

# Psychological AI –

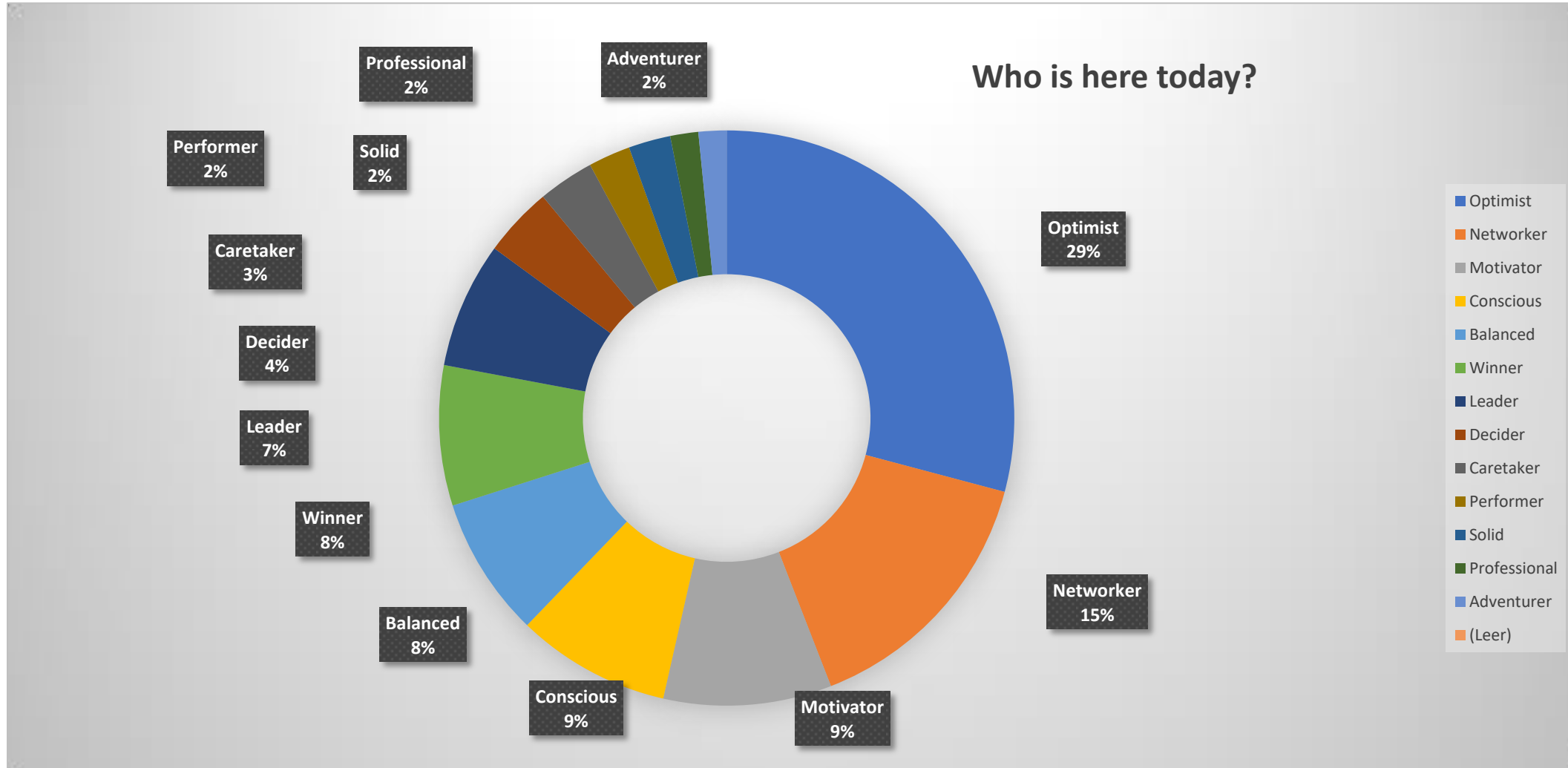
IMA Europe Berlin - June 15th 2023

Mastering Persuasive Communication:  
A Fusion of Psychological Insights  
and AI Techniques



PSYCHOLOGICAL AI

# 01 | What types of personalities are here?





### DONTS

You must pay particular attention to these don'ts with your counterpart. Avoid them and improve your speech.

#### Stay on the factual level

- e.g. This feature has the following benefits for you.

#### Only highlight performance aspects

- e.g. We have more features than all other providers.

#### Use too many data and facts

- e.g. According to our study XYZ, you will achieve XYZ% more efficiency with our solution.

### DONTS

You must pay particular attention to these don'ts with your counterpart. Avoid them and improve your speech.

#### Bring very concrete arguments

- e.g. Mr. Meyer from XYZ has achieved XYZ% more conversion with an A/B test.

#### Provide as much proof as possible for your arguments

- e.g. The following studies show that the solution is very effective.

#### Highlight reliability

- e.g. A big number of companies have proven that our solution works. You can therefore be sure that everything will work.

### DONTS

You must pay particular attention to these don'ts with your counterpart. Avoid them and improve your speech.

#### Specifically emphasize the status aspect of the solution

- e.g. This will make you look good and you will gain influence.

#### Only highlight performance aspects

- e.g. We have more features than all other providers.

#### Use too many data and facts

- e.g. You will achieve XYZ% more efficiency with XYZ% less effort with our solution.





### Simon Tschürtz (M.Eng, M.Sc.)

- Production Engineering/ Process Mining for Audi AG from 2011 – 2018
- 2016 (Hype Big Data) decision to do a Masters in Data Science and Business Analytics
- Since 2018: Founder of Psychological AI  
Working in motivational psychology and behavioral economics.



**PSYCHOLOGICAL AI**

AI to identify the needs of individuals or target groups AI and to create texts based on needs.

Everyone should have the chance to send messages that work.



