

Thank you for joining! The webinar will begin at the top of the hour.

[PERSADO]

4 Proven Ways to Combat Margin Pressure Using Language AI



[PERSADO]

4 Proven Ways to Combat Margin Pressure Using Language AI



Speakers



Alex Olesen

Head of Vertical Strategy
Persado



Brianna O'Hara

Director of Product Marketing
Persado



Mike Kaput

Chief Content Officer
Marketing AI Institute



The Age of Intelligent Automation

80% of what marketers do every day will be **intelligently automated** to some degree in the next 3 - 5 years.

www.MarketingAIinstitute.com



Our Mission

Make AI approachable and actionable for marketers.

www.MarketingAIinstitute.com





www.MarketinAIinstitute.com



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www.AIforCMOs.com

The Monthly Webinar Series



[Live - April 14, 12pm EST] How to Dominate Your Next Conference Using AI +Out-of-Home Advertising

Out-of-home marketing is changing with the help of AI. And now is the time to integrate smarter OOH into your marketing mix.

Jeanne Hopkins, CEO of OneScreen.ai, explains how you can drive traffic to your event, to your booth, and to your website, with out-of-home (OOH) advertising. OOH is not just billboards anymore—and it's far from old school. With the help of AI, OOH gives marketers the power to target prospects and measure impact like never before.

OOH can be your conference domination secret whether you're a venue manager, event organizer, sponsor, or exhibitor. Join the webinar to learn how to integrate your brand with the real world and generate maximum attendance at your next conference.

Even if you're not marketing events or conferences, this webinar can help all brands develop more strategic and intelligent OOH advertising plans.

[Register Now](#)



[Live - April 28, 12pm EST] Intro to AI for Marketers

This 30-minute live online class shows you how. In it, Marketing AI Institute founder and CEO Paul Roetzer will teach you exactly how to understand and get started with AI. During the class, you'll learn:

- What AI is, and why it matters to marketers.
- How to identify AI use cases.
- How to find and evaluate AI technology vendors.
- How to classify AI applications within the five levels of the Marketer-to-Machine Scale™.
- What business outcomes AI can help you achieve.
- How to measure the value of AI tools on your company's efficiency and performance.
- How to prepare your team for piloting and scaling AI.

[Register Now](#)



[Live - May 12, 12pm EST] How to Make Outdoor Your Best Marketing Channel with AI featuring OneScreen.ai

OOH includes transit media, street media, and airport media. Think about reaching your customers in shopping malls, grocery stores, healthcare centers, gas stations, bars, and retail locations.

Artificial intelligence can help you reach your customers and ideal audience where they're spending their time...and target them as you've never been able to before. Join Tim Rowe, Chief Strategist at OneScreen.ai, as he shows the near-limitless potential of OOH campaigns using AI.

See AI in Action when Tim explains how AI-powered out-of-home campaigns can help you:

- Reach the right audience at the right moment
- Leverage and provide data without sacrificing creativity
- Extend your digital marketing beyond handheld devices and computer screens



Industry leaders help you understand, pilot and scale AI.

bit.ly/marketing-ai-webinars



Today's context: multiple pressures

[P]

A Unique Triple Squeeze of Compounding Pressures as Recession Threatens

01

Persistent High Inflation



90% of CEOs say inflation will be a significant factor in their region in 2022.

69% of CFOs still believe nonlabor input costs will rise significantly.

02

Scarce Expensive Talent



47% of CFOs report it's difficult to find and hire enterprise talent.

Of candidates who accepted a job offer in 2021, **49%** had at least three offers to consider.

03

Global Supply Constraints



48% of CFOs believe supply chain volatility and shortages will last beyond 2022.

Supply chain issues are nearly **3x more** likely to lead to customer disloyalty today than an increase in price.

Margins

Takeaways:

- Growth and profitability will be hard-won
- Talent will be hard to attract
- Supplies will be scarce and out of sync with demand

Source: 2022 Gartner CEO and Senior Business Executive Survey, Gartner webinar poll: CFOs' 2022 Playbook for Enhancing Profitability and Driving Digital Acceleration, 2021 Gartner Candidate Panel Survey, Gartner Supply Chain's 2021 Customer Expectations Survey
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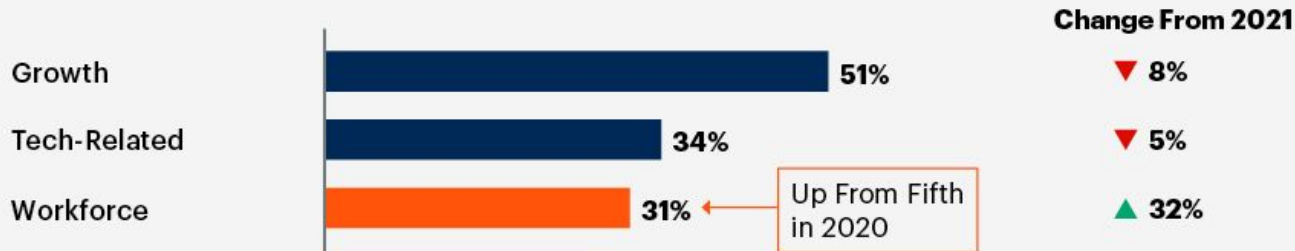
Gartner

CEO priority areas

[P]

CEOs' Top 10 Strategic Business Priority Areas for 2022-2023

Summary Top Three Mentions, Coded Responses



Source: Gartner
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Gartner®

What's keeping executive leaders up at night?

