



The Aprimo Generative AI Guidebook

A 5-Part Series To Using Gen AI for Content Ops

The use of generative AI is rapidly revolutionizing the way businesses create and manage their content. This guidebook series offers a comprehensive overview of how generative AI can be harnessed to enhance content operations, from conceptualization to delivery and optimization.

Read the Guidebook to Learn:

- 1** The Impact of Generative AI on Content Operations and Digital Asset Management
- 2** Using AI Prompts to Improve Content Creation
- 3** Training Generative AI Models for Brand Compliance
- 4** How to Manage the Risk of AI in Your Business
- 5** Budgeting for Generative AI





The Aprimo Generative AI Guidebook: Part One

The Impact of Generative AI on Content Operations and Digital Asset Management

Generative AI is here! Chances are, anyone who works on content in your company is already using tools like ChatGPT to generate or alter content more rapidly than ever before. This is the most disruptive technology to arrive in the content operations world since the early days of moving from spreadsheets to software-powered automation. Now that content can be created with a click of a button – what are the first things you should be thinking about to take advantage of the power of generative AI today?

If we paint the picture of a perfect world, generative AI would help [automate content creation](#) at scale. It would understand what your brand values are, what your brand voice sounds like, the tone of a campaign you'd like to run, and what good content looks like, so it can produce high-quality content with less and less human refinement needed. Anything created by generative AI would be tagged as such, to ensure any AI-produced content gets reviewed by a human. This also helps track which generative AI models and technologies are used by your organization – and which ones are producing the best content.

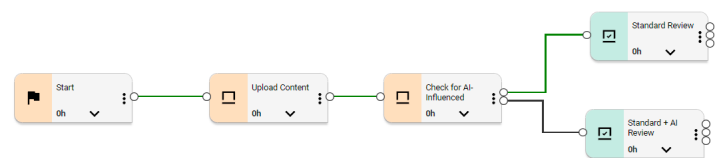
Imagine a scenario where you want to spin up some personalized content for a multi-channel campaign targeted at different personas. Today, a human may have to individually craft and refine each of those messages. But in the future, you may be able to automate content variations targeted at different personas with specific campaign messages, all while pivoting for various channels (your LinkedIn post is going to need to be a lot shorter than your blog copy!)

So...how do you get from today, where you have ad-hoc marketers asking GPT to write their copy for them, to automation of generative AI with high-quality message output?

This guidebook will cover how to manage generative AI content in Aprimo, and all the benefits it brings!

Managing Generative AI Content in Aprimo: Ensure Brand Compliance With Generative AI Reviews

Tagging content that was produced by generative AI and knowing which tools were used can be greatly beneficial. Consider setting up a custom "AI Influenced" field on content projects as a simple "Yes/No" dropdown, and an additional field to let a user specify which generative AI was used.



Here's a simple example of how workflows can be routed differently and have different review checklists based on AI-influenced vs. non-AI-influenced content – but it doesn't have to be any harder than that to start [ensuring brand compliance](#) with generative AI!

Give Transparency To Content Consumers

Allow users to mark content as AI-influenced (or set up metadata templates to help with this). When your content consumers know content has been AI-influenced, you can better ensure brand-compliant and responsible use of AI.

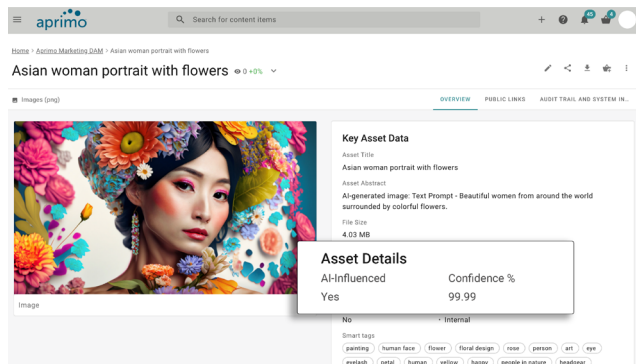
Text Prompt Beautiful women from around the world surrounded by colorful flowers



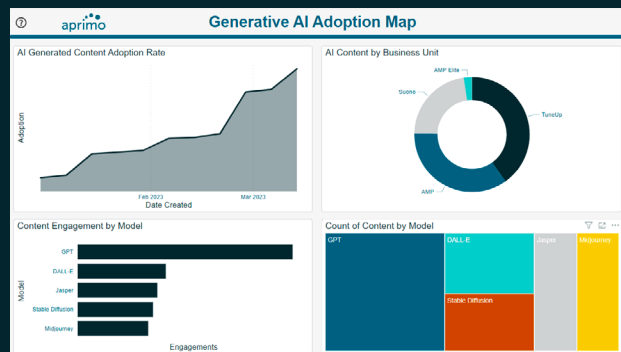
AI-Generated Images

Ensure All Your Content Creators Are Empowered

By marking which content is being improved by AI, you gain a bird's eye view understanding of which sets of content in your [DAM](#) are being improved by AI and which are not, identifying opportunities where you can generate content faster and at scale.



If you start tracking generative AI content in Aprimo, you can access views like this report, which shows the adoption of AI-generated content in your organization, and shows content areas that may not be adopting as rapidly.



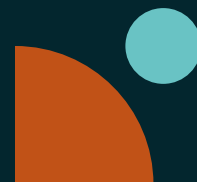
Identify Valuable Generative AI Content

Notice the bottom left chart in the above report, which shows highly engaging content generated by different AIs. Once you know which content is AI-influenced and which tools are used to build that content, you can identify who in your organization understands how to leverage generative AI to create amazing content. Then, you can learn how to create even more valuable output across the entire organization.

