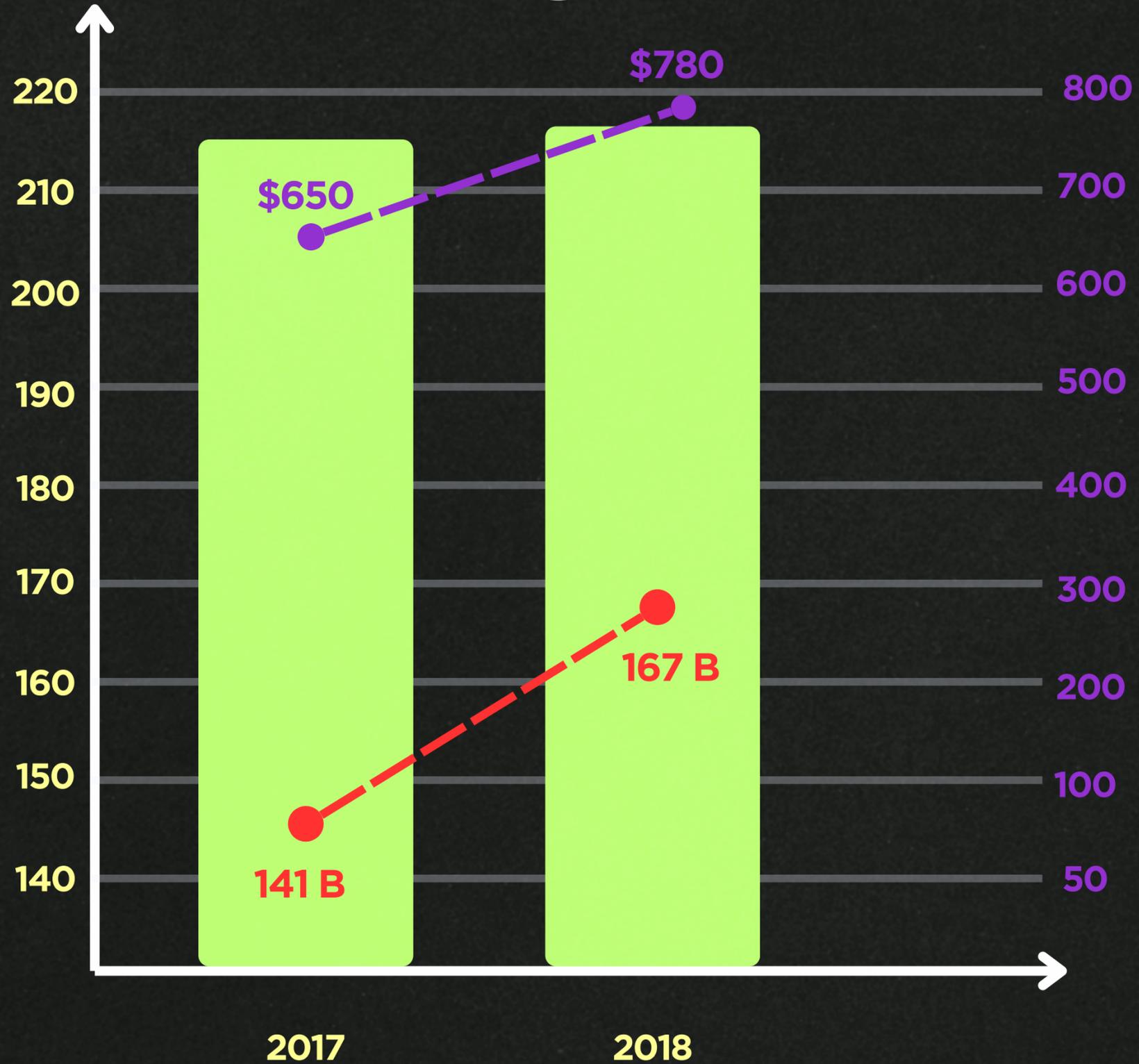


The Graph Slide



● Average Unit Price ● (\$)Revenue (Billion \$) ● Iphone Sales (Million)

Without INSIGHT,
DATA is just DATA.

With insight, it becomes a strategic asset.

Ginni Rometty, former CEO of IBM



October 16th, 2024

InsightGen

Presented by :

Anvesha Tiwary, Divya Bansal, Sanchit Garg, Vatsal Patel, Shreya Shreya

The Problem

Why is our Tool required?

01

The Persona

Who's this for anyway?

02

Our Solution

What our tool does

03

The Workflow

How our tool works

04

Conclusion

Lets Summarize it all

05

Agenda



The Problem

Data Data everywhere, not a moment to think
Data Data everywhere, takes too much time to
~~sync~~-sink

63%

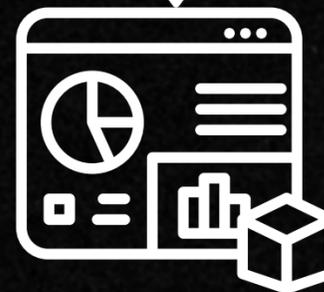
of marketer's data-related time is spent on tasks that can be partially or completely automated



Collecting



Cleaning



Visualizing



Analyzing

Q: Which of the following causes frustration during your daily work?

Source: Funnel Survey | 2023

Finding Quality of Data **50%**

Fragmented Data / Data Availability **43%**

Time required to compile data **35%**

Relying on Non-Marketing data people **34%**



Marketers say their top data-related frustrations are data quality (50% cite as a frustration) and data silos/data availability (43%)

Meet Emily, Marketing Manager at J&J



Emily Delgado
Johnson & Johnson

Demographic Information

Name: Emily Delgado

Age: 28 years old

Occupation: Marketing
Manager, J&J

Location: NJ, USA

About Her

Emily is a creative individual who started her career in web design. Driven by a passion for crafting engaging campaigns and content helped her transition into marketing roles.

Personality

- Creative
- Enthusiastic
- Leader
- Compassionate

Challenges

- Lack of a strong analytical background.
- Scattered data sources, challenging to keep tabs on.

Goals

- Craft impactful healthcare marketing campaigns.
- Gain recognition for creative contributions.
- Aspires to lead J&J's global marketing portfolio.

What is Emily's situation?

AliFlu's launch is threatened by Pfizer's rumored launch of a similar medication.

CAMPAIGN DETAILS:

Launch

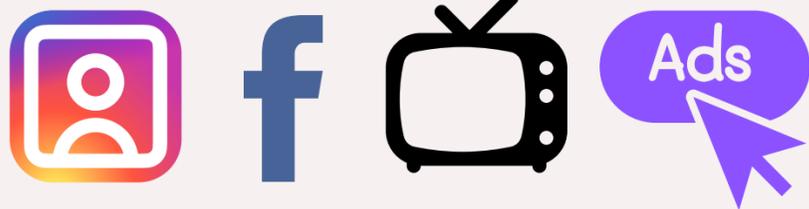


Geography



NEW YORK

Channels



Are we prepared to prepone the launch date if the rumors are true?

Where can I find reliable data on Pfizer's launch demographics?

