[PERSADO]

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 Telecommunications 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 to optimize the customer journey at scale.

Why Persado

Act with certainty.

Always know which words and phrases make the right emotional appeal with high-value, hard-to-get customers, increasing cross-segment size and share-of-wallet.
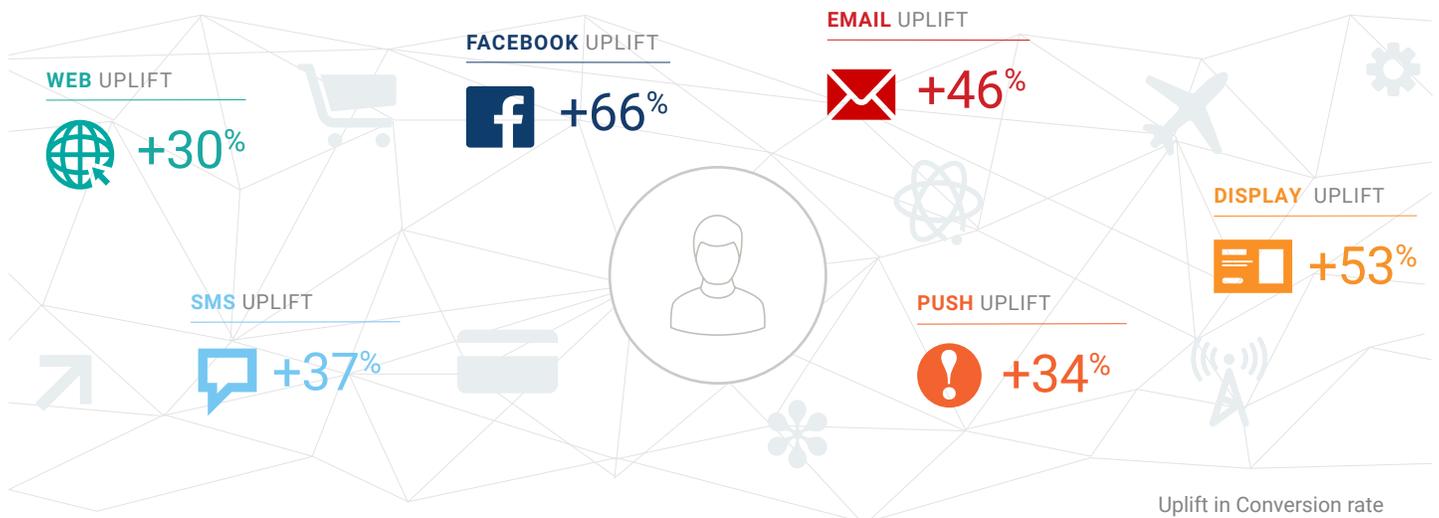
Continuously outperform.

Use words as a new source of value and differentiation, driving higher performance across the customer journey, whilst reducing acquisition and loyalty costs.
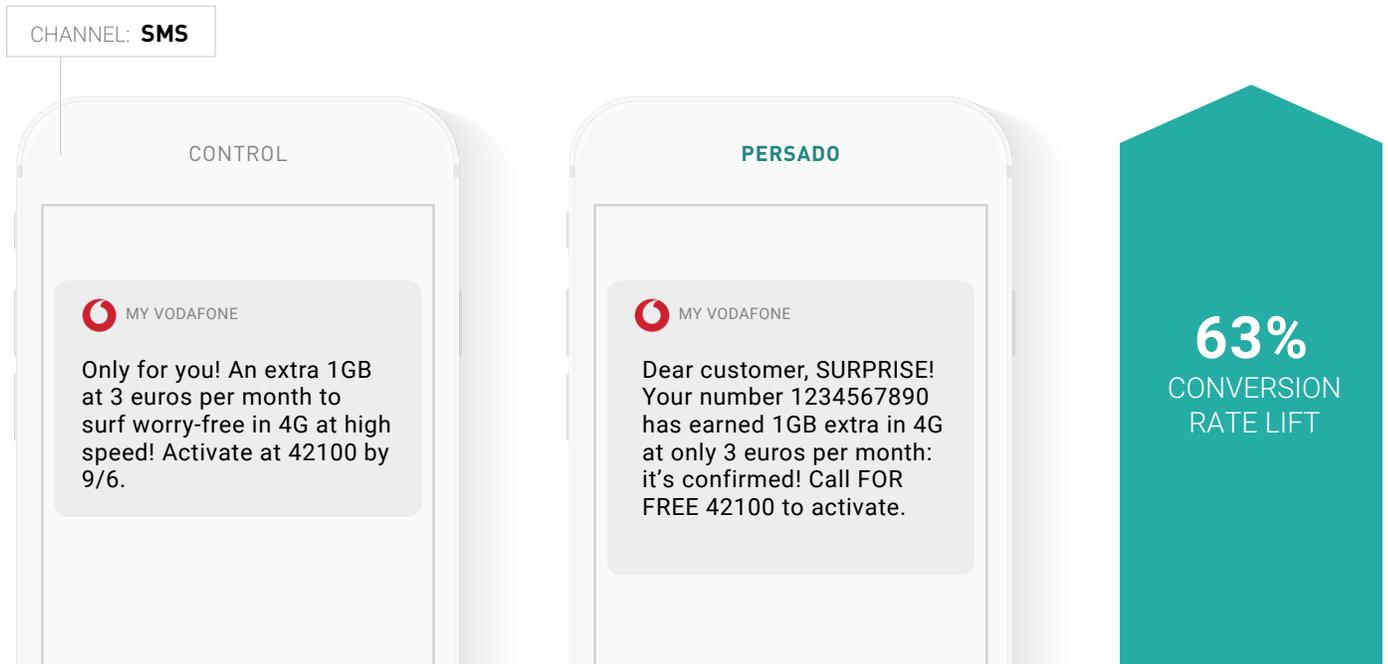
Make an immediate impact.

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 +30%

FACEBOOK UPLIFT +66%

EMAIL UPLIFT +46%

DISPLAY UPLIFT +53%

SMS UPLIFT +37%

PUSH UPLIFT +34%

Uplift in Conversion rate

CHANNEL: **SMS**

CONTROL

PERSADO

○ MY VODAFONE

Only for you! An extra 1GB at 3 euros per month to surf worry-free in 4G at high speed! Activate at 42100 by 9/6.

○ MY VODAFONE

Dear customer, SURPRISE! Your number 1234567890 has earned 1GB extra in 4G at only 3 euros per month: it's confirmed! Call FOR FREE 42100 to activate.

63%
CONVERSION
RATE LIFT

Leading Consumer Brands in Telecommunications 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.

vodafone   COX.   ΞΞTIM   WIND   COMCAST

❝ **Andrea Duilio** | Consumer Digital Director, Vodafone

We understand how very subtle differences in messaging can strongly influence engagement, so finding the right message for each campaign and audience with testing and data became a priority. Since we started working together in 2012, Persado has helped us land the precise message for many of our SMS and push campaigns, powering a 42% lift in conversion rates on average.

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.