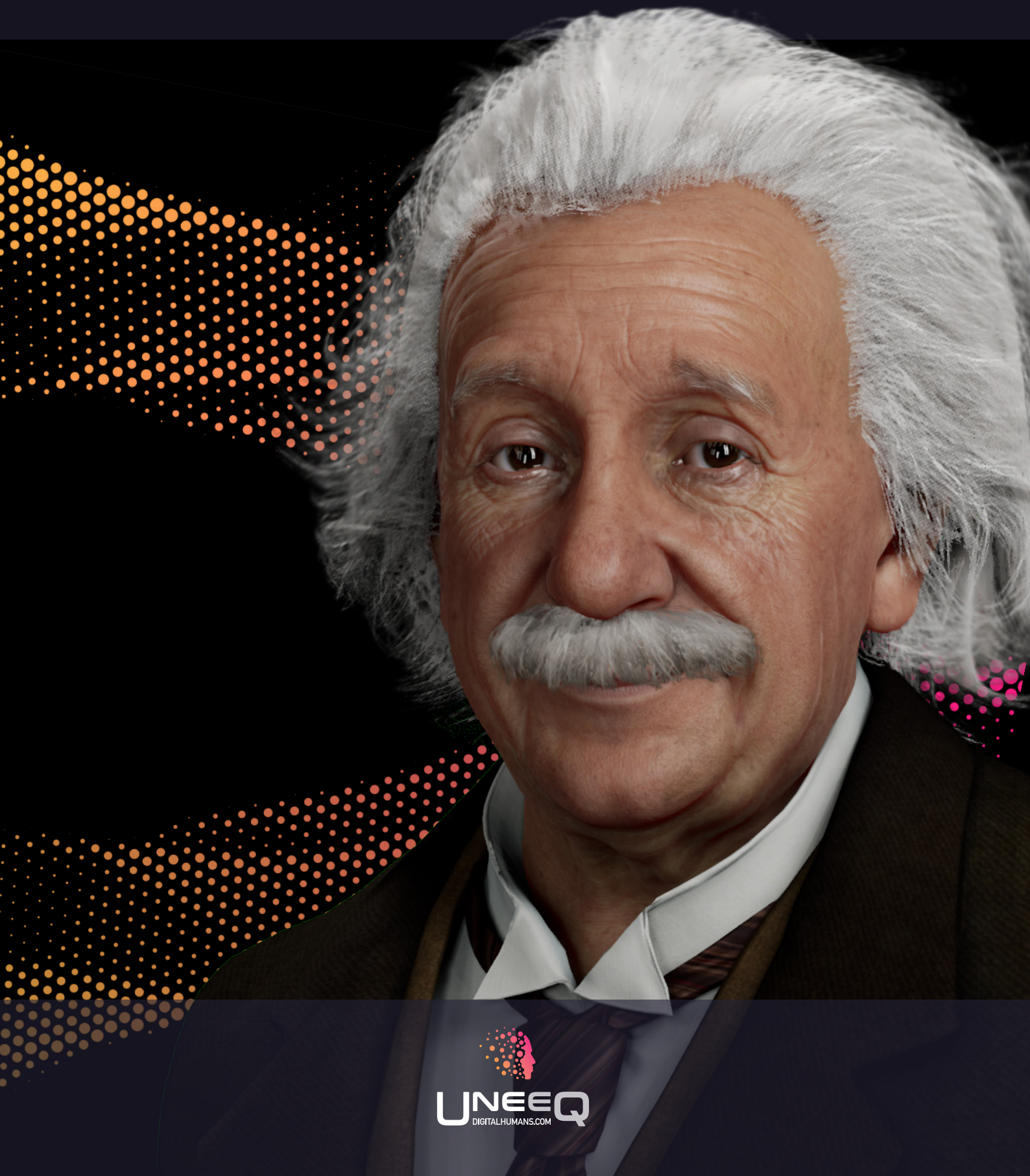


What Einstein teaches us about the fundamentals of marketing

*Transforming your marketing funnel with
personality-activated engagement*



The fundamental laws of marketing will always be the same...

