



FROM AI TO ENGAGEMENT: Future of Promo Technology with ESP+

July 2024



Advertising Specialty Institute

AGENDA

01 – Understanding AI

02 – AI-Fueled Tools in ESP+

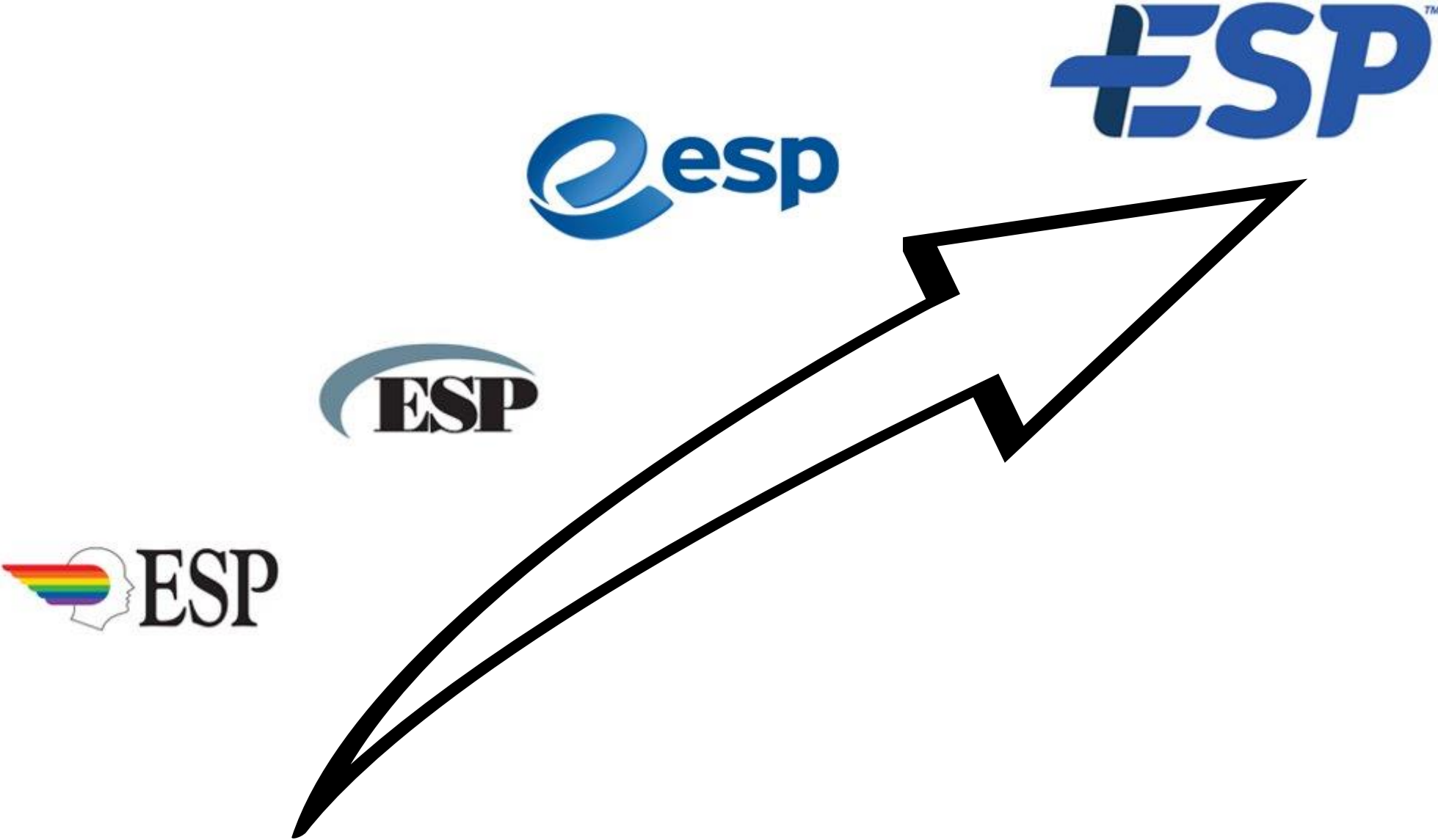
03 – Overcoming Challenges