Mitigate Risk

We're in a new world, and laws have to catch up. Recently, [Getty Images sued a Generative AI provider](#), claiming they may not have solely used public domain content to train their AIs. By ensuring you are properly tagging content that has leveraged generative AI, as the landscape evolves in the future, you can better mitigate and manage risk based on the content creation tools being used.

Continue reading to get actionable plans for using Aprimo, GPT and other generative AI tools.





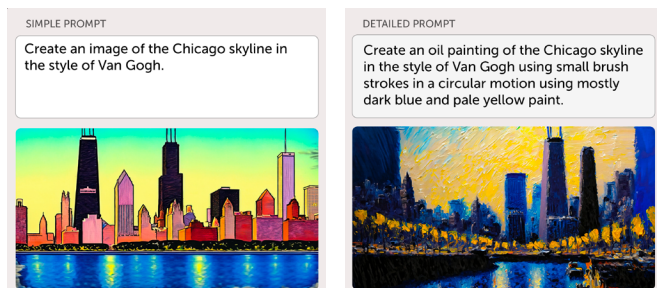
The Aprimo Generative AI Guidebook: Part Two

Using AI Prompts to Improve Content Creation

Part one focused on the big-picture view of generative AI's impact on [Content Operations](#) and Digital Asset Management. We also highlighted how to take the first steps of managing generative AI content at scale to help ensure brand compliance, manage risk, and identify opportunities for generative AI to provide the most benefit.

In part two, we're going to talk about AI prompts – what they are, how to use them efficiently, and how to help your content creators improve their output by leveraging existing data you have in Aprimo.

Here are examples of prompts and responses from ChatGPT and AI image generator – and how you can leverage Aprimo data to get much better output and a more cohesive brand voice as a result.



"A picture is worth a thousand words, but with detailed text prompts, AI can create a million-dollar image " – ChatGPT

Scale Your Brand Voice with AI Prompt Management

As your users start to leverage generative AI like ChatGPT, results, and output may wildly vary based on the prompts they are using to generate content.

So, what is a prompt?

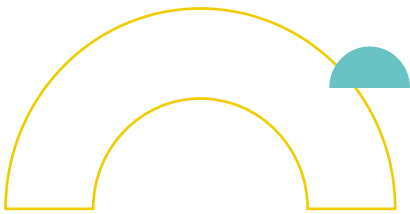
A prompt is the text you use to ask a generative AI tool to produce an output. ChatGPT is extremely powerful thanks to contextual understanding, which means that you can give ChatGPT a prompt, and if you aren't happy with the output, you can ask it to refine that prompt. But how do you ensure that the first interaction with ChatGPT can get you as close as possible to the kind of output you're looking for? That's where the art of prompting comes in.

The more detailed your prompt, the better generative output you can get. For example, let's say you're running an acquisition campaign targeted at former customers. We could ask ChatGPT for some starter copy with a very basic prompt.

Prompt: *Write me some copy for a customer acquisition campaign.*

Response: *Are you looking to grow your business and acquire more customers? Look no further! We understand the challenge of attracting and retaining customers. That's why we're here to provide you with the tools and resources you need to make the most of your customer acquisition campaign. Take advantage of our comprehensive suite of services to find your ideal customers and build relationships that last. Ensure your campaign is a success. Don't waste any more time and money on ineffective campaigns. Let us help you grow your business and acquire more customers today!*

The response might give you some basic ideas, but there's not a lot of substance to the copy, and it's not quite understanding what we're trying to do. Let's look at how to improve this.



How Do I Get Better Output?

To get better output, we need to use a more descriptive prompt. Let's ask again, but this time, specify the product type (credit card), the target audience (former customers), and key messages (please welcome us back, and we have new things to offer).

Prompt: Write me some copy for an acquisition campaign for a credit card, targeted at former customers with key messages of "consider coming back" and "we have new things to offer", highlighting that you can customize your card with a unique design.

Response: Are you ready to upgrade your spending power? As a former [Company] customer, we would love to welcome you back and show you what we have to offer! Our [Company] credit card has been completely redesigned and now comes with even more features than before. You can customize your card with a unique design, so it stands out in your wallet. Plus, we've added some exciting new benefits and rewards, so you can get more out of your spending. Earn cashback on all your purchases, get exclusive deals, and access special offers. Come back to [Company] and experience the new and improved credit card. Get ready to take your spending to the next level!

Way better! This time it recognized what we were trying to do, and even took the liberty of guessing what some of the perks of the offer could be. The more detailed you can be in your prompt, the better the output you can get.

But how do you ensure that when every individual channel marketer begins to use generative AI tools, the messaging [stays on brand](#) and is more consistent with less human editing required? Let's read on.

Ensuring On-brand Messages Across Every Channel

To get generative AI to give you solid, on-brand messages across every channel, give the suggested prompts to your users via Aprimo. By supplying your marketers with the campaign brief in Aprimo, they are empowered to get amazing output from the get-go.

The previous example gave a great starting output for an email, but what if you wanted to condense that for social post?

Let's ask the same prompt, but make it channel specific and even ask for particular hashtags.

