages of acquisition and retention**
- **Thrive for engagement**



GUIDED LEARNING AI MODEL

Gain a comprehensive understanding of martech via core principles, practical application, industry standards, reflective analysis, interactive quizzes, and multimedia insights, all centered around effective engagement using WebEngage.



Concepts

Fundamental principles and theories behind martech, providing foundational knowledge for [Software]-driven engagement strategies.

Reflection

Opportunities for introspection, analyzing past actions, understanding outcomes, and planning future [domain=Martech] strategies using [Software].

How Tos

Step-by-step instructions, practical guidance, and hands-on techniques to implement [Software] tools and features effectively.

Quizzes

Interactive assessments designed to test knowledge, reinforce learning, and gauge proficiency in [Software]-driven engagement.

Best Practice

Proven strategies, ethical guidelines, and industry standards for maximizing engagement through [Software].

Video and Audio Podcast

Multimedia content offering expert insights, discussions, and demonstrations on leveraging [Software] for optimal engagement.

Concept Types

We created AI models for each of these. And they were relatively simple.

Glossary

FAQs

Checklists

Tables

Tips/Trivia

Best Practices

Templates

Summaries

Prereqs and Whats Next

Objective

Background

Research the context and situations where the How To can be applied

Objective

Clearly state the goal of the "How-To." What will the learner be able to accomplish by the end?

Steps

Break down the task into digestible, sequential steps. Each step should lead logically to the next.

Examples

Use real-world examples or scenarios that resonate with the learner's experiences or potential use cases.

HOW TO

Pitfalls

Highlight typical mistakes or misconceptions related to the task and guide on how to avoid them.

Quiz

Can have followup quiz on sequence, task, scenario

Checkpoints

Break larger how to smaller sets. Highlight typical mistakes or misconceptions related to the task and guide on how to avoid them.

Summary

Conclude with a brief recap of the key steps or takeaways, reinforcing the main points of the "How-To."

SMART MICRO CONTENT

Generative writing best practices for sections of topic

Divide and conquer

Segment extensive e-learning topics into smaller subtopics. Organize them in a logical sequence and establish a structured model for the order and depth of subtopic coverage. For each content type, whether it's concepts or tasks, construct dedicated AI models. Reference several examples of each type, dissect their structure, and deliver templatized yet premium-quality content.

Accuracy check

Present 'How To' content references from reliable and up-to-date sources. Inform the model that you intend to prioritize this reference material over its inherent industry knowledge. Produce 'How To' guides based on these references. Conduct a manual review for accuracy and quality before expanding the model's output

Blending the story

Build simple ways to present concepts, interwoven with narratives that ensure attention, relevance, confidence, and satisfaction. Integrate these elements both before, during, and after the 'how-to' sections for a comprehensive learning experience.

AI Play for Detailed Content

Overcoming challenges in conceptual and how to content

01

Modularism

Different sub-sections in a section, sections in topic, and topics in module should be modular in content types, size and style of coverage.

Micro-content should have formatting consistency (lists, tables, images) and tone and style consistency.

02

Example diversity

AI often rely too heavily on basic examples. Therefore, researching a range of examples and selecting specific ones for concepts or tasks should be distinct steps, not combined. AI doesn't intuit or make assumptions, so clarity in requests requires the correct sequence of steps, using right variables, and crafting precise transformer templates.

03

Complex list formatting

Most AI models are average in handling complex nested lists [ordered and unordered elements together], structured tables with multiple rows in cells. use python to apply post AI transformation.

