

# BINGE- WORTHY

How Netflix uses AI to  
convert website traffic,  
and how you can too



QUALIFIED



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# Introduction

If you scrolled through your LinkedIn feed right now, how long would it take to hit a post about AI?

...did you even have to scroll?

AI has taken the tech space by storm, and it can feel intensely overwhelming for those of us who hadn't *knowingly* used it prior to the release of ChatGPT.

Since November of 2022, we've been drinking through a firehose. Within weeks, every company in SaaS launched their AI "product" that would totally change the game—but most of us are still probably trying to figure out what the game even is.

Do we need cleats? A helmet? A VR headset?

It's exhausting trying to keep up. And after a long day of meetings where you're panic-Googleing new jargon like "multi-armed bandit," "fuzzy interference system," and "can AI replace a demand gen marketer?????" what do you do?

You crash onto that cozy couch (that Amazon magically suggested right when you needed it), ask Alexa to lower the lights, and decompress with something new on everyone's favorite streaming service—Netflix.

And wouldn't you know it! Your favorite comedian's new special just happens to greet you without a single scroll.

Generative AI products like ChatGPT aren't the first AI model to enter the mainstream. Not by a long shot. All of your favorite consumer brands have been using AI to customize your shopping experiences and content consumption for years. You ask AI models to remind you to respond to that email when you get home or play that song you like while you're making dinner. You trust your GPS to reroute you when you hit a snag in traffic.

You "found" your new favorite show because every interaction you've ever had with Netflix has been teaching their AI models everything it needs to know to keep you coming back.

We are constantly working with AI algorithms in our day-to-day lives, and we've come to this perfect intersection of advanced enough technology and decades' worth of data to take these models and start applying them to our B2B website conversion strategies.

Stick with us, demystify what even is AI (and what it isn't!), and learn:

- How the industry got here and where we're going next
- How Netflix cracked the code for maximizing website conversion
- The Four Pillars of Website AI and how to leverage them
- How Qualified brings it all together to transform B2B websites



Chapter 1

# THE AI REVOLUTION IS HERE



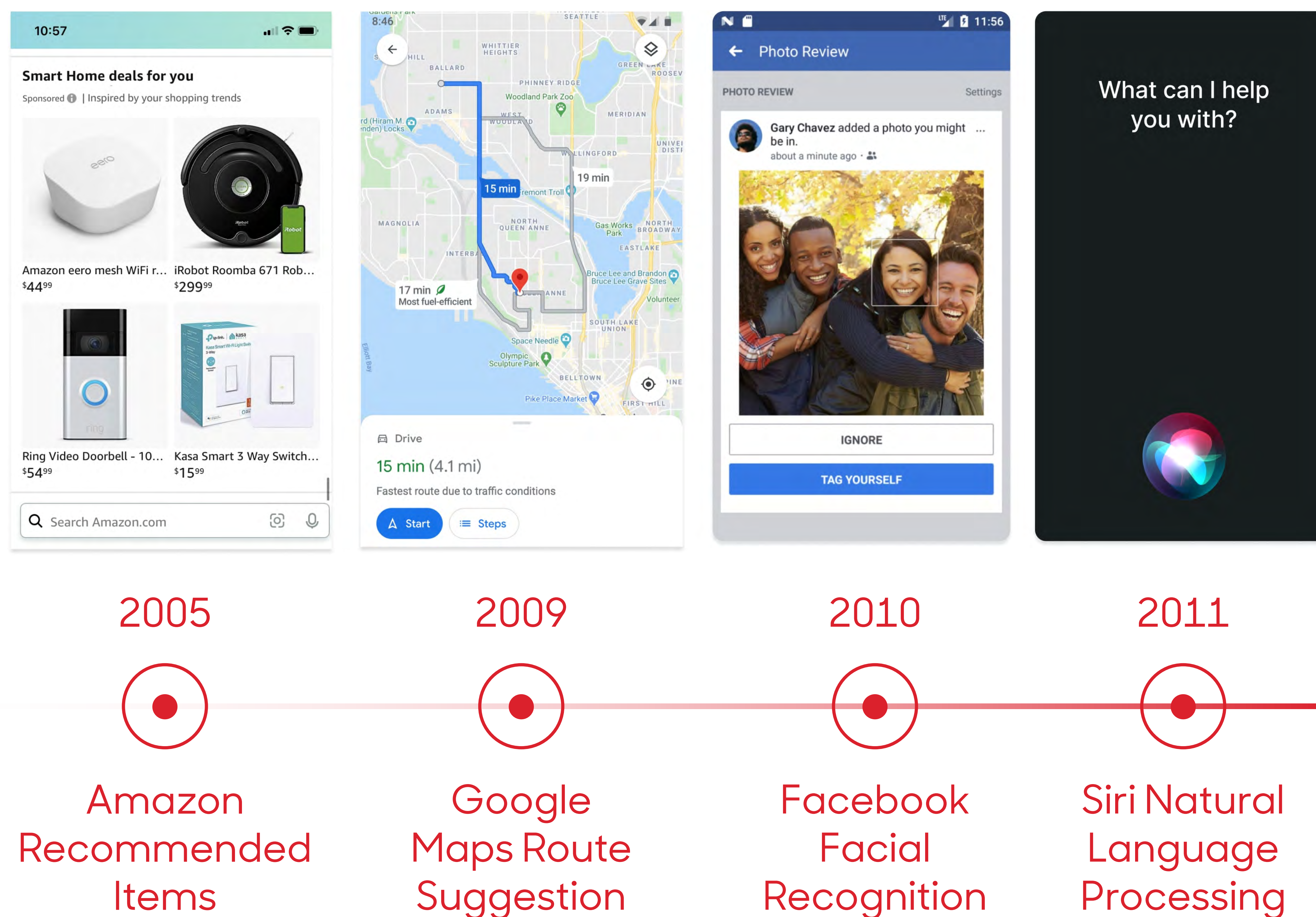
Most of us interact with AI models on a daily basis without a second thought—it's been in the palms of our hands since 2011, when Siri first hit the market. But even before that, we have centuries of documented history that demonstrates humanity has been laying the foundation for Artificial Intelligence since we could communicate.

Conscious statues, robots, and human replications have appeared thematically throughout history—philosophers like Aristotle, René Descartes, and Thomas Bayes all worked to define the basic concepts around logic, reasoning, and knowledge representation that we've built AI upon today.

These concepts have always been there, and with the advent of programmable machines in the 1830s, machine learning went from less of a nebulous concept to a real possibility.

We could take you on the rollercoaster of Jan Lukaisiewicz and Alfred Tarski's infinite-value logic to fuzzy logic studies, or the riveting tales of how Warren McCulloch and Walter Pitts built the earliest neural networks that simulated human neurons, but we know that's where vision starts to blur and the overwhelm sets in.

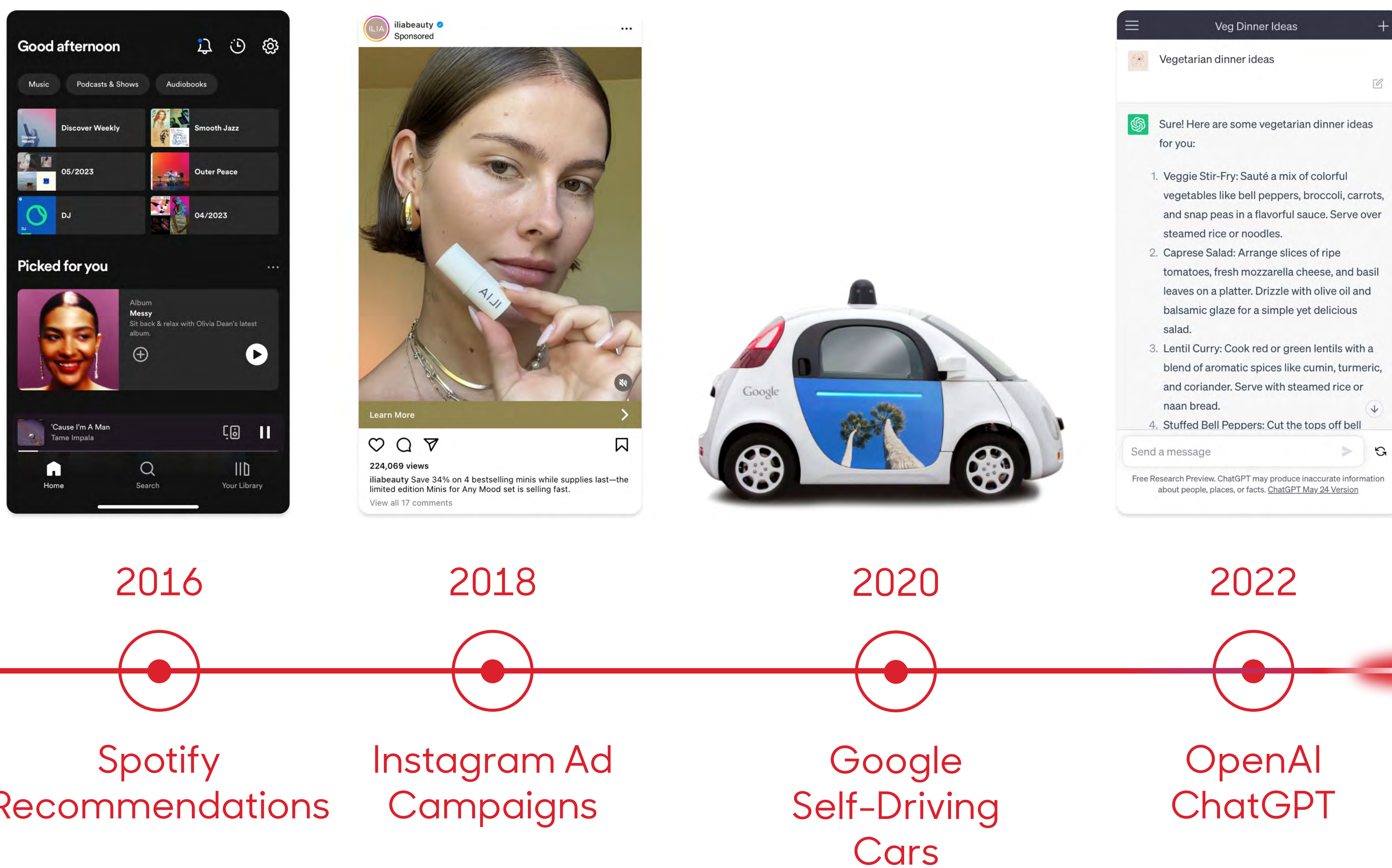




Instead—this is what you really need to know to conceptualize just how the AI Revolution began:

- AI has always been a concept within the philosophical and mathematical communities of the world, and the attempt to replicate human brains via machines is nothing new
- Through the 1960s, programming languages and computing programs continued to innovate, but attempts to operationalize AI were slower due to an inability to produce enough memory storage to contain these artificial neural networks
- The 1980s and 1990s experienced a series of “AI Winters” where funding was hard to come by and AI innovation stalled out as computer companies like IBM and Apple became the rising stars
- In 1993, the first wave of commercial AI production officially ended with over 300 companies closing their doors





- By the early 2000s, computer processing power increased exponentially, creating room for more AI initiatives like AI chess programs and autonomous vehicles
- In 2006, companies like Netflix, Twitter, and Facebook start using AI within their UX
- In 2011, we all watched as IBM's Watson won Jeopardy!, and we asked Siri any question we could come up with
- In 2017, Facebook programmed two AI chatbots to interact and negotiate with each other, and as they did, they ended up developing their own language on their own accord
- OpenAI began beta testing GPT-3 in 2020, an AI model that uses deep learning to create code and generate written work like poetry—this is considered to be the first model to create content that could compete with human writers
- In late 2022, OpenAI launched ChatGPT, reaching 1 million users in just 5 days



It feels like AI happened overnight, but really OpenAI's launch was the culmination of hundreds of years of philosophizing, programming, and developing. 2023's computing capacity paired with hundreds, if not thousands of years of innovation, has kicked off a revolution not unlike that of when we all suddenly had access to the world wide web, or all of its power placed into the palm of our hands with smartphones.

