

Increase Your Productivity with Custom AI Agents

How Marketing, Sales, and Analytics use AI Agents to Save Time



How to Increase Productivity with Custom AI Agents: Marketing, Sales, and Data Analysis

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Introduction

The AI landscape is evolving quickly - stay current on the skills you need to harness the power of generative AI. You.com's Custom AI Agents are revolutionizing how businesses operate - specifically in marketing, sales, and data analysis. In this guide, you'll learn how to create a powerful Custom Agent for your own work, based on your specific business objectives. See how marketing, sales, and data analysis teams are seeing tangible gains in business productivity, either through time savings, better quality of output, or efficiency in workflows.

What is you.com and what are Custom AI Agents?

You.com provides accurate answers to complex questions and automates workflows to make you and your business more productive.

Custom AI Agents are personalized AI agents that automate common workflows. Instead of copying or recreating a specific prompt or query each time, now you can save a set of instructions and use them repeatedly, making it easier and faster to accomplish the same task across multiple topics.

Key Benefits of Custom AI Agents

Customization

You can define the purpose and persona of your Custom AI Agent, specifying its role or expertise to handle a specific workflow, task or challenge.

Collaboration

Teams can easily share Custom AI Agents, enhancing collaboration and productivity for your company.

Advanced Capabilities

You can enable features like live web access, source control and personalization (which customizes responses based on the information provided in your profile).

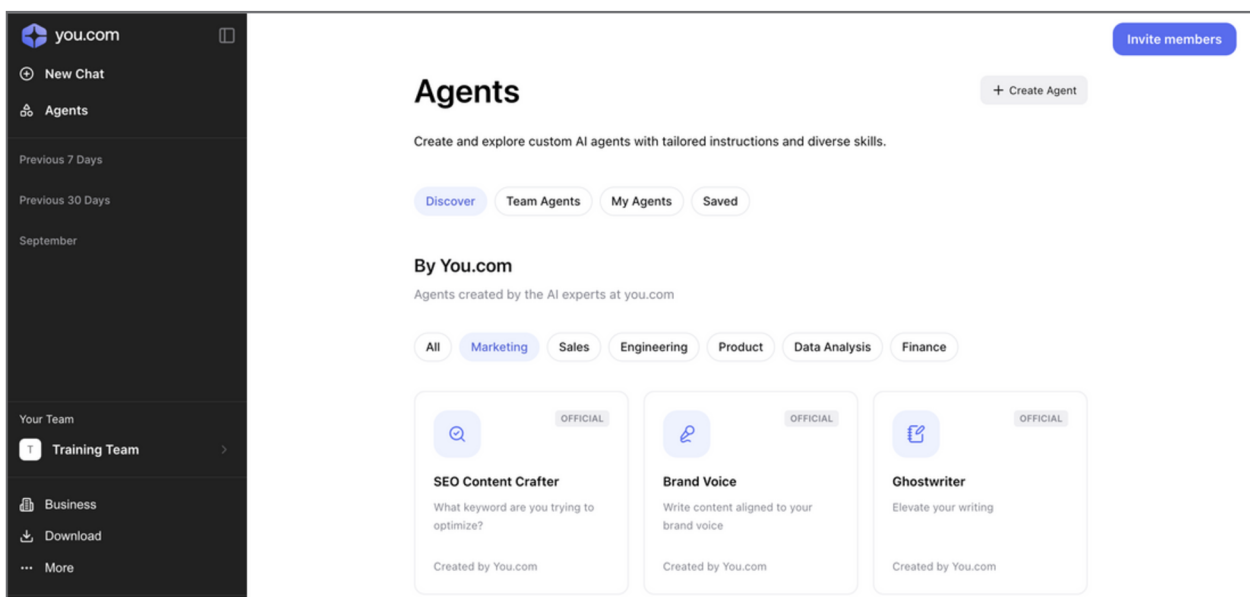
How to Create a Custom Agent for Your Workflow

Build Custom AI Agents that can effectively assist you with a wide range of tasks – from simple queries to complex problem solving. Here's how to create a Custom Agent:

- 1 **Select your preferred gen AI LLM for the task.** Not sure which? We've selected a default model for you to start with.
- 2 **Define your instructions.** If you're not sure where to start, use our [Prompt Pro Agent](#) to help you write instructions.
- 3 **Select from You.com's core enhancements.** Keep your AI Agent private to you or your team, turn on or off live web access, and control which web sources you're searching.