04

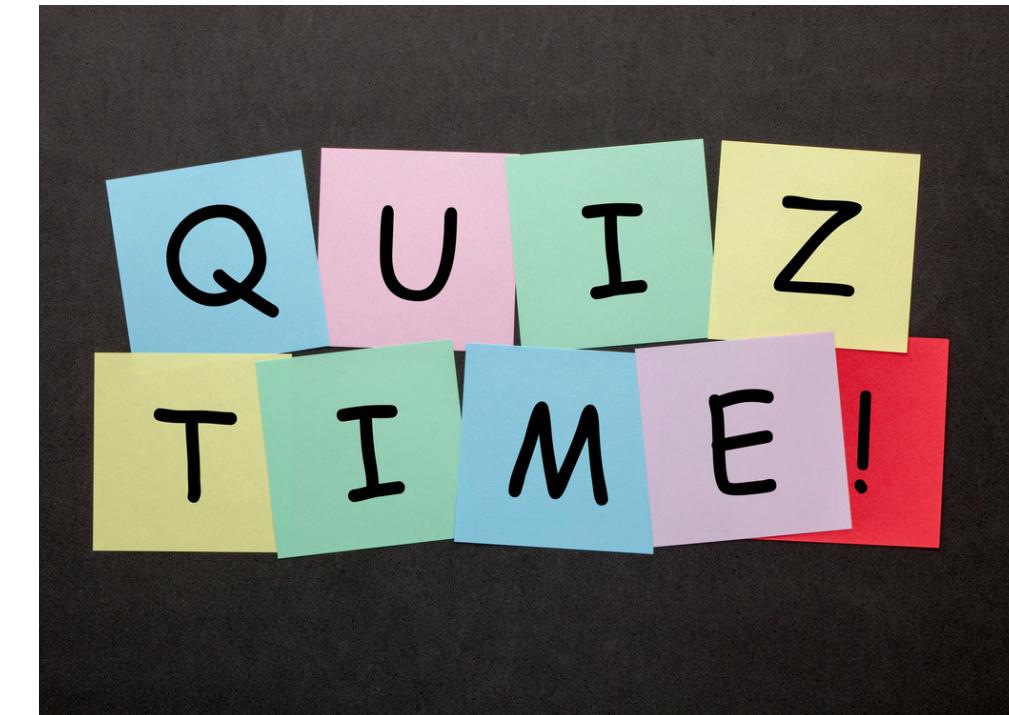
Overcoming summarization

AI responses often falter when the output exceeds 700 words, and some systems, like Claude, struggle with accurate word counting. Therefore, craft content in a three-stage approach: summarization, expansion, and correction.

Tip: Always review and refine AI-generated content to ensure depth, accuracy, and relevance.

QUIZ AND INTERACTIONS

Creating regular interactions, such as quizzes and polls, ensure there is continual learner interactivity and retention. We created the following quizzes!



True/false

Create questions evaluating statement accuracy, outputting a statement followed by options "True" or "False" and the correct answer.

Multiple Multiple Choice

Design questions with a set of choices where more than one can be correct. Provides all options and identifies the right ones.

Sequence

Draft questions asking learners to arrange given items in a logical order. Outputs items and the correct sequence.

Scenario dissection

Formulate questions based on real-world scenarios, offering multiple choices and pinpointing the correct interpretation or solution.

Multiple Choice

Craft questions accompanied by a set of answer choices, highlighting one as the correct option. the other options are plausible correct.

Match

Imagine questions that set up pairing challenges, listing items from two columns to be matched. Outputs both sets and the right pairings.

GETTING THE QUIZ RIGHT

OVERCOMING CHALLENGES



PLAUSIBILITY

All distractors or incorrect answer choices should seem potentially correct to someone who lacks full understanding. Implausible options are giveaways.

MODULARISM

Each question should focus on assessing one key concept, skill or objective. Avoid combining multiple objectives into a single question.

DIVERSITY

Answer choices should represent an assortment of common mistakes, alternative approaches and misconceptions related to the concept.

RELEVANCE

The question should directly connect to core learning objectives and assess important concepts needed for mastery. Avoid peripheral or obscure topics.

TOP 5 WAYS TO SUPPORT HIGH QUALITY AI MODEL FOR MAKING QUESTIONS

1. Make questions clear and test-worthy

Tell AI what specific is; what you want to test and how? Adjust difficulty level and play with structure.

3. Quality of Options

Tell what will not work [All or None option], have no give away answers, do not have options too similar that they become mutually exclusive

2. Match objectives and reference content

Questions should provide reinforcement, related context and test synthesis. So have questions at various difficulty levels. Generating examples, tips, scenarios before making questions will help make better questions.

4. Defend correct and incorrect answers

Have a clear rationale for correct and incorrect answers. Provide feedback and learning opportunity for incorrect choices.

5. Modularity and quality

Instead of long, convoluted options, break them down; write them in near similar sizes and near similar writing style. Maintain consistent language/tone. Avoid biases or leading hints.

BEYOND STANDARD
TOPIC COMPONENTS

ADDING MATURE
CONTENT WITH
INNOVATIVE AI



BEST PRACTICES AI MODEL

Summarize industry best practices for [problem/opportunity] in [industry], leveraging insights from [software case studies] and existing [industry best practices]



Input Data Sources

Collate narratives from [software case studies] and existing guidelines from [industry best practices] for comprehensive insights.

Output Design

Deliver a summary detailing best practices with justifications, potential challenges, and links to original references.

Data Preprocessing

Clean and normalize data, ensuring a consistent format and removing irrelevant information to enhance model accuracy.

Formatting and presentation

Specify your requirements: Clearly state whether you need a table, white paper, comparison document, flowchart, and outline the desired information hierarchy within.

Analysis Methods

Employ pattern recognition and comparative analysis to deduce common themes and effective strategies across sources.

Continuous Learning

Periodically scan for updates, ensuring the model's insights remain relevant by incorporating new findings and user feedback.

Objective

Background

Give an introduction to the topic and the relevance in real-world scenarios. This should set the tone and provide the necessary context for the viewer.

Visuals

Specify points where visual examples or demonstrations are essential. Identify what kind of video content (e.g., animations, screencasts, live-action demos) would be most appropriate.

Pitfalls

Address common mistakes or misconceptions associated with the topic. Provide guidance on how to navigate or avoid them.

VIDEOS AI MODEL

Quiz

Insert points for viewer engagement, such as quizzes on sequence, task, scenario. This helps in reinforcing learning and making the content interactive.