The AI Revolution is here to stay—it isn't a flash in the pan or an overnight sensation, and all have the opportunity in the tech space to harness its power to create software that doesn't overwhelm but empowers users as a co-pilot in our daily lives, just like what we love about the Amazons and Netflixes of the world.



## CHAPTER 1 RECAP

AI didn't come out of nowhere, it's been a part of our daily lives for decades. The AI Boom in B2B is rapidly taking shape, and it's up to us to use it to better our work lives by looking to consumer models as examples of how to create tech that complements humans, streamlines our lives, and makes us better at our jobs.



Chapter 2

# HOW NETFLIX USES AI TO CONVERT TRAFFIC



We've talked about how a few of the bigger consumer platforms are using AI, but Netflix has been leading the charge in cutting-edge AI technology for decades. Every time you use Netflix's website or app, you're interacting with all of these unique models that learn your habits and preferences in order to provide you with a better user experience and keep you coming back.

Because at its core, Netflix is just a website with one simple goal: conversion. Its entire design is to engage users and keep them there for as long as possible by delivering hyper-personalized experiences.

And Netflix isn't just using AI to put you onto a new period piece to fill the time between *Bridgerton* seasons (come on Shondaland, give us a release date for Season 4 already!) oh no, no.

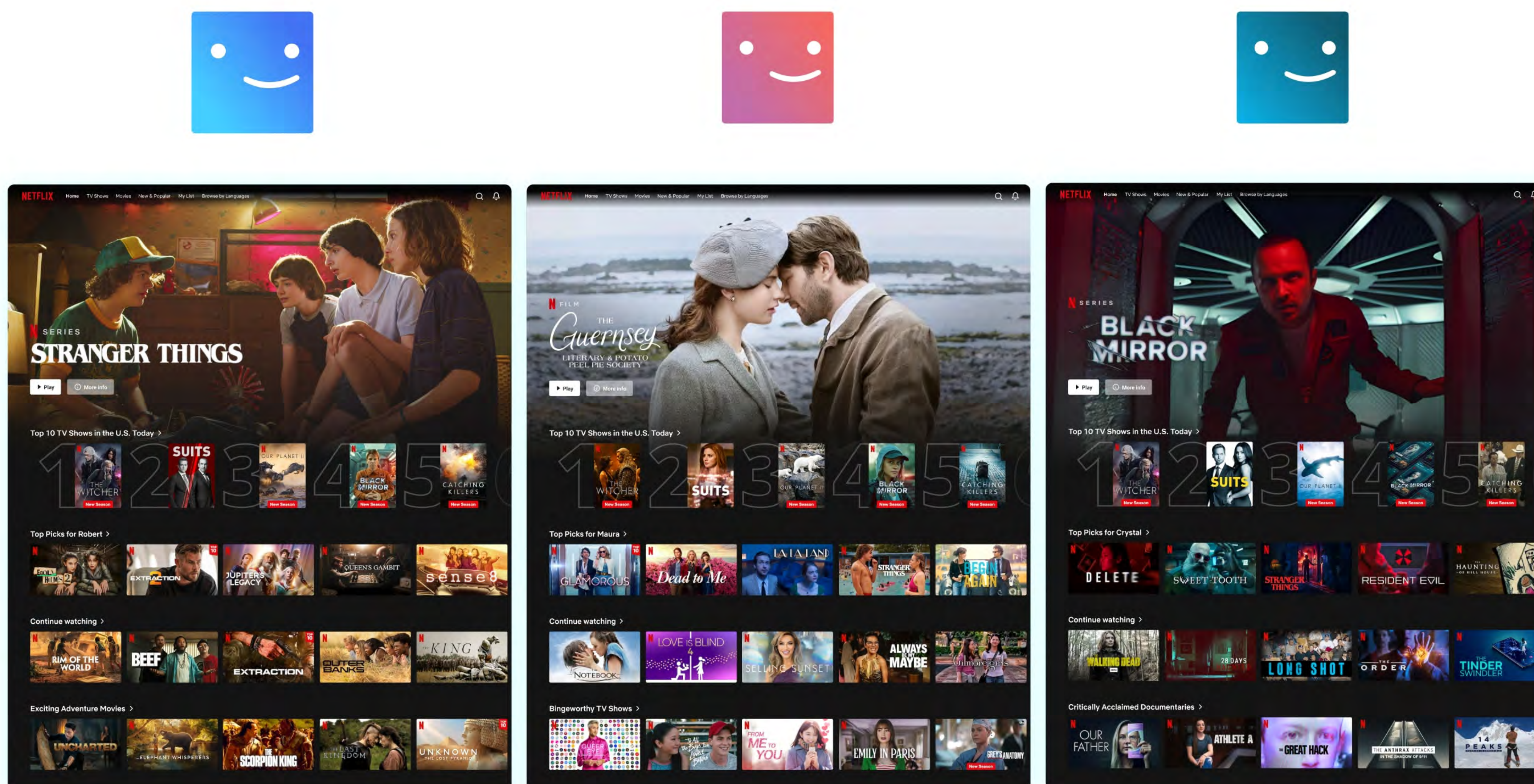
Netflix is running multiple models at all times to create a bespoke experience just for you, with the content it recommends, how it displays that content, and even how you're actually watching it.

Let's break down everything happening when you settle in for your nightly Netflix sesh:



## Netflix's AI Strategy

## Netflix Recommendation AI



From the jump, you select your name when you open Netflix, and you start scrolling. The content on your homepage is completely customized to you—from the categories you see to the movies and shows listed on them. Even if you're still using your mom's Netflix account, you'll see something different when you log onto your profile than she does, based on your unique engagement.

Netflix AI gathers information from your browsing and viewing habits—do you bail ten minutes into one show but binge two seasons of the next? Did you pass over four different cooking shows to get to Great British Bake Off? Did you start ten different teen dramas and immediately back out because you didn't realize they were dubbed and you just can't get into it?



All of these interactions feed Netflix AI to teach it something about you, tailoring your recommendations to constantly evolve and get better the more you use the platform.