# Who is the key player of our decision making?



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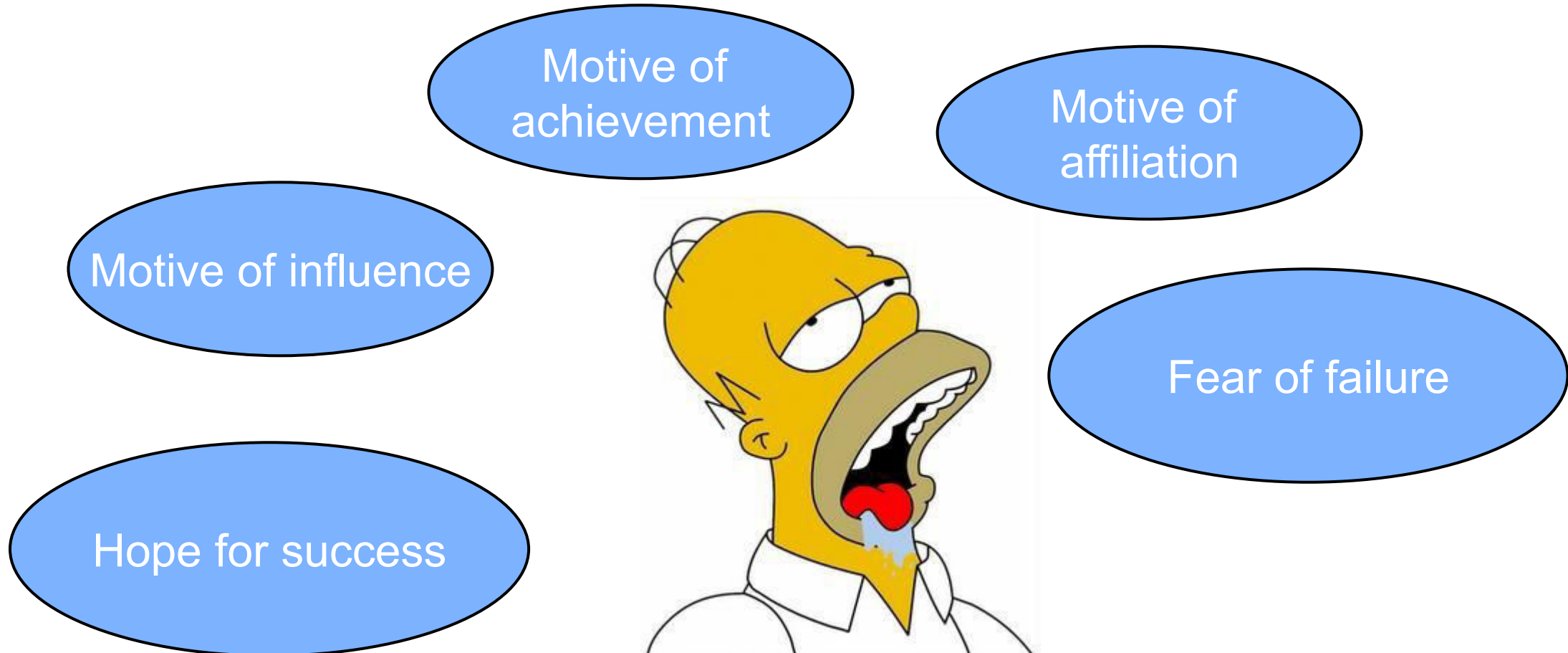
## 04 | The two types of decision makers in our brain



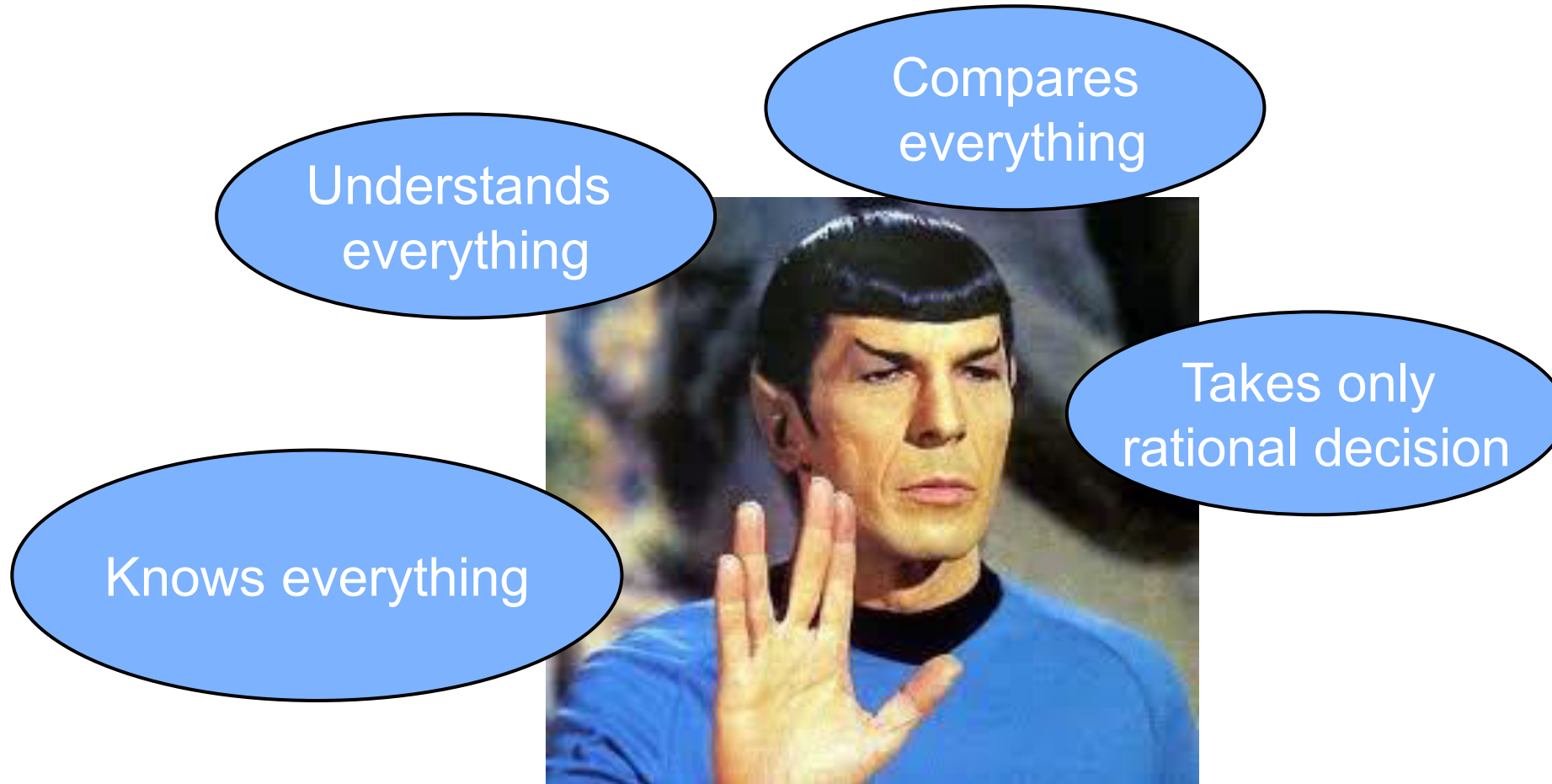
"Humans" are us as the normal humans with all our faults, cravings and emotions.

"Econs" are economically active people and think in terms of a complete market overview.





