# PHRASEE POST
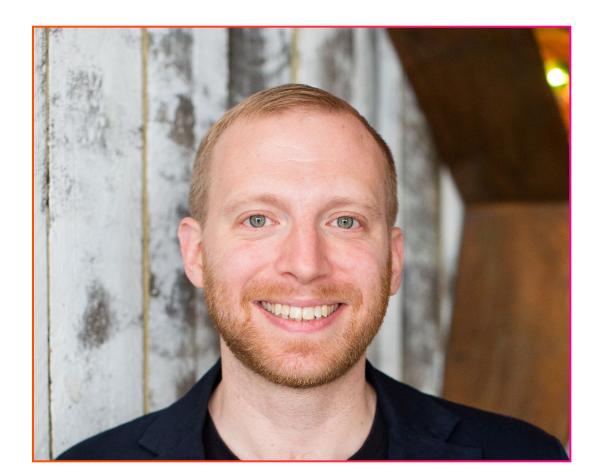
BREAKING NEWS
A new era for Phrasee
by Parry Malm, CEO

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## PHRASEE'S ON A MISSION TO HELP BRANDS SAY IT BETTER!



phrasee
say it better

Phrasee Team, March 2020

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# BREAKING NEWS

## A new era for Phrasee
by Parry Malm, CEO

After six years of being the CEO of Phrasee, I take a look back at where we've been, but I'm even more excited about where we're going. We started six years ago as a pioneer in the field of AI-Powered Copywriting, improving email subject lines for brands like eBay, Domino's, Walgreens, Virgin Atlantic, and more.

We were a tiny company doing something that sounded incredibly futuristic, and we were lucky that all these major brands saw the same potential that we could see.

Now, we're no longer a tiny company, the technology we use is fast-using tickle stakes instead of a nice-to-have, and we have even more big brands on our client list. And as we look toward the future, this marks a big step forward in our evolution.

But before we get to that, I want to talk about something that's been hammered into marketers' brains for over a decade now, and it's the idea of "Right person, right message, right time." The right person bit has certainly been delivered – if you'd like to target 18-24-year-olds in Poughkeepsie who like anime and have bought a pair of shoes in the past two months, you can absolutely do that.

Advanced segmentation all the way to 1:1 personalization has been made possible. And then there's the idea of the right time – again, another box checked. Send time optimization, triggered messaging, and more – all promises made and kept by the world of MarTech.

But that middle bit about the right message? It's been slipped over, not seen as important as the rest. But if you manage to target the perfect person with the perfect offer right when they're itching to buy and the message is terrible, then you've just wasted the opportunity you created  for yourself.

**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.**

It may be a frontieistreadi-together piece of copy that underwent several rounds of revisions with several different perspectives. Does it even make sense anymore? And more importantly, is the customer going to like it? Because that's all that really matters.

We're known for a long time that you can use data and science and AI to tell whether or not a piece of copy is going to drive ROI. In other words, we're experts in helping you "say it better".

That's why we're launching Phrasee X, the world's first real-time language optimization system designed to improve customer engagement and conversion at every stage of the customer journey.
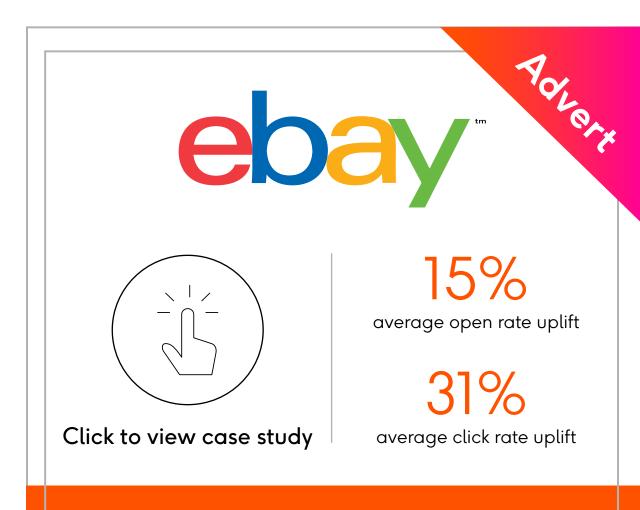
From the point where your customers see your ad on social media, to when they click through to your website to when they start getting emails from you, we want to make sure that no matter where customers are interacting with your brand, it is fully optimized with the highest-converting message available. Your customers get a better experience, you get more ROI. It's a win-win for everyone.

