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ML/GenAI for Vibe Marketing

Architecting the Future of Audience Engagement

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Andrej Karpathy ✓

@karpathy OP



There's a new kind of coding I call "vibe coding", where you fully give in to the vibes, embrace exponentials, and forget that the code even exists. It's possible because the LLMs (e.g. Cursor Composer w Sonnet) are getting too good. Also I just talk to Composer with SuperWhisper so I barely even touch the keyboard. I ask for the dumbest things like "decrease the padding on the sidebar by half" because I'm too lazy to find it. I "Accept All" always, I don't read the diffs anymore. When I get error messages I just copy paste them in with no comment, usually that fixes it. The code grows beyond my usual comprehension, I'd have to really read through it for a while. Sometimes the LLMs can't fix a bug so I just work around it or ask for random changes until it goes away. It's not too bad for throwaway weekend projects, but still quite amusing. I'm building a project or webapp, but it's not really coding - I just see stuff, say stuff, run stuff, and copy paste stuff, and it mostly works.

11:17 PM · Feb 2, 2025 · 4.9M Views



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 JourneyMap

↓ List View



@udipta

Sign out

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32% complete



Vibe Marketing?

AI-Driven Personalization

AI tools create personalized content at scale.

Rapid Campaign Testing

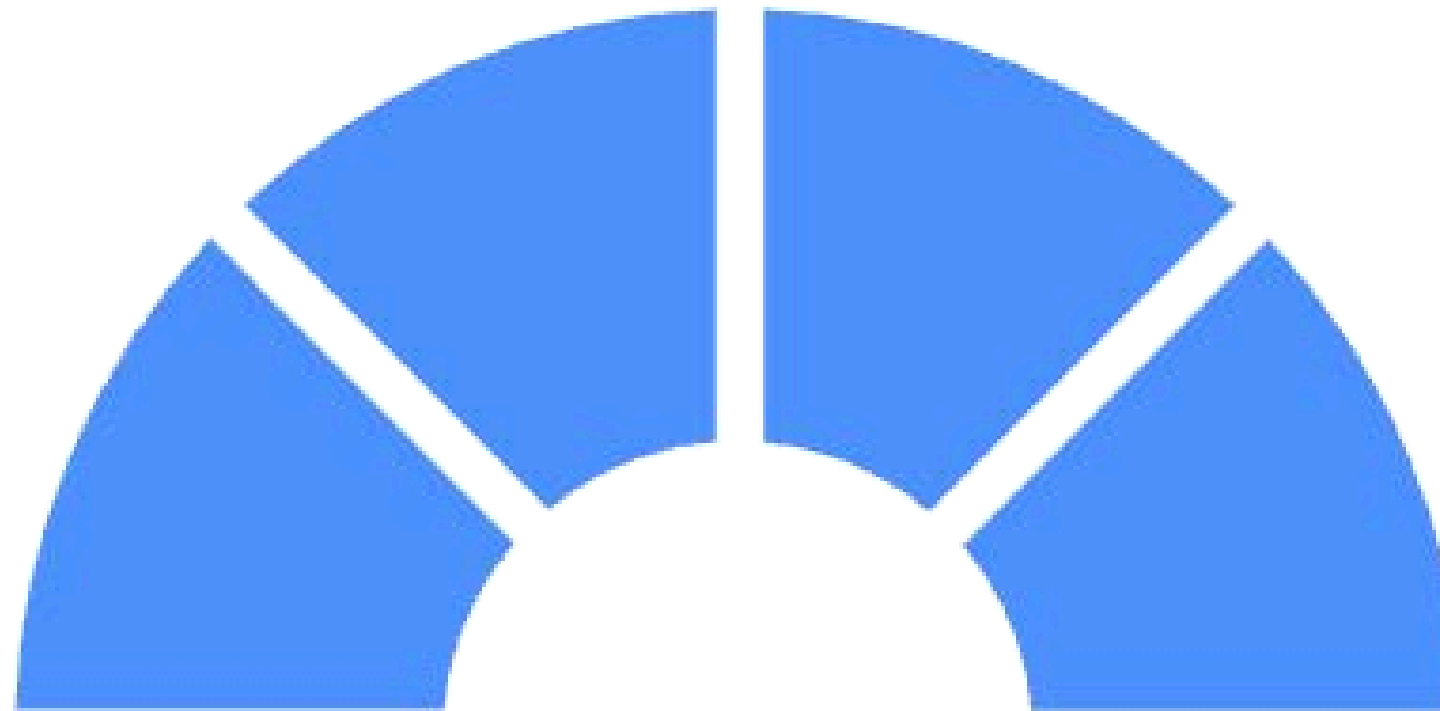
Small teams can quickly test and launch campaign variations.

