




· IntegrativeAI ·

keenfolks





Keenfolks has developed  
IntegrativeAI - a 7-step  
methodology to help businesses  
to improve consumer  
engagement, tech efficiency and  
accelerate sales through a  
successful generative AI  
integration and building  
proprietary AI solutions.



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## 01

## What is Integrative AI?

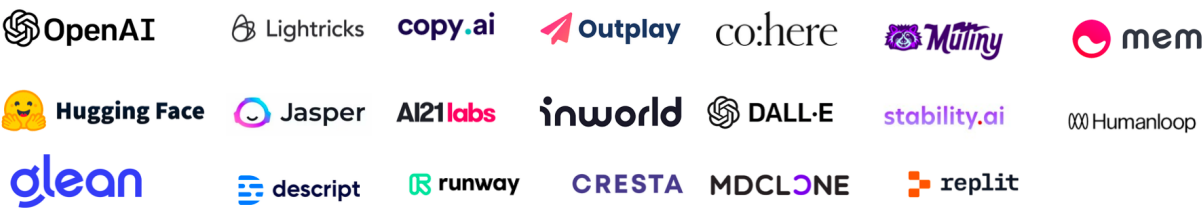
Integrative AI is The Keenfolks' unique methodology that helps to connect companies' processes, data, and tech stack with available generative AI tools and language models to create their own data sets, algorithm, and proprietary technology solutions.



# IntegrativeAI

Accelerating AI For Fortune 500      Own Data Set      Own Algorithms      Own Prop Tech

## USING GENERATIVE AI



### Data & AI

Data Management  
Descriptive Analytics  
Advanced analytics  
AI & ML modelling

### Creative & Experience

Initiatives  
Conceptualisation  
Experience design  
Creative Execution  
UX/UI

### Technology

Tech strategy &  
Architecture  
Development  
Emerging tech  
Cloud Engineering

### Growth

Digital Marketing  
CRM & Mkt Aut.  
E-commerce

Deployment Mastery - Global/Regional/Markets





Integrative AI uses exciting company information like buyer personas, micro-moments research, historical performance, audience insights, and business and marketing intelligence as data input for generative AI tools to produce high-performing custom outputs.