Changing creatives, messaging and getting permissions would require another week



POTENTIAL CHALLENGES:

Competitor Launch



Scrambled data on Pfizer's PR



Time Limitations



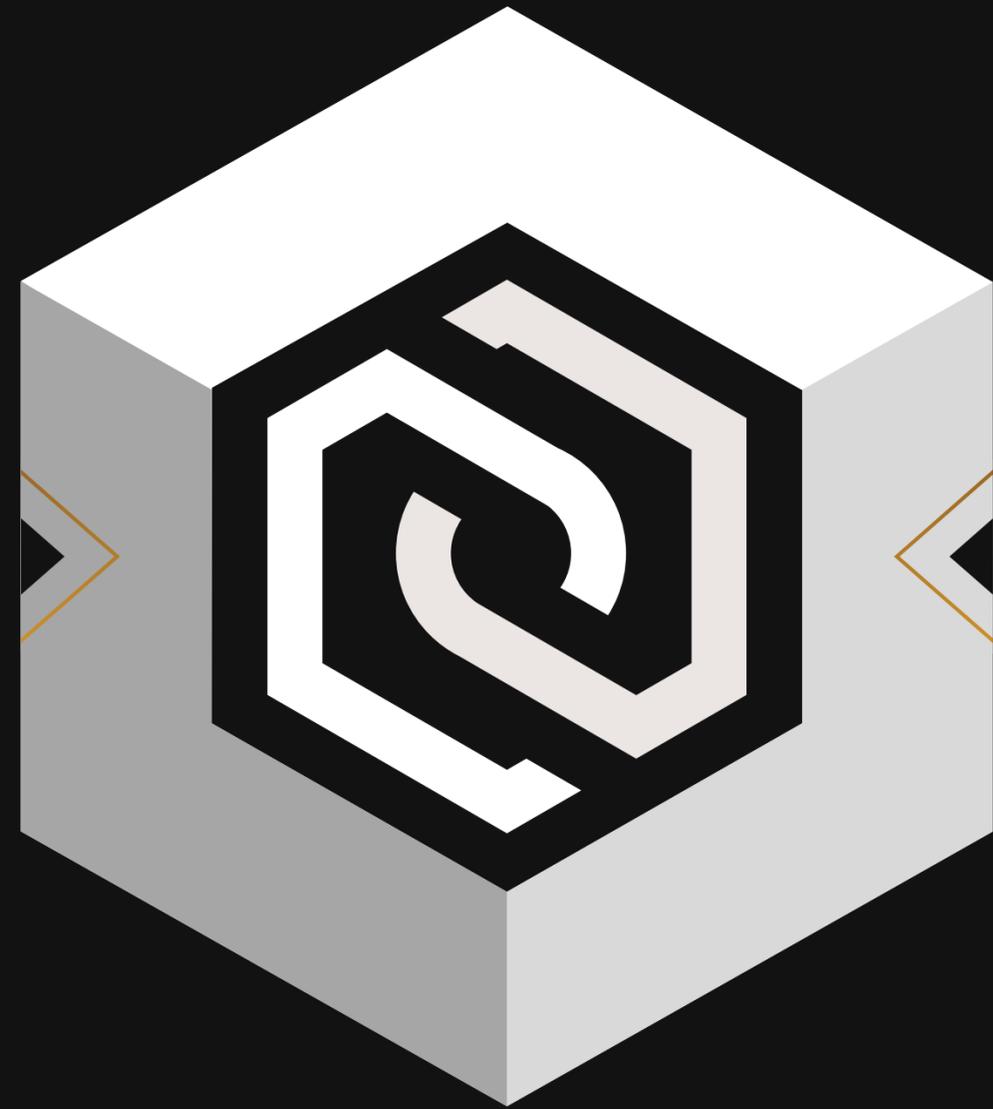
Consistent branding for J&J



What's at stake?

\$10M maiden sales and J&J's
brand reputation.

InsightGen is an AI-powered, one-stop productivity tool that transforms complex and fragmented data into actionable insights, specifically designed to empower marketing and PR professionals to stay ahead in a fast-paced industry.



INSIGHT GEN
AI



Keywords to Track

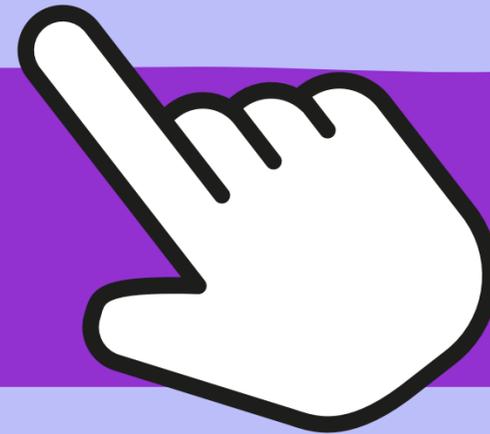
Suggestions





Keywords to Track

"allergy treatments", "seasonal flu medication",
"Pfizer Launch 2024", "Pfizer Press Release"



Suggestions



impact"

