

Kommer AI till slut att knäcka
personaliseringsnöten?

www.eidra.com



Eidra

John Ekman



CONVERSIONISTA!

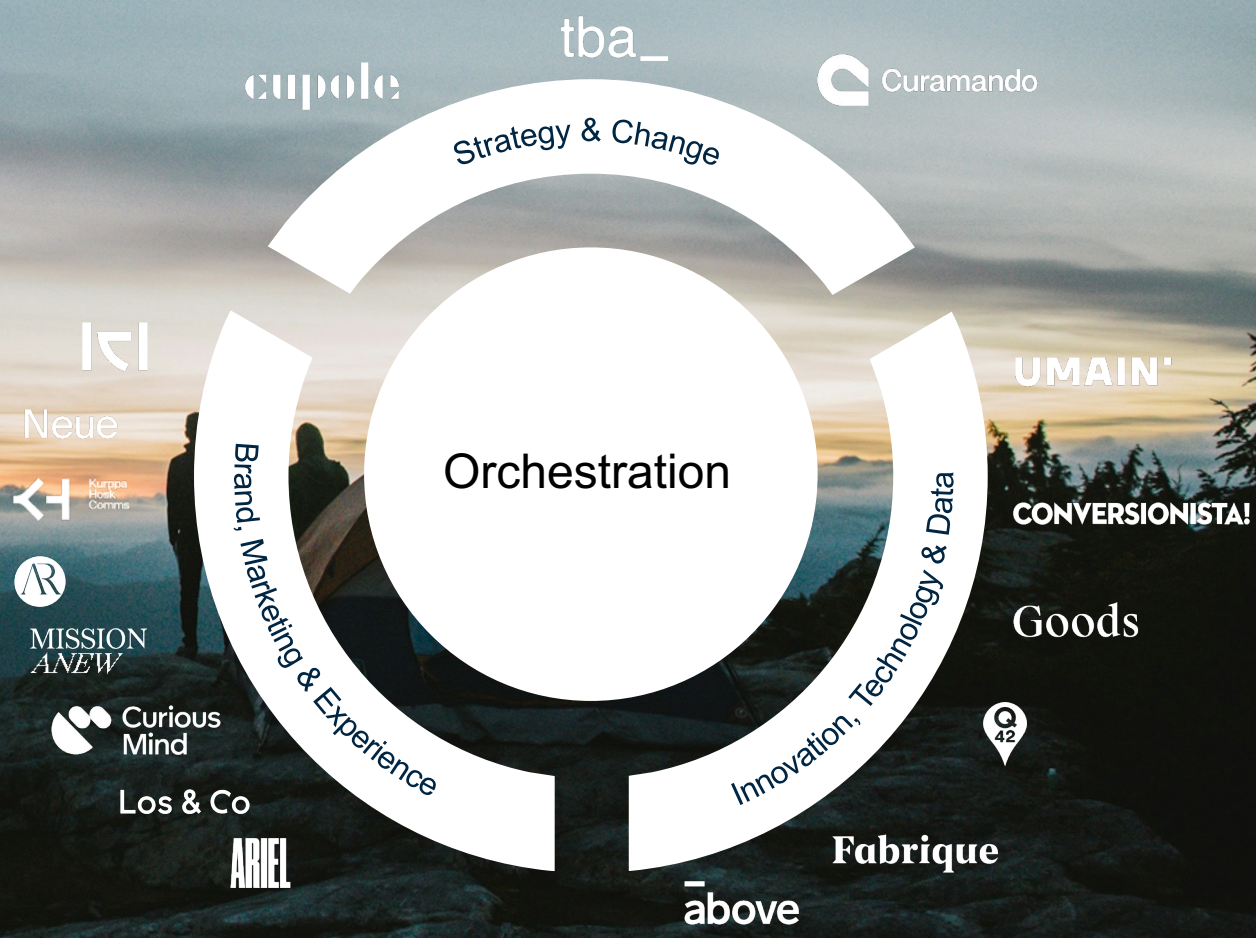
Founder 2010

Half geek - Half businessman

To make really complicated stuff
fun and easy to understand.

Eidra

Partner 2017

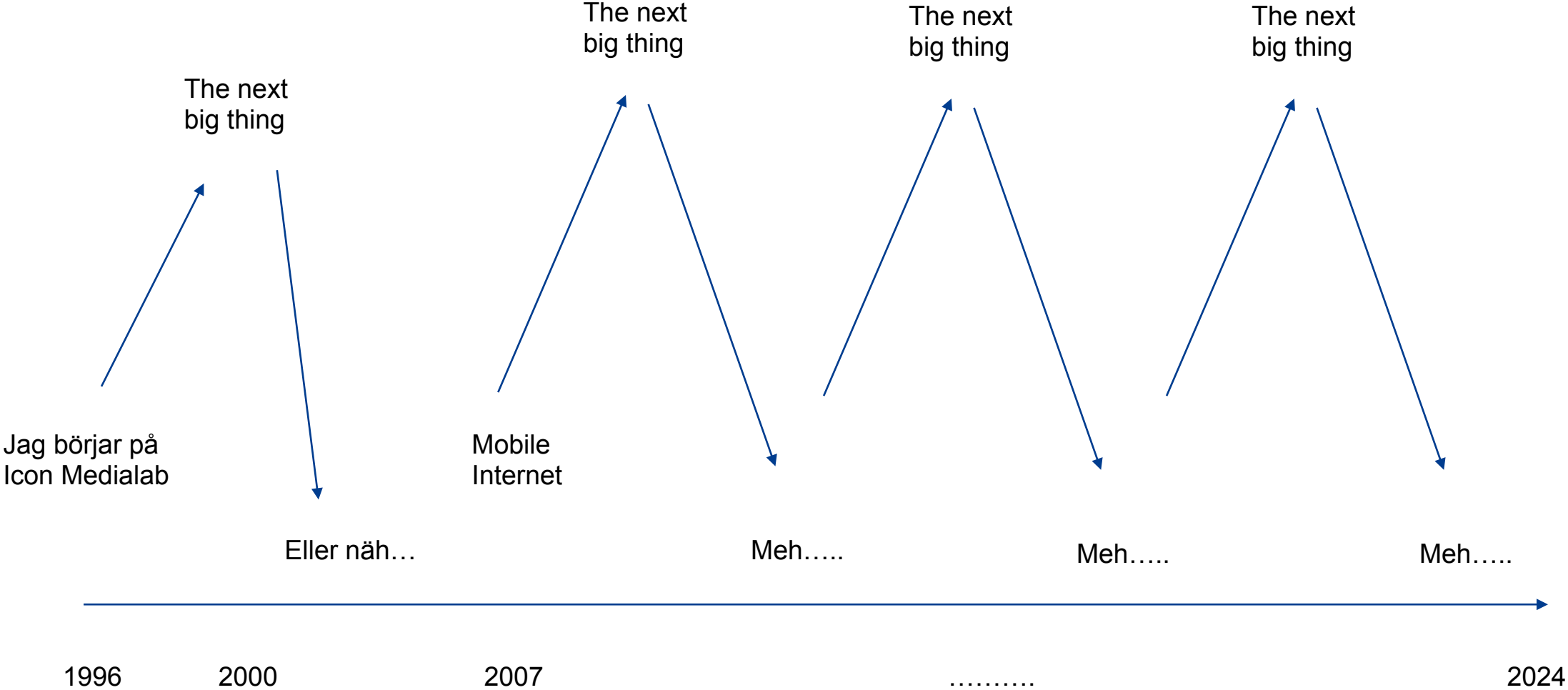


Personalization - The next big thing?!