Steps

Divide the "How-To" into logical, manageable steps. For more complex topics, further break these down into sub-steps.

Examples

Infuse real-world scenarios that are relatable for the viewers. This helps in making abstract concepts more tangible.

Summary

Round up the video with a clear recap of the key steps or takeaways. This reinforces the primary objective and ensures retention.

AI Play for Videos

Overcoming challenges in storyboarding,, sequencing, multimodal output tips etc

01

Tone, Style and Depth

Utilize the ARCS model to captivate viewers. Start by highlighting a need, transition to its implications, delve into processes, then conclude by reinforcing key takeaways. Consistency in tone is paramount.

02

Reference Content Guidance

Provide the AI with directional content, highlighting clear demarcations for the introduction, the core tasks or concepts, and the summary. Specificity aids in generating precise scripts.

03

Multimedia Integration

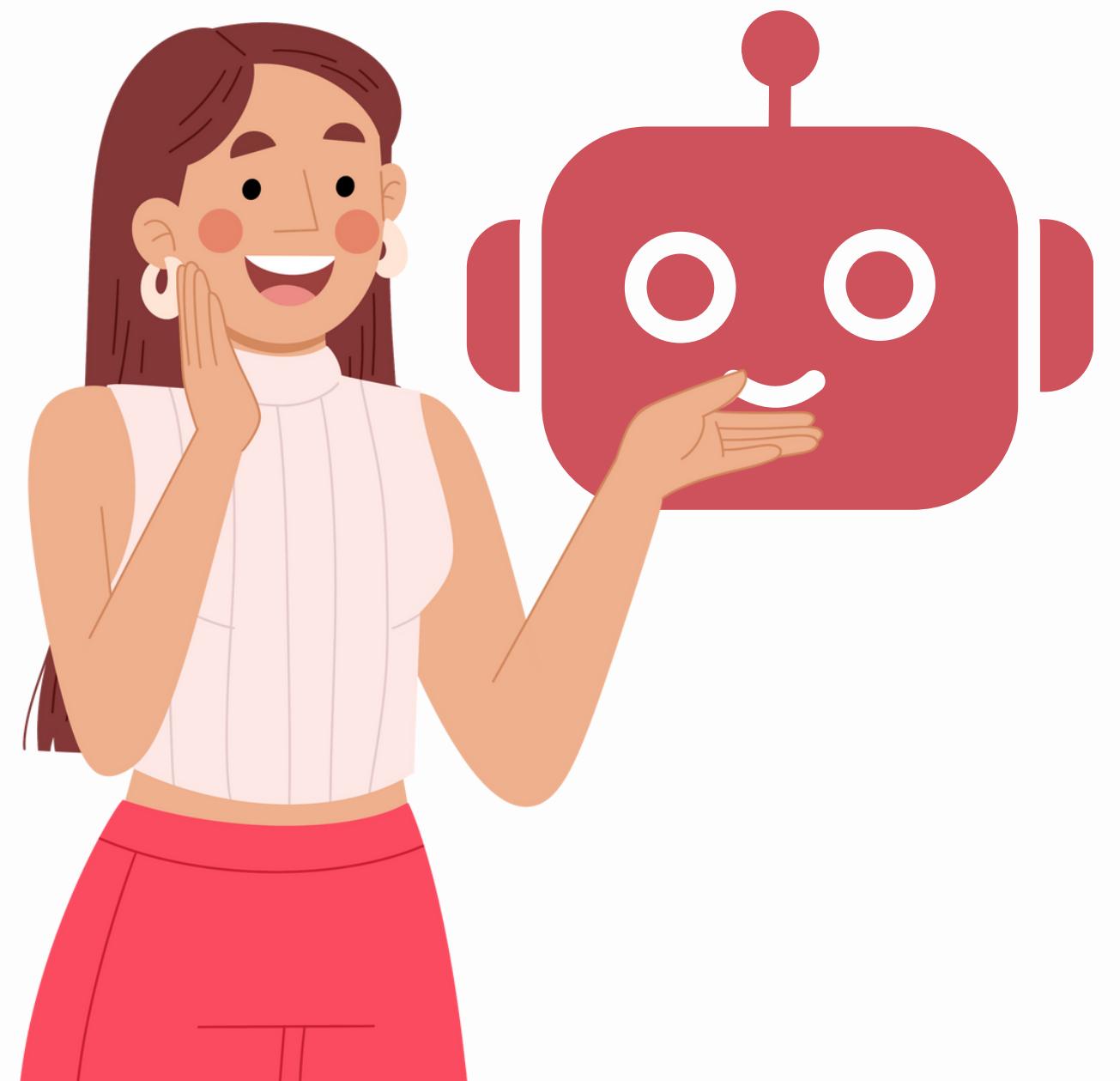
Make model for holistic presentation: written text complemented by captivating visuals and resonant audio. For audio, dictate tempo-where to pause, emphasize, or modulate.

04

Engagement and Interactivity

Enrich the viewer experience with interactive elements. Embed quizzes, reflection points, and action items, enabling viewers to participate actively rather than passively consume.