## 06 | That's what Mr. Spock likes





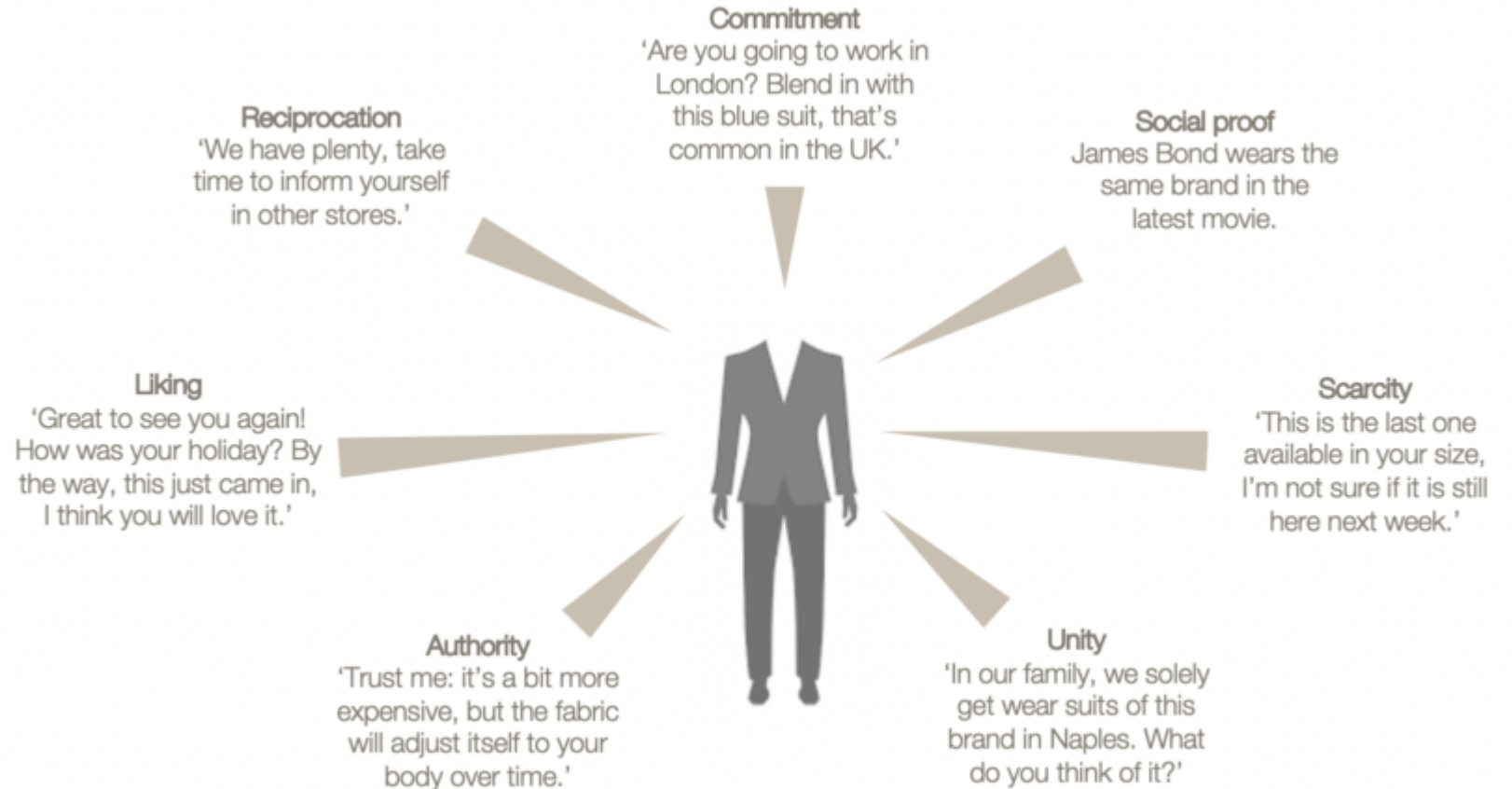
## 07 | The Winner is Homer



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## 08 | So, how can we influence Homer?



## 09 | But we should separate them depending on the underlying motive



# Artificial Intelligence in Marketing and Sales Communication

How does AI work at all?



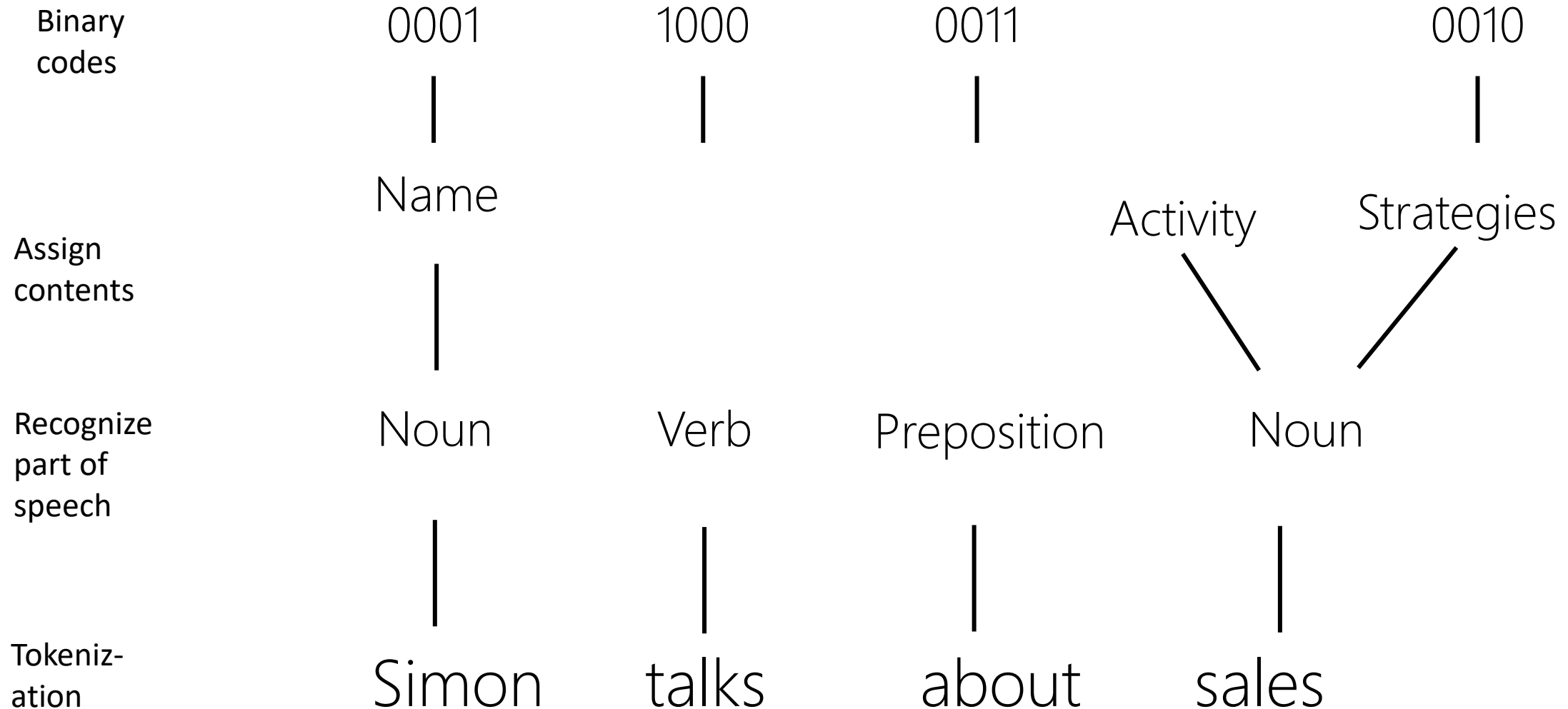
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Simon talks about sales