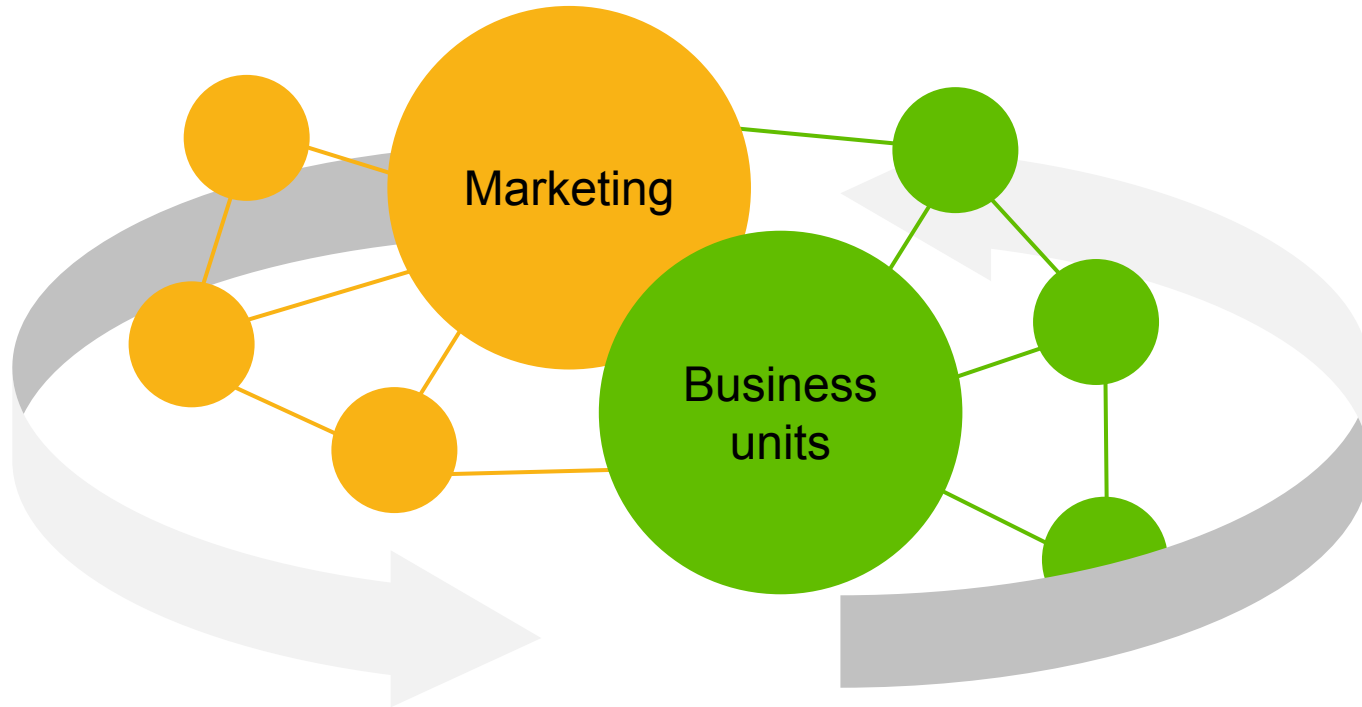
Revenue growth

Cost management

Talent constraints

Customer loyalty

Boost messaging performance with institutional collaboration



Persado

The only AI content generation and decisioning platform to automate on-brand, personalized language at enterprise scale, across touchpoints, channels, and segments—connecting you to your customer everywhere words matter.

“

Persado takes something that people thought was art - messaging and content - and provides a scientific, AI-driven platform that generates hyper-personalized communications that motivates our customers to immediately act.

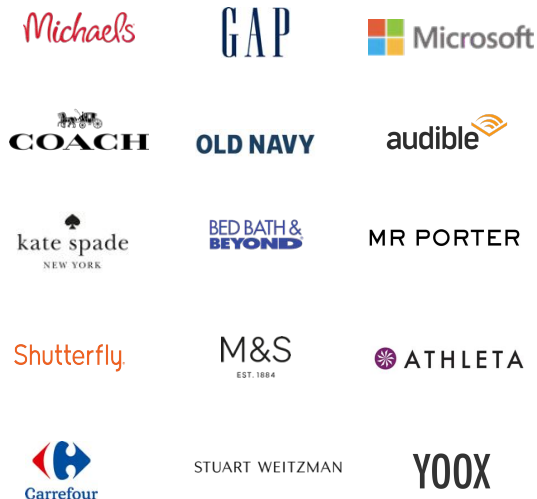
tapestry



Noam Paransky
Chief Digital Officer

Persado's top 30 clients have generated \$1.5B of incremental value so far with Motivation AI

RETAIL



FINSERV & FINTECH



TMT



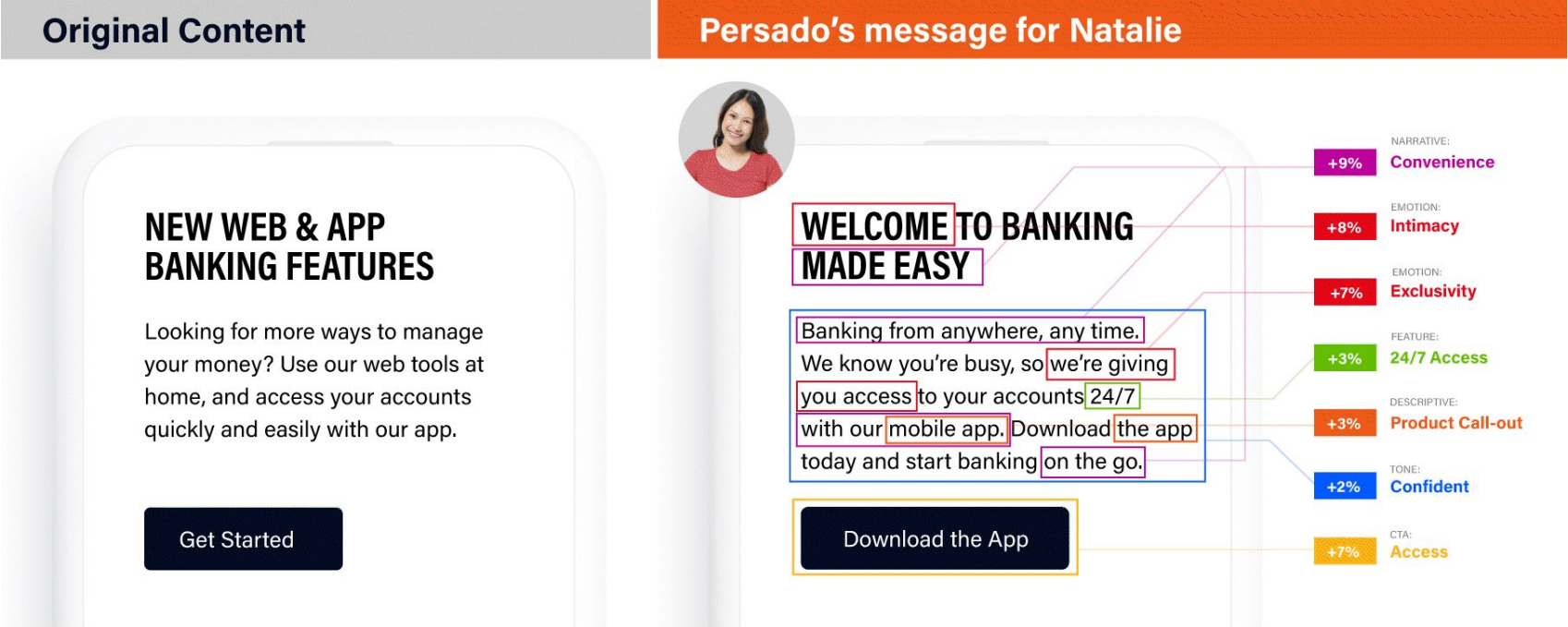
TRAVEL



ACCOLADES



Persado Motivation AI identifies the best combination of elements to motivate action ^[P]



F50 bank sees \$98M in revenue lift.

