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Erik Hoostal
Mai-Khanh Nguyen
Sheetal Padmanabhan
Christine Tran

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Copy.ai

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i.   Purpose

The purpose of Copy.ai is to create an all-in-one solution for businesses' go-to-market campaigns and content creation. The area of business that can most benefit from this tool is the marketing and sales teams. With Copy.ai's enterprise platform, businesses can establish a dashboard for all their project goals and tasks. Companies can start projects and streamline the content creation processes. Copy.ai's most unique and valuable feature is their enterprise AI. Customers can use the enterprise AI for premade workflow templates, brainstorming marketing ideas, and generating content. In addition to creating preset workflows for businesses, Copy.ai allows users to automate key sales and marketing tasks. Users can use the AI feature to automatically update Salesforce, send follow up emails, generate descriptions for posts, translate text, check for plagiarism, and more. With over 90 copywriting templates, users can also use Copy.ai to write blog posts, e-commerce product descriptions, engaging headlines, or social media ads. For example, companies can use the user-friendly chat feature to write content tailored to a specific prompt for their next social media post.

Copy.ai's goal is to make content creation more efficient and innovative. With constant changes in consumer preferences and social media trends, Copy.ai allows marketing teams to stay up to date with the latest trends by pulling information and generating content from the most recent news. They also help businesses save time by generating workflows templates for companies depending on their project goals. With their AI operating systems, Copy.ai helps businesses cut down the time it takes to build marketing campaigns and create content.

ii.   Importance to businesses

Content creation is one of the largest challenges for businesses today. Creating quality content and staying on top of trends are listed as some of the top 14 marketing challenges (Storm 2023). The digital marketing environment is changing constantly and is becoming increasingly difficult for businesses to get ahead of these changes. It is also time consuming for businesses to devote time to staying up to date with marketing trends. With Copy.ai, companies can ensure their marketing campaigns are up to date more efficiently. It can also help companies stay up to date with their competitors and their latest marketing tactics product offerings, new ventures, etc. By inputting a competitor name into a research workflow, Copy.ai will summarize a company's history, details, and latest news, which allows businesses to adapt their marketing strategy accordingly. Creating content is also another time-consuming challenge for businesses. It takes time for marketers to research, edit, and add engaging visual elements. Copy.ai reduces the time it takes to research and generate content by suggesting ad ideas and writing content for you. Forming a solid marketing plan is another challenge that businesses face. According to Forbes, a good marketing plan ranks as number two of the top fifteen challenges that marketers face (Forbes 2022). It doesn't matter if businesses stay on top of trends if there is no clear marketing strategy. With Copy.ai's workflow templates and brand voice feature, businesses can devise a sound marketing campaign with clear goals that align with their company's brand.

Marketing and sales are both functions that are important to most industries across the board. Many industries can benefit from a tool like Copy.ai. However, the industries that can benefit the most include entertainment, healthcare, and retail (Robbins 2023). The entertainment industry's

success relies on creating publicity and garnering awareness of their films and tv shows. Most of this is done through content promotion on their social media platforms. The entertainment industry's reliance on digital marketing means that they can benefit greatly from Copy.ai to help them generate social media posts, websites, video ideas, etc. Another industry that can benefit the most is the healthcare industry. Most people research their symptoms online when feeling ill. This presents an opportunity for healthcare companies to utilize digital marketing to reach potential patients online. Healthcare companies can use Copy.ai to create marketing content that addresses users' concerns and build trust. The retail industry is another industry that relies heavily on marketing to generate profits. Digital marketing is known for delivering significant returns for retail companies. Retailers have been allocating more money to digital marketing with U.S. retailers spending $50 billion in digital ads in 2023. This represents a 50% increase o the amount spent in 2020. E-commerce is also on the rise with a projected increase in spending of 20% by the end of 2023 (Anderson 2023). With the rising importance of digital marketing and online shopping, retailers can use Copy.ai to generate effective ads to reach online shoppers. With Copy.ai, retailers can develop a marketing strategy that builds strong brand awareness and help them stand out from the many players within this industry. Other industries that can benefit from marketing and Copy.ai include automobile, food, education, and law (Robbins 2023).


iii.   Problem solving abilities.

