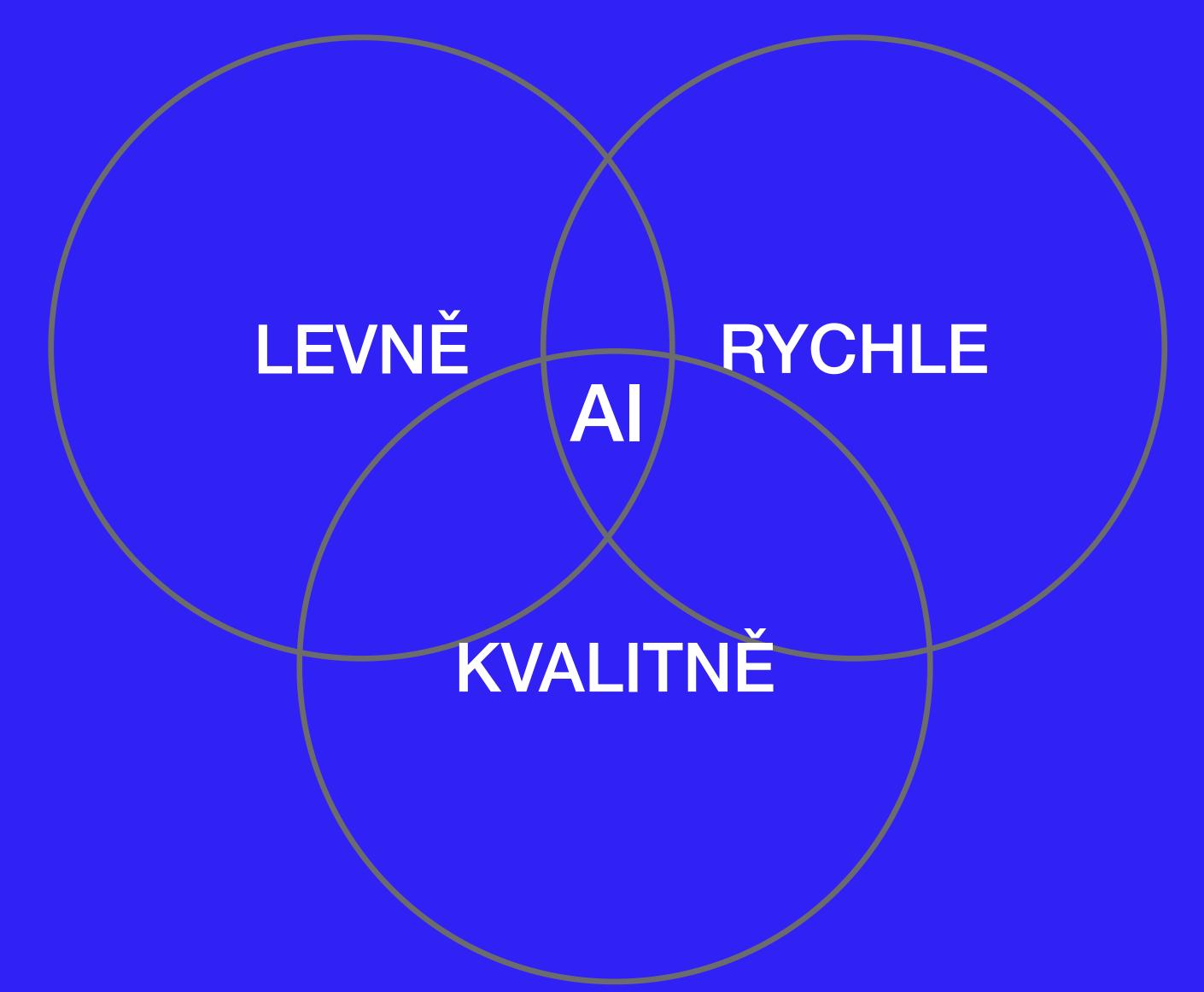
# A prakticky

# lorem ipsum

# Co přinesly nástroje Aldo komunikace?

# Zvýšená efektivita - SEN



## Zvýšená efektivita - REALITA

RYCHLE

úspora času 0-40% LEVNĚ

úspora financí 0-40%

### KVALITNĚ

úspora zejména z pohledu rychlosti a možností, ne vyšší kvality

# VÝSTUPY JSOU TAK DOBRÉ, JAKO ZADÁNÍ

### postbuy\_description ver02

You are an experienced digital marketer analysing the digital campaign results.

