**Welcome!**

If you're finding yourself slowing down as the holidays approach, you're not alone. A [developer on X reported](#) that GPT-4 Turbo was 'lazier' by giving shorter completions when fed a December date compared to a May date.

**A Note From Joe**

What is an introduction worth to you? It means a lot to us. Starting in January 2024 we're starting a client referral rewards program. An introduction to someone who might be interested in our services gives you points towards great professional development, well-being and even conference travel rewards! [Check it out](#). An introduction is all that it takes to get started!

**Ready for more? Get scrolling!**

## 15 MOPs Predictions for 2024

We may not be meteorologists, but we're making [forecasts for 2024](#).

**What happened:** For our 15th episode of [our podcast](#), also named Launch Codes, Joe and Andy took a different approach to the format. They made 15 bold predictions for marketing and MOPs in 2024, breaking it up into four themes: data, content, AI, and leadership.

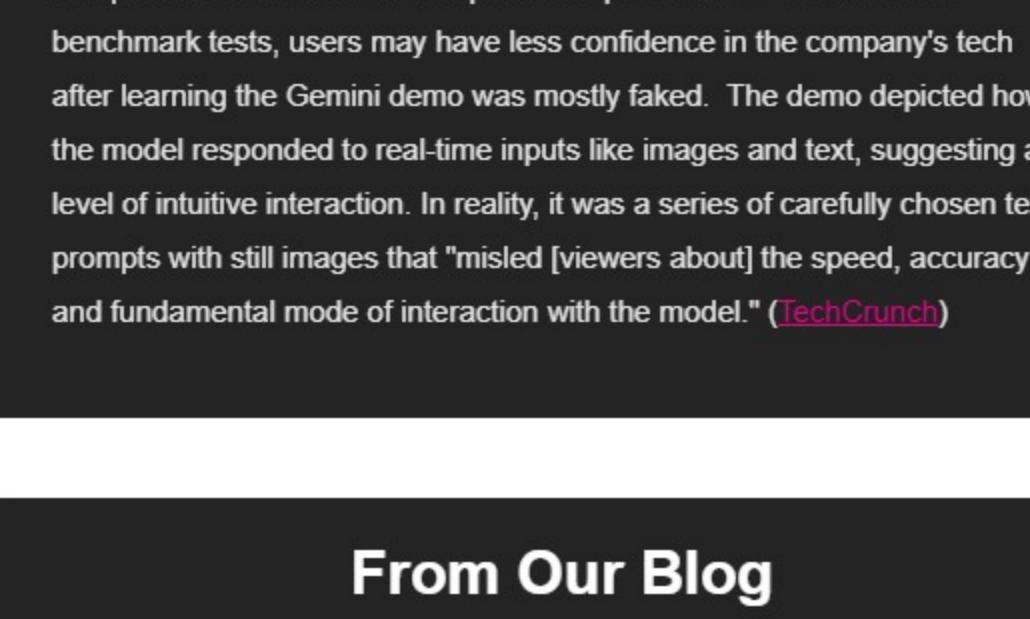
Here's a sampler:

**Prediction 1:** The focus will shift from database marketers to data-based marketers, with a greater emphasis on the data itself rather than lists of people.

**Prediction 2:** CDPs will become the central core platform for housing and coordinating marketing and business data.

**Prediction 3:** Investing in tools and platforms like Snowflake, Braze, and Syncari will be important for managing and connecting data.

[See the whole list](#)



Marketing Ops, AI, & More

Catch Up On Recent Episodes of Launch Codes

You can [get Launch Codes here](#) — or catch up on episodes below.