Discover, Save and Share Custom Agents with your Team

Go to <https://you.com/agents> to browse you.com's pre-built custom agents in the Agent Library, designed by our own internal teams, or search the public Agent Library of custom Agents built by our community. If you find a custom agent you like, save it to your library instead of building your own. If you build your own Custom Agent, share it privately with coworkers if you have a you.com Team Plan.



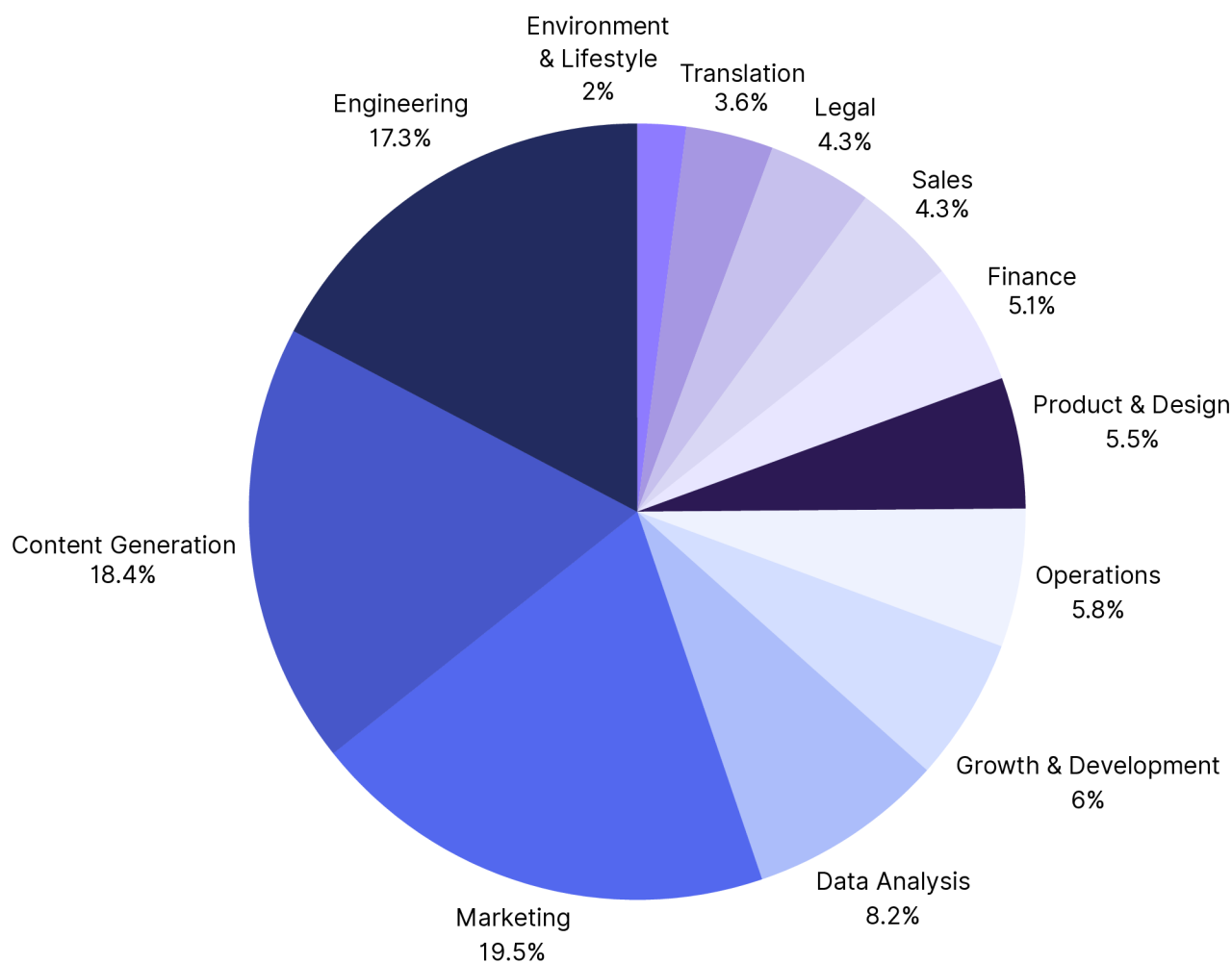
Methodology

We analyzed 1,500 Custom Agents created on you.com in August 2024. To ensure quality data for the study, we focused on Custom Agents with significant instruction length, which we categorized by different industry segments. Additionally, we used entity topic modeling to analyze the function (and subtopics) for each agent and grouped them by similar themes or use cases.

