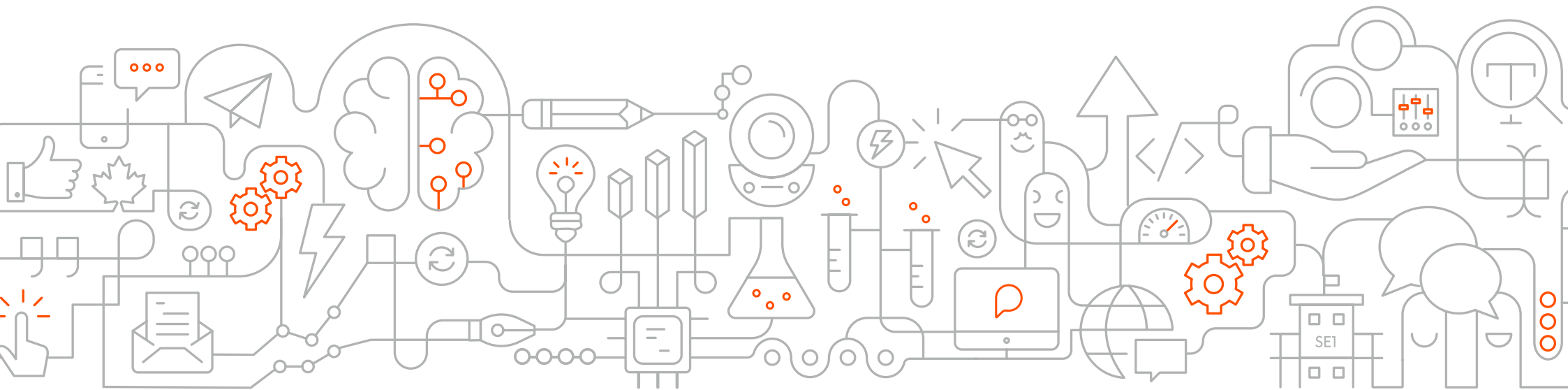




The customer experience epiphany at the intersection of language and AI



Customer experience (CX) has become the cornerstone of digital marketing

CMOs now think about long-term customer engagement and lifetime value as much as short-term revenue goals.

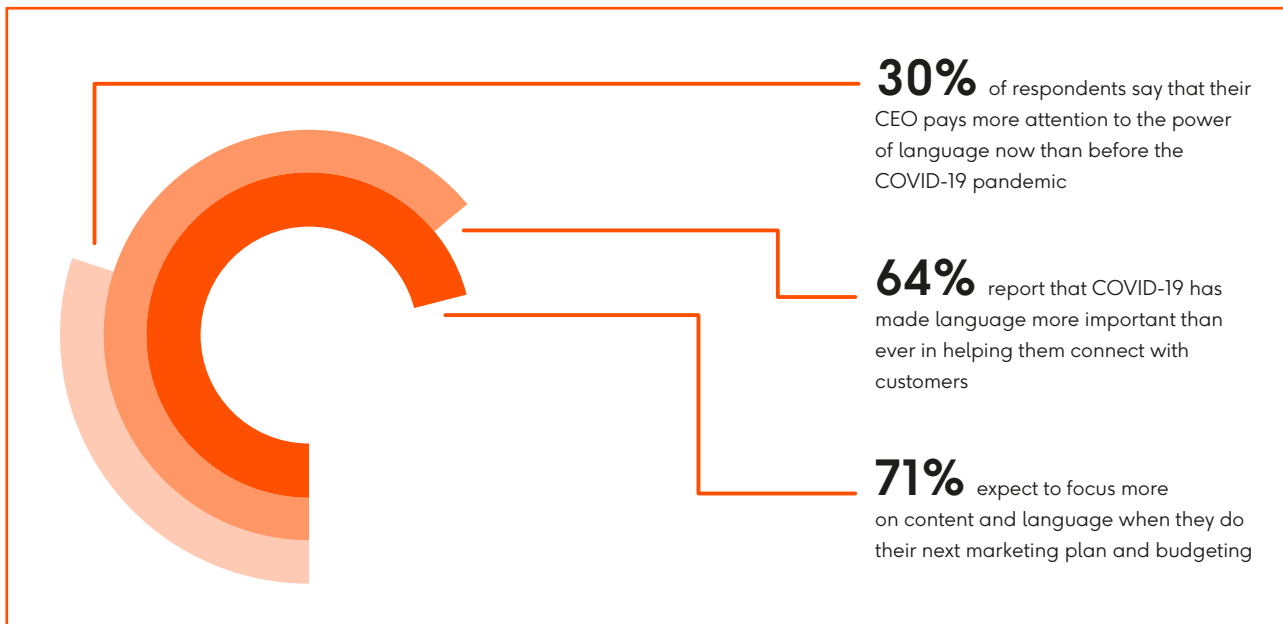
Yet, they're also rushed by marketing technology vendors and consultancies all claiming to drive better results. Even with the "right" technology, brands can struggle to prove a return. Language is a critical tool they have at their fingertips; unfortunately, it's often overlooked as being emotional rather than scientific or data-driven.

