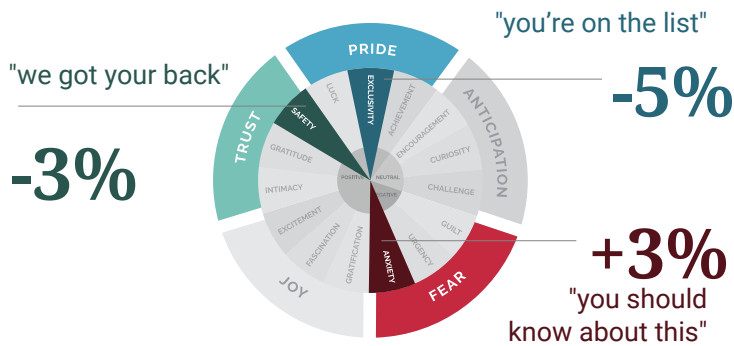


# How Air Canada Used Persado to Increase Customer Engagement

## Who

Air Canada is Canada's largest domestic and international airline, serving more than 200 destinations on six continents. Canada's flag carrier is among the 20 largest airlines in the world and serves more than 41 million customers each year.



## Why Persado

Air Canada uses Persado to revolutionize how they communicate with customers and how they develop marketing creative. By replacing traditional methods of writing copy with machine-generation technology, Air Canada's team maximizes engagement at every touchpoint and discovers the words that matter with every audience.

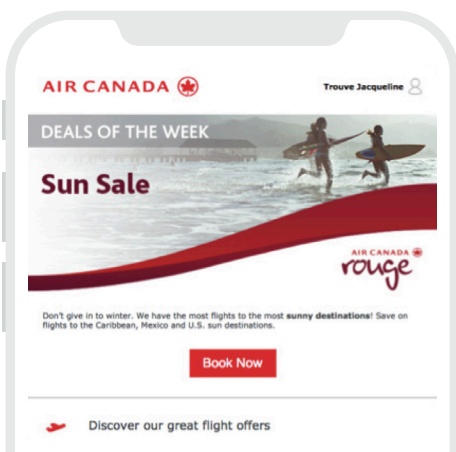
## AI in Action

Using Persado to run an experiment, Air Canada sparked a higher response by using Anxiety language to get a 3% engagement lift compared to a 5% drop using Exclusivity language and a 3% drop using Safety language.

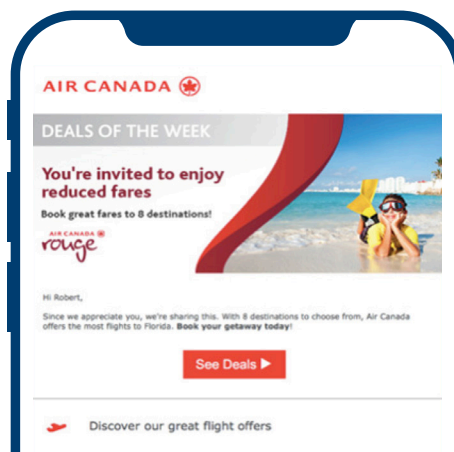
“We've seen a significant improvement in the effectiveness of our email marketing using Persado's AI engine to draft content. Beyond content generation, it's also the accompanying analytics of Persado that delivered value. All the results and decisions we make are driven by analysis, and that's really at the core of what Persado does.”

Mark Nasr | VP, Loyalty and eCommerce

### CONTROL



### PERSADO



### OPEN RATE LIFT

↑ **48%**

### CTR LIFT

↑ **219%**