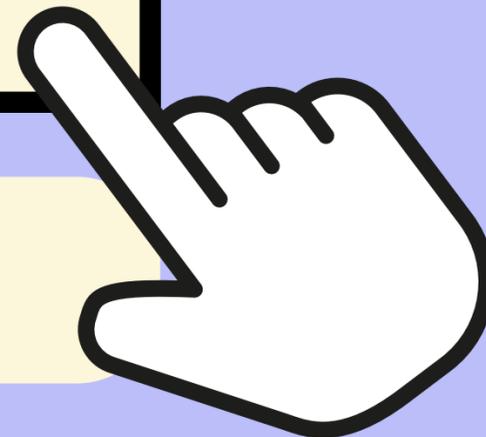
Suggestions

seasonal allergies

Pfizer Patent Filing

pollen allergy spread

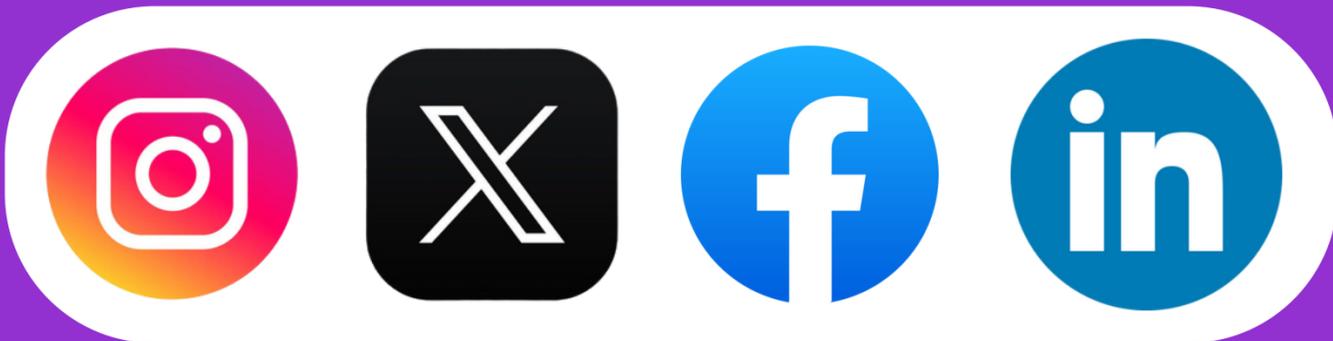
antihistamine medication



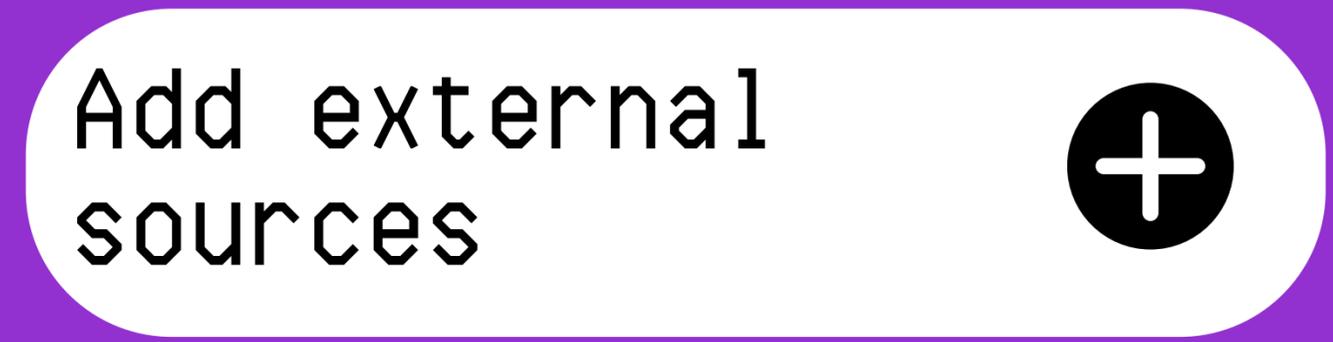


Select your Sources

External



Internal



Hi! Emily
What can I help with?

| Text



Live Dashboard

Your Insight Generators

J&J vs GenPharma
Competitive Insights



CVS's latest product
launch



J&J vs GenPharma
Competitive Insights



J&J vs GenPharma
Competitive Insights



Top News

FDA Approval of HYMPAVZI



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Comirnaty and Paxlovid sales driven Pfizer's growth in recent y



[Read more](#)

Pfizer has problems an activist can't fix

Financial Times
Pfizer has problems an activist can't fix



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PR Mentions



Pfizer updates
Covid-19 vaccinations

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Pfizer's New Drug
Clinical trials

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Pfizer's Global
Partnerships

[Read more](#)



Pfizer's Recent
Legal and Ethical Issues

[Read more](#)

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Alerts



[News Alerts](#)



[Stock Alerts](#)



INSIGHT GEN

powered by : Gemini

Hi! Emily
What can I help with?

|Text



Find PR on Pfizer's launch
in 2024?



Find PR on Pfizer's launch
in 2024?



Find PR on Pfizer's launch in 2024?

I've analyzed recent information about Pfizer's Product announcements, Press releases, Social media sentiment. Key findings from the last 3 months:

1. Patent filings indicate focus on rapid allergy relief medications
2. Social media discussions suggest potential sustainability initiatives

Detailed analysis is available in the attached PDF



Pfizer Launch Report

[Share](#)

[Read more](#)



Can you compare Pfizer's past OTC launches with ours?
Specifically, where have we lost ground to them in recent campaigns?





Pfizer Launch Report

[Rename](#)

[Read more](#)



Can you compare Pfizer's past OTC launches with ours? Specifically, where have we lost ground to them in recent campaigns?





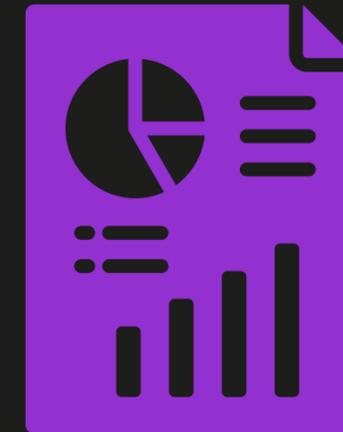
Pfizer Launch Report

Rename

Read more



Can you compare Pfizer's past OTC launches with ours? Specifically, where have we lost ground to them in recent campaigns?

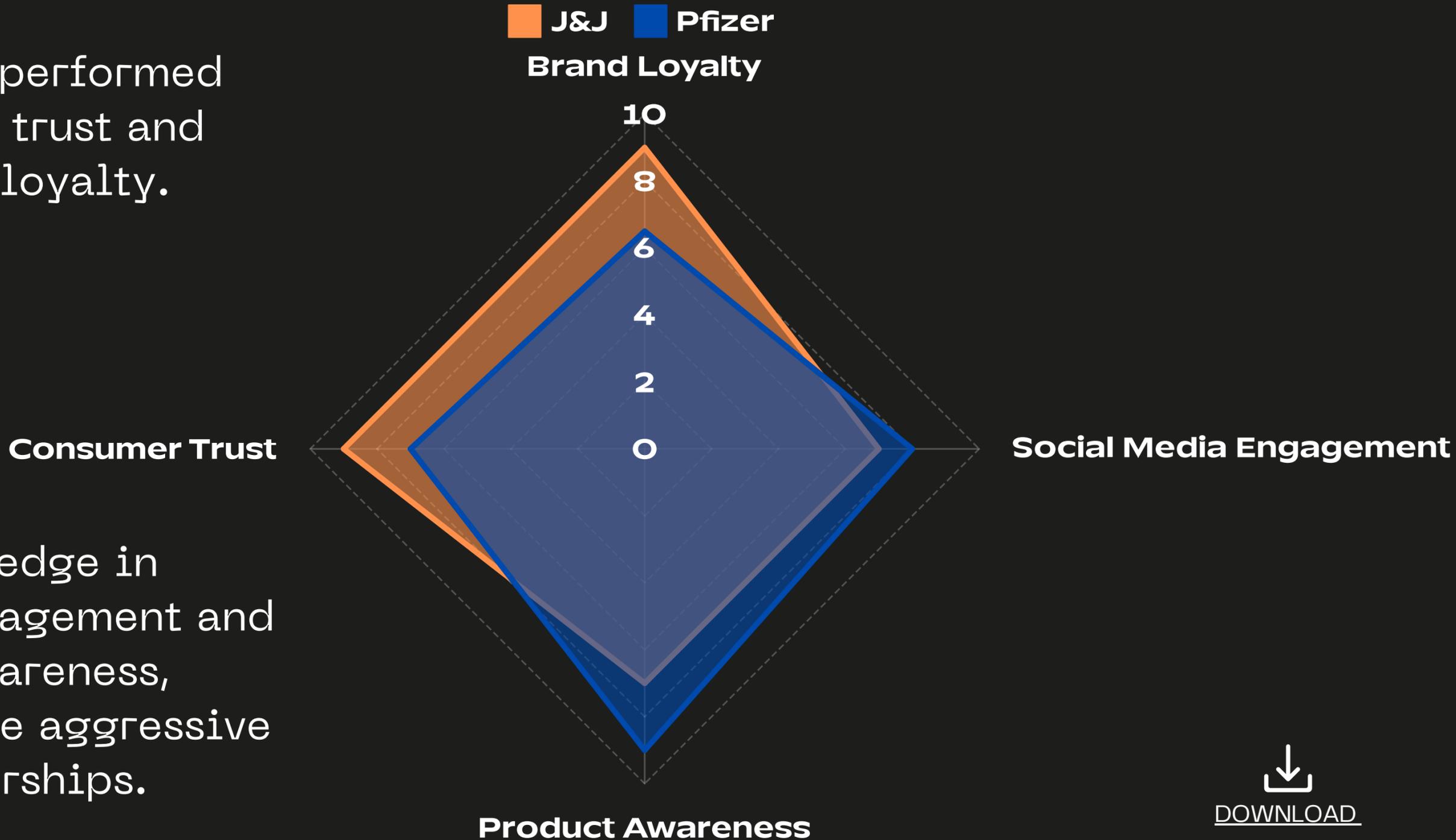


With ours. Specifically, where have we lost ground to them in recent campaigns?