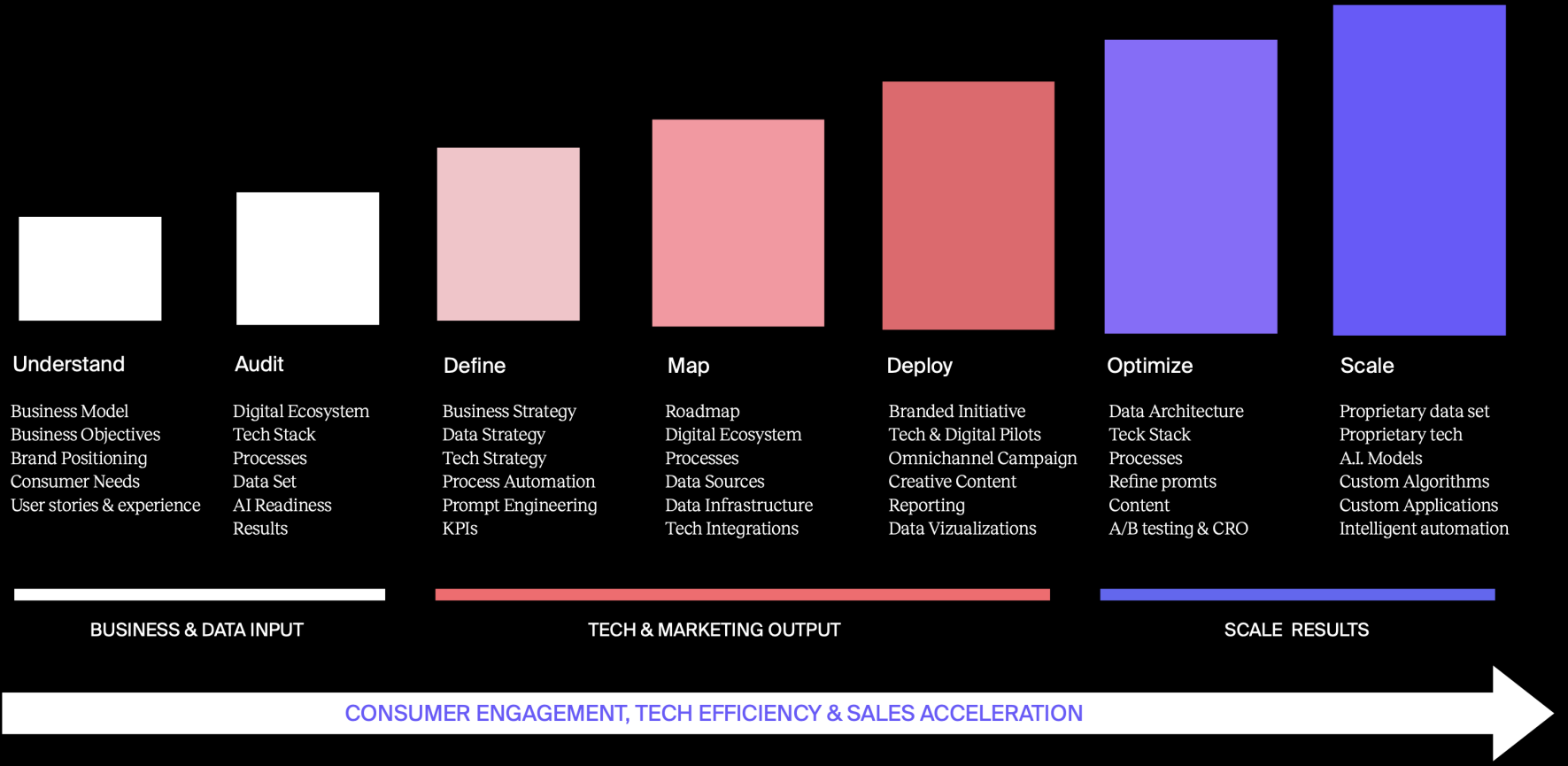
From generating personalized recommendations to designing unique product prototypes, generative AI opens up a world of possibilities. Customers feel like you're speaking directly to them, and that's a game-changer in today's crowded marketplace.

The Integrative AI process consists of 7 steps specifically designed to help companies seamlessly integrate generative AI into their operations. This is a roadmap to guide businesses through each integration stage, ensuring a smooth and successful implementation.



# IntegrativeAI

## Methodology



The methodology empowers marketers to make smarter decisions, automate repetitive tasks, and deliver personalized experiences that customers crave. It helps you stay ahead of the competition and connect with your audience in meaningful ways.



# Why It Exists?

Generative AI harnesses the capabilities of advanced algorithms and machine learning to drive innovation, enhance efficiency, and create exceptional customer experiences.

But along with its remarkable capabilities, generative AI also comes with limitations that businesses must navigate to harness its full potential.

## Limited Understanding of Content & Prompt

Generative AI models often lack a deep understanding of the content they produce. They may not fully comprehend the meaning or context of the input data or prompt.

## Lack of Control and Interpretability

It can be challenging to calibrate generative AI models to meet the specific requirements of a business. They often operate as black boxes, making it difficult to achieve desired results.

## Data Dependency

The quality, quantity, and relevance of the dataset can significantly impact the performance of a generative AI model. Companies need a data infrastructure to leverage generative AI effectively.

## Quality and Consistency

Ensuring accurate, coherent, high-quality output remains challenging for generative AI systems. Without effective management, models can still produce inconsistent outputs.

## Lack of Output Personalization

Personalized content tailored to specific customer segments is essential for effective marketing. But generative AI outputs are based on the training data and often struggle to produce outputs tailored to the individual company needs.

## Not Integrated with Your Process, Tech Stack, Data

Implementing models into existing business processes and technical infrastructures can be complex. Compatibility issues with existing technologies, lack of necessary APIs, and difficulties adapting the model to fit workflows are common.

## Does Not Help You Build Your Own Data Set

While generative AI models excel at learning from existing data, they do not assist in building new datasets. Businesses must still invest in data collection and management to train models effectively.