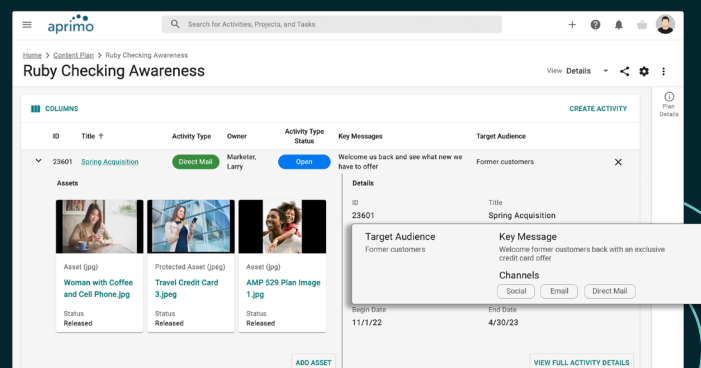
Prompt: Write me some copy for an acquisition campaign for a credit card, targeted at former customers with key messages of "consider coming back" and "we have new things to offer", highlighting that you can customize your card with a unique design, and fit it into 280 characters for Twitter with hashtags #ACMECardRevolution and #ACMECardDesigns

Response: Come back and join the #ACMECardRevolution! We have new offers and you can now customize your ACME card design – choose one that speaks to you and make it yours! #ACMECardDesigns

Thanks to cohesive prompting, the generated copy for the email or direct mail and the generated copy for Twitter are telling the same story using the same messages. Because of this, they will need far less editing by a human to turn into production-ready marketing copy. And the best part is – you can start doing this today – simply guide your marketers with the campaign information already stored in Aprimo to take advantage of better generative AI output today.

What Does an Aprimo Implementation Look Like?

Here is an example of a typical configuration in Aprimo that shows the metadata that can be passed into a prompt. You could also consider configuring a field called "prompt suggestions" and pre-populating it with more refinements as needed. An advanced configuration could even transform existing metadata into recommended prompts to show to users in tasks, content plans, activities, or other areas of the platform!





Prompt AI Train

The Aprimo Generative AI Guidebook: Part Three

Training Generative AI Models for Brand Compliance

In part two, you could see how more specific prompting can get you much closer to brand-compliant messaging from ChatGPT. While this is a great way to start giving content creators guidance to improve output from a standard AI tool, we can unlock the next level of content creation by exploring what is possible with training.

In part three of the guidebook, we're going to take the concept of part two – how to get better, more on-brand messages out of generative AIs like ChatGPT – and talk about how training can be the magic that lets you get brand-compliant content out even faster and more efficiently.

Optimize Generative AI Content Using Aprimo

Today, when you fire up a ChatGPT session and ask it to generate some content, it doesn't know anything about your business. ChatGPT is trained on a public domain dataset from 2021 – so whatever you do ask it about your business, it might have learned from your public internet presence from 2+ years ago!

But – what if you could fire up a ChatGPT session, and it already knows your latest products and services and can speak in your *current* brand voice? That would make it far, far easier for your marketers to get useful output out of GPT fast – and take you towards the highest level of automated content generation. This is where training comes in.

Training vs. Prompting

As opposed to prompts, which is the text you give to a generative AI tool to ask for a specific output, training helps a generative AI model by pointing it to a set of content to learn from and influence its output by. There are many ways to train an AI model depending on your use case, but no matter which method you use to train, the goal of the output is the same – to change the generated output without requiring the user to be incredibly specific with their prompts.

While you can get a lot of valuable output using prompting alone, teaching people how to prompt effectively can be challenging. By training, you make it easier to get the output you want without needing to create sophisticated prompts. This will reduce the time it takes for a content creator to get AI-generated content that's still compliant. Since generative AIs tend to charge based on how much they take in and produce, reducing the amount of chatter with them can not only lead to better output faster, but it can also keep costs under control.

Training A Generative AI Model Using Aprimo

First, you identify a set of content that you want to use to influence the output. This content should be as close to ideal as possible – perhaps this is the content in Aprimo that is most highly engaged with, measurable by Aprimo's [Content Return on Effort](#) feature sets.

Second, you ask GPT to pull the copy from that content to learn from it and set up a trained model (or models) based on your existing content. Training can take a varying amount of time and money depending on the volume of content you provide, so it's important to be able to identify the right set of content to train on.

Once training is complete, content creators can spin up a ChatGPT session that *knows what high-quality, brand-compliant content looks like* – thus making it far easier for them to stay on message.

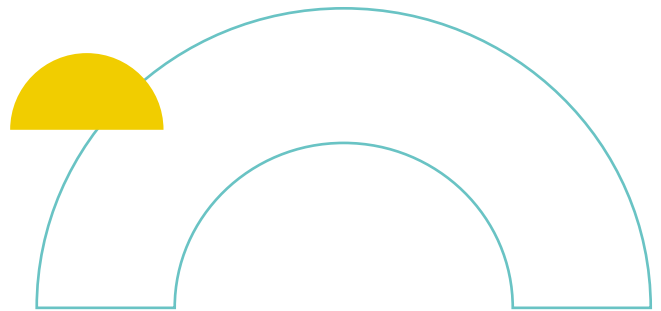
Combining Training And Prompting

Prompting and training aren't mutually exclusive, in fact, they can be used in tandem for even greater effect. Once you've trained a GPT model to understand what good content looks like and [what your brand voice is](#), chances are your users will still use prompting to flavor the output according to a specific context. This could include a particular offer, something personalized for a specific persona, or messaging for a targeted campaign. While training will help GPT recognize the products and services you offer and the personas you target, as described by you – prompting will then help content creators shape the output.

As an example, you can train GPT to understand that an IT buyer would care about security, scalability, APIs, and the benefits that help them do their job. Then, a content creator can ask GPT via a prompt: "Can you write me some copy for product X targeted at IT Buyers?" – and instead of GPT using training data from public domain content to understand what Product X is and what an IT Buyer cares about – it can use your content instead to influence that, and be much more likely to stay on brand message.

Flip Brand Compliance: Generate On-Brand Content Upstream

Another aspect to consider is that today you are likely spending a lot of time and effort to ensure brand compliance with human or AI-powered content being created. As you train your generative AI models to start producing more on-brand content, however, you can reduce the number of reviews needed. While it's unlikely in the short term you will get perfectly compliant output every time, you must start learning what trained generative AI models can do for you today and refine your training approaches. Failing to do so will force you to spend a lot of time reviewing AI-generated content when you should be moving towards generative AI output being more on-point on initial creation instead of increasing your compliance review burdens.