What makes us different? We're the only business of our kind who can generate language, experiment to find which version works best, optimize it over time, and automate the entire process with our Magic Button, and analyze the results to actually give you a dollar amount of how much money we've made for you.

We can help you better attract, convert react so, engage, and retain your customers. Here at Phrasee, we love our customers. We don't just want to take their money and run – we want to have a true partnership where we share insights that they can use with the rest of their marketing team about what kind of language is working the best.

We want to operate as an extension of their team. But, we also end up being great phriends with a lot of our customers. We're genuinely happy to be working with them, to be doing what we're doing, and to help them succeed. There's no better feeling than when we make someone look good in front of their boss.

This is an exciting time for Phrasee as we expand our capabilities to the entire customer experience using the only real-time Brand Language Optimization in the world. We hope you're excited too, and we're looking forward to helping everyone **say it better.**

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# BREAKING NEWS

## Phrasee announces Phrasee X and a new product suite
by Ima MacHine

Phrasee announces a new suite of products powered by Phrasee X. As Phrasee CEO Parry Malm says, "Before Phrasee X, when generating language, you had to optimize for a moment in time and hope for the best. But now, using advanced machine learning techniques, we are combining the power of real-time optimization with our world-beating AI to generate on-brand language."

**The introduction of Phrasee X marks a shift in a new direction for the company – into the world of customer experience.**

"What we do – Brand Language Optimization – is at the heart of CX," says Malm. "To put it very simply, what you say matters now more than ever, and we want to help you say it better."
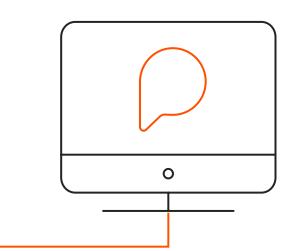
Phrasee X will be able to power a full suite of products that touch every stage of the customer journey. Phrasee is announcing the revolutionary React powered by Phrasee X, which is currently integrated with Salesforce and Adobe, and helps customers squeeze more value from their abandoned carts, turbo-charge their re-engagement programs, and nurture to second purchase faster. Once it's set up, React will be constantly optimizing in the background, always searching for more ROI.

Then there's Engage, the product that Phrasee has spent the past six years perfecting, which will soon also be upgraded and powered by Phrasee X's real-time capabilities.

Attract, which optimizes your brand language in ads, and Convert, which does the same for website copy, are both in development under the leadership of Phrasee's new Chief Product and Technology Officer, Matt Simmonds, a longtime product leader in the SaaS world.

Phrasee has long integrated with ESPs like Adobe, Salesforce, and Braze, and other players in the MarTech space like Movable Ink, but with the Phrasee X product suite, the user experience has become even better. As Jasper Pye, VP Product, says, "Integrations are at the heart of our product roadmap. In order to us to achieve our roadmap for real-time dynamic optimization of marketing content, we need to partner and integrate with best-in-class platforms that have highly configurable features and API availability."

Phrasee is currently offering demos of its exciting product line – book yours today.

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## REVIEWS

Home movies have certainly become the norm this year. While every film seems a little better with popcorn, there's been nothing stopping us from watching the fabulous offerings from Phrasee Studios this year!

We may be diving our red carpet walks on our bathroom rugs this spring, but that hasn't stopped us from getting the real attitudes from real fans about some of their biggest productions of the year. Let's take a look at some of our choice reviews!

