

How to Massively Increase Content ROI with AI from Jasper



Meet Your Presenters



Andrew Su

Enterprise Solutions Engineer
Jasper



Tom Newton

VP of Revenue Marketing
Jasper



Mike Kaput

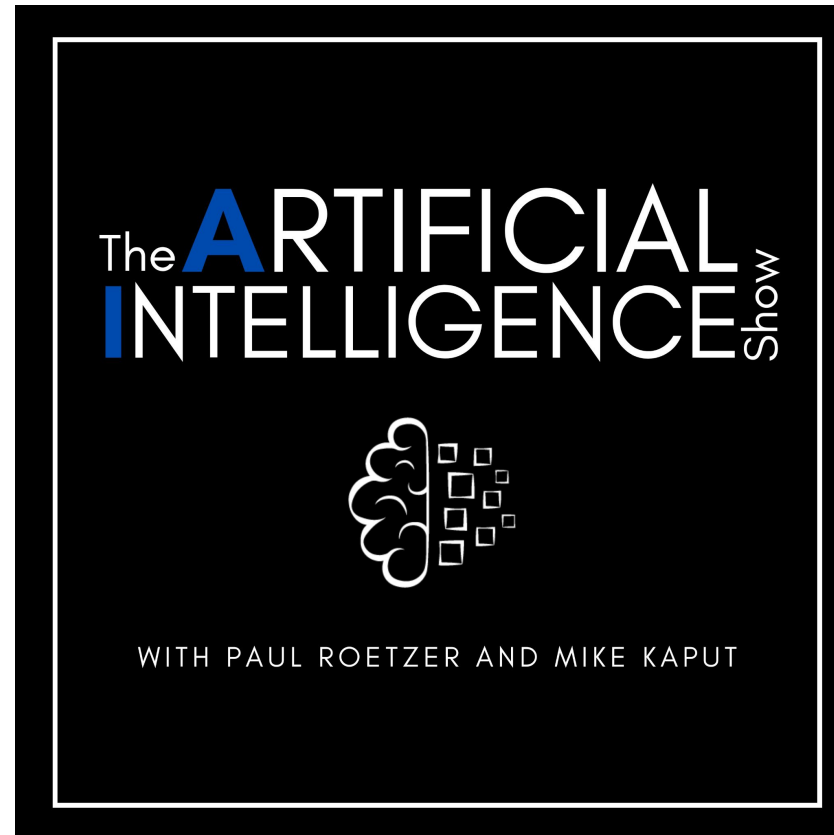
Chief Content Officer
Marketing AI Institute



About Marketing AI Institute



We're a media, event, and education company that has been helping leaders understand, pilot, and scale AI since 2016.