In our research, we identified 3 common workflows teams are now using Custom AI Agents to save time, engage customers, and share their team's expertise within their company:

- Content generation and summarization
- Research to enable customization and deeper understanding
- Expertise-based agents to coach or quality check

Custom Agents by Industry Segment



How Marketing Uses Custom Agents

Elevating Brand Presence and Engagement

Custom AI Agents can increase productivity by helping marketers (and non-marketers!) consistently create content that's aligned with the company's brand, tone, and voice.

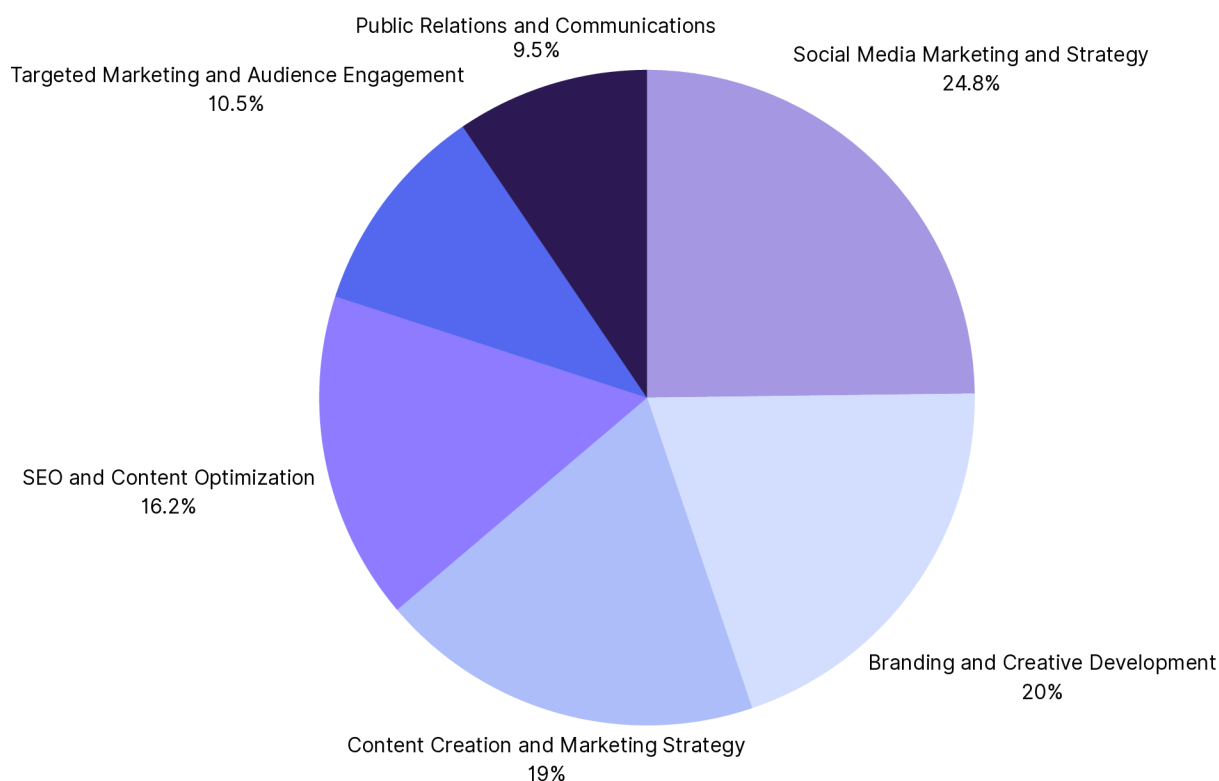
The generative aspect of genAI is ideal for core marketing tasks, especially content creation for a wide range of audiences and channels. And, the inclusion of news and web results enables deeper strategic analysis (i.e., researching competitors or understanding industry dynamics.)