Priority #1

Revenue growth

Cost management


Talent constraints

Customer loyalty

Priority #1: Revenue growth


How important are each of the following sources of growth likely to be for your company over the next five years?

Developing innovative delivery systems and channels for interacting with customers



27%

Increasing sales of existing products and services to existing customer segments



22%

Effective use of data to develop new products and services, which will deliver enhanced employee and customer experience



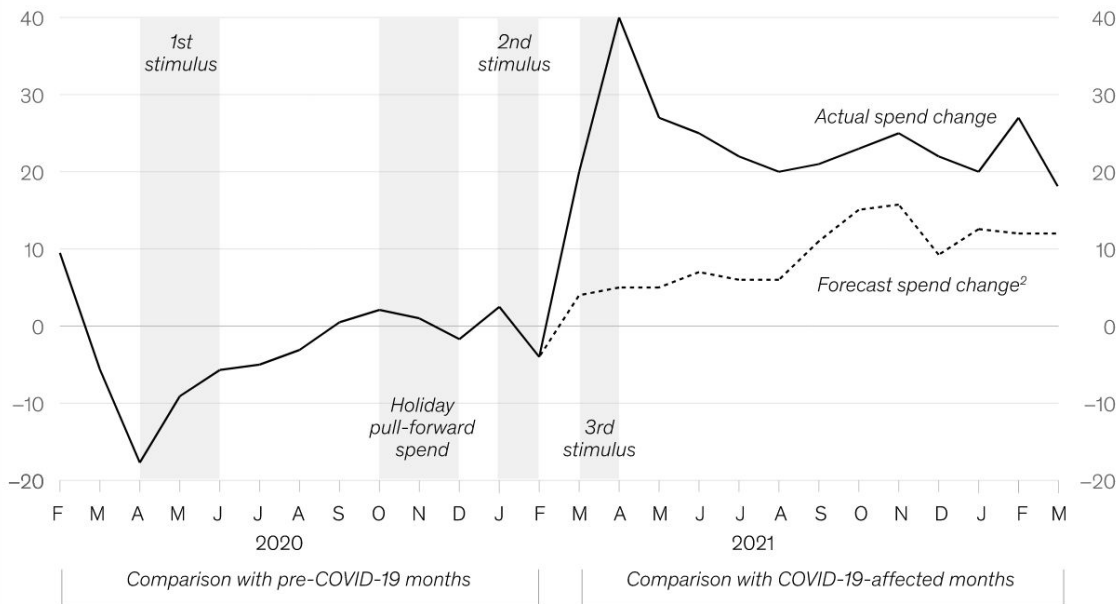
19%

Source: E&Y

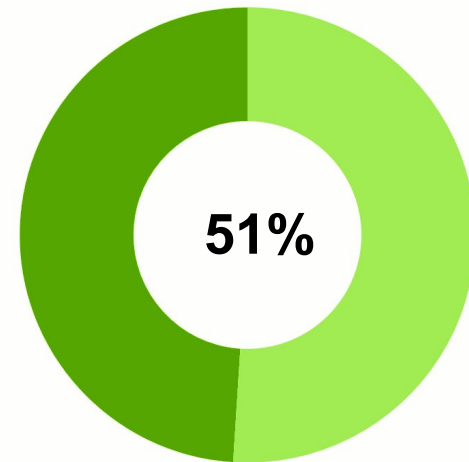
Consumer spending is starting to decline

US consumer spending remained robust through March 2022, although nominal year-on-year growth was less than in late 2021.

US credit card spend,¹ year-over-year % change



Source: McKinsey



of consumers plan to spend less this holiday season.

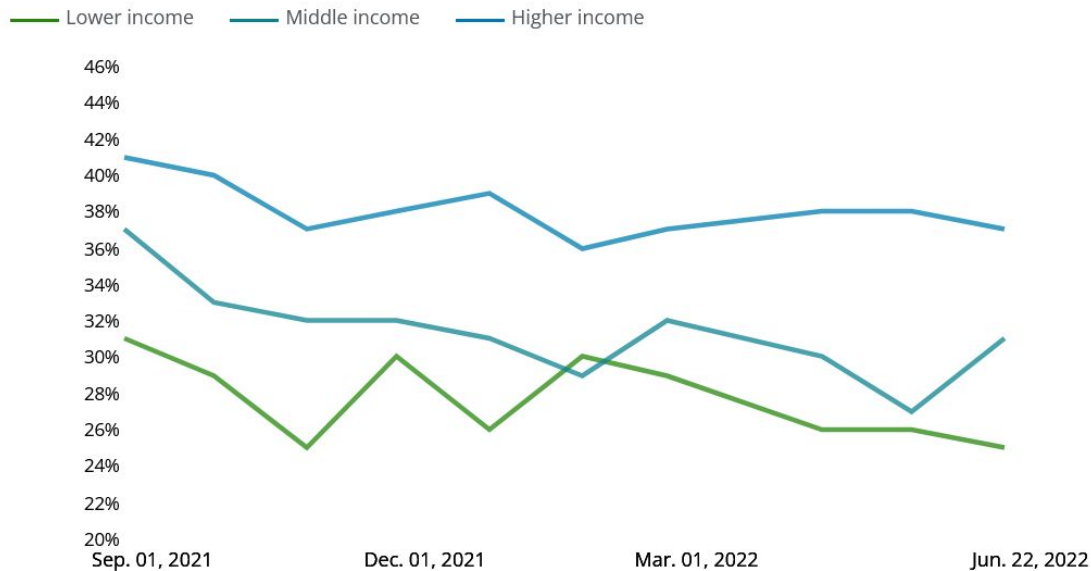
Source: Salesforce

A tale of two economies

FIGURE 2

Discretionary-spending intentions are gradually slipping

Percentage of total monthly budget consumers plan to spend on discretionary items



