AI→ in Action

How AI Can Motivate Your Customers to Engage and Act

MARKETING ARTIFICIAL INTELLIGENCE INSTITUTE®

[PERSADO]

AI → in Action

Aug. 30

How AI Can Help Google Love Your Content

Aug. 31

How AI Can Power Your Ad Campaigns

Sept. 1

How AI Can Motivate Your Customers to Engage and Act

✦ MarketMuse

AiAdvertising

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- Leave questions in the Questions box or in chat
- Technical difficulties? Leave a note in chat
- Watch your email for on-demand links
- Tweeting? Use #MAICON22
- Link for other events: https://bit.ly/AIinAction2022

MAICON 2022 Bundle

Watch our MAICON 2022 main stage sessions on-demand.

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With the theme "Next-Gen. Now," MAICON 2022 content is designed to help marketers better understand what's possible with AI through case studies, methodologies, and technologies.
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Piloting AI for Marketers Series

Drive Productivity, Creativity, and Performance with Artificial Intelligence

PRE-ORDER TODAY

- Basic definitions and applications of AI.
- Tips to identify AI use cases.
- Processes to prioritize quick-win pilot projects.
- Steps to solve marketing challenges more efficiently.
- Frameworks to assess and buy AI technologies.

- Case studies of brands building smarter businesses with AI.
- Resources to gain executive support for AI initiatives.
- Strategies to launch pilot programs with confidence.
- Guidance to advance your career, and your team.

- Learn more: **https://bit.ly/pilotingai**
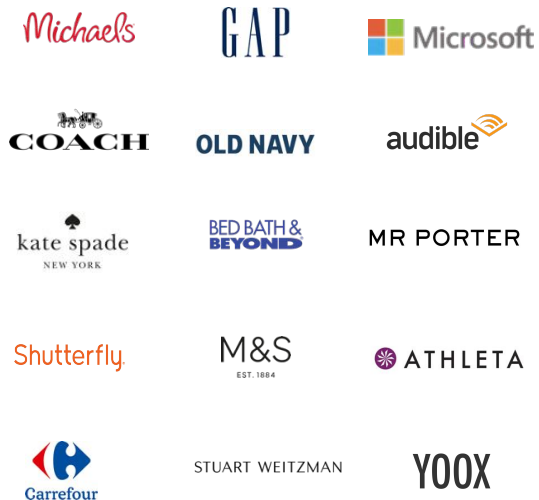
Agenda

- A Profitable Language AI Opportunity

- What is Motivation AI?

- Lessons from 10 Years of AI-Driven Campaigns

- Best Practices for Engagement in 2022

- Key Takeaways for Leveraging AI

These Brands generated $1.5B of incremental value with Persado

[P]

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ACCOLADES

WORLD CHANGING IDEAS 2021
FAST COMPANY 2020 MOST INNOVATIVE COMPANIES
FORTUNE 50 COMPANIES LEADING THE AI REVOLUTION
AMERICA'S FASTEST-GROWING PRIVATE COMPANIES Inc. 500
FORRESTER BREAKOUT VENDOR
Gartner COOL VENDOR

Michaels Realizes Incredible Engagement Uplift with Persado

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BONUS ALERT - WE'RE GIVING YOU AN EXTRA COUPON FOR YOUR NEXT PURCHASE!

95%
of emails are now personalized

25%
CTR uplift in email campaigns

Personalization is a Customer Expectation

> Over three-quarters of consumers said that receiving **personalized communications** was a key factor in prompting their consideration of a brand, and 78% said such **content made them more likely to repurchase**.[1]

McKinsey & Company

78%

Consumers' incremental propensity to buy when shown personalized language[1]

[1] McKinsey, The value of getting personalization right—or wrong—is multiplying
[2] BCG, Personalization

75% of companies say they provide **excellent personalization**

52% of customers disagree

The Risks of Poor Personalization

"Brands risk losing

38 %

of customers due to poor personalization efforts"*

45%

of customers are less likely to shop again with a brand after a non-personalized experience**

A $1.7-3T opportunity … so why is it so hard?

↘ Data and technology gaps

↘ Privacy concerns

↘ Inability to scale

↘ Non-differentiated experiences by channel

↘ **Incomplete strategy**

Motivation

10 years of Motivation AI

100 Billion
digital impressions

1.5 Billion
end-customer
interactions

645+ Years
of experimental
knowledge

15.5 Million
generated messages

Customers Engage When You Tap into Motivations

Gratitude	Achievement	Attention	Gratification	Intimacy
Exclusivity	Safety	Excitement	Challenge	Fascination
Urgency	Encouragement	Regret	Luck	Curiosity

The Top 3 Emotion-Driven Motivators *On Average* Stay Consistent–How You Use Them Changes

Achievement

Achievement - praising or rewarding the customer for an accomplishment

Take that trip - you deserve a vacation.