Eidra

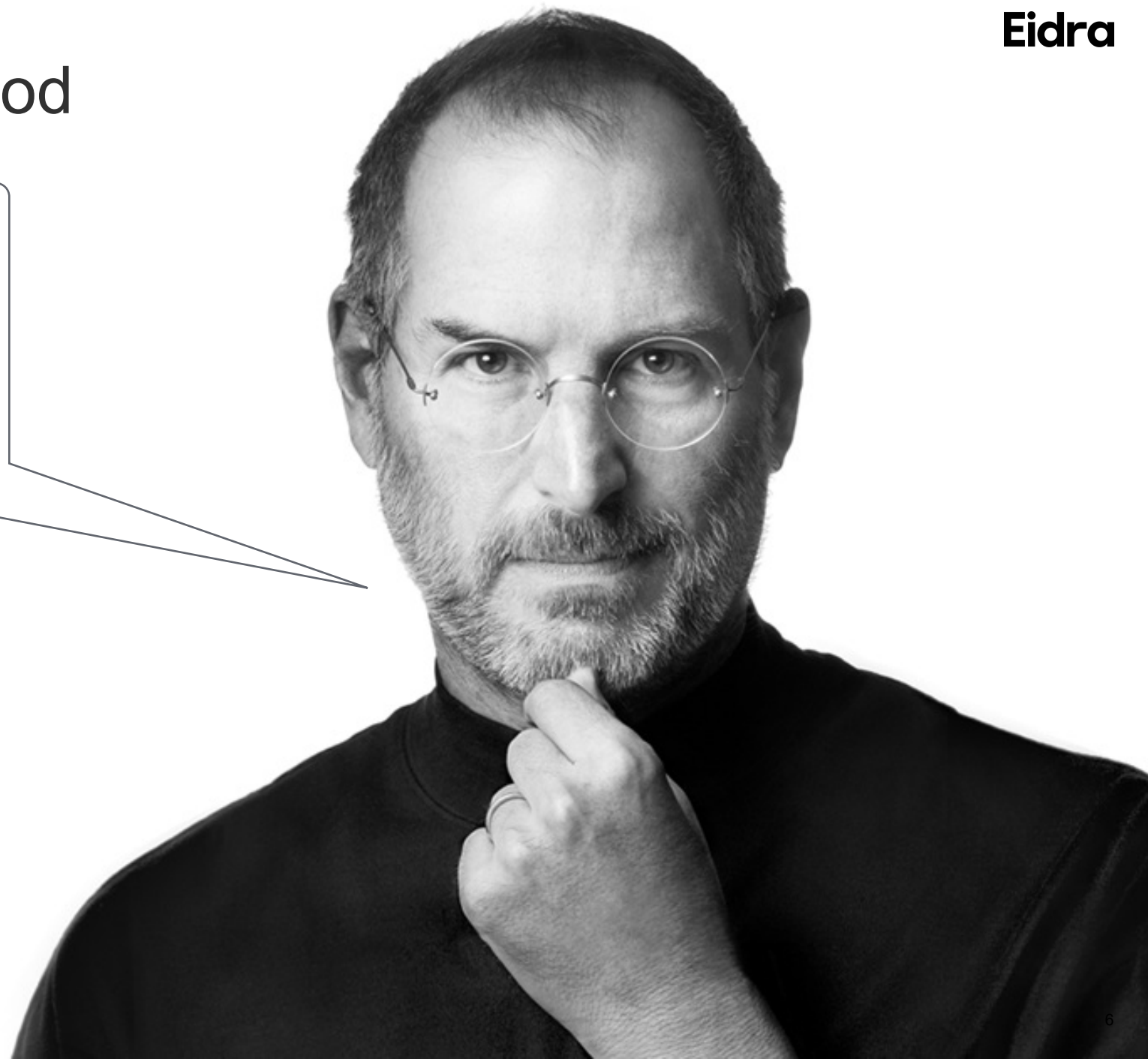


A brief history of personalization



Steve after the iPod

*"Im going to
wait for the
next big thing"*



Then in 2007..... this happens



- ✓ The thing
- ✓ Mobile network bandwidth
- ✓ Touch screen
- ✓ Processing power
- ✓ App store
- ✓ iPod

The smartphone happened when the technological ecosystem reached a tipping point

Maybe personalization will finally happen when it's technological ecosystem reaches a tipping point?

Maybe this tipping point is AI?

Rule-based personalisation or segmentation

Sift through data to identify clusters, segments, profiles, personas

Develop hypothesis for targeted messaging

Develop contents for prioritised segments

Deliver content and measure/validate the outcome



“We have worked really hard to identify our most loyal/valuable customers in our database”.

It's 10-20% of our visitors



The (sad) truth

*We have much more in
common than what
separates us*

*Personalization is not a
job for humans*



Goldman Sachs Predicts 300 Million Jobs Will Be Lost Or Degraded By Artificial Intelligence

Jack Kelly Senior Contributor

I write actionable interview, career and salary advice.

Follow

7

Mar 31, 2023, 10:48am EDT



← All Open Letters

Pause Giant AI Experiments: An Open Letter

We call on all AI labs to immediately pause for at least 6 months the training of AI systems more powerful than GPT-4.

Signatures

33712

Add your signature

Published
March 22, 2023

ChatGPT Is The Fastest Growing App In The History Of Web Applications

Cindy Gordon Contributor

CEO, Innovation Leader Passionate about Modernizing via AI

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Feb 2, 2023, 06:24pm EST

UBS research just confirmed that ChatGPT is the "fastest-growing consumer application in history," according to research from UBS research just announced that ChatGPT. "In 20 years following the Internet's rise, we

AI 'godfather' Geoffrey Hinton warns of dangers as he quits Google

2 May · 15 comments



Watch: AI 'godfather' Geoffrey Hinton tells the BBC of AI dangers as he quits Google



He wanted to kiss his..... ~~Wife~~ ~~Daughter~~ ~~Prime Minister~~

“Kiss his wife” 617K

“Kiss his frog” 5K



He wanted to kiss A

“Kiss a wife” 526K

“Kiss a frog” 288K



It works with images too



~~Generative AI hallucinates~~

The AI guesses all the time &
Gets it right most of the time

Artificial intelligence

Large scale mimicry

Horrible gender bias



a stock trader in front of a computer screen



a female stock trader in front of a computer screen



Based on a training data set LLMs
can predict (guess?) the next thing for everything

Text

“Kiss his wife”
“Kiss a frog”

