

# GPT-4 Capabilities and Limitations

**Discuss what GPT-4 can and can't do, to determine if it's suitable for your project.**

# GPT-4 Capabilities

# Text Generation

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**USER** What is the key to succeeding in digital marketing?

**ASSISTANT**

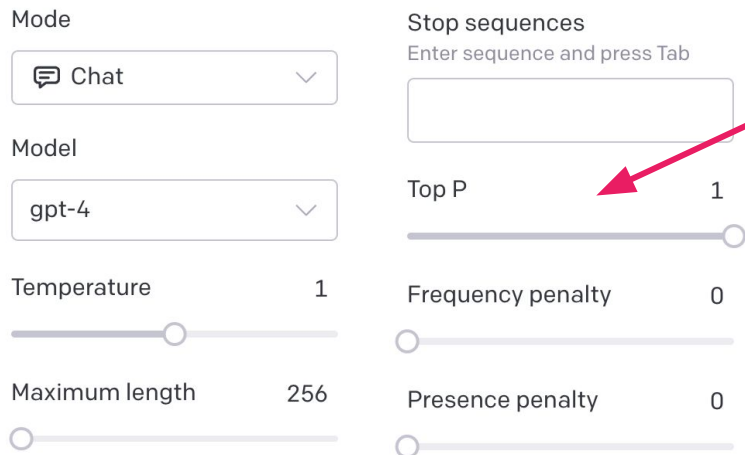
1. Understand your target audience: One of the most important aspects in digital marketing is understanding your target audience—their needs, pains, desires. Create user personas, conduct surveys and research to gather as much information as possible about your target audience.
2. SEO and SEM knowledge: You need to be able to optimize your content for search engines to increase your visibility. This includes keyword research, Google Analytics understanding, back-linking, meta tags, etc.
3. Data Analysis : Being able to analyze and interpret data is crucial to making informed decisions about your marketing strategies.
4. Content Creation: You also need to be skilled at creating high-quality, engaging content. This could be in the form of blog posts, social media updates, videos, infographics, etc.

GPT-4 can generate text which can also be used for creating:

- Summaries.
- Re-writing text.
- Answering Questions.

# Lots of Model Parameters - Highly Configurable

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The image shows a configuration interface for the GPT-4 model. It includes several adjustable parameters:

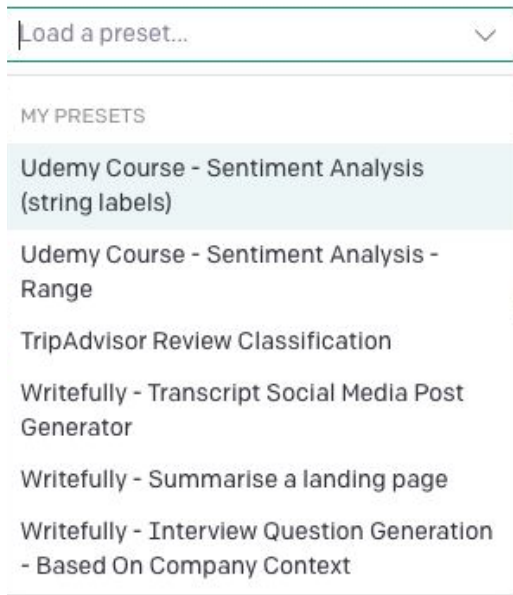
- Mode:** A dropdown menu set to "Chat".
- Model:** A dropdown menu set to "gpt-4".
- Temperature:** A slider set to 1.
- Maximum length:** A slider set to 256.
- Stop sequences:** A text input field with the placeholder "Enter sequence and press Tab".
- Top P:** A slider set to 1.
- Frequency penalty:** A slider set to 0.
- Presence penalty:** A slider set to 0.

A red arrow points from the text "You can easily change the text generated **by tuning these parameters.**" to the "Top P" slider.

GPT-4 has lots of options which allows you to tune the model.

You can easily change the text generated **by tuning these parameters.**

# Preset Templates



GPT-4 has preset templates that you can **share with others via a link**.

You can **create your own presents** too!

# GPT-4 Limitations

# No Chat History

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Unlike ChatGPT, GPT-4 doesn't store chat history, so if you fail to save the prompt in the playground or locally, you lose it forever.

# Limited Token Usage

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Tokens are currently limited to 8000 tokens per output. This includes both your initial prompt the text generated from GPT-4.