



**From AI to  
Engagement:  
Future of Promo  
Technology with  
ESP+**

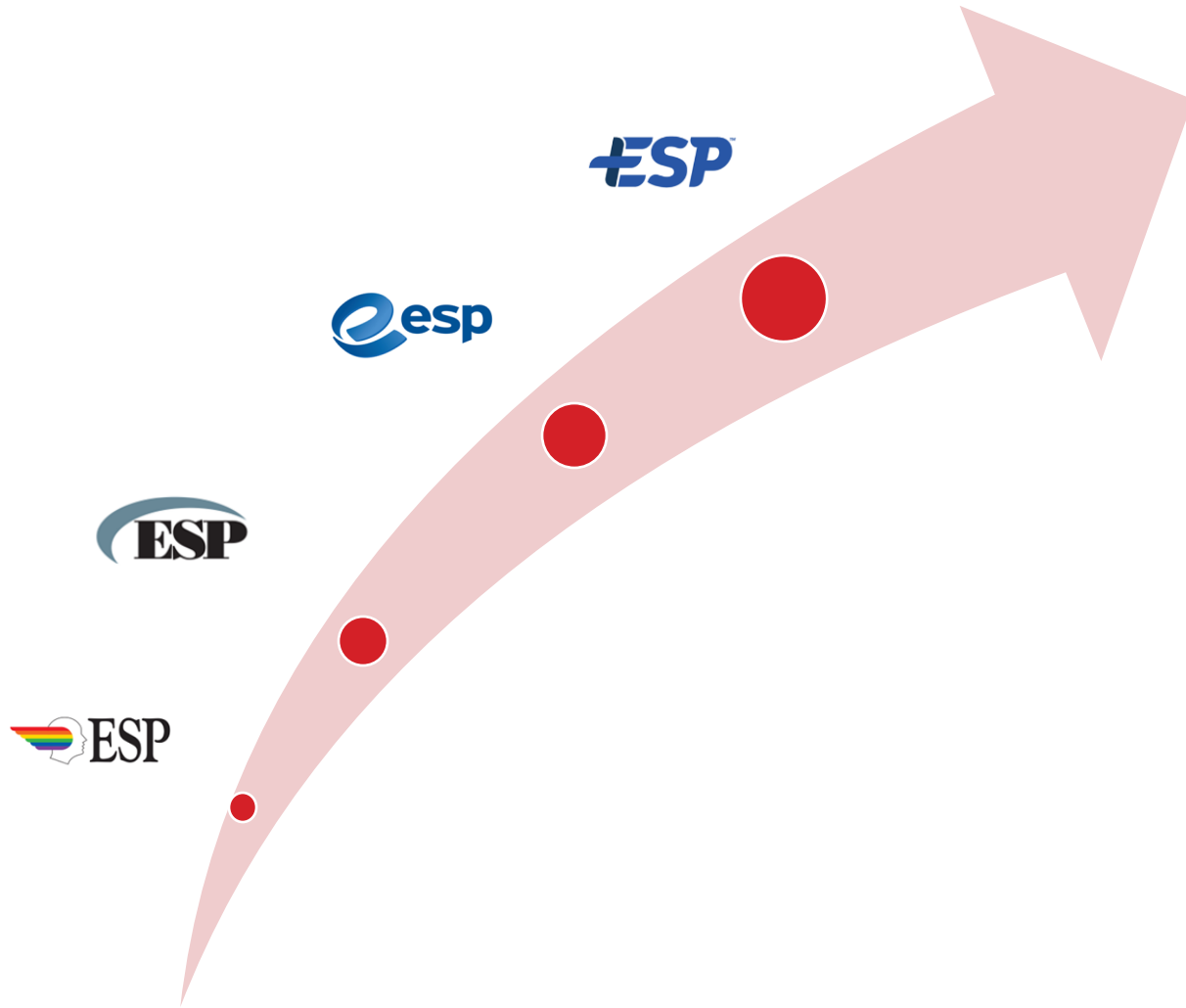
Joan Miracle, ASI

January 4-6, 2025

# Agenda

- 1** **ESP+ Technological Advances**
- 2** **Understanding AI**
- 3** **AI-Fueled Tools in ESP+**
- 4** **Revolutionizing the Way You work**
- 5** **Q&A**