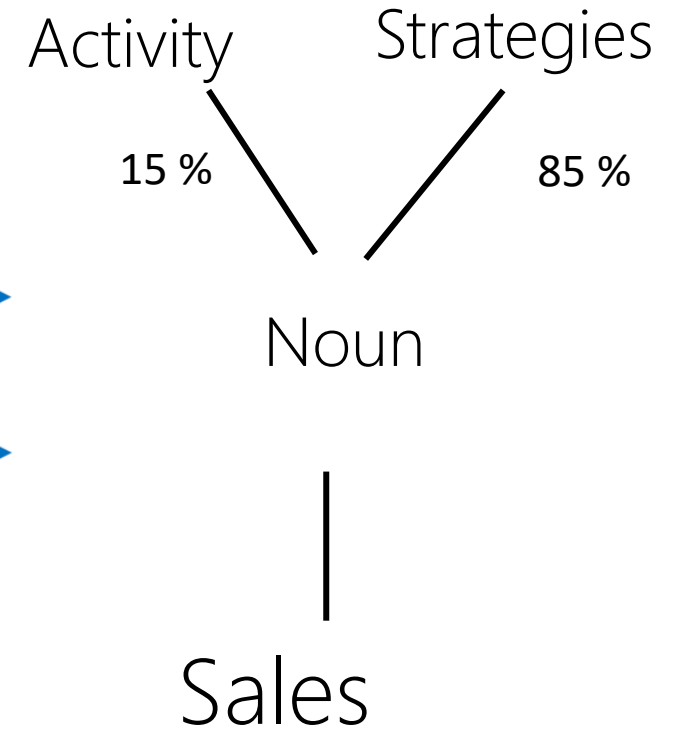
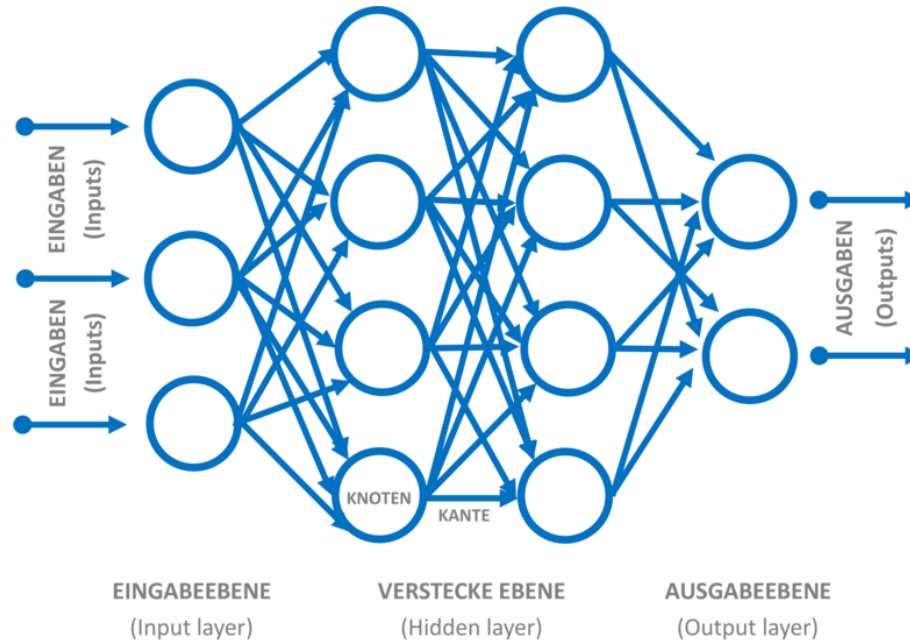
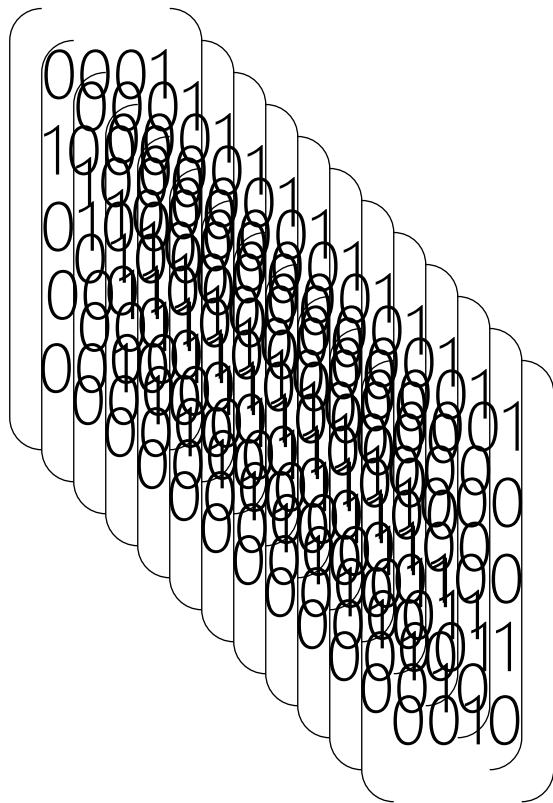