Trained
Model(s)

aprimo™

High-performing content containing:

- Your brand voice
- Personalized messages
- Target audience
- Products and services
- Key features and benefits



OpenAI
ChatGPT

SU

Write a social post targeting millennials to promote our new noise-canceling headphones.



Sure, here is a social post already in your brand voice about your noise-canceling headphones for millennials.

Say goodbye to distracting background noise and hello to pure, uninterrupted music bliss!

🔥 Whether you're on a noisy subway or in a crowded coffee shop, our headphones will transport you to your own musical oasis. 🎧 🌊



How To Navigate The Complexity Of Training

Jumping into training is certainly a step up from using vanilla GPT and prompting – but it may unlock significantly more potential and [scale your content creation](#) with a much higher maturity level. In a few years, the top brands will likely have custom-tailored GPT models ready for their content creators to level-up content creation like never before.

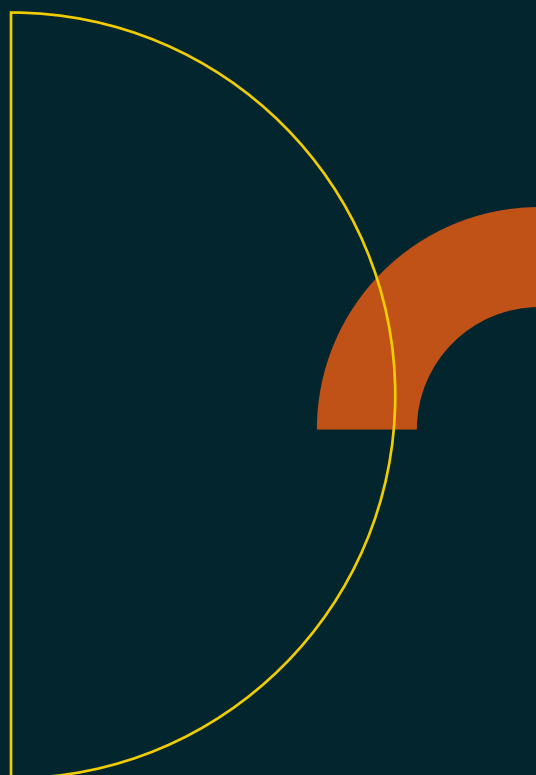
As outlined above, you need two things to get started: *a pool of great content and the ability to train.*

But there are some challenges that need to be addressed along the way. For example:

- Should you create one model trained on all your content, or consider separately trained models for different business units, products, or services?
- How can you pair training and prompting in the most effective way possible?
- How do you phase out old content that is no longer brand compliant when training?
- How do you learn and iterate rapidly to unlock value fast, then scale to your broader organization?

Aprimo can help you navigate these new challenges by working with experts at your company. We can help you pull the appropriate sets of content from Aprimo, advise on training your own GPT models no matter where they are hosted, and help you get closer to brand-compliant generative AI output, one step at a time.

Read part four to unlocking the secrets of generative AI and how it can impact your business today.





The Aprimo Generative AI Guidebook: Part Four

How to Manage the Risk of AI in Your Business

In the earlier chapters, we talked about AI concepts and how you could manage, leverage, and optimize them within your business. In part four we will talk a bit more about managing your risk related to AI and steps you should consider to help protect your business.

To ensure [responsible use of AI technologies](#), companies should consider establishing some key governance practices. We would recommend implementing controls in the following areas:

- **Policy Management:** Define and publish clear policies around the use of AI
- **Transparency:** Outline processes for detecting and flagging AI content
- **Human Oversight:** Ensure all AI content is getting the proper level of human oversight
- **Feedback:** Create channels for employees to provide feedback on their experiences with AI
- **Reporting and Tracking:** Track AI initiatives and content leveraging dashboards

Policy Management

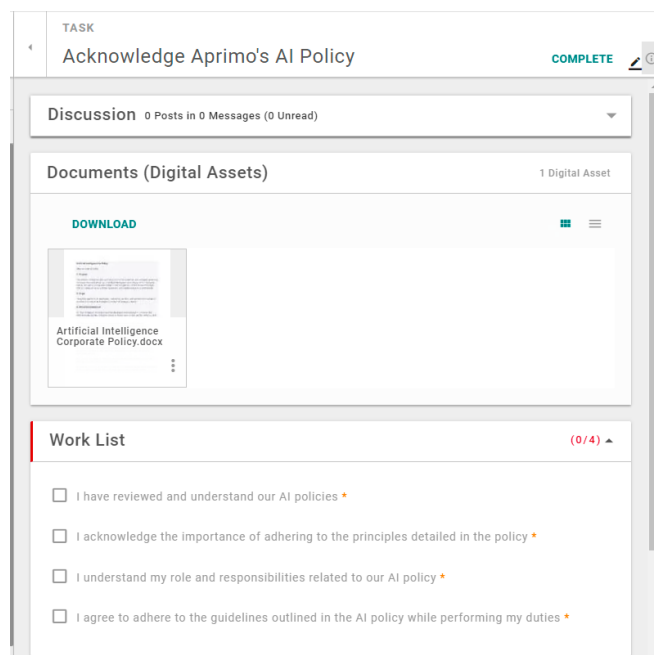
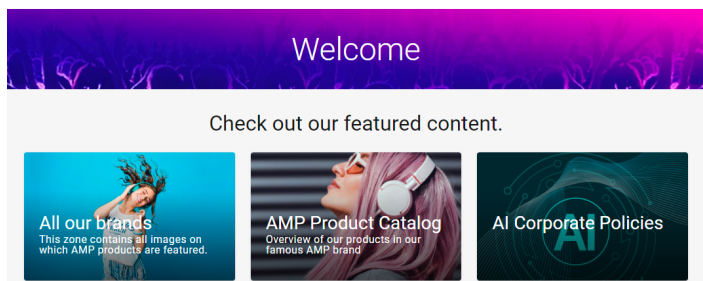
Companies should establish, document, and communicate their policies around the use of AI within their business. This is key to giving your employees guidance on what is acceptable and expected of them when working with AI. It is also critical for your company, so if any issues or complaints arise related to AI, you have clear policies you can reference to determine what actions to take in response. Below are some different kinds of policies to consider. Review this list to determine which should apply to your business and situation.