Vibe Guidance

Marketers shape audience feelings through strategic content.

Sentiment-Based Content

Content is shaped by audience sentiment and brand personality.



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Cloud



Mobile



Social



Data

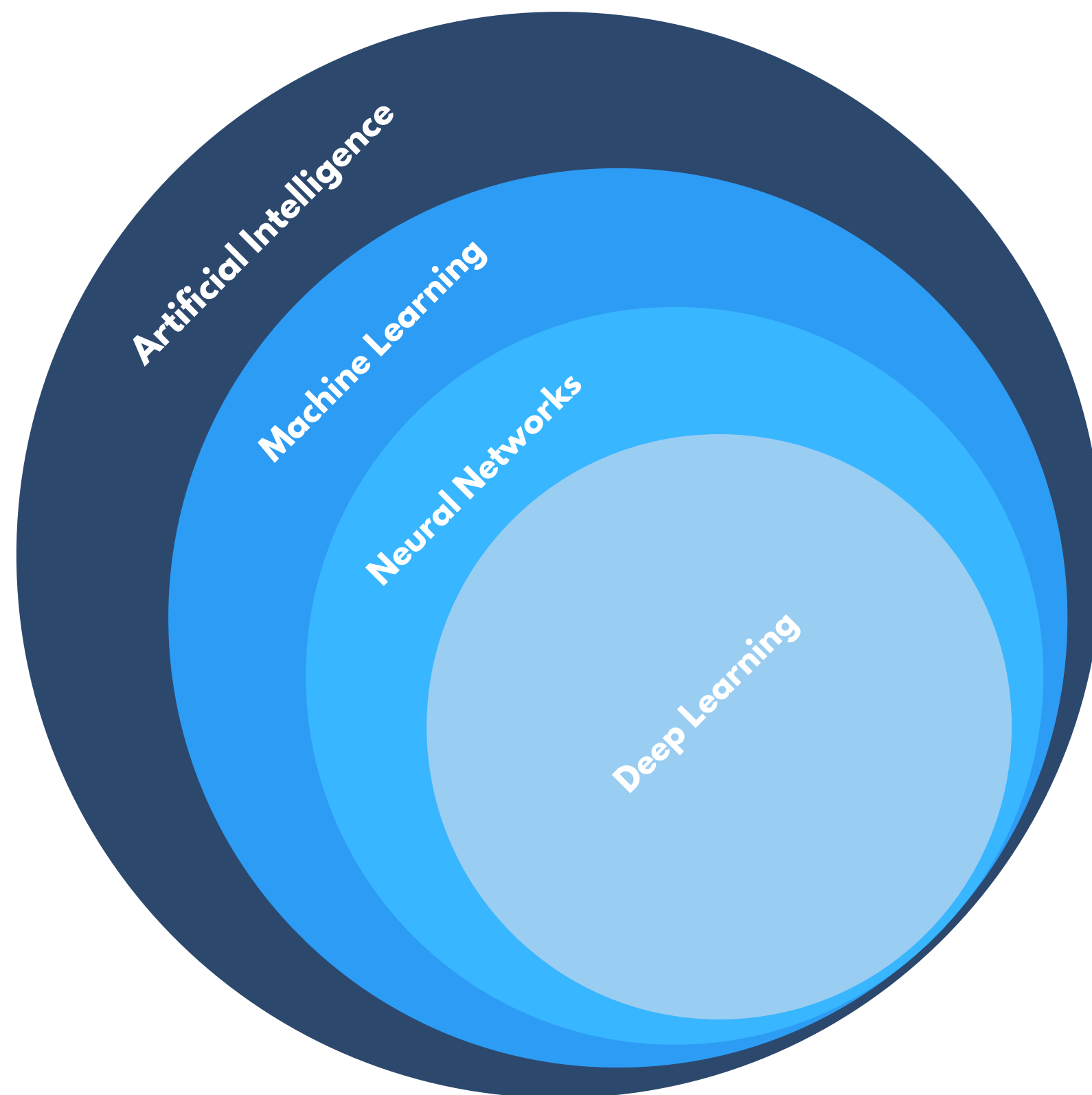


AI

Major MarTech Milestones

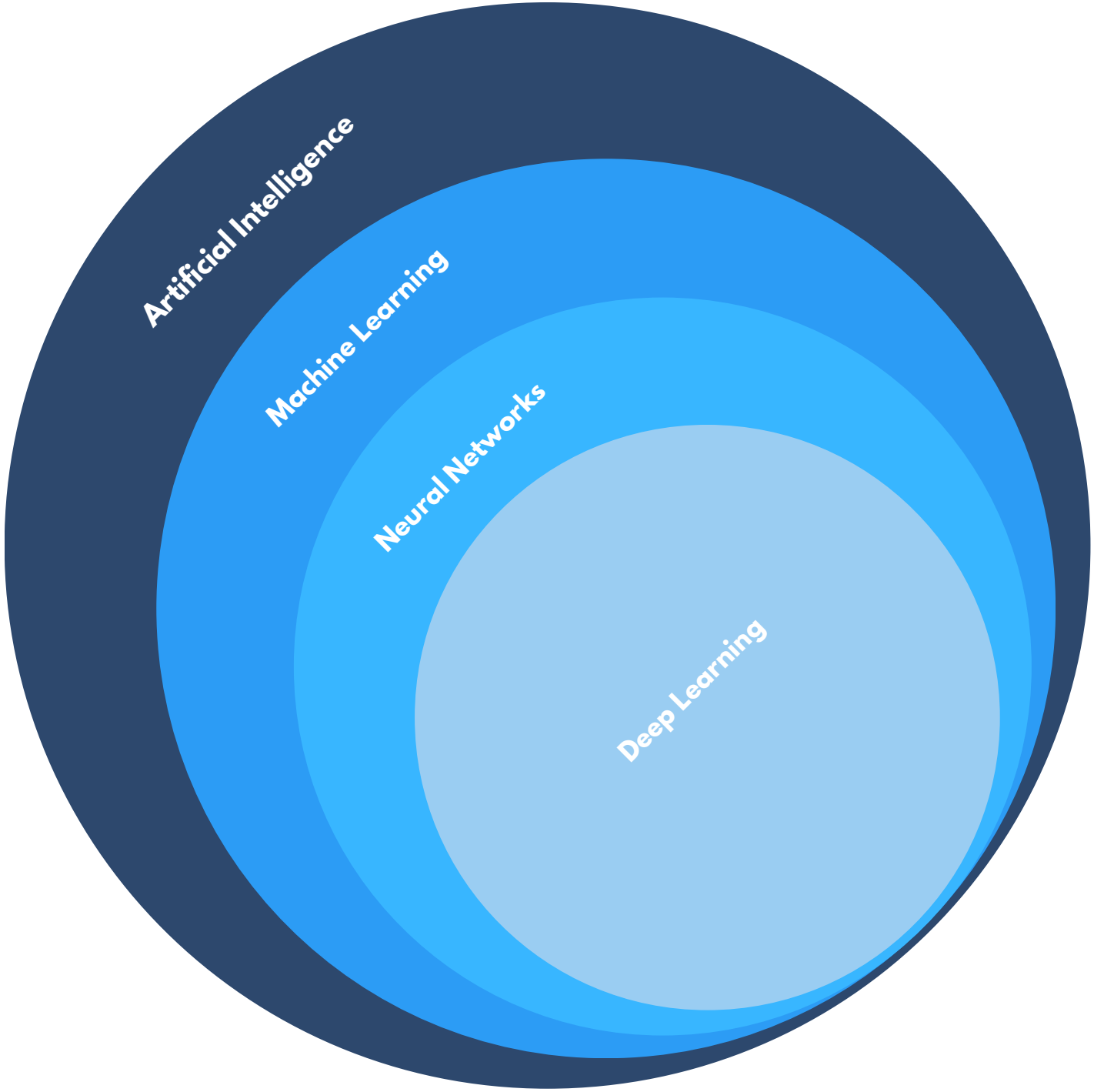
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Predictive AI

