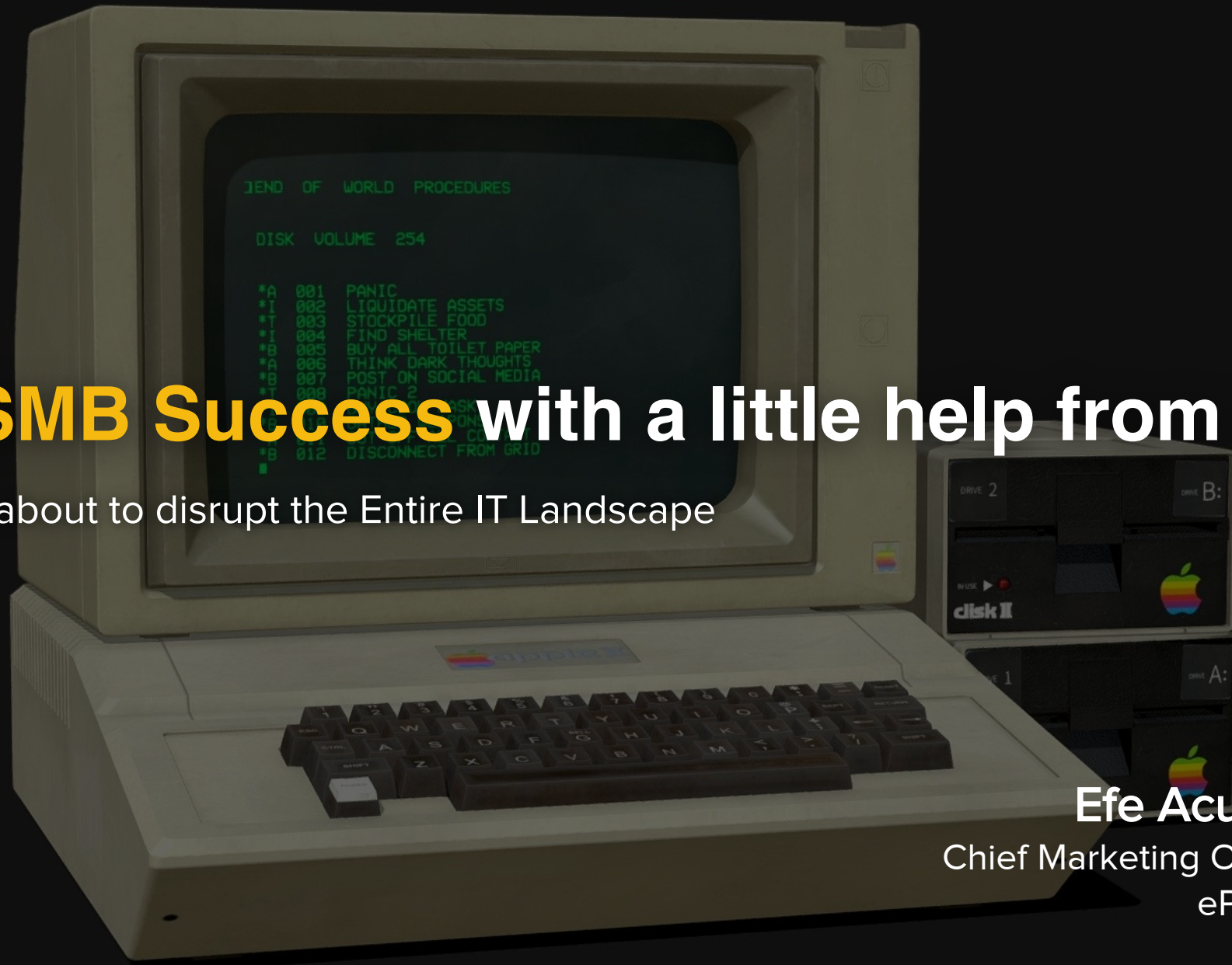


epages

# Driving **SMB Success** with a little help from AI

How ChatGPT is about to disrupt the Entire IT Landscape



**Efe Acunaz**  
Chief Marketing Officer  
ePages



09.01.2007





30.10.2022

