

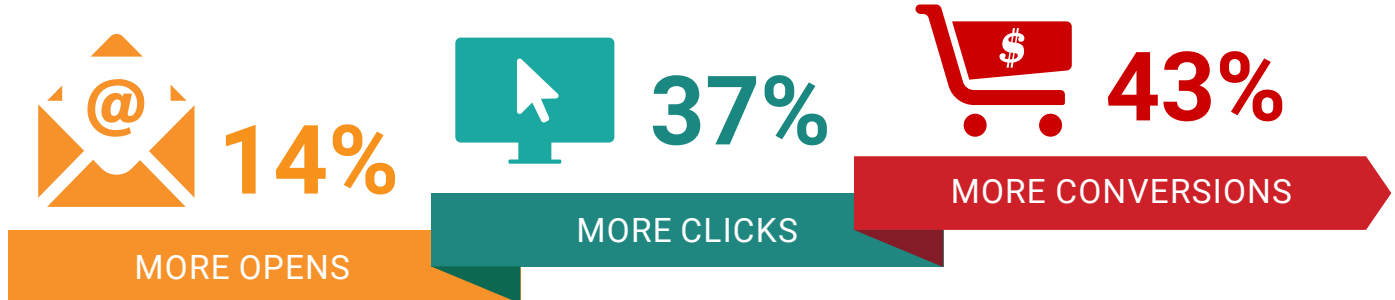
Unlock the power of words with Persado + SFMC.

Why Persado

Persado is reinventing digital marketing creative by applying mathematical certainty to the words we use in marketing communications. In an era where marketing budgets have hit the wall and digital marketing creative is underperforming, Persado is empowering companies to break out of performance barriers by shifting digital creative from subjective “guesswork” to science.

Brands using SFMC can start leveraging Persado to unlock the power of words, win every digital marketing moment, and experience dramatic new brand engagement and revenue performance.

The Impact of Persado + SFMC for Email



The Benefits of Persado + SFMC

Make an
Immediate Impact



Persado's straightforward integration with SFMC means you can experience significant results in days.

Continuously
Outperform



The design of Persado's experiments drives material impact and powers machine learning, so you see improvement every time.

Gain Insight into
Every Word



Persado's technology enables the analysis of thousands of language variations, giving marketers full visibility and quantifiable results into each and every word.

Generate Content in
your Brand Voice



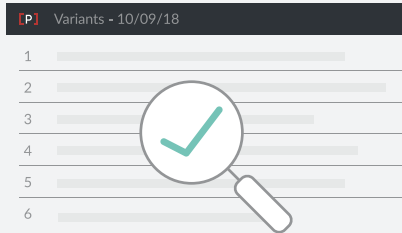
Persado develops a unique custom language model for every brand which uses daily inputs of data from your audience to continuously evolve and deliver maximum impact.

How We Work Together

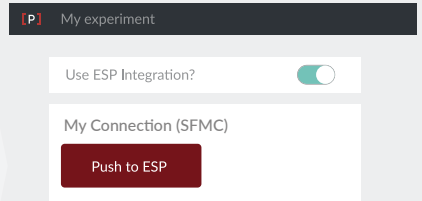


Request New Experiment

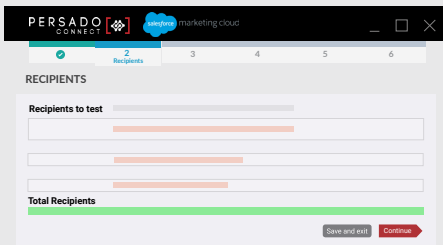
1 Request a subject line experiment in Persado.



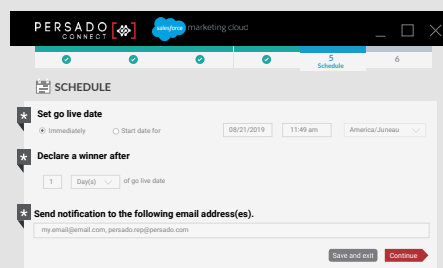
2 Review your email subject line variants, select alternatives and approve final versions



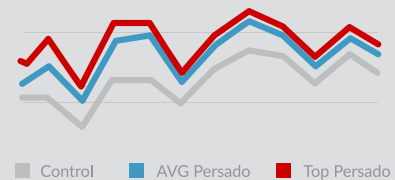
3 Export your subject lines directly to SFMC.



4 Use the Persado App in SFMC to select your email recipients, set a sample size, and choose your campaign creative.



5 Schedule the deployment of your experiment and best message.



6 Watch your opens, clicks, and conversions go through the roof!

Together We Generate Powerful Lifecycle Marketing for Clients Such As:



Vera Bradley



GANNETT

Hertz®



Michael's

About Persado

Persado is reinventing digital marketing creative by applying mathematical certainty to words, the foundational DNA of marketing. By unlocking the power of words, companies win every digital marketing moment, experiencing dramatic new levels of brand engagement and revenue performance across every channel.

For more information about Persado or to schedule a demo, please visit persado.com and follow Persado on [Twitter](#) or [LinkedIn](#).