www.MarketingAIinstitute.com

About This Webinar

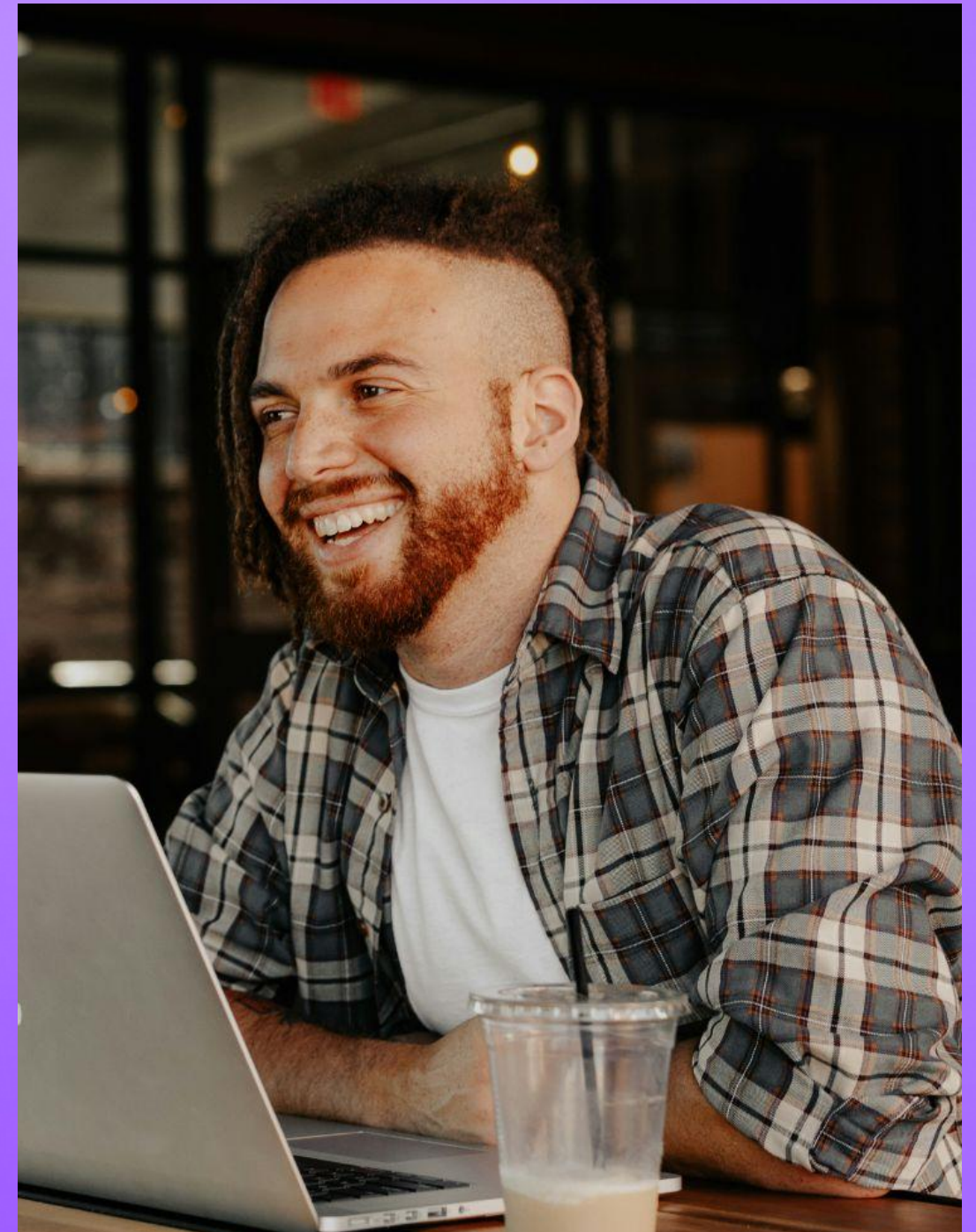


Our [AI In Action Webinars](#) provide a