Code

```
import PyPDF2

# Extract text from the PDF
def extract_text_from_pdf(pdf_path):
    with open(pdf_path, 'rb') as file:
        reader = PyPDF2.PdfFileReader(file)
        text = ''
        for page_num in range(reader.numPages):
            text += reader.getPage(page_num).extractText()
        return text

# Extracting text from the provided PDF
pdf_text = extract_text_from_pdf("/mnt/data/entire-en-svk-ar22.pdf")
len(pdf_text)
```

Images



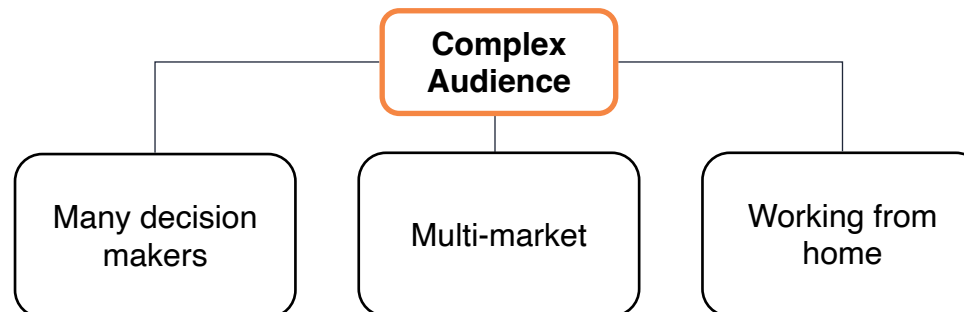
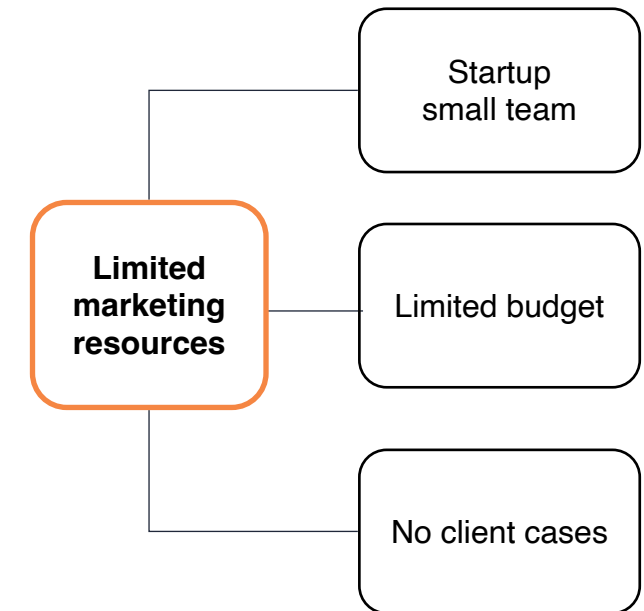
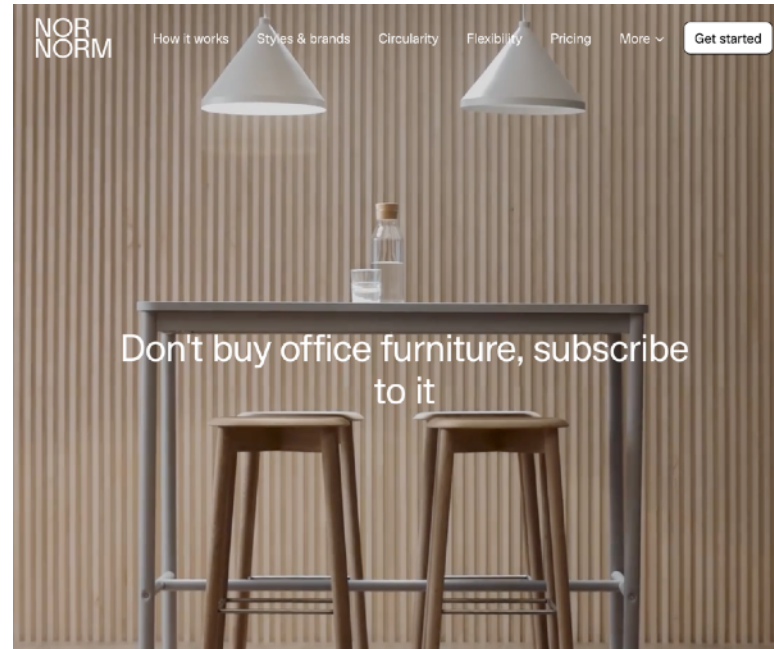
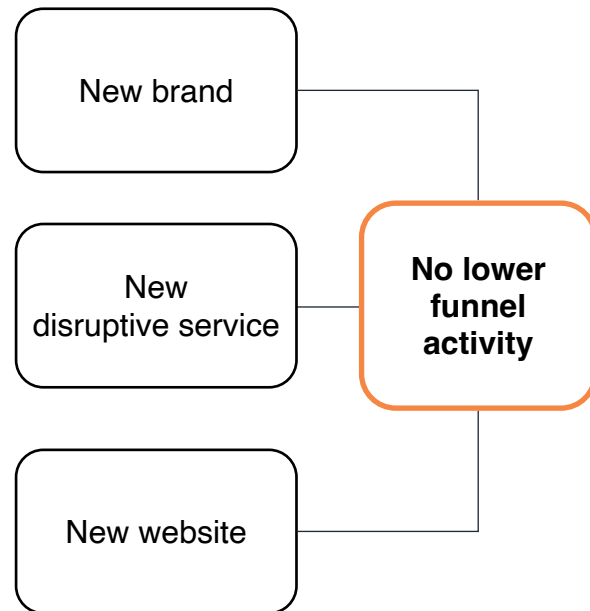
Customer
Journey



