

Words Matter: The Foundational DNA of Marketing.

Develop Creative in a Radically New Way

In an era of data-driven decision making, Persado empowers brands 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 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.

Data-driven analytics and quantifiable results ensure you always know which words and phrases make the right appeal with your customers.



Continuously outperform.

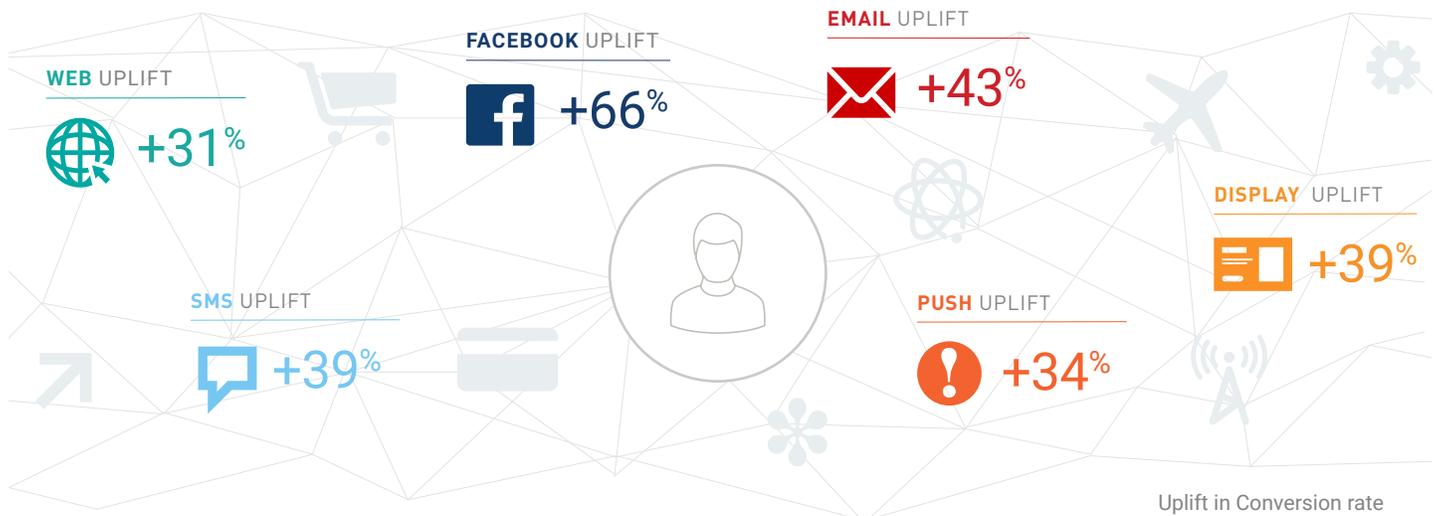
Drive higher performance across the customer journey, in any channel, for any digital marketing moment, achieving up to 30x ROI.



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



CHANNEL: WEB

CONTROL

PERSADO

22.59%
REVENUE LIFT

Leading Consumer Brands 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.



Financial Services



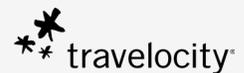
Technology



Retail & eCommerce



Telecommunications



Travel & Hospitality

“ Ben Blake | VP of Global Customer and Business Development, Hotels.com

Through Persado, we've gained invaluable insight around the power that language can have to engage customers. Persado's machine learning algorithms understand how people react to what they're reading, and in that understanding, can lead to far higher levels of engagement.

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](#).