The Keenfolks' Integrative AI methodology exists to help companies address these challenges proactively. It's a blueprint for organizations that want to be at the forefront of technological advancements and gain a competitive edge in a future where AI is a driving force of success.





# Key AI Stats:

AI tech can increase revenue by over \$15 trillion in the next decade.

91.5% of leading businesses invest in AI on an ongoing basis

54% of organizations have reported cost savings and efficiencies due to AI implementation.

61% of workers say that their adoption of AI within the workplace has led to a boost in productivity



# 02

## Business and Data Input



# Step 1: Understand

You need a clear understanding of your business model, objectives, brand positioning, and customer needs. Dive into what makes your business tick and what sets you apart from the competition.

A solid grasp of your business's goals and values means you can align your AI strategies with your overall organizational objectives.

Analyzing consumer needs, user stories, and experiences can uncover valuable insights about your target audience. Delving into their pain points and desires can help you tailor your AI-driven marketing strategies to meet their specific needs. It's about making your customers feel heard and understood.

Remember, knowledge is power. In this case, it's the power to unlock the full potential of AI-driven marketing. By aligning AI strategies with your overall vision, you set the foundation for successful integration.



## Step 2: Audit

This step shines a spotlight on your operations to identify areas where AI integration can bring significant improvements.

First, you need to audit your digital ecosystem and examine your current infrastructure, technologies, and processes. The goal is to identify any gaps or bottlenecks that may hinder the integration of AI.

You may have outdated systems or siloed data that need to be addressed. Conducting an audit can help you pinpoint the areas where AI can make a significant impact.

Data is the fuel that powers AI-driven marketing. You want to ensure that your data is accurate, relevant, and reliable. Take a close look at the quality of your data - are there any inconsistencies or missing pieces? Are you collecting the right data points to drive effective AI strategies?

By ensuring the integrity of your data set, you set yourself up for success in leveraging AI to its full potential.

This step also involves assessing your organization's technological capabilities and resources. Identifying gaps in AI readiness allows you to plan for training or partnering with experts to ensure a smooth transition into the AI-powered world.



# 03

## Tech & Marketing Output



## Step 3: Define

Build the foundation upon which your AI integration will be built. Set clear objectives, identify your target markets, and define your value proposition. You want a crystal-clear understanding of where your business is headed and how AI can help you get there.

Data is the lifeblood of AI-driven marketing. You need a solid plan for collecting, managing, and analyzing it. You'll want to consider data sources, quality, and governance. Your data strategy is like a blueprint for effective data-driven marketing, ensuring that you have the right information at your fingertips.

You'll also need to select the appropriate AI tools, platforms, and infrastructure that aligns with your goals. Whether it's machine learning algorithms, natural language processing, or predictive analytics, you want to choose the technologies that best suit your needs.

Setting Key Performance Indicators (KPIs) is crucial for tracking the success of your AI initiatives. KPIs help you measure the impact of AI on your business goals. Whether it's conversion rates, customer satisfaction scores, or revenue growth, KPIs provide a tangible way to evaluate your progress and make data-driven decisions.



## Step 4: Map

Create a roadmap that ensures a smooth and impactful integration of AI into your operations. This roadmap outlines the steps, timelines, and milestones in bringing AI-driven initiatives to life.

It's a blueprint that ensures everyone is on the same page and keeps you on track and accountable for your progress.

You'll need to assess your digital ecosystem and identify the necessary changes and adjustments required to integrate AI technologies into your existing platforms or deploy new tools.

Integrating AI technologies with your existing systems enables efficient data flow and seamless integration. This allows you to leverage the power of AI while leveraging your existing infrastructure.

This step also involves streamlining workflows and optimizing processes to enable a seamless integration of AI. Streamlining your processes can create efficiencies and free up resources for more strategic initiatives.



## Step 5: Deploy

It's time to put your plans into action and see the impact of your AI efforts. The goal is to ensure a smooth deployment process, minimize disruptions and maximize the efficiency of AI-powered solutions.