AI that **classifies, predicts, and actions** based on mostly supervised learning with predictive ML models

Math

Trusted

Machine Learning

Generative AI

AI that **generates content** by scraping vast amounts of data in an unsupervised learning approach using GPT models

Art

New

Deep Learning

Data In



Text



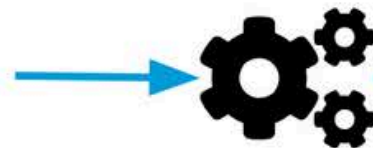
Images



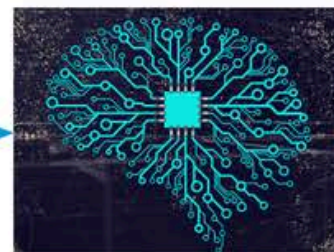
Videos



IOT



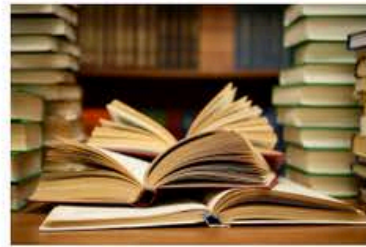
Training



Data Model

ELI5: Gen AI

Data In



Text



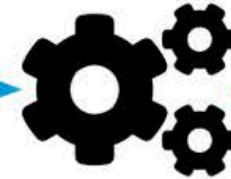
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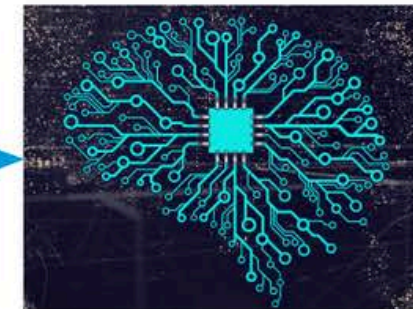
Videos



IOT



Training



Data Model

Prompt

Q&A



Sentiment
Analysis



Info
Extraction



Object
Recognition



GenAI
Images



ELI5: Gen AI

Why Vibe Marketing?