Language is the X-factor that turns clicks into loyal customers. Even if you spend all the money in the world on understanding your audience and reaching the "right person at the right time," your results will falter if you don't optimize and insert the "right message."

When **Gartner Analytics** reports that "by 2025, 20% of B2C revenue will come from recurring revenue models," it becomes clear that business success will center on retaining users through a robust, omnichannel customer experience.

Huge, new captive digital audiences now shift advertising dollars from the storefront to the screen. It's driven a surge in demand for world-class content, and it's placed language at the heart of every CX strategy.

It's a more challenging world for marketers than years ago, but one full of opportunity for brands with the right tools to build a future-proof, CX-focused digital marketing strategy.



Powered by Dynata

The Phrasee Brain

At Phrasee we take a data-led approach.

We deliver emotive messages that amplify the essence of your brand without human bias. Thanks to our advanced AI, we provide that linguistic edge at scale, in real time, and the companies we work with can't imagine doing things the old way.

So far, Phrasee has helped a diverse set of global brands achieve great things:



31%

average email
click rate uplift

16%

average email
open rate uplift



57%

average email
click rate uplift

26%

average email
open rate uplift



25%

average email
click rate uplift

10%

average email
open rate uplift



22%

average email
click rate uplift

12%

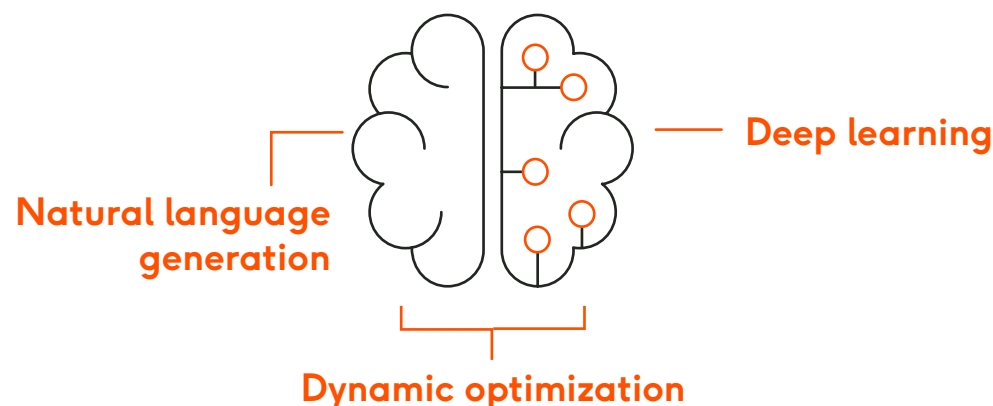
average email
open rate uplift

The Phrasee Brain consists of three technologies: natural language generation (NLG), deep learning, and dynamic optimization.

Natural language generation (NLG) is the AI that generates human language, that is always on brand and brand safe. First, we build a language model tailored to your brand's style, tone, target audience, and campaign goals (because if we're going to make you millions, we want to do it right!). Then Phrasee can produce the industry's most natural-sounding and scandal-proof language, in real time, with a click on the Magic Button.

Deep learning is how we leverage historical data and the results of automated experimentation. It gives Phrasee the ability to predict which language is most likely to win your audience's heart.

Phrasee X Dynamic Optimization empowers marketers to not only generate, but optimize language in real time. It's the first and only tool of its kind. With dynamic optimization, Phrasee helps brands respond to customers more nimbly and personally by automatically optimizing language to ensure that the best performing language reaches the widest possible audience.