04 – Revolutionizing the way you work

05 – Q & A



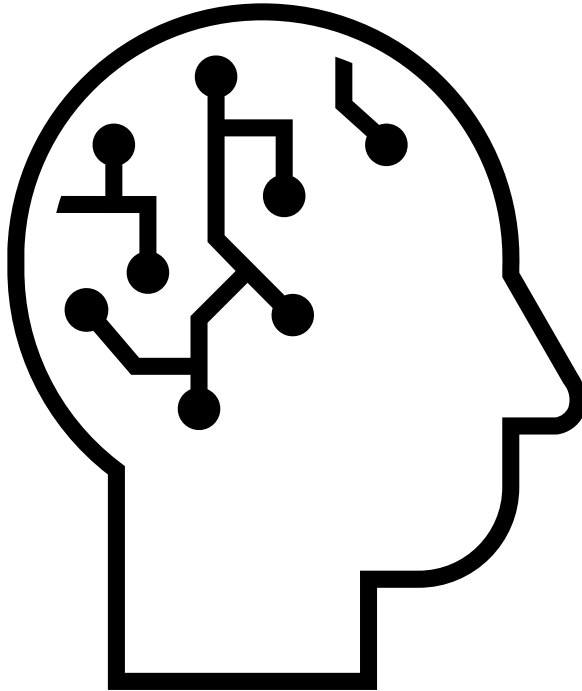
THE EVOLUTION OF ESP





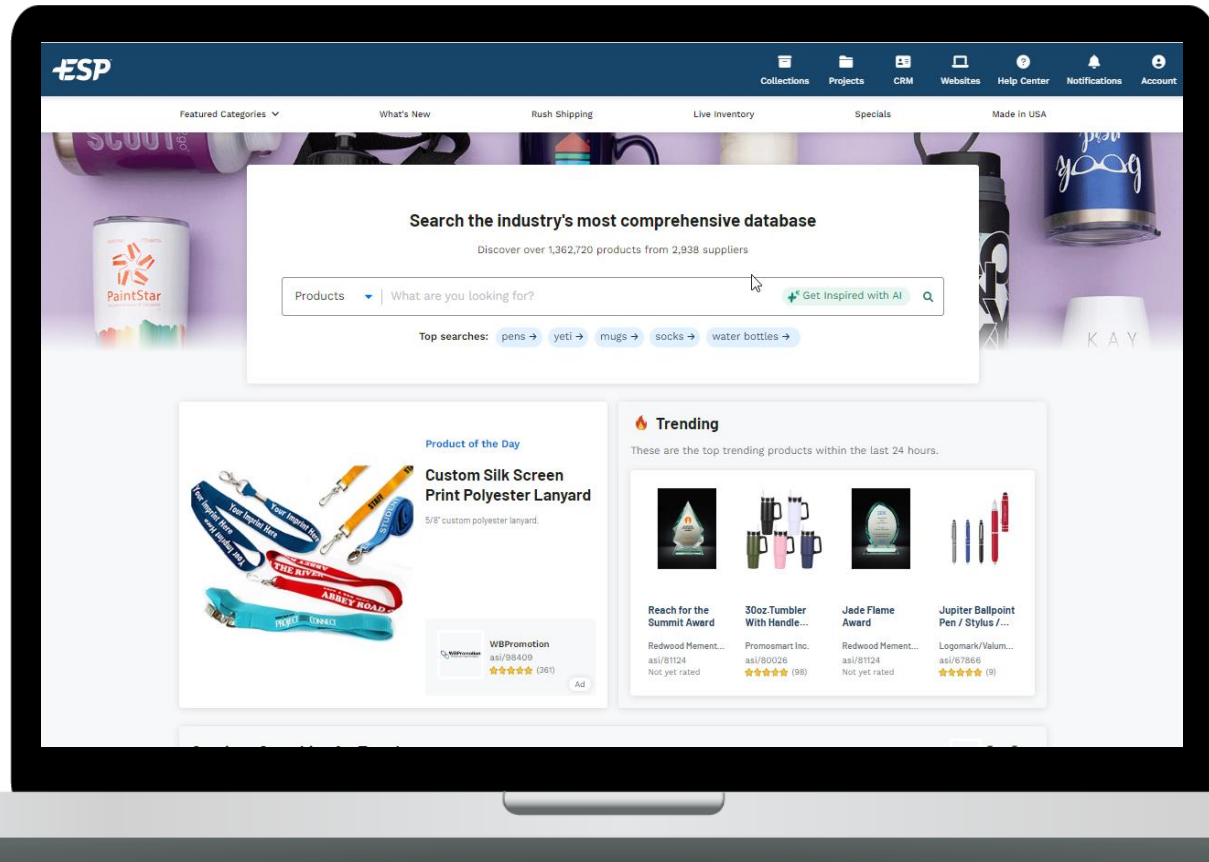
UNDERSTANDING AI & WHY WE IMPLEMENTED INTO ESP+

WHAT IS AI?



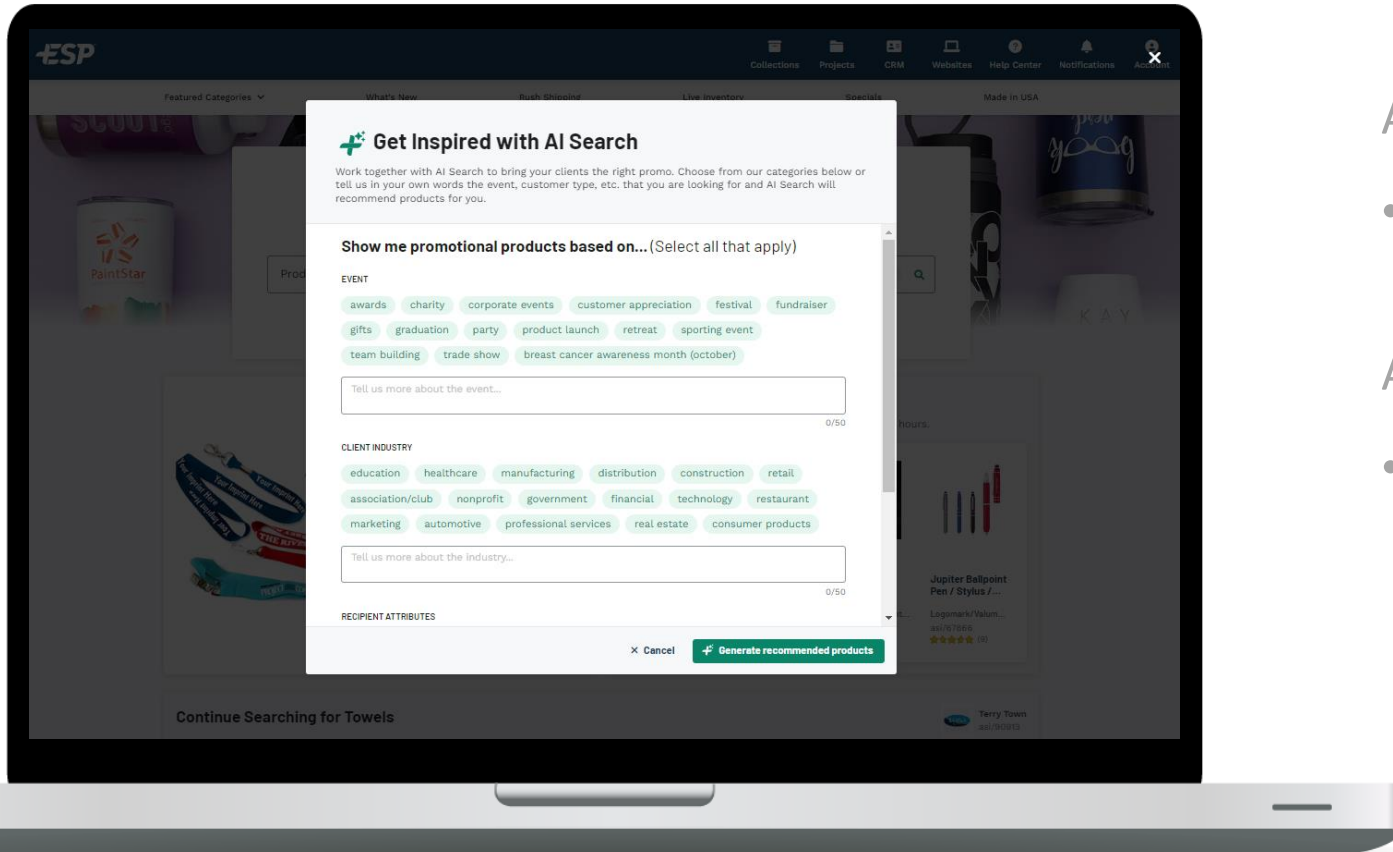
- AI, Artificial Intelligence refers to the development of computer systems that can perform tasks that typically require human intelligence
- What are your pain points?
 - Time consuming email drafts
 - Finding the perfect product for your customers