### Netflix's AI Strategy

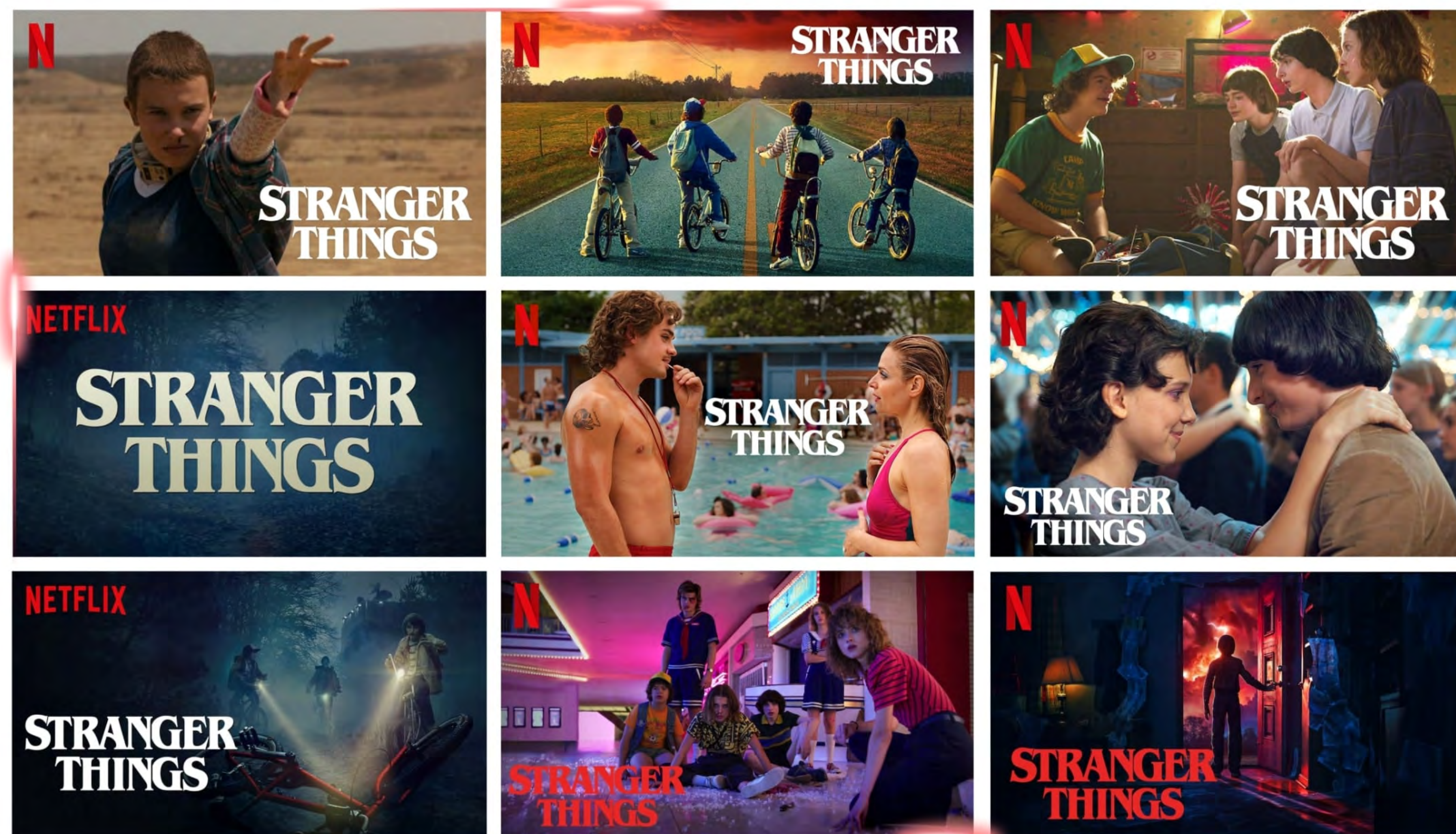
## Netflix Generative AI



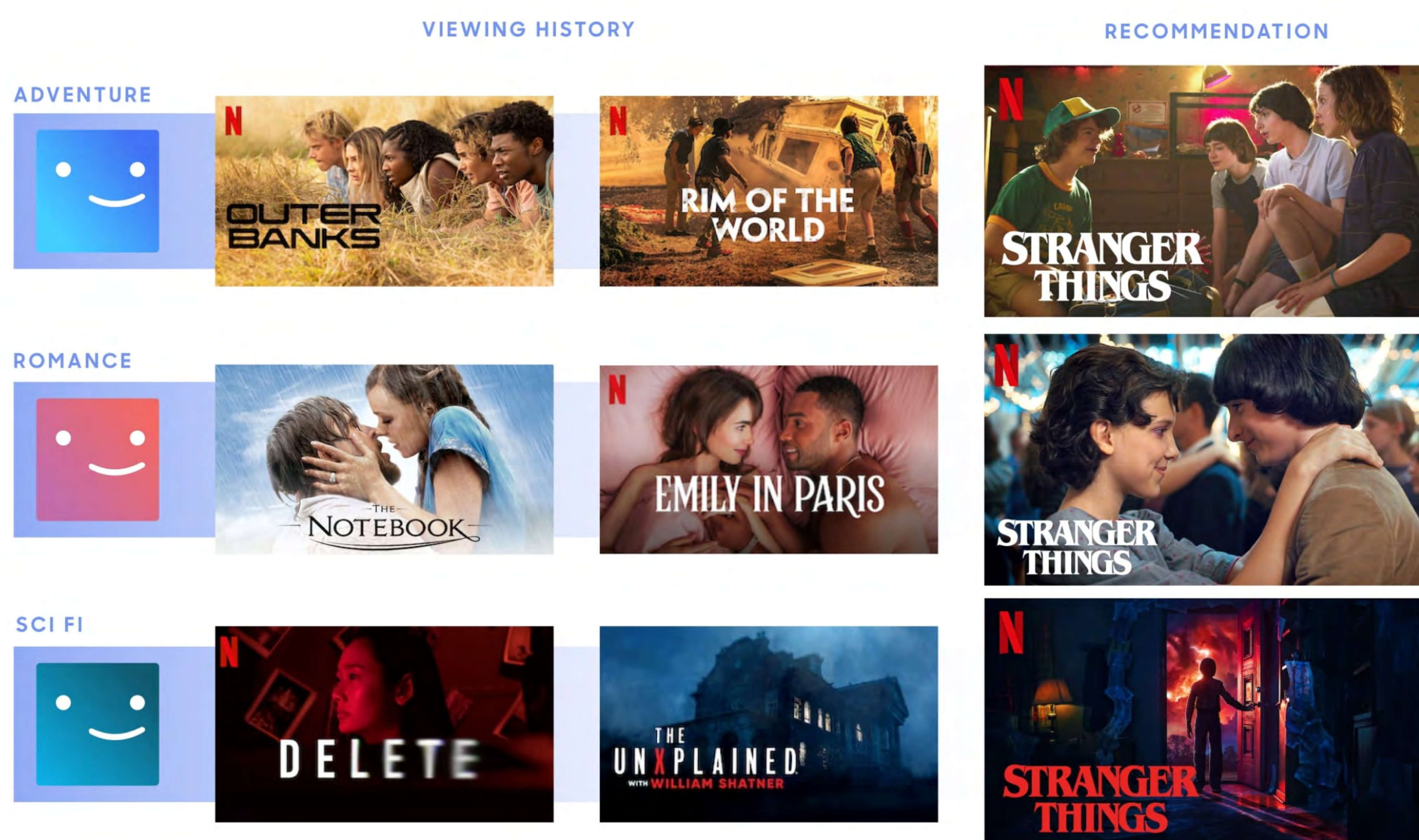
Not only is the recommended content Netflix shows you custom to your own habits—the way these shows are displayed varies from one user to the next. If Netflix is going to recommend Stranger Things to three unique users, their Generative AI model will use past viewing habits to generate the thumbnail that it believes is most likely to tempt you to watch.

As a horror super fan, you might never have shown any interest in a rag-tag bunch of 80s kids hanging out or a young couple about to kiss—but that spooky demon treatment there? You just signed up for all four seasons.





And it goes beyond thumbnail customization. When Netflix introduced House of Cards, there were over ten different versions of the trailer shown to users based on the profiles Netflix's AI models built behind the scenes. If you watched primarily content focused on female protagonists, you were shown more of Robin Wright's character. If you were an avid consumer of David Fincher's work, your trailer may have featured more of the cinematic content of the show.





Before you even started watching, Netflix's AI models were working to ensure you'd be a fan of the show.

### Netflix's AI Strategy

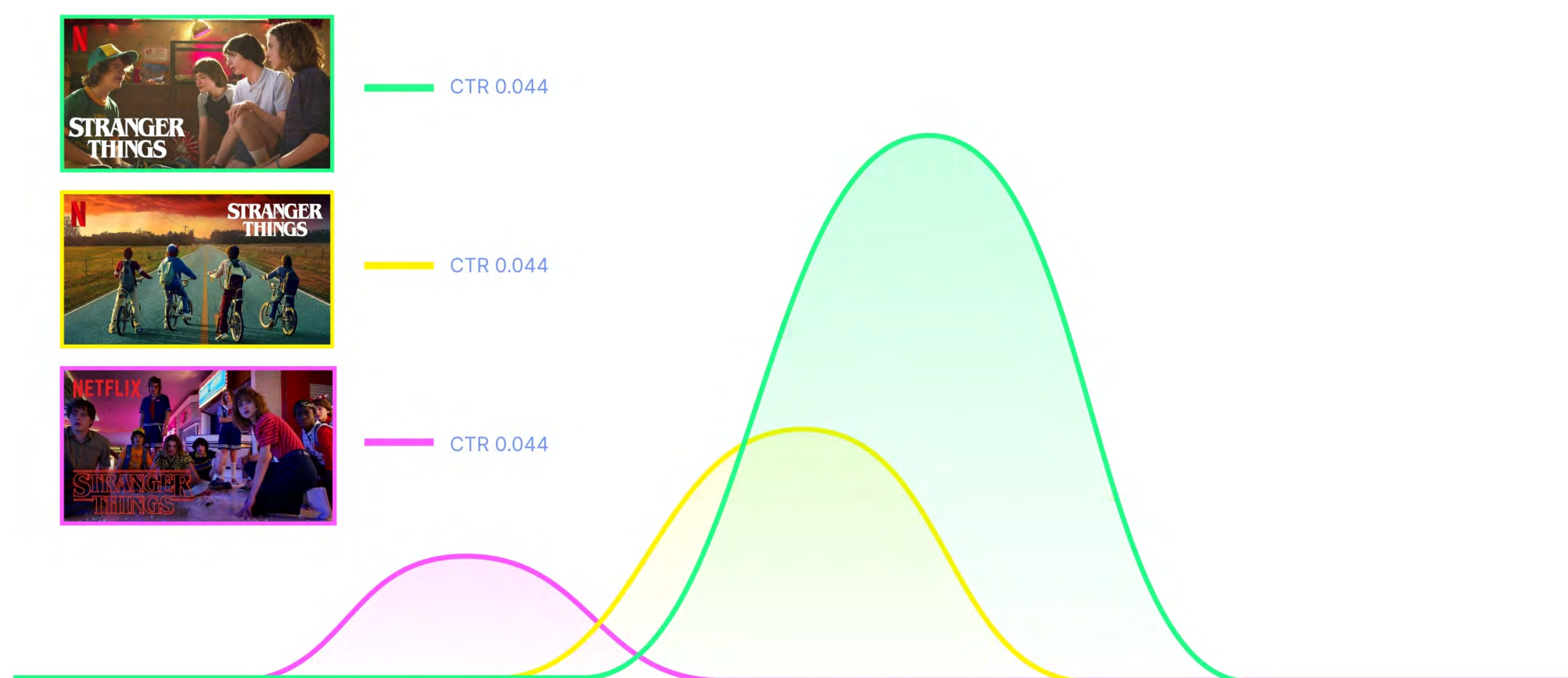
## Netflix Optimization AI

Netflix's Optimization AI models are constantly running in the background to determine what is the best way to present content to each individual user.

That thumbnail customization we talked about earlier? Netflix is always showing you material that its model believes to be the most enticing based on your specific viewing habits, but it's also always learning more about you.

Maybe it showed you one thumbnail based on your long term viewing habits and you passed it by, but the next time it showed you the same show with a new thumbnail based on your recent weekend binge.