Personality + interaction = emotional connection

The most successful advertisements are driven by personality.

The best ad campaigns are emotional, charismatic, personable and likeable in their content. In fact, emotional content is almost twice as common in successful ad campaigns as rational content.*

It's the personalities who create emotional connections with customers – and, ultimately, all roads lead to the bottom line. The personality trait of “likeability” in advertising is the characteristic most linked with increased sales*.



But what if you take the thing that overwhelmingly works at the top of the funnel and continue doing it throughout your entire marketing journey?

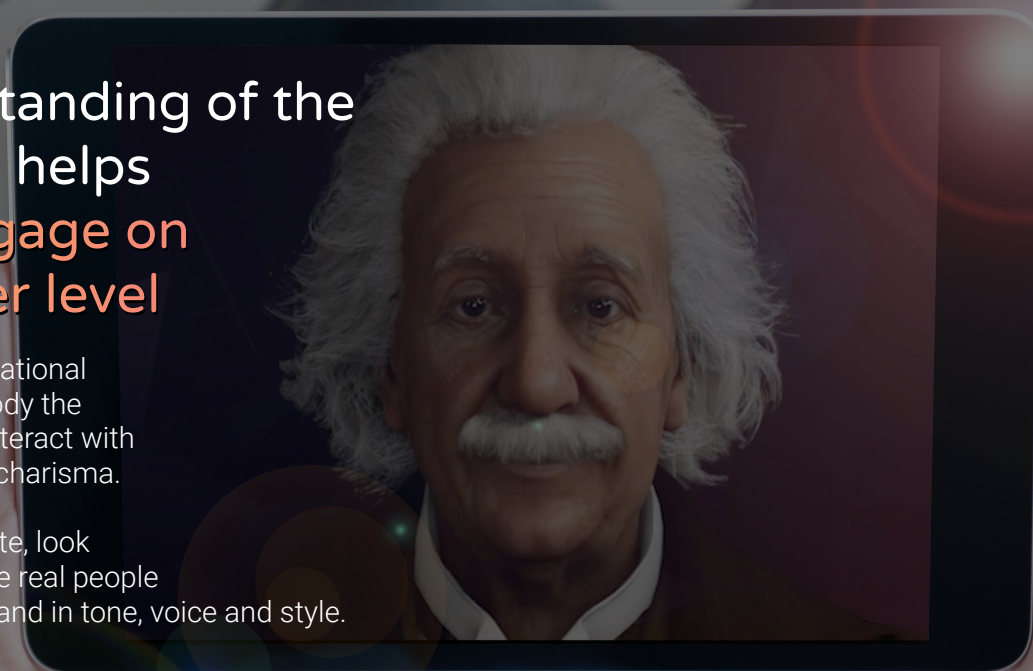
What if you position personality, charisma and emotional engagement as a competitive advantage for your brand?

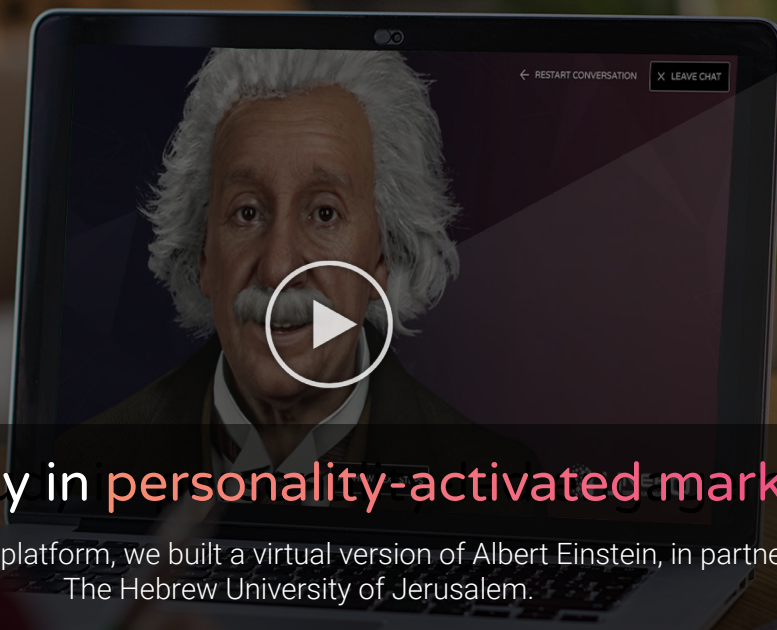
A new understanding of the fundamentals helps marketers **engage on a much deeper level**