👍

Charlotte Pink, Campaign Executive, Virgin Atlantic "When I saw the money it generated… I was like 'yes' for."
Um... yes yes!

Saul Lopes, Head of CRM, Dixons Carphone "Phrasee has always made me look smarter than what I really am, in every single role I've had."
Phrasee has Saul's computer brains!

Armand Patel, CRM Executive, N Brown "It just makes your life so much easier."
Ive never needed to click something more in my life!

Of course, all of these are from our crème de la crème, five-star reviews. We'd love to show you something from three or two stars… but no one ever gives Phrasee any. Onward!

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Walgreens
Sneak peek
Click to view case study

# PHRASEE POST CLASSIFIEDS

## LONELY HEARTS

**Missed connection #1**
You were the tall, dark type. See you taking the same seat on the train every day. Pulling out your laptop while you sip your coffee with the cutest smile. Maybe I wish I could speak your language, but there's just something about you I need to understand... What are you typing in to generate those subject lines so quickly?

**Missed connection #2**
To the locksmith who spent three hours outside waiting for back up, I just wanted to ask, what kind of message would you open to get 20% off a new set of a lockpicking tools like the one you broke?

**Missed connection #3**
I know you work for a big retail company. I saw your dog tending you all around the neighborhood, when you dropped your phone. He picked it up in his slobbery mouth and refused to give it back. Tell the truth. Is he the one writing all your copy? Please write back.

**Missed connection #4**
Hey! I know you read these every day. And I don't care how many more Phrase awards they give you. I loved you got some sweet phrasee too but using the lion's share of the copywriting on your marketing work? It's not fair! Who did you sign up with? Can I at least see a demo? I know you're reading this! Just write me back!

**Missed connection #5**
I've seen you out there… it was on Twitter and LinkedIn. Maybe a few marketing journals. Even so, we all know it's true. All you did was worry about the bubbles of marketing wisdom and data about AI. I love how you teach people about machine learning, and saying cute little phrases we all chuckle at. You even try to improve their business with your space-age technology. I just want you to know that I'm into that and love what you do. Love… your secret admirer.

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**WANTED:**
One copywriter to handle all my subject lines. Need an absolute machine who can optimize for best performance preferred. Machine should speak multiple languages.

WANTED
COPYWRITER
COPYWRITER
COPYWRITER
COPYWRITER
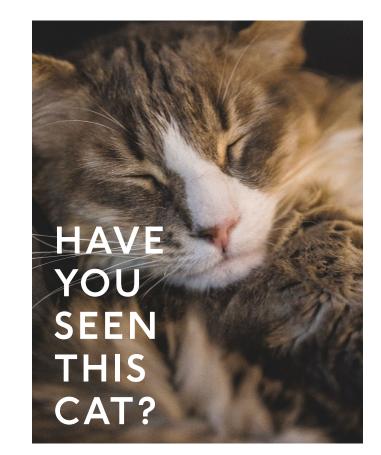
**FOR SALE:**
AI-powered technology that saves you time while boosting your bottom line. Price-dependent, but will absolutely pay for itself. Visit phrasee.co to book a demo.

**LOST & FOUND:**
FOUND a way to express myself in language (is some highfalutin' AI technology that makes me sound smart just by association. Now a big fan wondering if this is my to my bank account, and I'm FINDING a profit to purchase. Don't LOSE out on this opportunity – visit phrasee.co and let's be best buddies!

**LOST CAT:**

HAVE YOU SEEN THIS CAT?

Cat's actually fine, we just really wanted to post a pic of this cute little guy

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# BUSINESS

## Phrasee stays strong, achieves over 100% annualized growth over the past two years
by Wally Street

It's obvious that when COVID-19 hit, businesses of all kinds faced massive uncertainty. Phrasee was no exception. As marketing budgets paused overnight and all communications were frantically stopped, the idea of investing in new MarTech seemed absurd.