You scored this amazing deal on a trip

We're rewarding you with a sale! 🏆

You totally deserve to treat yourself 💕

Attention

Attention - alerting the customer to the importance of the message

Supply chain update: How we're preparing

📌 Restock notification

FYI, we're fully stocked and prepared in advance of the holidays

Gratification

Gratification - incentivizing customer by highlighting received value

You are getting a new offer on travel to New York

We're giving you 40% off car rentals until the Summer.

This hotel+airfare deal is yours to claim

2020 - 2021 Mindful Messaging

"Attention" is out

⬇ A regular top-performer dropped to the bottom of the performance ranks.

⬇ All caps, exclamation points, and bold formats. also underperformed.

"Trust" is in

⬆ Trust motivators rose to the top of the ranks.

⬆ All messages needed a human review.

Focus on care

⬆ "We're here for you".

⬆ Transparency.

2021 Mindful Messaging

	Spotlight on Attention 2019:	Spotlight on Attention 2021:
Retail	**Breaking news** 🚨 New collection drops at midnight	**In case you missed it**— our SS22 spring collection just dropped 🌸
Finserv	**Alert!** Your account requires an update	A friendly message about your account status
Insurance	**Urgent message**— your requested quote is enclosed	Review Request: Your claim status is enclosed

Seasonal campaigns bring big surprises

Emotion–Based Motivators Black Friday / Cyber Monday 2021

2021 top performers

Historically successful

EMOTION
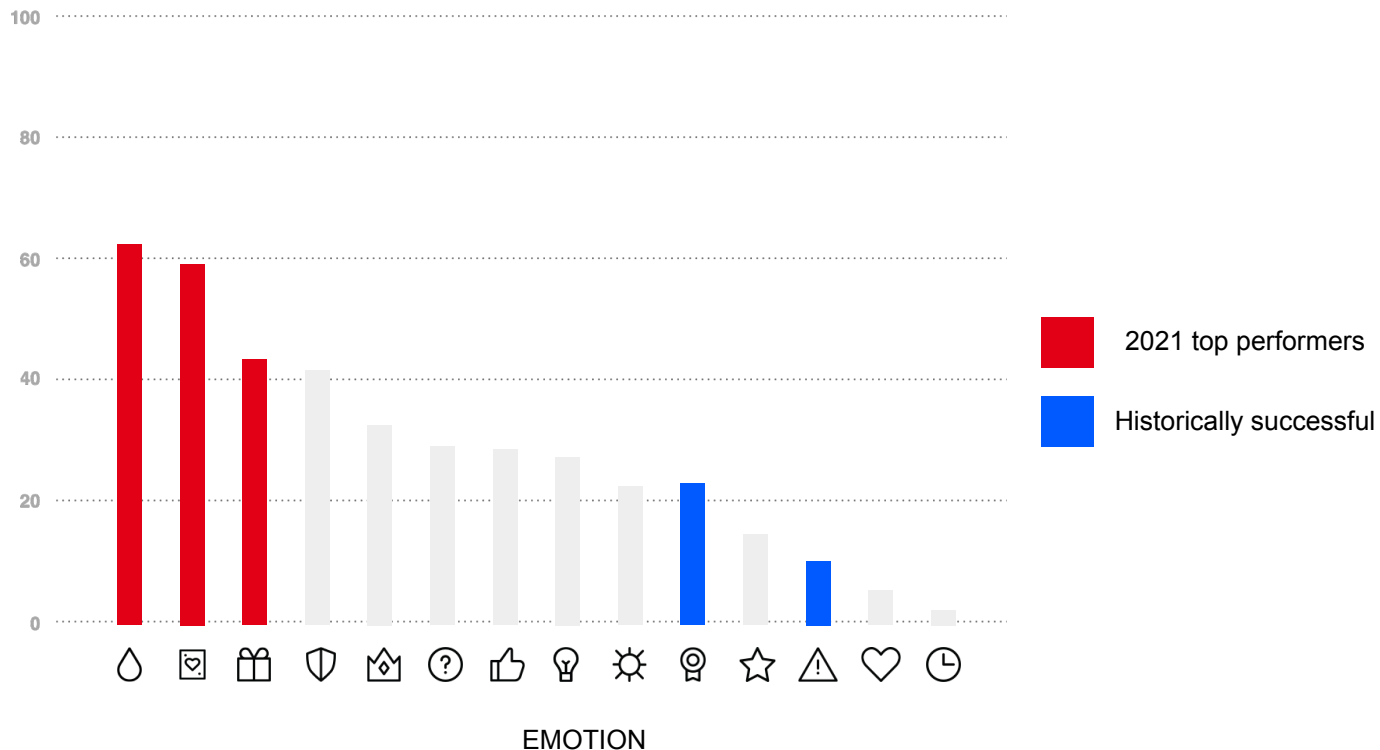
Language Elements Work Together to Motivate Customer Action

