From AI To Engagement:
Discover the Future of Promo Technology With ESP+

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Advertising Specialty Institute®

Overview

01 – What is ESP+

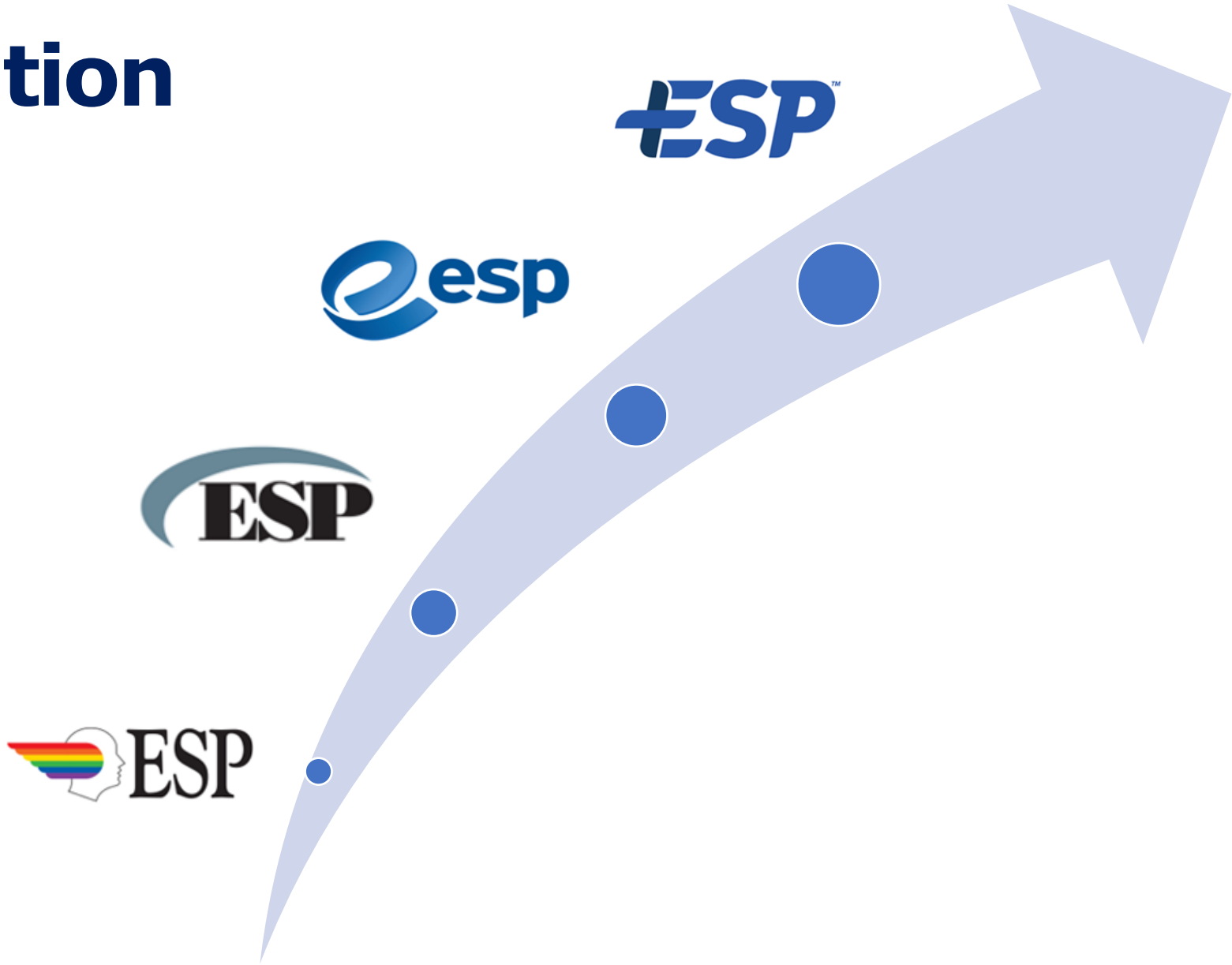
02 – AI-Fueled Tools in ESP+

03 – Live demonstration

04 – Revolutionizing the Way you work

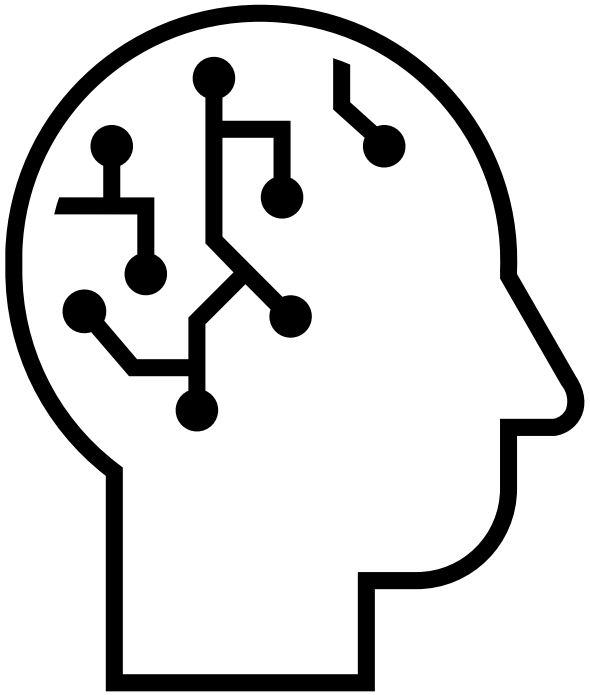
05 – Q&A

The evolution *of ESP*



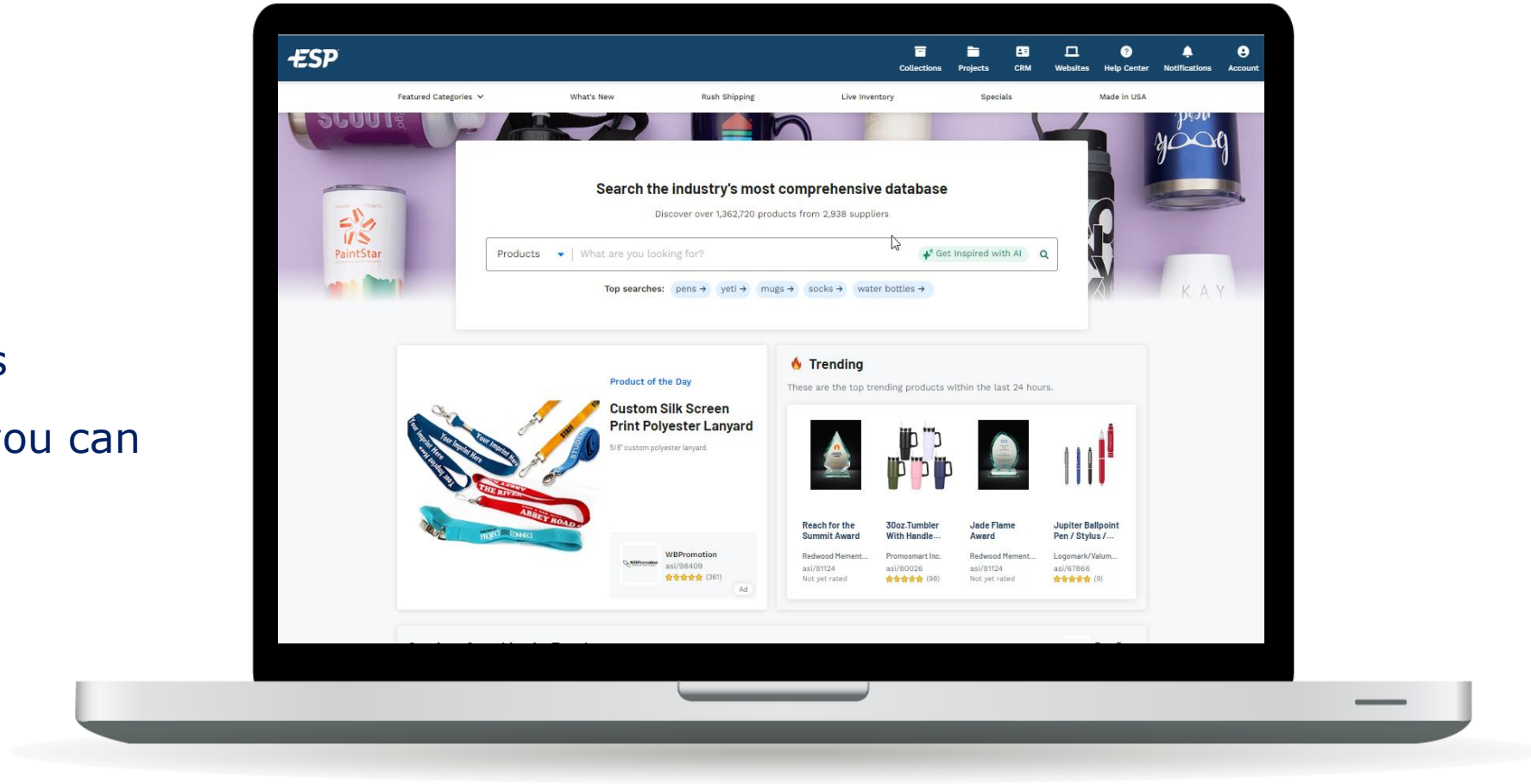
What is *AI?*

- AI, Artificial Intelligence refers to the development of computer systems that can perform tasks that typically require human intelligence
- What are your pain points?
  - Time consuming email drafts
  - Finding the perfect product for your customers



Why we implemented *AI in ESP+*

- Promotes efficiency and creativity
- Personalizes your pitches
- Saves you time so that you can get back to selling



