

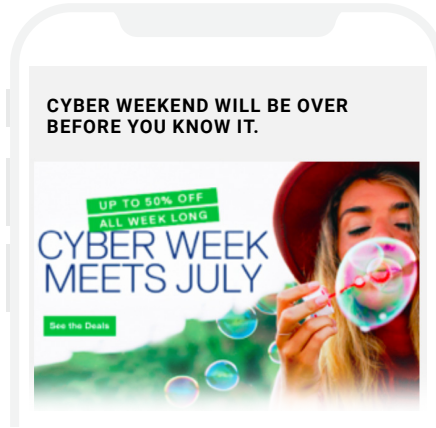
CHANNEL: **EMAIL SL & BODY**

Results

+59% CTR UPLIFT

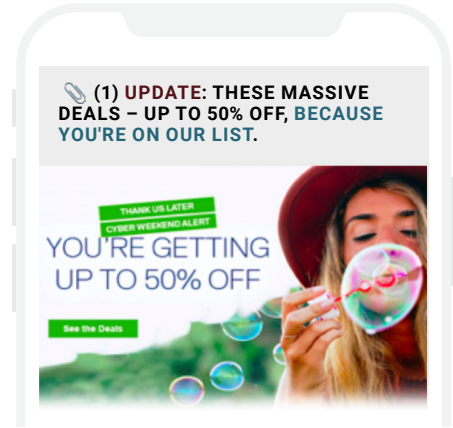
+79% CONVERSION UPLIFT

CONTROL



CONTROL CONTENT: **DESCRIPTIVE**

PERSADO



TOP PERSADO CONTENT: **GRATITUDE, ANXIETY, EXCLUSIVITY**

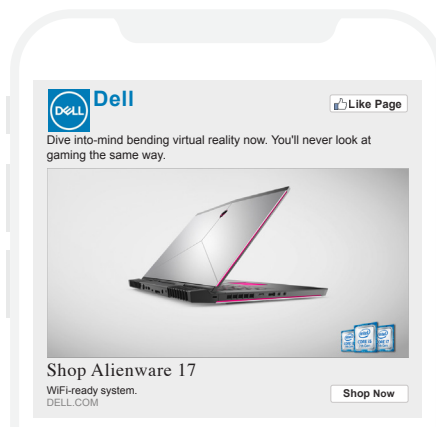
CHANNEL: **FACEBOOK ADS**

Results

+24% CTR UPLIFT

+100% CONVERSION UPLIFT

CONTROL



CONTROL CONTENT: **CHALLENGE, URGENCY**

PERSADO



TOP PERSADO CONTENT: **EXCLUSIVITY**

Looking Forward

Using Persado's AI, Dell employs a data-driven, customer-centric approach to improving content across their marketing platform. Dell's customers now get tailored messaging — and Dell gets higher engagement, valuable insights, increased revenue and stronger brand loyalty.

Brant Gonzalez | Director, Consumer Marketing

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](#).