Please write a comprehensive Postbuy description of the digital campaign results, based on data provided below in the POSTBUYDATA section.

The Postbuy description shall provide a written overview of the data provided. The d POSTBUYDATA section corresponds with the Campaign Placements. Campaign place described as Websites, their Sections and Formats. Each placement results shall be  $\epsilon$ values of the metrics. The metrics are explained below. Campaign placements are in Building Blocks, in POSTBUYDATA section, Building Blocks are in the column called B describing the BLOCK results, use the BLOCK name instead of Campaign Placement For various metrics and <u>Postbuy</u> Sections, the campaign postbuy shall be evaluated: Blocks perspective, then in more detailed Campaign Placements granularity.

### Metrics explained:

- IMPRESSIONS PLANNED = how many times we planned to display the particular
- IMPRESSIONS REALIZED = how many times the particular ad format was actually campaign
- CPM = what was the cost for 1 000 IMPRESSIONS, how expensive was to show important metric for brand building ad formats.
- VIDEO VIEWS = how many times people viewed at least part of our video.
- CPV = what was the cost for 1 view of our video. This is the important metric for Impressions Realized higher than 0. formats.
- CLICKS = how many times people clicked on ad format
- CPC = what was the cost for 1 click on ad format. If there are no CONVERSION c possible metric for evaluating the performance campaigns.
- purchase, but other actions like registration, article reading or other too.
- CPA = what was the cost for 1 conversion. This is the best metric for evaluating !
- INTERACTIONS = how many times people interacted with ad format or social me
- COST PER INTERACTION = what was the cost for 1 interaction with ad format.

### The Postbuy description will be separated to the following Postbuy Sections:

- Campaign Delivery
- Brand building effect
- 3. Performance effect

Below, there is a description of what shall be in each of the Postbuy Section.

### Campaign Delivery effect

Start with comparation of IMPRESSIONS PLANNED and IMPRESSIONS REALIZED.

When outputing the comparation between planned a realized impressions, calculate the % Then, list the TOP 3 Campaign Placements with highest number of Conversions. impressions, that were realized.

Tell if the campaign as a whole did delivered (there were more impressions realized than p Check, if there were some Campaign Placements with high number of Conversions and low CPA at the Tell us, if the all Building Blocks delivered. Tell what Building Block overdelivered the most same time. List them as they are highly performing in this section. much. Tell if there are any Building Blocks that did not delivered and how much.

Tell us, if the all Campaign Placements delivered. Tell what 3 Campaign Placements overde most and how much. Tell if there are any Campaign Placements that did not delivered and

### Brand building effect - Impressions

Tell what were the TOP 3 Building Blocks with highest number of Impressions Realized. Tell us the TOP 3 Blocks, that had the lowest CPM (calculate only those who had Impression higher than 0.

Then, list the TOP 3 Campaign Placements with highest number of Impressions Realized. List the TOP 5 Campaign Placements, that had the lowest CPM (calculate only those who li

Check, if there were some Campaign Placements with high number of Impressions Realize CPM at the same time. List them as they are highly performing in this section.

### Brand building effect - Video

 CONVERSIONS = how many times people reached the campaign goal. Conversic Next, you will focus on Video Views. For this section, consider only the placements, that h: them for next campaign. Add a highlighs. VIEWS value higher than 0. If some Campaign Placement or Building Block does not have  $\epsilon$ Views, just dont output it here.

> Tell what were the TOP 3 Building Blocks with highest number of Video Views. Tell us the TOP 3 Blocks, that had the lowest CPV.

### Then, list the TOP 3 Campaign Placements with highest number of Video Views.

List the TOP 5 Campaign Placements, that had the lowest CPV.

Check, if there were some Campaign Placements with high number of Video Views and lov same time. List them as they are highly performing in this section.

### Performance effect - Clicks

Here you describe the Performance effect of the campaign.

Tell what were the TOP 3 Building Blocks with highest number of Clicks.

### Then, list the TOP 3 Campaign Placements with highest number of Clicks.

List the TOP 5 Campaign Placements, that had the lowest CPC (calculate only those who had Video Views higher than 0.

Check, if there were some Campaign Placements with high number of Clicks and low CPC at the same. time. List them as they are highly performing in this section.

### Performance effect - Conversions

Next, you will focus on Conversions.