+7%

Positioning:
Lead with offer,
then emotion

+21%

Emotion:
Encouragement

+5%

Formatting:
Emoji

With these **amazing** **savings,** **you're ready for anything** that comes your way 🏆

+8%

Description:
Enthusiasm

-3%

Offer:
Non-Specific

+14%

Narrative:
Self-Confidence

Persado

The Only **Motivation AI Platform** that
Enables Personalized Communications at Scale
To **Immediately Inspire Each Individual to Engage and Act**

" *The Persado platform has been instrumental every step of the way, to drive measurable outcomes. Not only did it drive better marketing performance, but Persado's AI creates language that resonates more with our customers.*

Abeer Bathia
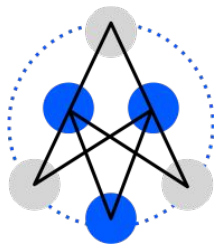*Head of Marketing Growth & Innovation*
Chase Card Services

CHASE ◆

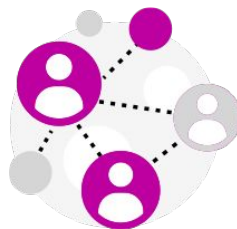# Path to Sustainable Growth and Personalization

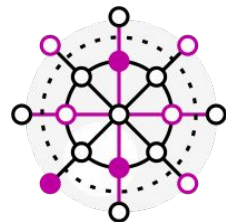**Use AI-generated content for immediate impact**

Leverage ML decisioning and experimentation

Personalize to your audience segments

Deliver personalized content at scale

Shift from guesswork to data driven content

Determine language with the highest success backed by the insights to understand *why*

Perfect Segment-Based messaging across channels

Achieve personalization at scale in an omni-channel environment

Predict
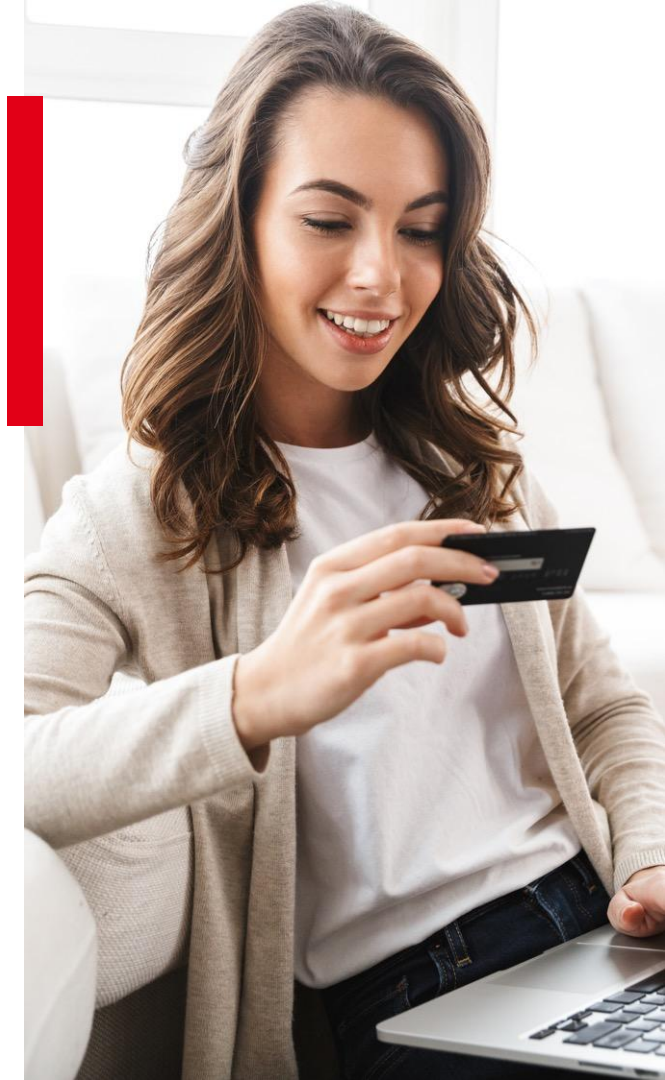
Experiment

Hyper Personalize

Aggregate ◄┈┈┈┈ **Insights** ┈┈┈┈► Individual

Overall Takeaways

- Personalization needs motivation to unlock its full potential
- Conversions rise when customers are motivated to engage and act
- Brands that discover what motivates their customers—and can scale those discoveries—will see growth
- It's only possible with Motivation AI

Thank you. Let's Connect!

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