# The Evolution of ESP

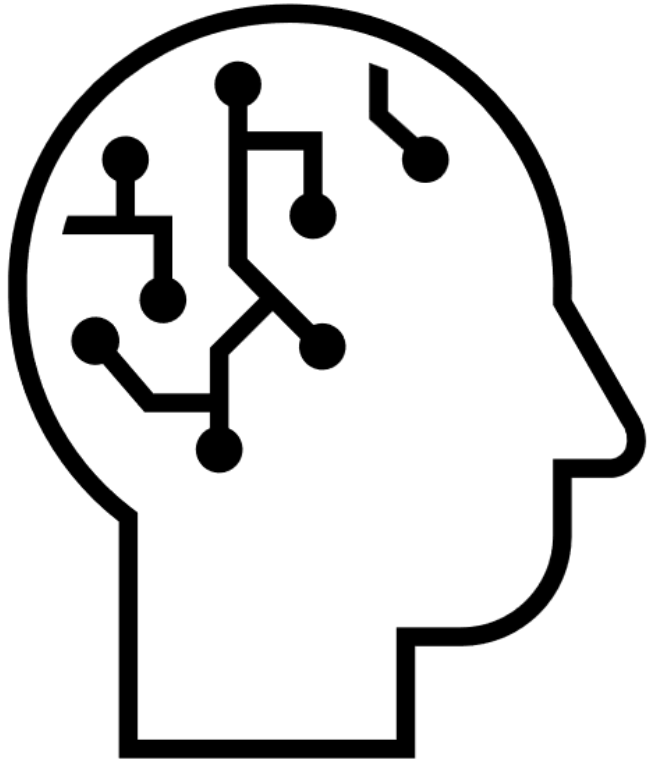


- Setting a new standard on efficiency
- Speed and ease to navigate the platform
- Addressing industry professionals' needs and daily changes