Problem Statement: Marketing teams face the challenge of maintaining consistent brand messaging while engaging diverse audiences across multiple platforms.

Solutions via Custom Agents: Using the prompt instruction section for a Custom AI Agent, marketers can set the brand tone and voice for every piece of content the Agent generates. Even simpler, marketers can upload their brand or content guidelines as a file upload when setting up their Custom AI Agent and tell the Agent to write content in alignment with the file contents.

Impact: Non-marketers can use a company's custom AI agent to generate copy that is on brand. Businesses can ensure consistent brand messaging at scale, while increasing engagement rates by generating more personalized content, faster.

Top Marketing Use Cases for Custom AI Agents



ROI Impact

Cross-functional consistency: While marketers understand the importance of consistent tone/voice across content, enforcing and enabling consistency has traditionally been a time-consuming process; it requires either a dedicated person to review content across the company or a content creation and approval process. With a Custom Agent for your company's brand voice, content writers can now reduce drafting time from hours to minutes, and cross-functional teams are equipped with a tool to generate copy that's already aligned with the brand voice.

Solving the blank page problem: Anyone who has ever sat down to write has experienced the "blank page" problem - where to start? The Ghostwriter, one of You.com's pre-built custom AI Agents, tackles this problem by asking you for the format, tone, audience, and general message, and then it generates a first draft aligned with your directions.

Expert guidance for faster task completion: Custom Agents allow experts to share their expertise with others on their team in a scalable way. You.com's pre-built custom AI Agents were built by internal experts in that domain. For example, our SEO Content Crafter was built by our internal SEO expert to guide someone through the process of creating SEO-optimized content, so it is ready to use by someone new to SEO content generation, like a new marketer or a small business owner.

3 Custom Agents for Marketing

Title	Description	Link
SEO Content Crafter	Craft SEO content amplifying needed keywords	https://you.com/?chatMode=user_mode_8d28d616-95b1-4f48-8e43-5cde8c540f8f
Brand Voice Agent	Write content aligned with your brand voice	https://you.com/?chatMode=user_mode_6e7db2b6-0bc0-4159-a893-e8c045adad53
Ghostwriter	Elevate your writing	https://you.com/?chatMode=user_mode_b697d750-ed7a-40e1-b450-69ea2636b74d