This all is great,
but can I see a few
examples.



LEARNING OBJECTIVES

Course

Learn how to leverage WebEngage's powerful analytics capabilities to inform decision-making, form hypothesis, execute A/B and multivariate testing, and foster a culture of continuous optimization. This course delves into the how-tos of building a data-driven, ever-evolving marketing department that's both effective and scalable.

Example: Content 1

Module

By the end of this module, you will be able to effectively leverage WebEngage's CDP and analytics capabilities to make data-driven marketing decisions, execute optimization testing, and build a culture focused on continuous improvement.

Topic

In this topic, you will understand the basic capabilities of [Software]. You will get a workspace overview and understand the primary capabilities.

- Familiarize yourself with the [Software]workspace.
- Discover how data-driven insights from [Software]can transform customer engagement across industries.
- Dive into the world of multi-channel campaign orchestration.
- Delve into the realm of personalization and its significance in contemporary business.
- Master the full array of capabilities that the [Software] Workspace offers.

SCENARIO BASED VIDEO EXAMPLE

Four step transformer, or 4-step process

1. Synthesize

Select the scenario [URL] and ask AI. Instruct "Write the problem identified by the business and its corresponding proposed solution.

Afterward, define the goals and objectives that need to be accomplished to achieve the solution."

Repeat across all scenarios and you have custom summary.

2. Storyboard

Write the last scenario in a 2-3 minute video script, where you can convert the firm name to AllMyThings, keep the ecommerce context, and then explain the business situation, set goals and objectives and tie this with features of WebEngage that can be used to deliver the objectives. Make this in a 2 column table, 9-12 rows, each row for 7-15 seconds, and column 1 is text script and column 2 is visual notes and any text captions



3. Perfect the How To

Craft a 2-3 minute video script. Rename the company as 'AllMyThings' but retain the e-commerce backdrop. Elaborate on the business predicament, highlight the goals and objectives, and link these with the functionalities of WebEngage that can fulfill these objectives. The format should be a 2-column table with 9-12 rows. Each row represents a 7-15 second segment; the first column contains the textual script while the second provides visual cues and potential captions.

4. Can introduce quiz or reflection

Add a few rows at the end of the table to introduce a multiple choice question with one correct answer. The correct answer should be positioned at option C, among two other convincing but incorrect options. Following the question, provide a summary that encapsulates the core concept, while also motivating viewers on the subsequent action.

CASE STUDY: ALLMYTHINGS

AllMyThings is an ecommerce company with 80% of sales in India and expanding fast in Southeast Asia and the UAE where 20% of sales now come from. They have an aggressive growth plan to build on their \$120M GMV.

Ron Arora recently joined AllMyThings as CMO, bringing experience from Amazon, US and Alibaba, Singapore. After joining, Ron convinced the co-to invest in WebEngage for marketing automation and retention at scale. Ron aims to improve Return on Advertising from 4.7 to 8 in 6 months and boost customer lifetime value while lowering costs. Impatient for results, his team jokes that RONA stands for "Ron Arora, meaning crying." But Ron's vision is to build lasting success through optimizing the customer journey.