Source: Deloitte

Fortune 500 fashion retailer drives \$404k increased annual revenue



CHANNEL

Email

[P]

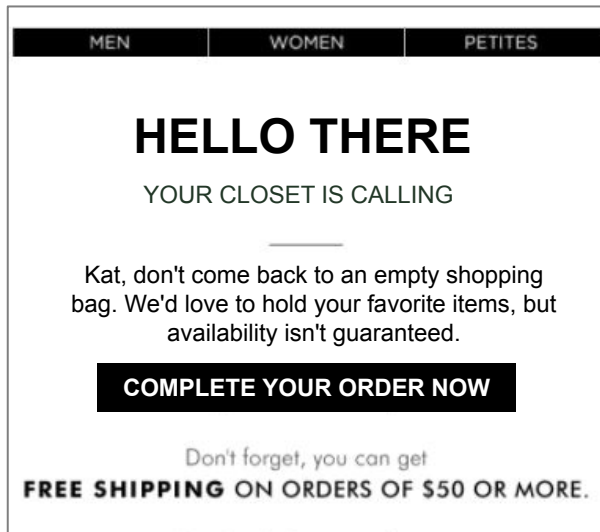
OBJECTIVE

Drive increased orders and revenue from one of their most valuable trigger emails

CONTROL

Subject Line:

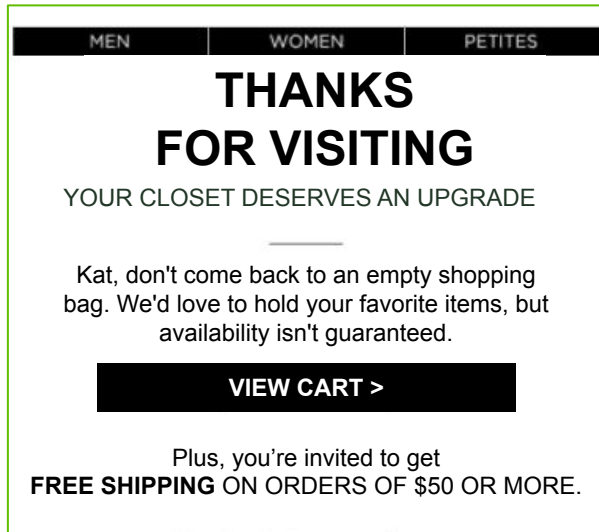
:-) Hi Kat, good news: Regarding your interest in this—you deserve it



PERSADO

Subject Line:

*** Complete your order, Kat: We reserved the item in your cart for you



\$404K

Annual Incremental Revenue

26%

Orders Lift

15%

Engagement Lift

Luxury fashion retailer drives \$169k increased annual revenue



CHANNEL

Email

Cart / Order Size

[P]

OBJECTIVE

Drive increased orders and revenue from customers who browsed their website

CONTROL

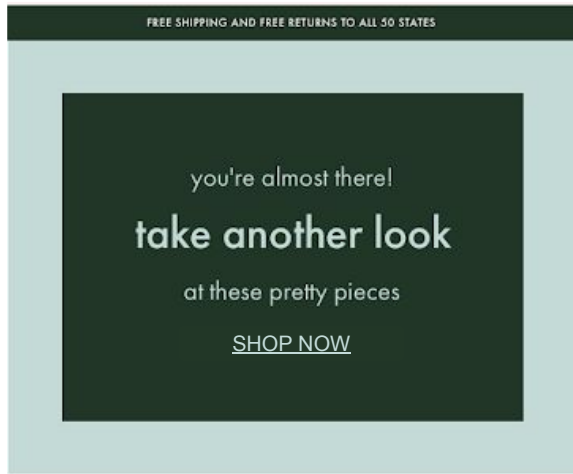
PERSADO

Subject Line:

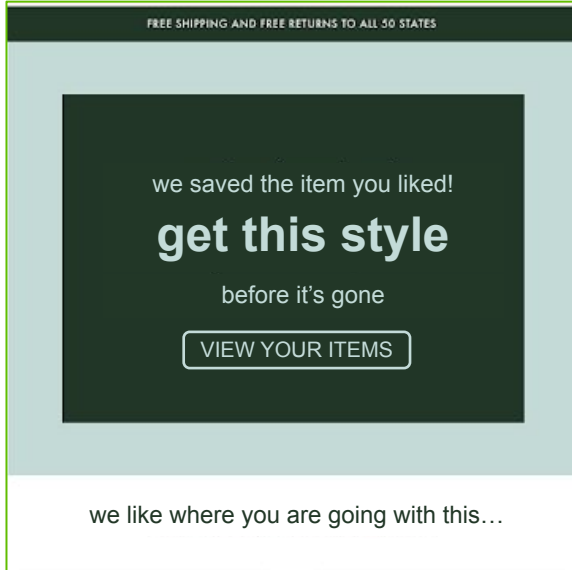
Psst, remember that thing you were looking at?

Subject Line:

Psst, THIS is calling your name



like these...



19%

Annual Incremental Revenue



30%

Orders Lift



38%

Engagement Lift



Motivation AI revenue growth use cases

- Seasonal/special campaigns
- New product launches
- Inventory clearance campaigns
- Retargeting campaigns
- Win-backs

Priority #2

Revenue growth

Cost management

Talent constraints

Customer loyalty

Cost reductions continue

THE WALL STREET JOURNAL.

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Companies Weigh Fresh Cuts as Operating Costs Go Up

CFOs are looking closely at real estate, consulting and even packaging expenses to cut back on spending

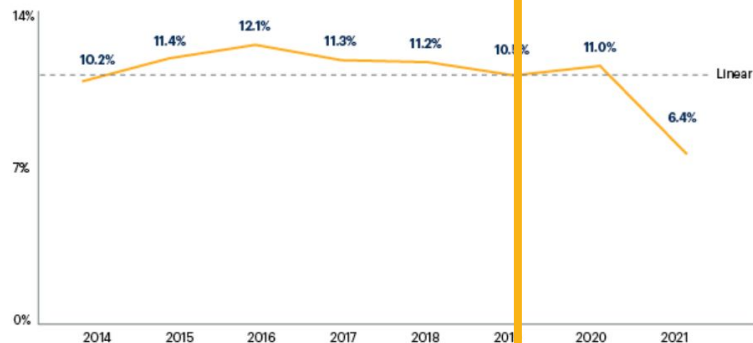
“ CFOs don't want to be the loser of this recession and pare back spending on things that will be really important [like digital] to quickly accelerate if growth does recover and a recession subsides.