67%
CMOs
Pivoting

Salesforce, 2024

1
Marketer
> 10

Digital First AI, 2025

Hours,
Not
Weeks

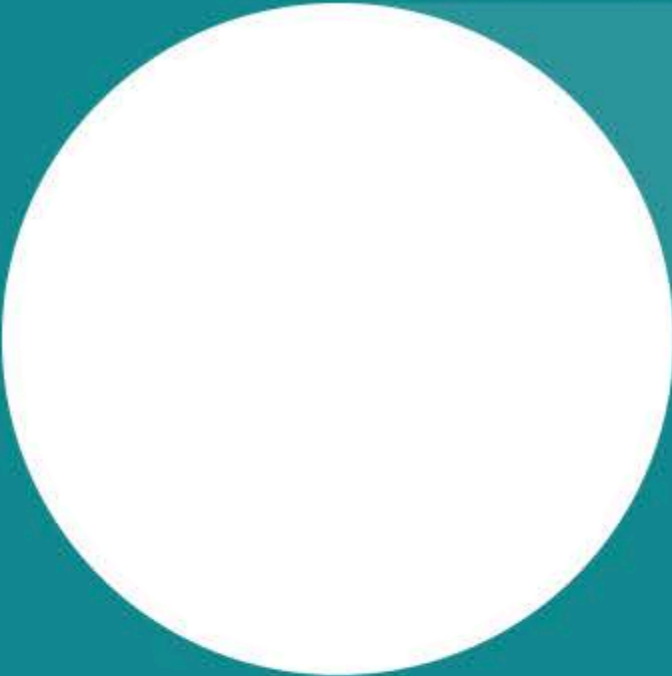
McKinsey, 2023

70%
Consumers
Want Vibe
Match

Sprout Social, 2023

10–25%
higher
ROAS

Boston Consulting Group, 2024

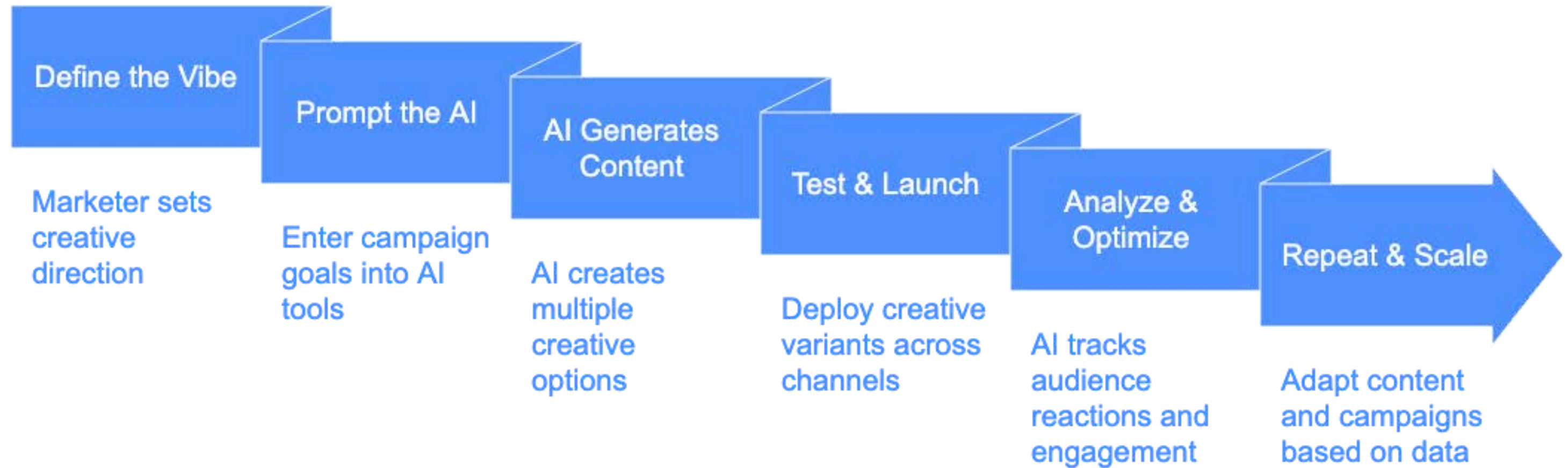


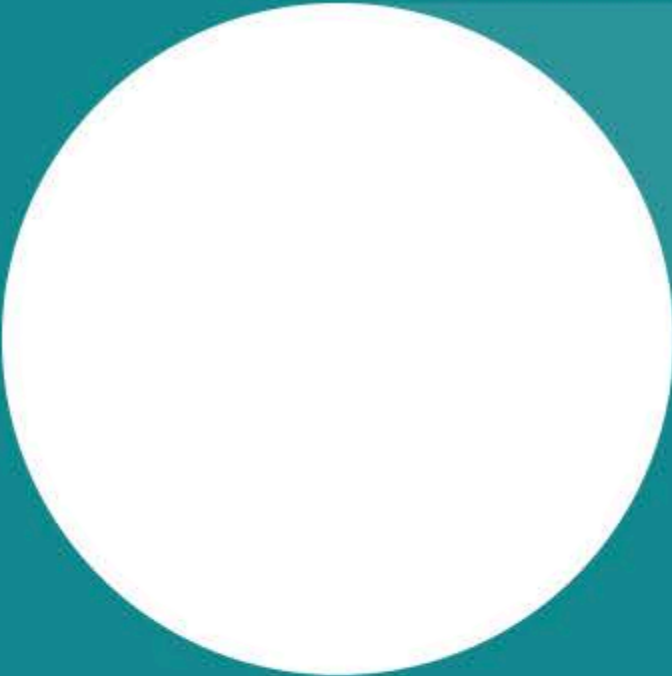
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Differences?

	Traditional Marketing	Vibe Marketing (AI-Driven)
Speed	Weeks to launch	Hours or days to launch
Team Size	Large, siloed teams	Small, agile teams with GenAI
Cost	High (agencies, manual workflows)	Lower (AI automates content & testing)
Personalization	Generic segments, broad messages	Hyper-personal, mood-driven content
Testing	Limited A/B tests, slow learning	Hundreds of variants, fast feedback
Focus	Product features, rational appeals	Brand vibe, emotional connection
Workflow	Manual, sequential, hard to adapt	Automated, dynamic, easy to pivot

How Vibe Marketing Works





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Vibe Marketing Tools

Category	Tool	Description
AI-Powered Ad Creation	Jasper, Copy.ai, Writesonic	Generate ad copy and creatives using AI.
Visual Content Generation	Canva, Adobe Express, Lumen5	Create images and videos with AI assistance.
Social Media Management	Hootsuite Insights, Sprout Social	Manage and analyze social media campaigns.