- **Ethics and Compliance Policy:** Establish a comprehensive ethics policy that outlines the principles and values guiding AI development, addressing issues such as fairness, transparency, accountability, and privacy.
- **Bias Mitigation Policy:** Develop guidelines and procedures to identify and mitigate biases in AI systems to ensure fair treatment and avoid discrimination in decision-making processes.
- **Data Governance Policy:** Implement robust data governance policies to ensure the responsible collection, storage, and usage of data, taking into account privacy concerns and data protection regulations.
- **Explainability Policy:** Set standards for AI model explainability, ensuring that AI systems provide clear and understandable explanations for their decisions and actions.
- **Human-in-the-Loop Policy:** Establish guidelines for incorporating human oversight and intervention in AI processes, particularly in critical decision-making scenarios.

- **Security Policy:** Implement strong security measures to protect AI systems and data from unauthorized access, ensuring that AI models are resilient to cyber threats.
- **Transparency and Disclosure Policy:** Commit to transparent communication with users and stakeholders about the use of AI, including the presence of AI in products or services.
- **User Consent Policy:** Clearly define guidelines for obtaining informed consent from users when AI systems process their data or influence their decisions.
- **Third-party AI Vendor Assessment Policy:** Evaluate and select AI vendors based on their adherence to ethical practices, security standards, and compliance with relevant regulations.
- **Regulatory Compliance Policy:** Stay informed about relevant AI regulations and standards in different jurisdictions and ensure compliance with these regulations.
- **Training and Education Policy:** Invest in ongoing training and education for employees working with AI systems to enhance their understanding of ethical AI practices and potential risks.
- **Testing and Validation Policy:** Implement rigorous testing and validation procedures for AI models to identify and correct potential biases and errors before deployment.
- **Liability and Accountability Policy:** Clearly define roles and responsibilities concerning AI system development, operation, and potential consequences, ensuring clear lines of accountability.
- **Monitoring and Auditing Policy:** Regularly monitor AI systems in production and conduct audits to identify and address any emerging ethical or security concerns.

Having the policies is great, but you also need to centrally manage and distribute these policies. We recommend creating a collection in the [Aprimo DAM](#) to hold your policies. Expose these policies on the Spaces page to all users so they can easily see and find your policies. If appropriate, leverage the Public Links feature to expose these policy documents in other external systems or websites while maintaining one source of truth for the policy in the DAM. This way, if your policies need to change (and with how rapidly AI is evolving, they will) you can update it in one place and have it picked up by all the other systems leveraging the Public Link.

TIP: Customers can leverage the Aprimo workflow solution to distribute these AI policies to all the appropriate end users of Aprimo. We recommend that users creating and uploading new content into the DAM be required to review your AI policies. Using Aprimo's workflow solution, you could assign each user a task to complete, which includes the AI policies and a checklist that requires the users to acknowledge they have reviewed and accepted the policies before completing the task. This will allow you to ensure all content contributors know your policies and agree to follow them. For larger companies, you may want to break up the workflow to run a Project per department or team to make assignments more manageable and allow managers to easily track who has completed the task.





Transparency

Before you can take any actions related to AI, you have to know who is using it. We would encourage you to be open about it and ask your employees to be transparent and openly disclose when they have used AI. As we shared in earlier chapters, this could be as simple as a few metadata fields on the Content Item indicating that it was influenced by AI and the AI service used, or at least a category of AI that was used so you can get a better understanding of what tools your employees are leveraging. This additional detail will help answer other questions like: Do they have proper licensing for those tools? What are the cost implications of using those tools? And more.

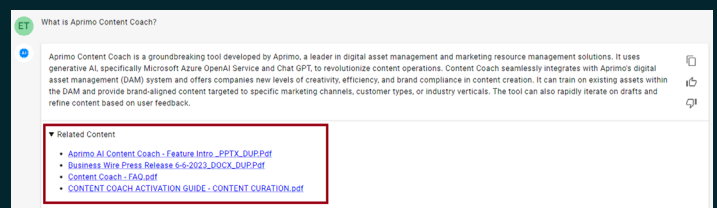
These fields can also be exposed on tasks in workflows where content is uploaded through Data Collection templates. One simple example would be an “AI Influenced Content: Yes/No” field that can be set by the user when completing their upload task. If the value is set on the Task, the field value can be passed to the content item using the metadata transfer options in Status Actions.

Asking your employees to self-disclose is a great start, but we would also recommend allowing technology to assist as well. Several service options are coming out in the market to attempt to “detect” if content was influenced by AI. As laws and policies evolve, more companies offering AI services will likely start to self-report or tag AI-generated content in ways that make it easier to know the source of the content. Collecting this information on your Content Items will make sure you are ready to take advantage of these options as they evolve.

To support transparency, Aprimo offers an “[AI Content Detection](#)” solution that leverages one of these services to scan incoming content as it is uploaded into the Aprimo DAM. It will generate a confidence score on the content to indicate how likely it is that it was AI-generated. Aprimo can then flag content that exceeds a threshold as being AI-influenced. Content being flagged as AI-influenced can then trigger various actions to take place, leveraging rules in the DAM and workflows.