Alexander Bant
Chief of Finance
Research, Gartner

Marketing budgets can't go much lower

2021 Marketing Budget of % of Total Revenue

Mean Percentage of Budget Shown



gartner.com

n = 400 marketing leaders (2021), 342 (2020), 342 (2019), 618 (2018), 350 (2017), 375 (2016), 424 (2015), 263 (2014), excluding Don't know
Q. What percentage of your revenue is allocated to your total marketing expense budget for the current fiscal year?
Source: Gartner CMO Spend Survey 2021
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Gartner

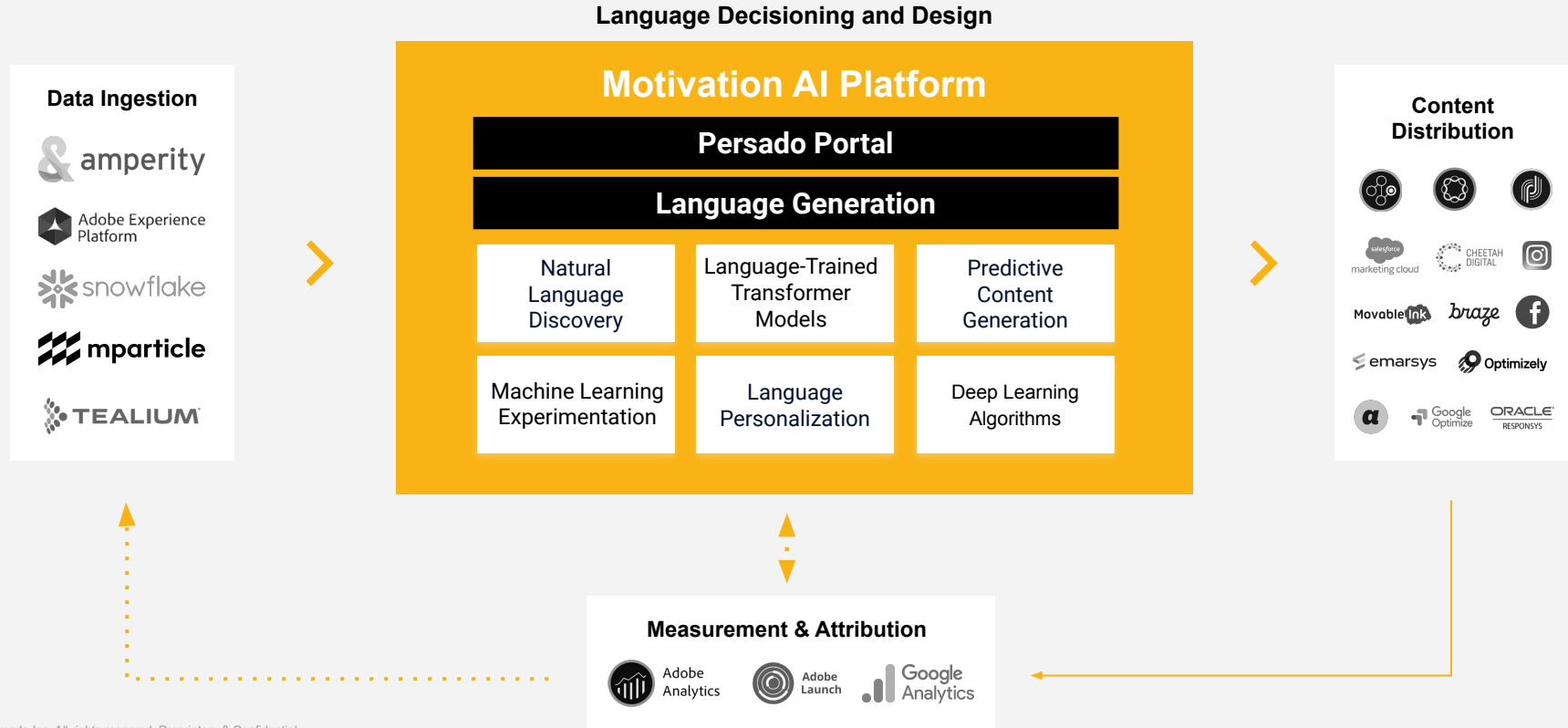
11%

6.4%

2020

2021

Leveraging your martech stack





Call reduction & IVR language optimization

Customer Results

Ex. 1: Digital Adoption

PERSADO WINNER

We have good news! We can help you {prompt} as soon as possible by getting a shortcut sent directly to you for the mobile app. We recommend this as your quickest option. To receive a direct link there, say 'send me a text', 'send me an email'. <750 ms> Otherwise, let's continue.

KEY LEARNINGS

- **Descriptive language** was most impactful, contributing **60%** to performance lift.
- Introducing the prompt with **Excitement** was also critical in driving engagement.

-202KREDUCED
ANNUAL
CALLS

Ex 2: Effort Survey

We have one final 'yes' or 'no' question... Thank you in advance for helping us improve your experience. Do you agree that your experience with the phone system has been easy so far? Press 1 for 'yes', 2 for 'no'.

KEY LEARNINGS

- **Descriptive language** contributed **96%** to performance lift.
- **'Do you agree that your experience with the phone system has been easy so far?'** was the most impactful change.