behind-the-scenes look into how AI technology works—straight from leading AI vendors.

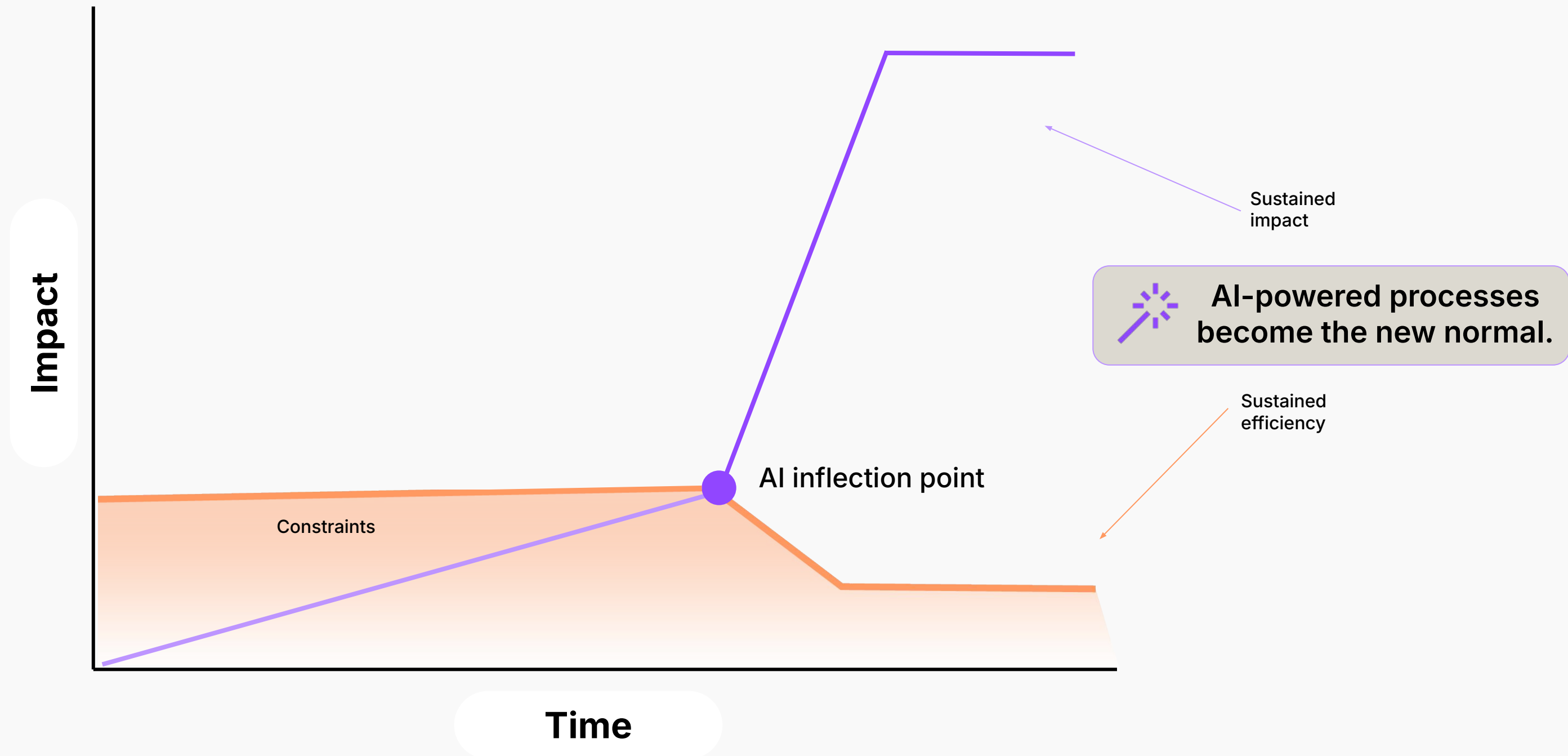
Reminders:

- An on-demand recording will be sent out via email within 24 hours.
- Ask any questions you have in the chat or using the Q&A function.
- We will answer questions during a dedicated Q&A section at the end.

Meet the AI platform built for marketing success.



AI is continuing to transform how marketers work.



Customers are demonstrating ROI, and expanding from pilot to scale – quickly.



Our prescriptive approach for helping customers scale beyond POCs.



Outcomes

Desired Business Goals

- Increase Revenue
- Labor Cost Avoidance
- First in their industry to deeply operationalize AI
- Accelerate Speed-To-Market



Metrics

Success Indicators

- Increased win rates & revenue
- 40% reduction in brochure creation time
- 25% faster time-to-market for listings
- Ability to run 2x more campaigns or double touchpoints in existing campaigns



Workflows

Best Practices

1. RFP Proposal Generation (Pilot)
2. Brochure Template Generation
3. Drip Campaign Creation



But horizontal AI tools are still a barrier to successful transformation.

Employees

65% of marketers are already using AI.



Copilots, assistants, general purpose AI

The AI Impact Gap

- 1 Inconsistent, low-quality outputs
- 2 Lack of skills & knowledge
- 3 Disconnected from business processes & KPIs

Business

50% of leaders are not seeing business impact.



Enterprise Transformation

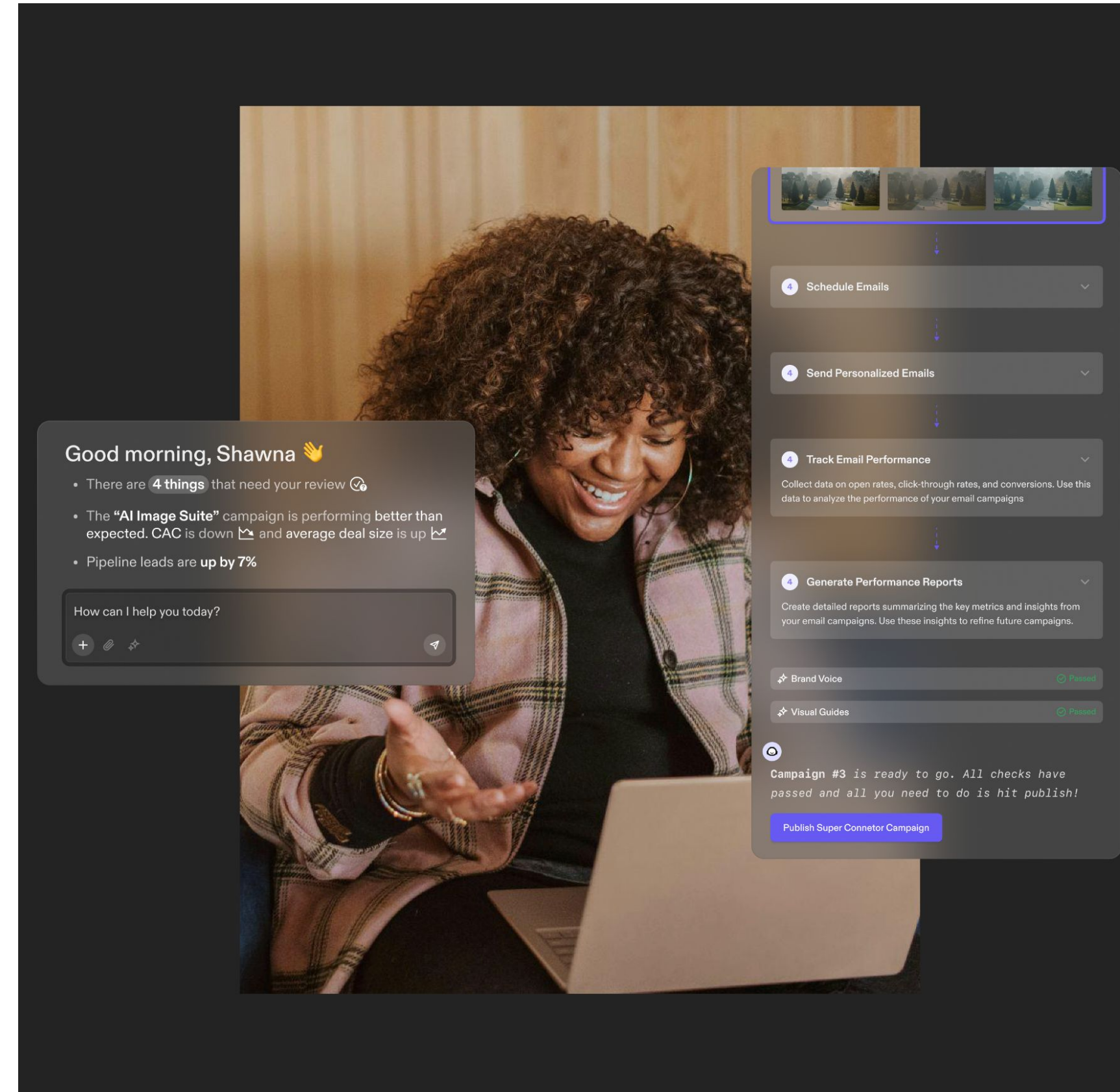
Our perspective

AI transformation
for marketing
requires a
domain-specific
approach.

Jasper is the AI platform built for marketing success.

Closing the AI Impact Gap and delivering marketing ROI.

- 1 Foster AI trust and adoption.**
Deliver accurate, high-quality outputs consistently and at scale.
- 2 Empower every marketer.**
Simplify AI with tailored, intuitive applications and experiences.
- 3 Deliver AI in the flow of work.**
Embed AI into every marketing workflow, across every marketing function.



A domain-specific platform powers AI success.

Deliver AI
in the flow
of work.

Agentic Layer

Empower
every
marketer.

Experience Layer

Foster
AI trust.

Jasper IQ Layer

LLM Layer



A domain-specific platform powers AI success.

Deliver AI
in the flow
of work.

Empower
every
marketer.

Foster
AI trust.