[15. Our 15 MOPs Predictions of 2024](#)

[14. AI Transparency for Marketers](#)

[13. We Made You a GPT](#)

## Into The Galaxy-AI

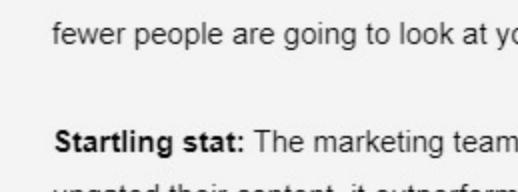
### The Complete Guide to AI Transparency [6 Best Practices]

We can all agree that AI has been the real MVP of 2023. But, we need to know we aren't just blindly following AI outputs and instead, understand the why and how behind them. And this transparency in AI isn't only about technology. It's also about aligning AI goals with organizational values, meeting stakeholder interests and cementing culture within your organization. HubSpot created a list of best practices for transparent AI policy, which pairs nicely with the [guidelines & principles template](#) and [MOPs AI Advisor Custom GPT](#) we created to help your organization. ([HubSpot](#))

### Google's Best Gemini Demo Was Faked

Google unveiled its new Gemini AI model in early December to mixed reception. While Gemini did outperform OpenAI's GPT-4 in 30 of 32 benchmark tests, users may have less confidence in the company's tech after learning the Gemini demo was mostly faked. The demo depicted how the model responded to real-time inputs like images and text, suggesting a level of intuitive interaction. In reality, it was a series of carefully chosen text prompts with still images that "misled [viewers about] the speed, accuracy and fundamental mode of interaction with the model." ([TechCrunch](#))

## From Our Blog



### How Stakeholder Maps Streamline MOPs Onboarding

Stakeholder maps help new hires understand organizational roles.

The map shows who affects (or is affected by) the new hire's work. It also highlights the importance of forging relationships with key individuals who regularly impact the new hire's tasks.

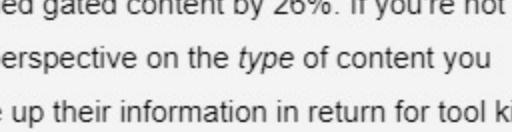
Learn [how to explain stakeholder maps](#) to newcomers on your MOPs team.

### Take Your Salesforce Skills To The Next Level

It's not uncommon in MOPs to be strong with a marketing automation platform but have little knowledge of the CRM.

Knowing how to navigate Salesforce to access lead modules, campaign data and other integrations keeps MOPs and Sales Ops in sync.

Get [tips and strategies](#) for brushing up on Salesforce.



## From The Community

### 3 Strategic Priorities for CMOs in 2024

Source: [Gartner](#)

**Big idea:** New research from Gartner shows three key themes stand out for increasing the scope of marketing impact in 2024: Building AI-enabled marketing teams, recasting marketing's value for an evolving enterprise and orchestrating profitable growth across functions.

**Why it matters:** Everyone in the marketing team wants to get an inside scoop into the major trends CMOs will be following over the next year. Understanding and leveraging these insights can help you craft more effective marketing strategies, adapt to changing market dynamics and stay ahead of your competitors.

### The State of MarTech Report 2024

Source: [ChiefMarTech](#)

**Driving the news:** Over 2,000 new tools were added to the martech landscape in the last 6 months, 73% of which included genAI. And even though consolidation does happen, the distribution of mainstream, niche and specialized martech solutions has stayed fairly constant between 2017 and 2023.

**Zoom out:** While mainstream companies do expand their capabilities, they cannot always replicate the functions that specialized solutions offer. If rationalizing your martech stack is a top priority in 2024, the report says that waiting for consolidation is not your best strategy forward. Instead look towards integration to enhance usability and scalability.

### The State of Gated vs. Ungated Content

Source: [The Juice](#)

**Catch up:** There has been a growing discussion lately about whether to gate content or keep it ungated. And while gating is believed to market research, lead gathering and to measure content performance, it has one fatal flaw:

fewer people are going to look at your content.

**Starting stat:** The marketing team at The Juice found that when they ungated their content, it outperformed gated content by 26%. If you're not gating, people still expect to give up their information in return for tool kits, templates and event registration.

## The Funny Pages

Psst... Want to know a secret?

With your subscription to Launch Codes, you get exclusive access to just a monthly dose of the awesome content. You also get exclusive access to freebies. This month, you can get an RP tote. Just [fill out this form](#) with your details.

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