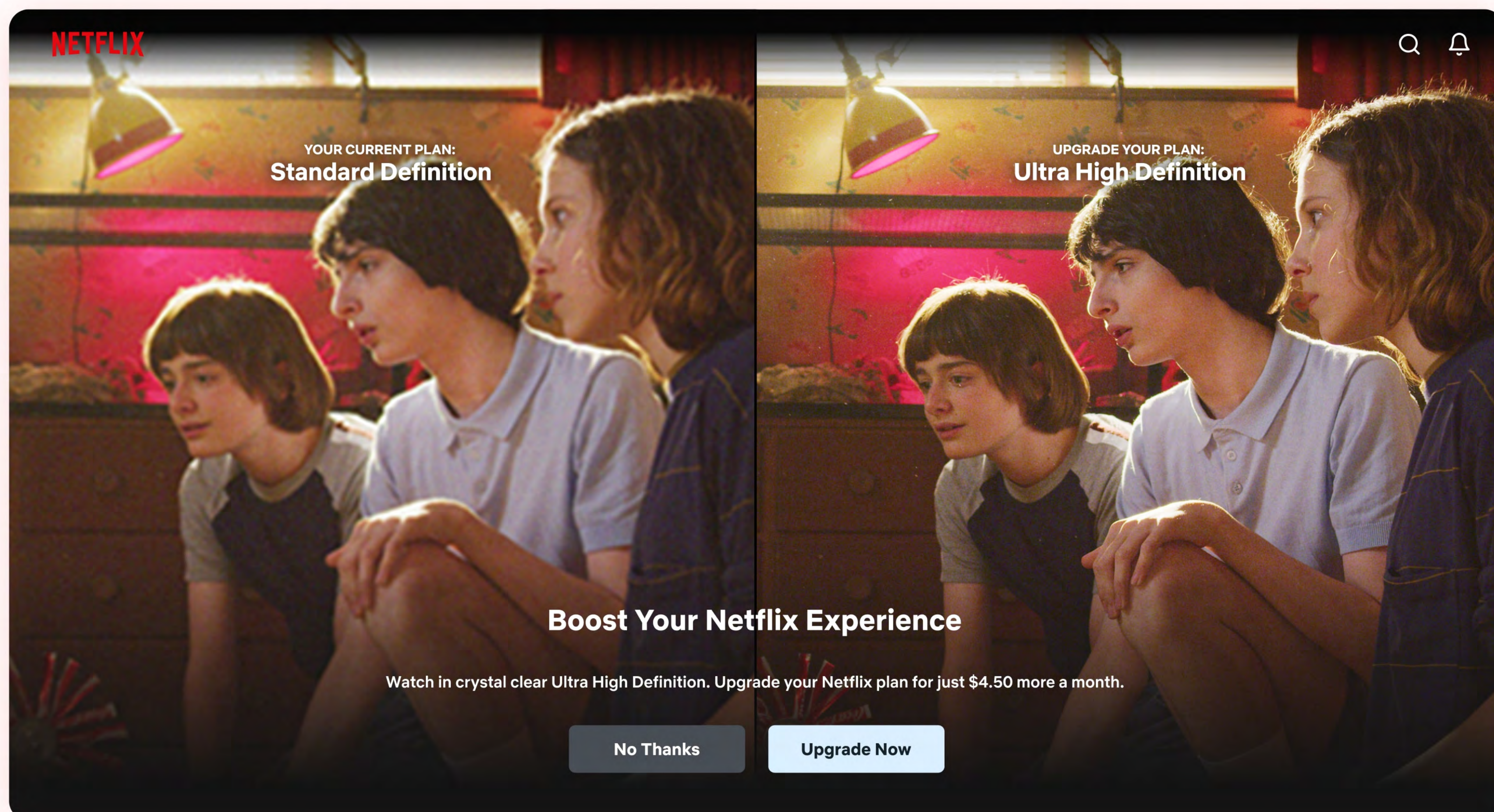
And because you were primed to engage with similar content, you clicked.





## Netflix's AI Strategy

# Predictive AI



All of these AI models come together to impact Netflix's bottom line. Which is a big one. Netflix generates billions in revenue—with a B.

These customer interactions add up to an incredible amount of data that they can extract and use to keep users tuned in by recommending the right content, at the right time, with the right thumbnail, at the best possible quality—making it the superior streaming service that millions of households the world over use.

Prioritizing this data collection and analysis is the key to Netflix's overwhelming success. Their predictive models are even able to accurately predict when a user is likely to upgrade their streaming quality, offering the add-on at the moment they're most likely to convert.





## CHAPTER 2 RECAP

Netflix didn't become a \$164 billion dollar company by accident. Deep machine learning, Recommendation, Generative, Predictive, and Optimization AI models are always working backstage to ensure that users are always shown the content that will keep them coming back. These models are the key to converting users, over and over and over again.



Chapter 3

# POWER YOUR WEBSITE WITH AI AND GROW PIPELINE



Netflix's incredible use of AI begs the question:

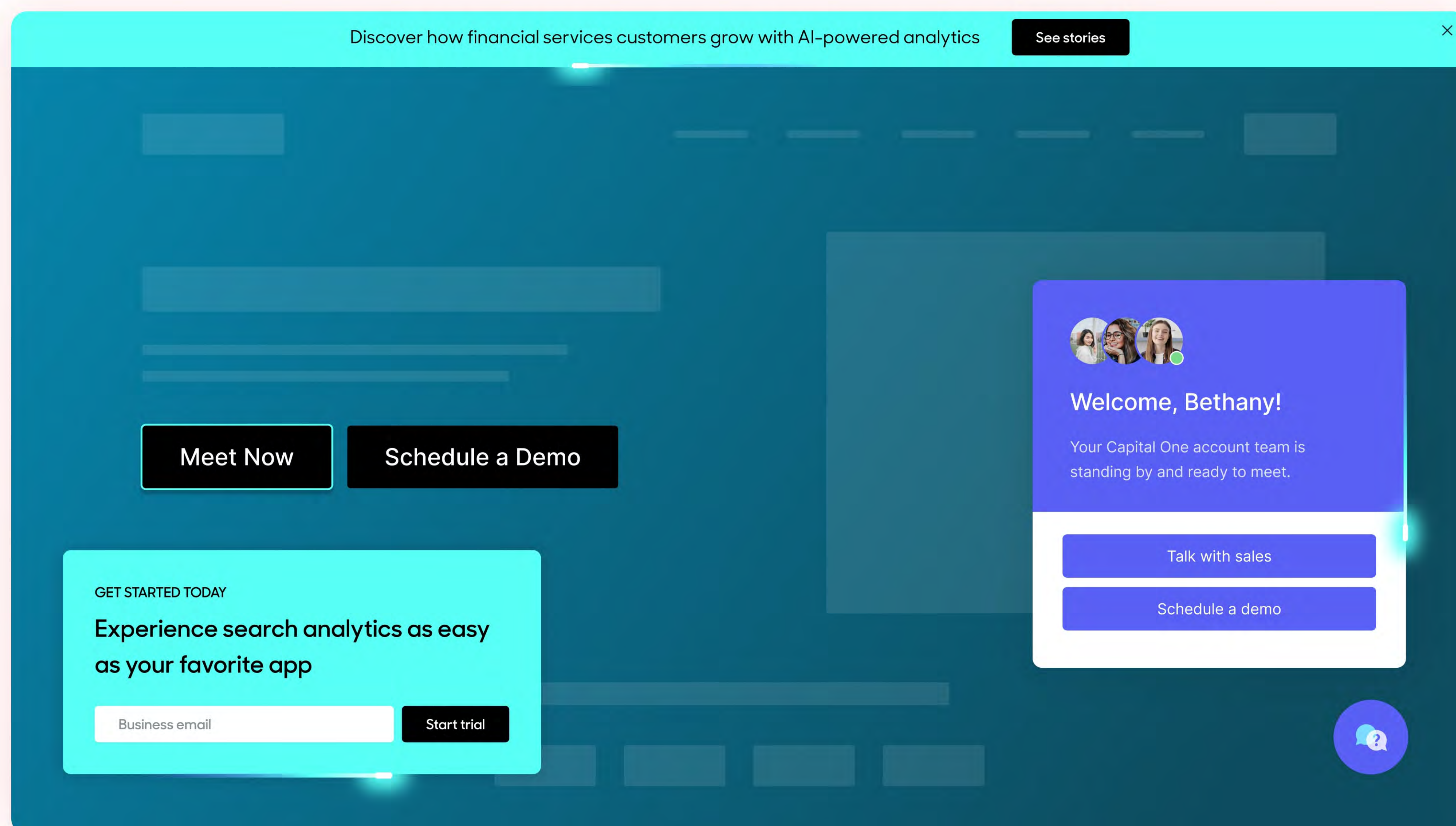
Why aren't we all doing this?

What if every corporate website was leveraging these AI models to create hyper-personalized buyer experiences at every conversion point?

Implementing these AI use cases doesn't have to be a source of panic, instead, it should inspire excitement for the future of B2B marketing.

We can, and more importantly, we should be taking advantage of this AI revolution to power better buyer experiences. Let's dive into four models a corporate website needs to leverage in order to replicate Netflix's AI methodology.

Meet the four pillars of Qualified AI.





## Meet the Four Pillars of Website AI

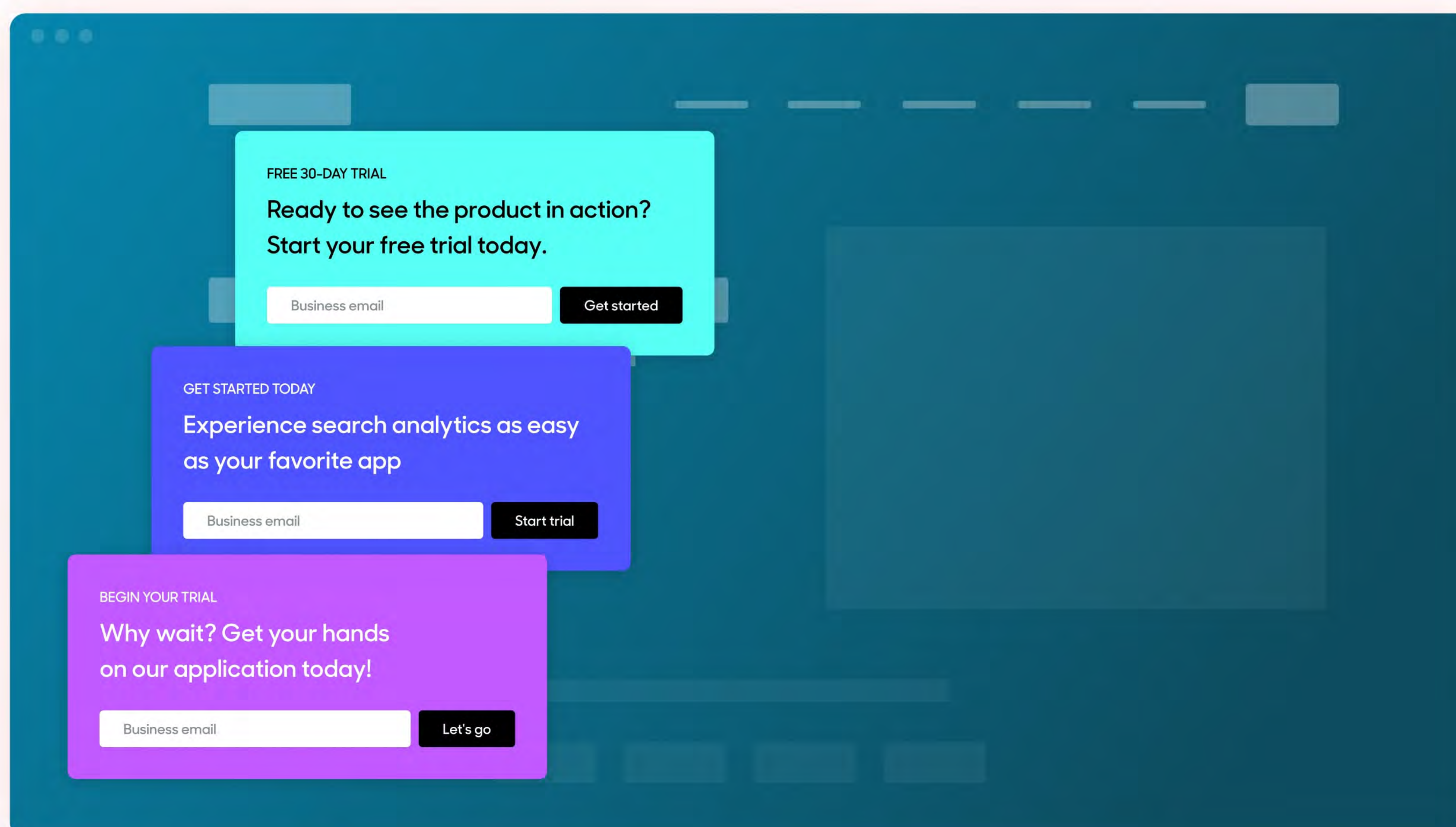
# Recommendation AI

All of those Netflix shows you'd never find on your own but fit your interests perfectly? Let's apply that to the corporate website.