Digital humans are conversational AI ambassadors who embody the brands they work for and interact with humanlike personality and charisma.

They speak, act, react, emote, look and express themselves like real people – like extensions of your brand in tone, voice and style.

They provide personality-activated engagement. Real interactions, not just transactions.





A case study in **personality-activated marketing**

Using our digital human platform, we built a virtual version of Albert Einstein, in partnership with The Hebrew University of Jerusalem.

He embodies the great physicist's look, voice and personality traits. Via browser, users can speak to him face to face using voice or text inputs. He hosts a daily quiz, can answer science facts or teach people about his life. He became the face and focus of Uneeq's brand marketing efforts – both inbound and outbound.

The impact of **Digital Einstein's personality** on our marketing funnel

Top of funnel

- 350%** increase in total website traffic
- 533%** increase in page views
- 85%** increase in average session duration
- 34%** decrease in bounce rate
- 5X** average Facebook ad click-through rate (CTR)
- 250%** reduction in cost per click (CPC / PPC)

Middle of funnel

- 112%** increase in inbound contacts
- 137%** increase in free trial sign-ups

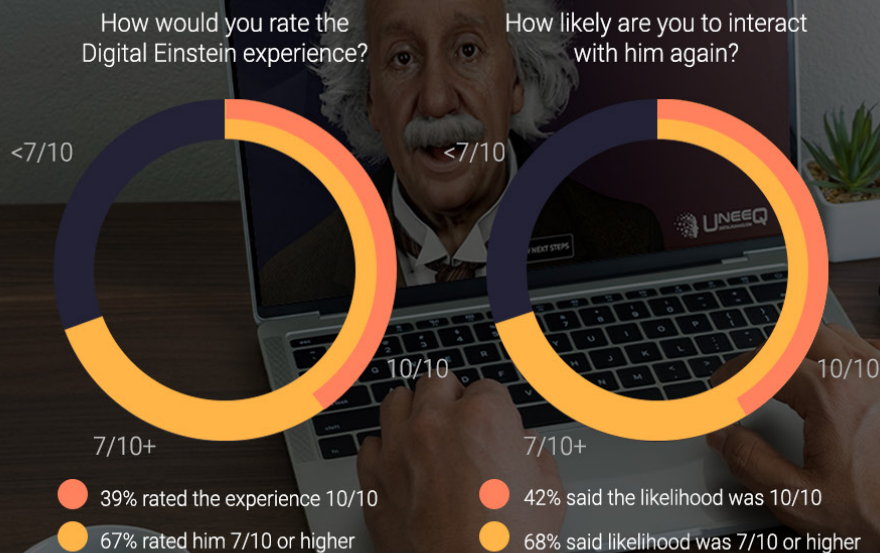
Bottom of funnel

- 270%** increase in booked meetings
- 140%** increase in marketing qualified leads



Personalities create memorable interactions not just transactions

We also collected feedback on how users found our personality-activated Einstein experience, and how likely they are to return again.



Who makes a great digital human personality?

It's not just Albert Einstein. Great brands already have personalities primed for conversational AI engagement.



Brand ambassadors / celebrities

Brand influencers

Existing corporate mascots



Founders / CEOs

Licensed historical figures

Newly created digital humans

Major brands are doing this with us today

The power of personality in marketing goes far beyond the top of the funnel. Your brand can now add human personality – empathy, likeability, warmth and friendliness – throughout your entire marketing journey with AI-powered digital humans.

And we'd love to show you how!

GET IN TOUCH

SEE CASE STUDIES