


POWERED BY  lumen5

Mega-Evolve Your Marketing: The AI-revolution in 2024

Your Speakers



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Lumen5



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GTM Enterprise Director,
ElevenLabs



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Head of Product
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II ElevenLabs Company

ElevenLabs has created the most realistic, versatile and contextually-aware AI voices. We are the leaders in voice technology with our cutting edge research and products that enable our customers to generate content at scale.



New layer of voice infrastructure that is enabling companies to build applications on top of it and deliver new products



Endless scalability

Contextual awareness

Multilingual by nature

Cloning methods

Generative voices

Variety of purposes

Dialogue

Long form

Realtime generation

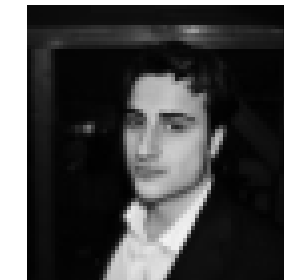
Mission

Our mission is to make on-demand multilingual audio support a reality.

Founders



Mati
CEO & Co-founder



Piotr
CTO & Co-founder

Media

Library GIFs Uploads Recent ☆

🔍 Search millions of photos/videos...

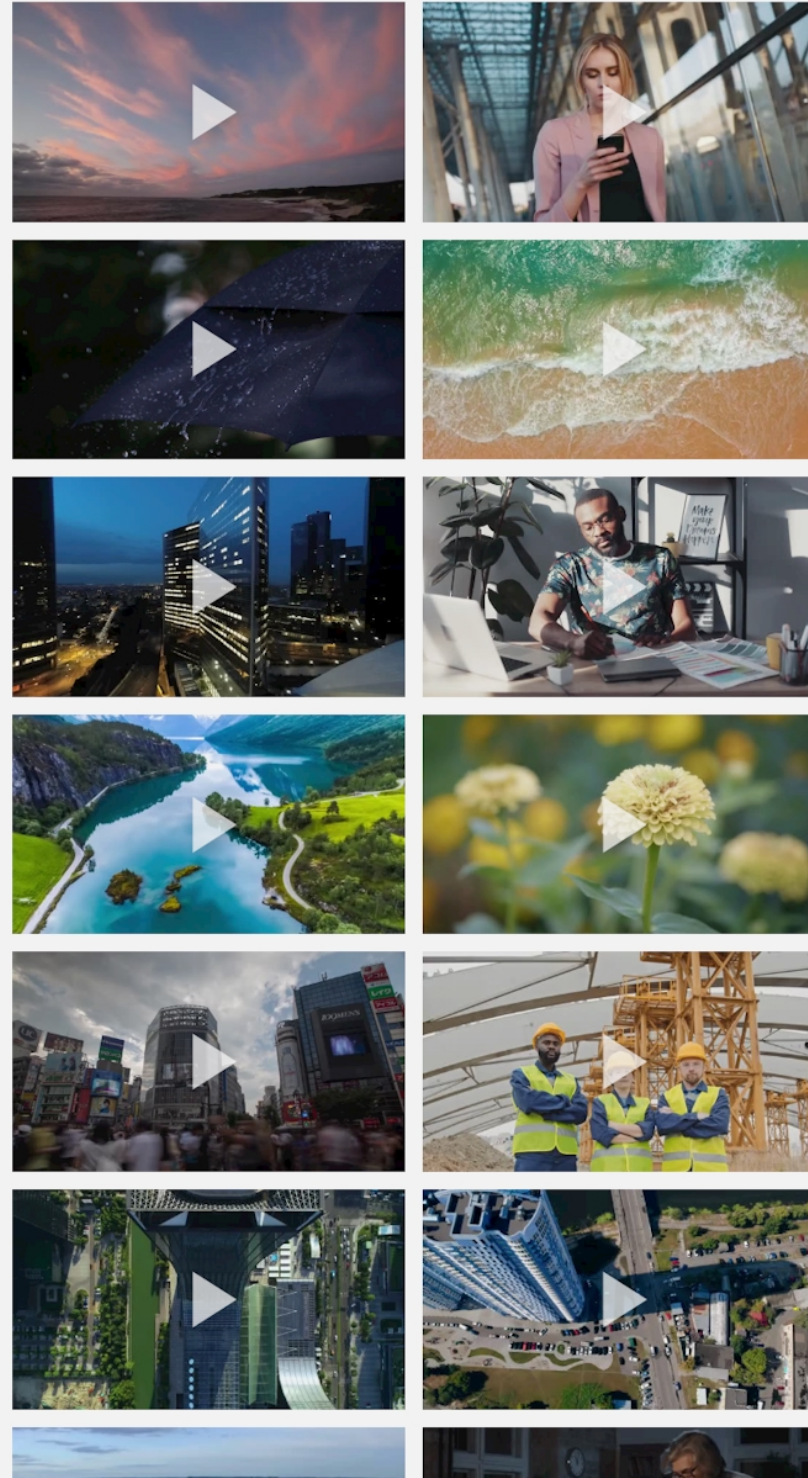
Icons

Voice

Music

Style

Format



Voiceover ▾



Transcript



00:05 / 00:27

🔊 Voiceover ▾

- 1 Transit-oriented developments revolutionize how we integrate living spaces with transportation.
- 2 These communities prioritize walkability,
- 3 offering residents the convenience of nearby amenities.
- 4 They foster a sustainable lifestyle, which helps to reduce reliance on cars.
- 5 Green spaces and local
- 6 businesses thrive.
- Moreover,
- 7 they provide seamless transit connections
- 8 to diverse neighborhoods.
- 9 This encourages cultural exchange and economic growth across a broader urban tapestry.



AI in 2023

"In many ways, 2023 was the year that people began to understand what AI really is—and what it can do... These developments weren't so much new innovations, as they were technologies and ideas taking center-stage after a long gestation period."

— Time Magazine





AI in 2023

"There is a direct correlation between using artificial intelligence and concerns about job security. The more workers leverage generative AI in their jobs, the more likely they fear that automation may replace them. According to a December [CNBC SurveyMonkey Workforce survey](#), 60% of employees who use AI regularly reported they worry about its impact on their jobs."