# ChatGPT



## Capabilities

Remembers what user said  
earlier in the conversation

Allows user to provide follow-  
up corrections



## Limitations

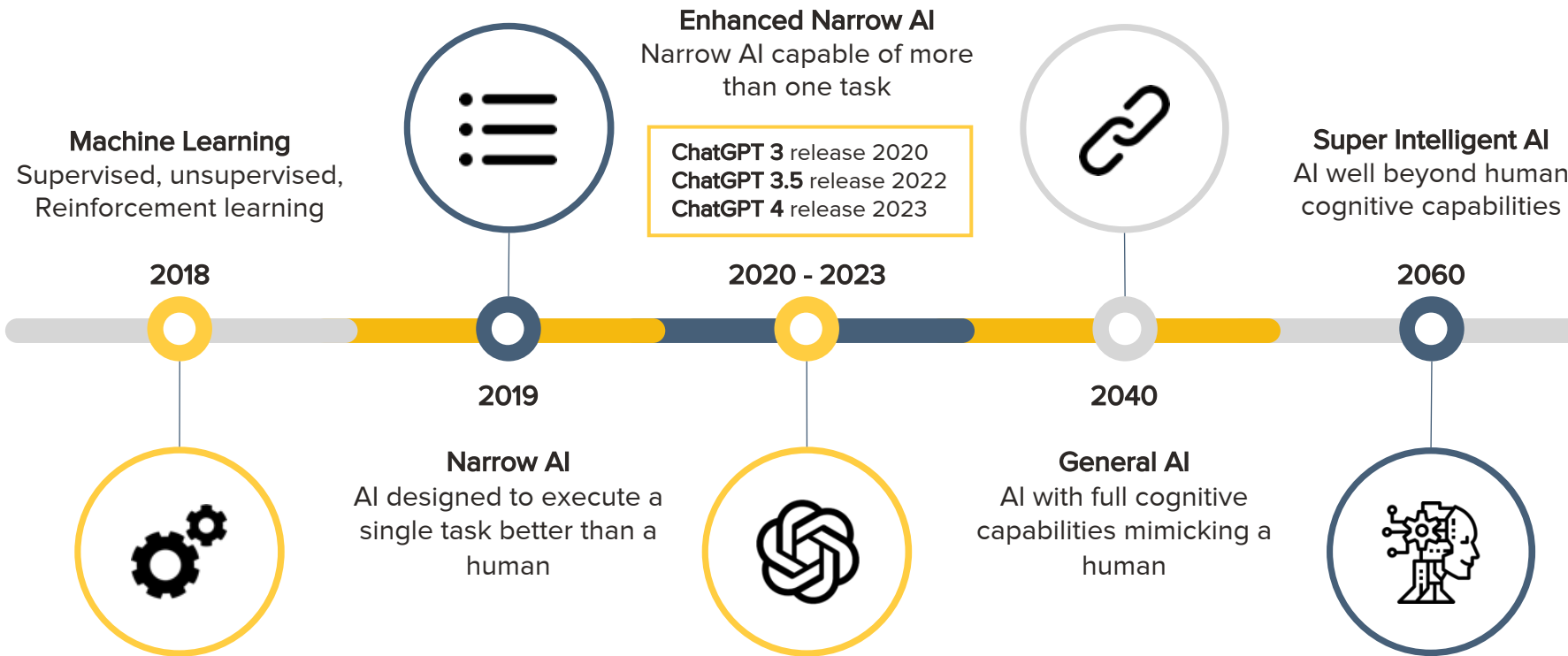
May occasionally generate  
incorrect information