Conducting tech and digital pilots is a crucial step. You'll be implementing branded initiatives like personalized marketing campaigns that leverage the power of AI. Whether personalized product recommendations or customized social media ads, AI allows you to deliver the right message to the right people at the right time. This level of personalization drives engagement and boosts conversion rates.

You can fine-tune your AI tools by running pilots and ensuring they work seamlessly within your digital ecosystem. It's about refining and optimizing your AI-powered marketing initiatives for the best results.

Reporting and data visualizations help you measure the success of your pilot schemes. Data visualizations make it easier to digest complex information and identify trends. It gives you a clear view of your marketing landscape. This allows you to make data-driven decisions, optimize strategies, and ensure continuous improvement.



# 04

## Scale Results



## Step 6: Optimize

AI integration is an ongoing process. You need to continuously monitor the performance of AI models, collect feedback and make iterative improvements.

By closely tracking the performance of the models, you can ensure they remain effective, efficient, and aligned with your evolving needs. You can gather insights from real-time data, user feedback, and market trends to make data-driven enhancements.

Listen to your customers and analyze AI-generated insights so you can adjust your prompts and content to better resonate with your target audience. This iterative process helps drive higher levels of engagement and creates more meaningful interactions.

A/B testing allows you to experiment with different variations of your campaigns and measure their impact on performance. It ensures that every interaction with your customers is optimized for success.



As your AI-driven marketing efforts grow, so does the volume of data you're dealing with. It's crucial to ensure that your data architecture can efficiently process, store, and integrate this growing influx of information.

Continuously optimizing your tech stack is another key aspect. Technology evolves, and new AI tools emerge. It's important to stay up to date and ensure that you're using the most effective and efficient solutions. Regularly assessing and integrating new technologies can help you stay ahead of the curve and maintain a competitive edge.



## Step 7: Scale

Ultimately, the success of generative AI integration lies in delivering tangible results and driving business growth. This step is about embracing your company's unique strengths and using them to gain a competitive advantage.

As your AI integration matures, one way to scale your marketing efforts is by leveraging proprietary data sets. These valuable datasets are unique to your organization and provide insights your competitors cannot access. This proprietary data can give you a competitive edge and uncover valuable trends and patterns.

Leveraging proprietary technologies can also give you an advantage. Building custom AI models and algorithms tailored to your objectives can help you achieve a unique and differentiated approach. Developing these custom solutions can unlock new insights and strategies tailored to your needs, giving you an edge in the marketplace.

Scaling with AI also involves expanding the use of advanced analytics, predictive modeling, and machine learning. These techniques allow you to automate decision-making, optimize campaigns, and improve overall marketing effectiveness.



# Conclusion

Integrating AI into your marketing efforts is no longer a luxury; it's a necessity.

Generative AI can empower companies to break through barriers with new ideas, content, and solutions. It can spark creativity, foster out-of-the-box thinking, and enable businesses to stay ahead of the curve.

But these tools have limitations, and mistakes during implementation can be costly. Developing a plan is crucial for strategic alignment, resource allocation, and stakeholder engagement.

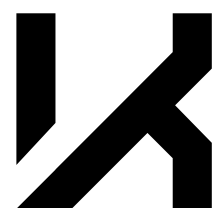
The Integrative AI methodology can ensure a well-structured and successful integration of generative AI technologies. You can overcome the barriers that derail AI projects and unlock the full potential of your business.

The future of marketing is here, and it's powered by Integrative AI.



Keenfolks is a global Integrative AI Agency that connects Business, Marketing & Prop Technology to deliver efficiency and growth at scale to Fortune 500 companies.

We work with Merck Pharmaceutical, Coca-Cola, Johnson & Johnson, Reckitt, Danone, Nestle, Kellogg's, Royal Canine, Femsa & more on more than 40 markets worldwide.





Our team is dedicated to helping you improve customer engagement, tech efficiency and accelerate sales.

We craft AI strategies that seamlessly integrate with your existing systems and processes, maximizing efficiency and sales. Empower your organization with the most innovative and effective solutions from the cutting edge of A.I. advancements.

Let us be your trusted AI partner, transforming your business and unlocking new possibilities.

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