— Forbes





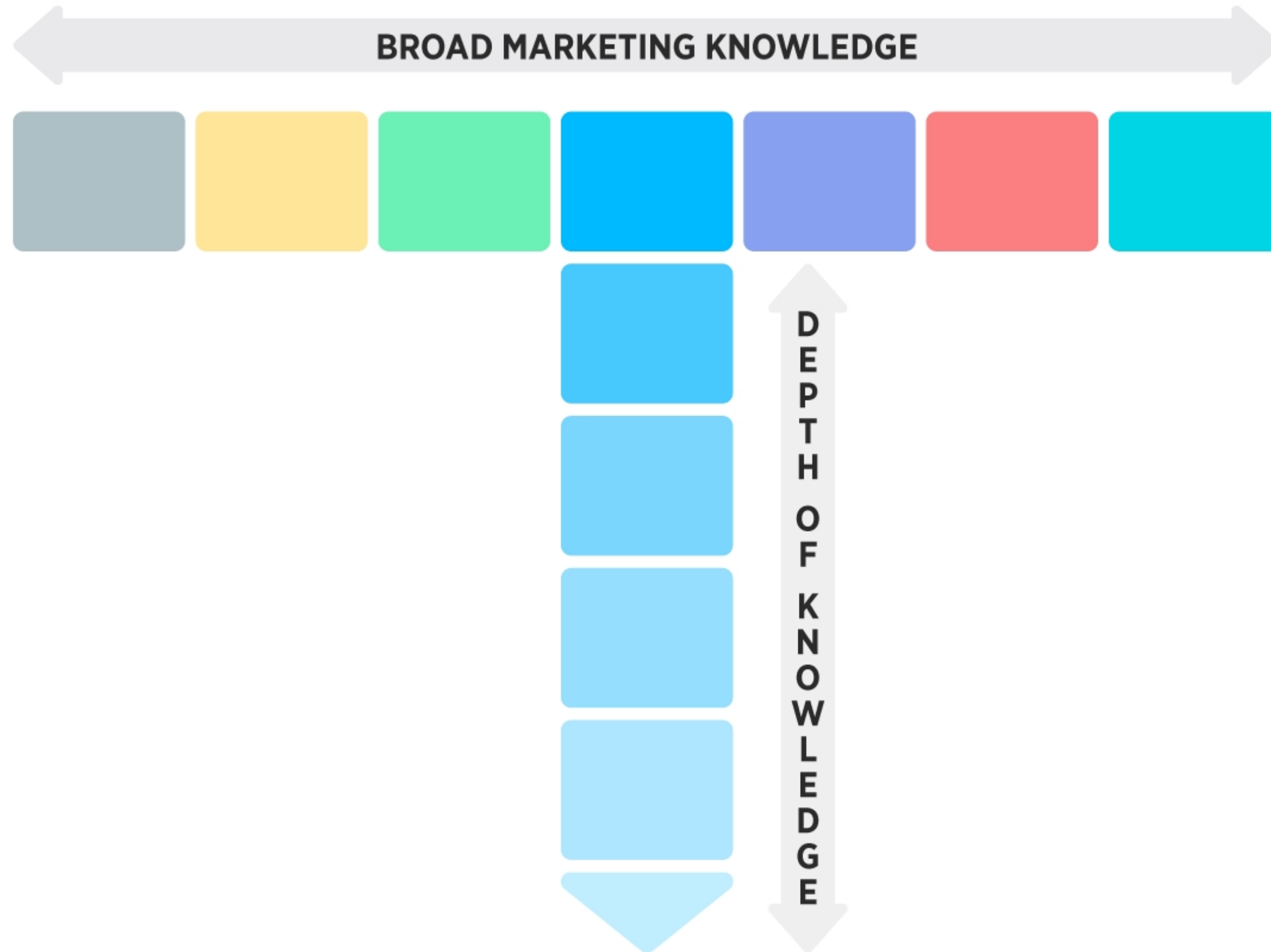
AI in 2023


"The rapidly developing field of artificial intelligence and machine learning poses a particular challenge to business decision makers. Investments in proven predictive models are increasingly seen as sound and are expected to drive an increase in spending on AI over the next few years. But generative AI is sparking a huge amount of noise and speculation."

— MIT