Email Marketing Automation	Mailchimp, Zoho CRM, Tidio	Automate email campaigns and customer interactions.
Analytics & Optimization	Google Analytics + GA4, Optimizely	Track performance and optimize marketing efforts.
Customer Segmentation	Synerise, Brandwatch, Surfer SEO	Analyze and segment customer data for targeted marketing.
Workflow Automation	Zapier, Integromat, Taskade	Automate repetitive tasks and integrate various tools.
Behavioral Targeting	Facebook/Instagram Ads AI, Adzooma	Utilize AI to target audiences based on behavior.
Creative Testing	BigCommerce AI, AdCreative	Test and optimize creative content for better performance.
Personalization Engines	Dynamic Yield, Segment.io	Deliver personalized content and experiences to users.

Case Studies



Coca-Cola – “Create Real Magic” Campaign

Used DALL-E to let fans generate AI art inspired by Coke branding

120K+ submissions, 7M+ social impressions



Heinz – “AI Ketchup” Campaign

Used ChatGPT and MidJourney to automate ad copy and visuals for personalized learning ads.

40% higher ROI on AI-generated video ads, 3.3B impressions



Mango – AI-Generated Fashion Campaigns

Generated virtual models using AI for their summer collection, speeding up ad creation

Reduced time and costs, high engagement.



Virgin Voyages – “Jen AI” Personalized Invitations

Created personalized video invitations using deepfake AI featuring Jennifer Lopez.

High viral engagement, increased bookings.