Engage



React



Attract



Convert

The Phrasee Product Suite

Phrasee has developed four distinct products to offer a heightened customer experience across varied marketing channels.

Each one works with specific channels, but they all deliver amazing results.



Phrasee Engage

This is the product Phrasee has been perfecting over the past six years.

Engage builds a down-funnel path toward customer loyalty and retention across email, push, and SMS channels. It is the perfect solution for weekly promotional emails, product launches, and broadcast campaigns.

For example, let's say you're running a holiday sale campaign via email. Create your email as you normally would, give us one subject line to test against, and we'll come up with nine more subject lines in just a few seconds with a click of our Magic Button. Then we'll test to see which one performs the best. Once a winner is identified, the rest of your audience gets that one, driving more opens, clicks, and sales. A very happy holiday indeed!

Engage allows you to create optimized, on-brand copy for digital marketing campaigns within seconds on the Phrasee platform. After inputting your brand standards, customer data, and campaign goals, **Engage** produces and deploys the copy that's most likely to engage your target audience.

Brands can enhance operational efficiency, saving man-hours on manual writing and testing. Right now, the "right message" is whatever the gut feeling of the person highest up in the approval chain says it is. It is fraught with human bias and statistical uncertainty. No more guessing, endless hours in the thesaurus, or subjective squabbles over copy: you've got a sidekick with all the data to show you the way.



Build campaigns that keep customers coming back

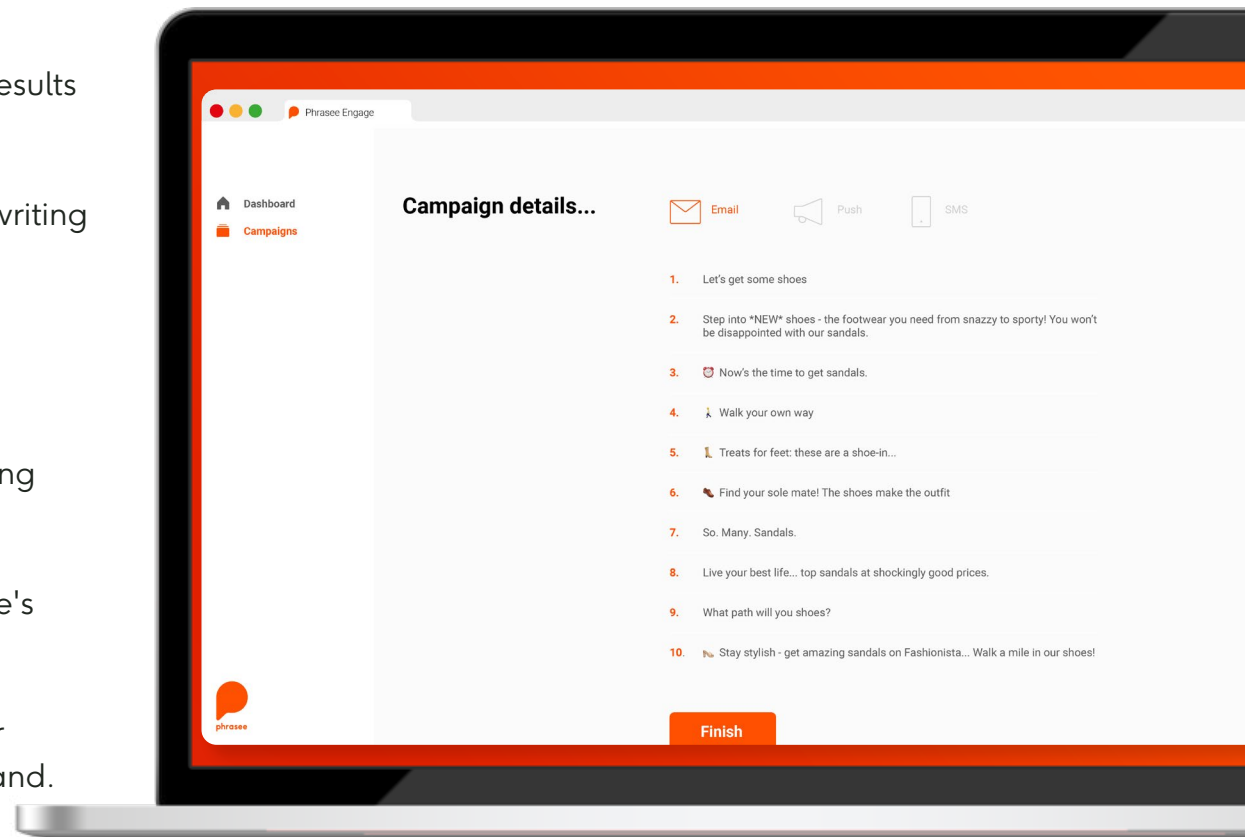
With the enhanced brand reach and mindshare of **Engage**, your brand will see increased conversion rates, open rates, and click-through rates to go along with increased engagement and customer experience. Let Phrasee help you move onto more important matters than push messages and subject lines.

