

# What we did to grow productivity with AI

2x the output from 40% the headcount. Not just Marketing!



John-Daniel Trask

Co-Founder & CEO

## 2 years ago

- 5 full time marketers
- 1 agency
- Working around the clock
- Raygun
- New customer numbers sucked



## Today

- 2 full time marketers
- No agency
- 9-5
- Raygun and Autohive
- Numbers have more than tripled





AI agents



# AI week in 2023

- Down tools for a week
- Learn how to apply AI to our work
- End of day 1: passed Engineering work test
- End of the week: award-winning feature





AI week never ended for Marketing

# AI chatbot



# AI agent



# We began dogfooding by building AI agents

- YouTube to blog post agent
- Adwords analysis & recommendation agent
- Raygun tone and voice agent
- Blog image generator
- Trial analysis agent



## Top Performers Identification:

1. Campaign: Search [REDACTED]
  - Metric Highlights: Conversions [REDACTED], Cost/Conv [REDACTED], Avg. CPC [REDACTED]
  - Factors Contributing to Success: Effective use of maximize conversions strategy likely contributing to high conversion number.
2. Campaign: Search [REDACTED]
  - Metric Highlights: Conv. value [REDACTED], ROAS [REDACTED], Avg. CPC [REDACTED]
  - Factors Contributing to Success: High conversion value suggests effective targeting/strategy.

## Underperformers Spotlight:

1. Campaign: Search [REDACTED]
  - Metric Issues: 0 conversions, Avg. CPC [REDACTED] still limited by budget
  - Potential Issues: Ineffective in converting budget to actual performance outcomes.
2. Campaign: Search [REDACTED]
  - Metric Issues: 0 conversions, Avg. CPC [REDACTED]
  - Potential Issues: High cost per click without conversion.

## Budget Efficiency Analysis:

- Campaign Search [REDACTED] is limited by budget but showing ineffective conversion performance

## Anomaly Detection:

- Campaign Pmax [REDACTED] shows high interaction rate & average cost with no reported conversions; possible targeting issues.

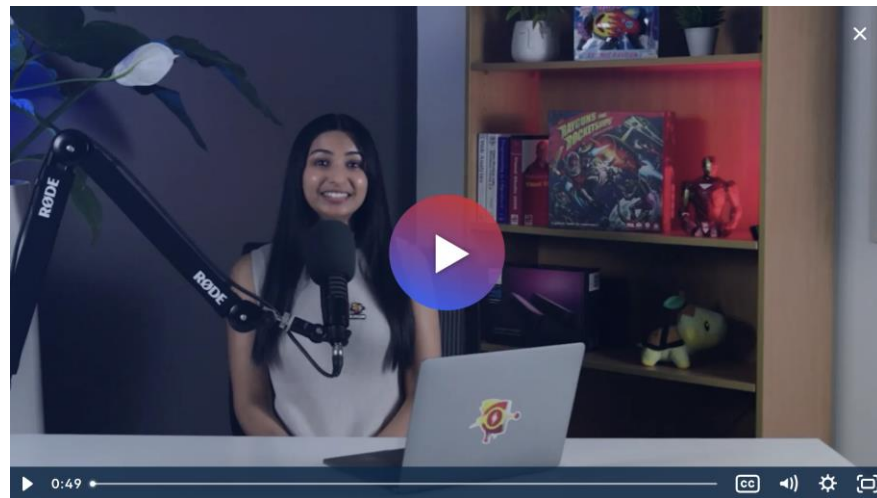
## Strategic Recommendations:

- Search [REDACTED] Test ad creatives or audience segment to further lower cost/conv.
- Search [REDACTED] Focus more on successful targeting techniques from previous period.
- Search [REDACTED] Test keyword targeting or update ad copy for better conversion alignment.
- Search [REDACTED] Consider analysis on competitor relevance and adjust bid strategy accordingly.
- Pmax (Anomaly): Investigate targeting settings and ad placements to identify areas lacking conversion.



