



# TrueClicks

## Copywriting with AI

How creative can machines really be?

Wijnand Meijer – Co-founder & CEO

[@wijnandmeijer](#) & [linkedin.com/in/wijnandmeijer](https://www.linkedin.com/in/wijnandmeijer)



# Agenda

1 Weren't humans supposed to write?

2 Introduction of GPT-3

3 Overview of writing assistants using GPT-3

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4 How I used Jarvis.ai

5 Performance of Jarvis headlines so far

6 Closing thoughts



**Weren't humans  
supposed to write?**

# The holy grail of marketing

It's all about reaching....



The **right person**  
(targeting)



- Keywords → Feeds, Shopping, DSA
- Demographics
- 1<sup>st</sup> party audiences + look-a-likes
- Other audiences (Affinity, In-market, Employment, Education)

→ Smart campaigns / Smart bidding

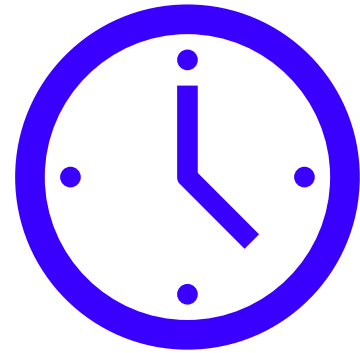


with the **right message**  
(creative)



- STA → ETA → RSA
- Manual A/B testing → "Optimize" → RSA asset impressions / Ad Variations
- Text ads, display ads, videos, landing pages, any content.

• **Human-generated** → **AI-assisted / AI - generated?**



at the **right time** (and place)  
(bidding)



Manual CPC → Bid adjustments → Smart bidding

# The message reigns again (back to Mad Men)



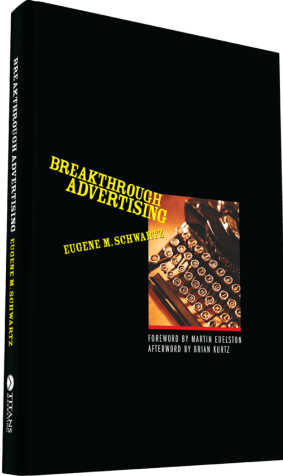
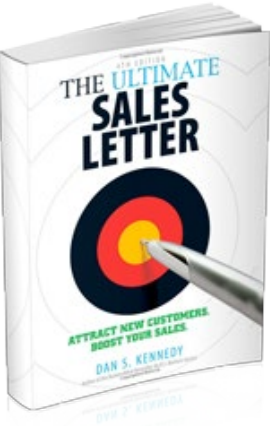
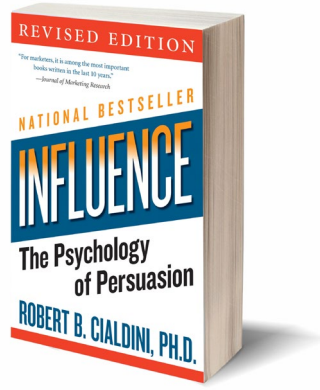
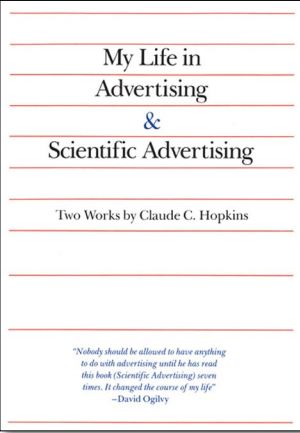
- *Right person and right time* is slowly getting taken away from us through competition, algorithms or simply by being priced out of some of these areas. When all media becomes mass media, it's **the message** that matters. We have to become copywriters... again.
- If you're only good at targeting, you're a mechanic, not a marketer. **Marketing is the crafting and the amplification of a message.** The last 15 years, it's all been about amplification, and it could work with a 'meh' message.
- The coming years, the edge is going to be on the messaging side. You'll have to **be a communicator first.**  
The amplification of that message is table stakes, everyone (or every algorithm) will know how to do that.

**Ryan Deiss** – [Perpetual Traffic episode 334](#) (must-listen!)

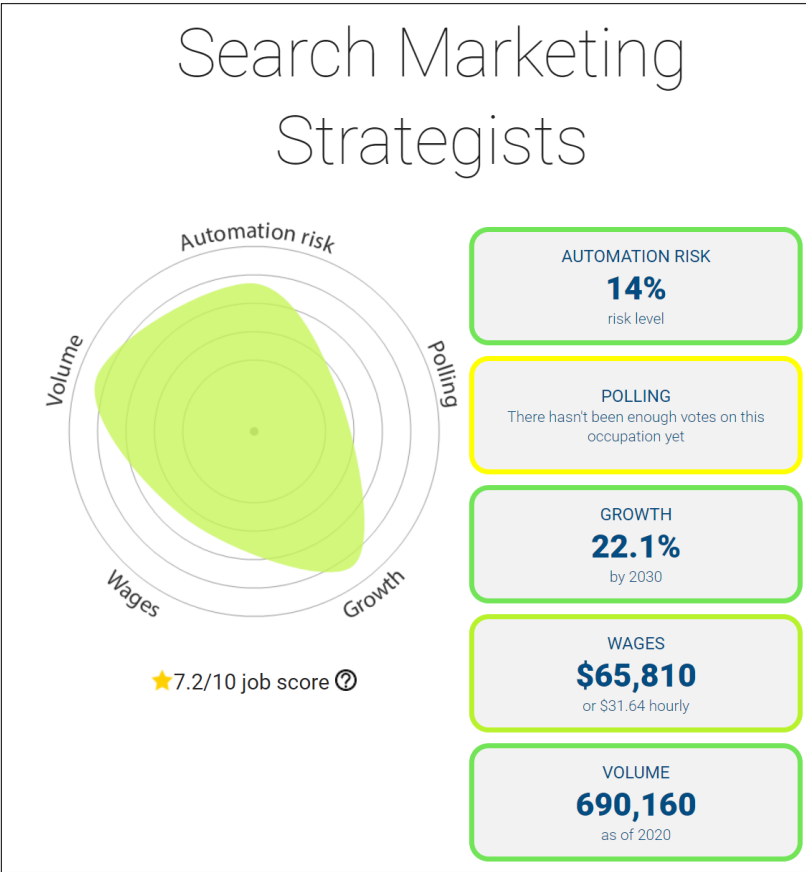


# So what should we do?

## A: Become the best human copywriter we can possibly be?



## B: Let the AI take over and find a new job?



## Or C: something else?



Q: What is your favorite animal?

