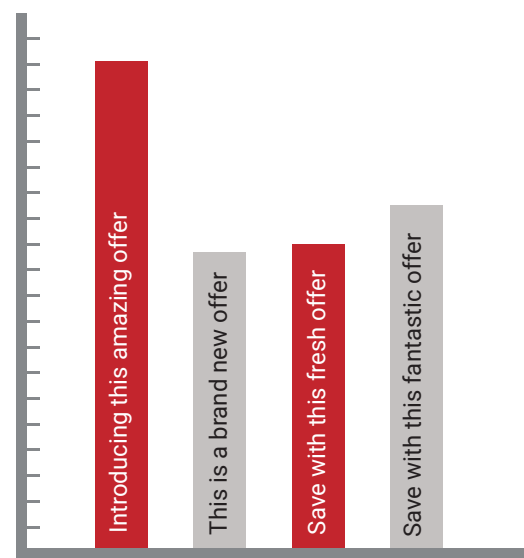
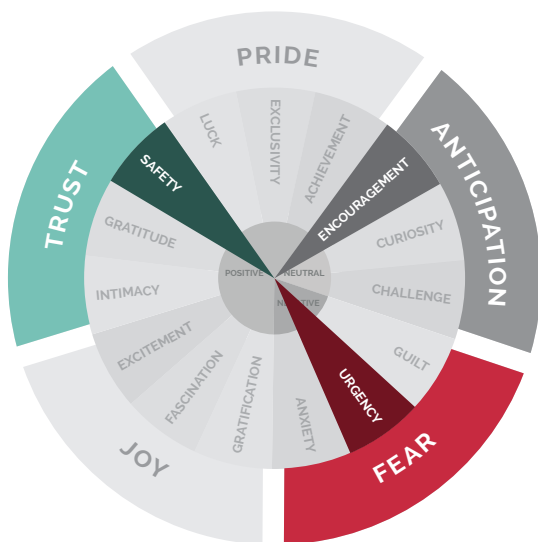


Persado's Cognitive Content Platform is a smart system that combines natural language processing and machine learning technologies to machine generate the precise words, phrases and images that can inspire any given audience to act, every time.

ADVANTAGES OF USING PERSADO

- ✓ Machine generate consistently measurable and effective marketing communications for email, SMS, landing pages, and mobile push notifications
- ✓ Explore the world's largest database of scored & tagged marketing language and images to arrive at the optimal message
- ✓ Maximize the overall impact of your direct response marketing campaigns
- ✓ Gain insight into the linguistic variables (such as emotions, CTAs and product features) that drive your customers to engage
- ✓ Easy to use with Sailthru

POWERFUL ANALYTICS



GENERATE MORE EFFECTIVE PRODUCT DESCRIPTIONS & UNDERSTAND THEIR EFFECT ON RESPONSE



ANALYSIS OF RESPONSE TO EMOTIONAL LANGUAGE

IMPLEMENTATION

Persado Connect delivers Cognitive Content through Sailthru using the following steps:

1. After assessing the goals of a client's campaign and the impact of their current message, Persado generates a few message variations representing thousands of content permutations.
2. Sailthru runs the experiment (similar to an A/B split test) in market on a random sample of the client's audience.
3. Persado gets the results (opens, clicks, conversions per version).
4. The results are fed back into Persado's machine for semantic contribution analysis, where a "best" message is engineered with the most impactful language.
5. Sailthru broadcasts the best content to the remainder of the client's audience.
6. Post campaign, a full linguistic analysis of message functionality is revealed and fed back into our system so that we are better able to hone in on semantic elements in future campaigns.