WHY WE IMPLEMENTED AI IN ESP+



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

AI-FUELED TOOLS IN ESP+



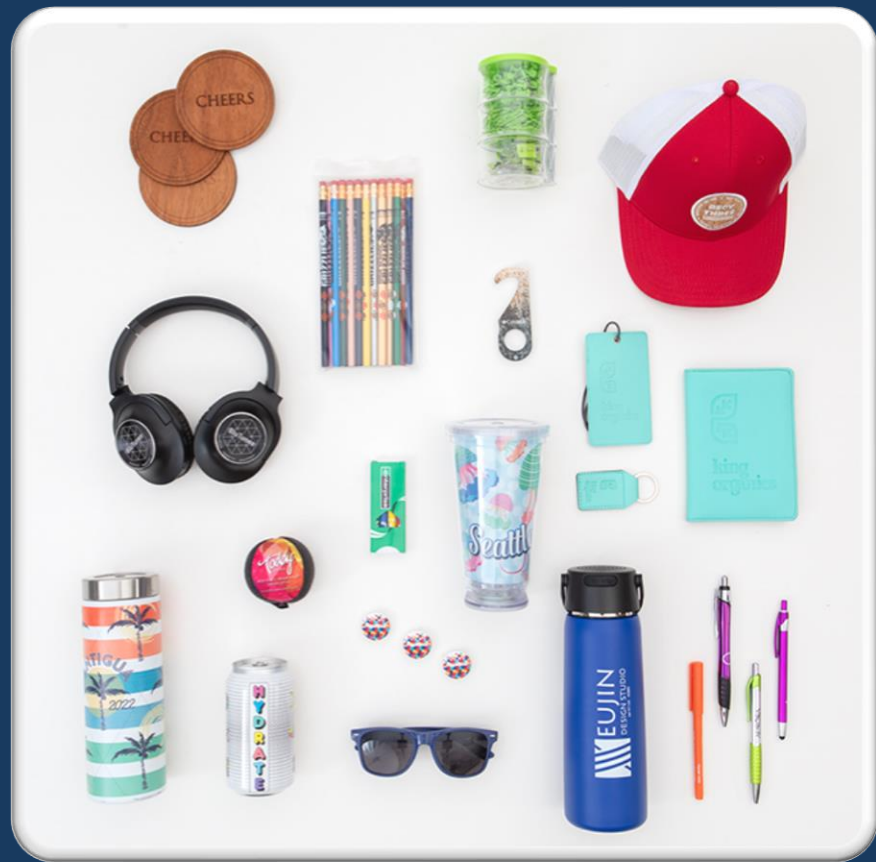
AI Search

- Find the perfect product for your customer

AI in Presentations

- Perfect your pitches with your very own 'in-house' copywriter

LET'S CHECK IT OUT



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 get back to selling

Evolving Platform

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

JOIN OUR ASI & ESP USER TESTING PROGRAM!

We're seeking enthusiasts to contribute feedback to our product team.

From seasoned pros to newbies – all are welcome!



- Scan the QR code and complete the short survey.
- QR code will be available at different locations around the trade show.
- You will receive more information about the program next week.

THANK YOU!

Visit the ASI Main Booth and get a demo at the center of the show floor!

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