A: My favorite animal is a dog.

Q: Why?

A: Because dogs are loyal and friendly.

Q: What are two reasons that a dog might be in a bad mood?

A: Two reasons that a dog might be in a bad mood are if it is hungry or if it is hot.

Q: How many eyes does a giraffe have?

A: A giraffe has two eyes.

Q: How many legs does a frog have?

A: A frog has four legs.

Q: Are there any animals with three legs?

A: No, there are no animals with three legs.

Q: Why don't animals have three legs?

A: Animals don't have three legs because they would fall over.

Q: How do you sporgle a morgle?

A: You sporgle a morgle by using a sporgle.

Q: How many bonks are in a quoit?

A: There are three bonks in a quoit.

Q: How many rainbows does it take to jump from Hawaii to seventeen?

A: It takes two rainbows to jump from Hawaii to seventeen.

Q: Which colorless green ideas sleep furiously?

A: Ideas that are colorless, green, and sleep furiously are the ideas of a sleep furiously.

Q: Do you understand these questions?

A: I understand these questions.



# Introduction of GPT-3

[Kevin Lacker - Giving GPT-3 a Turing Test](#)

# Introduction of GPT-3

MIT

**THE VERGE** TECH ▾ REVIEWS ▾ SCIENCE ▾ CREATORS ▾ ENTERTAINMENT ▾ VIDEO MORE ▾ f t r

 Deel PDF's veilig met Adobe Acrobat DC. [Probeer gratis](#) 

TECH / ARTIFICIAL INTELLIGENCE

## OpenAI's text-generating system GPT-3 is now spewing out 4.5 billion words a day

*Robot-generated writing looks set to be the next big thing*

By [James Vincent](#) | Mar 29, 2021, 8:24am EDT

sums up the response on social media in the last few days to OpenAI's latest



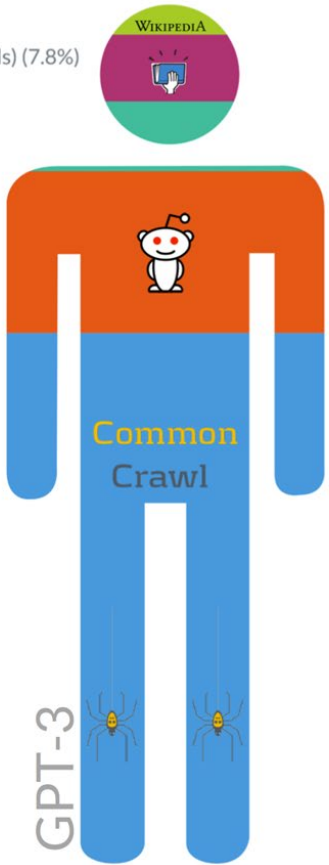
# Introduction of GPT-3

- **GPT-3 = Generative Pre-trained Transformer 3**
- **Generative** means that the model's goal is to generate text. It wants to predict what word comes next.
- **Pre-trained** means that the algorithm doesn't need any more training. It has "read" 3,375,000,000 pages of text, including all of Wikipedia.
- **Transformer** is the algorithm the model uses. It specializes in how words are used in natural language.
- In short: it's **autocomplete on steroids**

```
$ curl -s -u :$OPENAI_API_KEY -H 'Content-Type: application/json' https://api.openai.com/v1/completions -d '{
>   "model": "davinci",
>   "temperature": 0,
>   "stop": "\n",
>   "prompt": "Q: What is human life expectancy in the United States?
\nA: Human life expectancy in the United States is 78 years.\n\nQ: What
at is the meaning of life?\n"
> }' | jq
{
  "id": "cml-RRcXqSMfadADL1tst9gxPTJ9",
  "object": "text_completion",
  "created": 1591865181,
  "model": "davinci:2020-05-03",
  "choices": [
    {
      "text": "A: The meaning of life is 42.",
      "index": 0,
      "logprobs": null,
      "finish_reason": "stop"
    }
  ]
}
```

# Introduction of GPT-3

- Wikipedia (facts) (3.49%)
- Books1/BookCorpus (Smashwords) (7.8%)
- Books2 (Libgen or similar) (8.1%)
- WebText (Reddit links) (18.86%)
- Common Crawl (www) (61.75%)

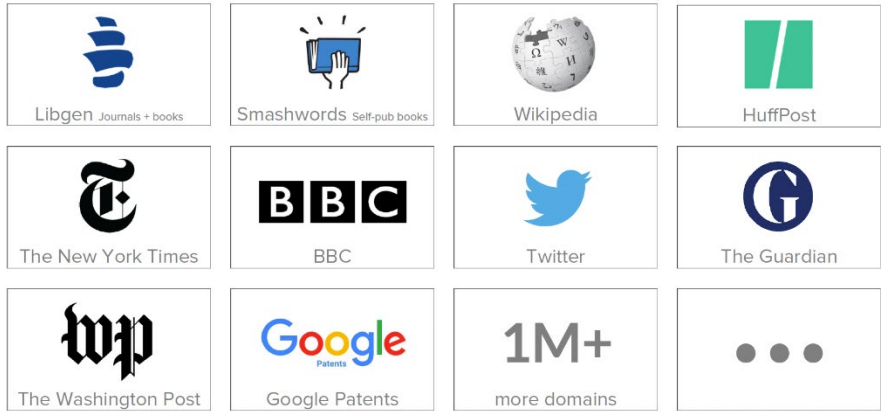


- Not to scale.  
 - Effective size by weighting (as % of total).  
 - Deduplication has been considered for Wikipedia.

Sources:  
 GPT3: <https://arxiv.org/abs/2005.14165>

Alan D. Thompson, July 2021.  
<https://lifearchitect.com.au/ai/>

- WebText (Reddit Submission Corpus)**
- HuffPost (news)
  - The New York Times (news)
  - BBC (news)
  - Twitter (discussion)
  - The Guardian (news)
  - The Washington Post (news)
  - and 4.3M+ more domains...
- Common Crawl**  
 (C4, cleaned/filtered, sorted by most tokens)
- Google Patents (papers)
  - The New York Times (news)
  - Los Angeles Times (news)
  - The Guardian (news)
  - PLoS - Public Library of Science (papers)
  - Forbes (news)
  - HuffPost (news)
  - Patents.com - dead link (papers)
  - Scribd (books)
  - The Washington Post (news)
  - The Motley Fool (opinion)
  - InterPlanetary File System (mix)
  - Frontiers Media (papers)
  - Business Insider (news)
  - Chicago Tribune (news)
  - Booking.com (discussion)
  - The Atlantic (news)
  - Springer Link (papers)
  - Al Jazeera (news)
  - Kickstarter (discussion)
  - FindLaw Caselaw (papers)
  - National Center for Biotech Info (papers)
  - NPR (news)
  - and 90.9M+ more domains...



