

B2B World Summit Awards

Category: Best Digital Marketing Campaign

About SymphonyAI

SymphonyAI is the leading enterprise AI SaaS company with productized, packaged AI application suites for high-value use cases in key verticals. It empowers companies in retail/CPG, financial services, industrial, enterprise IT and media sectors and count more than 2,000 of the world's leading organizations as customers.

Headquartered in Palo Alto, California, SymphonyAI's global workforce of 2,500 talented professionals spans 26 countries, offering unparalleled expertise and support to enterprises worldwide.

Executive Summary

Using AI to talk about AI

Saved US \$200 K and execution time with AI tools for creative work and creative production with AI powered Gauge Artwork Studio

Objective of the campaign: Communicate how the generative AI-powered Copilot can transform and address the inefficiencies of the current state of service desks, delivering the much-needed experience that employees deserve through a compelling ad campaign.

Call To Action (CTA): Sign up for the demo;

Global Rollout: US/Europe/Asia

Target Audience: CIOs/IT Managers/I&O Leaders/ Service Desk Heads;

Target Segment: Upper mid-market/Enterprise (3.5 K employees & above)

Creative units: Digital Ads – LinkedIn/Programmatic, Short-videos, Html Emails, Infographic etc.,

Timeline: Launch in August 2024

Campaign Thought: In a world where AI has become ubiquitous, everyone is talking about its potential to increase productivity and reduce costs. But how do we rise above the noise and break through the clutter in a market flooded with similar claims?

Campaign Idea: What if we used AI itself to demonstrate efficiency and productivity to capture AI-powered IT Service Management (ITSM) benefits?

Execution: The concept revolved around using AI to help AI. By employing advanced AI tools, including our proprietary AI powered auto resizing tool (Gauge Artwork Studio) for creative production, we created stunning visuals, videos, and content, including several adaptations that loudly resonated with our audience.



Result: This AI-powered approach generated vivid imagery and captured attention, delivering impactful messages that emphasized cost efficiency and innovation. The campaign's results were dramatically reduced costs and man-hours, ultimately saving US \$200,000 in production of the communication campaign while breaking the clutter

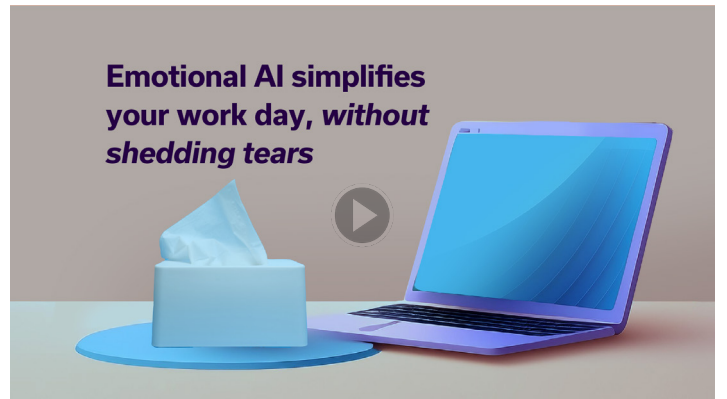
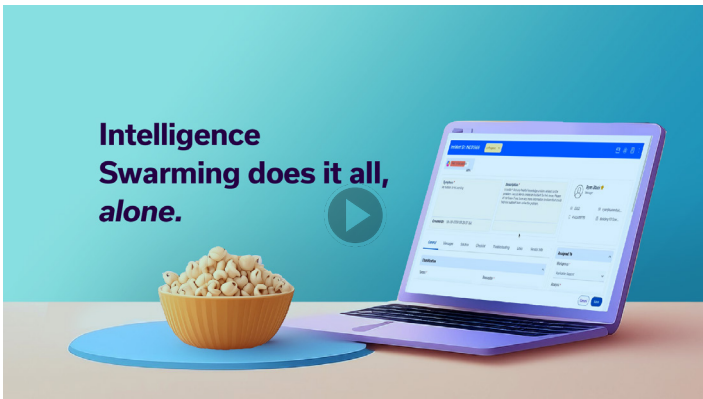
Collaterals

Global LinkedIn Posts



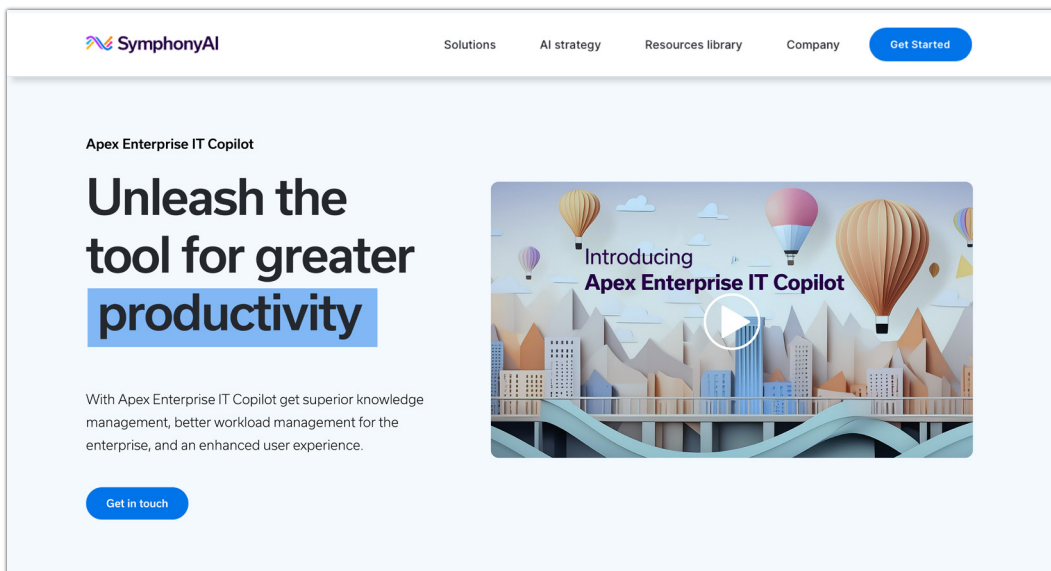
[Link for LinkedIn Posts](#)