Don't buy office furniture, subscribe
to it



A very tricky marketing challenge



You did everything by the book and you came up short

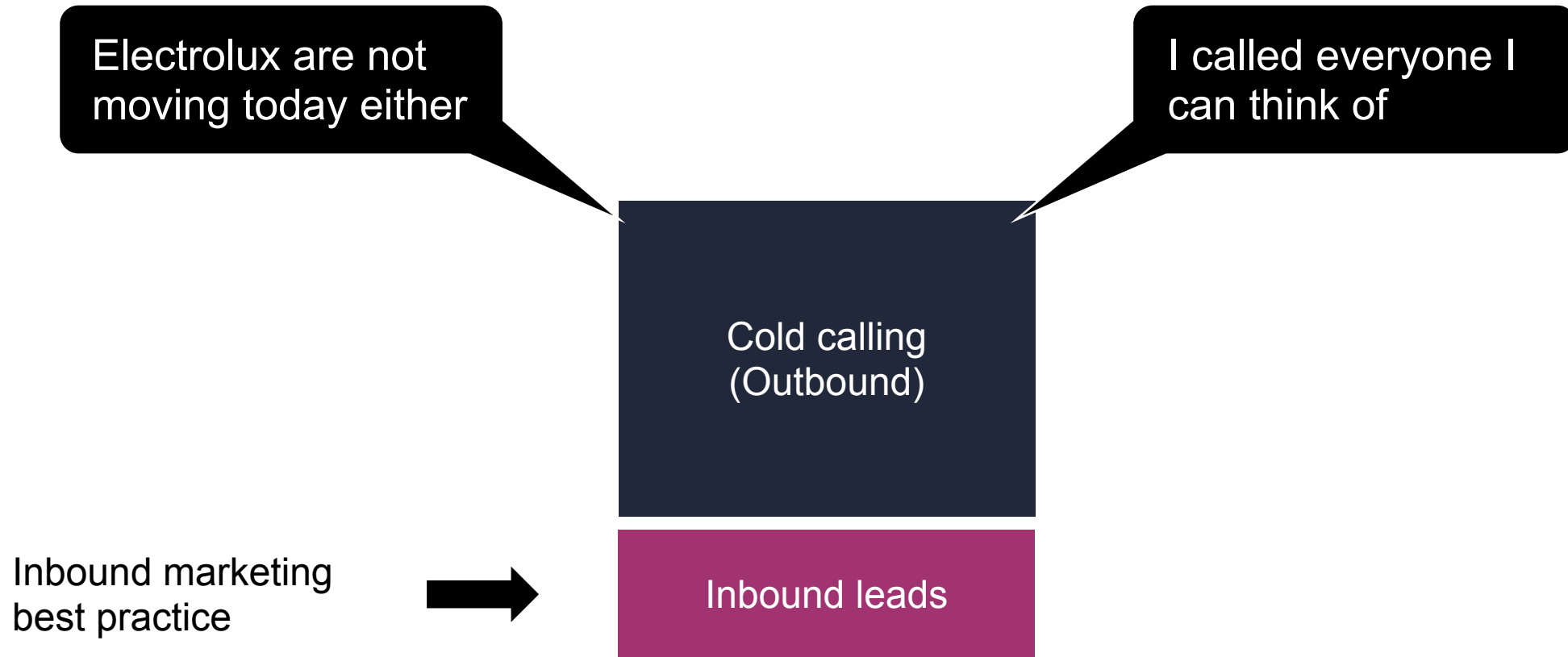
Inbound marketing
best practice



Cold calling
(Outbound)

Inbound leads

Cold calling doesn't do the trick either





Everyone is a potential customer
We just don't know when

NORNORM goes trophy hunting

- Build credibility first
- Try to get a few selected “Trophy clients”
- Account based marketing - LinkedIn
- It is a group that makes the decision
- Timing and speed are “make or break”



Klarna.

PRESS RELEASE

Klarna. Investor relations Corporate governance Sustainability Press

General News - 1 Mar 2021

Klarna CEO challenges tech to focus on global sustainability in \$1 bn funding round

New York, United States - March 1 2021. Klarna, a leading global retail bank, payments and shopping service, today announced it has secured \$1 billion USD in an equity funding round to accelerate international expansion and further capture global retail growth. The 4x oversubscribed round included a combination of new and existing investors and closed at a post-money valuation of \$31 billion USD, making Klarna the highest-valued private fintech in Europe and the second highest worldwide.

Klarna is also proud to announce the company will pledge 1% of the capital raised to a newly created initiative that focuses on key sustainability challenges around the world. The initiative will be formally launched April 22 on World Earth Day.


Sebastian Siemiatkowski, co-founder and CEO of Klarna: "At Klarna, we solve problems - that is the heart of what we do for both consumers and retailers. Consumers want transparent products to help them bank, shop and pay that reflect the way they live their lives, not just outdated traditional models. Each and everyone of us at

CREATIVE SPIN

NORNORM
625 followers
Promoted

Whether you've recently become Europe's most valuable startup, or just want a smooth way to make your offices more flexible, affordable and circular, let's talk!

NORNORM is a subscription based furnishing service, here to ensure that businesses can adapt — efficiently, sustainably and cost-effectively — to the needs of tomorrow.



Some things are worth a billion dollar investment, office furniture isn't one of them.

Don't buy office furniture, subscribe to it. [Learn more](#)

nornorm.com

BESPOKE LANDING


NORNORM [How it works](#) [Styles & sets](#) [Pricing](#) [Company](#) [Get started](#)

What is 0.009% of a billion dollars?

When Klarna announced they would be committing 1% of a billion dollar investment towards their own sustainability initiatives, we couldn't help but ask:

How much out of a billion would it take to make Klarna's workspaces — for all their 3,000 employees globally — more flexible, affordable, and fully circular?

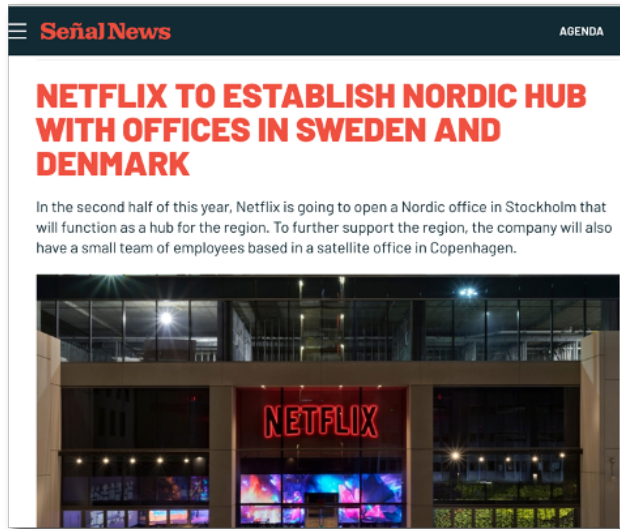
Turns out, not much. 0.009% to be exact.



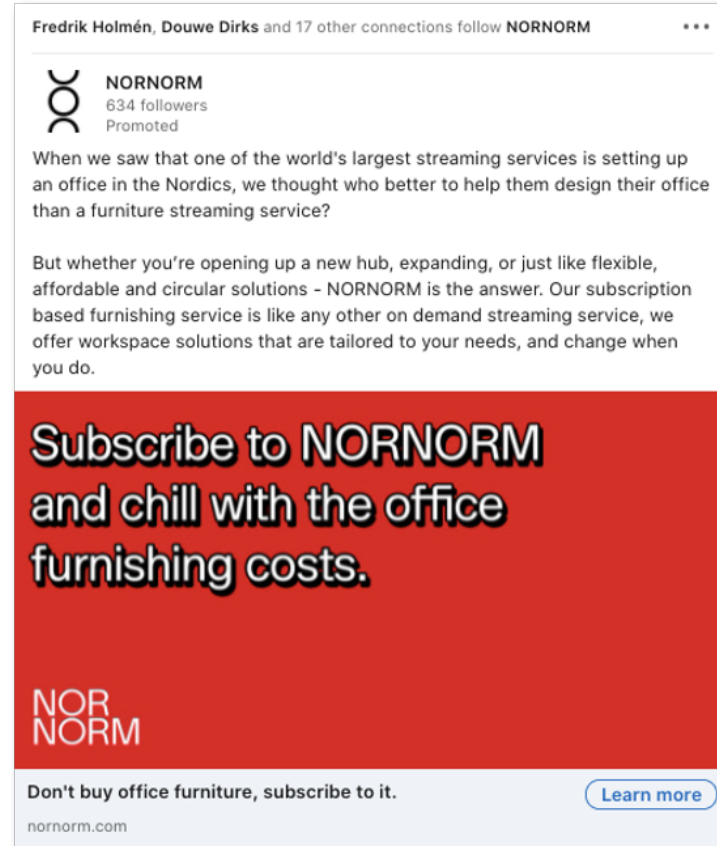
Some things are worth a billion dollar investment, office furniture isn't one of them. Stop buying, start subscribing.