Copy.ai was created for users and companies to be more efficient allowing the AI to help with writing, content creation, marketing copies, and more. Copy.ai has specific cases that the AI specializes in which are Email Marketing, Blog Content, social media, and Translation. These can all be used under the Chat feature in their general workspace on the website. Copy.ai also has a tool called Workflow which includes templates that allow you to let the AI create larger-scale projects such as newsletters, campaigns, and promotions.
Under Email Marketing, Copy.ai's tagline is "Automate your email marketing with ease" which first provides users the AI to help analyze your target audience, understand their company's brand and goals which then helps them produce better email marketing content for specific companies. Under Blog Content, Copy.ai can help you save time by creating blog content for your website. This then follows to social media which allows users to use the AI to create ideas and content for social media platforms. It is used to help make social media content like caption writing, post ideas, etc. for companies. The tool can create thousands of content and post ideas in just seconds using their Chat feature. Lastly, with the case of Translation, it helps translate any writing in under minutes. Companies can use this to help them translate words for marketing copies, product descriptions, socials, etc. This is a great way if businesses want to reach audiences internationally. This can help save time by translating the writing in seconds rather than having someone translate them manually which takes time. Copy.ai can help you and your business create content creation in seconds allowing you to save time and be more efficient which is what the tool was made for.

iv. Usability

At first glance, Copy.ai's website may seem overwhelming as it has a lot of information on each page. However, you would be quick to see that the website has a lot of information users can look at to platform better and its benefits before using their tool. There are five tabs at the top of the website: Product, Use Cases, Resources, Pricing, and Why GTM AI. These tabs provide users with a ton of useful information on how to use the platform, the history behind the platform, as well as free trials and pricing. Users can first try the Copy.ai tool for free to see if they like it before paying for a subscription. It gives you basic AI tools for creating marketing copies and content creation. When you click on the "try it free" button, it leads you to your general workspace which has an organized and simple UI design and interface. You will see the home section first which shows you a brief description of how each AI tool works (Chat, Workflows, Brand voice, etc.) and it gives you a shortcut to those tools directly.
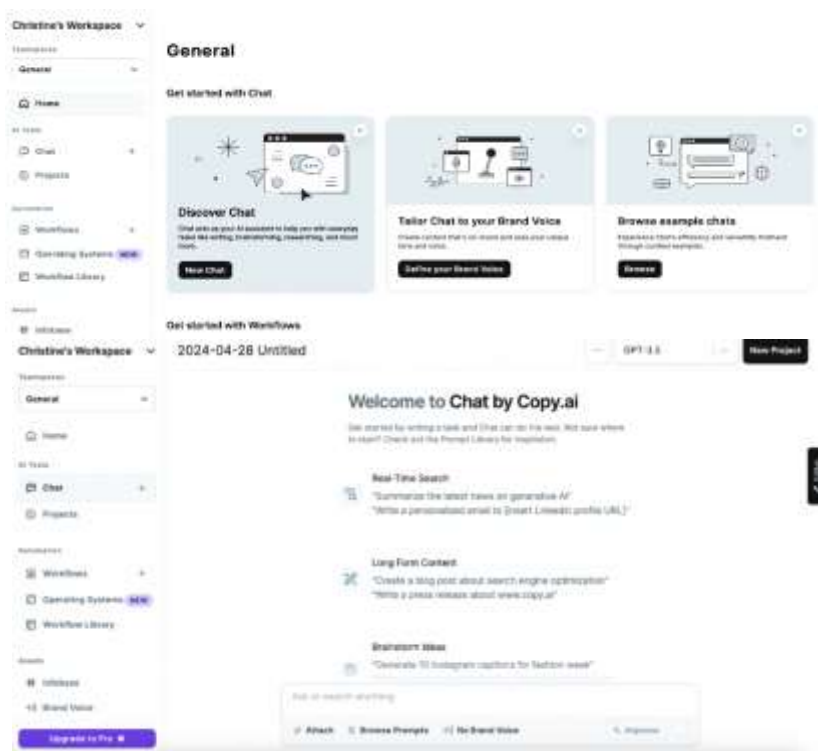