## 11 | By using a pipeline to create binary codes?

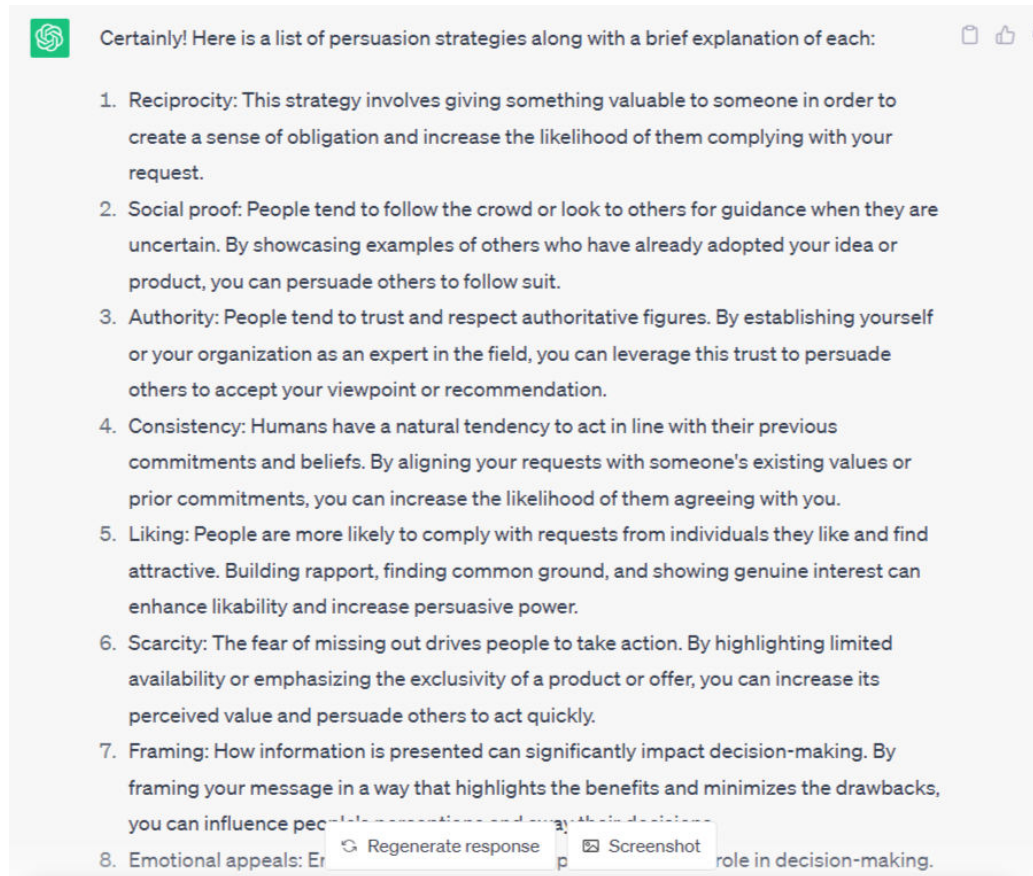
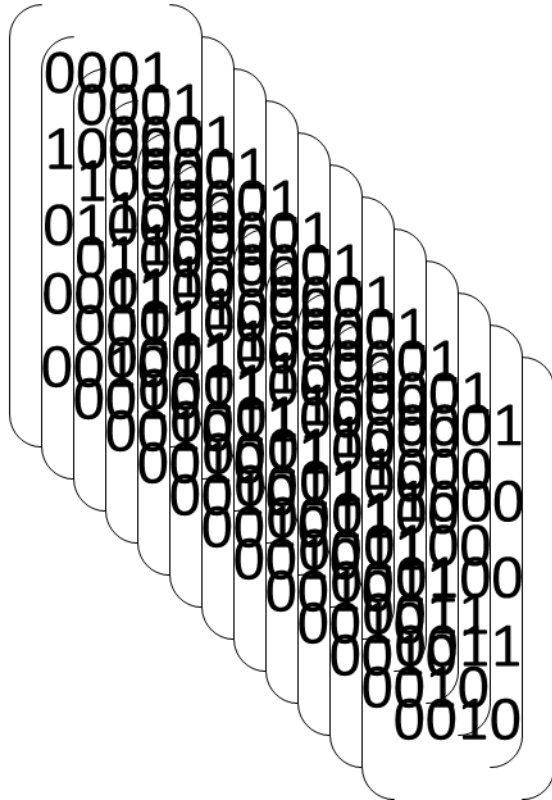




# 12 | Based on billions of vectors the ai learns finds the right content based on probabilities



# 13 | And can use that to answer questions quite easily



- Generative
- Pretrained
- Transformer



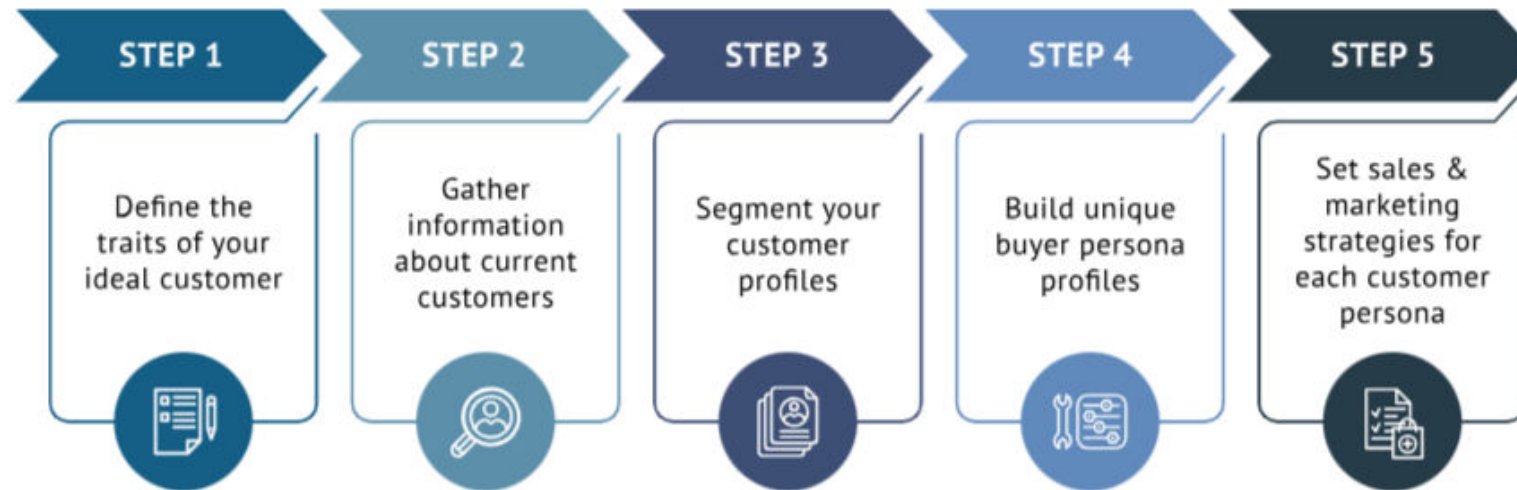
# Use Case: Implementing Persuasive Communication Fundamentals with AI in Sales/Marketing Communication