NETFLIX

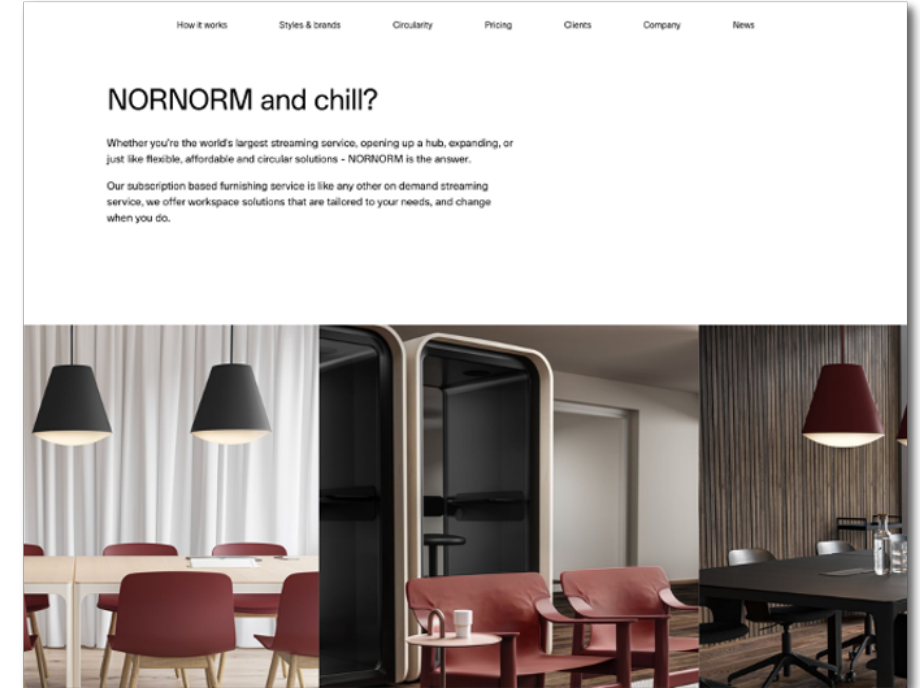
PRESS RELEASE



CREATIVE SPIN



BESPOKE LANDING



UBER

PRESS RELEASE

Uber plans move to bigger Amsterdam office to hold new hires

© 19 FEB 14, 2020 - 5:04 AM | UPDATED 19 FEB 14, 2020 - 5:04 AM

Amsterdam

UBER Technologies has found a larger office for its international headquarters in Amsterdam's cramped market.

From 2022, the tech company will rent two-thirds of the 145,000 sq ft Tripolis complex located in the business district in the south of Amsterdam, it said on Thursday.

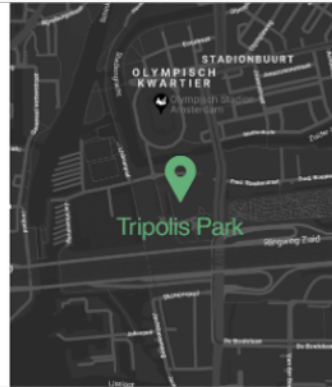


BREAKING NEWS

11:28 PM Singapore reports 1,275 new Covid-19 cases; weekly infection growth rate falls to 0.72

Choose flexibility
when refurbishing
your new workspace
and arrive in style.

NOR
NORM



Office furniture
that will give you a
★★★★★ rating from
your employees.

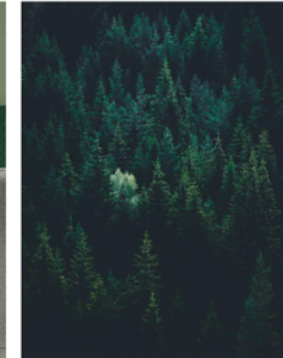
NOR
NORM



CREATIVE SPIN

BESPOKE LANDING

How it works Styles & brands Circularity Flexibility Pricing Clients News Com



NORNORM is based on a fully circular business

We used humans!



Someone is always moving
let's figure out who it is

Vasakronan

Lediga lokaler

Kontorserbjudande

Handelserbjudande

Om Vasakronan

Kundservice

Start / Lediga lokaler

Lediga lokaler

För: Vår plats

Antal lokaler: 244 st

Utvalda lokaler

21 lediga kontor att hyra i Stockholm

Hitta och jämför alla kontor med flexibla avtal på 39 kontorshotell i Stockholm, eller låt våra kontorsexpert göra jobbet åt dig kostnadsfritt. I Stockholm kostar det från 1.300kr/person/månad att hyra ett kontor, med avtalstider från 1-3 månader där all service och kringstrukturer ingår. Oavsett storlek kan ni uttillska medlemskap för enkla anställda, eget kontorsrum för mellanstore team, eller skräddarsy en egen avdelning för 20 arbetsplatser eller fler.

Läs mer

Antal platser: 50

Budget / mån

Område

Bekvämligheter

Kontortyp: Alla

Sortering: Rekommenderat

Betalad placering

KG10 Kungsgatan 8

Kungsgatan 8, City, Stockholm

Meny

STAD: Hela Sverige

STADSIDEL: Vår stad först

LOKALTYP: Alla typer

Filter

Visar 654 lediga lokaler

687 kvm

Stockholm - Kista

Torshamnsgatan 27

a place. Kistas första boutiquekontor!

KONTOR

EMBUDGATION

ARBETSPATSER

Enl. Bk.

34 - 69

1577 kvm

Stockholm - Gärdet

Hangövägen 20

Här får ni som hyregäst en lokal med stor terrass och spigelmål!

KONTOR

ARBETSPATSER

Enl. Bk.

80 - 135

763 kvm

Stockholm - City

Torsgatan 11

Kontor nära Arlanda Express

KONTOR

ARBETSPATSER

Enl. Bk.

110 - 135

Offices
for rent

Company
data

Newly listed locations with likely tenants

Search locations

Push selected leads

No new locations

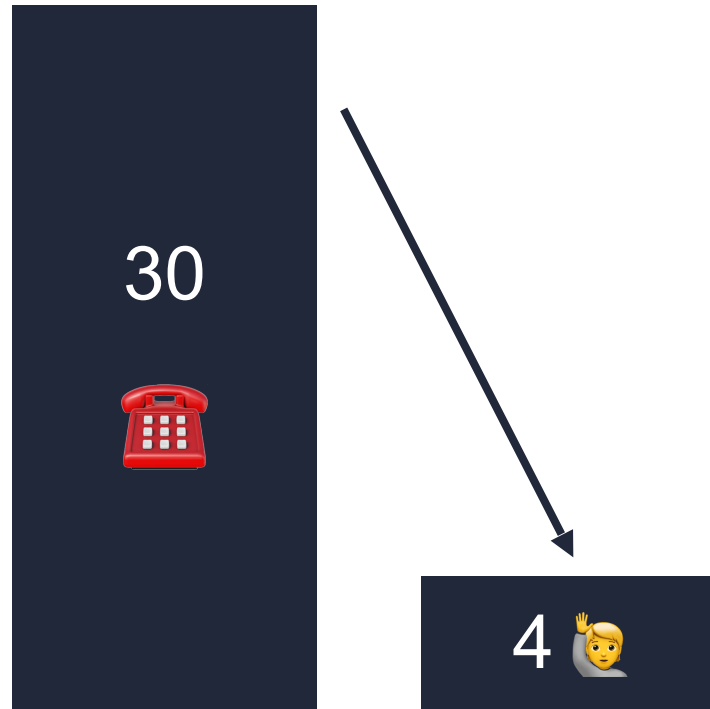
With effect from 2023-02-07, the in location probability is replaced with a score. The score uses factors such as area, headcount growth, ebit growth, active job posts and if the company recently moved. At the same time, we have included more sources for potential companies and are now displaying all possible companies on the location (including organizations scoring zero or below). Furthermore, a feedback button will soon be implemented and we will start to train a new scoring model.