To start using the actual AI tool, users would have to look at the "AI Tools" tab on the left-hand side and click on "chat". Then they give you this free space to type anything you want the AI to do in the realm of content creation. For example, users can ask the AI to create captions or post ideas for their company's social media accounts. Here I asked, "Write a social media post about CSUF". In just seconds, the AI gave a well-made caption that can be used for any CSUF social media account.
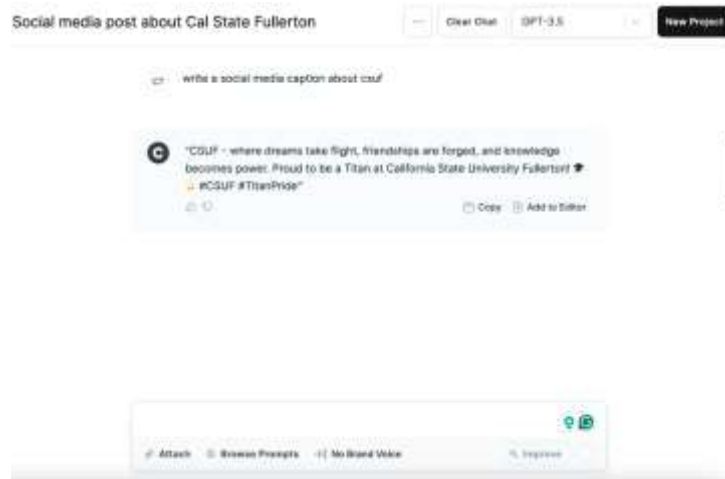
Any work that users have done under the chat feature will be saved under the projects tab allowing users to go back to that specific work in time. The projects tab is useful in terms of organizing each project.

Under Automation on the left-hand side, Copy.ai offers a feature called Workflows that lets the users use the AI to help do larger tasks. When you click on the Workflows option, you are presented with 50-plus templates to choose from. Some of the available templates are "Repurpose Blog Content", "Generate Google Ads", "Plagiarism Checker", and many others for specific company needs. They even break it down into specific departments like Marketing and Deal Management under the Workflow library. The interface design for this section is simple enough for users to browse through the templates to see which one would be best to use.
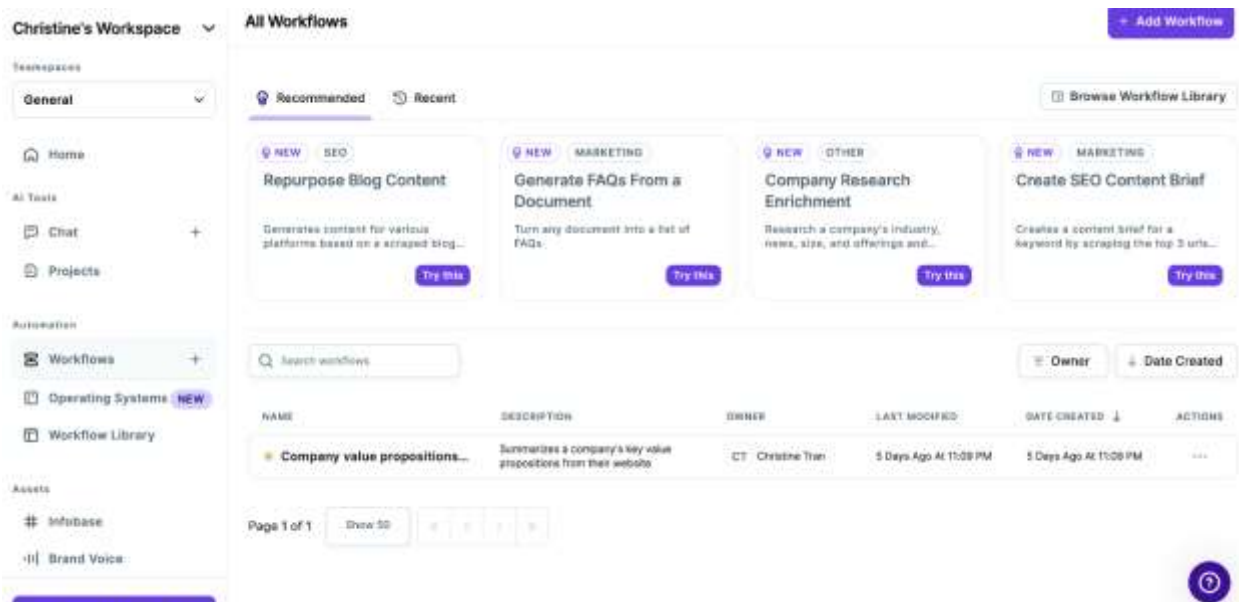

