

[ PERSADO ]

# RETAIL & eCOMMERCE



Retailers' ad spend accounts for 22% of overall digital ad spend in the US, far outpacing all other industries. With the competition for mindshare at its highest and consumers becoming "blind" or numb to digital ads, retailers must be able to cut through the noise and deliver relevant, emotionally intelligent content at all touchpoints of the customer lifecycle, at scale. Persado gives marketers the ability to generate the most engaging content for any digital medium at scale with the confidence of performance. Here are some of Persado's customer success stories for three different channels: subject line, email body and display.



## SUBJECT LINE

### Fortune 100 Electronics Retailer

- The winning Subject Line includes the emotion of **ACHIEVEMENT**
- In this campaign the *Emotional* element contributed **53% to the response rate**

CONTROL



OPEN RATE

5.71%

PERSADO



OPEN RATE

11.14%

95%

UPLIFT

### Fortune 100 Online Retailer selling discount apparel and accessories

- The winning Subject Line includes a combination of **DESIRABILITY** and **GRATITUDE**
- In this campaign the element of *Formatting* (stylistic or structural elements) contributed **45% to the response rate**

CONTROL



OPEN RATE

3.52%

PERSADO



OPEN RATE

7.72%

119%

UPLIFT

Persado classifies emotions into 19 categories, all represented in Persado's iconic Wheel of Emotions <http://persado.com/resource/persuasion-automation-datasheet>. Each emotional category contains thousands of words and phrases that are tagged and scored, allowing the platform to generate emotionally impactful content, and continually learn emotional preferences from each experiment. In addition to emotions, there are 4 other content variables (descriptive language, functional language, content formatting, and content style) that contribute to the performance of a message. The impact of these variables for each specific campaign are revealed in the statistical reporting model that Persado leverages.



## EMAIL BODY

### Fortune 100 Electronics Retailer

- The winning Email Body includes the emotion of **ACHIEVEMENT** and **ANXIETY**
- In this campaign the *Emotional* element contributed **72% to the response rate**

CONTROL



CLICK RATE

0.57%

PERSADO



CLICK RATE

1.31%

130%

UPLIFT

### Discount Department Store

- The winning Email Body includes a combination of the emotions of **EXCITEMENT** and **GRATITUDE**
- In this campaign the *Emotional* and the *Functional* elements (call to action) contributed **44% to the response rate**

CONTROL



CLICK RATE

0.61%

PERSADO



CLICK RATE

2.23%

266%

UPLIFT



## DISPLAY

### Fortune 100 Internet Department Store

- The winning text includes a combination of three emotions: **ACHIEVEMENT**, **EXCLUSIVITY** and **SAFETY**
- In this campaign the element of *Formatting* (stylistic or structural elements) contributed **77% to the response rate**

CONTROL



CTR

0.081%

PERSADO



CTR

0.127%

57%

UPLIFT

### Fortune 100 Online Shopping selling luxury brands

- The winning text includes the emotion of **EXCITEMENT**
- In this campaign the element of *Formatting* (stylistic or structural elements) contributed **51% to the response rate**

CONTROL



CTR

0.054%

PERSADO



CTR

0.077%

42%

UPLIFT