J&J's campaigns performed well in consumer trust and long-term brand loyalty.

Pfizer gained an edge in social media engagement and rapid product awareness, likely due to more aggressive influencer partnerships.



 [DOWNLOAD](#)



Consumer Trust

Social Media Engagement



Pfizer gained an edge in social media engagement and rapid product awareness, likely due to more aggressive influencer partnerships.


[DOWNLOAD](#)

I want to keep track of Pfizer's PR activities for the next 30 days. Can you track real-time social media activities especially if there is a surge in OTC messaging on my live DASHBOARD



J&J's campaigns performed well in consumer trust and long-term brand loyalty

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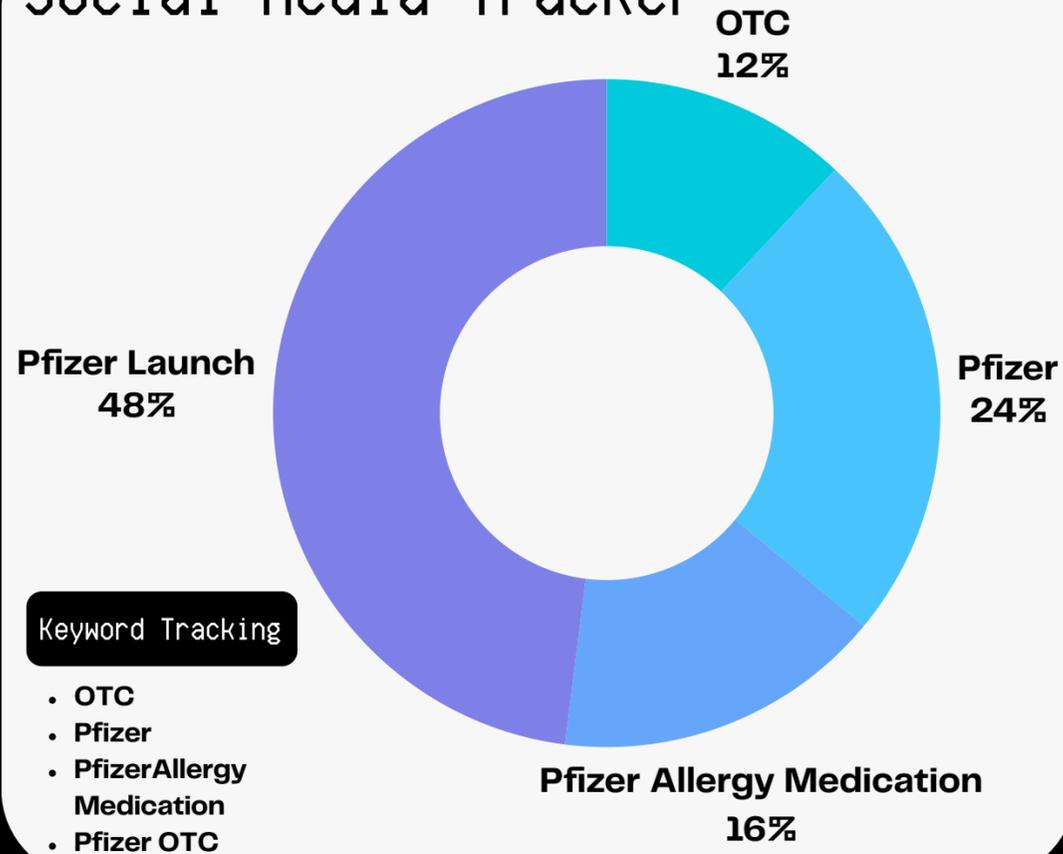
Sure, The live dashboard is updated with Pfizer's current PR activities. Let me know if you need further assistance.

Text



Live Dashboard

Social Media Tracker



Keyword Tracking

- OTC
- Pfizer
- PfizerAllergy Medication
- Pfizer OTC

Top News

FDA Approval of HYMPAVZI



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Cominaty and Paxlovid sales driven Pfizer's growth in recent y



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Pfizer has problems an activist can't fix

Financial Times
Pfizer has problems an activist can't fix



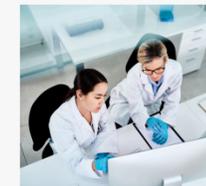
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PR Mentions



Pfizer updates Covid-19 vaccinations

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Pfizer's New Drug Clinical trials

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Pfizer's Global Partnerships

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Pfizer's Recent Legal and Ethical Issues

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Alerts



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Key Differentiators



Customizable InsightGenerator Bots

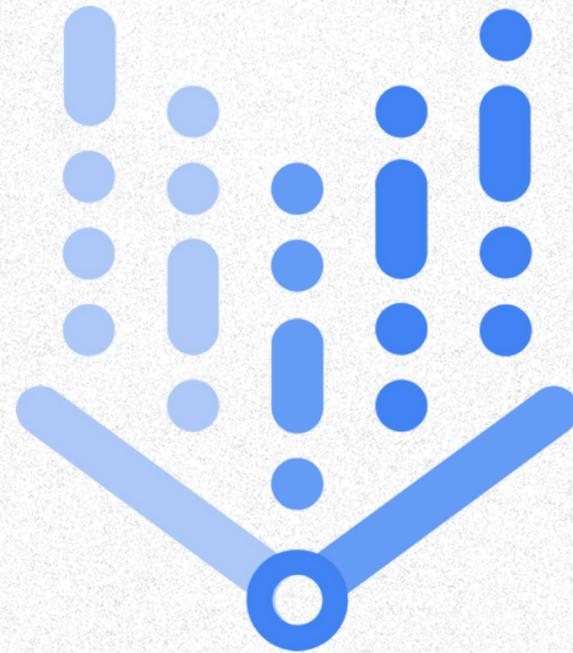
Users can easily configure personalized AI modules (InsightGenerators) to track specific competitors, campaigns, or market shifts, creating tailored dashboards that provide exactly the data you need.



Real-Time Actionable Insights

InsightGen's backend processes vast amounts of data from multiple sources in real-time, instantly identify trends and make informed decisions, reducing the lag time in responding to market shifts.