+113KINCREASED
SURVEY
RESPONSES**\$11M**

Call Center Savings

750K

Call Reduced

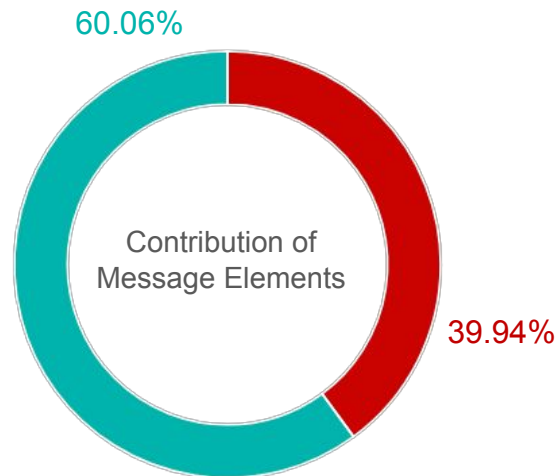
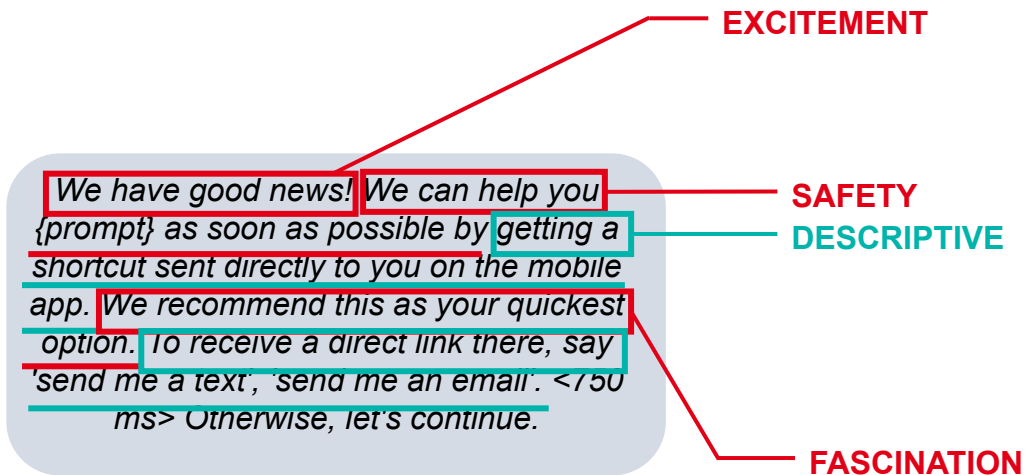
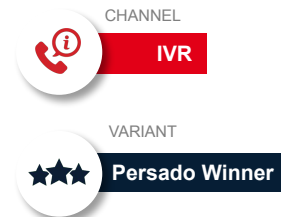
+ 40K other actions to
alleviate call volume**65K**

Apps Downloads Lift

+ 270K other actions to
drive digital engagement

Descriptive language guiding the customer to the self-service option was most impactful...

...however, emotional language was also critical.



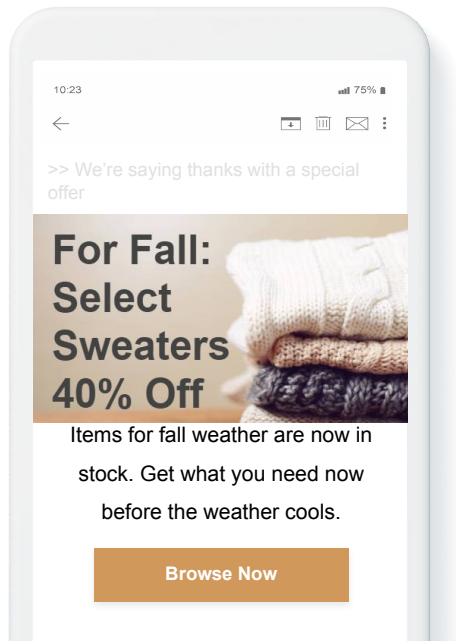
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CONTRIBUTION OF MESSAGE ELEMENTS

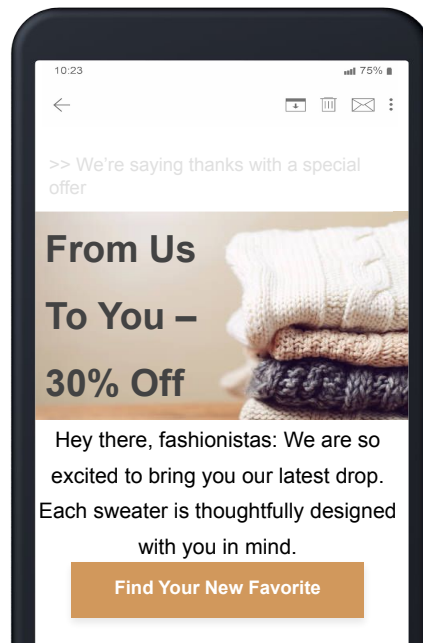
- Formatting:** stylistic or structural elements (e.g. case, symbols, imagery)
- Emotional:** words and phrases that have an emotional impact
- Descriptive:** the different ways of describing the offer or product
- Positioning:** the placement of all the different components
- Functional/CTA:** language that directly impels a specific action, response or process