<input type="checkbox"/>	Address	City	Area	Top company	Active	Ultimate source	Location found	In location score	Actions	Lead was correct match?
<input type="checkbox"/>	Klubbhusgatan 15	Jönköping	201	Airborne Hydrography AB	SE5566248521	Castellum	2022-08-05	54	Push as lead	Yes No
<input type="checkbox"/>	Lantmätargränd 59	Jönköping	284	Enter Arkitektur AB	SE5564780970	Castellum	2022-05-27	73	Push as lead	Yes No
<input type="checkbox"/>	Östra Storgatan 67	Jönköping	43	Vätterstad AB	SE5568515869	Castellum	2022-05-27	83	Push as lead	Yes No
<input type="checkbox"/>	Trädgårdsgatan 5	Jönköping	126	Centrala Trafikinstitutet i Jönköping AB	SE5568693294	Castellum	2022-04-01	96	Push as lead	Yes No

<input type="checkbox"/>	Name	Orgnr	In location score	ML Score	Actions	Lead was correct match?
<input type="checkbox"/>	Incredible Revenue AB	SE5591704951	71	0%	Push as lead	Yes No
<input type="checkbox"/>	Karlssons Salonger AB	SE5567396188	63	36%	Push as lead	Yes No

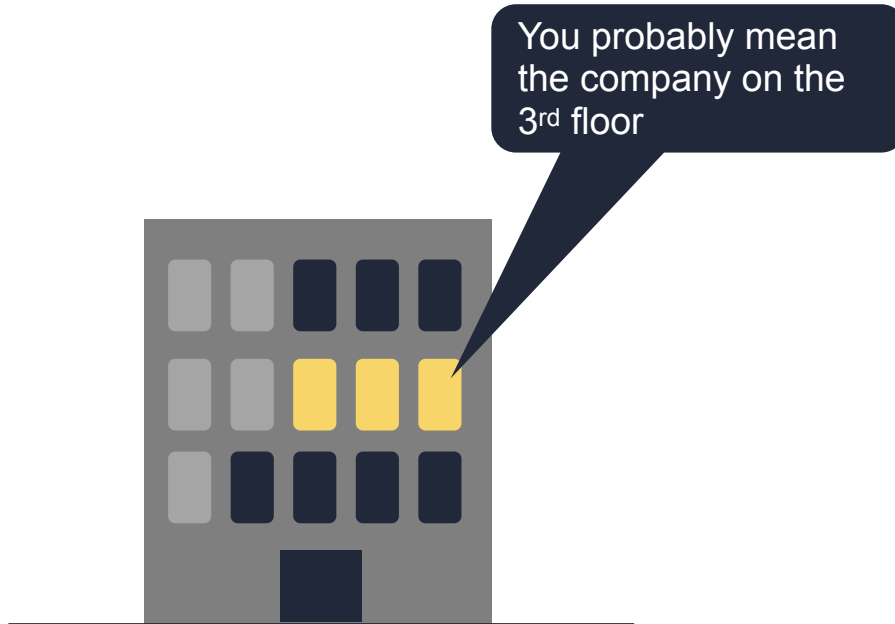
Initial Success

Calling when the timing is right

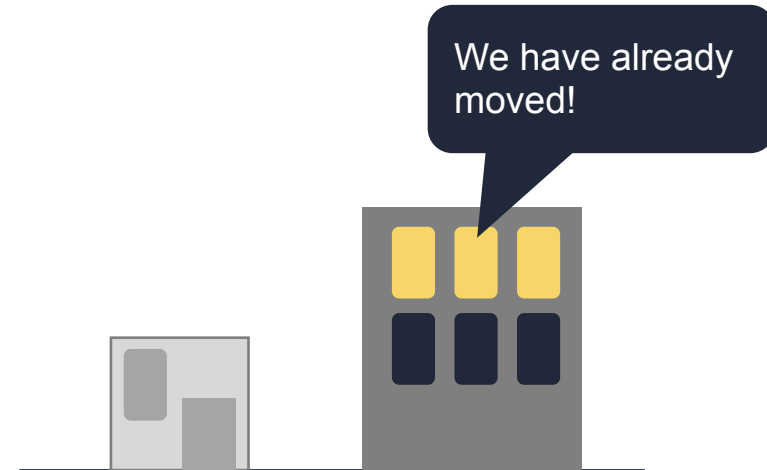


Calls to reach a prospect

...and we could get so much better



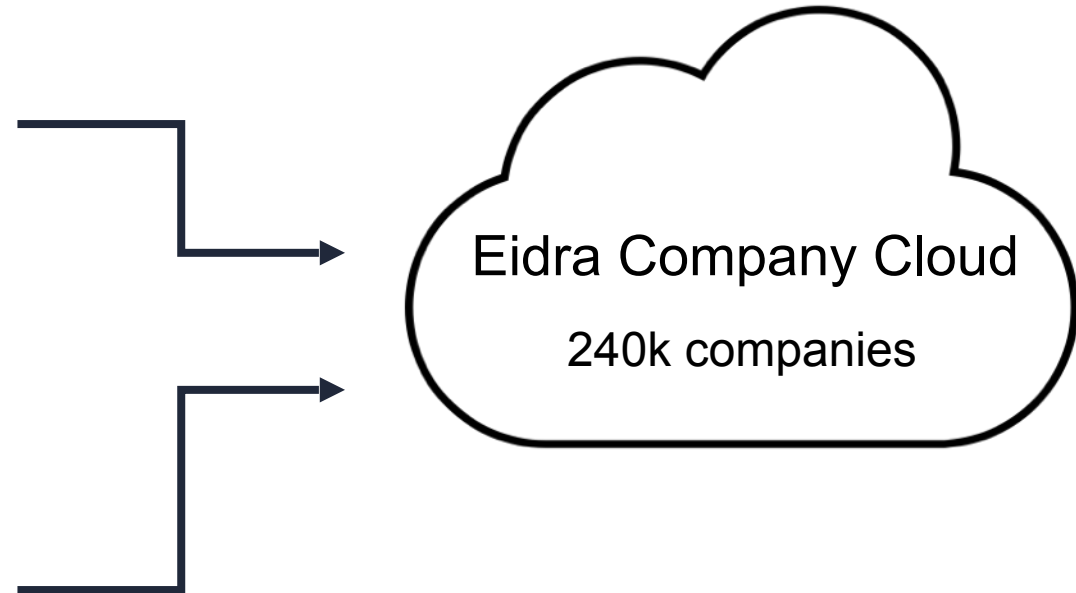
Putting the right company
in the location



Too late in the
process

We needed more signals to get in earlier in the process

News & job listings



What company is it about?