PSYCHOLOGICAL AI



## 5 STEPS FOR CREATING A CUSTOMER PERSONA



 Fit Small Business

# It SUCKS!

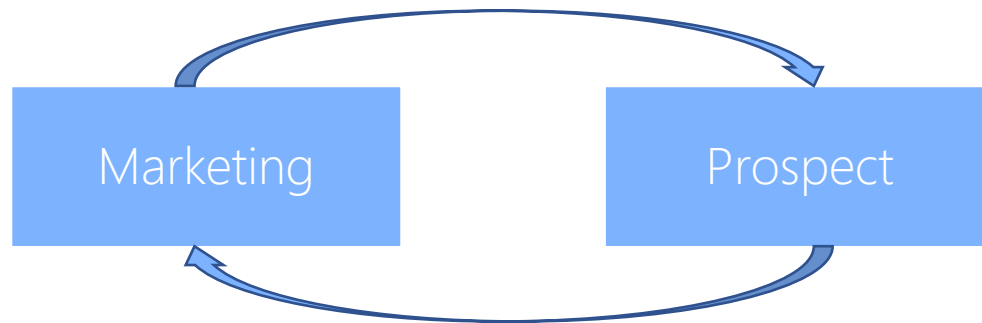
No, Seriously - It Does.



## 15 | Solve it, by splitting communication into two types?

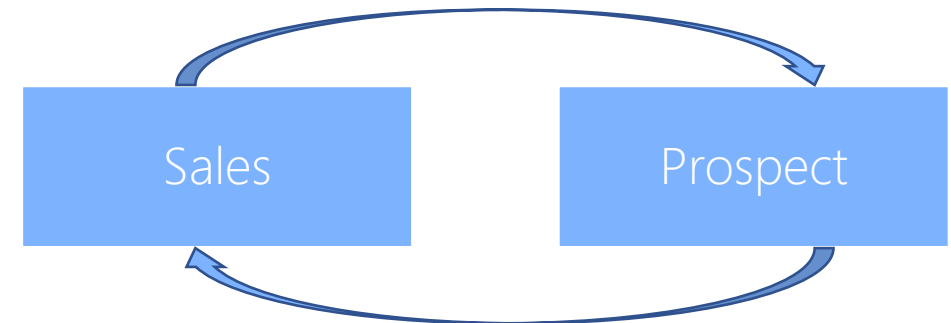


One to many communication



Understand the underlying motive of the **full group**

One to one communication



Understand the underlying motive of **each individual**

- Use the persuasion strategy that works best for the underlying motive of the full group?
- Check the results and adapt accordingly



# 16 | And what you can expect from for marketing-communication?



German assurance company

## Setup:

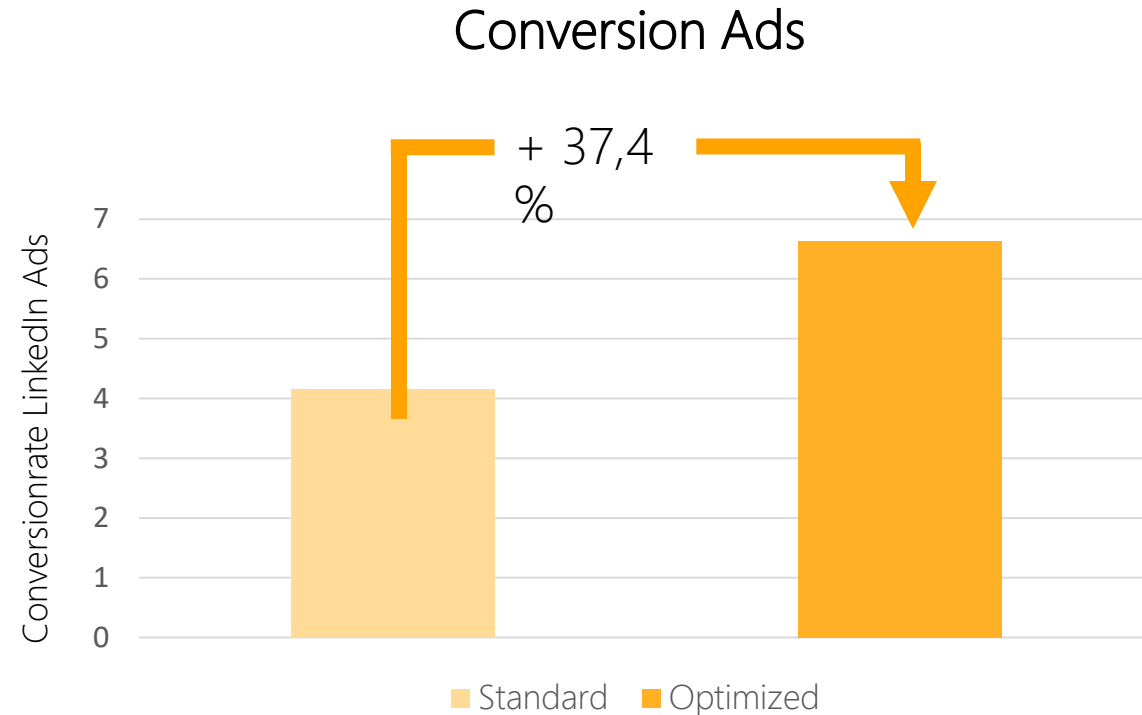
- Number of Ads: 3 different products
- Period : 12 weeks
- Splitting:
  - 50% standard
  - 50% optimized

## Execution:

- Customization of messages according to the needs of each the groups based on LinkedIn search.
- Measuring conversion rate.

## Evaluation :

- Comparison of the conversion of the customized and standardized messages.



The conversionrate is around **40 % higher** for optimized Ads, which led in that case to **239 more leads** than without using persuasion strategies.