With the right language, you can decrease the discount

CONTROL



PERSADO



44%

Annual Incremental Revenue



28%

Orders Lift

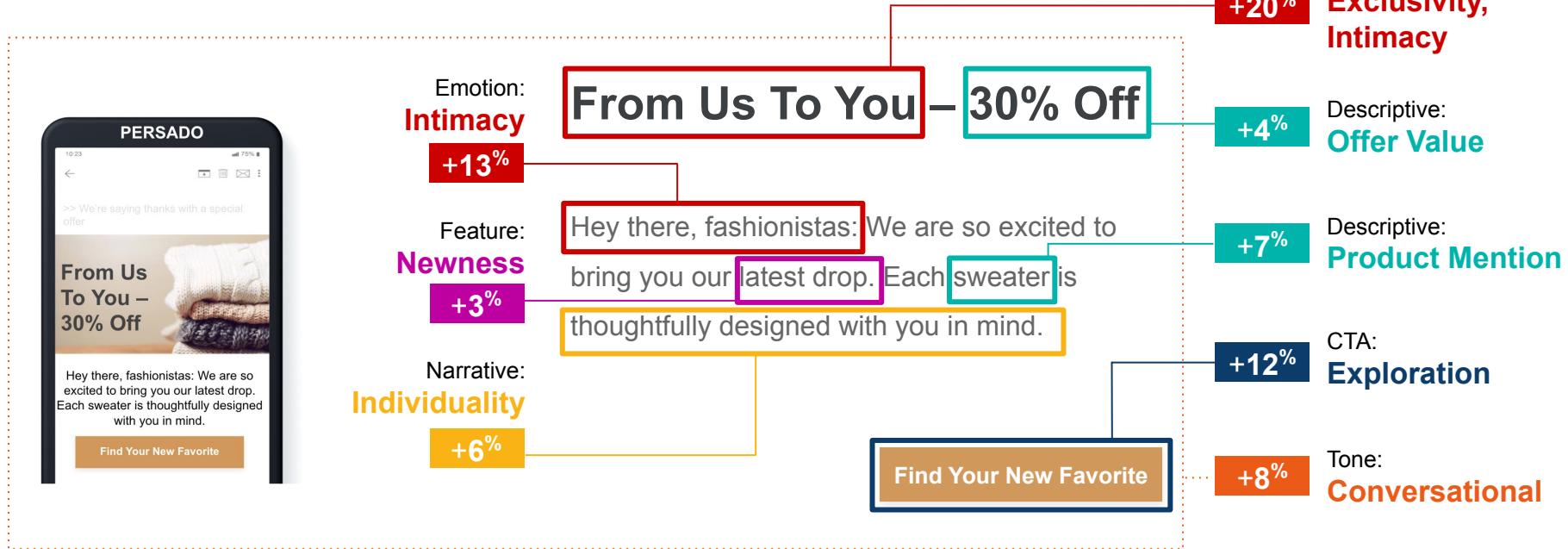


13%

Engagement Lift



Persado's motivation insights show precise message elements driving engagement



Emotional tone was more influential than the offer amount for motivating engagement

Motivation AI revenue cost management use cases

- Encouraging self service
- Motivating auto-pay, subscription based purchases, paperless documents, automatic deliveries or prescription refills

Priority #3

Revenue growth

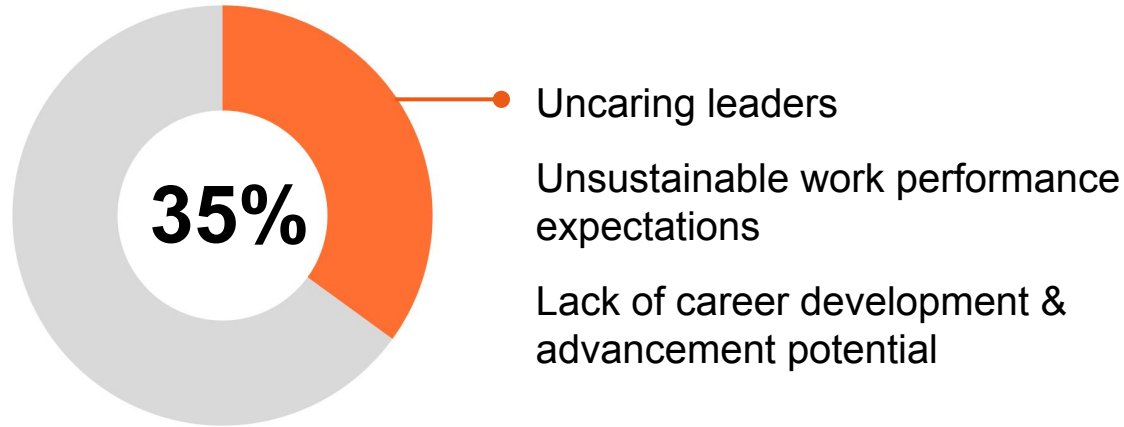
Cost management

Talent constraints

Customer loyalty

Employee turnover is at record highs

Top 3 reasons employees give for leaving the workforce - each cited by ~35% of respondents



Persado optimization drove more potential applicants to visit the career site

[P]

CONTROL



U.S. Public Agency
Sponsored · ⓘ

Find your future at the U.S. Public Agency

THE U.S. PUBLIC AGENCY
THE ADEPT.
THE NOBLE.
Learn about our CAREERS

CAREERS.PUBLICAGENCY.GOV

Job Openings | Public Agency Careers
Explore immediate job openings and featured career opportunities at the United States Public Agency!

Learn More

Emotional Preference

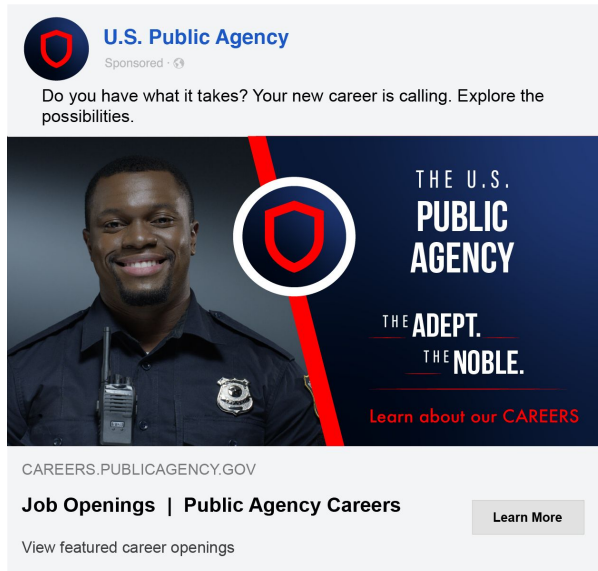
Primary: **Encouragement**

Secondary: **No emotion**

Descriptive Preference

Primary: **New offering**

PERSADO



U.S. Public Agency
Sponsored · ⓘ

Do you have what it takes? Your new career is calling. Explore the possibilities.

THE U.S. PUBLIC AGENCY
THE ADEPT.
THE NOBLE.
Learn about our CAREERS

CAREERS.PUBLICAGENCY.GOV

Job Openings | Public Agency Careers
View featured career openings

Learn More

Emotional Preference

Primary: **Challenge**

Secondary: **Curiosity**

Descriptive Preference

Primary: **Variety**



CHANNEL

Facebook

OBJECTIVE

Improve Facebook ad creative to drive more job applicants to visit careers site and apply for open positions.

