Words Matter:
The Foundational DNA of Marketing.

Develop Creative in a Radically New Way

In an era of data-driven decision making, Persado empowers global brands in Retail and eCommerce to break through performance barriers and define the future of digital marketing success through the power of applying AI and data science to the marketing message. By shifting digital creative development from subjective "guesswork" to science, Persado helps companies generate creative for digital marketing in a dramatically new way, using the power of intelligent automation, AI and advancements in linguistic science to unlock the full power of words to engage consumers at a deeper level, one by one, moment by moment, across all digital marketing channels.

Why Persado

Act with certainty.

Always know which words and phrases make the right emotional appeal with high-value, hard-to-get customers to increase acquisition, retention, and share-of-wallet.
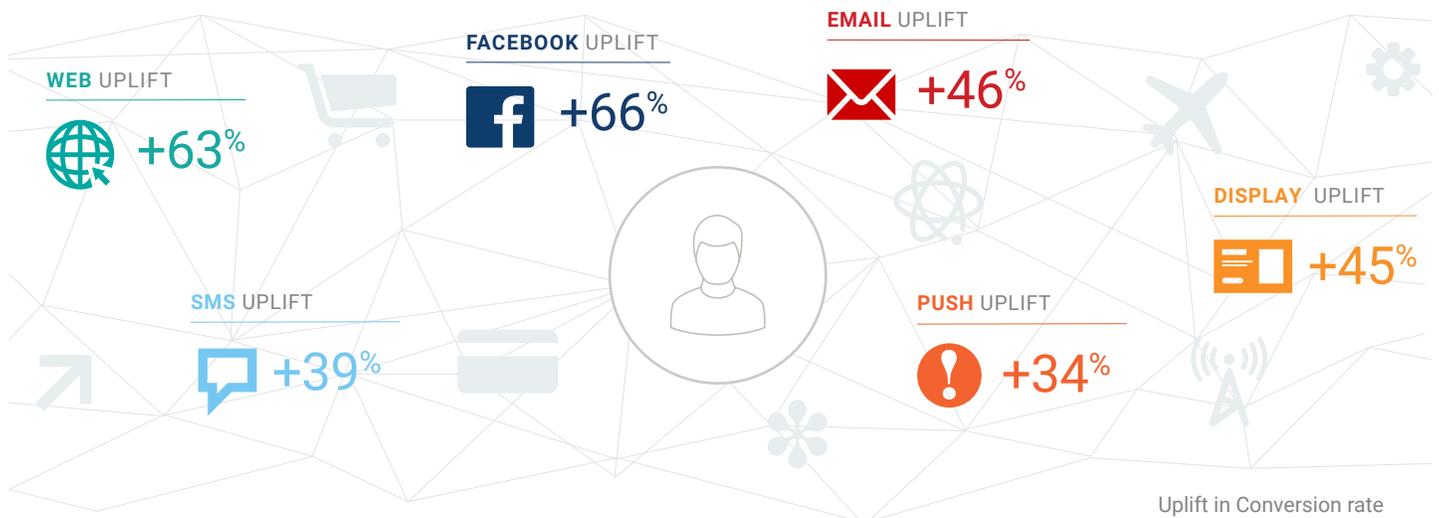
Continuously outperform.