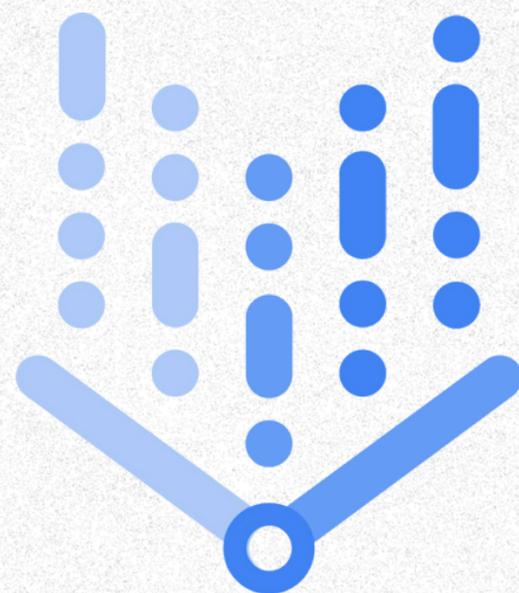
The Sustainable Advantage



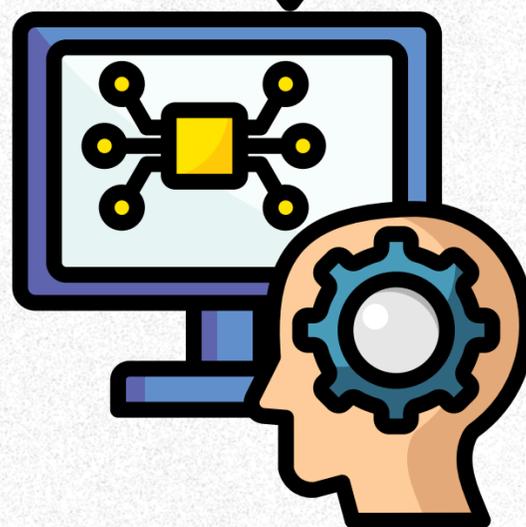
Vertex AI

Harnessing the power of VertexAI

Helps us make InsightGen a more purpose built AI Tool



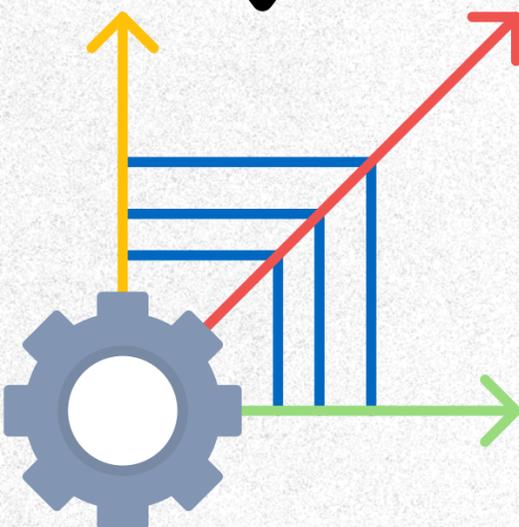