Another key aspect of transparency is traceability. Can you tell what source(s) the AI service used to derive its response? Especially with content generation, ideally, the AI services you leverage could cite its sources to allow you to verify the authenticity and accuracy of the response.

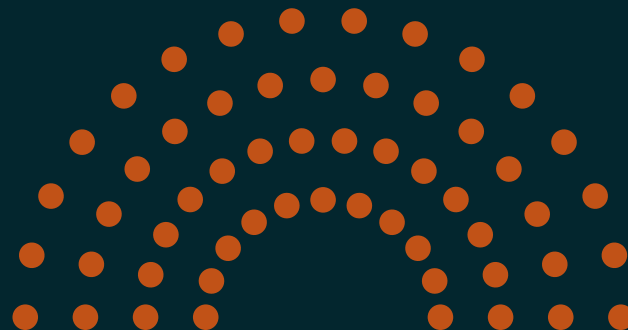
For example, when the [Aprimo Content Coach](#) provides users with an answer, they can see which content items were used to craft the response and click through to view them. This way, if the answer seems questionable, the user can quickly drill into the source to verify it. This also helps the Content Coach owner know what content is providing the most responses, which is providing accurate responses, and which is not. This transparency allows the Content Coach owner to curate the content in their model and understand its effectiveness.



Human Oversight

We have all heard it over and over at this point. We should not be allowing AI to run unchecked in these early days. We need to keep a “human in the loop” when it comes to leveraging AI. So how do we do that?

Establish an AI Governance Board with a set of members across departments who are responsible for overseeing the implementation of AI policies and guiding ethical decision-making. This board should regularly review all ongoing AI initiatives, and assess their risk and compliance with the overall company policies.



In order to provide this board with the information it needs, you should begin centrally tracking all the AI initiatives you are planning as a business. It does not need to be a lot of information, but at least some key high-level details: Department, Owner/Sponsor, Current Status, AI Services, and Business Case (i.e., Benefits and Risks). Set a value score and a risk score and rank them based on priorities.

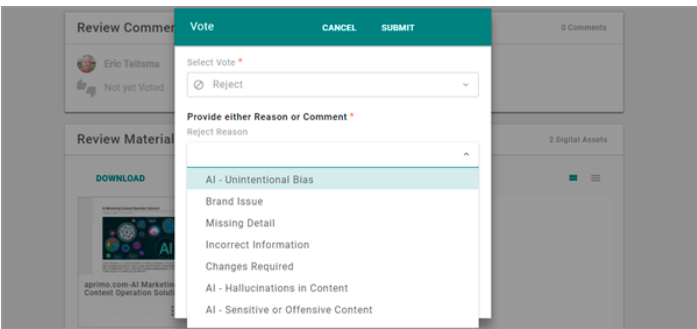
This could easily be tracked in the Aprimo platform, leveraging Programs and Activities and quickly visualized on the calendar. Or customers could leverage the Aprimo Planning module to help structure and manage their initiatives and link them to key strategies and goals. The Governance Board can then quickly and visually see all the ongoing and planned initiatives on the calendar and easily drill into each one to see more details when needed.



Beyond this, it is important to ensure all AI content is going through the appropriate human review. Most likely, you already have an approval process for any new content entering the DAM and any content being used in any marketing activities. However, those processes may need to be adjusted to handle AI-generated content differently, and the individuals involved in them may need extra enablement or guidance on how to properly vet AI content.

Customers leveraging the Aprimo workflow solution should consider updating their processes to account for AI content and potentially route that content for additional approvals OR update the expectations on the existing reviews in the process to properly verify AI content. One option would be to configure an AI Governance step checklist to display on those review steps. This checklist could provide clear guidance on what items to consider during the review. You can also leverage URL Extended Attributes to put a link to your AI policies collection directly on the task to make sure users have quick access to your policies when doing the reviews.

Consider updating your "reject reasons" on reviews to account for common AI failures like "unintentional bias" or "hallucinations in content" so you can see if AI is causing specific rejections.



Feedback

As you begin to leverage AI to generate content and improve efficiencies, it will be key to allow your users to provide feedback on the quality of the AI content and outputs. You should be building out processes and methods to allow users to report AI concerns or issues. You could approach this in a few different ways.

Maybe something as simple as just an email inbox, "AI Feedback," that employees could use to report AI concerns.

Getting more elaborate, create a new Work Request form in Aprimo for reporting an AI concern. The form could allow the user to specify a department, maybe categories for the "concern", if they know the AI project involved, etc. to better quantify the concern. The request could then kick off a simple workflow to route the issue to the appropriate department or team.

Another key suggestion is that when you start engaging with different AI services or solutions, you should insist that those services also include feedback loops around any content being generated. Ideally, when employees use it, they have a way to rate responses which you should be able to review so you can see what the overall feedback is so you can assess that AI service's performance. How often is the service providing good results vs. bad? If the results are wrong, why are they wrong? Was it offensive, inaccurate, incomplete, etc? In these early days, we should not expect these emerging AI services to be perfect. One of the coolest aspects of AI is that it can learn, get better, and improve over time. Being able to work with it, provide it feedback, and coach it to become better will be key to getting real value out of it.



A good example of this is how the [Aprimo Content Coach](#) allows users to rate the responses they receive and categorize them. The Content Coach owner can then review those responses to see where the model is struggling and take action to correct it. Adjust the prompt, update content to close gaps, or remove content that is providing poor responses to improve the output and increase the value.