Short WhatsApp Videos



[Link for Videos](#)

Landing Page



[Link for Landing Page](#)

Vibrant EDMs that resonate with the Target Audience

WHERE DID THE WORK DAY GO
Eliminate roadblocks and supercharge productivity

Hire Apex Enterprise IT Copilot

Your employees should focus on what matters to the business without getting interrupted by issues like "applications not working," "access requires approval," or "Sorry, we are closed, call back the next day." An employee's workday is meant for work, not for solving IT related issues or waiting for approvals.

Supercharge your employee productivity and eliminate anything that hinders it by quickly solving or proactively preventing issues with Apex Enterprise IT Copilot.

[Call for a demo](#)

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CELEBRATE MONDAYS AT WORK
Seamless tech, happy employees

Hire Apex Enterprise IT Copilot

If employees are unburdened of repetitive and dull tasks, they are free to handle more demanding assignments that are more satisfying. A satisfied employee is a happy employee and in other words a more productive employee.

With Apex Enterprise IT Copilot enjoy:

- Anytime, anywhere availability:** Apex Enterprise IT Copilot offers an unparalleled level of support with 24/7 availability, so employees can access service anytime, anywhere.
- Make knowledge search easy:** Apex Enterprise IT Copilot extracts information from multiple sources across various departments—from IT to HR to finance and more—making access to enterprise knowledge easy and convenient.
- Empower self-help:** Apex Enterprise IT Copilot assists employees in solving problems with guided steps without relying on external support.
- Boost productivity:** Eliminate anything that hinders productivity by quickly solving or proactively preventing issues.

[Call for a demo](#)

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CIOs: KEEP YOUR FINGER ON THE PULSE
Deliver IT-enabled business value with AI

Hire Apex Enterprise IT Copilot

Apex Enterprise IT Copilot assists IT leaders with real-time insights, identifying trends and patterns to support data-driven decision-making.

If you want to know "What are the major incidents?" or "Show me trends and predictions for the quarter," or "Take me through operational insights," Apex Enterprise IT Copilot not only provides data and charts but also summarizes insights for you.

With Apex Enterprise IT Copilot, you're always on top of your priorities.

[Call for a demo](#)

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[Link for eDMs](#)

Webinars designed to disrupt the market

Disruptor Webinar Series
Reimagining Enterprise IT
Strategies to Balance Cost, Efficiency, Reliability, and Transformational Innovation

In today's rapidly evolving world of enterprise IT, leaders face a critical challenge: the Disruptor's Dilemma. How do we balance the drive for innovation with the demands for cost-efficiency and reliability in the face of constant change? What key questions should we be asking ourselves to lead an organizational transformation that encompasses innovation, emerging technologies, cultural shifts, and operational optimization?

Join our inaugural webinar, part of The Disruptors: Reimagining Enterprise IT series, where we'll explore strategies to embrace disruption and empower IT leaders at every level. Learn how to leverage emerging technologies and best practices to foster innovation, optimize operations, and prepare your organization for an uncertain future.

Webinar Topic:
The Disruptor's Dilemma: Balancing Innovation and Optimization in Today's Evolving Enterprise IT Org

Date: September 26th | **Time:** 2PM EST

Speakers:

Charles Araujo, Consultant, SymphonyAI | Tim Lawes, Sr. Director-Sales, SymphonyAI

[Register now](#)

Can't attend live?
Register anyway, and we'll send you the recording after the event.

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Investing in IT Copilot?
Know the good, bad and ugly of Copilots before you invest in one.

Copilots are now prevalent among enterprise IT vendors, but most buyers are understandably cautious, seeking to discern reality from hype and determine whether these tools deliver the promised ROI.

In this insightful webinar, we will evaluate the pros and cons of Enterprise IT Copilots, providing you with the critical information needed to make informed investment decisions at the right time for your organization.

Webinar Topic:
What You Really Need to Know Before You Invest in a Copilot for IT

Date: September 26th | **Time:** 2PM EST

Speakers:

Charles Araujo, Consultant, SymphonyAI | Tim Lawes, Sr. Director-Sales, SymphonyAI

[Register now to know which Copilot offers maximum ROI for you.](#)

Can't attend live?
Register anyway, and we'll send you the recording after the event.

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[Link for Webinar](#)

Mood Enhancing Animated Digital Banners - Programmatic



[Link for Animated Digital Banners](#)

Webinars focussed on Dubai and Kuala Lumpur Markets

[Link for Event Collaterals](#)

Effectiveness of Our Work

The sizzle of the steak lies in the Highest ROAS within the industry

While there is no single industry standard, a common bench mark for estimated revenue value of their MQLs as a proxy for Return on Advertising Spend (ROAS)

= US \$11000 K Pipeline /19 K advertising dollar spent (incl. event costs)

=579:1

(Industry benchmark: Blended ROAS considering both Paid and organic is around 200:1 to 3:1)

This campaign delivered the following results:

- 14% improved open rate for emails
- 28.5% Improved engagement rate for digital ads
- 77.78% improved leads
- \$11 M worth of pipeline