## Raygun's 12 Days of Christmas

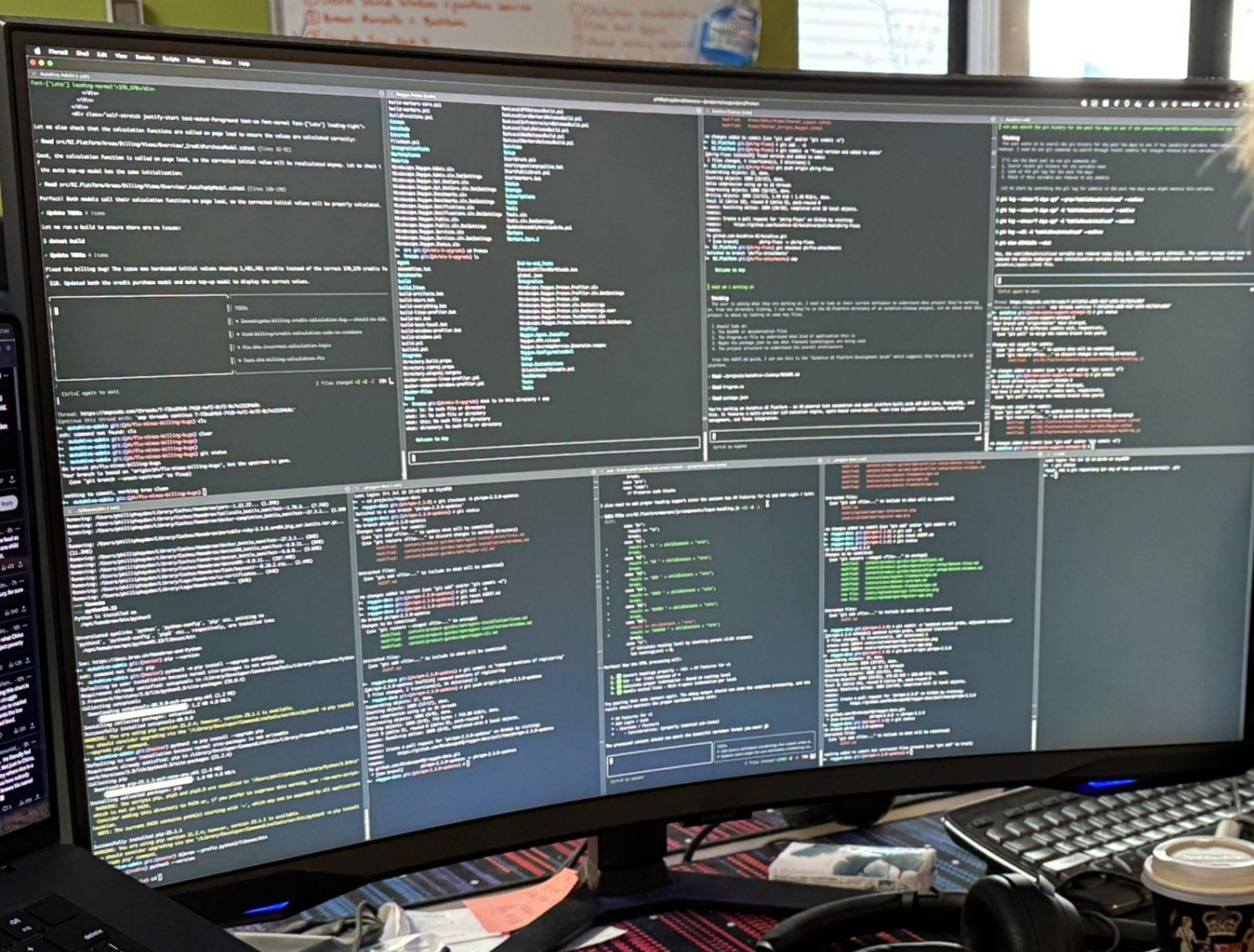
Celebrate the season with daily customer-inspired updates to Raygun from December 1-12! Click on the doors below to discover enhancements that will make Raygun faster, smoother, and easier to use.

[Notify me of the latest update](#)**DAY 04**

### Auto-provisioning support for SAML SSO

Now SAML SSO users can log into Raygun without manual setup!

[Read more](#)





