

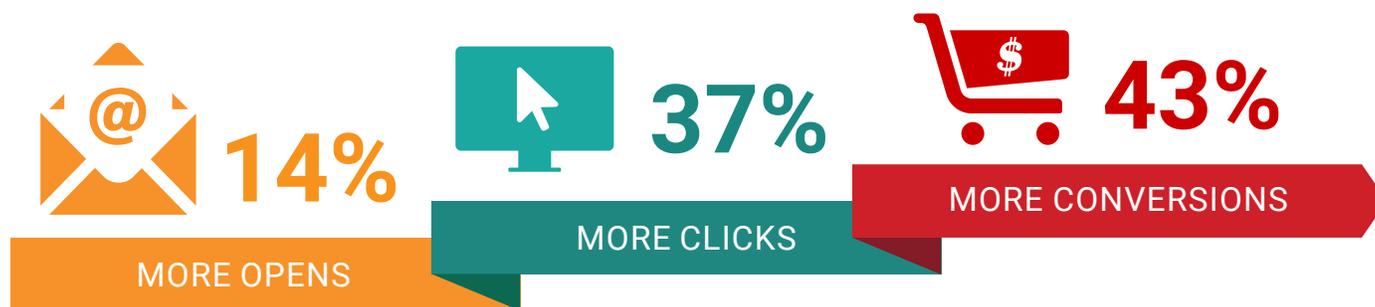
Unlock the power of words with Persado + Oracle Responsys.

Why Persado

Persado is reinventing digital marketing creative by applying mathematical certainty to the words we use in marketing communications. In an era where marketing budgets have hit the wall and digital marketing creative is underperforming, Persado is empowering companies to break out of performance barriers by shifting digital creative from subjective “guesswork” to science.

Brands using Oracle Responsys can start leveraging Persado to unlock the power of words, win every digital marketing moment, and experience dramatic new brand engagement and revenue performance.

The Impact of Persado + Responsys for Email



The Benefits of Persado + Responsys

Make an Immediate Impact



Whether you use Classic or Email Message Designer, Persado easily integrates with Responsys, which means you can experience significant results in days.

Continuously Outperform



The design of Persado's experiments drives material impact and powers machine learning, so you see improvement every time.

Gain Insight into Every Word



Persado's technology enables the analysis of thousands of language variations, giving marketers full visibility and quantifiable results into each and every word.

Generate Content in your Brand Voice



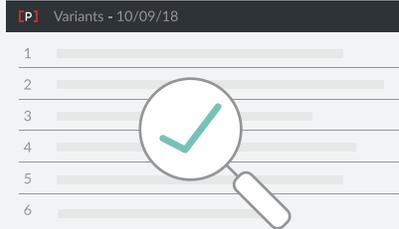
Persado develops a unique custom language model for every brand which uses daily inputs of data from your audience to continuously evolve and deliver maximum impact.

How We Work Together

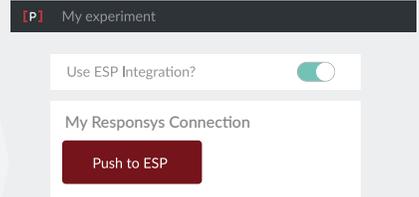


Request New Experiment

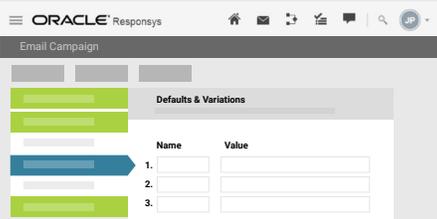
1 Request a subject line experiment in Persado.



2 Review your email subject line variants, select alternatives and approve final versions.



3 Export your subject lines directly to Oracle Responsys.



4 Use Persado's integration directly in the Responsys Classic or EMD interface to automatically pull subject lines and set-up your experiment.



5 Schedule and send your Persado experiment to a sample audience.



6 Deploy your winning message to the remainder of your audience, and watch your opens, clicks and conversions go through the roof!

Together We Optimize Email Marketing for These Amazing Clients:



About Persado

Persado is reinventing digital marketing creative by applying mathematical certainty to words, the foundational DNA of marketing. By unlocking the power of words, companies win every digital marketing moment, experiencing dramatic new levels of brand engagement and revenue performance across every channel.

For more information about Persado or to schedule a demo, please visit persado.com and follow Persado on [Twitter](#) or [LinkedIn](#).