What's happening?

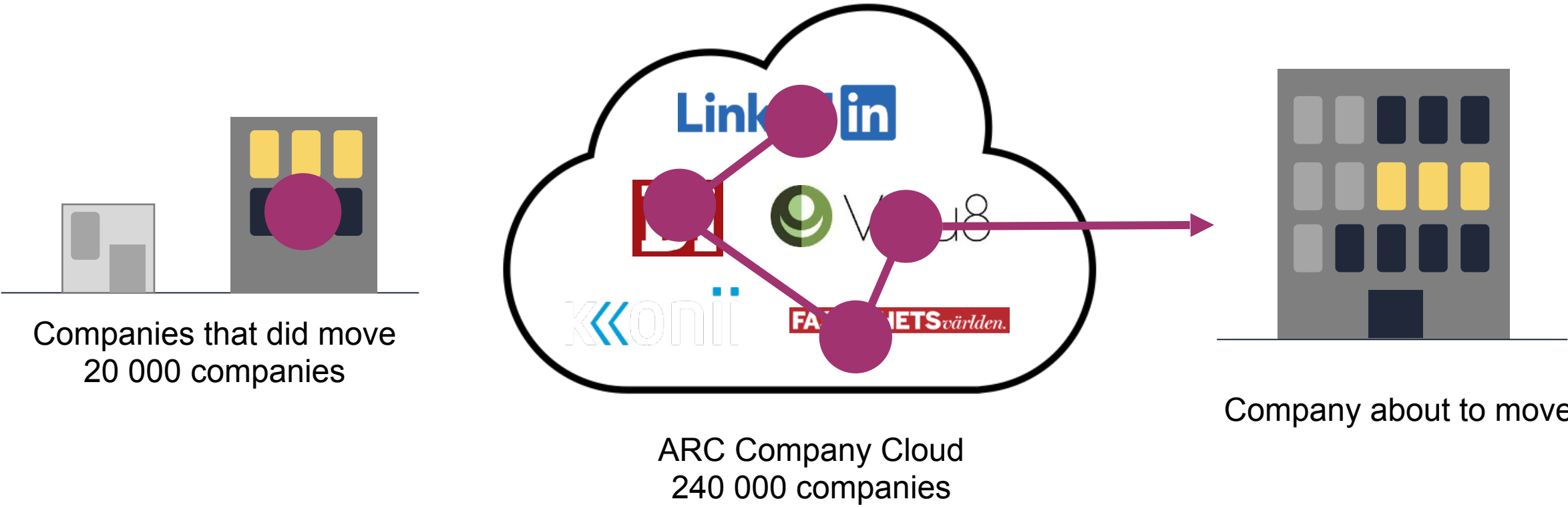
Who are the key people?














Is it positive or negative?

What are the keywords?

With AI we can predict who will move




Machine Learning Model			Showing 80555/151182 predicted	
Market	Organization number	About to move		
	SE5568587199	Likely		
	SE5566825096	Likely		
	SE5566643598	Likely		
	SE5569066698	Likely		
	SE5568363872	Likely		
	SE5567445621	Likely		
	SE5590498373	Likely		
	SE5590603824	Likely		2023-08-25
	SE5591332373	Likely		2023-08-25
	SE5566634191	Likely		2023-08-25




Richard Lindholm


15:45




Ny mötesbokning med potentiell kund genom **Bloodline**



BUZZEN! Gav två nya mötesbokningar idag!

 1




2023-08-25





Richard Lindholm

10:02




Ny mötesbokning med potentiell kund genom **Bloodline**



Prediction korrekt! De ska flytta! 