Your VIP buyer lands on your website—they're the VP of Demand Gen at an account you've been after for a while and they've interacted with your home page and a few demo videos, but haven't explored much further into your website. What content do they need to see that would be most compelling to them, right now?

Recommendation AI models learn about your visitors, and then recommend the best website experience based on where they are in the buying journey to help them convert—this could be custom chat greetings, marketing offers, CTA buttons, or all of the above!

Our websites should be recommending the right experience, at the right time, in the right spots.





## Meet the Four Pillars of Website AI

# Generative AI

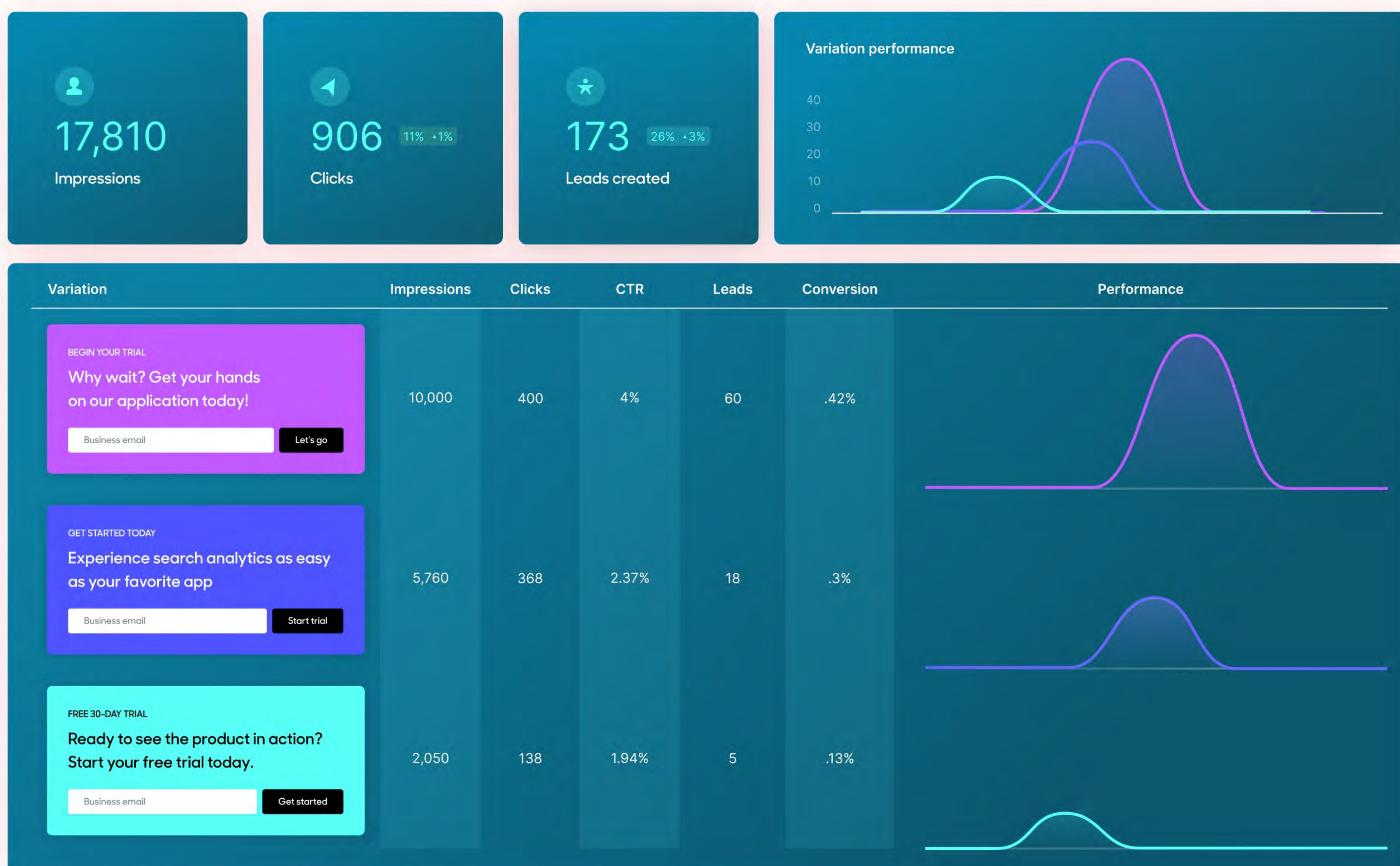
Taking personalized website experiences to the next level, using Generative AI, we're able to customize our marketing offers and test different messages or craft meaningful chat messages that resonate with each individual buyer.

Imagine that your product sells to both marketing leaders and sales leaders, with different use cases. When your target account's CMO does some exploring, you want to show them how your product streamlines website performance reporting or synthesizes data to create accurate attribution models.

That same account's VP of Sales lands on your homepage. Do they care about seeing marketing-influenced pipeline? Or do they care about how your product helps sales teams book more meetings, close more deals, and shorten the average sales cycle length?

The power of Recommendation AI + Generative AI combined allows your website to identify what offer converts which user profiles, and instantly generate copy and imagery that hyper-personalize your buyer's experiences within recommended content.





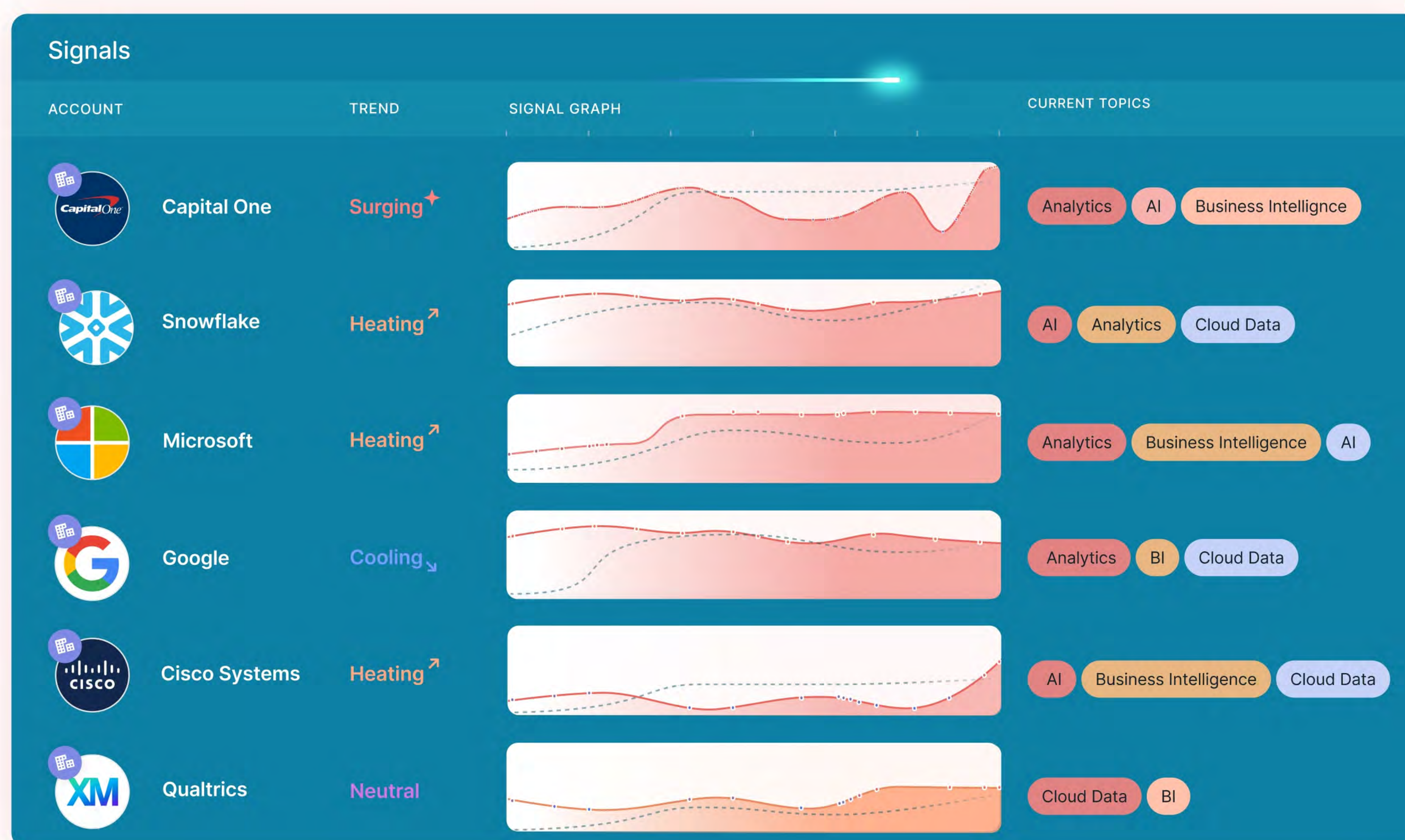
## Meet the Four Pillars of Website AI

# Optimization AI

All of this is just shiny and cool if you aren't using AI to ingest the user interaction data and run experiments to help refine and optimize your buyer journeys.

Running constant optimization experiments trains your models to learn and replicate what works to convert users in all areas of your website. Imagine being able to serve up dozens of variations of an offer and based on the number of clicks, automatically serving the highest performer to create the optimal website experience. This is how you maximize engagement with your website content.





## Meet the Four Pillars of Website AI

# Predictive AI

Behind the scenes, predictive AI models help your team better understand who is most likely to end up in your pipeline and when. Predictive AI models enable you to forecast more accurately and can be used to refine your target accounts, identify weak links in your buyer journeys, and surface accounts outside of your ICP that may be worth looking closer at.

Predictive modeling can identify who is most likely to end up in your pipeline, arming your team with your next best actions. This can look like refining target accounts, changing your outbound messaging, or making tweaks to your ABM strategy based on patterns the model observes about account behavior.