Copy.ai's platform makes it easy for users to navigate and create marketing copies easily with the help of its well-organized UI design and interface. Copy.ai's platform is designed to be user-friendly and simple, making it a great tool designed for anyone to use.

v.   About Copy.ai and support services

Paul Yacoubian and Chris Lu are the founders of Copy.ai, which they started in 2020. They first met while working at an ESO fund company, where they collaborated on side projects that involved creating GPT-3 powered apps. When they were creating these apps, they both discovered that creating marketing copies took the longest time. This led them to create their tagline generator to assist with copywriting, which they first launched on Twitter. Within three months of the launch, Copy.ai had gained 40,000 users. After the initial launch, they added more tools to help with social media, email, and websites. Regarding customer service, the website has a "Get Support" tab under Resources as well as "Help Center" and "Contact Support Page". Under the Contact Support page, users who have any questions or concerns can input their name, email, and a message under "What would you like to learn" regarding their question then a person from the team will get back to them.

The website also offers countless articles and videos on how to use Copy.ai and step-by-step processes of ways to create a marketing copy and more on the platform. Users can also request a demo and have a one-on-one chat with a person on the team to help them do a walkthrough of the platform and how to utilize the tool well. The Help Center page contains articles and advice for users to look at if they need help figuring out how the tool works. There are five sections that contain many articles: Chat, Workflow, Infobase, TeamSpace, other Features, Billing & Pricing, and Account Setting. Each section has about 5-10 articles written by someone from the team who answers frequently asked questions. Some articles also provide step by step on how to navigate the website or how to use certain AI tools. For example, under Account Settings, they have detailed articles on how users can access their account settings, change email addresses, go from a free trial to a paid trial, and how to sign out from their account.
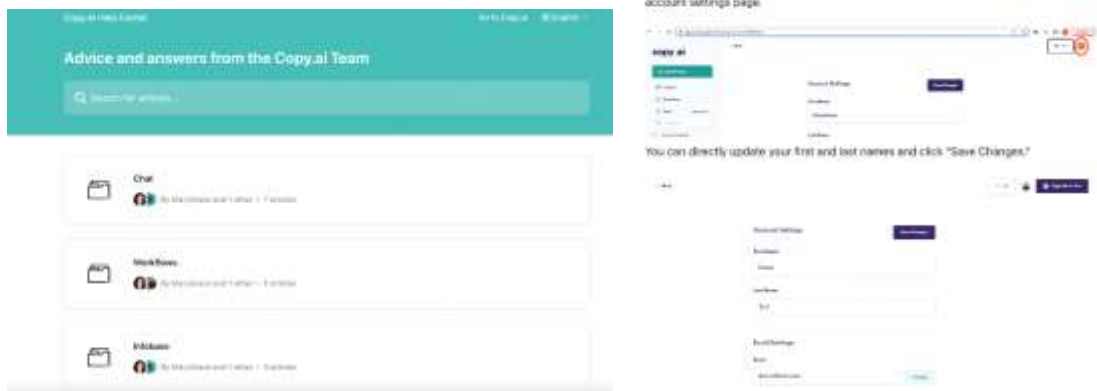
Pages like the Help Center, Support Page, and Resources are all great assets of the website that the team behind Copy.ai created to help users become familiar with the platform, showing great customer service and their strong dedication to its users' experiences.