 2



2023-08-25

2023-08-25

2023-08-25

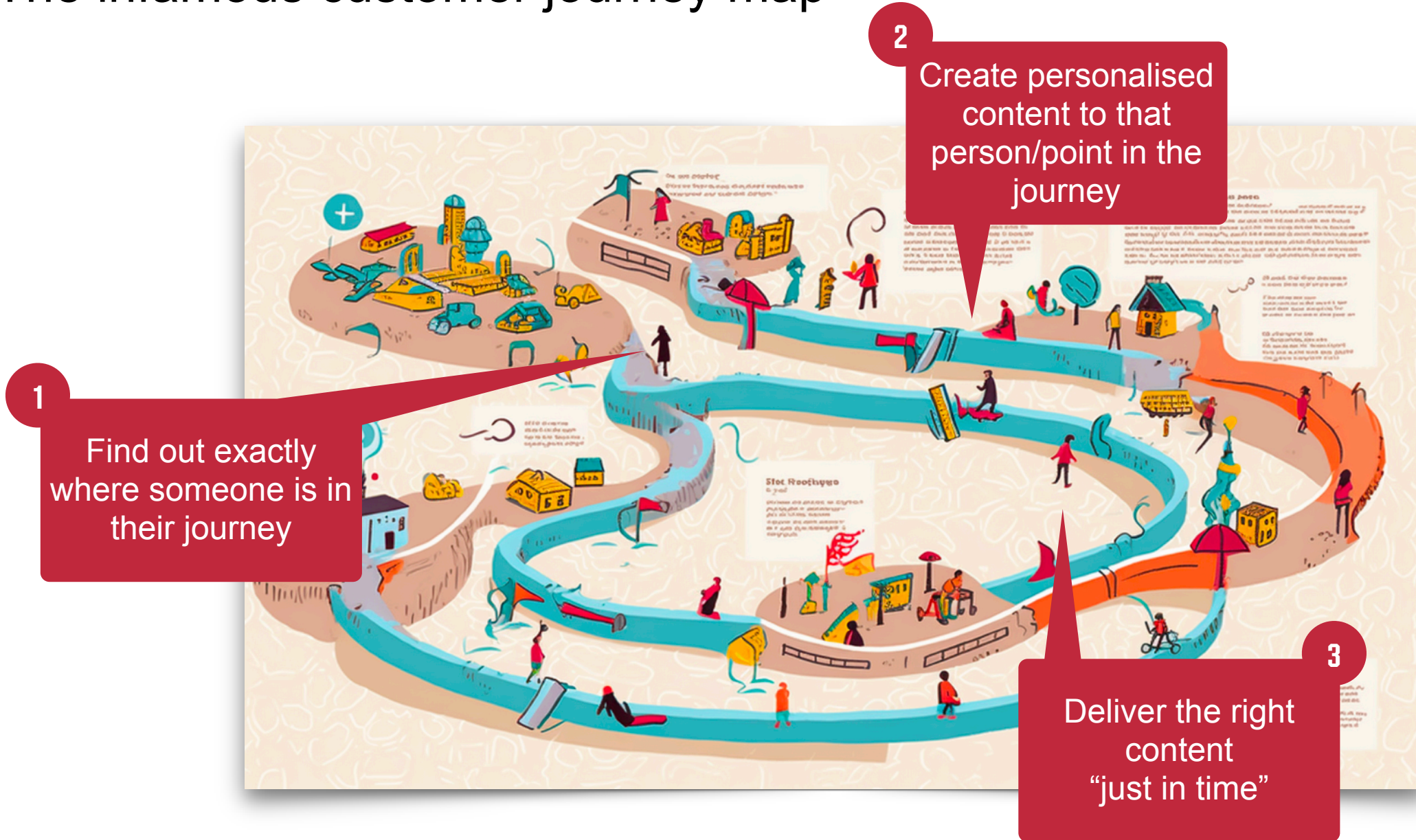
Bloodline

Instead of chasing your food -
Your food comes to you in a
steady drip

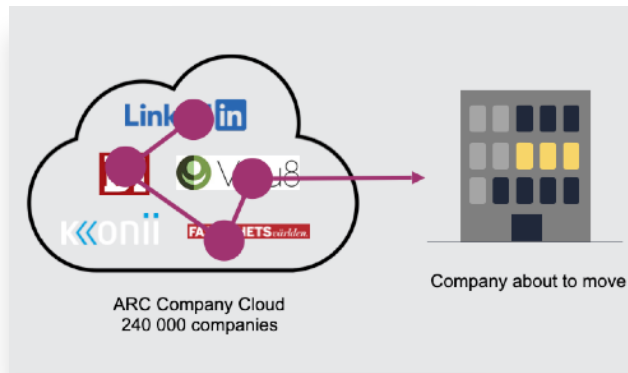
Eidra



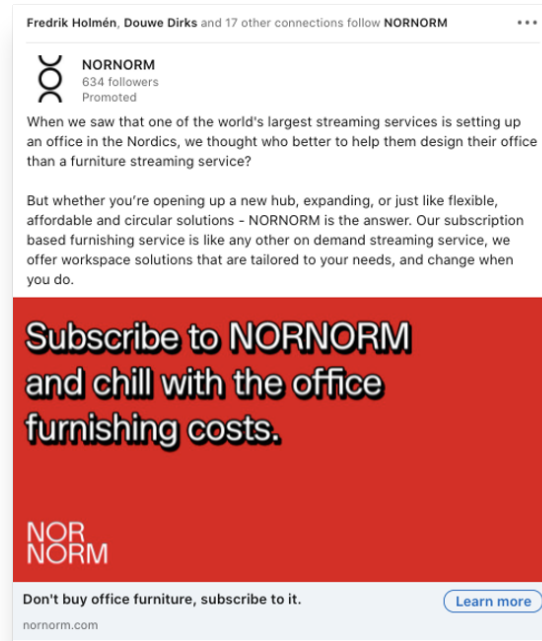
The infamous customer journey map



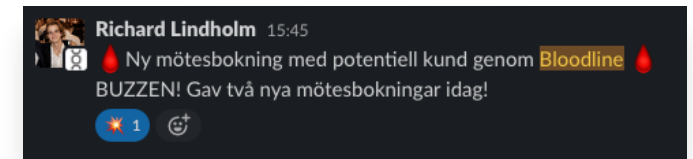
Let's look at Nornorm again



Find out exactly where someone is in their journey



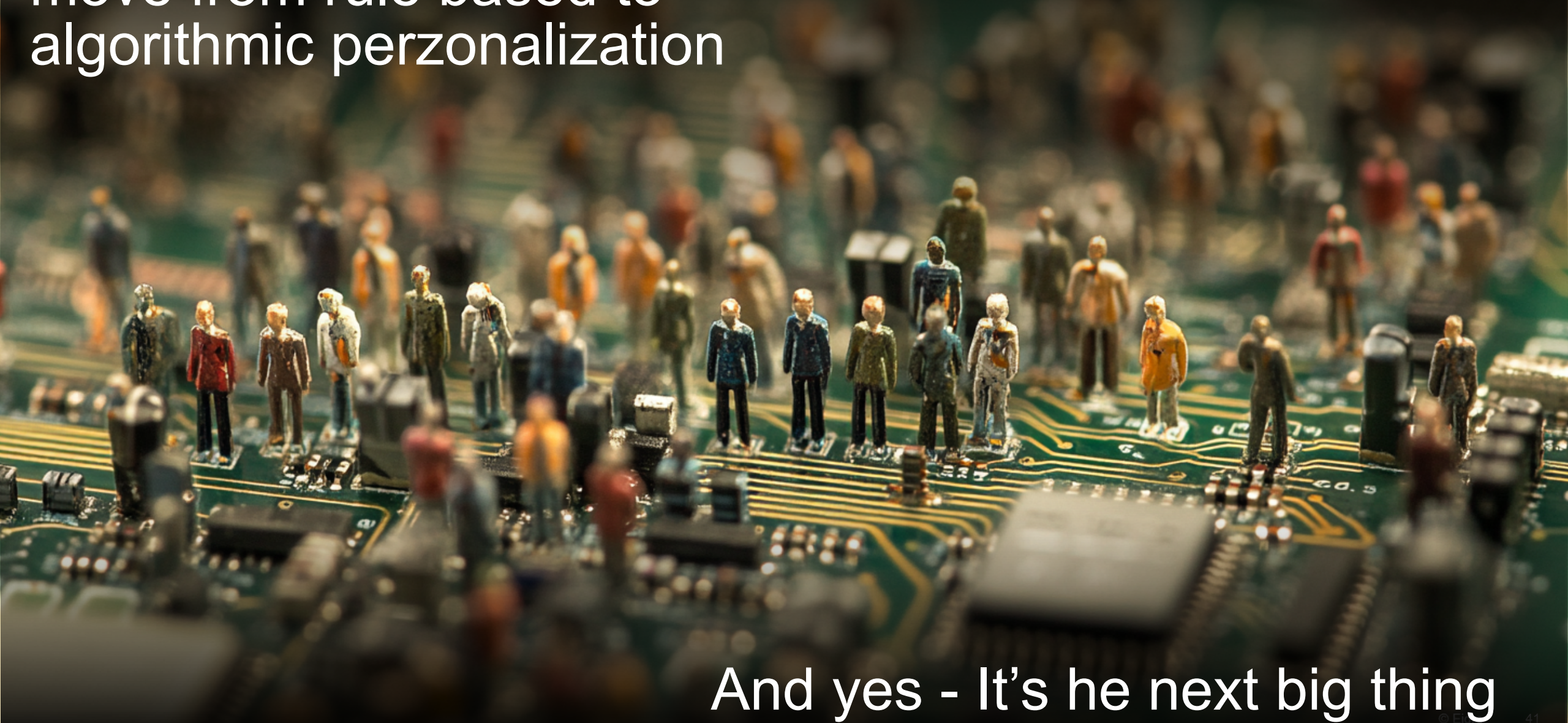
Create personalised content to that person/point in the journey



Deliver the right content "just in time"

AI will find all
the needles in
all the haystacks

AI is the pivotal technology to
move from rule based to
algorithmic personalization



And yes - It's the next big thing