Predictive AI models provide clear visibility into buyer intent and eliminate blind spots within your sales and marketing motion.





## CHAPTER 3 RECAP

The four pillars of Qualified AI come together to create a holistic AI methodology that meets buyers where they are, engages them in a way that meets their needs, and surfaces key insights to your team that you may otherwise miss, so you always have crystal-clear visibility into how buyers interact with your website and can replicate the kind of conversion consumer brands like Netflix see.



Chapter 4

# MEET THE PIPELINE CLOUD- POWERED BY QUALIFIED AI

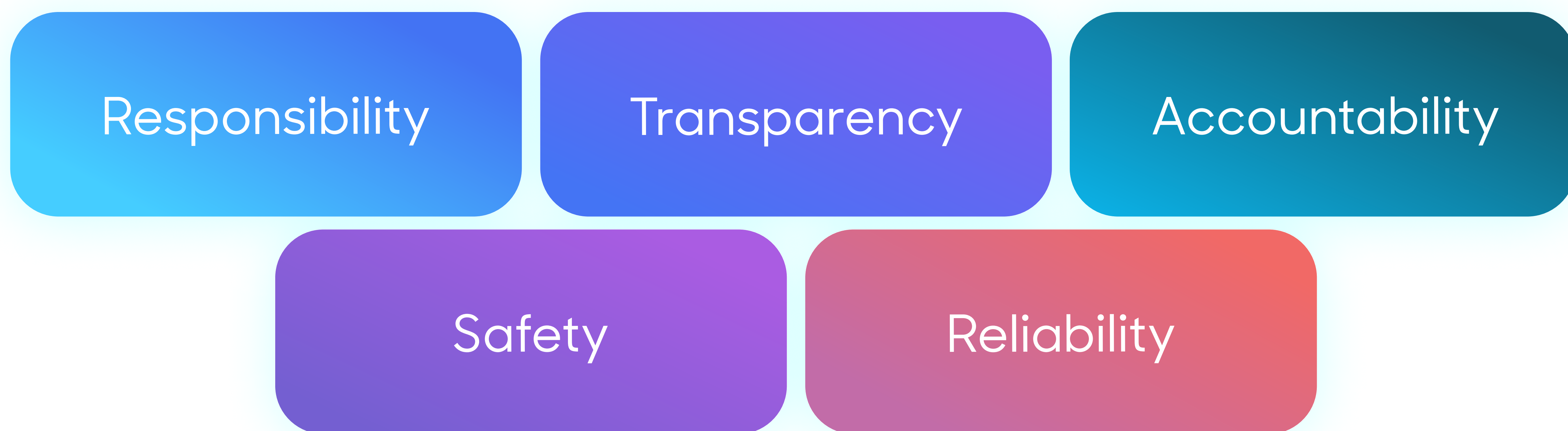


Do you need to buy ten different software products to accomplish this level of AI power?

In this economy? Absolutely not.

In the race to develop AI products, we've taken the time to explore and understand how AI models could improve the success of the Pipeline Cloud, and how to do it in a way that is approachable and trustworthy.

We set out to adhere to five fundamental tenets that ensure that we're thinking through the implications of integrating AI into the Pipeline Cloud long-term.

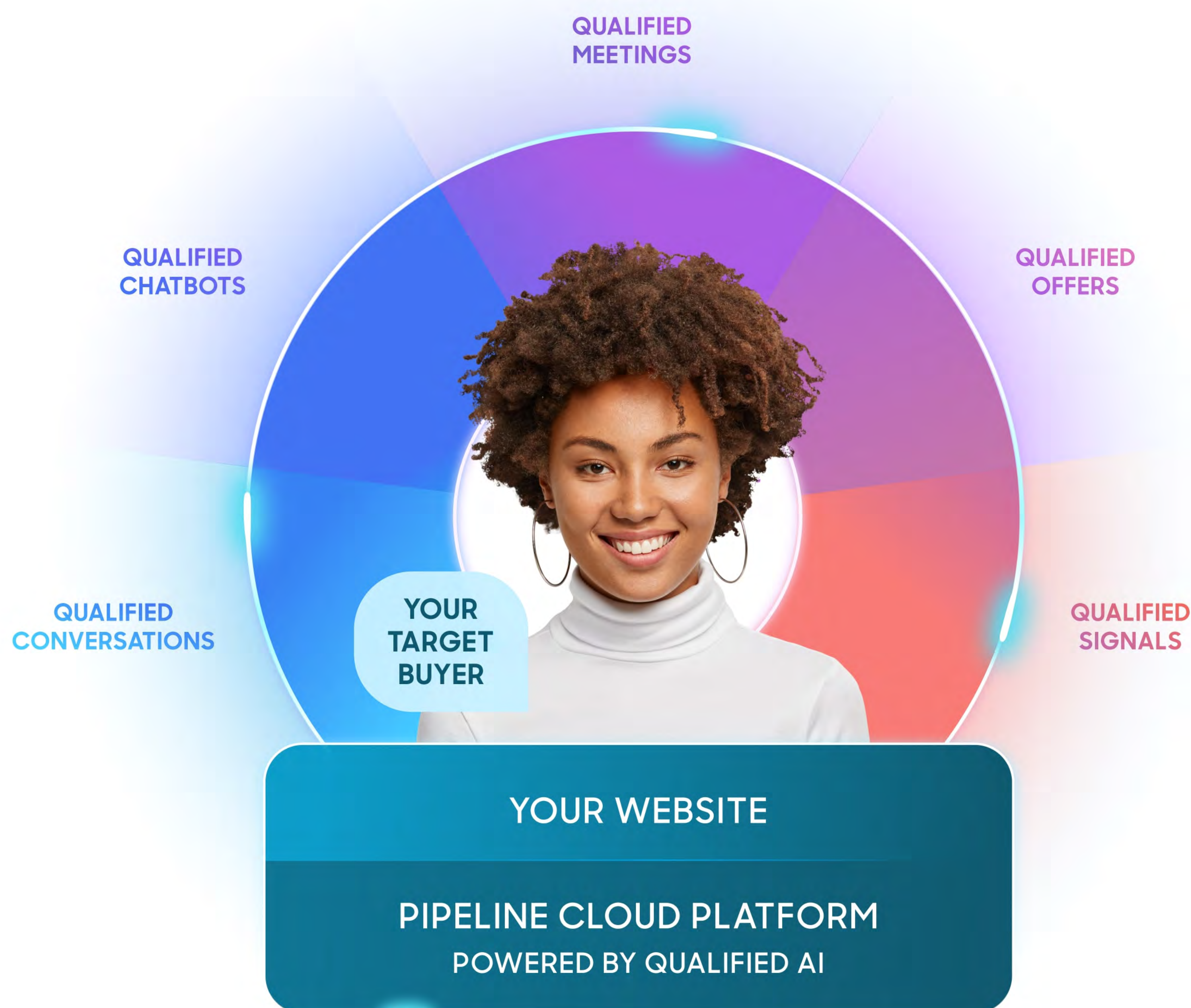


These are our five commitments that guide our product development in this rapidly-shifting technological revolution.

With that foundation in place, meet The Pipeline Cloud, Powered by Qualified AI.



## The Pipeline Cloud

**Qualified AI**

Qualified AI brings together all four of those website AI pillars we just covered to create a powerful motion that allows marketing teams to personalize their websites and engage visitors at scale to ultimately generate more pipeline.

We've anchored Qualified AI on the four core principles we've outlined in the previous chapter: Recommendation AI, Generative AI, Optimization AI, and Predictive AI. The models all work together to supercharge the Pipeline Cloud, and in turn, your website.



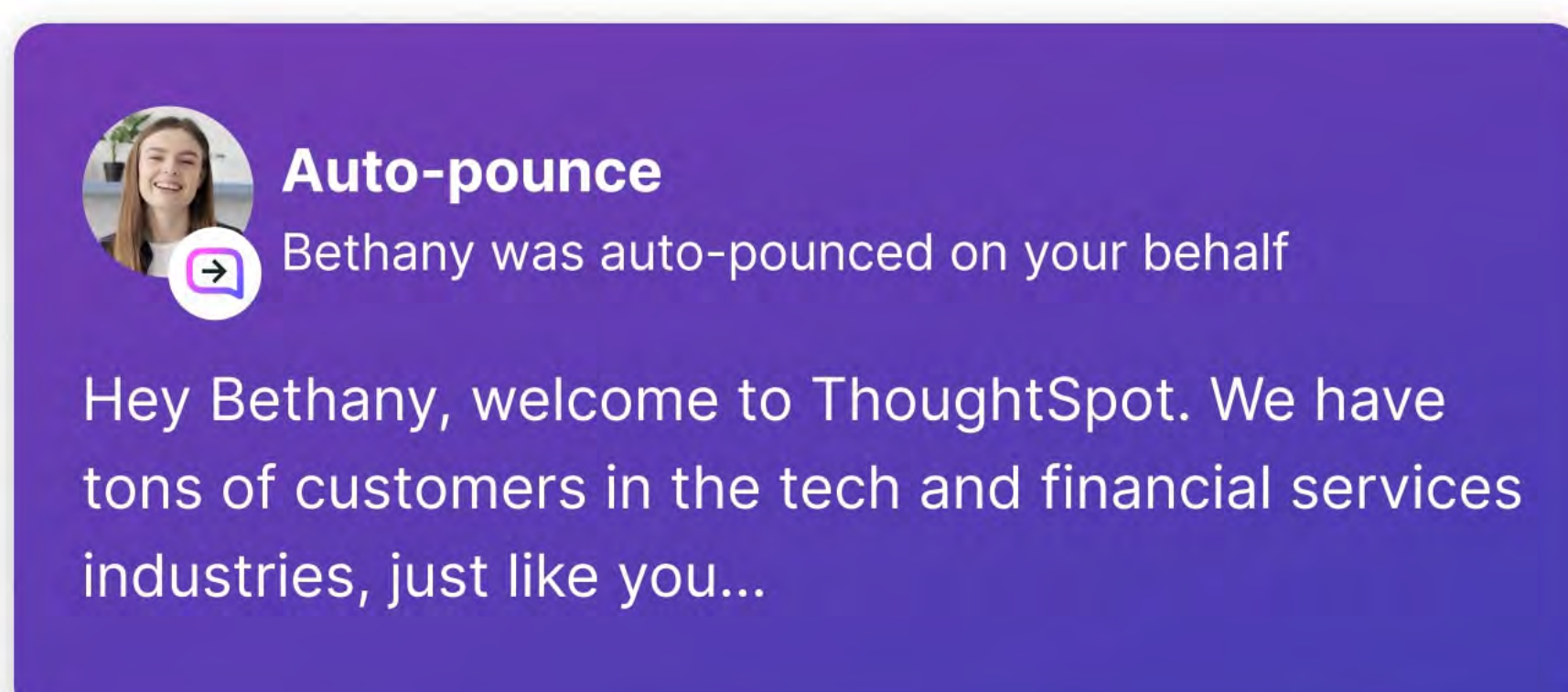
## The Pipeline Cloud

# Qualified Conversations

By connecting your website to revenue systems like Salesforce—and surfacing insights from Qualified AI—your sales team has deep visibility into your website visitors, from their company name to buying intent and engagement history.