<https://lifearchitect.ai/models/>



# Overview of writing assistants using GPT-3



[Anyword](#)



[Copy.ai](#)



[Copysmith](#)



[Jarvis.ai](#)



[Rytr](#)



[Scalenut](#)



SMART COPY

[Unbounce](#)  
[Smart Copy](#)



[Writesonic](#)

You'll find even more on [gpt3demo.com](#) and the [AI Writing Assistants category on G2](#)

# Have fun with some less serious applications

**500+ Conversation Starters**

Download for free



**500+ Original Conversation Starters**

By  Openers from AI

Can't find the right words to start a conversation? We have used AI to generate dozens of thousands of Tinder openers and picked the best of them (according to our limited experience). If you find this useful, do not hesitate to share it with your friends.

PDF file with 500+ original and irresistible openers for online datin

Name a fair price: \$ 0+

Buy this

★★★★★ 9 ratings

NEW VIDEO EVERY TWO WEEKS (USUALLY)

**Calamity Ai**  
3.02K subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Uploads PLAY ALL

- A.I. MAKES COCKTAILS** 4:49  
Can Artificial Intelligence Make Cocktails? 972 views · 5 months ago
- A.I. PREDICTS 2021** 2:32  
Artificial Intelligence Predicts 2021 1.8K views · 6 months ago
- A.I. WRITTEN Dr. Seuss** 3:31  
Dr. Seuss Book Written by A.I. | Odd Island 6.4K views · 7 months ago
- Date Night A.I. WRITTEN SHORT FILM** 4:55  
A.I. Goes Meta | Date Night Short Film 13K views · 7 months ago
- EMINEM DEEPFAKE SONG** 3:00  
Eminem Deepfake Song feat. Kanye West | MUSIC VIDEO 39K views · 7 months ago
- Lady Bird WRITTEN BY A.I.** 2:50  
Lady Bird Written by A.I. 4K views · 8 months ago
- A.I. MEDITATION** 8:16  
Meditation Video Written by Artificial Intelligence 2.1K views · 9 months ago
- HAMILTON A.I. Written Song** 3:47  
A.I. Written Hamilton Song 12K views · 10 months ago
- The Turing Test** 6:06  
The Turing Test | A.I. Written Short Film 5K views · 11 months ago
- EMINEM Deepfake Song** 2:47  
Eminem Deepfake Song | Mark Zuckerberg Diss | ... 272K views · 11 months ago



**Wisdom\_by\_GPT3**  
@ByGpt3

Every tweet is generated entirely by Artificial Intelligence (GPT-3 by @OpenAI)