THE T-SHAPED MARKETER



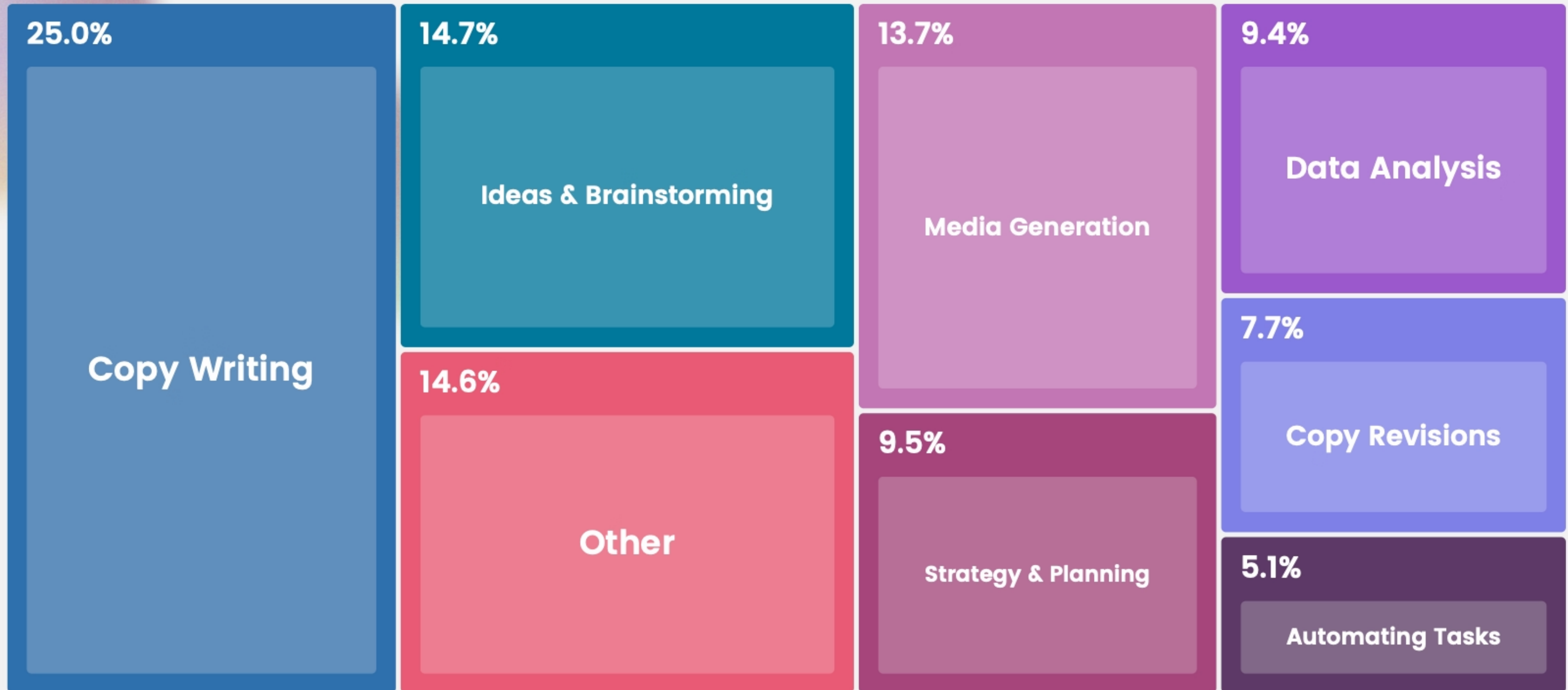


**What are some of the ways
that you've used AI in the
workplace?**

Poll
Question



MARKETERS & AI BREAKDOWN





Predictions for 2024

"As we step into 2024, let's seize the opportunities that AI presents and pave the way for a marketing landscape that is not just efficient but genuinely exciting – striking the perfect balance between innovation and authenticity."