Qualified Conversations allows your team to engage VIP buyers one-to-one with all the tools they need to create a remarkably personal experience at their fingertips. These live chats and video or voice calls all happen right on your website, without your buyer ever having to click a button.

Qualified AI is a sales rep's co-pilot, navigating conversations with Generative AI features that help reps have faster, smarter conversations:

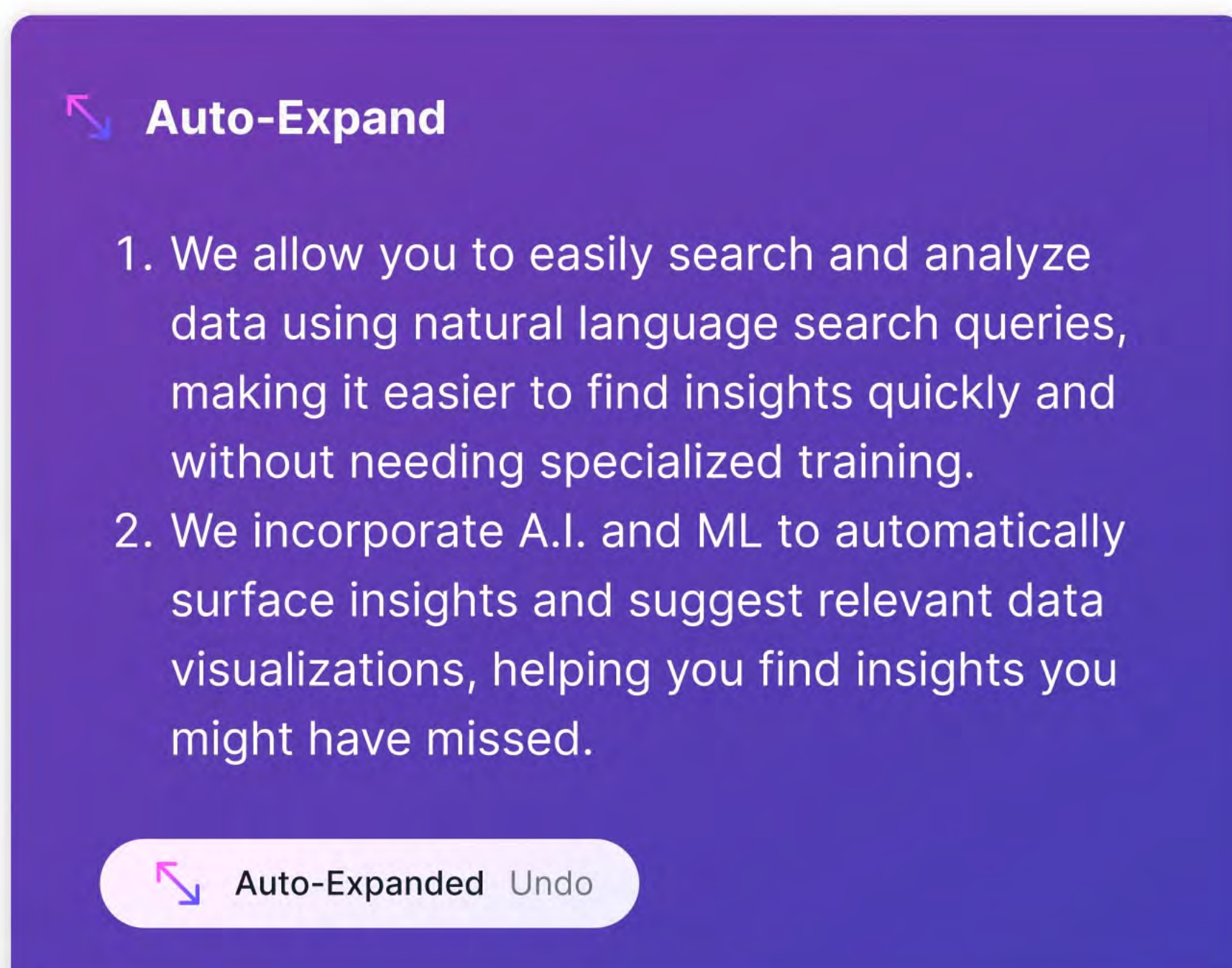


**Auto-pounce**  
Bethany was auto-pounced on your behalf

Hey Bethany, welcome to ThoughtSpot. We have tons of customers in the tech and financial services industries, just like you...

## Auto-Pounce

Auto-generate a personalized greeting that alerts reps when a user responds.



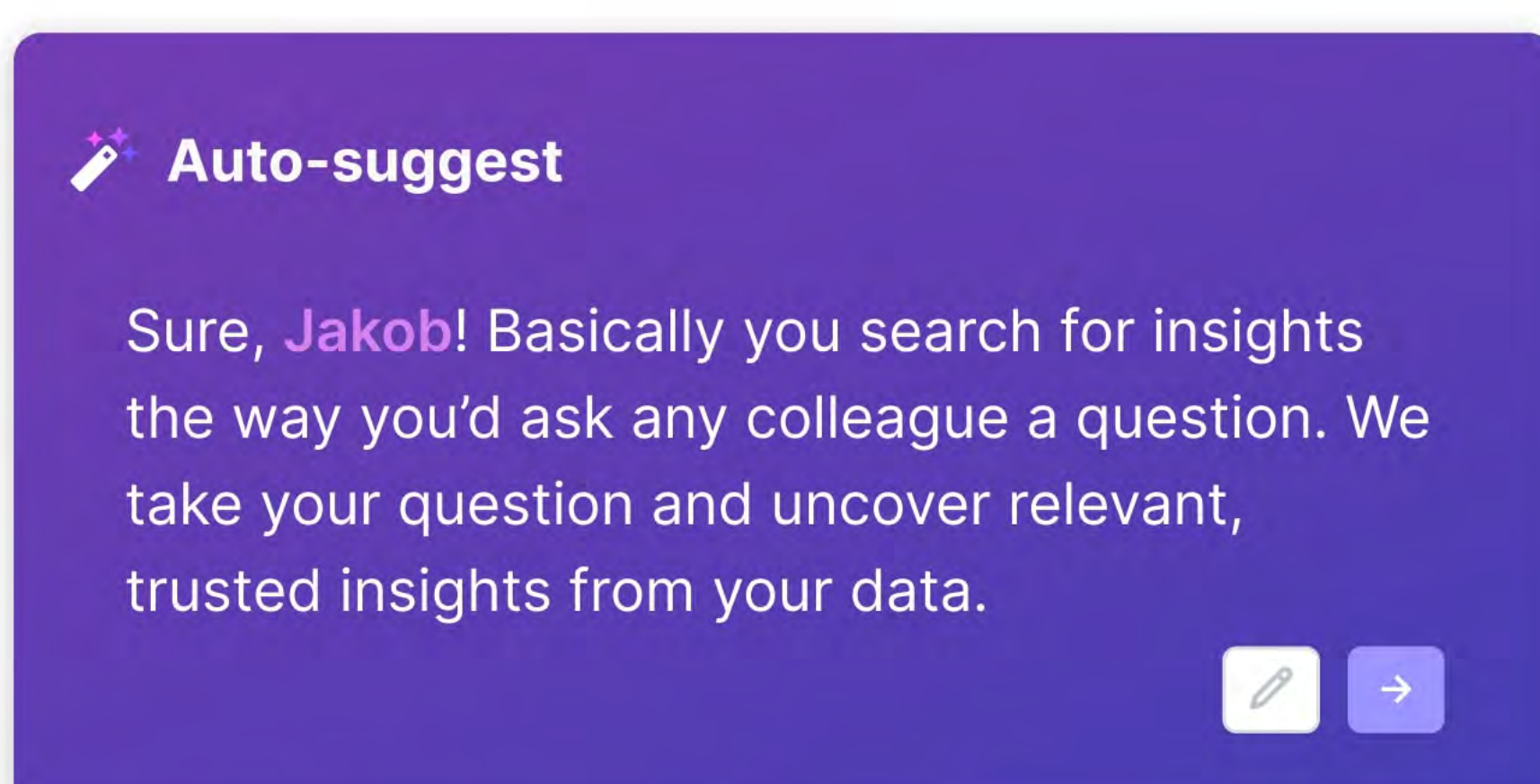
**Auto-Expand**

1. We allow you to easily search and analyze data using natural language search queries, making it easier to find insights quickly and without needing specialized training.
2. We incorporate A.I. and ML to automatically surface insights and suggest relevant data visualizations, helping you find insights you might have missed.

Auto-Expanded Undo

## Auto-Expand

Turn short bulleted talking points into a more robust, polished message.



**Auto-suggest**

Sure, Jakob! Basically you search for insights the way you'd ask any colleague a question. We take your question and uncover relevant, trusted insights from your data.

## Auto-Suggest

Recommend the perfect response to a common question, saving reps time.