vi.   Success stories

Copy.ai has had success in numerous areas of its operations. It has earned many awards from G2, a well-known software reviewing firm. In Fall of 2022, G2 gave Copy.ai its Easiest Setup and Best Relationship awards. The following year, it earned three more. Aside from awards from G2, Copy.ai has had articles written by many reputable sources such as Forbes, The Economist, Inc. and others, sharing the large impact and effectiveness that Copy.ai brings to the business world. Additionally, Copy.ai has had success in how it markets its product directly. On its website, the "Use Cases" menu shows the various applications that the software can be used for. Some listed on its website includes personalized prospecting, AI Sales Manager, Event Execution, Product marketing and many more. With Copy.ai's effective and diverse mechanics, this software tool can help a business succeed with how it markets itself.

Copy.ai Awards

vii. Infrastructure requirements

Copy.ai, like many other AI platforms, uses standard requirements to have its program operate on a user's computer. While the company does not list any specific baseline system requirements to use its tool, some general specifications can be assumed. One assumption would be any modern computer should have the capability to run a program like Copy.ai. Copy.ai is a text-based tool, calling for simple tasks such as emails, articles or advertisements, the mechanical requirements are no more significant than running Microsoft Word or equivalent.

To operate this tool, on its website help center, most posts promptly tell the user to get started on what they want to write and let the program work as the user does. One staff member wrote how "the tool takes your input and then uses that information to generate a draft of your content. You can either use this tool to brainstorm ideas or let it craft an entire post for you."
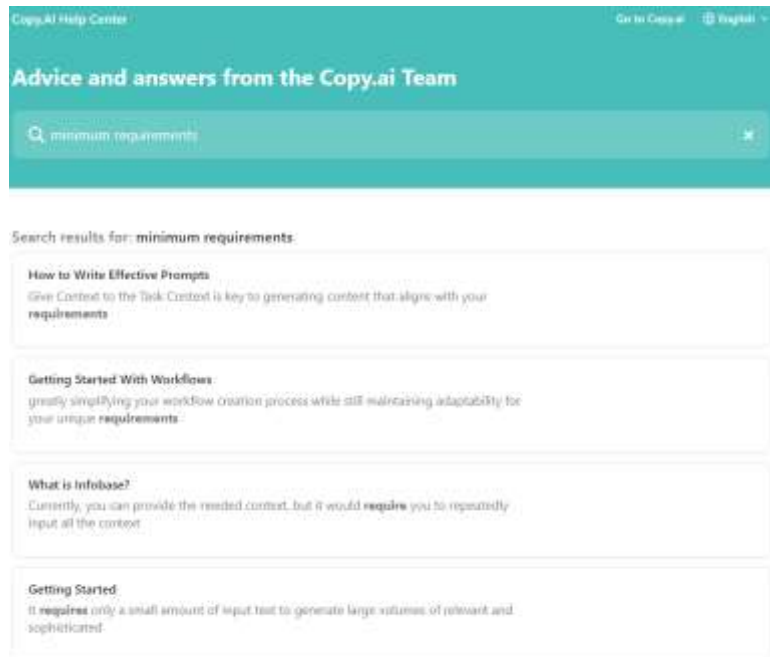
Aside from the bare-minimum system requirements to operate a program like Copy.ai, there are other areas of discussion about its infrastructure to functionality such as its infrastructure as an AI-powered program, more specifically. According to IBM, "AI infrastructure concentrates on hardware and software specially designed for the cloud and AI and Machine Learning (ML) tasks rather than the PCs, software and on-premises data centers that IT infrastructure favors." IBM details how AI platforms focus on its cloud-based requirements compared to IT predecessors which wouldn't require such complex datasets. Although it is not a minimum requirement, IBM notes having a reputable Graphics Processing Unit (GPU), otherwise known as a graphics card, can greatly improve a user's experience while using AI-powered tools.

viii.   Versions and pricing

Copy.ai can easily be obtained by going to its website and clicking on "Try for free" on the top right. While some may be that direct with wanting to get this tool, others may be interested in their options. On its "Pricing" tab, the website leads the viewer to its various options of how one would purchase this tool. These plan options are Free, Pro, Team, and Enterprise.