Drive higher performance across the customer journey, reducing churn and growing brand loyalty and awareness with shoppers in a highly competitive market.
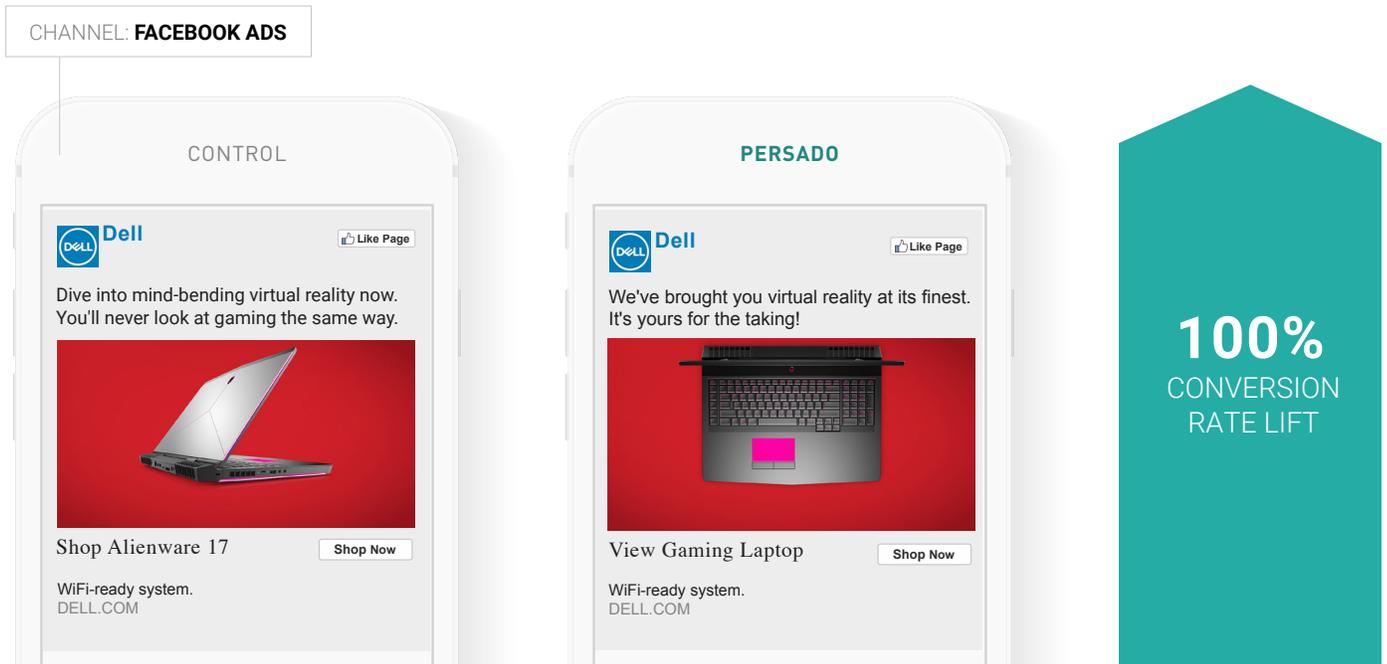
Make an immediate impact.

Multiply the impact of your existing Martech stack and see dramatic results in days, leaving Persado's technology to do the heavy lifting.

Words Matter at Every Moment in the Customer Journey

WEB UPLIFT
+63%

FACEBOOK UPLIFT
+66%

EMAIL UPLIFT
+46%

DISPLAY UPLIFT
+45%

SMS UPLIFT
+39%

PUSH UPLIFT
+34%

Uplift in Conversion rate

CHANNEL: **FACEBOOK ADS**

CONTROL

Dell

Like Page

Dive into mind-bending virtual reality now. You'll never look at gaming the same way.

Shop Alienware 17

Shop Now

WiFi-ready system.
DELL.COM

PERSADO

Dell

Like Page

We've brought you virtual reality at its finest. It's yours for the taking!

View Gaming Laptop

Shop Now

WiFi-ready system.
DELL.COM

100%
CONVERSION
RATE LIFT

Leading Consumer Brands in Retail & eCommerce Have Already Joined the Movement

Over **250** industry leaders are using data science to unlock the power of words to drive results and inform brand messaging.

WILLIAMS SONOMA   Neiman Marcus lastcall   DELL   UNDER ARMOUR   StubHub   1·800 flowers.com

Brant Gonzalez | Director, Consumer Marketing, Dell

From day one Persado has consistently delivered high performance that impacts both engagement and the bottom line. As we've expanded our partnership, we've seen these results translate across time, channels and countries. Persado has not only delivered results but changed the way we think about language.

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.