

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.

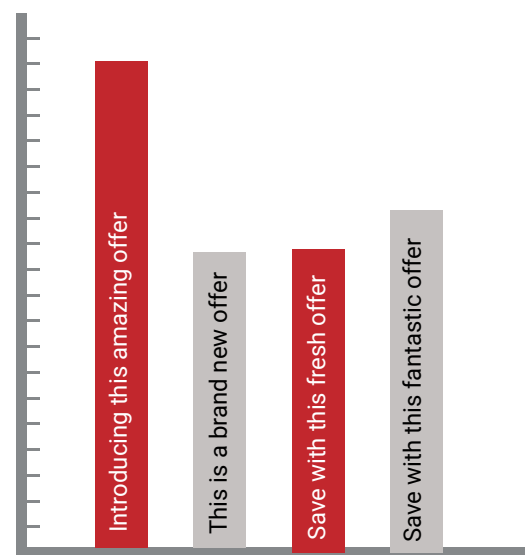
ADVANTAGES OF USING PERSADO

- ✓ 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

POWERFUL ANALYTICS



CATEGORIZATION OF EMOTIONS & LANGUAGE



GENERATE MORE EFFECTIVE PRODUCT DESCRIPTIONS & UNDERSTAND THEIR EFFECT ON RESPONSE

APPLICATION	PERSADO FOR HUBEXCHANGE	PERSADO ENTERPRISE
Product	PERSADO GO	ENTERPRISE FULLY MANAGED SERVICE
Description	Machine generate subject lines w/ the most action-inspiring language for optimal performance, featuring statistically backed sample size recommendations	Machine generate the most action-inspiring language for optimal performance across your marketing campaigns. Tailor to brand voice and guidelines
Channel	Email Subject Line	Multi-Channel; Email, Subject Line, Email Body, Web, Mobile, Social, Push Notifications
Performance	95% probability for higher performance	99% probability for higher performance
Reporting	Advanced reporting with projected response rates for copy performance. Cognitive content generation of the most effective message	Advanced and ad hoc reporting to uncover the emotions and language driving each of your segments to act
Support	Email Support -- 1-day response	Full technical, statistical, and account support, 24 hr/day and 5 days/week
Pricing	For information on pricing, contact a Persado sales associate email:sales@persado.com call: 646.820.0122	

FAQ & ADDITIONAL RESOURCES

Q: How does Persado integrate with Salesforce Marketing Cloud?

A: Persado leverages the SFMC/ExactTarget API to interact with the SFMC platform. We use the API to upload content within a client's instance, split customer lists and deliver email campaigns. Persado then gathers Key Performance Indicator (KPI) metrics & produces content that increases Open, Click Through Rates and Conversions.

Q: How do I get started?

A: SFMC clients can either install Persado Go from AppExchange or become a fully managed partner with Persado.

Q: Does Persado generate copy for all channels?

A: Persado Enterprise supports virtually any channels - email, mobile, display, etc. Persado Go for SFMC currently provides machine generated email subject lines, with other channels being added soon.