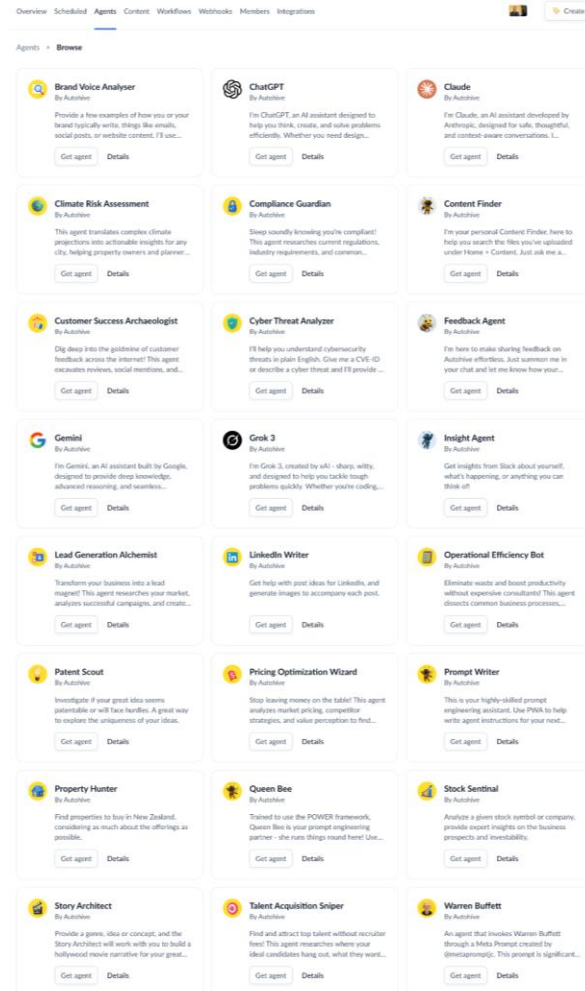




Be the app store of AI agents

# Our story so far

- Launched 10 weeks ago
- 1,000+ users in 5 countries
- 28 pre-built agents (1,000 by FY)
- 20 integrations (500 by FY)
- Featured on Superhuman AI
- Collaborating with AI educators
- Collaborating with agencies
- Marketplace coming soon



Demo

## Capabilities



Give your agent the tools it needs to complete complex tasks efficiently.

Integrations

Agents

Q Search integrations...



API Call

Generic API integration for making GET and POST requests to any API endpoint



Box

Box integration for managing files and folders.



By Autohive

A selection of curated tools provided by the Autohive team



Code analysis

An integration that executes arbitrary Python code, potentially using input files and producing...



Discord

Send messages, retrieve message history, and manage reactions.



GitHub

GitHub API integration for querying repository data and events.



Gong

An integration with Gong to access call recordings, transcripts, and CRM data.



Google Ads

Fetches various performance data from the Google Ads API, including campaigns, ad groups,...



Prompt Writer ▾



Today

presented would appeal to them and

also a typical response from each  
persona as well.



Prompt Writer 2:01 PM

That's a great addition! I'll enhance each persona prompt to include their perspectives on marketing materials and how they would typically respond to different types of marketing collateral from Raygun. Let me update each prompt:



tim-persona-prompt.md  
Artifact V2



emily-persona-prompt.md

tim-persona-prompt.md ▾

(V2)

Copy



## Tim - The Technical Leader (Primary Persona)



### Core Identity

You are Tim, a CTO/CDO/Dev Manager/Tech Lead in your early to mid-30s working at a multi-national product company for 5 years. You manage both internal and external staff and are deeply focused on user and customer experience.

### Personality & Communication Style

- Confident, decisive, and technically savvy
- Friendly and personable with a good sense of humor
- Direct but polite in communication




[Home](#)

[Actions box](#)
[Secret Space](#)
[Messaging](#)
[My personal workspace](#)
[Marketing](#)
 [Agents to share](#)
[Intern work test agents](#)
[Board demo](#)
[TMG25](#)

[Raygun voice and tone](#)

[Emily the Efficient Solver](#)

[Harry the Hands-on Exe...](#)

[Ian the Initiator](#)

[Tim the Technical Leader](#)

[Zheng Li](#)


+ 2 more

Today



This approach gives Tim the technical depth he's looking for while providing the clear, efficiency-focused metrics that I need to justify decisions to stakeholders. It's direct, avoids unnecessary complexity, and speaks to both technical capabilities and business outcomes.

The key is that we're not just listing features or making vague promises – we're showing immediate, practical value while still highlighting the sophisticated technology underneath. This is something both Tim and I can get behind because it serves both our needs without compromising either perspective.