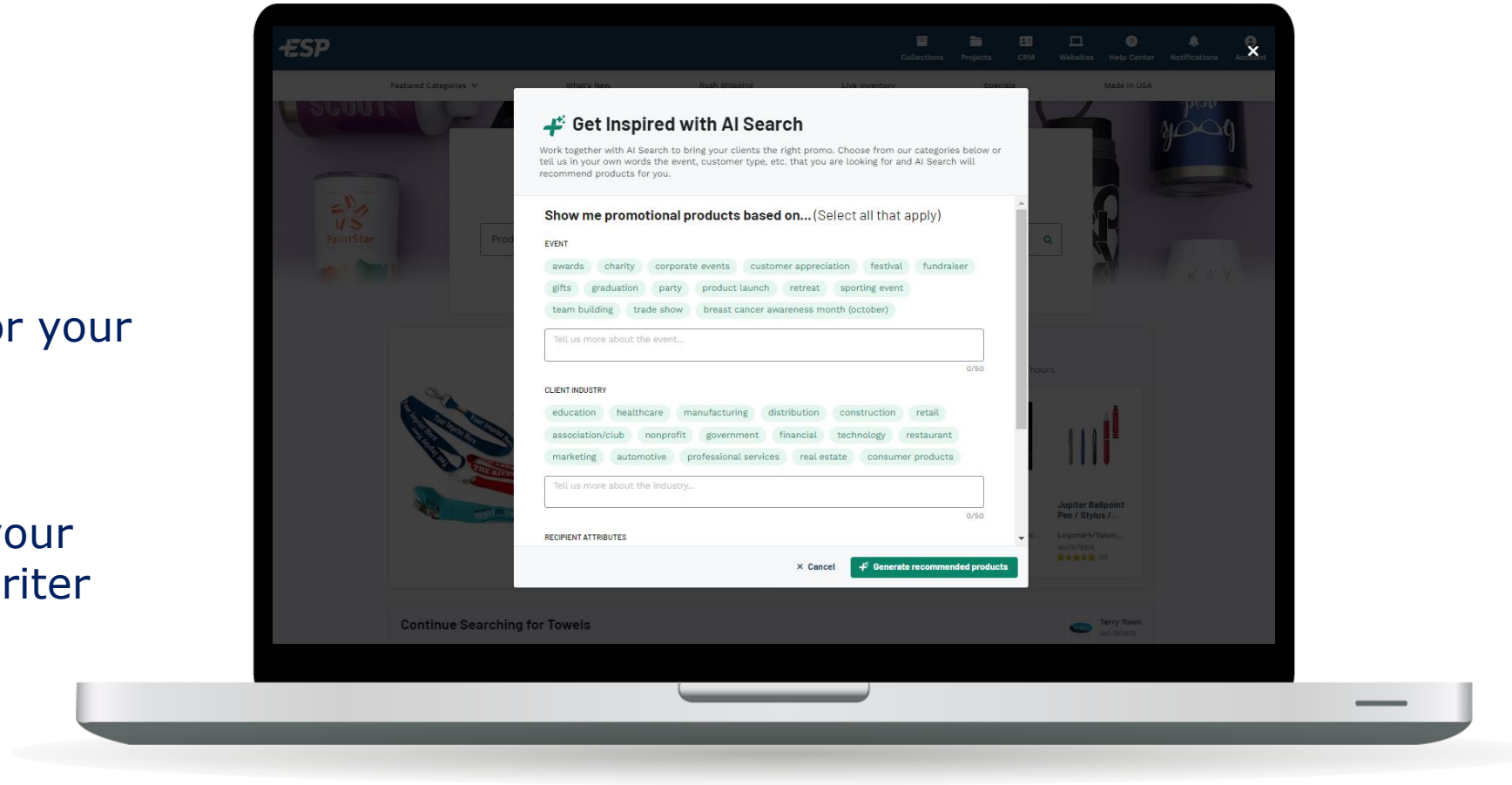
A-fueled tools
in ESP+

AI Search

- Find the perfect product for your customer

AI in Presentations

- Perfect your pitches with your very own ‘in-house’ copywriter



Revolutionizing the way you work

Efficiency Gains

- Improves resource allocation and overall team productivity

Elevating your Sales Performance

- Increases conversion rates and fosters long-term relationships

Key Takeaways

AI Adoption

- AI-Fueled tools in ESP+ is a guided experience that doesn’t leave you hanging
- Personalizes your product proposals in seconds, saving you time

Evolving Platform

- Continuously innovating to produce a platform that promotes creativity, efficiency, collaboration, and fosters future development

Thank you!

For more information, contact:
(800) 546-1350
or visit asicentral.com/distributor

USER TESTING GROUP

ASI MEMBERS:
Become a Part of our Exclusive ESP+ User Testing Group

We are looking for ASI members who want to contribute their feedback to our product team!

Whether you are new to ASI or have been with us for years, anyone is welcome to participate.

To participate in a future feedback session, please scan the QR code.