# Understanding AI and Why we Implemented it into ESP+

**ESP**<sup>TM</sup>

# What is AI?

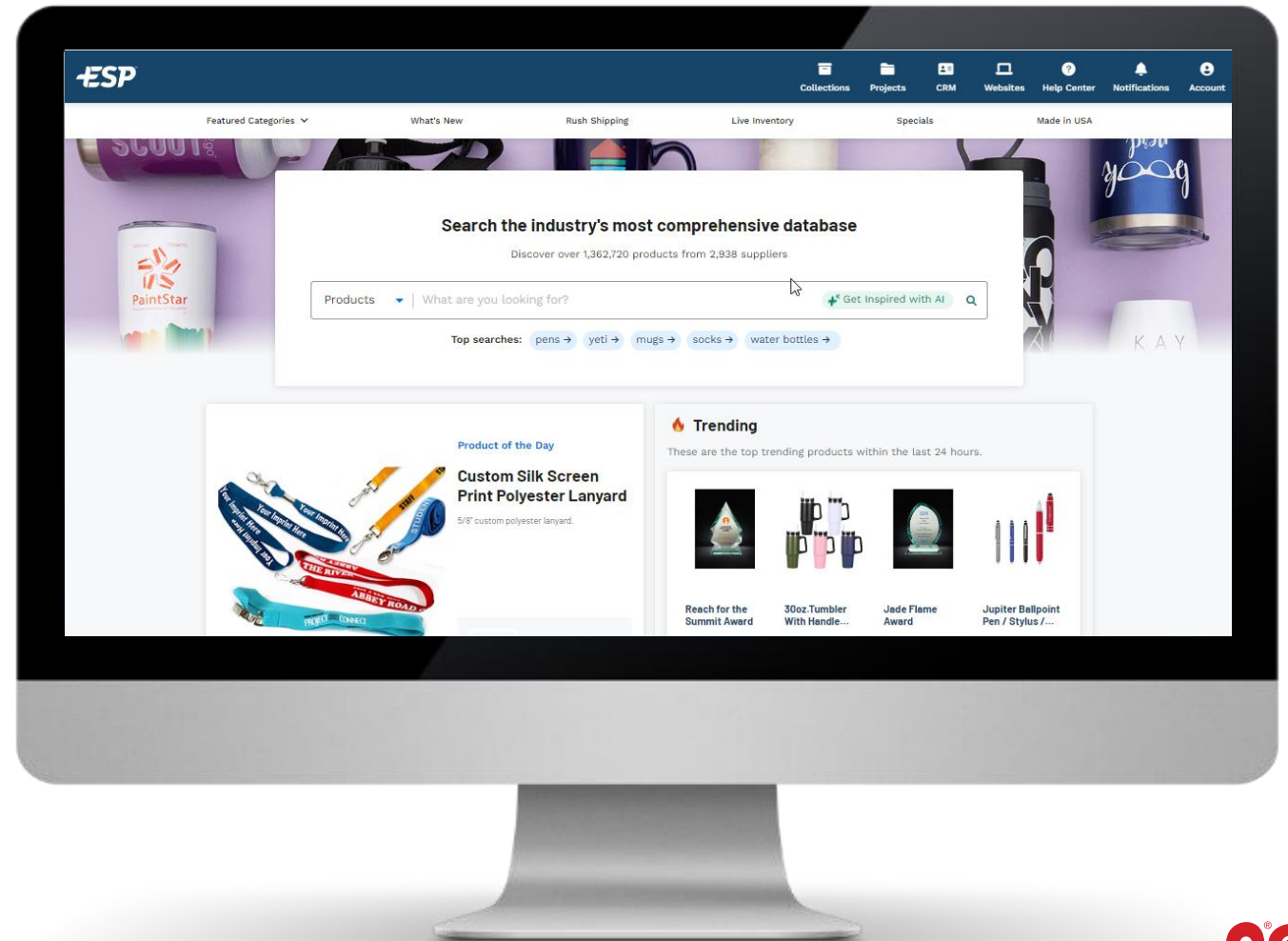


- AI (Artificial Intelligence) refers to the development of computer systems that can perform tasks that typically require human intelligence
- What are your pain points?
  - Time consuming email drafts
  - Finding the perfect product for your customers

# Why We Implemented AI in ESP+

ASI is here with you every step of the way

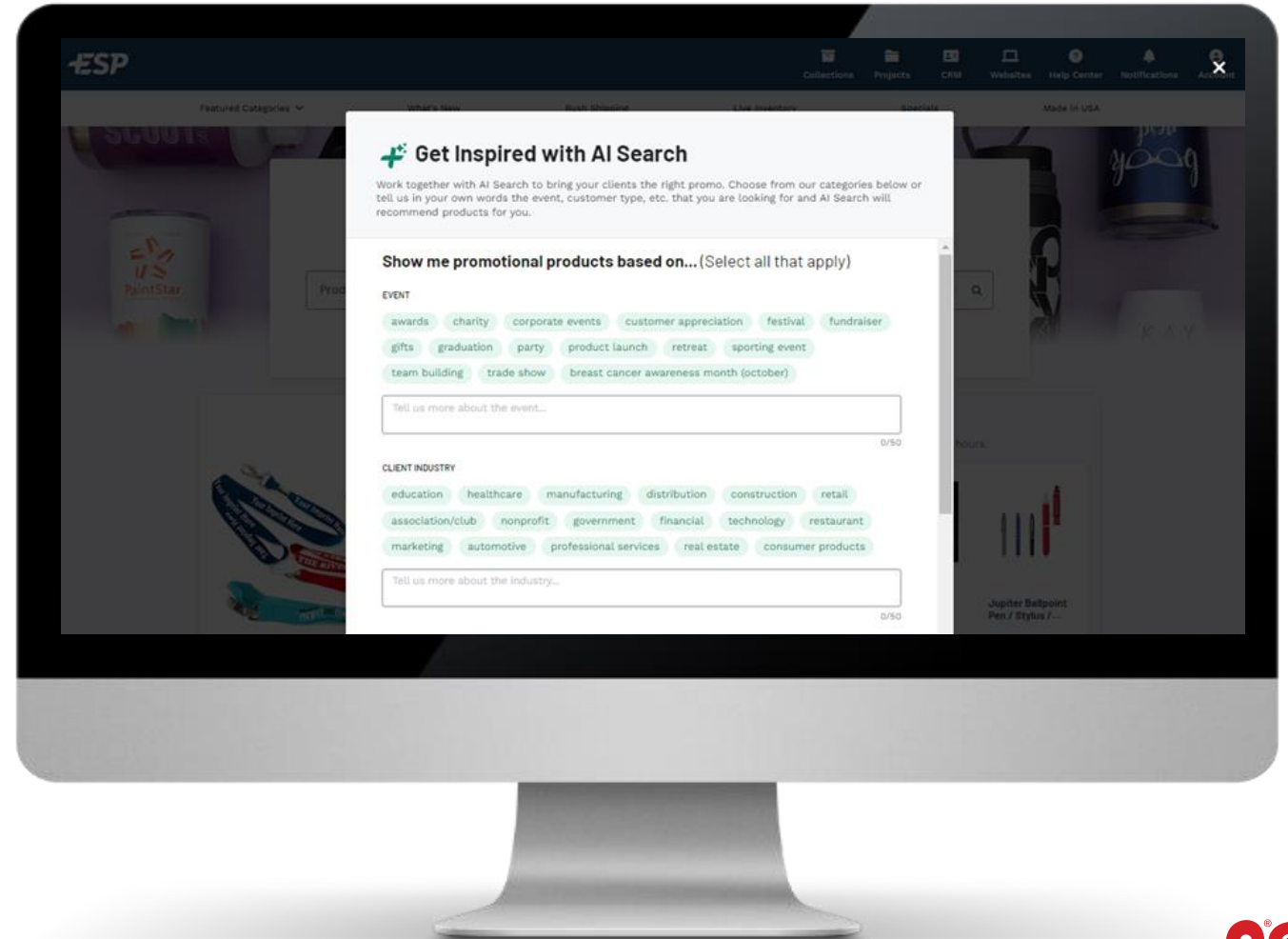
- Promotes efficiency and creativity
- Personalizes your pitches
- Saves you time so that you can get back to selling