May occasionally



# The disruption of AI

## Phases of development

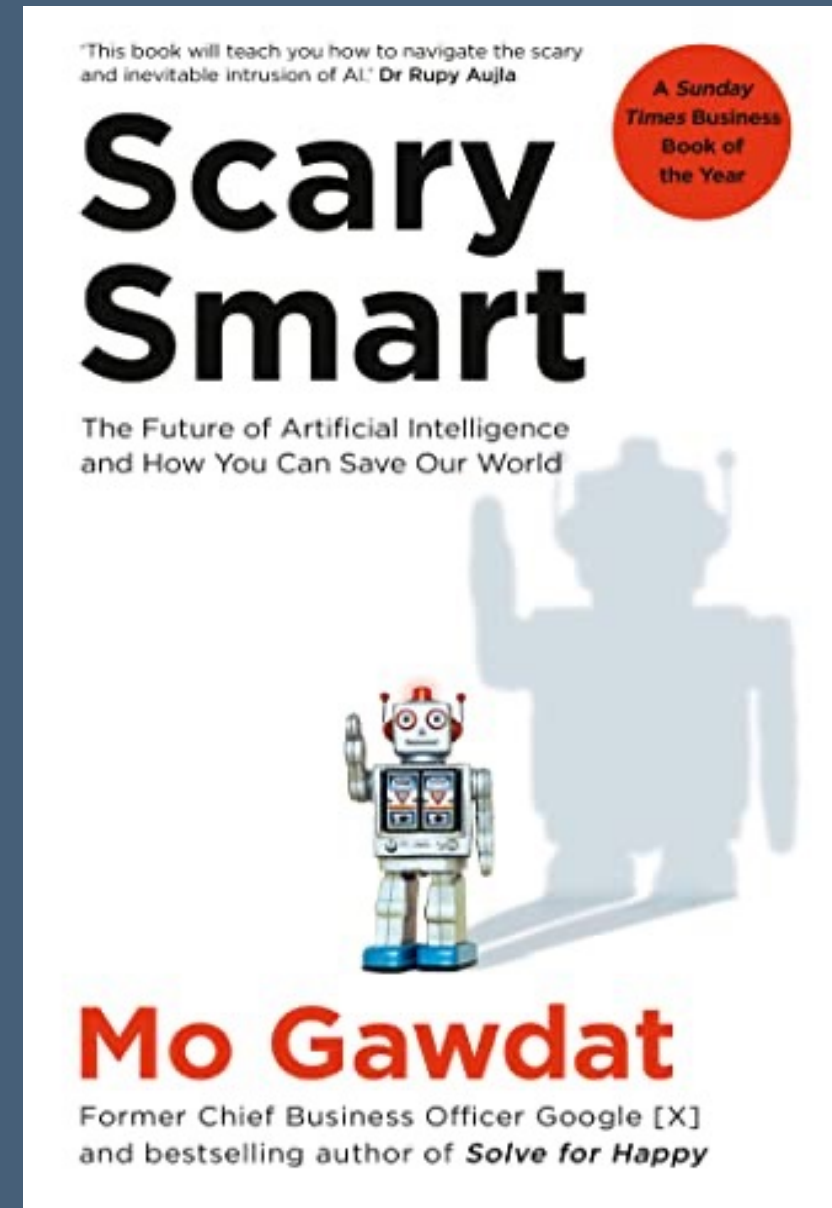


# Three inevitables about AI

AI will happen. There is no stopping it

The machines will become smarter than humans,  
sooner than later

Mistakes and bad things will happen along the way



# Embedded experiences





Copilot

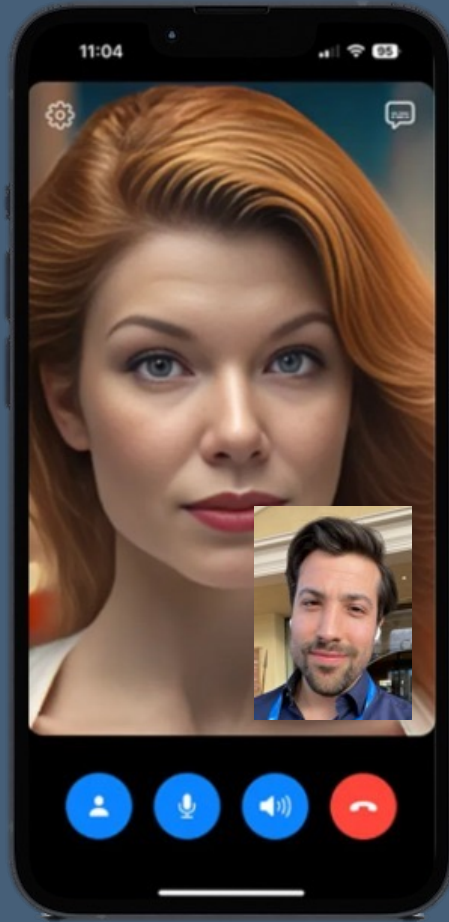
Which products were the most profitable this quarter?



Analyzing ...







FaceTime **with an AI Agent**



# Four examples for **AI-driven SMB success**

## Content & SEO

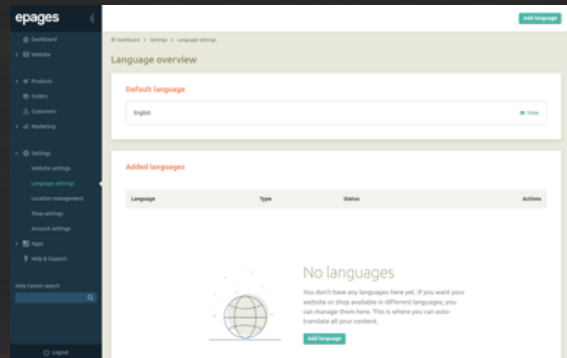
Create entire pages

RankingCoach

## AI-powered Shopping ads

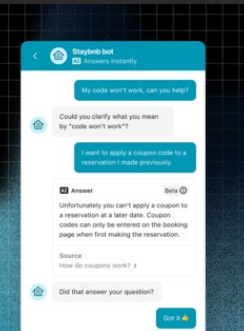
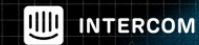


## Automatic Translations



## Customer Support

ChatGPT for customer service is here



**Thank you! Let's connect**  
**on LinkedIn**



**Efe Acunaz**  
CMO at ePages