[disruptiontheory.com](https://disruptiontheory.com) Joined July 2020

1 Following 3,710 Followers


# Categorized conversation-starters

Introduction to 500+ conversation starters

Contents


General 

Books 


Animals 


Sport 

Cooking & Food 


Photography 


Art & Design 


Economy 


Traveling 


Fashion 


Gaming 


History 


Chemistry & Physics 


Space & Sci-Fi 


Activism & Politics 


Programming 

Law 

Education 

Music 

Entertainment 

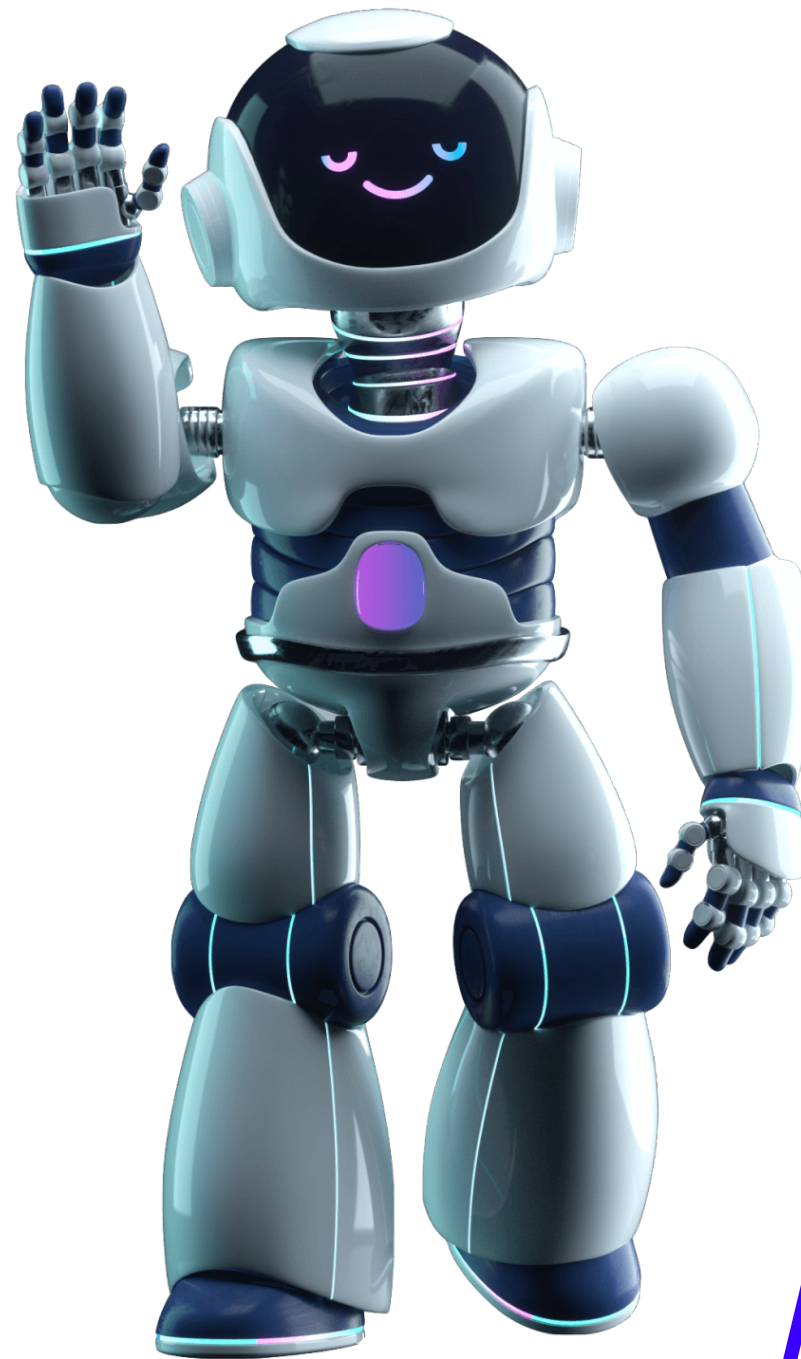
Hazardous 

## General

1. I dream of a better Tinder. A Tinder for altruism. A Tinder for justice. A Tinder for beauty. A Tinder for love.
2. If your car could talk, what would it say?
3. What is your favorite insult?
4. Are you any good at hand sanitizer trivia?
5. What is your favorite preposition?
6. Do you like storms?
7. My biggest character flaw is tending to overwater plants.
8. What's the best thing to put on a waffle?
9. Will you be my personal reminder to be spontaneous in life?
10. If you were a Ford car, what model would you be?
11. What would you do if you got one year older every day?
12. What's your favorite punctuation mark?
13. How many rubber ducks are too much?
14. For a guy, do you think it's acceptable to wear makeup?
15. What's the most interesting thing you've ever found in a trashcan?
16. If you were a criminal, what would be your crime of choice?
17. Are you afraid of growing old?
18. Who is your favorite criminal?
19. If you had to live in one type of building for the rest of your life, what would it be?
20. If you could live outdoors for a year, would you?
21. If you could be on a survival show, which one?
22. Are you a Realist, a Romantic, or a Cynic?
23. What would your dream city be like?
24. Would you choose X-Ray vision or invisibility?
25. Would you rather be the best at one thing or the jack of all trades?



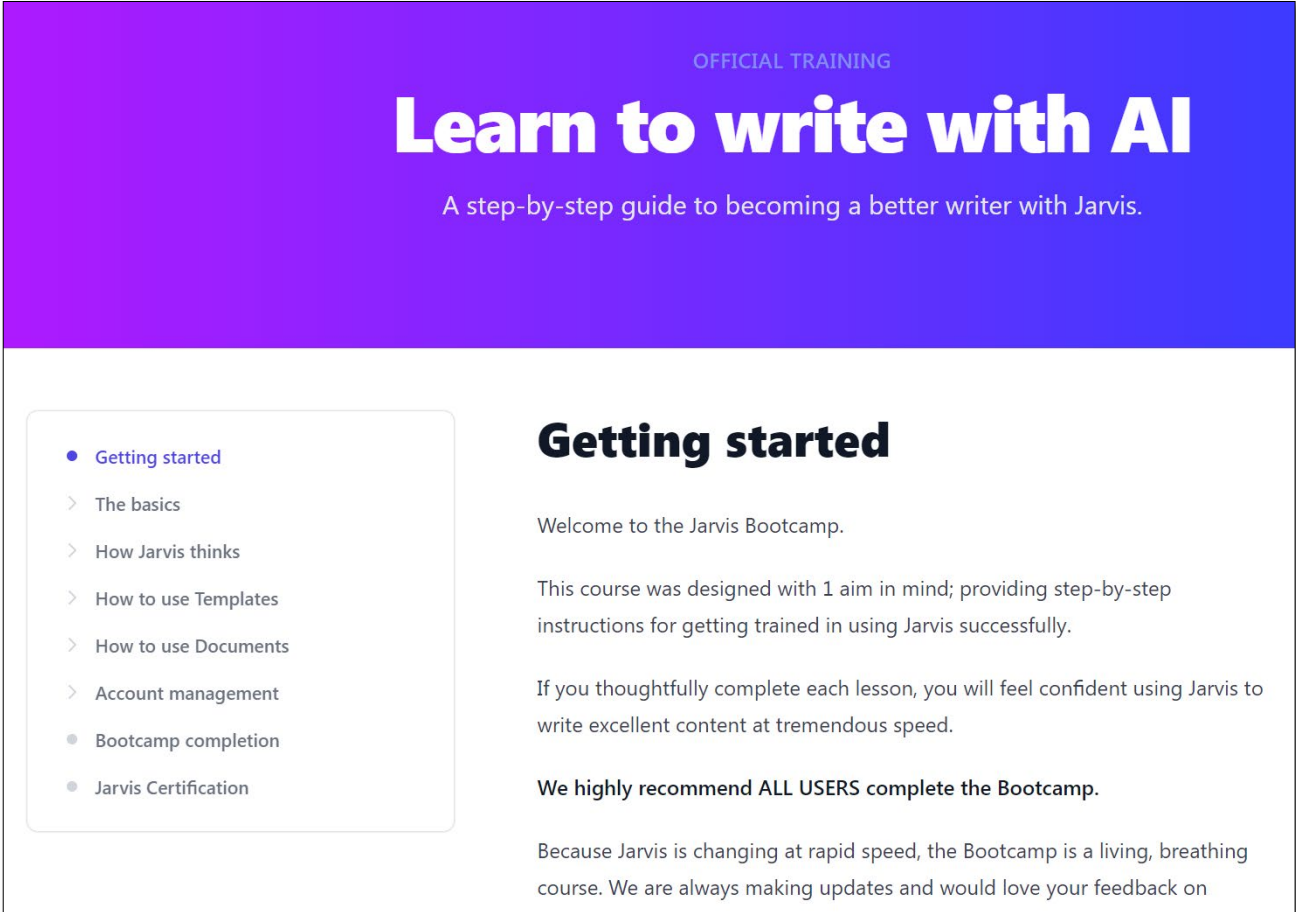
# How I used Jarvis.ai





# Why I picked Jarvis.ai

- So far, it seems to be the best-reviewed and best documented AI writing assistant.
- It also already acquired two other strong players in this category: Headlime and Shortly.
- Their resources include:
  - [Bootcamp](#) (start here)
  - [Help center](#)
  - [Academy](#) (webinars)
  - [YouTube channel](#)
  - [Facebook group](#) with 42K members
  - Integrates with [Surfer SEO](#)
  - Just released an API ([beta waitlist](#))



OFFICIAL TRAINING

## Learn to write with AI

A step-by-step guide to becoming a better writer with Jarvis.

- **Getting started**
  - > The basics
  - > How Jarvis thinks
  - > How to use Templates
  - > How to use Documents
  - > Account management
  - Bootcamp completion
  - Jarvis Certification

### Getting started

Welcome to the Jarvis Bootcamp.

This course was designed with 1 aim in mind; providing step-by-step instructions for getting trained in using Jarvis successfully.