Use **Engage** across:



Engage at a glance:

- The proof is in the platform, where you can generate optimized brand language in seconds, and watch the results (and revenue) pour in.
- Focus on big-picture initiatives instead of minutiae like writing bits of copy.
- Make data-backed decisions and even deploy brand language that outperforms the rest.
- Inject data into the copywriting process without sacrificing emotional connection.
- Phrasee optimizes brand language to suit your audience's sentiment while staying true to your brand voice.
- We've turned empathy into a science that engages your audience and creates deeper connections with your brand.





Phrasee React

Staying top-of-mind throughout the customer lifecycle is key.

Whether the challenge is abandoned carts, reactivations, subscription notifications, or welcome messages, **React** generates bespoke brand language to be implemented at the exact moment it's needed. **React** works with email, push, and SMS channels.

For instance, let's say you're looking to convert the customer who has abandoned their shopping cart with the hottest new fashion styles in town. **React** will test different subject lines for that communication in the background and continuously optimize and test new variants to ensure the most compelling messages trigger a response. This means more customer engagement and conversion – they get to look super dope, and you get increased sales.

With **React**, you can "set it and forget it" without actually forgetting. Our unique AI runs multiple split tests simultaneously, identifying top-performing language and ensuring that the output is always the cream of the crop.

Phrasee can respond to customer activity, deliver the right content across multiple channels, and keep customers coming back for more. Meanwhile, you get data that lets your team make better decisions for your brand.



Motivate and reactivate new and existing customers

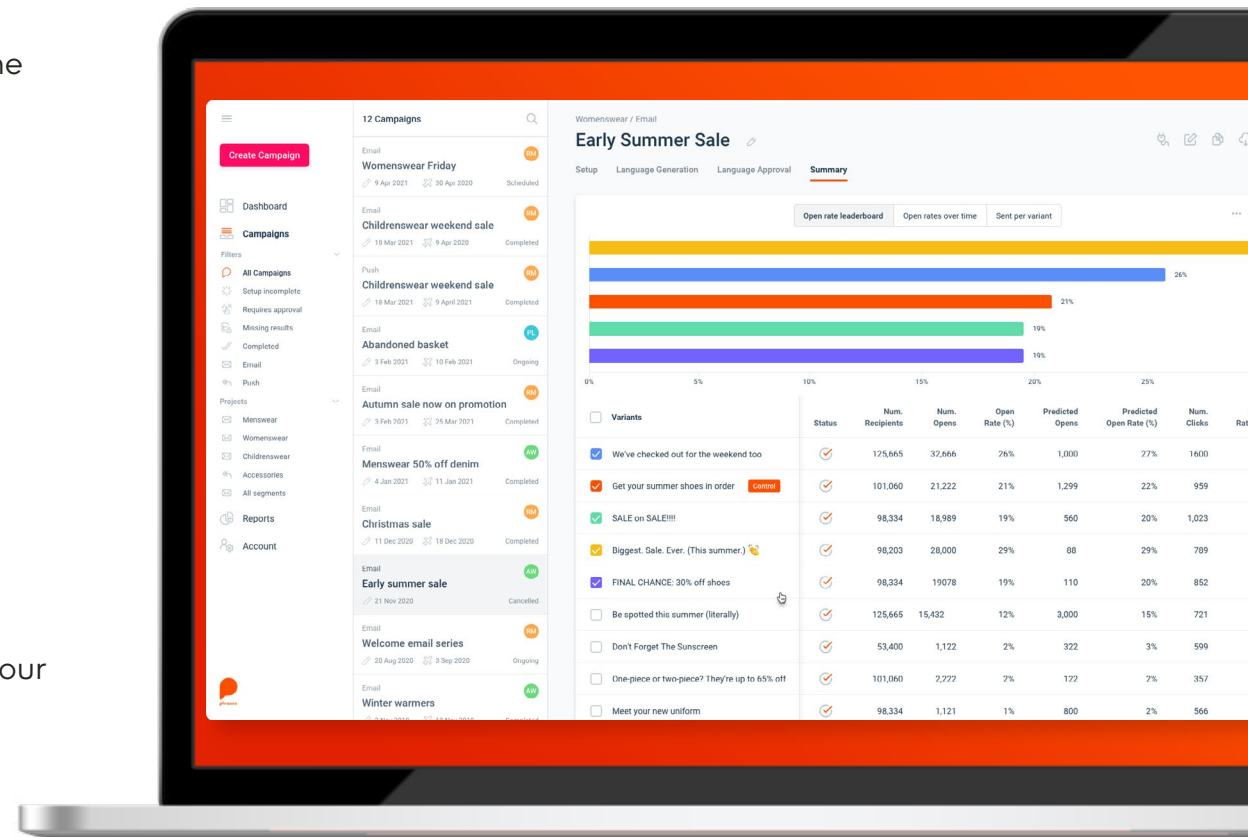
In terms of Phrasee's Push performance, a recent campaign for a global retail brand delivered a **60% click uplift** across 22 campaigns and a **100% win rate**, while another customer experienced a **55% uplift** across 27 campaigns in multiple languages.