Vertex AI



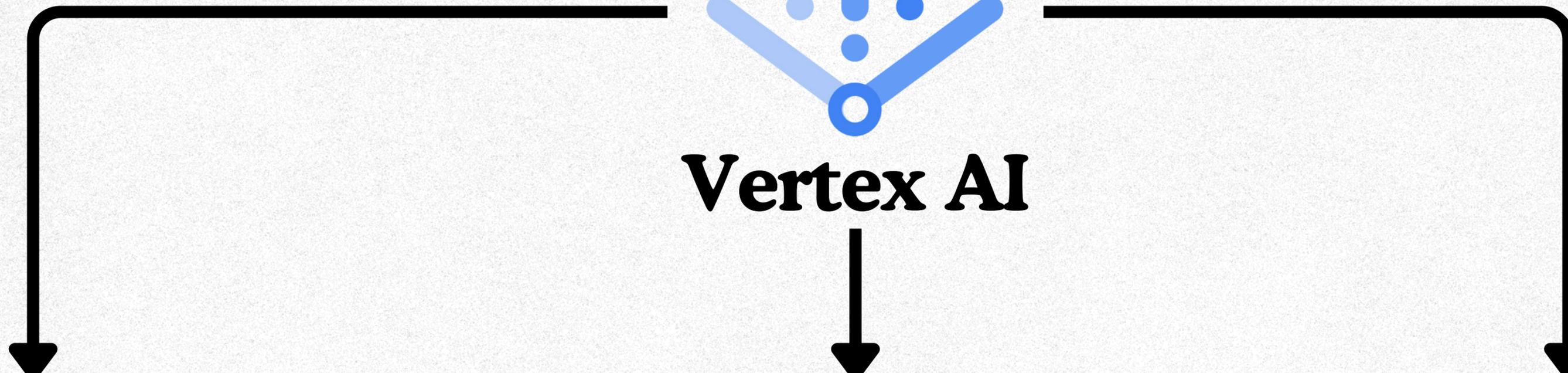
Automated Training

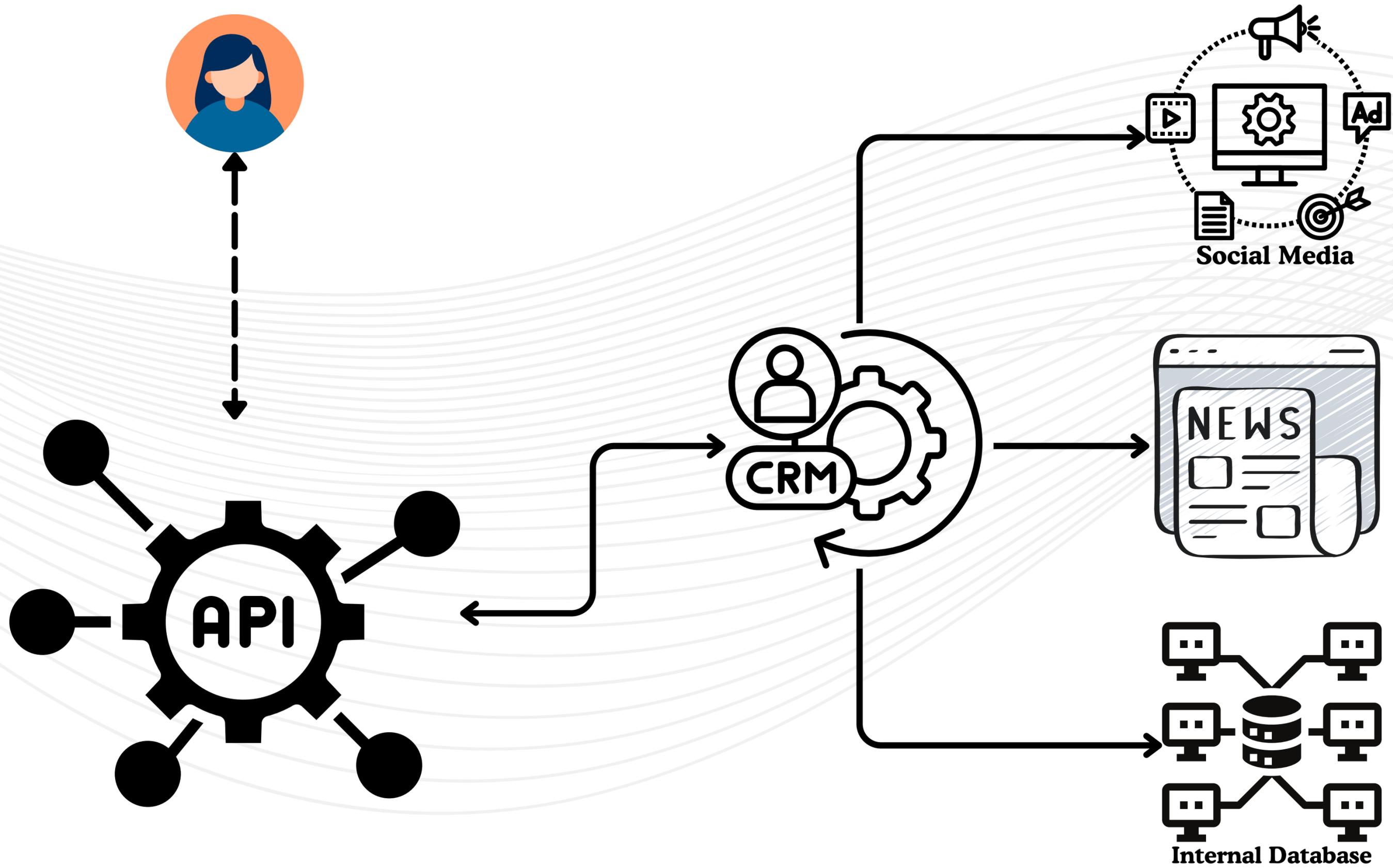


Real-time Prediction

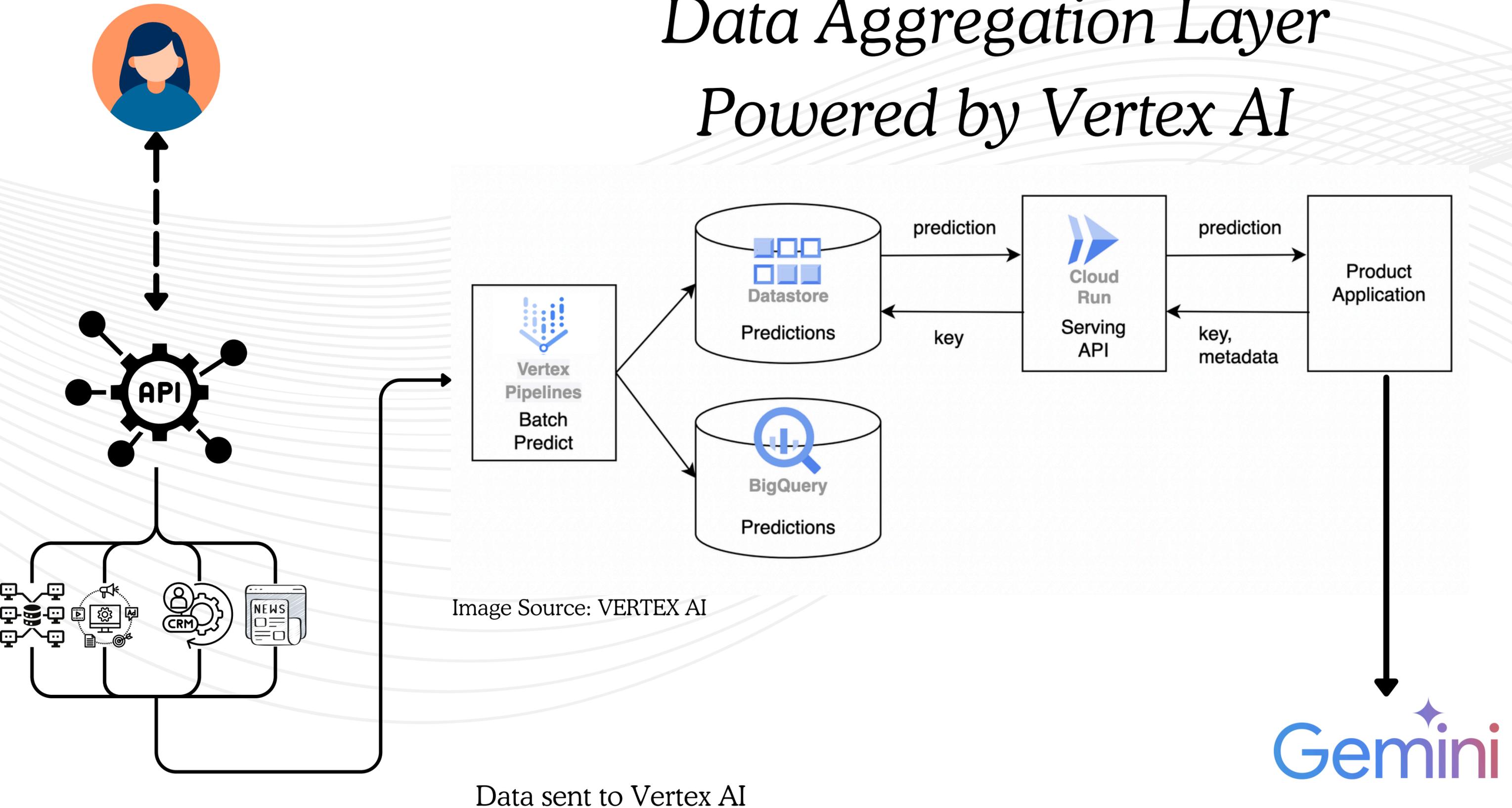


Scalability

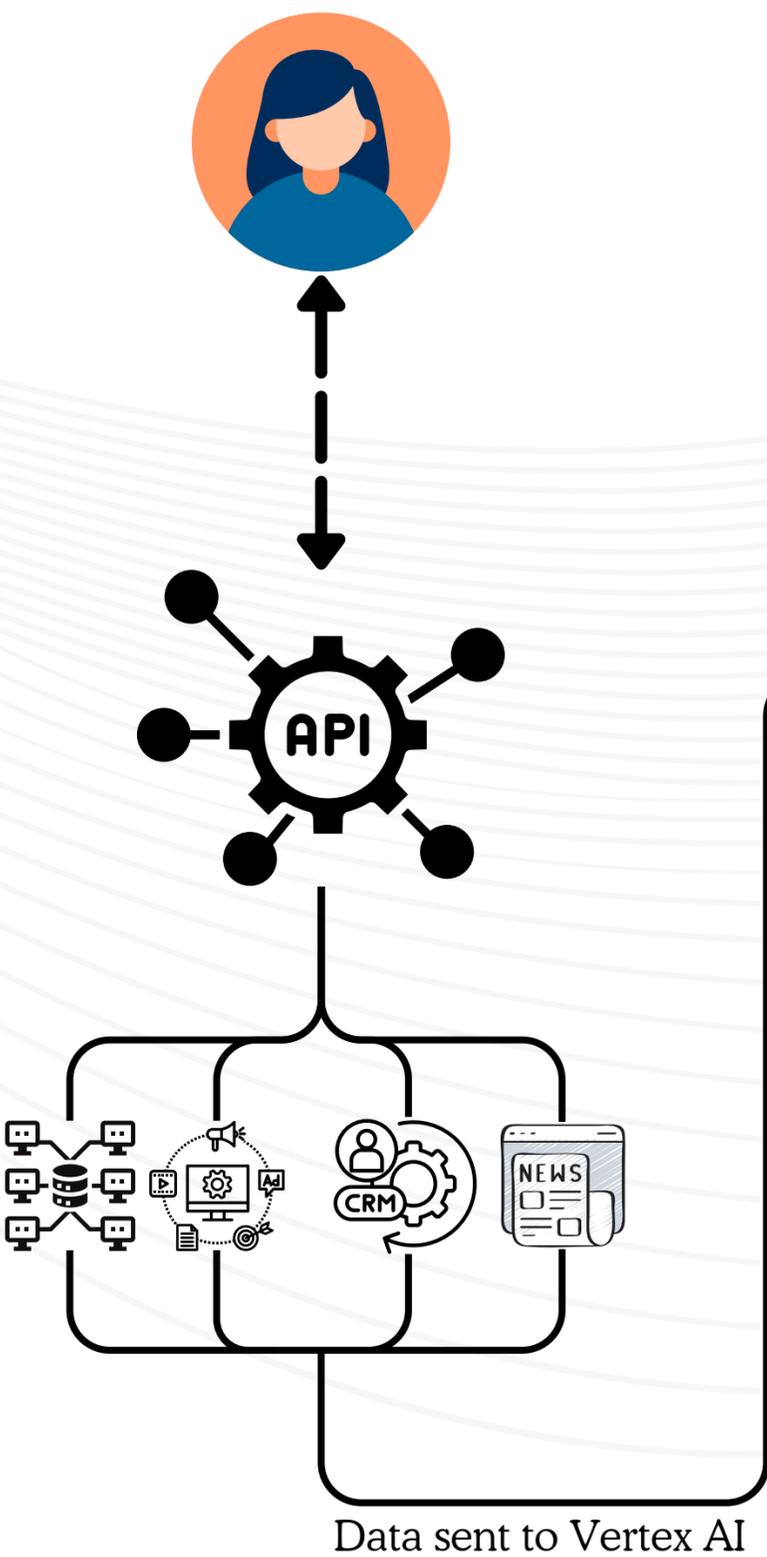