If you thoughtfully complete each lesson, you will feel confident using Jarvis to write excellent content at tremendous speed.

**We highly recommend ALL USERS complete the Bootcamp.**

Because Jarvis is changing at rapid speed, the Bootcamp is a living, breathing course. We are always making updates and would love your feedback on

# Jarvis templates: 47 and counting

**Templates**

All Frameworks Email Website Blog Ads Ecommerce Social Media New Google Video SEO

<b>AIDA Framework</b> Use the oldest marketing framework in the world. Attention, Interest, Desire, Action.	<b>PAS Framework</b> Problem-Agitate-Solution. A valuable framework for creating new marketing copy ideas.	<b>Content Improver</b> Take a piece of content and write it to make it more interesting, creative, and engaging.	<b>Product Description</b> Create compelling product descriptions to be used on websites, emails and social media.	<b>Blog Post Topic Ideas</b> Brainstorm new blog post topics that will engage readers and rank well on Google.
<b>Blog Post Outline</b> Create lists and outlines for articles. Works best for "Listicle" and "How to" style blog posts or articles.	<b>Blog Post Intro Paragraph</b> Blast through writers block by letting us write your opening paragraph for you	<b>Blog Post Conclusion Paragraph</b> Wrap up your blog posts with an engaging conclusion paragraph.	<b>Creative Story</b> Write deliciously creative stories to engage your readers.	<b>Explain It To A Child</b> Rephrase text to make it easier to read and understand.
<b>Sentence Expander</b> Expand a short sentence or a few words into a longer sentence that is creative, interesting, and engaging.	<b>Facebook Ad Headline</b> Generate scroll-stopping headlines for your Facebook Ads to get prospects to click, and ultimately buy.	<b>Facebook Ad Primary Text</b> Create high converting copy for the "Primary Text" section of your Facebook ads.	<b>Google Ads Headline</b> Create high converting copy for the "Headlines" section of your Google Ads.	<b>Google Ads Description</b> Create high converting copy for the "Description" section of your Google Ads.
<b>Google My Business - What's New Post</b> Generate What's New post updates for Google My Business	<b>Google My Business - Event Post</b> Generate event details for your Google My Business event posts	<b>Google My Business - Product Description</b> Generate product descriptions for your Google My Business	<b>Google My Business - Offer Post</b> Generate offer details for your Google My Business offer posts	<b>Amazon Product Features (bullets)</b> Create key feature and benefit bullet points for Amazon listings under the "about this item" section.
<b>Amazon Product Description (paragraph)</b> Create compelling product descriptions for Amazon listings. The output is typically paragraph form, but the style will vary.	<b>Perfect Headline</b> Trained with formulas from the world's best copywriters, this template is sure to create high converting headlines for your business.	<b>Website Sub-headline</b> Create delightfully informative sub-headlines (H2) for your websites and landing pages.	<b>Photo Post Captions</b> Write catchy captions for your Instagram posts	<b>Jarvis.ai Testimonial Helper</b> Use this template to generate testimonials for Jarvis.ai. If this goes well, we'll open it up for you to collect testimonials from all of your customers.

<b>Marketing Angles</b> Brainstorm different angles to add vibrancy to your marketing.	<b>Persuasive Bullet Points</b> Generate persuasive bullet points to insert into landing pages, emails, and more.	<b>Video Topic Ideas</b> Brainstorm new video topics that will engage viewers and rank well on YouTube.	<b>Video Script Outline</b> Create script outlines for your videos. Works best for "Listicle" and "How to" style videos.	<b>Video Titles</b> Create engaging, click-worthy titles for your videos that will rank on YouTube.
<b>Video Script Hook and Introduction</b> Create a video intro that will capture your viewers attention and compel them to watch all the way through.	<b>Video Description - YouTube</b> Create unique descriptions for Youtube videos that rank well in search.	<b>Review Responder</b> Write responses to public customer reviews that are winsome, professional, and delightful.	<b>Personalized Cold Emails</b> Write cold emails that actually work and get responses.	<b>Email Subject Lines</b> Write compelling email subject lines that get readers to open.
<b>SEO - Blog Posts - Title and Meta Descriptions</b> Write SEO optimized title tags and meta descriptions for blog posts that will rank well on Google.	<b>SEO - Homepage - Title and Meta Descriptions</b> Write SEO optimized title tags and meta descriptions for homepages that will rank well on Google.	<b>SEO - Product Page - Title and Meta Descriptions</b> Write SEO optimized title tags and meta descriptions that will rank well on Google for product pages.	<b>SEO - Services Pages - Title and Meta Descriptions</b> Write SEO optimized title tags and meta descriptions that will rank well on Google for company services pages.	<b>Company Bio</b> Tell your company's story with a captivating bio.
<b>Personal Bio</b> Write a creative personal bio that captures attention.	<b>Feature to Benefit</b> Turn your product features into benefits that compel action.	<b>Before-After-Bridge Framework</b> Create marketing copy using the BAB framework. Before, After, Bridge.	<b>Unique Value Propositions</b> Create a clear statement that describes the benefit of your offer in a powerful way.	<b>Real Estate Listing - Residential</b> Create captivating real estate listings that sell homes quickly.
<b>Pinterest Pin Title &amp; Description</b> Create great Pinterest pin titles and descriptions that drive engagement, traffic, and reach.	<b>Press Release Title &amp; Intro</b> Write the opening paragraph of a press release that people will actually want to read.	<b>Engaging Questions</b> Ask your audience creative questions to increase engagement.	<b>Quora Answers</b> Intelligent answers for tough questions.	<b>Text Summarizer</b> Get the key point from a piece of text.
<b>Business or Product Name</b> Generate a winning name for your business or product.	<b>Poll Questions &amp; Multiple Choice Answers</b> Engage your community and get to know them on a deeper level. Create questions with multiple choice answers.			