How Sales Uses Custom Agents

Enhancing Efficiency and Customer Interaction

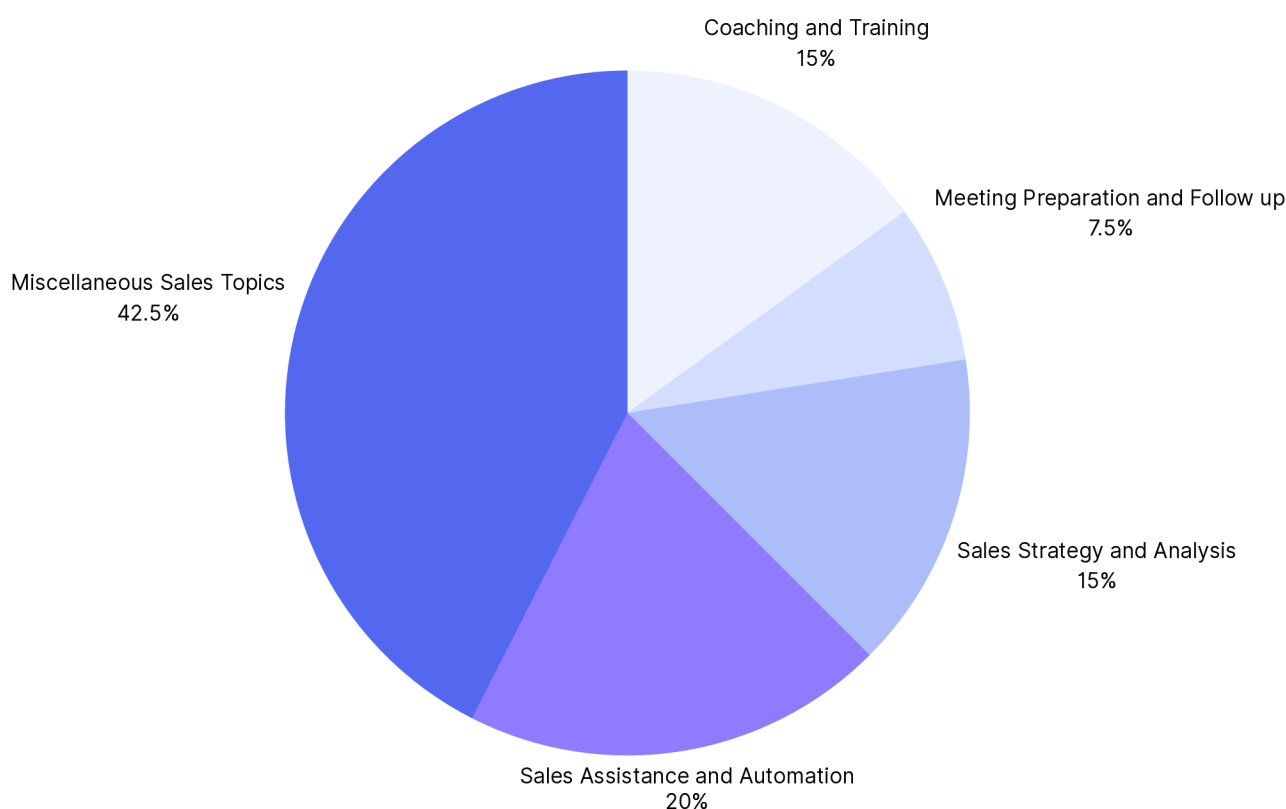
GenAI agents save time across every aspect of the sales lifecycle, from generating new content for cold outreach to summarizing customer conversations to even role-playing conversations. For sales leaders, custom AI Agents, imbued with their expertise or the company's deal qualification questions, can help coach new salespeople, reducing the time needed to get a new hire up to speed and closing deals faster.

Problem Statement: Sales teams need to balance lead generation, customer interactions, and closing deals efficiently, which all require time.

Solutions via Custom Agents. Custom Agents in sales provide tools for role-playing sales calls, preparing sales briefs, and managing client interactions. These agents use AI to simulate buyer interactions, identify skill gaps, and automate follow-ups.

Impact: By integrating AI agents, sales teams can enhance training, improve customer engagement, and save time on research and customization, accelerating time to close a deal.

Top Sales Use Cases for Custom AI Agents



ROI Impact

Role-playing calls and deal coaching: Especially in the age of remote work, salespeople miss out on opportunities to learn from more experienced salespeople over informal conversations about a deal or by listening in on role-plays. Custom Agents built by expert sales leaders can help new salespeople practice by role-playing a call with a persona or company. Experienced sales leaders can also get time back by building a Custom Agent that incorporates the components of their company's specific deal-qualification framework.