## 17 | What are the results if you use individual approaches?



### B2B-Sales Company

#### Setup:

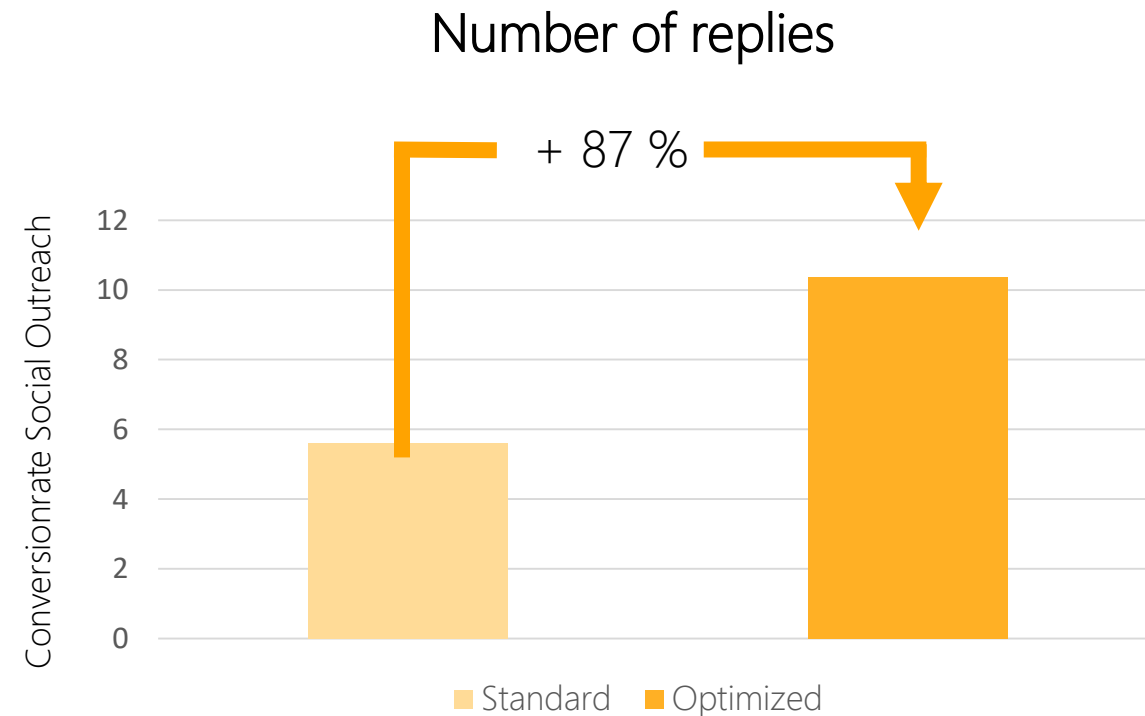
- People contacted: 1,379
- Period: 6 months
- Splitting:
  - 50% standard
  - 50% optimized

#### Execution:

- Customization of messages according to the needs of each person on LinkedIn.
- Measuring the number of responses.

#### Evaluation:

- Comparison of the conversion of the customized and standardized messages.

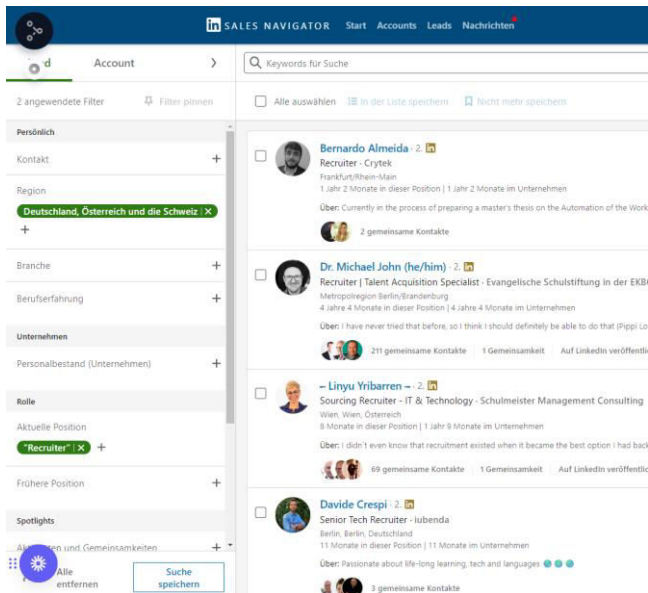


The number of responses for social outreach increased by 87%.