# Tone of voice: endless possibilities

Absurd	Caustic	Derisive	Forceful	Intimate	Outraged	Sentimental
Accusatory	Cautionary	Detached	Formal	Ironic	Outspoken	Sincere
Acerbic	Celebratory	Dignified	Frank	Irreverent	Pathetic	Sceptical
Admiring	Chatty	Diplomatic	Frustrated	Jaded	Patronising	Solemn
Aggressive	Colloquial	Disapproving	Gentle	Joyful	Pensive	Subjective
Aggrieved	Comic	Disheartening	Ghoulish	Judgmental	Persuasive	Submissive
Ambivalent	Compassionate	Disparaging	Grim	Laudatory	Pessimistic	Sulking
Amused	Complex	Direct	Gullible	Light-Hearted	Philosophical	Sympathetic
Angry	Compliant	Disappointed	Humble	Loving	Playful	Thoughtful
Animated	Concerned	Dispassionate	Humorous	Macabre	Pragmatic	Tolerant
Apathetic	Conciliatory	Distressing	Hypercritical	Malicious	Pretentious	Tragic
Apologetic	Condescending	Docile	Impartial	Mean-Spirited	Regretful	Unassuming
Appreciative	Confused	Earnest	Impassioned	Mocking	Resentful	Uneasy
Ardent	Contemptuous	Egotistical	Imploring	Mourning	Resigned	Urgent
Arrogant	Critical	Empathetic	Impressionable	Naïve	Restrained	Vindictive
Assertive	Cruel	Encouraging	Inane	Narcissistic	Reverent	Virtuous
Awestruck	Curious	Enthusiastic	Incensed	Nasty	Righteous	Whimsical
Belligerent	Cynical	Evasive	Incredulous	Negative	Satirical	Witty
Benevolent	Defensive	Excited	Indignant	Nostalgic	Sarcastic	Wonder
Bitter	Defiant	Facetious	Informative	Objective	Scathing	World-Weary
Callous	Demeaning	Farcical	Inspirational	Obsequious	Scornful	Worried
Candid	Depressing	Flippant	Intense	Optimistic	Sensationalistic	Wretched

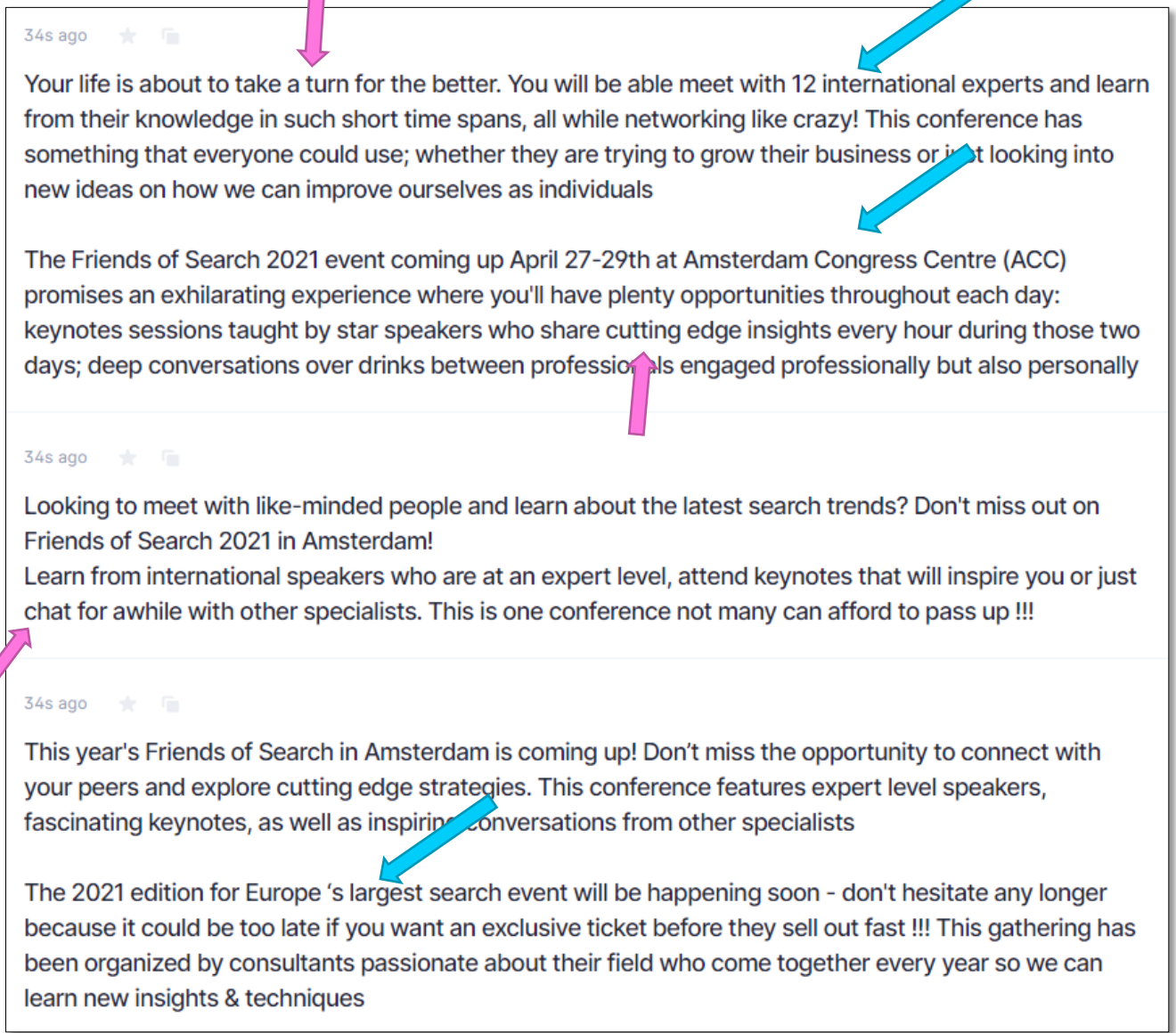
**Or any celebrity  
with a distinctive  
tone of voice,  
like:**

Donald Trump  
Elon Musk  
Kanye West  
Oprah  
Tony Robbins

# Jarvis warming-up: Content Improver template



The screenshot shows the Jarvis AI interface. On the left, there's a sidebar with a key icon and the text 'Content \*'. Below it, there's a 'Content \*' section with a text area containing 'Friends of Search speakers, attend of Europe's largest the latest insight'. Below that is a 'Tone of voice' section with a dropdown menu set to 'Clever'. In the center, there's a character resembling Pinocchio. On the right, there's a text area with '396/400' and 'Expert-level search is one d to learn'.



The image shows three social media posts about the Friends of Search 2021 event. Each post is annotated with pink and blue arrows pointing to specific parts of the text.

**Post 1:** 34s ago. Text: "Your life is about to take a turn for the better. You will be able meet with 12 international experts and learn from their knowledge in such short time spans, all while networking like crazy! This conference has something that everyone could use; whether they are trying to grow their business or just looking into new ideas on how we can improve ourselves as individuals".