But at the same time, everyone's digital transformation plans had been sped up from "someday soon" to "right now". Optimizing every byte of digital communications became mission-critical almost overnight. As a company that improves customer experience through Brand Language Optimization, it turns out that Phrasee was poised to help major brands right when they needed it most. This is the story of how they managed to not only survive, but thrive during difficult times.

**Putting the customer first**
So Phrasee focused on being a customer-first business," says Victoria Peppiatt, CRO of Phrasee. "We obsess over our customers' success so they can obsess about their own brand."

So Phrasee focused on helping its customers the best way it knew how. "We did a whole campaign from our customer success team, who reached out and said how can we support you, we know you're not going to be doing regular promotions, but the emails that you are sending out, let us help you optimize them."

Phrasee also proactively removed certain emojis and types of language from its language models in order to protect customers from sending out anything that might be deemed insensitive.

**The a-ha moment for Phrasee customers**
Because of these proactive discussions, customers realized that even though they might be sending less for a bit, every communication mattered more than ever. This led to existing customers expanding their contracts, looking for new ways to optimize their language. It seems once you get a taste of Phrasee, it only leaves you wanting more.

Not Johnson, Phrasee's VP, Customer Success, puts it this way: "We get to work with some of the most forward-thinking marketers on the planet who embrace innovative technology at the core of their marketing efforts. They recognize the value of Phrasee's tech; they embrace it, they advocate it, they know it delivers. And those customers that were seeing great results wanted to use us more and expand elsewhere."

**"25% of our existing customers have expanded their partnerships with us by an average of 90% this past year,"** says CRO Dan Medlock.

Peppiatt remembers speaking to one customer during this time. "He just said, honestly, my team raves about you guys nonstop, the results are amazing.

We want to be more involved and partner more with you so that we can be at the forefront of our industry by embracing the latest top technologies like Phrasee."

Johnson knows why. "As digital transcends further into omnichannel, language follows. The need for language in mobile push, SMS and web becomes more prevalent. Our customers are optimizing the entire customer journey because they recognize the power of language."

**Expanding the enterprise roster**
But besides expanding its relationships with existing customers, Phrasee added a host of new brands to its client list. Peppiatt says, "There's definitely been a penny drop moment over the last 12 months. Everyone had to be digital-first. Brands are optimizing every other part of their digital strategy so why aren't they optimizing their language? We have signed some of the world's biggest B2C companies this past year across the retail, financial services, telco and entertainment sectors but many of our customers like to keep us under wraps because we offer such a competitive advantage. We are definitely the best-kept secret where some of our customers are concerned." Medlock continues, "Despite this hyper-challenging environment Phrasee has managed to excel.