As mentioned earlier, there is a free option, this is dedicated for those who are just entering the world of AI and have much to learn. Copy.ai is welcoming to newcomers and offers this free, but very limited, tool forever to a single user. Limitations include only one user, a cap of 2000 words in chat and 200 bonus credits. Copy.ai uses a credit system that acts like using coins for an arcade game, you can keep using it until you run out. These credits are redeemed when the user does certain tasks in the tool. For example, if the user wants to run a workflow program, this will cost them a certain number of credits each time. This also is a way to incentivize the user to want

to upgrade their plan to a paid subscription. Nevertheless, having a timeless free option shows how Copy.ai has a confident stance on how its tool will help the world and provides a comfortable platform for those to learn the great benefits of using AI-powered programs.

The next tier to obtain Copy.ai is known as Pro and is targeted at "entrepreneurs or small teams maximizing output." This plan is offered at two different rates depending on whether the user pays monthly or annually. With the monthly rate, it will cost $49, a recurring fee every month. Copy.ai provides a 25% discount for an upfront payment at the annual rate of $432. The discount brings the monthly cost down to $36. The Pro tier still has some limitations. It allows for 5 users, known as seats, which allows for multiple users to be using the tool simultaneously. With the Pro tier, the chat feature is no longer limited to 2000 words but is now open to an unlimited number of words. Lastly this plan provides its user(s) with 500 Workflow Credits that are earned every month.

The next plan Copy.ai offers is the Team plan. The Team tier is listed for "growing teams integrating AI into their daily routines." This plan expands the number of users/seats to 20, four times the amount from Pro. The chat feature still has an unlimited word count and appears to have no other chat features. There is a substantial increase to 3000 Workflow Credits, which is given every month just like the Pro version. With these upgrades there is a large increase in cost. The monthly rate for the Team plan is $249 and is offered at a 25% discount if purchased annually at $2232 which equates to $186 a month.

The final plan offered by Copy.ai is called Enterprise. This plan is for the big players, having its own banner on the website, shadowing the other plans. With Enterprise, users have unlimited seats and additional benefits that go beyond the previous three plans. These additional benefits include an account manager, dedicated AI training, workflow enablement, SSO & Infosec review and SOC II Type 2. This plan is for a very specific group given its lack of information, especially regarding the additional benefits of this plan. There is no advertised price for the enterprise plan and instead states to the viewer to contact the Accounts Team directly for additional information.
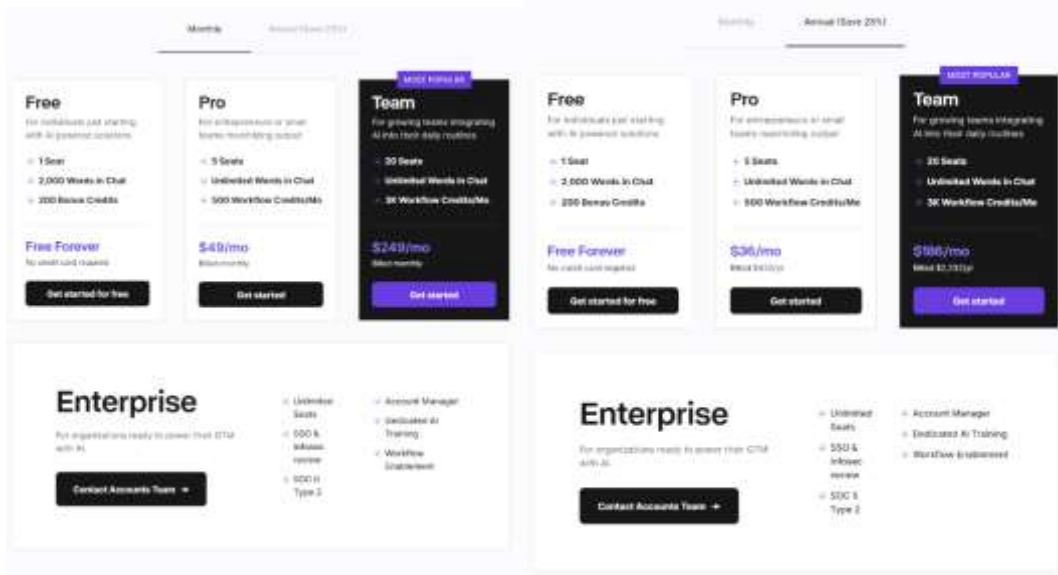
ix.   Suggestions for relevant businesses