**Post 2:** 34s ago. Text: "The Friends of Search 2021 event coming up April 27-29th at Amsterdam Congress Centre (ACC) promises an exhilarating experience where you'll have plenty opportunities throughout each day: keynotes sessions taught by star speakers who share cutting edge insights every hour during those two days; deep conversations over drinks between professionals engaged professionally but also personally".

**Post 3:** 34s ago. Text: "Looking to meet with like-minded people and learn about the latest search trends? Don't miss out on Friends of Search 2021 in Amsterdam! Learn from international speakers who are at an expert level, attend keynotes that will inspire you or just chat for awhile with other specialists. This is one conference not many can afford to pass up !!!".

**Post 4:** 34s ago. Text: "This year's Friends of Search in Amsterdam is coming up! Don't miss the opportunity to connect with your peers and explore cutting edge strategies. This conference features expert level speakers, fascinating keynotes, as well as inspiring conversations from other specialists".

**Post 5:** 34s ago. Text: "The 2021 edition for Europe 's largest search event will be happening soon - don't hesitate any longer because it could be too late if you want an exclusive ticket before they sell out fast !!! This gathering has been organized by consultants passionate about their field who come together every year so we can learn new insights & techniques".



# Jarvis Perfect Headline template (TrueClicks input)

18s ago ★ 📄

- The extra pair of eyes you need to win the paid search war
- See campaign issues and opportunities across your accounts from one, easy-to-use dashboard
- Never lose a bid again with TrueClicks' daily reports on how your campaigns are performing.
- Get unbiased scores and recommendations so you can optimize every single penny spent on AdWords.

18s ago ★ 📄

- The ads you're not seeing
- Why we exist. (We don't like to talk about ourselves.)
- How TrueClicks can help your company: A simple scorecard that reveals what's working and not working in your paid search accounts.
- Your agency is lying to you, but I'm here for the truth ~ TrueClicks CEO, Parker Jones

18s ago ★ 📄

- TrueClicks: See Your Paid Search Campaigns Like Never Before
- The extra pair of eyes you need to take your PPC account to the next level
- Discover and fix campaign issues in minutes, not days or weeks.
- Get daily reports that show how your campaigns are performing.

16s ago ★ 📄

- Get daily reports on how your campaigns are performing
- The extra pair of eyes agencies and advertisers need for paid search
- See campaign issues and opportunities across your accounts from one, easy-to-use dashboard
- TrueClicks: the secret to boosting ROI

16s ago ★ 📄

- Your PPC agency doesn't have time to do this
- Is your paid search account in good hands?
- See what's wrong with your AdWords accounts (without spending hours)
- Get alerts when performance drops, or an ad is disapproved
- Daily email reports on how your campaigns are performing

16s ago ★ 📄


- No more spreadsheets
- How to save money on AdWords
- Get insights and recommendations from TrueClicks
- See your accounts in one place: TrueClicks

Tone of voice ⓘ 6/80

Clever



# Jarvis Google Ads Headline template (TrueClicks input)

 **Google Ads Headline**  
Create high converting copy for the "Headlines" section of your Google Ads.

Company/Product Name \* 10/80

Product description \* 397/400

Tone of voice ⓘ 6/80

just now ★ 📄 +  
See Campaign Issues, Prioritize & Fix Them 42 characters

---

3m ago ★ 📄 +  
Get a second opinion 20 characters

---

3m ago ★ 📄 +  
Don't just monitor your PPC accounts, see issues before they happen  
67 characters

---

3m ago ★ 📄 +  
How TrueClicks Keeps an Eye On Your Account 43 characters

---

3m ago ★ 📄 +  
See What's Wrong w/ Your PPC Campaigns 38 characters

# Jarvis Perfect Headline template (external input)

**Perfect Headline**  
Trained with formulas from the world's best copywriters, this template is sure to create high-co

**Product description \***

Extract maximum value from your PPC ad spend. Digital marketing teams worldwide stay in control, mana  
accounts in less time, and make PPC management less complex. Trusted by the World's Top Advertisers &  
Agencies. Our algorithms monitor your ad campaigns and present actionable insights and alerts. Review d  
based on industry best practices.

**Company/Product Name**

TrueClicks

**Customer Avatar**

Marketers

**Tone of voice ⓘ**

Kanye West



- just now ★ 📄
  - The World's #1 PPC Management Software
  - Manage 10x the number of accounts in less time
  - Get actionable insights on your ad campaigns
  - Review opportunities based on best industry practices.
- just now ★ 📄
  - PPC Management Software
  - Digital Marketing Tool for Advertisers
  - Boost ROI and control your campaigns with TrueClicks
  - Make PPC management easier than ever before!
  - The world's #1 tool trusted by the biggest brands.
- just now ★ 📄
  - The World's Top Advertisers Trust TrueClicks
  - One Device. All Your Campaigns. In Real Time.
- 20s ago ★ 📄
  - Trusted by Top Advertisers
  - Digital Marketing Management Software That Actually Works
  - PPC Automation Made Easy For Everyone
  - Consistently Increase ROI, Save Time And Money On Your Paid Search Campaigns



Your ads are all set! They'll have a higher chance of performing well.

**Ad strength** Excellent

- ✓ Add more headlines [View Ideas](#)
- ✓ Include popular keywords in your headlines [View Ideas](#)
- ✓ Make your headlines more unique [View Ideas](#)
- ✓ Make your descriptions more unique [View Ideas](#)

With responsive search ads, you enter multiple headlines and descriptions and Google combines them into ads.

**Final URL**  
https://trueclicks.com/

**Display path**  
www.trueclicks.com / 0 / 15 / 0 / 15

**Headlines 15/15**

For optimal ad performance, include these keywords in your headlines

- ✓ [audit google ads]
- ✓ [google ads account audit]
- ✓ \*adwords audit\*
- ✓ [google adwords audit]
- ✓ \*google ads account audit\*
- \*adwords audit report\*
- [adwords audit report]

[More ideas >](#)

Google Ads Audit Software	25 / 30
Prioritized recommendations	27 / 30
At-a-glance like never before	29 / 30
Discover your opportunities	27 / 30
Your second pair of eyes	24 / 30
Audit, monitor, and optimize	28 / 30
Never miss an issue again	25 / 30
Proven scoring methodology	26 / 30
Key insights from one place	26 / 30

**Preview** < > || 📱 🖥️ Highlight ad

Ad - www.trueclicks.com/

**Key insights from one place | Reveal issues in minutes | Prioritized recommendations**

Are your Google Ads campaigns bulletproof? Time to find out before it's too late. Unbiased scores and recommendations that help you make better decisions.  
Canadian Search Award.