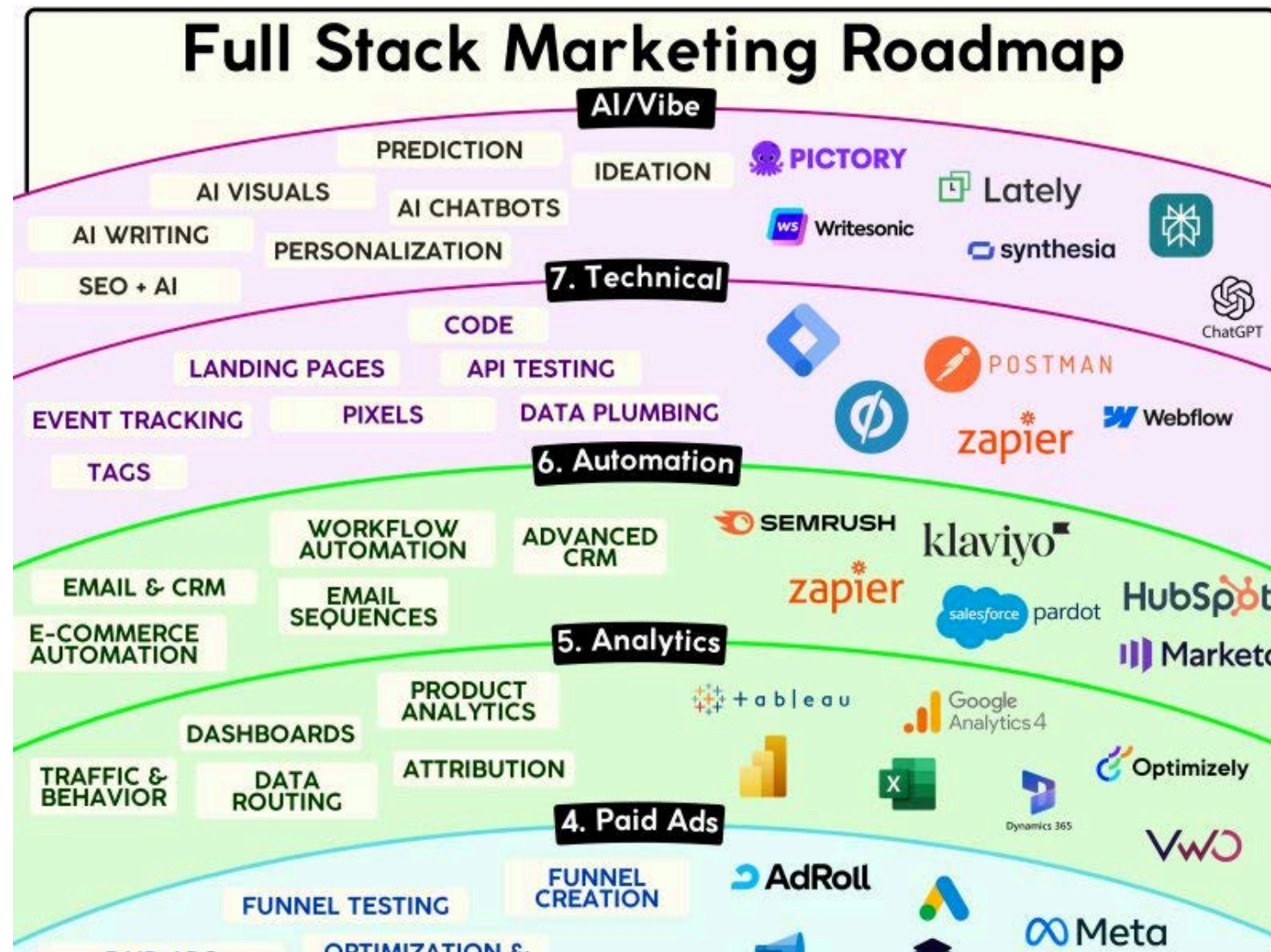
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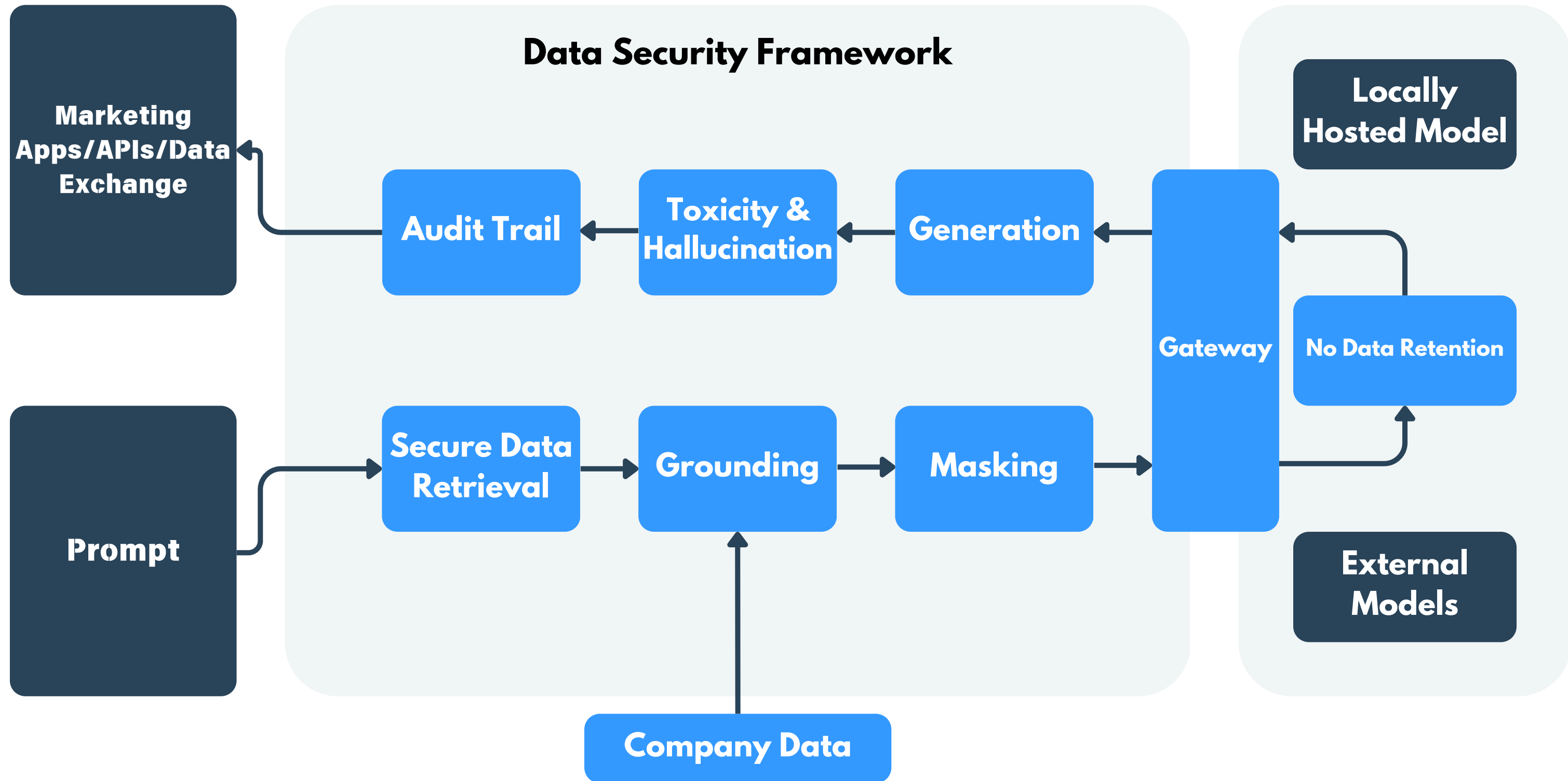
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DEMO

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Thank you!

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