Improve customer engagement: The best salespeople deeply understand their customer's industry, company, and specific goals, which often requires time-consuming research on the newest trends, the latest earnings, and what competitors are doing. A Custom Agent built for company research can summarize the latest news and can generate a company report or profile in seconds, automating what is normally hours of reading and research; it can enable richer conversations and emails with prospective customers. Another Custom Agent can be built just for outbound emails to new prospective customers, customizing your company's value propositions for that specific industry or company.

Save time on summarization and customization: After a customer call, salespeople can take their notes and copy-paste them into an AI agent, creating a consistent and quick summary of discussion points and action items that can be stored in a CMS or sent to the customer.

3 Custom Agents for Sales

Title	Description	Link
Sales Emailer	Write a company-specific email in seconds	https://you.com/?chatMode=user_mode_b8f922ac-279e-4d84-8ce5-6f1017227c73
Company Profiler	Get or give key information about a company	https://you.com/?chatMode=user_mode_4dbc757f-f04b-4ff1-a12c-4e1575d08fb4
Meeting Summarizer	Organize and structure your meeting notes	https://you.com/?chatMode=user_mode_af736c43-d408-4b9b-b637-f8ad8573a004

How Data Teams Use Custom Agents

Automating Insights and Decision-Making

Custom Agents for data analysis offer a range of features that enhance functionality and provide significant benefits. These agents can automate complex processes, extract and summarize data efficiently, and support decision-making through advanced analytics. They deliver functional benefits by improving data accuracy, consistency, and time savings by streamlining repetitive tasks. These agents empower users to focus on strategic insights and innovative solutions, enhancing overall productivity and effectiveness in data-driven environments.

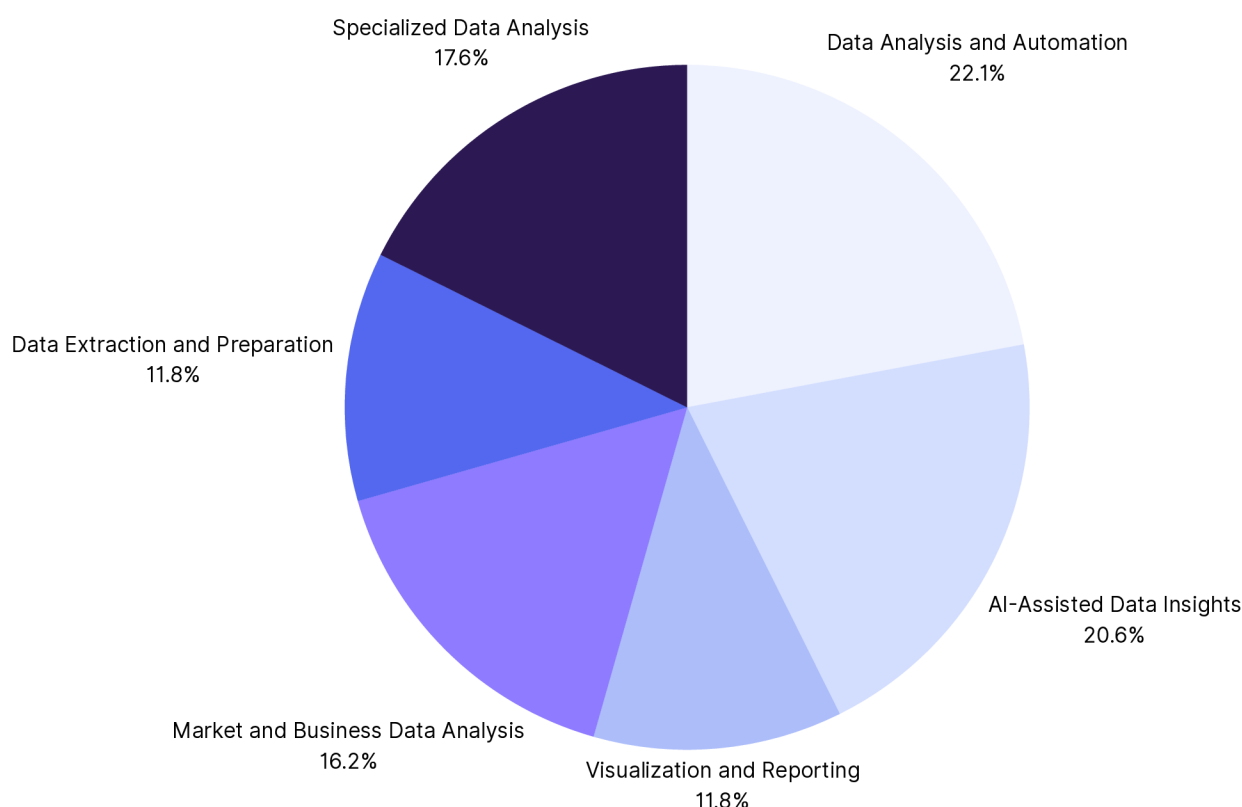
Custom Agents can be used for data analysis and automation to data visualization and data cleaning.