[Pricing](#)

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

# Performance of Jarvis headlines so far

# My “testing methodology”

- Original plan: rotate two ETAs in each ad group “Human vs AI” fight till the... CTR significance
- But then I remembered Martin Röttgerding’s “**Debunking Ad Testing**” ([slides](#) + [part 1](#), [part 2](#) [part 3](#)) talk from 2017 and quickly dropped that plan.
- Next plan was to use [Ad Variations](#) and A/B test Human vs AI headlines across many RSAs....
- But then I realized almost none of the headlines I eventually used were 100% Jarvis-generated, I almost always edit them a bit.
- Eventually, I simply added lots of new RSAs containing a mix of fully human-written headlines and new “AI-assisted” headlines and let them run for a while, to see which ones will get the most impressions.
- So this test has about 0% scientific value, but my goal for now is just to find out if it’s promising enough to keep using it.



# AI-assisted vs 100% human impressions so far

**Assets**

Data for your assets is updated once daily. Changes you make to your assets won't be reflected in real time. [Learn more](#)

Asset type: Headline Used by > 1 Asset text does not contain TrueClicks ADD FILTER

Asset	Used by	Asset type	Pinned	Performance rating					↓ Impr.
				Best	Good	Low	Learning	Unrated	
Reveal issues in minutes	78 ads	Headline	None	0.00%	0.00%	0.00%	0.00%	100.00%	2,138
Find out your wasted spend	78 ads	Headline	None	0.00%	0.00%	0.00%	0.00%	100.00%	1,782
Discover your opportunities	78 ads	Headline	None	0.00%	0.00%	0.00%	0.00%	100.00%	1,629
Monitoring your accounts 24/7	78 ads	Headline	None	0.00%	0.00%	0.00%	0.00%	100.00%	1,413
At-a-glance like never before	78 ads	Headline	None	0.00%	0.00%	0.00%	0.00%	100.00%	1,010
Key insights from one place	78 ads	Headline	None	0.00%	0.00%	0.00%	0.00%	100.00%	856
Audit, monitor, and optimize	78 ads	Headline	None	0.00%	0.00%	0.00%	0.00%	100.00%	763
Automatically find issues	78 ads	Headline	None	0.00%	0.00%	0.00%	0.00%	100.00%	656
Know where to focus next	78 ads	Headline	None	0.00%	0.00%	0.00%	0.00%	100.00%	522
Proven scoring methodology	78 ads	Headline	None	0.00%	0.00%	0.00%	0.00%	100.00%	368
Your second pair of eyes	78 ads	Headline	None	0.00%	0.00%	0.00%	0.00%	100.00%	224

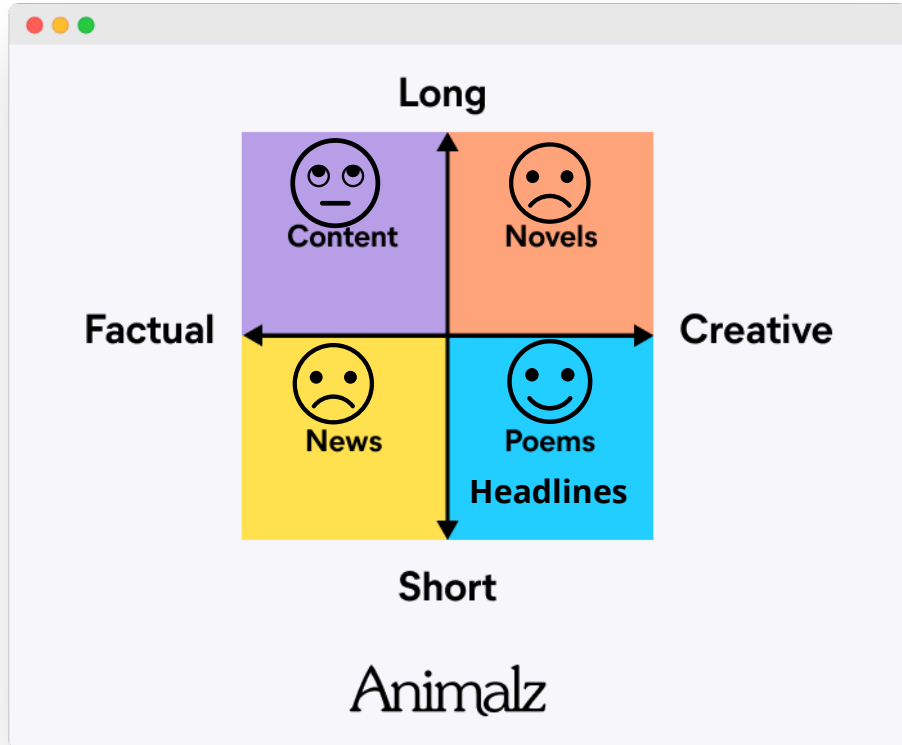
Show rows: 50 1 - 11 of 11

Pros

Con

Closing thoughts

# GPT-3's strengths & weaknesses



## Strengths

- GPT-3 is great for short and creative content like:
  - Headlines, titles, tweets
  - Product descriptions
  - Paragraphs
  - It can generate dozens of these in seconds, which is great for brainstorming and inspiration. **No more staring at the blank page.**
- It's not plagiarism. It's "inspired by" human text, but not copying it.

## Weaknesses

- Can't write a narrative thread, with coherence and logic.
- Makes up stuff ("fake news"). Makes claims without evidence.
- Can't generate real new insights or new perspectives.
- Contains (human-based) biases around religion, gender, etc.

Be sure to read [GPT-3 is the Sparring Partner You Didn't Know You Needed](#) and [The Search Singularity: How to Win in the Era of Infinite Content](#)

# So what should you do?

## 1. Know how to use AI for the stuff it's good at

- Getting good output is more art than science, keep tweaking the inputs, templates, tone of voice, until you're getting good outputs.
- Don't copy-paste any result without (fact-)checking and making sure it matches your tone.
- It's definitely worth the \$20-\$100/mo for anyone in marketing. Whether you're doing PPC, SEO, social, content... we all need to write (even if it's just emails) and this will speed it up.
- In short: use AI-assisted text when it makes sense, but don't publish 100% AI-generated text.

## 2. Know how to create content only humans can

- Still read those 6 copywriting/psychology books from the start, applying what's in there will put you in the top 1%.
- Create content around the [five sources of thought leadership](#), this ensures it will be unique, human, and impossible to copy.

Creating thought leadership content goes beyond PPC or search, but is crucial for any brand or agency to stay relevant and noticeable.