— Lumen5 Blog





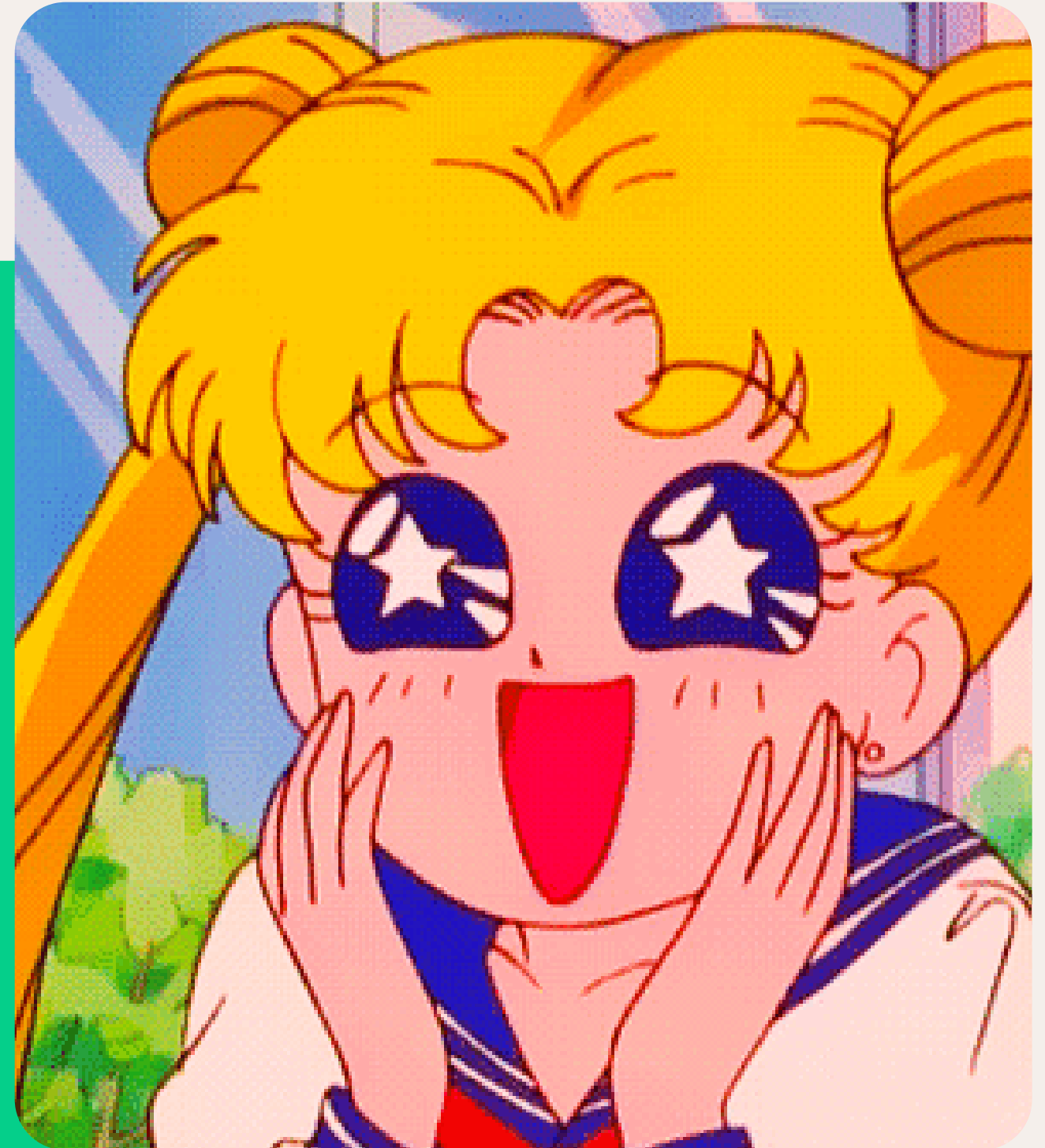


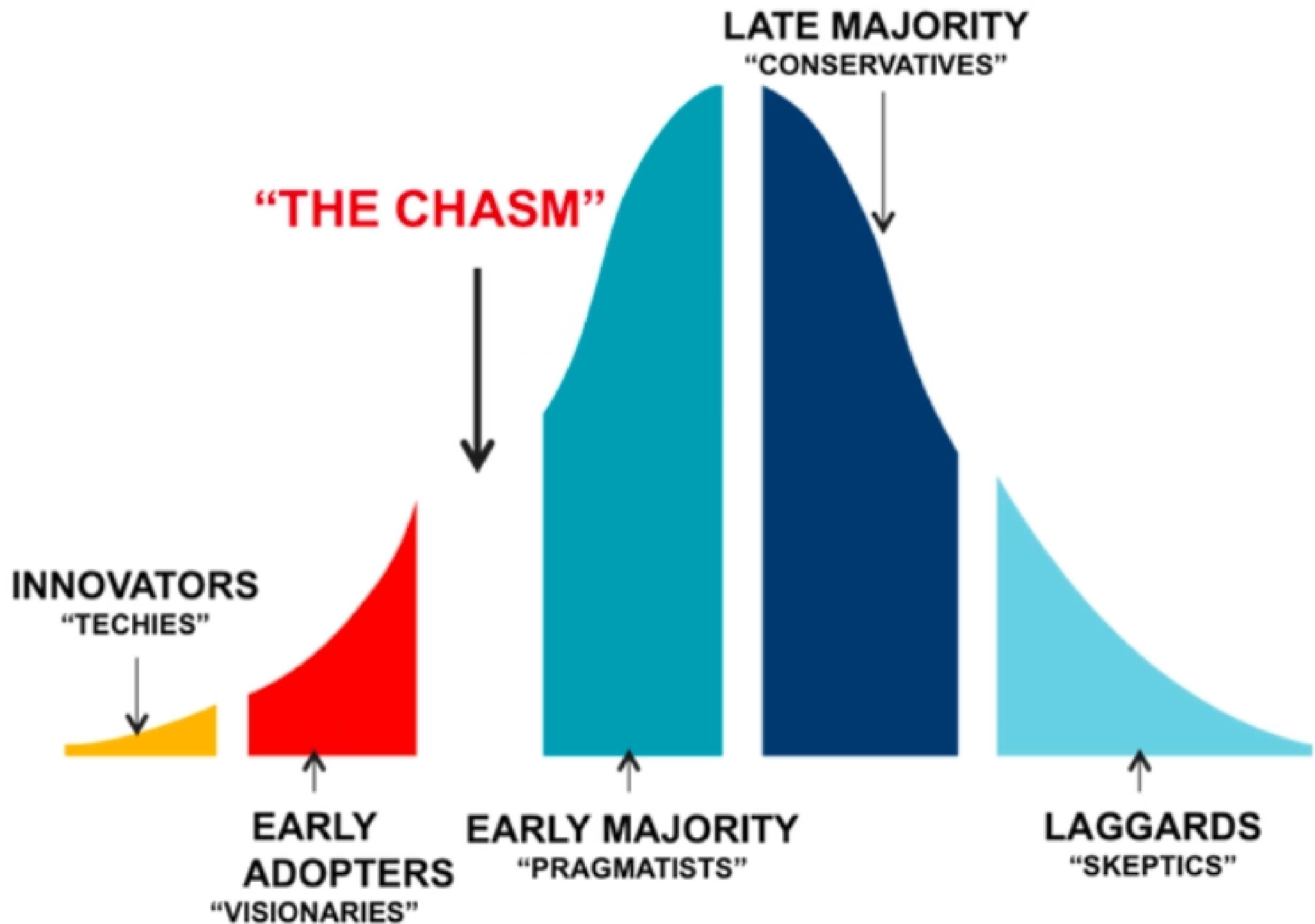
AI in 2024

"Getting started for firms with limited AI experience, a good way to begin is by building or buying simple rule-based applications. Many firms pursue a "crawl-walk-run" approach, starting with a stand-alone non-customer-facing task-automation app, such as one that guides human service agents who engage with customers.

Once companies acquire basic AI skills and an abundance of customer and market data, they can start moving from task automation to machine learning."

— Harvard Business Review





Opportunity & Market trends

18 months ago, it was impossible to build voice applications because the technology was not real and believable. Today, **the market is untapped.**

Entertainment	Conversational AI	Publishing
<p>Multilingual high-quality content to enable new monetisation & entertainment options. Either preserve original speaker or use new ones; today, non real-time. Later this year, real-time.</p> <ul style="list-style-type: none"> - Low dubbing costs - New revenues 	<p>Real-time customer interactions that are truly human-like and make people feel like they are interacting with a person. Use case with the NY Mayor's office that adopted ElevenLabs.</p> <ul style="list-style-type: none"> - No wait time for support - Fraction of the cost 	<p>Long-form content that gets voices to engage readers in a different way (News, Audiobooks, Podcasts, etc) with monetisation through Adverts. The New Yorker, The Washington Post, etc.</p> <ul style="list-style-type: none"> - No wait time for support - Fraction of the cost
<p>Movies, series</p>	<p>Call centres / support</p>	<p>News</p>
<p>Real-time sports dubbing</p>	<p>Healthcare</p>	<p>Audiobooks</p>

These areas cover every possible use case



AI in 2024

"While AI holds immense promise, it also creates concerns about authenticity and the overall trustworthiness of the information it provides.

