

[ PERSADO ]

# FINANCIAL SERVICES



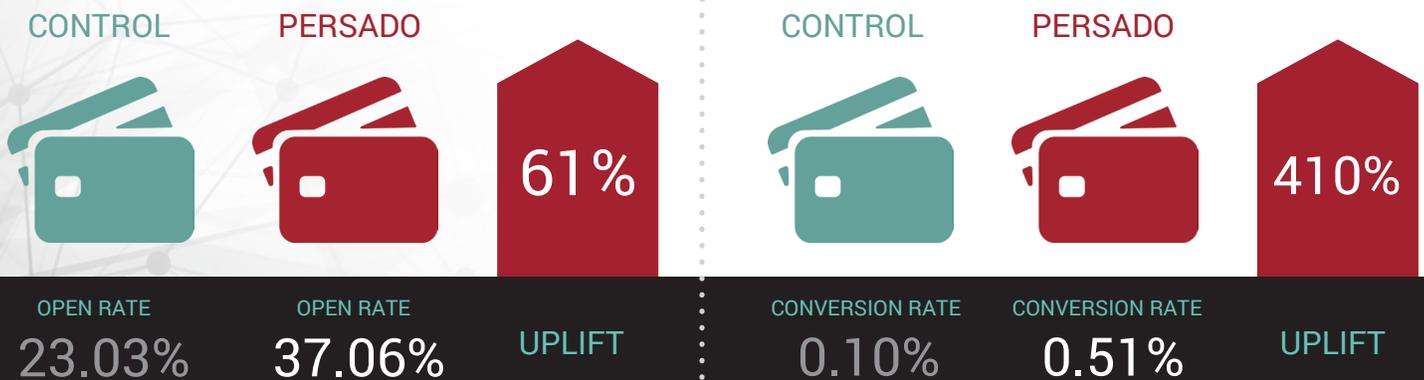
The Financial Services Industry is on pace to increase digital ad spend by 12% year over year for the next 4 years. With relentless competition for mindshare and consumers increasingly becoming “blind” to digital ads, Financial Services companies can successfully cut through the noise by implementing technologies that deliver relevant, emotionally compelling content at scale. Making a meaningful connection at every touchpoint of the customer lifecycle can lead to higher rates of engagement, increased “share of wallet” and larger “size of wallet” overall. By leveraging advanced linguistic data and cognitive technologies, Persado enables marketers to create the most engaging content for any digital channel, at scale, with the confidence of performance. Persado currently works with some of the top Financial Services brands in the world. Here is one of our customers’ success stories for four different channels: subject line, email body, web banner and display.



## SUBJECT LINE

### Fortune 200 Credit Card Company

- The winning Subject Line includes a combination of the emotions of **INTIMACY, GRATITUDE** and **URGENCY**
- The *Emotional* element contributed **76% to the response rate for this campaign**



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 effective and powerful content, and continually learn emotional preferences from each experiment. In addition to emotions, there are four 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 is revealed in the statistical reporting model that Persado leverages.



## EMAIL BODY

### Fortune 1000 Securities Firm

- The winning Email Body includes a combination of the emotions **URGENCY** and **INTIMACY**
- The element of *Formatting* (stylistic or structural elements) contributed **63% to the response rate for this campaign**

CONTROL



CLICK RATE  
0.12%

PERSADO



CLICK RATE  
0.26%

116%

UPLIFT

CONTROL



CONVERSION RATE  
0.11%

PERSADO



CONVERSION RATE  
0.26%

136%

UPLIFT



## ON-SITE BANNER

### Fortune 500 Commercial Bank

- The winning Web Banner includes the emotion of **RELIEF**
- The element of *Formatting* contributed **69% to the response rate for this campaign**



320%

ROI LIFT

\*ROI on media spend: Persado judges the success of the display campaign based on a lift on ROI because a lift in clicks also correlates to a lift ad spend



## DISPLAY

### Fortune 100 Commercial Bank

- The winning Display ad includes the emotion of **GRATITUDE**
- The element of *Formatting* contributed **82% to the response rate for this campaign**



103%

ROI LIFT

\*ROI on media spend: Persado judges the success of the display campaign based on a lift on ROI because a lift in clicks also correlates to a lift ad spend