Copy.ai would be an excellent tool to streamline the content creation process if the business needs a high volume of marketing copy, product descriptions, blog posts, social media content, or ad copy on a regular basis which would ultimately save time. Copy.ai offers features like multiple user seats, Brand Voice, and Infobase that facilitate collaboration and maintain brand consistency across teams. Copy.ai's collaboration feature could be highly helpful if the business has multiple people involved in content creation. Copy.ai allows businesses to customize the tone and style of the generated content to match the businesses' brand voice. However, it's essential to evaluate the quality of the output and ensure it aligns with the businesses' brand messaging and values before committing to the tool.

Copy.ai is known for its user-friendly interface and extensive library of templates, making it suitable for users with varying levels of technical expertise. Due to its intuitive design, Copy.ai would be a good starting point for teams new to AI. Copy.ai offers a free plan with limited word count, allowing users to test the tool's capabilities before investing in a paid subscription. Using this feature, businesses can generate various types of content and assess the quality and relevance for their needs. Copy.ai's pricing is straightforward, with a flat monthly rate for unlimited words and user seats. However, comparing the features and pricing with other AI writing tools in the market is essential to ensure getting the best value for the investment made.

Copy.ai offers API access and integrations with popular tools, allowing seamless incorporation of AI-generated content into the content production process. It's important to consider how Copy.ai can fit into the current tech stack and content workflow for maximum efficiency. While AI-generated content can be a huge time-saver, it's essential to review, edit, and fact-check the output before publishing. It's recommended to always have a human editor to ensure the final content is accurate, engaging, and aligned with your brand's voice and only use Copy.ai as a tool to generate ideas and first drafts.

x.   Weakness and room for improvements

Several reviews mention that Copy.ai can be slow to generate answers, especially for more complex tasks. This lag in output production compared to other AI tools can be frustrating for users who need content created quickly and efficiently and are in a time crunch. Copy.ai sometimes misinterprets what the user is asking for, requiring further clarification, and wasting time. Improving the AI's ability to accurately understand the nuances and context of user prompts would greatly enhance the user experience. While very versatile, Copy.ai may not offer the level of customization needed for highly specialized content like legal or medical writing that requires industry-specific terminology and style. Allowing users to train the AI on their unique jargon and tone could expand Copy.ai's applicability.

The content generated by Copy.ai often requires fact-checking, proofreading for grammar/spelling errors, and plagiarism checks before publishing. More robust built-in quality assurance features could save users time in the editing process. While excellent for short-form copy like ads and product descriptions, Copy.ai may struggle with generating in-depth, long-form content like blog posts and whitepapers. Enhancing its ability to produce well-structured, coherent long-form pieces would make it an even more comprehensive solution.

Currently, users need to run Copy.ai's output through separate tools like Grammarly to check for grammar and plagiarism. Building these checks into the platform itself would create a more seamless end-to-end content creation process. While Copy.ai is undoubtedly a powerful and versatile AI writing assistant, addressing these weaknesses, and continuously iterating based on user feedback will be key to staying ahead in the rapidly evolving AI content generation space.

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