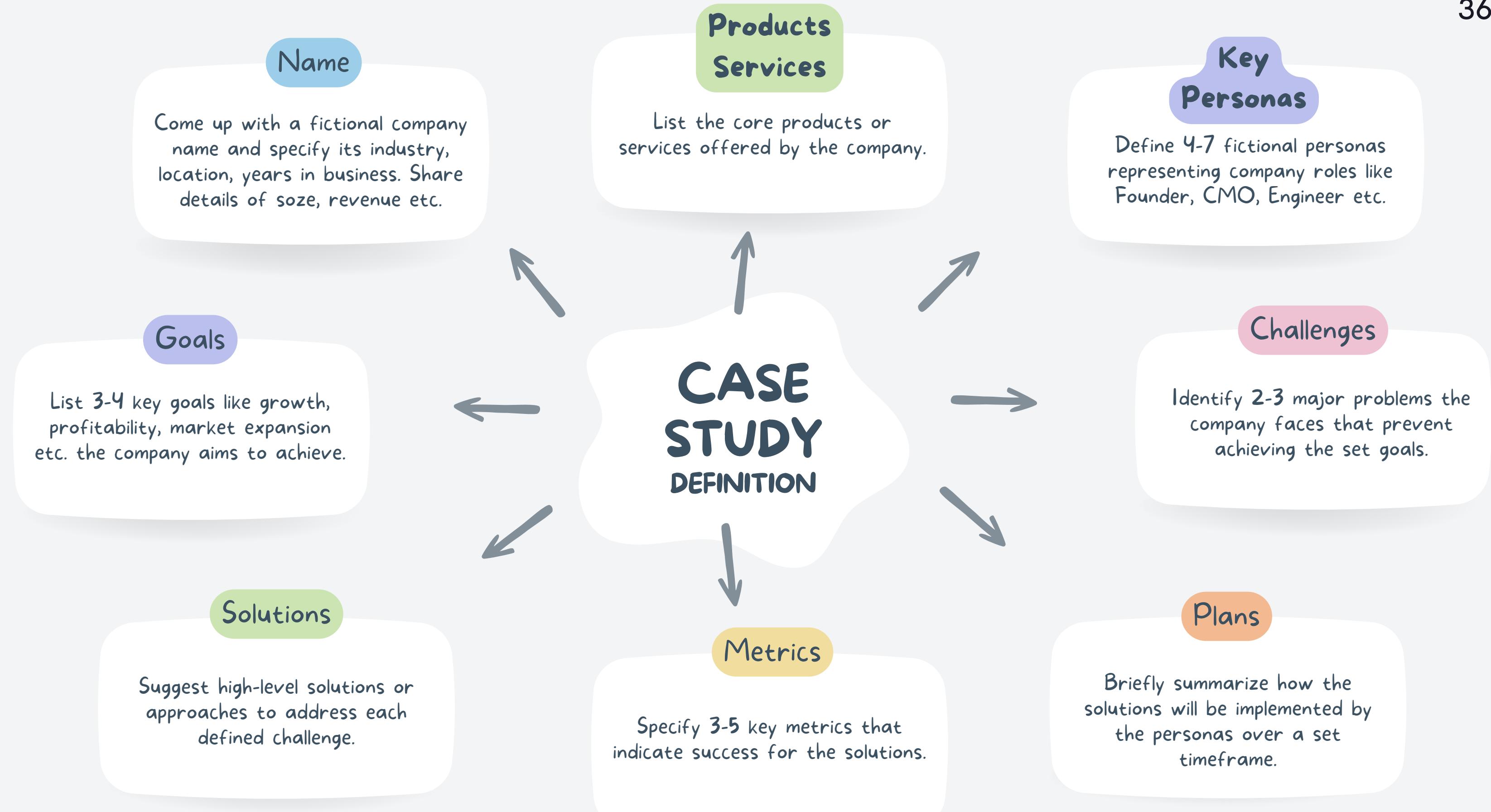
Ron leads a team up for the challenge:

- Mira, a growth hacker, finds new channels and partnerships to accelerate reach.
- Anshul, a retention expert, builds loyalty through experiences tailored to customer needs.
- MaryAnn, a data scientist and journey designer, leverages WebEngage to scale personalization.
- Chang, a fresh MBA with zero-year experience, but carries super enthusiasm and ability to stretch.
- Bhaskar, UI designer and experience expert, with both visual and communication flair
- Samartha, Senior Customer Success Manager at WebEngage responsible for customer's success.

Together, they will gain expertise in using WebEngage to:

- Map the customer journey to see how tools can guide audiences to value.
- Define segments and build lifetime value through perfectly timed interactions.
- Test how new campaigns, channels and content influence key metrics to optimize for ROI.
- Orchestrate experiences that inspire customers to return and recommend the brand.
- Turn data into a competitive advantage for sustainable growth through relationships.



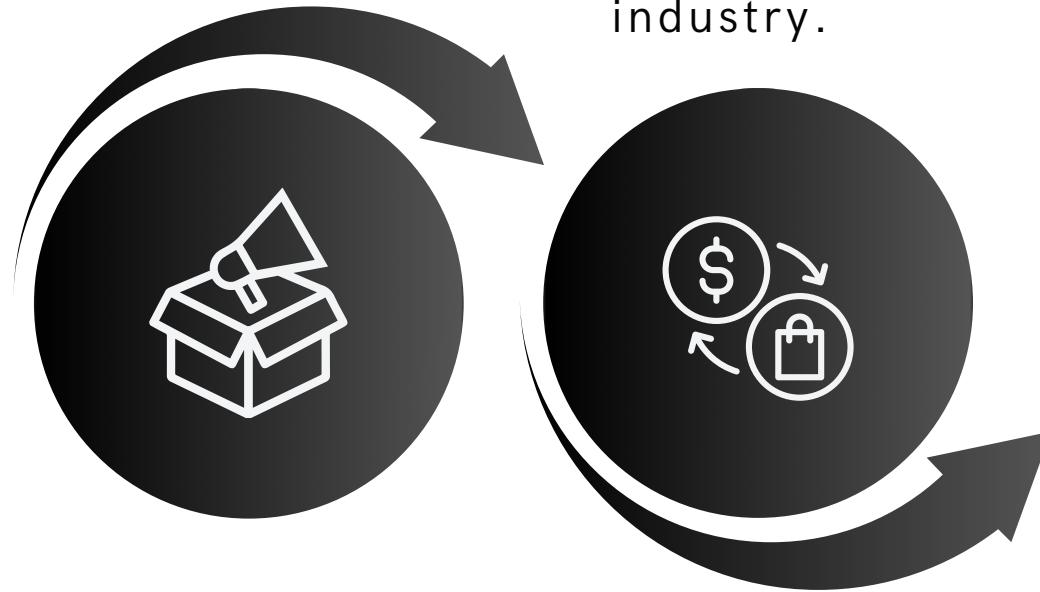


The model is transformer style where some elements are in sequence and some in parallel

Example: Ai model 3 - Getting concepts right

Deep-down questions

Dive deep into the Deployment Options, Data Security, and Integration Capabilities of [Software]. Understand its Product Differentiation and Competitive Edge in the industry.