User feedback					
User	Prompt	Reply	Rating	Comment	Date
AC Chawla, ...	Can you tell me about Aprimo QuickConne...	Aprimo QuickConnect is a browser extensi...	👍		July 18, 20...
AC Chawla, ...	Can you tell me about Aprimo's ContentSta...	I don't have enough information to answer L...	👎	failed to fully answer the q...	July 18, 20...

Reporting and Tracking

Easy visibility to AI usage and policy enforcement is key to making good decisions. Once you have completed the steps outlined above, you should build dashboards to quickly show overall status and glean insights. If you are building out some of the examples discussed in Aprimo, then you will have this data immediately available to leverage in Aprimo reports and PowerBI dashboards. Or you can build the reports in your own BI platform of choice and still embed them into the Aprimo home page.

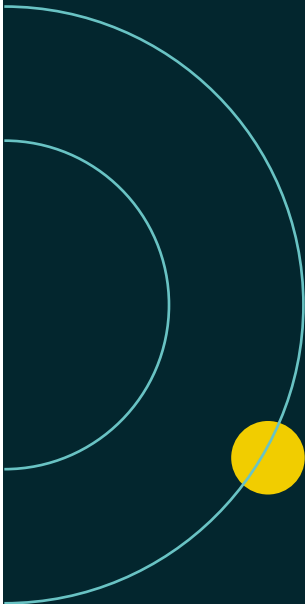
Based on the discussion above, here are a few ideas on what to track:

- If you are rolling out your AI policies, what % of users have completed their tasks?
- Dashboard of all AI initiatives, showing their status and risk level
- How much AI-influenced content is being uploaded in the DAM (type of content, status)?
- Which departments and groups are leveraging AI the most?
- What are the most common AI services being used?
- How often are reviews being rejected based on AI-related reject reasons or concerns?

Generative AI is here, and it is not going away. Every company needs to assess these technologies and develop stances appropriate to their business needs and risks. Those stances can and will change (likely often) as this ever-changing landscape of AI policies, lawsuits, and technology evolves.

By adopting some or all of these recommendations above, your company can foster responsible AI practices and mitigate potential risks associated with AI technologies. Moreover, having well-defined policies and processes demonstrates a commitment to ethical AI development and usage, which can enhance a company's reputation and foster trust among its employees, customers, and stakeholders.

quick utilization of Aprimo, GPT, and other AI tools to achieve actionable plans and valuable outcomes. Part five delves deeper into the impact of generative AI on your business and highlights how Aprimo can lead the way.





The Aprimo Generative AI Guidebook: Part Five

Budgeting for Generative AI

Tracking your Generative AI Spend

Now that you're well-versed in what Generative AI can do for you and how to manage the risks associated with using AI for marketing, let's (literally) dive into the dollars and cents. There are predictions all over the place about how the usage of Generative AI will explode over the next few years, and the costs associated with this usage will invariably increase and become an important portion of your marketing expenditures. According to a recent survey from [Gartner, Inc.](#), 63% of marketing leaders plan to invest in generative AI in the next 24 months.

In many cases, some of your expenses may shift from traditional marketing spend (internal or external agencies, copywriters, market research, and others) to using AI through various providers and models. This will become a tangible piece of your budget that must be estimated, accounted for in planning, and tracked to ensure you're getting the most of your investment in AI.

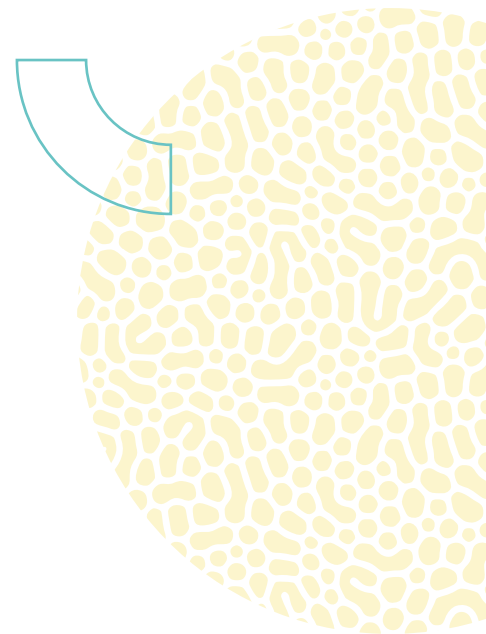
This is where [Aprimo Plan & Spend](#) comes into play. The Spend Management product in Aprimo already has many tools that can let you determine what portion of your budget should be allocated to Generative AI and how to allocate those funds across different content creation, marketing initiatives, and campaigns. Understanding how this can work will help you be prepared for when these costs start to become significant.

Cost Tracking vs. Consumption Tracking

One key point to make here is that different types of tracking could be used for different purposes.

- **Cost Tracking** – reflects your AI token actual costs and what you are billed by the provider.
- **Consumption Tracking** – who is using Generative AI, which models, and how often, even down to the level of which content or campaign used Generative AI tools.

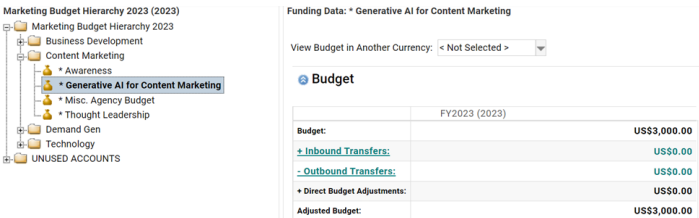
For the purposes of this guidebook, we are focusing on Cost Tracking. While consumption drives cost, the discipline and data needs are much higher in consumption tracking, and the information is often used for different purposes. Think of Cost Tracking and related trends being of interest to the CFO or CMO, while Consumption Tracking is of interest to Team and [Creative Leads](#), Marketing Operations, and [IT Staff](#).