Add in the ever-rising amount of digital data being harvested (alongside more sophisticated social engineering attacks to exploit this data), and the lines between truth and deception are becoming increasingly blurred."

— Forbes






What's real?



Voice 2 - Pep Guardiola

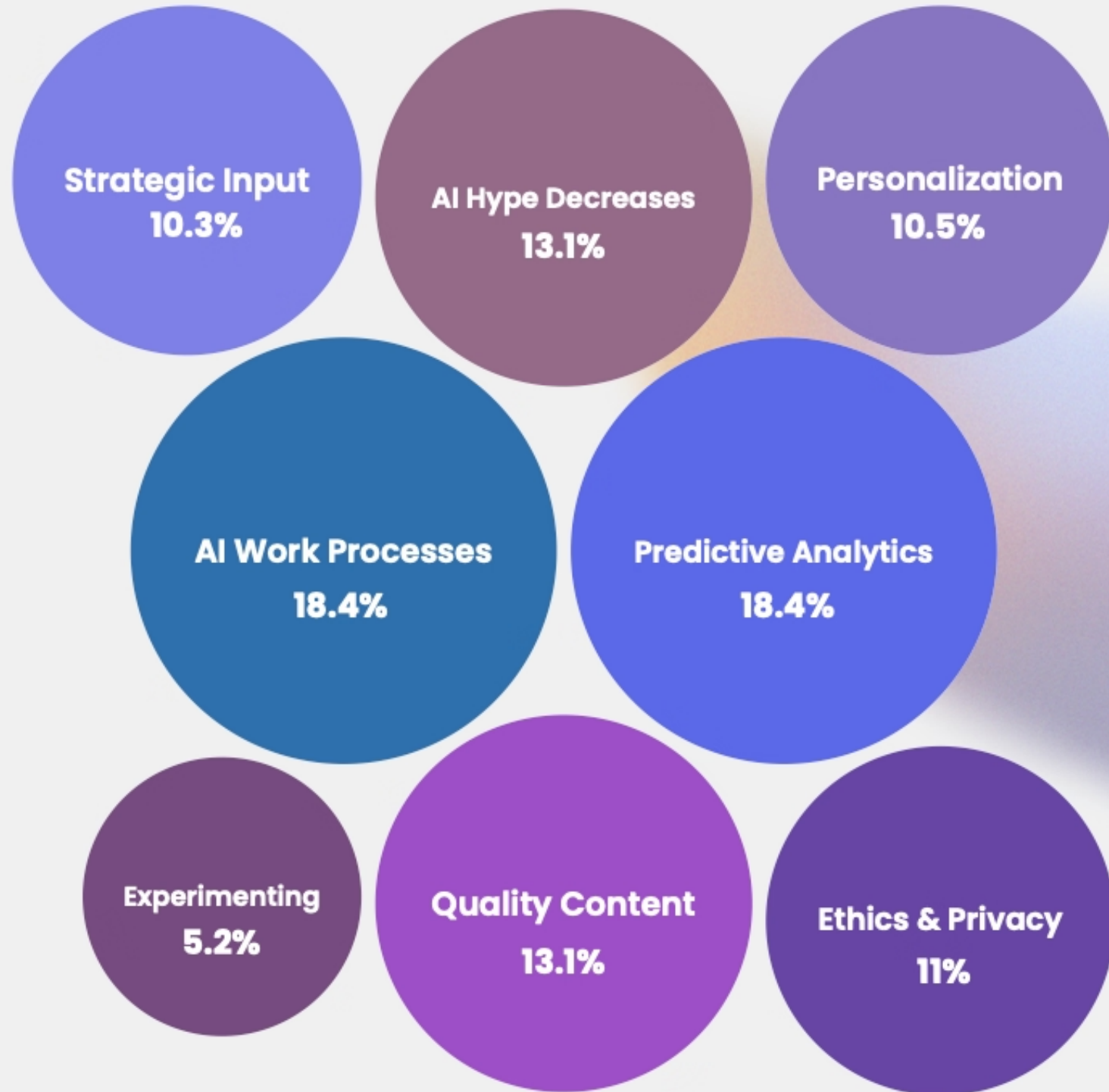


**How much of an impact will AI
have on your marketing
organization this year?**

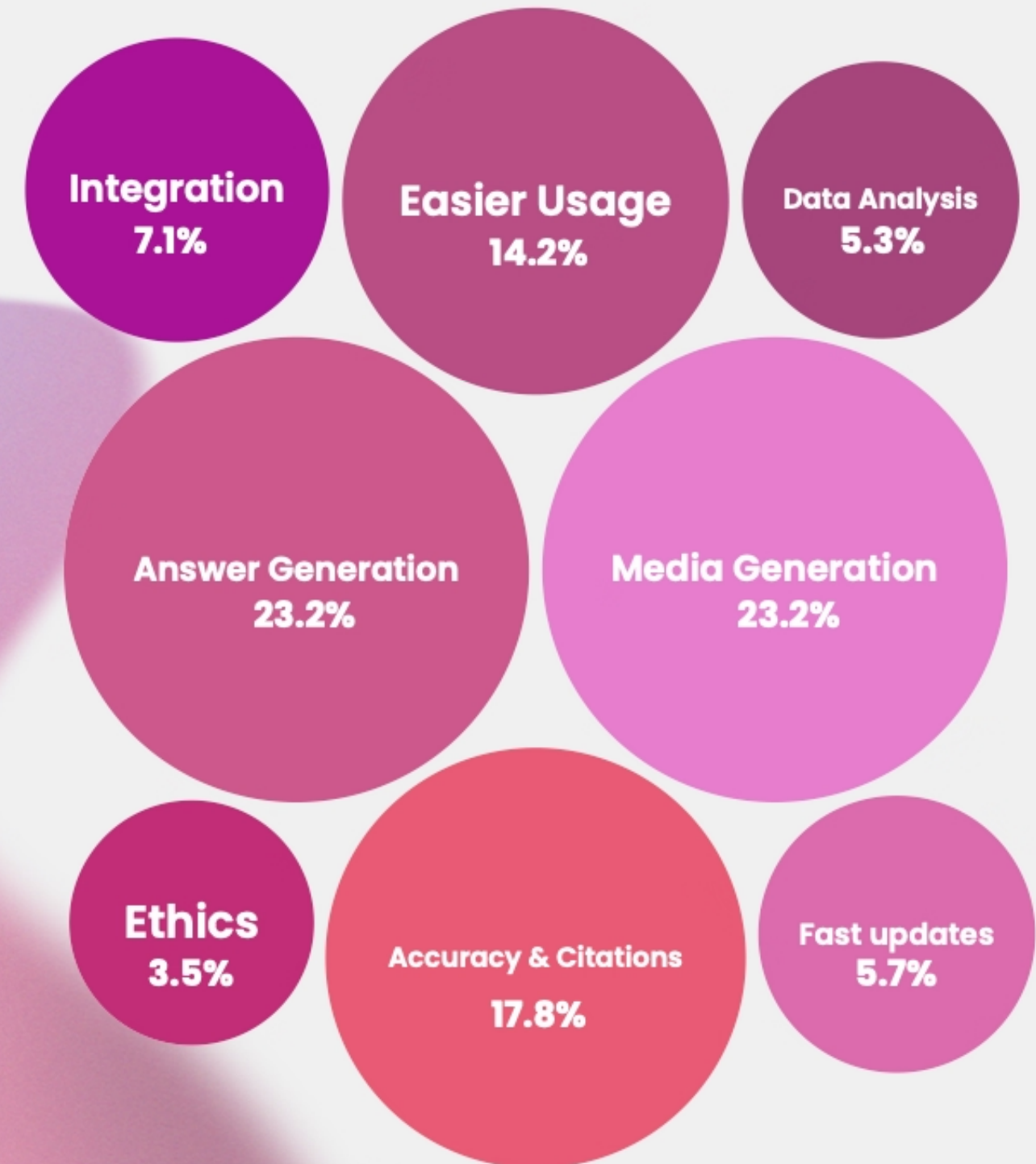
Poll
Question

MARKETERS & AI FUTURE

WHERE MARKETERS THINK AI WILL GROW IN 2024

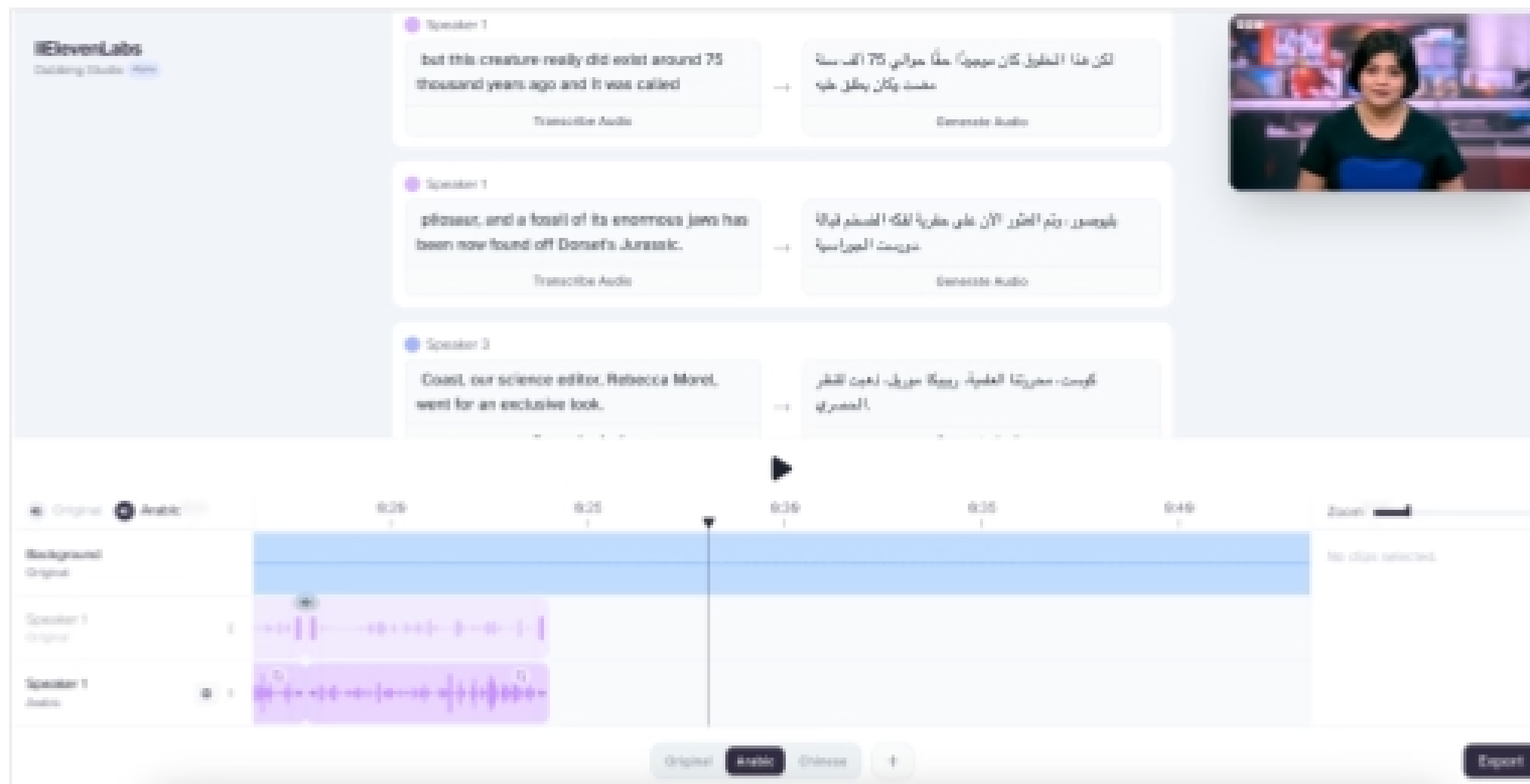


WHERE MARKETERS WANT AI TO GROW IN 2024




AI Dubbing Studio

The AI Dubbing Studio allows entertainment companies to edit translations in a simple and fast way in order to achieve the level of quality they need to release any production to the market.



- Edit transcriptions
- Edit translations
- Detect speakers & associate voices
- Automatically clone voices
- Select voices from our Voice Library
- Studio editor to stitch voice content
- Dub in 29 languages
- Export as a single video or audio file

A person wearing a red helmet and a white t-shirt is walking up a wide staircase. They are carrying a large black backpack and holding a red bicycle. The scene is outdoors, with a building and a dome visible in the background. The text is overlaid in a bold, orange font.

They foster a sustainable lifestyle, which helps to reduce reliance on

The background is a dark blue field filled with various geometric shapes and lines. There are several yellow shapes, including a large circle in the top right, a diamond in the top left, and a triangle in the bottom left. A purple circle is at the bottom center, and a cyan triangle is on the right. A pink square is at the top center, and a purple square is on the right. A cyan line connects several points across the top and left. A pink line connects a purple circle to a cyan triangle at the bottom right. The text 'Q & A' is centered in white.

Q & A

Want more?
pius@lumen5.com