Use **React** across:



React at a glance:

- Deliver the right message at the right time throughout the entire customer journey.
- Optimize revenue-generating language where it's needed most.
- Make the most of your existing talent by adding tons of manpower without any new hires.
- Give your brand continuity across your digital marketing channels.
- Reactivate your target audience.
- Keep content cohesive across channels as you reduce your workload and ensure nothing slips through the cracks.





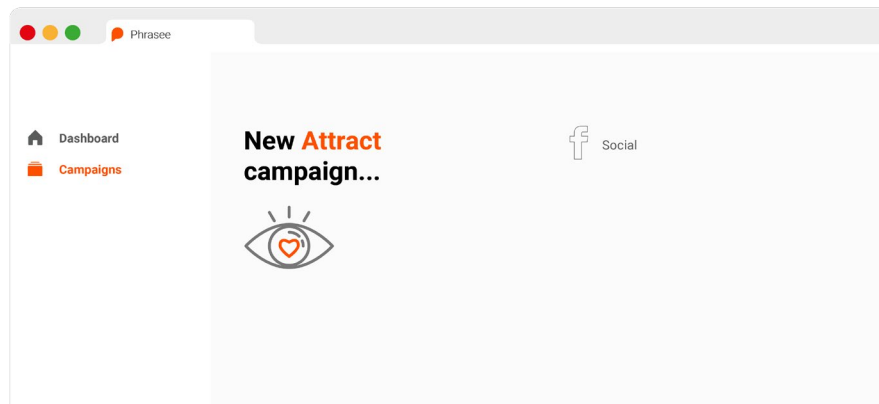
Phrasee Attract

Phrasee can deploy more economical and optimized brand language across paid media channels. In other words, we can fill the top of your funnel with more customers.

Attract makes customer acquisition easier and more effective by using optimized brand language where customers are – the natural habitats of the social media jungle.

For instance, let's say your potential customer sees your ad on social media. We'll test copy for that ad to see which one resonates the best so that those potential customers are always getting the message most likely to get them clicking through to your site.

Our partners will increase brand awareness, enjoy reduced customer acquisition costs, and fill their marketing funnels with captive potential customers thanks to high-performing copy. With Phrasee, you will also be able to understand how different segments respond to different brand language. You can spend less to acquire more customers when you boost your social following and attract a new audience to your brand.



Attract at a glance:

- Discover the untapped value in your brand's voice.
- Help your marketers stay on-brand, all the time, with an effortless SaaS platform that turns brand voice into brand value.
- Deliver optimized, on-brand language for digital marketing campaigns at the press of a button.
- Generate top-performing short-form content that's tailored to your campaign goals, audience data, and brand voice.
- Boost your clicks while staying on brand.
- Automatically align your short-form content with your brand standards.