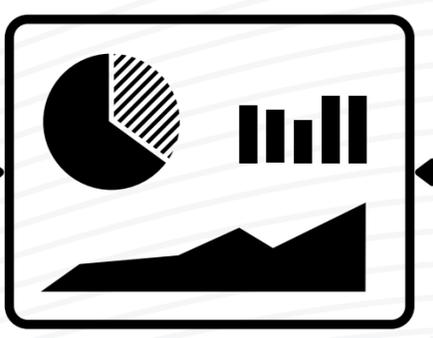
Data Aggregation Layer Powered by Vertex AI



Backend



Live updates sent regularly



Live Dashboard



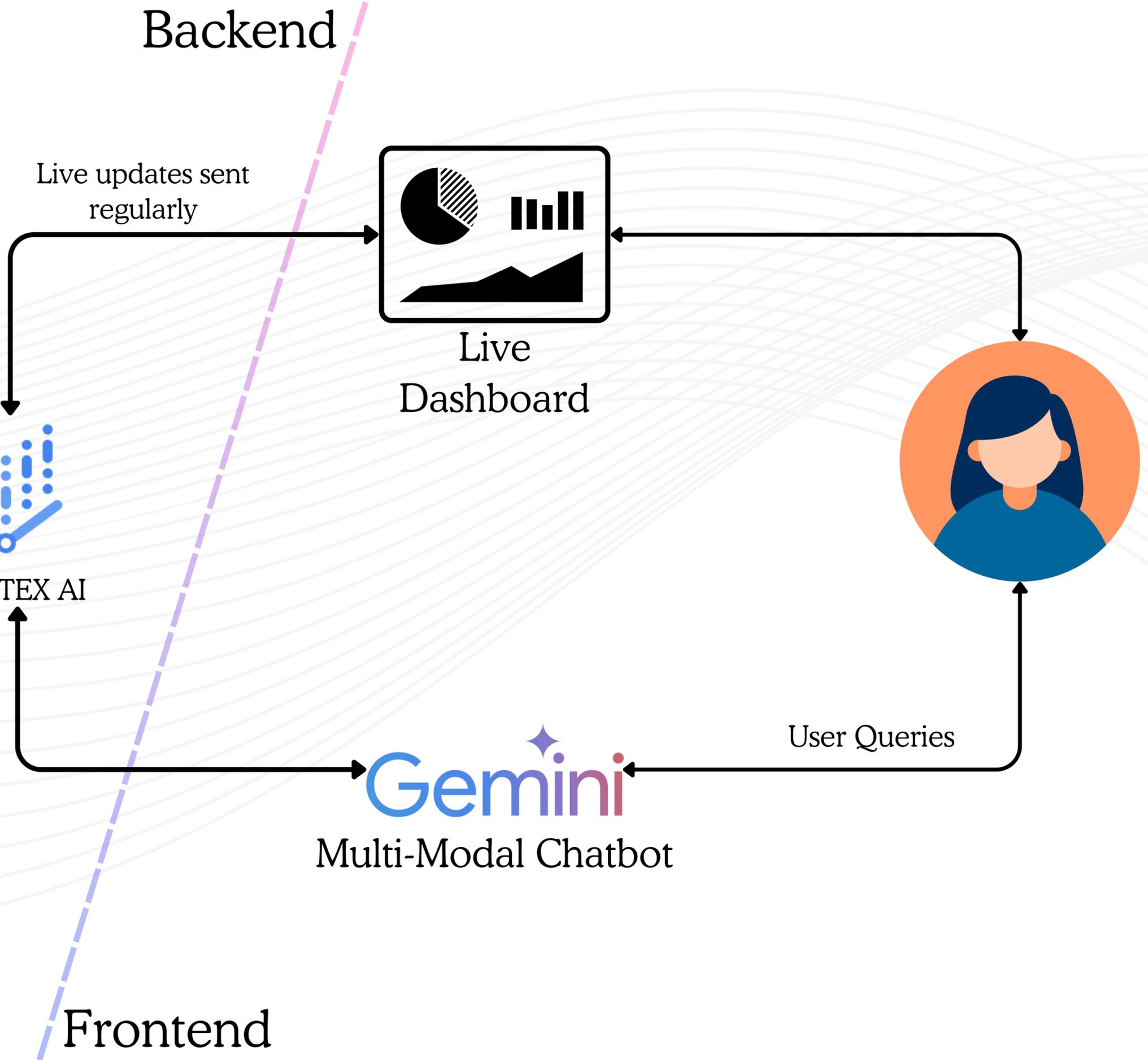
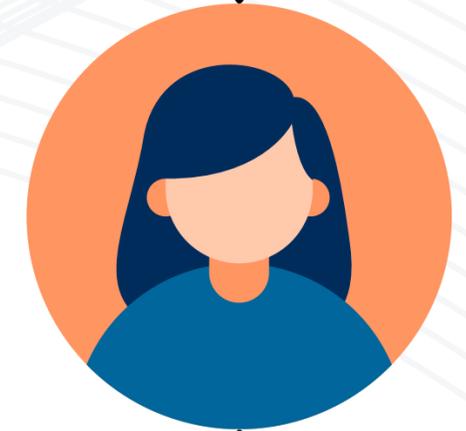
VERTEX AI