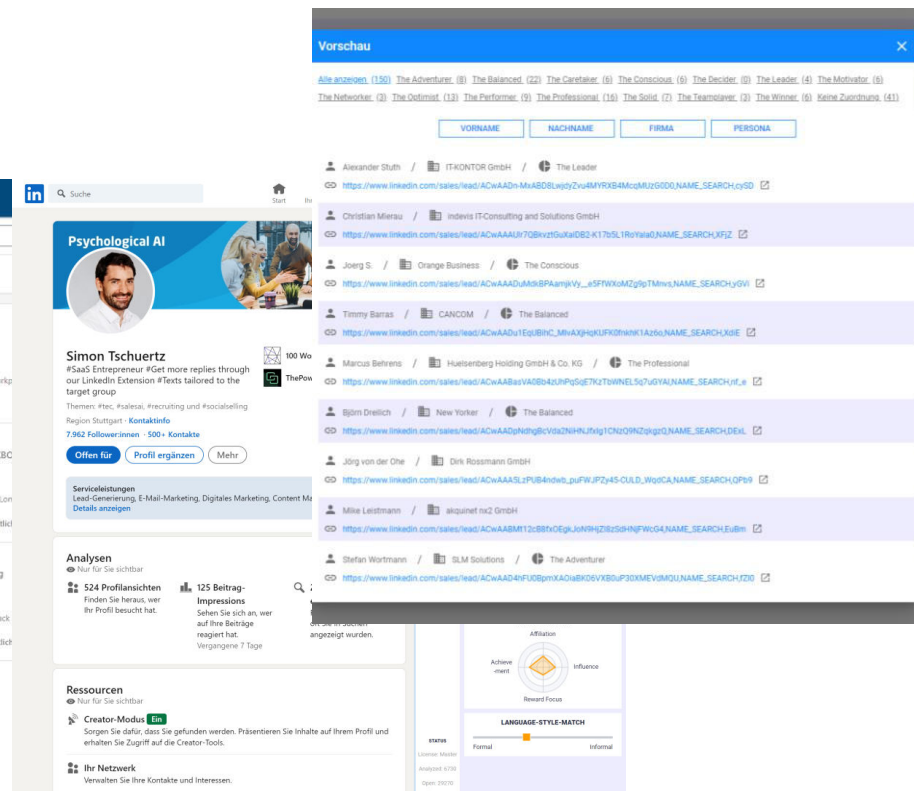


# 18 | Automize the full process of creating a buyer persona

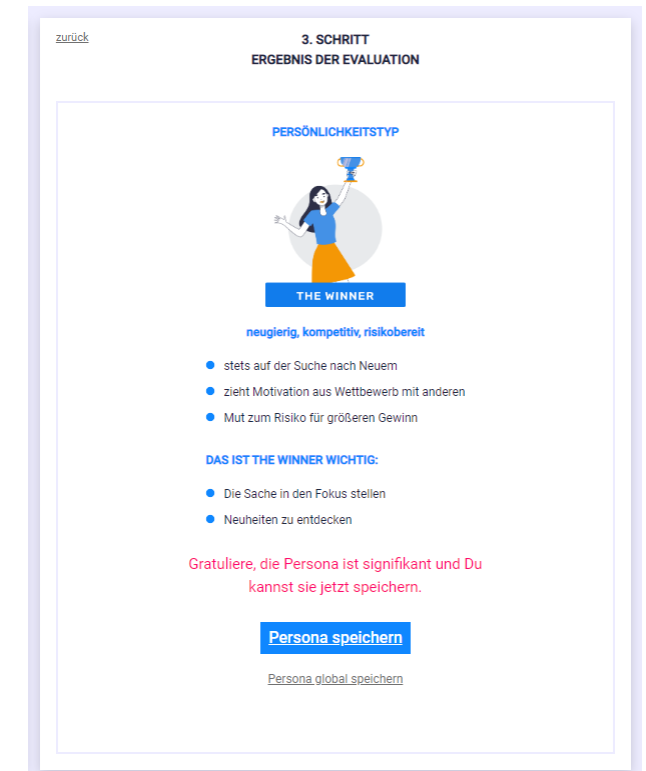
## 1. Build representative group



## 2. Analysis of the needs



## 3. cluster analysis



# 19 | And make sure, to really adress them



PSYCHOLOGICAL AI

1. Select what you like to do

2. Write and optimize text

COLLAPSE

FEATURE OVERVIEW

LEAD BOOSTER

HR BOOSTER

PERSONA GENERATOR

MOTIVE TESTS

ANALYTICS

LINKEDIN EXTENSION

OUTLOOK ADD-IN

PSYCHOLOGICAL.AI

UPGRADE

BONUS

HELP

ACCOUNT

LOGOUT

© 100 Worte Sprachanalyse GmbH

Back to the landing page

STEP 1  
SELECT PROFILE

Option 1: Global Profile

Enter a profession here, e.g. Recruiter

Option 2: Own Profile

Nothing suitable or nothing displayed?

Create own profile

A LinkedIn Sales Navigator or Recruiter account is required to create own profiles by yourself. Otherwise you can request a global profile here.

Request global profile

We usually need a maximum of 48 hours until a profile has been created for you and is available.

STEP 2  
GENERATE TEXT VARIANTS

Select the type of text you want to create

Connection Requests for LinkedIn

Socialmedia Posts

Socialmedia Ads

Invitations

Sales Emails

Marketing Newsletters

Product Descriptions

Blogposts

Landing Pages



EVENT\_IMA

Profiling

Save

Normal

Characters: 1/90 / Words: 28 /

Dear Delegates,

We look forward to welcoming you to the IMA Europe Berlin event in the stunning Villa Elisabeth located in central Berlin on June 15th 2023.

Overview of the Event.

9.45am - Registration at Villa Elisabeth [Click For Map](#).

(Please note: The address of the Villa Elisabeth itself is Invalidenstrasse 3, the entry is from Elisabethkirchstrasse 21 – Map to entrance attached)

10.30am – Morning Speaker Sessions & Networking Session

1.00pm – Lunch

2.00 – Afternoon Speaker Sessions

4.00pm – Afternoon Networking Break

4.30pm – Final Speaker Sessions

6.00 – 8.00pm – Networking Drinks – Outdoor Drinks Reception in the venue Gardens

[Please Click Here to Download a detailed Agenda.](#)

Please note - We will be hosting VoxPop interviews throughout the day, we'd appreciate your input if requested.

If you are arriving before the event day, we have arranged a casual drinks meet up for the evening before (Wednesday 14th 8.00pm) at a local Berlin Beer Garden.

The location is the Schankhalle Pfefferberg - Schönhauser Allee 176, D-10119 Berlin- [Click For Map](#)

If you are in early for the event and want to catchup and meet with fellow delegates and industry peers in advance of the Berlin event, we'd love to see you there. (Note -Drinks are not covered by IMA Europe).

After the event Networking drinks reception on Thurs June 15th, we have reserved an area at the below location from 8.30pm for anyone who would like to continue on....

Thurs 8.30pm The Castle - Beer, Pizza, Beer Garden Invalidenstr. 129 10115 Berlin – [Click Here for Map](#)

We'd suggest you join the IMA Connect WhatsApp group to facilitate communications should any changes occur. [Click Here to Join](#)

We Look forward to seeing you all next week...PS, weather forecast is good, bring the sunglasses!

Analyze text & get suggestions

Save text & exit

SUGGESTIONS

RESULT

CONGRATULATIONS

You are now successfully addressing The Networker

YOU'RE NETWORKING

MEANINGS

Personality type target value

Current value of your text

MOTIVE-MATCH

Affiliation

Achievement

Influence

Risk

LANGUAGE-STYLE-MATCH

Formal

Informal



# 20 | Understand everyone individually and write personalized messages



PSYCHOLOGICAL AI

## 1. Analyse your prospect

The screenshot displays the Psychological AI interface with a sidebar on the left and a main analysis panel. The sidebar includes a search bar, navigation icons, and a list of services. The main panel shows a detailed analysis of Simon Tschuertz's LinkedIn profile, including his name, headline, and a list of services. The analysis is categorized into sections like 'ANALYSIS', 'DO'S', 'DON'TS', 'BOOSTER WORDS', 'TEXT OPTIMIZATION', 'TEXT GENERATION', 'OPTIMIZED TEMPLATES', 'UPGRADE', 'BONUS', 'HELP', and 'ACCOUNT'. The analysis results are presented in a structured format with bullet points and a 'PAI-MATCH' score of 78%.

## 2. Write the perfect message

The screenshot shows the Psychological AI interface with a message draft for Simon Tschuertz. The message is titled 'Hi Simon,' and contains a personalized introduction. The draft is displayed in a text box on the right side of the interface. The left side shows the LinkedIn profile of Simon Tschuertz, including his name, headline, and a list of services. The interface also displays a sidebar with navigation icons and a list of services.

# 60 Seconds Live Demo



PSYCHOLOGICAL AI

# Future Trends and Opportunities in AI-Powered Persuasive Communication



PSYCHOLOGICAL AI





Our Mission: Fully personalized marketing and sales communication,

- Using problem – solution fit
- Using motive – message fit
- Using motive – styling fit
- And personlization

for everyone in the world.



# Summary



PSYCHOLOGICAL AI



1. Why to use psychology and persuasion strategies in marketing & Sales
2. How does AI work
3. How you can use a combination of AI and persuasion strategies in sales & Marketing
4. What will the future look like?





# Contact

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[www.psychological.ai](http://www.psychological.ai)

Or check it directly out:

<https://app.psychological.ai/dashboard/landing/signup>