

How a Large Global Clothing Retailer Increased Order Rate 112% with AI

Acquisition Rates From Their Web Pages Were Declining

This Fortune 500 company relies on their web pages to drive brand awareness and acquisition of new, high-quality customers. Unfortunately, decaying sign-up rates from their web banner meant a shrinking subscriber list and declining digital sales.

As with any marketing message, words matter. Though their team had A/B tested the phrasing of their email sign-up web banner, this approach wasn't making a big enough dent on their critical issues.



DECLINING ACQUISITION of high-quality customers.



DECREASING SALES from new visitors.



LACK OF INSIGHTS needed to personalize their messaging.

Why Persado

This top global retailer began working with Persado, the world's leading technology in AI-generated language, to increase engagement, personalize content at scale, and boost revenue.

Powered by advanced, statistical design, Persado's AI platform helped their web team nail the precise messaging of their web banner that turned visitors into customers and drove meaningful impact on revenue.



2,048 PERMUTATIONS EXPLORED



+104% LIFT IN SIGN-UP RATE



2,622 ADDITIONAL ORDERS



\$171,798 INCREMENTAL REVENUE

*Raw incremental sign-ups and revenue observed over 3-day period, April 6-9, 2018

↑ 112%

ORDER RATE LIFT

PERSADO

.52% ORDER RATE

20% OFF - YOU'VE REALLY WON BIG

You'll officially be in the loop for NEW arrivals, daily deals, exclusive sales & more.

GET 20% OFF

PERSADO INSIGHTS

- + Emotional language in the headline impacted sign-up rate by **72%** —more than any other element. Out of four variants tested, the winning phrase was **"You've really won big."**
- + The CTA was the second most important element, contributing **20%** to sign-up rates.
- + Varying text before and after the CTA, the description beneath the headline, and the image all had minimal impact on engagement.

SIGN UP FOR EMAIL & SAVE 20%

Get instant access to new arrivals, daily deals, instant access & more.

SUBSCRIBE

CONTROL

.25% ORDER RATE

*Web Banner Case Study, Global Retailer



We saw a huge spike in opt-in numbers for one of our brands and wanted to figure out what they were doing... we learned it was because of Persado's pop-up so we immediately got next in line!

- Senior Marketing Manager

Ready to Heat Up Every Web Page

Excited by the tangible impact of Persado's AI, each of their brand's marketing teams had the same question: "What's next?" They plan to leverage Persado's seamless integration with Optimizely to enhance their promo pop-ups, check-out pages, card acquisition pages, and more.

Setting themselves apart from their competitors, this innovative global retailer now relies on Persado's AI technology to generate high performing brand language for any channel at scale, gain deeper customer understanding, and hit quarterly marketing targets.

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](#).