**We're entering the new year with an annualized growth rate of over 100%, and we're expanding our customer base across the US, UK, and Europe."**
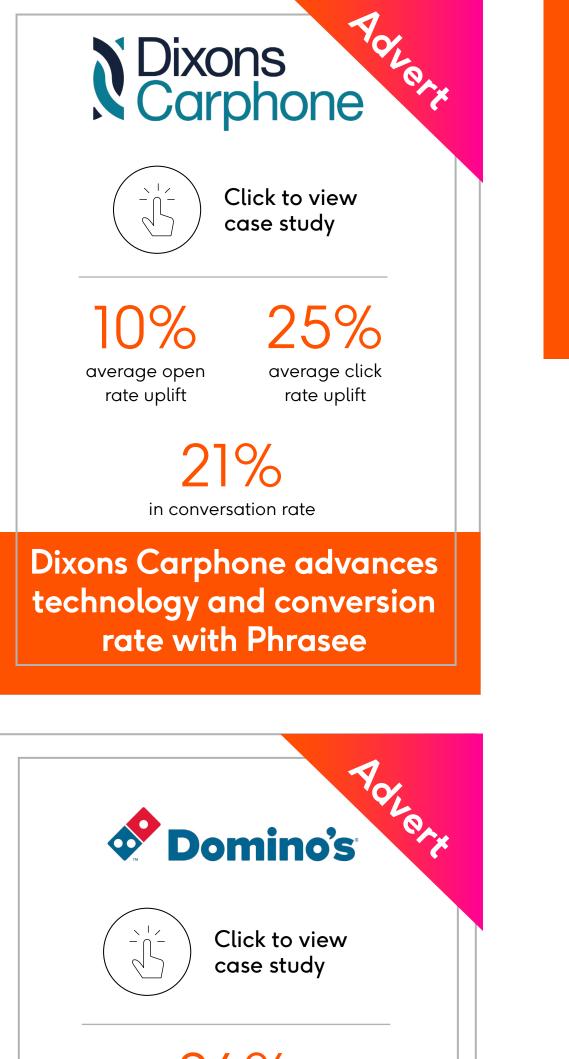
**Phrasee's secret sauce**
The secret to Phrasee's success is of course its amazing team, which grew last year along with the business. Peppiatt gives credit where it's due: "I'm super proud of the team and how well everyone's pulled together. Initially we were forced to overcommunicate, but it's actually made us better and stronger.

Our customers enjoy a truly special, seamless relationship with us. This is defined by strategic partnership, deep levels of empathy and a desire to listen, a spirit of playful discovery and our signature 'Yes! We're actually happy to be here' vibe, which in spite of everything is alive and well."

Phrasee is headquartered in London but is rapidly expanding its global team in the US; in fact, the US employees will overtake the UK employees this year. Alma Browne, the new VP, People notes,

"Given our strong growth trajectory, new products and even more customers, we will be doubling down our investment in people. Since January 2021, we have increased our team members by 40% across all areas of our business and intend to add another 25% before the end of the year. Our team are based across the globe, spanning multiple time zones, meaning there is never someone working on Phrasee. We have incredible momentum in our business and that is powered by the awesome team delivering the Phrasee vision across the globe. I continue to be impressed by the passion and drive our team exhibits every day.
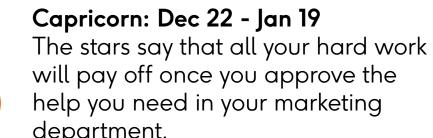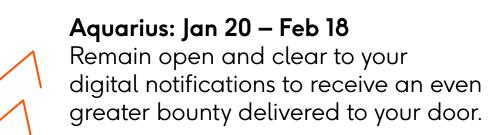
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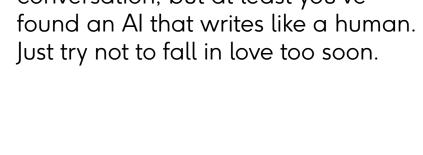
# HOROSCOPES
BY PHRASEE, BECAUSE WE SAY IT BETTER!

**Capricorn: Dec 22 - Jan 19**
The stars say that all your hard work will pay off once you approve the help you need in your marketing department.

**Aquarius: Jan 20 – Feb 18**
Remain open and clear to your digital notifications to receive an even greater bounty delivered to your door.
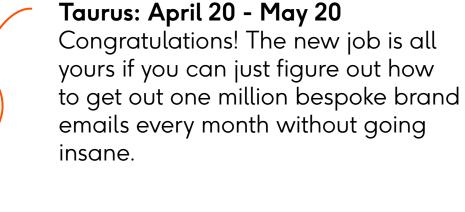
**Pisces: Feb 19 – March 20**
You miss the days of in-person conversation, but at least you've found an AI that writes like a human. Just try not to fall in love too soon.

**Aries: March 21 – April 19**
Channel your competitive drive from your Aries spirit. Simply plug that and into your copywriting machine and watch it sound every bit as human as you do.