Budgeting AI Spend

While there are various models, processes, and structures for how marketing teams allocate funds, one aspect that has not been traditionally included is earmarking funds for Generative AI. For good reason – it’s still a new tool in the belt for most marketers. While attempting to do a bottom-up estimate of Generative AI spend by marketing activity, initiative, or campaign ahead of time would be ideal, in reality, it’s tough to predict Generative AI usage and subsequent spend at that level. The needs are typically not established upfront, nor will you know how many users will engage with AI models and how many tokens are being consumed.

At this juncture, it will be more common for marketing organizations to plan and track their Generative AI costs by business unit, department, or function/role. Therefore, a general grouping of these AI costs by those parts of the organization is recommended. Here’s an example of how this may be structured in Plan & Spend:

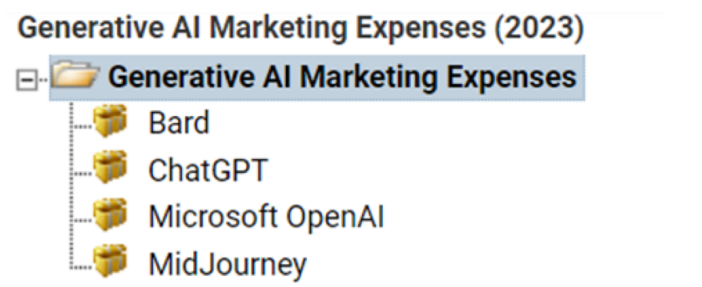


Generative AI Shown in a Budget Hierarchy

Forecasting AI Spend

Pulling a Generative AI cost number out of thin air without understanding which providers and models are involved (and their relative costs per token) will probably not yield good results. Instead, marketing teams can estimate their spend per provider/model and then forecast based on projected usage. The best way to do this is by Expense Category, much like non-AI spend is categorized at the Forecast Line Item level.

Additionally, Aprimo provides tools for ensuring that all AI spend is approved by the proper parties based on the type of provider/model and the projected amount. For example, let’s say that all campaigns for a department cannot be approved unless all content copy is run through an AI “compliance checker” process. This can easily be configured as a validation step to ensure that the expenses for using these tools are allocated ahead of time. Perhaps there are also certain groups in marketing that cannot use AI for various reasons, so any plans to spend money on AI would be rejected.



Generative AI Expense Hierarchy

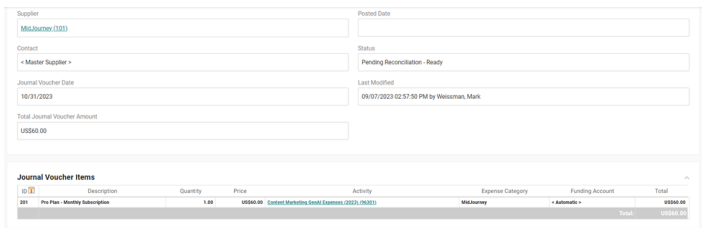
The screenshot shows a forecast grid for 'Content Marketing GenAI Expenses (2023)'. The table has columns: Supplier Type, Fiscal Year, Period, Expense Category, Description, Quantity, Rate, and Total. The data rows show forecasts for FY2023 (2023) for October and September, with expense categories like 'ChatGPT Plan - Monthly Subscription' and 'Pro Plan - Monthly Subscription'.

Supplier Type	Fiscal Year	Period	Expense Category	Description	Quantity	Rate	Total
FY2023 (2023)	October	ChatGPT	ChatGPT Plan - Monthly Subscription		1.00	US\$20.00	US\$20.00
FY2023 (2023)	October	MidJourney	Pro Plan - Monthly Subscription		1.00	US\$40.00	US\$40.00
FY2023 (2023)	September	Microsoft OpenAI	Use of OpenAI GPT-4 Services for supporting thought leadership articles (1,000 tokens)		1.00	US\$20.00	US\$20.00
				Total			US\$80.00

Forecast Grid for one Business Unit's Generative AI Costs Activity

Capturing AI Spend as an Expense

Since Generative AI costs are almost always billed based on consumption after the fact, it’s very unlikely that marketers would enter a Purchase Order (also called a Commitment in Aprimo) ahead of time for specific spend at a particular time with an AI vendor and then get invoices that draw down on that Purchase Order like they would for other types of marketing spend. Much more often, the billing statement can be imported from the provider and then matched to the proper Activity where the AI costs for the business unit, department, or function/role are captured. These billing line items (the actual AI spend) can be represented as either Invoices or Journal Vouchers.



An example Journal Voucher representing actual spend

While it’s a big unknown exactly how much of a marketing team’s budget will start to be allocated towards Generative AI, it’s good to know that Aprimo Plan & Spend is fully ready now to let you plan, estimate, track, and understand trends in your AI spend, no matter how small that spend might be today and how large it can be in the future.



Conclusion

Generative AI is here to stay so it is imperative every organization is equipped with the right technologies and knowledge for their business needs. By following the tips and advice in this guidebook, you can learn how to use generative AI to improve your content operations and create a practical plan to quickly utilize Aprimo, GPT and other AI tools for valuable outcomes.

[Learn more](https://go.aprimo.com/ai-powered-content-operations-platform) about Aprimo's AI-powered Content Operations platform.
<https://go.aprimo.com/ai-powered-content-operations-platform>

Aprimo offers industry-leading digital asset management and work management solutions that help your teams spend their time and effort on content and marketing strategies that actually drive business outcomes and reach customers in the right channels. Its powerful content operations platform provides organizations with a single source of truth to optimize the way they plan, develop, govern, and deliver exceptional brand experiences at scale. Learn more at www.aprimo.com.



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