## The Pipeline Cloud

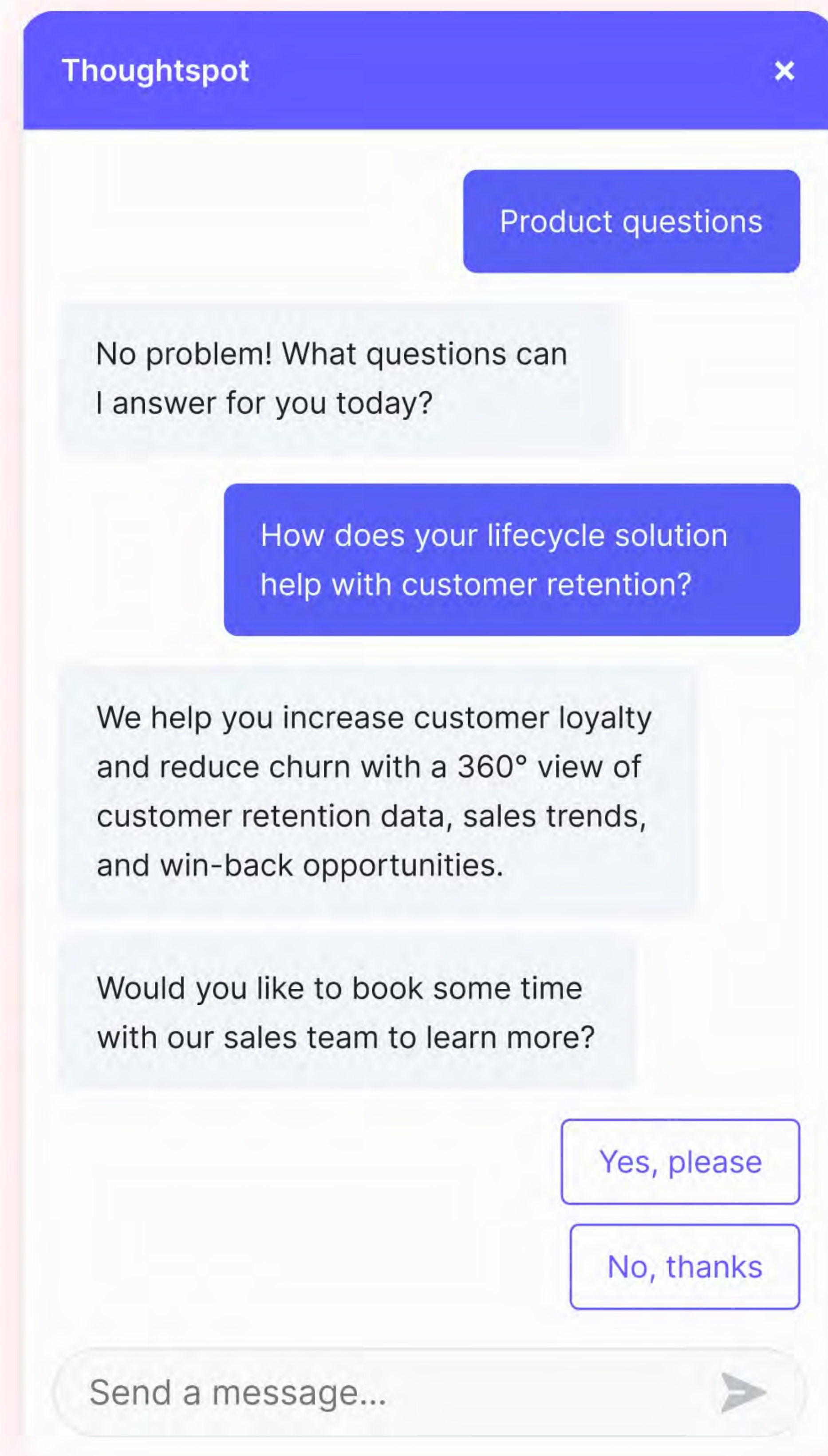
# Qualified Chatbots

Your reps can't be online 24/7, but that doesn't mean your buyers aren't.

Qualified AI Chatbots help you identify, engage, and convert your most qualified website visitors at scale.

Qualified AI Chatbots are trained on a company's website and marketing materials, giving them a deep understanding of who the company is and the ability to respond as if they're your most seasoned sales rep.

AI chatbots harness the power of the Pipeline Cloud platform, helping them intelligently identify, route, and engage visitors. And they are not just a Q+A bot, they are sales and marketing chatbots that are designed to keep the conversation going and ultimately accomplish a sales goal of booking a meeting or handing off to a sales rep.





## The Pipeline Cloud

# Qualified Meetings

Buyers aren't always ready for a real-time meeting. With Qualified Meetings, optimize your entire website for conversion with a meeting scheduler in a few clicks.

No more slow and inefficient email chains or ghosted calendar invites—with just a few clicks, your buyer can book a meeting with their dedicated rep on their own terms. Every button, form, and messenger on your site is now an immediate conversion point.

Qualified AI uses predictive modeling to predict which visitors are ready for sales meetings and hooks them with custom CTAs and recommendations for the appropriate meeting type depending on where your buyer is in their journey.

The screenshot shows a meeting booking interface for Josh Chen, Account Executive. It features a calendar for July with Wednesday, the 10th, selected. Below the calendar is a grid of 30-minute time slots. The 3:00 pm slot is highlighted in blue. The interface also shows a 30-minute duration and Pacific Standard Time.

Hi, Bethany! Book time to chat with sales.

We look forward to connecting with the Capital One team. Please select a 30-minute time slot with your dedicated rep below.

JULY

Sun	Mon	Tues	Wed	Thur	Fri	Sat
7	8	9	10	11	12	13

1:00 pm	1:30 pm	2:00 pm
2:30 pm	3:00 pm	3:30 pm
4:00 pm	4:30 pm	5:00 pm

30 minutes Pacific Standard Time



## The Pipeline Cloud

# Qualified Offers

Chat and meetings aren't the only ways we engage buyers as marketers. We're constantly evolving our content, launching new features, and testing ways to convert visitors.

But just like there's no one-size-fits-all Netflix series, no two buyers will resonate with the exact same messaging.

Qualified Offers instantly recommends the most impactful offer to your visitors by surfacing relevant promotions in strategic placements throughout your website.

The screenshot displays the ThoughtSpot website homepage. At the top, a red navigation bar contains the ThoughtSpot logo, a search bar, and navigation links for Product, Solutions, Customers, Resources, Pricing, and a Free trial button. The main content area features a large heading "AI-Powered Analytics" with a sub-headline "Discover how financial services companies can get insights 10X faster from their modern tech stack." Below this are two buttons: "Talk to sales" and "Schedule a demo". To the right, a modal window titled "Welcome to the Modern Analytics Cloud" is open, containing the text "ThoughtSpot is pioneer in modern analytics. Want to learn more?" and two buttons: "Tell me more" and "Request a demo". At the bottom left, a red banner promotes a free trial with the text "TRY THOUGHTSPOT FOR FREE Answer your own data questions, instantly" and a "Start free trial" button. The bottom right corner features a "Loved by startups, trusted by enterprises" section with logos for Anthem, OpenTable, COMCAST, and afterpay.



For example, a new buyer that hasn't engaged with your website before might receive a top-of-funnel, introductory eBook to start familiarizing themselves with your brand, whereas a high-intent buyer might receive a free-product trial offer to hook them for a demo.

Qualified AI generates multiple versions of the same offer to test new messaging and help you hone in on what really resonates.

On the backend, Qualified AI runs experiments to test which offers convert then applies those optimizations across your website by gradually serving only the highest performing offer.

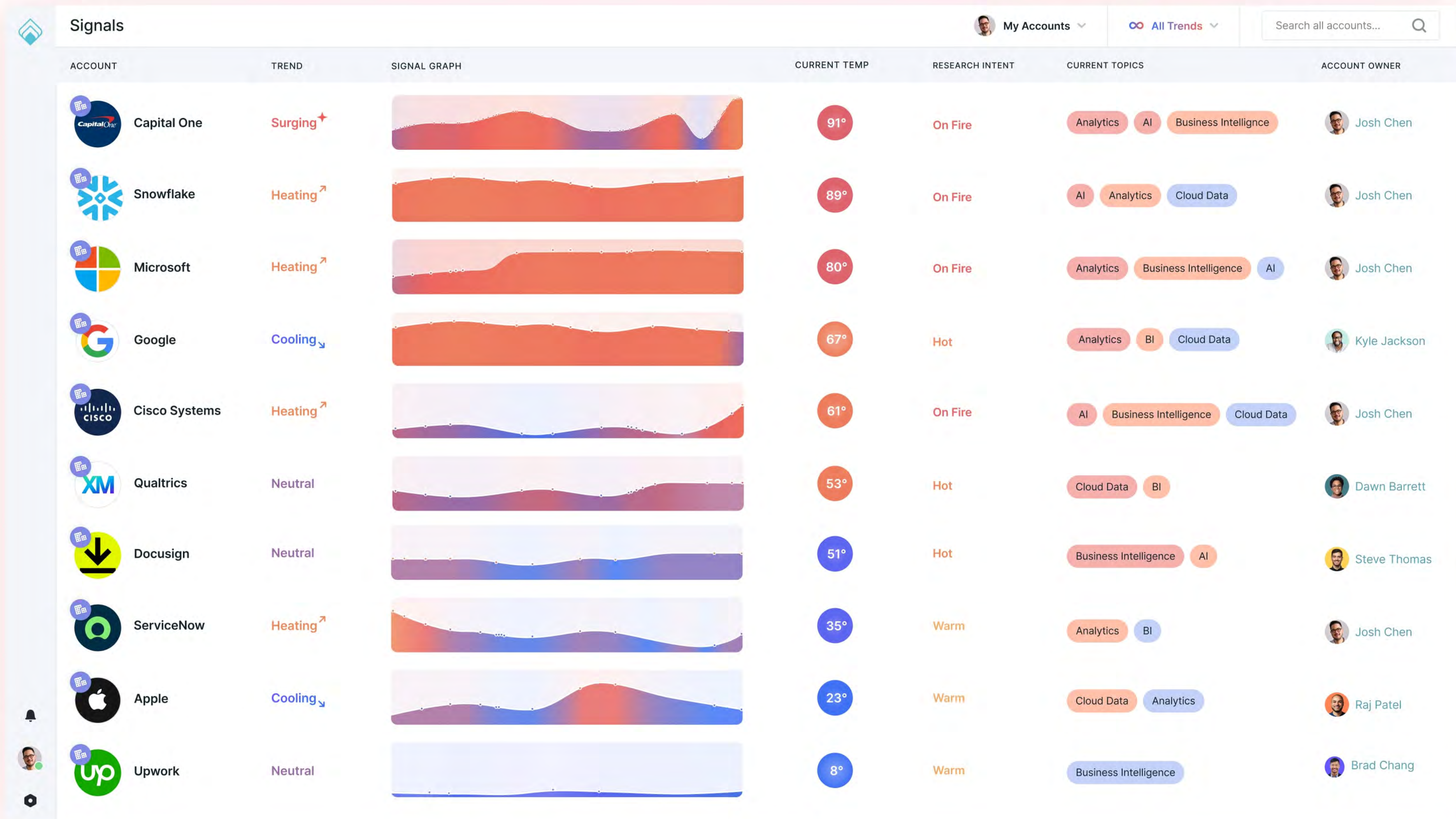
### The Pipeline Cloud

## Qualified Signals

Qualified Signals analyzes hundreds of thousands of data points about visitor behavior, both first and third-party data, then rolls it up to the account level to uncover which accounts are in-market to buy.

Sales reps have an unprecedented level of insight at an account level including company details, browsing history, and how buying intent has fluctuated over time. Qualified AI uses predictive modeling to alert reps when accounts are showing signs that they're ready to make a purchase, allowing your team to prioritize their sales efforts.





## CHAPTER 4 RECAP

With a foundation of trust and safety, Qualified AI powers the Pipeline Cloud to turn your website into a pipeline generation machine by optimizing it for conversion at every point.



# Meet Qualified

The leading pipeline generation platform for Salesforce, designed to help you engage and convert your target buyers.

Trusted by the world's leading brands



The trusted enterprise platform