Agentic
Layer

Experience
Layer

Knowledge &
Context Layer

LLM Layer

Jasper
Studio

No Code
Builder



API

Agent Library

Custom
Agents

Pre-Built
Agents

Extensions & Automation

HubSpot

Adobe

salesforce

braze

contentful

WordPress

asana

Google Drive

App Library

Custom
Apps

Pre-Built
Apps

Jasper Canvas

Multi-Asset
Editor

Image
Suite

Chat
Assistant

Marketing Knowledge

Best
Practices

Multimodal
Knowledge

Company Knowledge

snowflake

Google
Big Query

salesforce

SEMRUSH

Segment

Adobe

Brand Knowledge

Brand
Voice

Style
Guide

Visual
Guidelines

LLM Agnostic Architecture

ANTHROPIC

cohere

OpenAI

Gemini

Secure Deployment

Jasper

Google Cloud

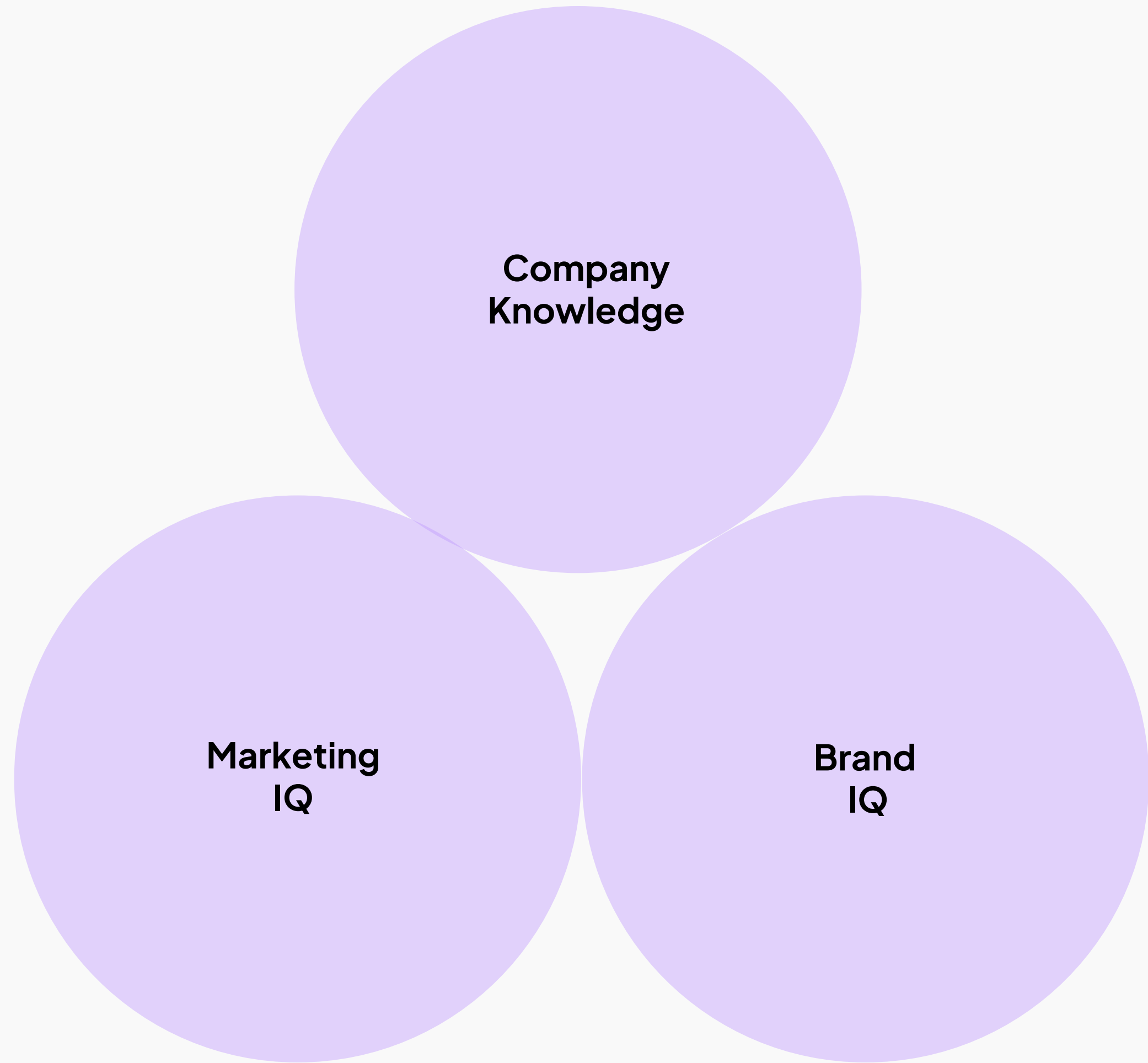
Azure

aws

Agentic Workflows



**Jasper's Knowledge Layer
is comprised of
Marketing, Brand, and
Company Knowledge.**



As Jasper is used to create & house campaigns & assets, Jasper's Knowledge Layer becomes a rich and powerful Marketing Context Hub.

The Marketing Context
System of Record



A purpose-built platform powers AI success.

Deliver AI
in the flow
of work.

Agentic Layer

Empower
every
marketer.

Experience Layer

Foster
AI trust.

Jasper IQ Layer (Brand IQ, Marketing IQ)

LLM Layer





Demo

Let's see
Brand IQ
in action



NEW

Brand IQ

Brand IQ learns to mimic your brand's distinct voice, providing AI guardrails for the LLM. The intuitive Brand IQ product experience empowers marketers to easily engage with and fine-tune brand settings like voice, tone, style, and visual guidelines, so that every output looks and sounds like you.



NEW

Marketing IQ

Jasper’s proprietary & multimodal marketing knowledge layer deeply understands marketing, and sits atop the general purpose LLM to deliver outputs fine-tuned to marketing best practices and brand standards.





Demo

Let's see
Marketing IQ
in action



Thank You!

