RappiPay Generates 179% Uplift in Conversion Rates by Trusting AI to Deliver Faster, Better Messages

RappiCard

Fresh off a $5.25B+ valuation, RappiPay partners with fellow tech disruptor Persado to optimize new product launch

Founded in 2015, Rappi took the world by storm with a strong focus on responding to customer needs and building innovative technology. Rappi expanded its financial services presence with the formation of RappiPay, a digital banking company with its sights set on revolutionizing digital banking services.

Start with what the customer needs: a new way to think about financial services

RappiPay is a digital-first business, which enables them to think differently about their customers and how they want to engage. Rappi realized that if they could combine multiple services into one—food delivery, mobility, grocery delivery, other last mile services, and even travel—the resulting superapp would be a compelling offering for their customers, while giving Rappi a deep understanding of their users.

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>
> **Juan Guerra**
> CEO of RappiCard Mexico

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Beyond the services lens, their users were paying for orders in cash or debit cards, which meant they weren't building credit scores or taking advantage of reward points. They aren't alone: Latin America is home to 650+ million people, nearly half of whom are unbanked. RappiPay customers shared that they didn't want to be over-indebted, face surprise fees, or worry about security concerns. Universally, they hated going to banks.

"What if we could design an amazing credit card that could solve all these issues?" said Juan Guerra, CEO of RappiPay Mexico. "It wasn't just a Rappi user problem," Guerra said, "it was an everyone problem. And that is why we decided to transform the way credit cards work in Mexico, and soon, the way financial services are delivered across Latin America."

RappiPay took their deep, holistic view of customers and responded by creating a credit card, RappiCard, with no annual fees, more cash back, and nearly frictionless access— physically delivered to the customer's door in 30 minutes—to build life-changing credit.

But how would they get the word out to customers?

The challenge: how to launch a new product in a noisy market

RappiPay uncovered a challenge: with many verticals integrated into one place, people can become unresponsive to messages and push notifications. Juan and his team started having conversations around AI. "We could have hired a huge team to figure out the best combinations of messages to send to customers that would inspire them to action. Instead, we decided to use technology." The savvy marketing team at RappiPay recognized that to meet their customer acquisition goals, it would be critical to understand the channels and content that would most resonate with their customers.

RappiPay partners with Persado to launch RappiCard with AI-generated content

Juan Guerra was already familiar with Persado and its reputation for delivering impact in the FinServ community. Guerra was confident in Persado's ability to use language to unlock value and ultimately drive RappiPay's mission forward. "RappiCard speaks to customers in their own language, and Persado has helped us quickly find the best ways to do this," said Guerra.

Ignacio Cordero, Head of Growth for RappiPay Mexico, was a key partner who provided critical input, laid the groundwork for the partnership, and planted seeds for swift progression towards growth at scale. "As a major advocate for data-driven decision making, I knew that leveraging Persado's AI capabilities within our technology stack was a logical decision," said Cordero. "I have a very close working relationship with the Persado team, and the synergy has made it apparent that this is fundamental to scaling RappiPay."

Using the Persado AI platform helped RappiPay avoid the inefficiency of guesswork and subjective opinions on how to engage their customers. "It's important to recognize where you might be biased. The only way to find out what your customer really wants is to put stuff in front of them and see how they react, rather than drawing on your assumptions. The AI simply iterates until it gets it right; it has no ego. We are here to serve the customer, not ourselves. We need to do whatever the customer requires us to do, and the machine is a more efficient way to get to that solution."

RappiPay leverages Persado to scale language and drive growth

Working closely with the RappiPay team, Persado designed a two-phased launch plan:

- Push new subscribers to the RappiCard waiting list which also primed and refined the Persado AI.

- Build on the waitlist learnings to drive customer acquisitions through applications when the card became available.

> " The more content we feed into Persado, the more powerful it becomes, simplifying our work with every subsequent experiment.