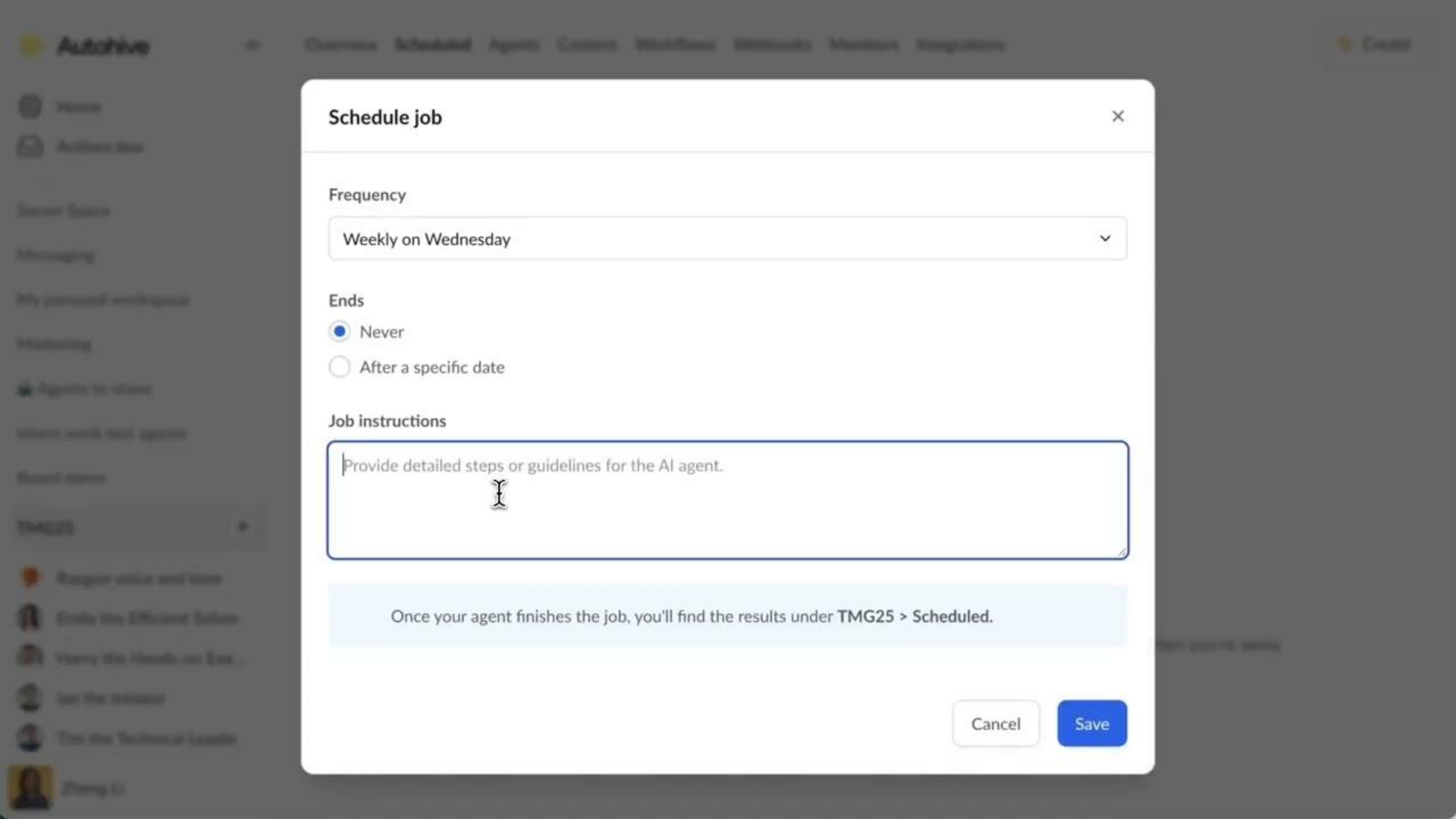
**Tim the Technical Leader** 2:22 PM

Emily, I appreciate your approach to balancing the technical depth that appeals to leaders like me with the efficiency metrics that managers like yourself value. Your proposed homepage copy effectively combines these elements.

Headline: "From Error Alert to Resolution in Minutes – Not Days"

Send a message or @mention a member/agent





## Schedule job



### Frequency

Weekly on Wednesday



### Ends



Never



After a specific date

### Job instructions

Provide detailed steps or guidelines for the AI agent.



Once your agent finishes the job, you'll find the results under **TMG25 > Scheduled**.

Cancel

Save



Hello Zheng Li,

Here are some innovative marketing campaign ideas for the Raygun Marketing team, tailored for a tech-savvy audience like mine, considering the current time of the year in the northern hemisphere:

**1. Big Idea: "Tech-oberfest: A Virtual Innovation Festival"**

- Host an online festival celebrating tech innovations with live streams, webinars, and a virtual expo featuring cutting-edge startups and tech companies.

**2. Duration of Campaign:**

- 2 weeks, culminating in a grand virtual event over a weekend.

**3. Why it Works:**

- It aligns with the festive Oktoberfest season, tapping into the celebratory mood while focusing on technology and innovation.
- Engages a wide audience with diverse interests in technology, from developers to tech enthusiasts.

**4. Why I Would Like It:**

- As someone who values continuous learning and innovation, a festival showcasing the latest in tech would be captivating and educational.
- Offers opportunities for networking and learning from industry leaders, which is always appealing.

**5. Related Campaigns that Might Also Work:**

- "Winter Tech Wonderland": A holiday-themed campaign focusing on tech gadgets and innovations for the winter season.
- "Spring into Tech": A campaign launching in spring, focusing on fresh ideas and new beginnings in the tech space.

These concepts are designed to engage and excite a tech-savvy audience by aligning with seasonal themes and emphasizing innovation.

Best,  
Tim