# AI-Fueled Tools in ESP+

- **AI Search:**  
Find the perfect product for your customers
- **AI in Presentations:**  
Perfect your pitches with your very own 'in-house' copywriter

**Pro Tip: Don't be afraid to use AI! We're building more and more ways to AI do more of the work, so you don't have to.**







# 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



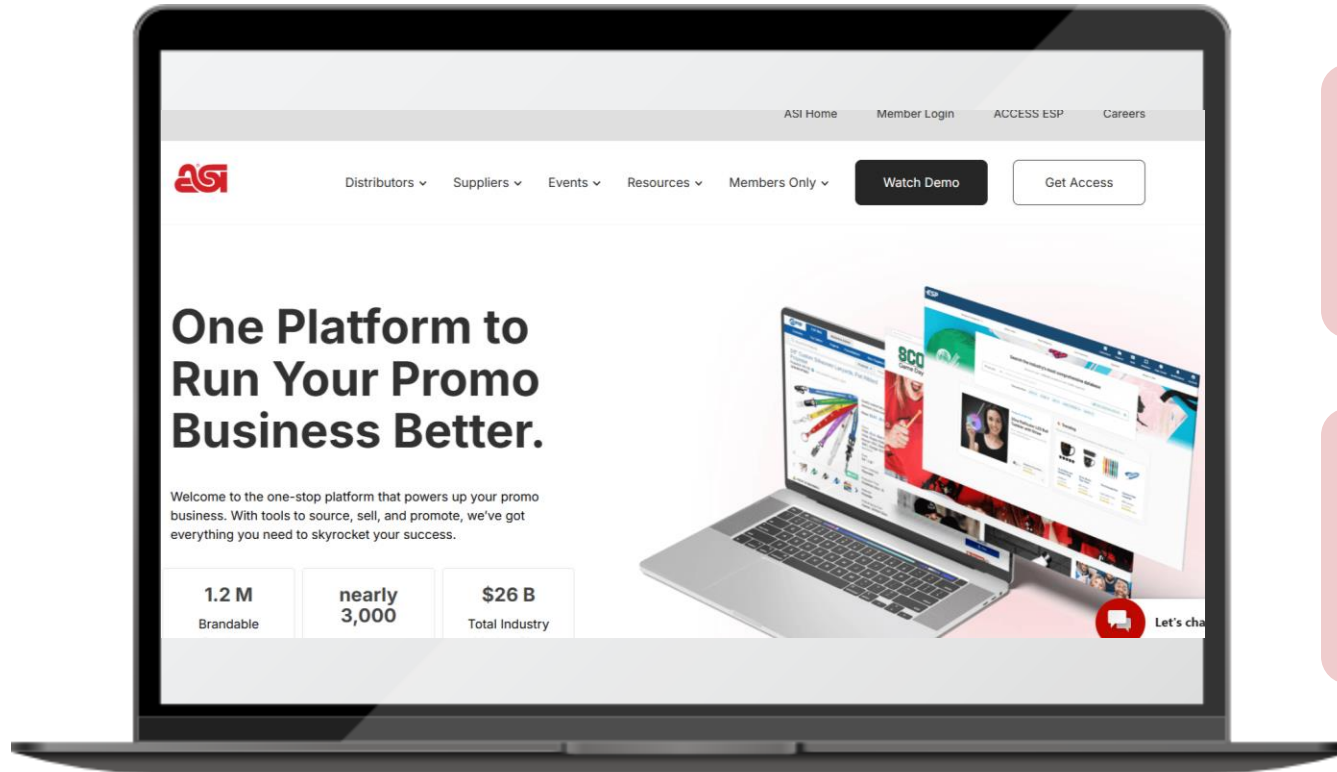
## AI Adoption

- Find unique products that spark creativity
- Enhance efficiencies with quicker presentation set up so that you can go back to selling

## Evolving Platform

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

# THANK YOU!



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