Celestin Sourbier
Performance Marketing Manager,
RappiPay Mexico

It was here that Celestin Sourbier, Performance Marketing Manager at RappiPay Mexico, was most instrumental. Sourbier provided Persado with control content, which fueled the Persado machine learning engine. Persado categorized the messaging into components to identify the specific words, phrases, and emotions that enticed RappiPay customers. Persado created multiple message variations that were approved by Sourbier, then tested through four primary channels: email, push notifications, in-app notifications, and Facebook ads.

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Juan Guerra
CEO of RappiCard Mexico

"Persado is like an extension of our RappiPay team. They're in the weeds with us, ensuring that our brand voice is maintained while crafting messages that resonate with our customers," said Celestin Sourbier. "Learning to navigate the Persado Portal was intuitive and has made it possible to manage multiple campaigns. The more content we feed into the Portal, the more powerful it becomes, simplifying our work with every subsequent experiment." Persado delivered actionable insights through the Persado Portal, clearly detailing which variants were the top performers and why.

And now RappiPay is learning and growing with Persado, providing different messages in micro comments and generating highly effective, personalized language across channels and at scale. "This generation cherishes authenticity," says Guerra, "so they really responded to the right messages. We saw this completely organic, spontaneous growth; it just really caught on fire. If you find a way to truly delight people, you're really onto something."

Persado delivers triple-digit lift in conversions and actionable insights for future campaigns

The results are incredible. The AI-generated content from Persado delivered a 179% uplift in conversions, catapulting the RappiPay team far ahead of its goals. RappiCard gained 250,000 new cardholders in the first 6 months in Mexico alone, is currently available in Peru, Colombia, Brazil, and is set to launch in Chile.

RappiPay plans for an omni-channel Persado presence that evolves with customers' expectations. By aligning with RappiPay's goals, then projecting and delivering impactful results, Persado provided the RappiPay team with confidence in their product launch and insights to guide their future goals.

Human + Intuition

Human + Persado
Best Persado Variant

Figure 1 - Persado variant vs. control messaging insights for Facebook Ad channel.

Contribution of Elements

21%	Emotional
20%	Descriptive
56%	Formatting
3%	Functional

Top Emotion

Safety
" ¡Todo confirmado!"

Formatting Feature

RappiCard Image
contributing 48% to overall response rate.

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[P E R S A D O]

Thinking ahead: RappiPay activates first-party data with Persado

RappiPay has a significant amount of first-party data, so much that they haven't had the time to get the most out of it, even with dedicated Rappi data scientists. It's a problem most brands understand well; most companies are, on average, using only 20% of the data they capture.

"We could triple the size of the team and we'd still be working for a decade to make full use of the data we have," says Guerra. "There is so much low-hanging fruit. The key to innovation and financial inclusion is being able to operate at better margins, which is largely a function of being able to use data to better manage risk, increase conversions, and reduce acquisition costs. The investments you need to make in data are super small compared to the huge returns you can gain from them."

Now, RappiPay is rethinking everything: acquisition, underwriting, credit worthiness, building credit, being everywhere they are. And they're doing it by activating their customer data with Persado. Together, Persado and RappiPay discovered how to empower customers, speaking to them with precision, delivering personalized content that resonates and inspires action, and continuing to delight customers.

Beyond the numbers, Persado surfaced insights in two key areas:

- Discovered different emotions and headlines that resonate best with customer segments

- Delivered key cross-channel metrics that helped RappiPay forecast enrollment as they move forward

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Juan Guerra | CEO of RappiCard Mexico

Persado + financial services

Innovative banking, payments, lending, investment and fintech organizations use Persado to boost acquisition, loyalty, and value across an array of products and services, including credit cards, auto and personal loans, mortgages, checking and savings accounts, business banking, and wealth management.

ABOUT PERSADO

Persado is the AI content generation and decisioning platform that unlocks billions in incremental revenue for data-driven enterprises. Leading brands including J.P Morgan Chase, Humana, Williams Sonoma, American Express, and Verizon rely on Persado to realize the untapped potential in every message. Words matter. And when they are mapped to human emotion, generated by the Persado AI, and powered by machine learning, organizations reach a tipping point in their ability to understand the customer and personalize language experiences across touchpoints and channels—creating a continuous ability to learn, gain further customer insights, and drive ever higher performance.

Visit Persado.com to learn more.