Problem Statement: Data analysts often spend excessive time on data extraction and preliminary analysis, delaying decision-making.

Solutions via Custom Agents. In the data analysis industry, Custom Agents automate data extraction, visualization, and reporting. These tools help analysts generate insights and predictions quickly, allowing them to focus on strategic analysis.

Impact: Automation not only improves efficiency but also enhances the accuracy of insights. This empowers organizations to make informed decisions swiftly and respond to market trends proactively.

Top Data Analysis Use Cases for Custom AI Agents



ROI Impact

Data extraction and preparation: AI automates the extraction and preparation of data, ensuring accuracy and saving time, which is critical for high-quality analysis.

Data analysis and automation: Custom Agents streamline the process of data analysis, enabling faster and more accurate insights. Automated data analysis reduces manual effort and provides advanced analytical capabilities that enhance accuracy and efficiency, for example, by simulating data and SQL queries.

Data visualization and reporting: Custom Agents convert raw data into visual formats for easier interpretation and decision-making. AI enhances data visualization by automatically generating charts, graphs, and other visual aids that simplify complex data, making it more accessible and actionable.

3 Custom Agents for Data Analysis

Title	Description	Link
SQL Generator	Write SQL from natural language	https://you.com/?chatMode=user_mode_ad977f64-370f-490a-8c27-b76fc33bf75b
SQL Optimizer	Optimize SQL queries for MSSQL and PostgreSQL	https://you.com/?chatMode=user_mode_0ce080a4-669f-4854-8ea0-7fe3fdca7011
Python Functions	Create python function code from natural language	https://you.com/?chatMode=user_mode_78bed3aa-7d41-4e9c-8442-8ad0e3e5c82c

Conclusion

Leverage the power of Custom AI Agents to 10x Your Productivity

As AI technology evolves, AI Agents will be a core partner in everyday business operations, setting new industry standards for efficiency and strategic execution, enabling you and your team to focus on what what matters most - not the rote and routine.

Marketing, sales, and data analysis teams are already seeing efficiency gains from You.com's proprietary AI Agents or from building their own. Upskill your teams today with by using AI Agents to collaborate more effectively, automating routine tasks and leveraging You.com's advanced capabilities for search.

How you.com can help you and your teams

On-demand Training: Upskill on the basics of you.com and building custom AI Agents through our free, on-demand training. Sign up here: <https://you.com/business/getting-started-webinar> or email training@you.com with your questions.

Speak with an internal expert: Reach out to speak with an internal expert on how your team could better use genAI at work. <https://you.com/contact>



You.com provides accurate answers to complex questions and automates workflows to make you and your business more productive. Founded by leading AI research scientists Richard Socher and Bryan McCann, You.com has raised \$99 million from investors including, Marc Benioff's Time Ventures, Salesforce Ventures, NVIDIA, Gen Digital, SBVA, Georgian, Radical Ventures, Day One Ventures, and others.

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