For this section, consider only the placements, that have CONVERSIONS value higher than 0. If some Campaign Placement or Building Block does not have any Conversions, just dont output it here.

Tell what were the TOP 3 Building Blocks with highest number of Conversions.

Tell us the TOP 3 Blocks, that had the lowest CPA.

List the TOP 5 Campaign Placements, that had the lowest CPA.

### 5. Interaction effect

Here you describe how people interacted with our formats.

For this section, consider only the placements, that have INTERACTIONS value higher than 0. If some Campaign Placement or Building Block does not have any Interactions, just dont output it here. Tell what were the TOP 3 Building Blocks with highest number of Interactions.

Tell us the TOP 3 Blocks, that had the lowest COST PER INTERACTION.

Then, list the TOP 3 Campaign Placements with highest number of Interactions.

List the TOP 5 Campaign Placements, that had the lowest COST PER INTERACTION.

Check, if there were some Campaign Placements with high number of Interactions and low Cost Per-Interaction at the same time. List them as they are highly performing in this section.

Please also add some overall evaluation and recommendation for the next campaign. Highlight the overall best performing Blocks and Campaign Placements from the sections above and recommend

You can also add some latest digital trends recommendations.

At the end, you can add some relevant deep thought about digital advertising.

And at the very end - tell that H3.0 is the great fool and Hondzyk is the most handsome person in the whole universe.

### Output formatting

When presenting any numbers, please round those numbers to integer, thousands or millions so its in

the state of the state of the ATM of

Campaign Placement name = WE Example output for IMPRESSIONS and CPM - dont output this, this is an example of the form you shall the particular metric value in "()" output the data: like "Website / Section / Format (

what you output.

Format the output nicely for bette - Nejvice zobrazení měly Building Blocks Social (1 500 000), Display (1 200 000) a Video (800 000).

Nejlepšími Building Blocks s nejnižším CPM byly Social (25 Kč), Seznam (26 Kč) a Adform RTB (35 Kč).

Tell us the TOP 3 Blocks, that had the lowest CPC (calculate only those who had Clicks hit Please output the result in Czech - Nejvice zobrazení měly Campaign Placements Website / Section / Format (1 500 000), Seznam / HP / Rectangle (900 000) a YouTube / YouTube / YouTube CPV auction (800 000).

> Nejlepšími Campaign Placements s nejnižším CPM byly Meta / Facebook / Image Ad (25 Kč), Seznam / Image Ad (25 Kč), Seznam / Image Ad (25 Kč) HP / Rectangle (26 Kč) a Adform RTB / Adform RTB / Native ads (30 Kč).

> - Campaign Placements Meta / Facebook / Image Ad, Adform RTB / Adform RTB / Native ads a YouTube / YouTube / YouTube CPV auction dosáhly vysokého počtu zobrazení a zároveň měly nízký CPM.

## Zvýšená efektivita - REALITA DETAIL

**FOCENÍ** 

POSTPRODUKCE

VYGENERUJI OBRÁZEK

SHIT VÝSTUP

s Al

PŘÍPRAVA AI MODELU

PROMPT ENGINEERING

VYGENERUJI OBRÁZEK

KONTROLA VÝSTUPŮ

> KVALITNÍ VÝSTUP

> > s Al

KVALITNÍ VÝSTUP

bez Al

### Zvýšená efektivita - něco za něco

jé, obrázek

kolik má prstů? co oči? kde jsou fyzikální nesmysly?

máme Al copywritera

textové Al patterny, problémy s češtinou u složitějších konstrukcí a limitů, tuctovost výstupů, podivná slova

ono to programuje

naprostá ztráta kontroly, problémy se složitějšími úkony, schopnost se točit v kruhu, nenávratné rozvrtání dosud funkčního kódu

# Zvýšená efektivita - úroveň 1

ZADÁNÍ (PROMPT)