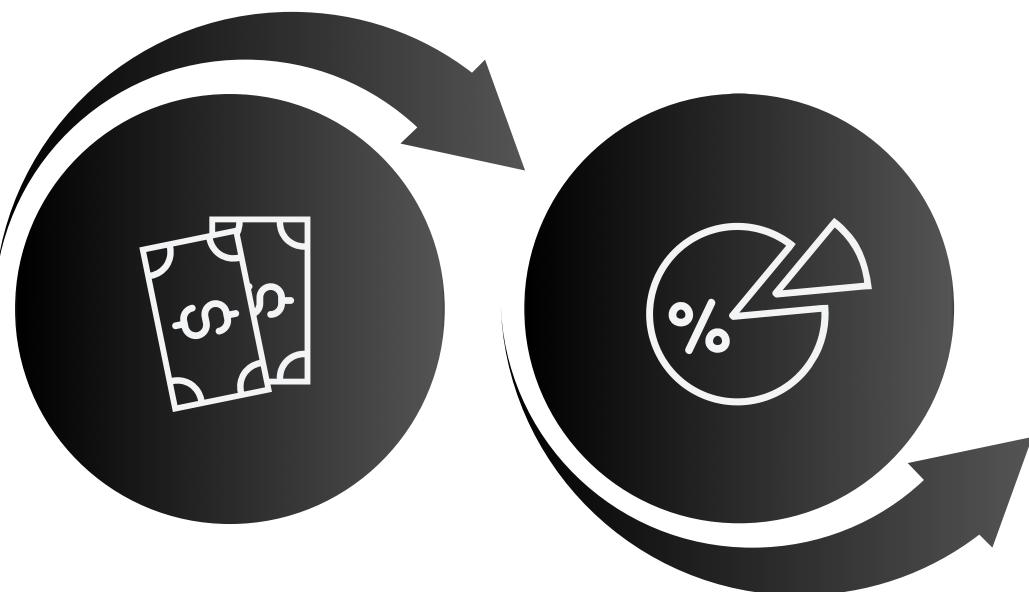


High-level research

Overview of [Software]'s features like Analytics Tools, User Experience, and Market Position to determine its unique capabilities in the MarTech landscape.

Extracting custom info

Extract specific details on [Software]'s Campaign Automation, Behavioral Tracking, and Content Personalization. Study its AI Recommendations, A/B Testing, and Mobile Marketing capabilities.

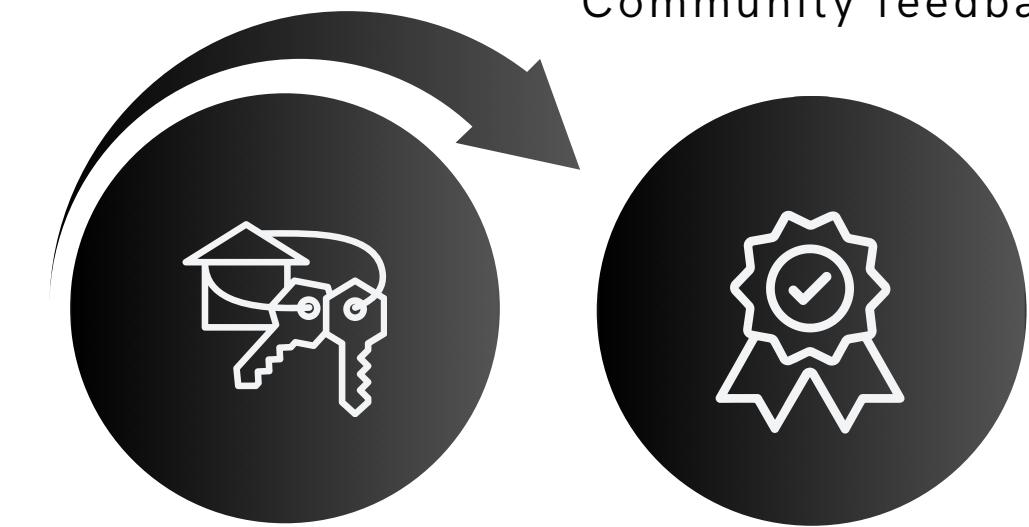


Finding reliable references

Harness trusted sources to validate [Software]'s Compliance Standards, Update Frequency, and User Feedback. Analyze case studies showcasing Success Stories and ROI outcomes.

Follow-up & improvement

Analyze data to improve [Software]'s offerings, focusing on Feedback Collection, Software Challenges, and Future Enhancements. Seek continual improvement using Predictive Analytics and User Community feedback.



Using it as story input

Frame narrative-driven insights on [Software]'s Audience Segmentation, Multi-Channel Marketing, and Retargeting Strategies. Highlight compelling Software Performance and Customer Profiles. Follow-up & improvement

Mapping the features

Dialog-based case study

It was evening. Samartha had spent 3 hours explaining WebEngage key features.