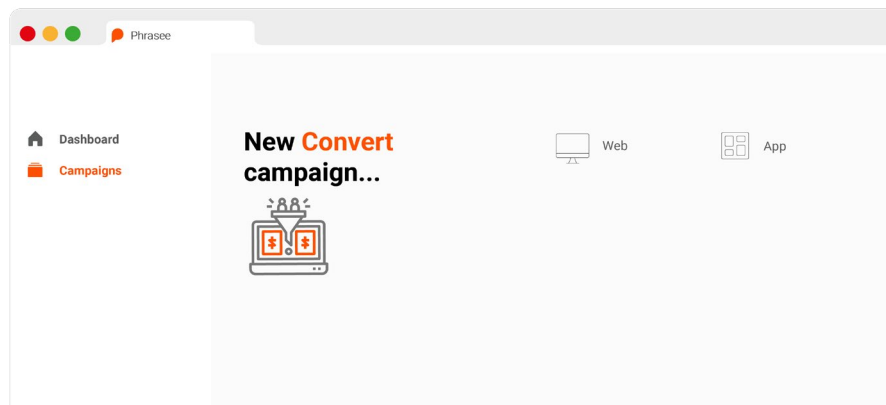


Phrasee Convert

Convert delivers optimized language on web and mobile to secure a desired customer behavior, like a new sale. (Cha-ching!) It works across landing pages, product pages, checkouts, lead forms, and account alerts on web and mobile channels.

Congrats! Your shop-ready customer has finally landed on your site or in your app. Now how do you close the deal? Don't worry – Phrasee's there with brand language that's proven to take customers from "just looking" to "just had to have it." Headline copy, CTAs – every message the shopper sees will be the one most likely to result in a sale.

Convert produces language that feels more personal, fluid, and connected. Raise conversion rates, increase revenue and build lifetime value while reducing bounce rates and site friction. Most importantly, learn what works and what doesn't with Phrasee.



Convert at a glance:

- Stay ahead of the competition by reporting key market and performance insights to your team every quarter.
- Edge out the competition when you use the latest tech to surface messages proven by data to increase engagement with your customers.
- Empower your team to hit their numbers in a world where growing demands (and competition) make their jobs harder every day.
- Add meaningful value to the bottom line that the bosses can't help but notice.
- Get intuitive dashboards to summarize brand language trends and ROI.

Just phriends? No... We got integrated!

Teaching a computer how to speak like a human was tough.

It took us two years to reach a level we were happy with – output that's indistinguishable from natural speech. And now, we generate the right message at the right time for our partners so we know what works and what doesn't. It's the correct combination of man and machine that makes the difference. Now, we're going one step further. We can optimize some campaigns dynamically while they're still running. We can observe how successful early attempts have been, then use those findings to tweak messages on the fly.

Phrasee has already become the missing ingredient for **several brands**, due to our ability to work well with **various partners**. As purveyors of awesome language however, we are less like a rare spice you have to climb a mountain for, and more like the salt accidentally left out of the mixture. Everything tastes better with some Phrasee in the batter.

Enjoy no-hassle integration with your existing apps and email service providers (ESPs). Phrasee automates the process of language optimization within email, push, SMS, web, and social media as well. We rarely require extra work from your IT team, so say goodbye to the painful and lengthy integration process. It may not be magic, but we really want it to feel that way.

Phrasee is directly integrated with Salesforce and Adobe workflows, weaving its way in for real-time optimization with our **React** product. We have numerous other integrations with Braze, Cheetah Digital, Sailthru, Acoustic, and many others. For instance, we combined Movable Ink's image-based optimization with our Brand Language Optimization to do great things for eBay years ago. That process is always continuing, and we believe strongly in working with phriends and partners. Contact your trusted Phrasee Representative to learn how we work with your ESP, and find out what sorts of heights an integration with us can bring you to.



Are you ready? We are.

The language we use matters more every year. As the scale of the technology surrounding us has grown, the need for intelligent human-sounding language has become more vital alongside it. A picture may be worth a thousand words, but a picture with great language can move mountains, feed millions, and connect billions.

Where does your brand's language come from, and what can your customers experience from it? It's easier than ever to find the "right person at the right time," but with Phrasee it's now possible to add the right message to the center of that philosophy.

Let Phrasee help you **say it better**.

Let's see what kind of customer experience miracles we can make together.

Book a demo



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