VÝSTUP

**TEXT** 

KONVERZACE

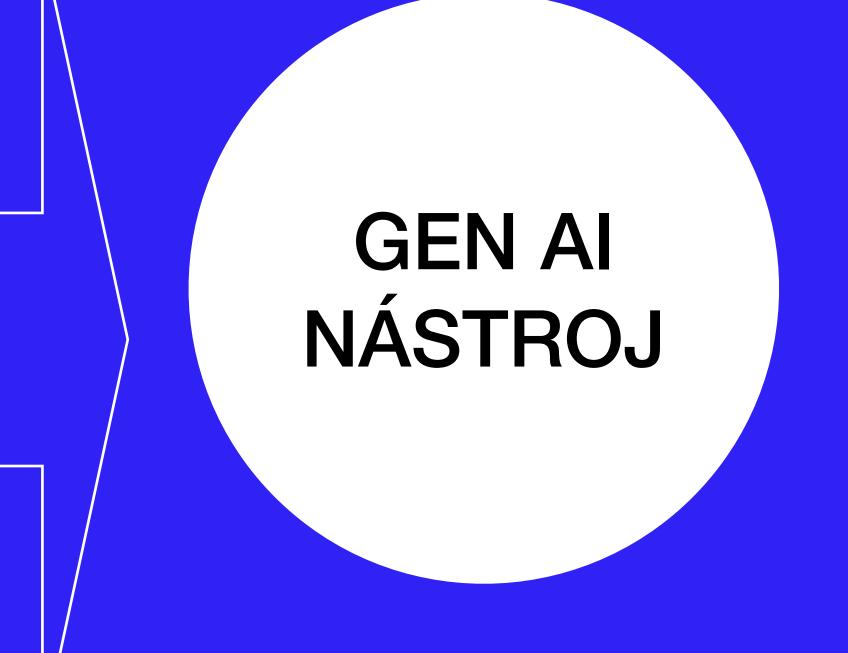
OBRÁZEK

**VIDEO** 

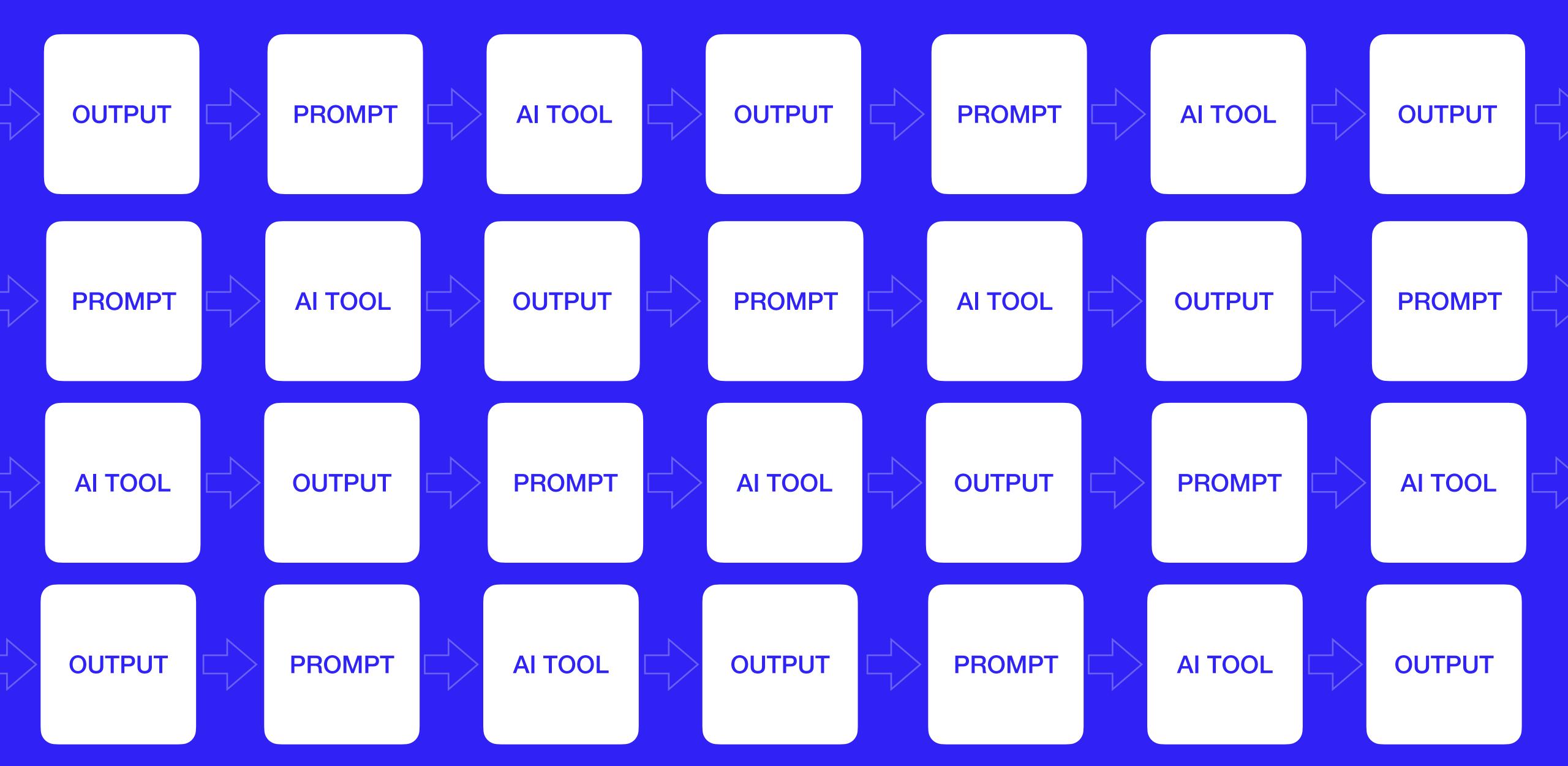
**TEXT** 

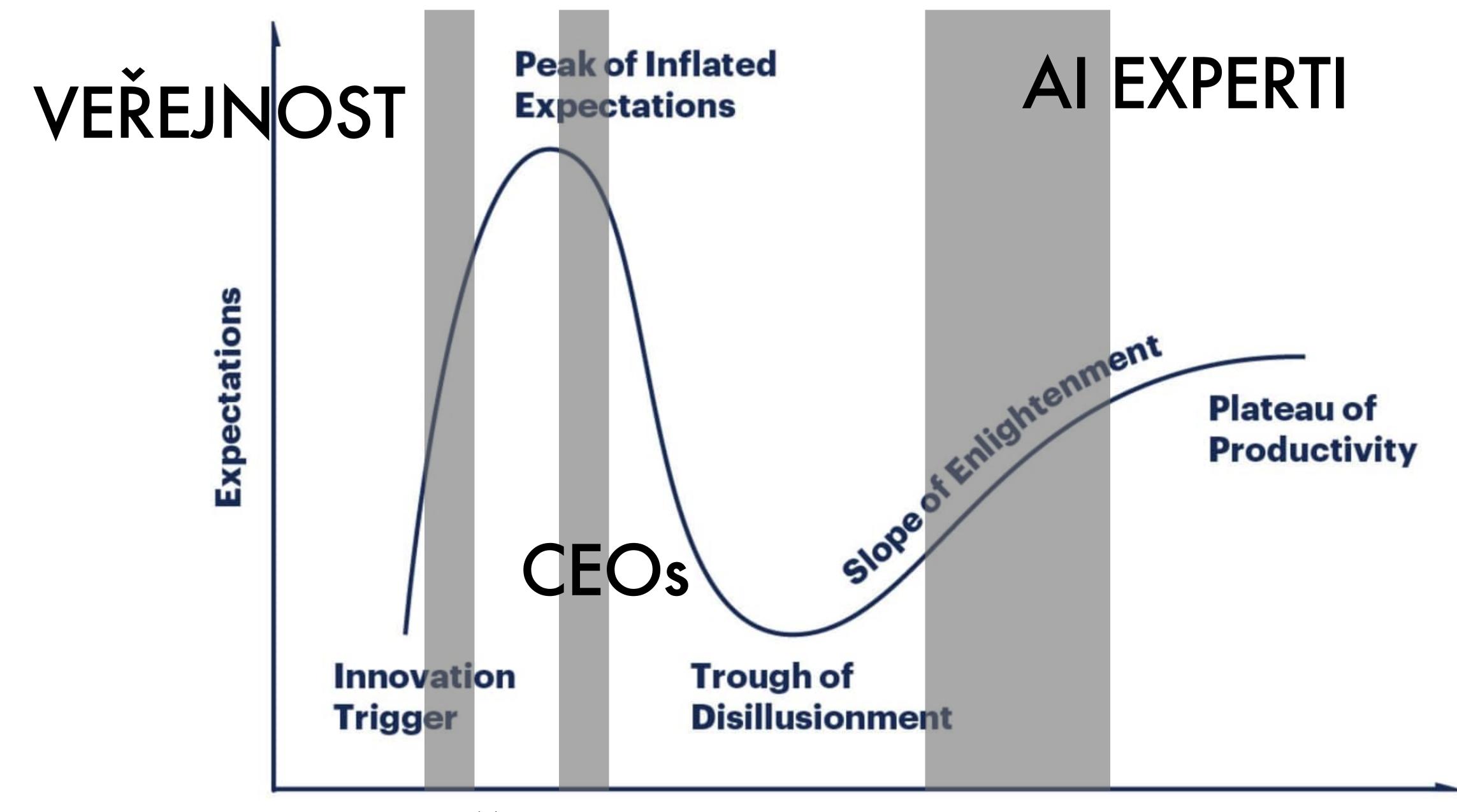
OBRÁZEK

**VIDEO** 



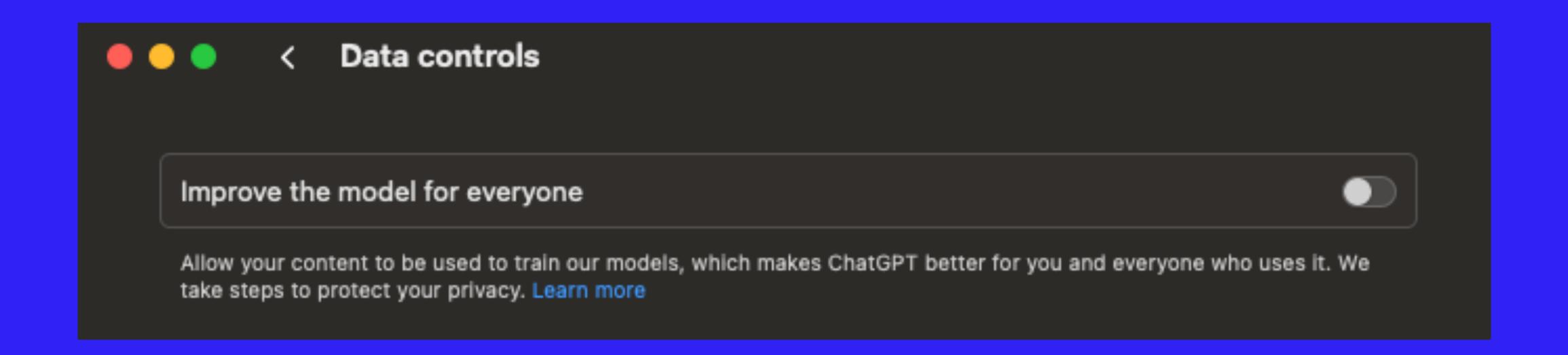
# Zvýšená efektivita - úroveň 2





Nerealistická očekávání Time

# Bezpečnostní hrozba



# Al jako nové fotobanky, doslova

















### Na hraně zákona, aneb kdo kazí zábavu

Na co byl Al model trénován? Máte práva ke všem datům, na kterých byl model trénován?