Ron: "Vinay, I hope you now have a good understanding of WebEngage's capabilities.

Vinay: "Definitely, the videos, questions and Samartha's detailed explanations really brought the platform to life. We have a powerful tool available to us. I'm looking forward to putting it to use.

Ron: "That's great to hear. Let's now summarize our key needs and how we can address them using WebEngage's features.

Why don't you and Samartha have a quick breakout session to create a table capturing some top priorities?"

The team went out discussing. After two hours they returned from their breakout session and presented the following:

Table of features

Example

AllMyThings' Needs and WebEngage Solutions

Need	WebEngage Solution
Better understand demand trends	Use Funnel Analytics to gain insights on most viewed, added to cart, and purchased products. Create dynamic dashboards to monitor demand.
Reduce subscriber churn	Leverage Cohort Analytics to identify users with dropping engagement. Craft targeted win-back campaigns to reactivate at-risk users.
Boost cart conversion rate	Configure cart abandonment triggers to send timely reminders for items left in carts. Offer exclusive incentives via Relays to complete purchase.
Increase repeat purchases	Apply RFM Analytics to engage high-value customers. Reward loyal buyers via personalized recommendations and loyalty programs.
Personalize user experience	Implement Web and In-app Personalization to serve tailored content matching interests and behavior.
Promote new product launches	Schedule coordinated campaigns across Channels like email, push, web to maximize reach.
Consolidate customer data	Ingest offline data through integrations into Data Platform for unified profiles. Gain 360-degree view.

Concept Summary

One sentence concept summary

- **Unified User Profiles:** Capture every customer interaction to create comprehensive and actionable profiles.
- **Dashboard:** An intuitive overview, giving immediate access to essential metrics and campaign performance indicators.
- **Live Analytics:** Keep a pulse on user behavior with real-time data visualization.
- **Advanced Analytics:** Gain deeper insights into user behavior with pathways, funnel mapping, and cohort analysis.
- **Segments:** Categorize users based on criteria, behavior, or lifecycle stages. Predictive segments, powered by AI, dynamically group users based on anticipated future actions, enabling proactive engagement strategies.
- **Campaign Manager:** A holistic solution ensuring consistent touch points across the customer journey.

Flash Card

Example

Unified User Profiles:

Unified User Profiles allow for the collection and consolidation of all customer interactions, resulting in a detailed, actionable profile of each user.

Example

John, a regular visitor to an e-commerce site, views a pair of shoes, adds them to the cart, but doesn't complete the purchase. Later, he engages with a promotional email and clicks on a related product. All these interactions are captured and added to John's unified profile.

Utility

It gives marketers a 360-degree view of customer behavior, allowing for personalized and effective engagement strategies.

Usage Tips

1. Ensure that every touchpoint, from website visits to email clicks, is tracked and integrated.
2. Regularly review profiles to identify patterns or behaviors that can inform future campaigns.

Quiz 1

MMC Quiz

Q. Identify which approaches and examples pair correctly.
(Select all that apply.)

- A. Cohort Analysis - Analyze if customers acquired during holiday sales (like Christmas) are retained year-on-year.
- B. Funnel Analysis - Track and analyze customer conversion from product announcement to purchase during exclusive product launches, which are common in India.
- C. Behavioral Segmentation - Use WebEngage's RFM Analysis to identify high-value customers and enroll them into a VIP program with exclusive perks and early access to products.
- D. Retention Analysis - Segment users who frequently purchase ethnic wear and target them during festivals and wedding seasons.
- E. Cohort Analysis - Track the purchase behaviors of users who shop predominantly during the Diwali festive season.

Correct Answers: B and E

Quiz 2

MC: Scenario based

Q. In the context of the described scenario using WebEngage, why are the creation and monitoring of control and test groups pivotal for evaluating the hypothesis that weekend discounts will impact cart abandonment rates?

- A. To focus exclusively on the performance of discounted sales
- B. To create a visually appealing presentation of data for meetings
- C. To compare results and discern the effect of changes implemented
- D. To concentrate on the customers' feedback and reviews only

Correct Answer: C. To compare results and discern the effect of changes implemented

Example: Content 6: Video Script

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Events and Users

Text/VO	Visual
In the vast universe of digital marketing, each user is unique. Different behaviors, different needs. But how do we cater to everyone?	Animation of a globe filled with diverse user icons, each with distinct actions.
Modern marketers strive to create impeccable customer experiences. The magic lies in understanding user perception and interaction with your product.	Background of happy users interacting with digital devices, showing a brand logo or product.
It's no secret that different users have varied needs. The challenge is in decoding these needs from their actions and delivering personalized communication.	Split screen showing users receiving personalized notifications on their devices.
But handling millions of users daily isn't a cakewalk. It's about observing, understanding, and engaging in real-time.	Fast-forward animation of a dashboard with rising user counts and activity graphs.
Let's talk about the user lifecycle. While we can't gauge emotions directly, we can track actions - our window into their journey.	Flowchart depicting various stages of a user lifecycle.
These actions, or physical states, include searches, filter applications, product views, and purchases.	Animation of user icons engaging in various actions like searching, filtering, and buying.
A digital user's lifecycle has stages, each with unique actions and emotions. To effectively engage, we must tailor strategies for each stage.	Close-up of the user lifecycle flowchart, highlighting different stages and their associated actions.
Foundational to this is behavioral data. It helps analyze actions, hypothesize user sentiments, and understand what drives or deters them.	Visualization of data streams flowing into a central hub, forming insights.