79%

Engagement Lift



Persado delivered a 79% campaign lift and uncovered rich language insights that will drive future campaigns

Emotional language was the top contributor to performance

Emotional Language had a 41.31% contribution impact on this ad

Descriptive Language had a 33.72% contribution impact

The image shows a Facebook advertisement for the U.S. Public Agency. At the top, the agency's profile picture (a red shield) and name 'U.S. Public Agency' are displayed, followed by 'Sponsored · 🌐'. Below this is a text box with the headline: 'Do you have what it takes? Your new career is calling. Explore the possibilities.' A red line connects this headline to the 'Emotional Language' insight on the left. The main visual is a dark blue banner featuring a smiling Black male police officer on the left. On the right, the text reads 'THE U.S. PUBLIC AGENCY' in large white letters, followed by 'THE ADEPT. THE NOBLE.' in smaller white letters, and 'Learn about our CAREERS' in red at the bottom. A red shield icon is also present in the banner. Below the banner, the URL 'CAREERS.PUBLICAGENCY.GOV' is shown, followed by 'Job Openings | Public Agency Careers' and a 'Learn More' button. At the very bottom, it says 'View featured career openings'.

CONTRIBUTION OF MESSAGE ELEMENTS

- Emotional
- Descriptive
- Positioning
- Functional/CTA
- Formatting

Motivation AI talent management use cases

- Recruitment
- Deadlines for open enrollment or compliance - similar to service-based campaigns
- Benefits use, like 401K or HSA matching, free vaccines or wellness visits

Priority #4

Revenue growth

Cost management

Talent constraints

Customer loyalty

Loyalty matters...

“Loyalty leaders” grow

250%

faster than industry peers*

5-25x

More expensive to get a new customer than to keep a loyal one

15-25%

More revenue from customers in top-performing loyalty programs

...but it took a hit early in the pandemic...

35%

Tried a
new brand*

77%

Engaged in new
buying behaviors*

Example orthodoxies flipped by COVID-19



Fine dining happens in a restaurant, not a takeout box



Business travelers are the core revenue drivers for the hotel business



Highest-priority customers must aboard the plane first



Deals with clients need to be completed in person



Film premieres happen at a movie theater with a red carpet

...and different segments present different risks

Customers are up for grabs and would try — and have tried — new brands

	Generation Z	Millennials	Generation X	Baby Boomers
More likely to try and new brand	39%	35%	31%	19%
Stopped using or buying from a company in the past year	32%	27%	27%	23%

Q: How likely are you to try a new brand for each of the following business types? Base: 4,036

Q: Think of a company that you stopped using or buying from in the past year. Base: 1,065

Source: PwC Customer Loyalty Survey 2022

Oh, and then there's

[P]



Loyalty lever – Personalized communications

[P]

Consumers report
as much as **6.4x**
higher satisfaction when
brands deliver
personalized
communication
through the right channels,
at the right moment.*

Personalizing communications for
high-value segments improves loyalty
retention for those who are more
skeptical (e.g. Millennials).

They're
also **3.5x** times more likely
to spend more.*


**The Loyalty Report, 2019*, Data from Bond & Visa

***Seeing Beyond the Loyalty Illusion*, Accenture, 2017.

Different emotions and CTAs engaged different audiences lifting rewards engagement by up to 60%

CONTROL

SILVERTON



Use points to enhance your shopping experience


Dana, don't miss out on these opportunities.

REDEEM NOW

PERSADO WINNERS

FREQUENT TRAVELERS

SILVERTON



We're excited to share these rewards opportunities

Dana, your loyalty has earned you these Silverton rewards.

CLICK TO REVIEW & REDEEM

60%
ENGAGEMENT
LIFT

Top Emotion
(Headline):


EXCITEMENT

CTA Category:

ACQUISITION

FREQUENT CASHBACK

SILVERTON



Congrats! You're invited to redeem these rewards.

Dana, your loyalty has paid off! You have 8.966 points to redeem right now. Silverton offers more than just cashback. Explore all the ways you can use your points.

Continue to rewards

44%
ENGAGEMENT
LIFT

Top Emotion
(Headline):

ACHIEVEMENT

CTA Category:

NAVIGATION



Ran experiments with
AI-based content to
each audience

CHANNEL




Email

Excitement engaged travelers, whereas Achievement engaged cash redeemers.

FREQUENT TRAVELERS

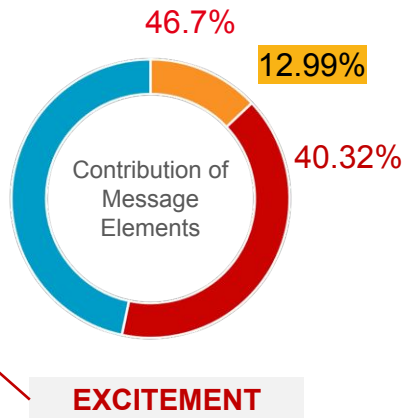
SILVERTON



We're excited to share these rewards opportunities


Dana, your loyalty has earned you these Silverton rewards.

CLICK TO REVIEW & REDEEM



FREQUENT CASHBACK

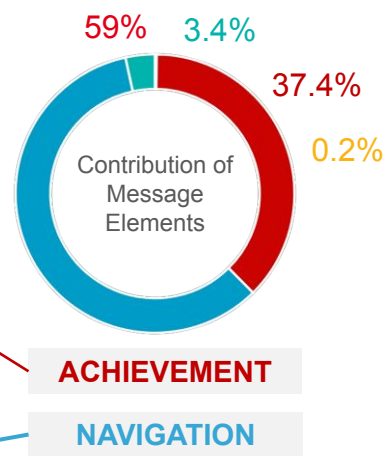
SILVERTON



Congrats! You're invited to redeem these rewards.

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Continue to rewards



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CONTRIBUTION OF MESSAGE ELEMENTS

Formatting: stylistic or structural elements (e.g. case, symbols, imagery)

Emotional: words and phrases that have an emotional impact

Descriptive: the different ways of describing the offer or product

Positioning: the placement of all the different components

Functional/CTA: language that directly impels a specific action, response or process

Motivation AI loyalty use cases

- Drive enrollment in loyalty programs and engagement with loyalty benefits
- Motivate purchase “subscriptions” (i.e. monthly “box”; repeat purchases)
- Accelerate the next purchase
- “Add to bag” campaigns

Conclusion

- Growth and profitability will be hard-won, talent will be hard to attract, and supplies will be scarce and out of sync with demand, and customers will be looking for the best deal...
- ...And all these business challenges can be mitigated through clearer, more effective, and **high-performing messages**, that **motivate customers to engage and act**.
- This is true across a range of communications, from customer acquisition, onboarding, servicing, and retention, to employee engagement and education.

Questions





Thank you



Alex Olesen

alex.olesen@persado.com