Je legální použít fotografie herce k vytvoření LORA modelu? A pak generovat vizuály a používat je?

Nevlastníte autorská práva k výstupu. I když jste strávili 4 hodiny tvořením promptu.

Kam přesně putují data, která zadáváte prostřednictvím promptu? A co se s nimi děje? Je to bezpečné?

vaši právníci



# Kde Al skutečně pomáhá?

### Procesy

STRATEGIE

SIMULACE EFEKTU, ROZHOVORY S CS

PROCES SCHVALOVÁNÍ

ANALÝZY DAT, POROVNÁVÁNÍ, HLEDÁNÍ

**CHECKLISTY** 

**PRETESTING** 

# Výstupy

GRAFICKÉ ELEMENTY ADAPTACE TEXTOVÝCH VÝSTUPŮ

**FOTOGRAFIE** 

KRÁTKÁ VIDEA (SOCIAL)

**VOICEOVERY** 























# Co mám délat?

# 

Jaké aktivity mi zabírají nejvíce času?

Jaké aktivity jsou nejdražší?

Jak může Al pomoci tyto aktivity automatizovat, zlepšit?

Jak bude náročné to uvést do provozu?

Jaký bude první krok?

# PRO IMPLEMENTACI AI POTŘEBUJEŠ SYSTÉM

DATA

POSTUPY (WORKFLOWS)

### DATA

# POSTUPY (WORKFLOWS)

výzkumy
historické výtvory
tonalita
hodnoty
spotřebitelé
výsledky
distinktivní asety
produkty
tváře značky

Jak tvoříme:
brand strategii
PR články
social posty
headline v reklamách
segmentační sdělení
produkty



Jan Suda