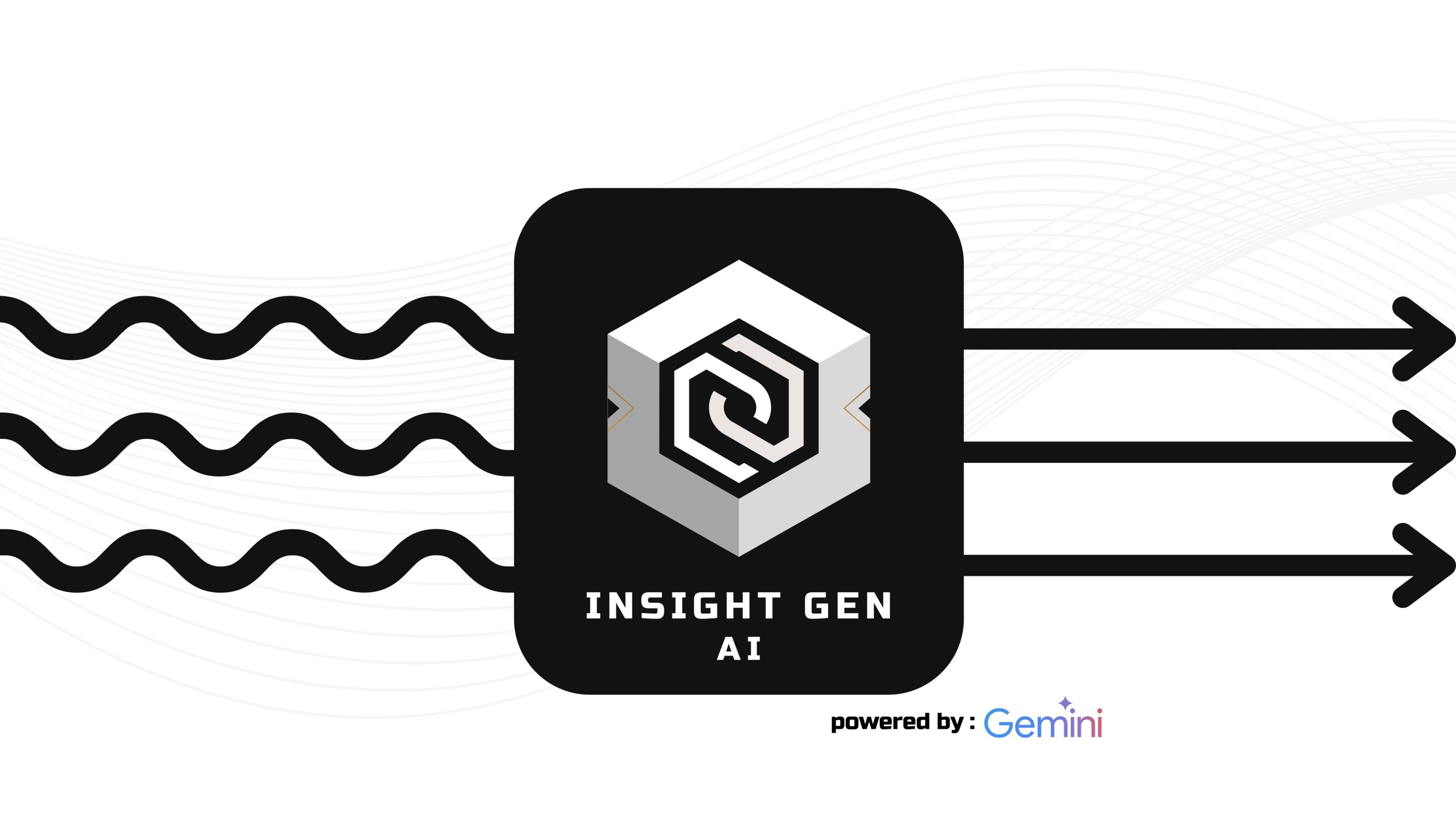


Multi-Modal Chatbot

User Queries

Frontend





INSIGHT GEN
AI

powered by : **Gemini**

Conclusion

DATA OVERLOAD, CREATIVE BLOCK



*POWER YOUR CREATIVITY WITH DATA
DRIVEN INSIGHTS*



You feel us? Don't Worry, You are not alone.

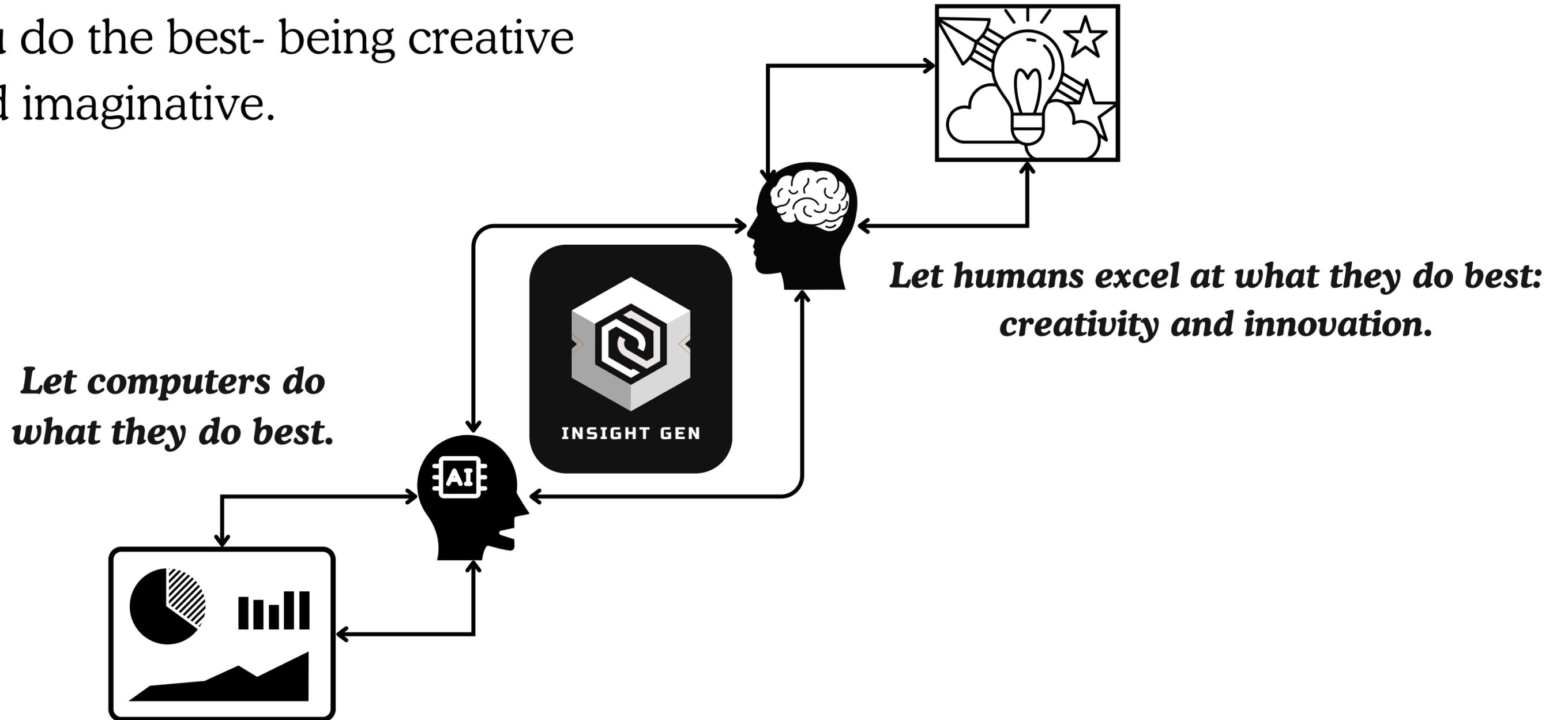
ORGANIZATIONS MAY NOW LACK THE CREATIVITY NEEDED TO MEET THE CHALLENGES OF THE MODERN BUSINESS WORLD, AS MANIFESTED IN FEWER CREATIVE LEADERS IN THE C-SUITE AND LOWER EMPHASIS ON CREATIVE SKILLS AMONG CMOS AND MARKETING TALENT.

SOURCE: DELOITTE 2023 MARKETING TRENDS

Data and analytics may have gained prominence over creativity in addressing modern marketing challenges, but the latter can still be valuable—if done the right way.



InsightGen AI focuses on the redundant, to help you do what you do the best- being creative and imaginative.





Manually
analyzing
fragmented data
from multiple
sources



Using InsightGen for
automating data
aggregation and
delivering
actionable insights

Thank
You