SUMMARY

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01

Planning

Research the domain, software, and case studies. Use AI for research. Train AI for relevant content exposure.

02

List of Models

Make a macro- and micro-list of models, sometimes going to 20 macro and 10-15 micro in each of macro models.

03

Steer results

Put your models to test and make first 3 topics that have 90% content types. Now improve the result.

04

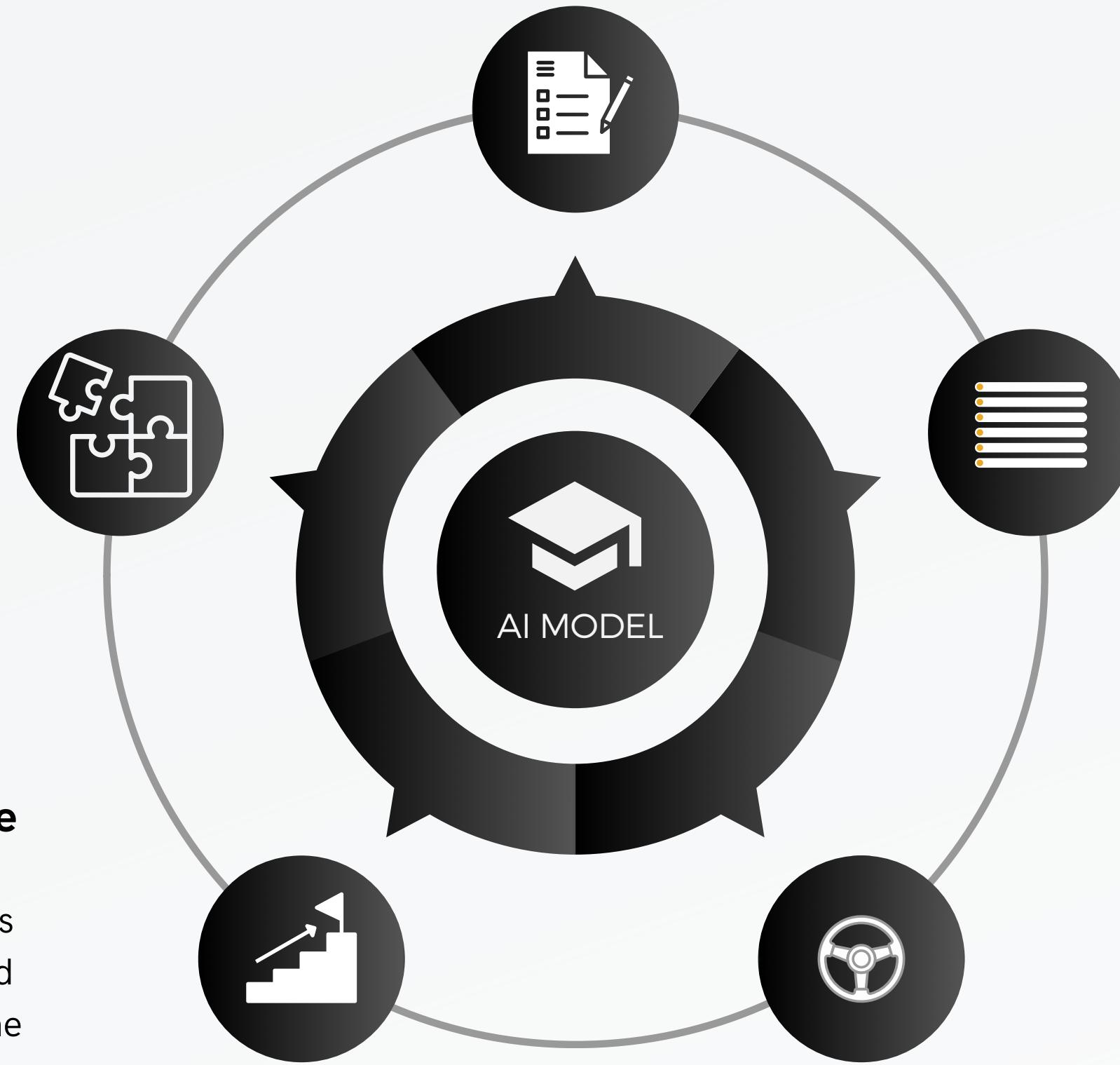
Scale

Now use the previous steps results to scale in a big way and keep improving the models.

05

Test and improve

Get the course reviewed by SMEs and reviewers and keep improving the AI models to perfection.



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