**Taurus: April 20 – May 20**
Congratulations! The new job is all yours if you can just figure out how to get out one million bespoke brand emails every month without going insane.

**Gemini: May 21 – June 20**
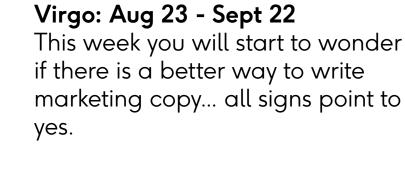You'll get twice as much work done if there were two of you. But you'd also take on twice the work.

**Cancer: June 21 – July 22**
The true power of the crab comes from its ability to cling onto improved performance over time, every time. Like you were touched by dynamic optimization somehow.

**Leo: July 23 – Aug 22**
Mercury is in retrograde so this a great time to try hibernation. We suggest you create a workflow that reacts on your behalf so you can set it and forget it until the planet stops its ominous motion.

**Virgo: Aug 23 - Sept 22**
This week you will start to wonder if there is a better way to write marketing copy… all signs point to yes.

**Libra: Sep 23 – Oct 22**
Natural and organic is almost always better for body and spirit. For greater revenue however, you may need to consult an intelligence that's more... artificial.

**Scorpio: Oct 23 – Nov 21**
You got this. No notes.

**Sagittarius: Nov 22 – Dec 21**
The arrows of Sagittarius strike true, so you always know what to say. Because you're letting a computer do it for you.

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# TECHNOLOGY

## It's time for AI to finally walk the walk for marketers (and customers!)
by Matt Simmonds, CPTO

I'm not ashamed to admit I'm an old-timer to marketing technology. I've been building products for the last 15 years that have promised to make a marketer's life easier (and make them more money!) while improving the customer experience. I'd like to think I've had some success, but I don't envy the CMO. The range of technologies available is daunting and overwhelming.

This promised land for marketers was supposed to become a reality over five years ago, when AI entered the scene. AI-driven platforms have been seen as "must-haves" in boardrooms across the country for years, yet the belief seems to be the hype. Why is that?

I'm ushered in to meet the brains behind the Phrasee machine. You see, Phrasee has discovered a way to continually improve marketing play over longer and longer periods of time.

**Here are three challenges that AI for marketing faces:**

**1) What you put in is what you get out.**
The world's boffins can create seemingly bulletproof algorithms or machine learning methods that automate marketing. But algorithms are often only as good as the data they receive. The effectiveness of AI is constrained by what it knows about the customer. If you can't provide high quality, consistent customer profile data, it doesn't matter how good the machine is; it won't work.

**2) Trust is the machine (or not).**
In my experience, marketers are inherently cautious when it comes to handing over control to a machine. Being brand safe is just as important as finding ways to automate and scale. The "black box" approach of many AI marketing technologies just do not do a brand's peace of mind any favors, and as a result, don't gain much trust. Marketers are also rightly concerned by "message overkill". Customers can become weary if automation leads to cross-channel, cross-device stalking. The answer is human oversight. But how do you balance this with the benefits that automation can bring?

**3) AI for AI's sake.**
Many CMOs feel pressured to invest in AI just because they think they're supposed to rather than focusing on the business problem they are trying to solve. There is no doubt that AI can help solve real customer challenges. CMOs need to focus on those and pick a solution that can clearly demonstrate a solution and prove a return. Start small and increase investment once these tools have shown success, rather than investing huge sums of money without having clear, measurable metrics for success.

**Let's talk about language**
Language is one of the most powerful tools a marketer has to connect with their customers. The wrong language can leave us cold. But when marketers get language right, the impact is huge.

**Consider the great slogans of our time—"Just do it", "I'm lovin' it", "Because you're worth it".**
Although normally endured rather than scientific, it is possible to take a data-driven approach that can deliver emotive messages, improve the bottom line and create an engaged customer base.

AI makes this possible. Natural language generation (NLG) is a field of AI that has been around for decades. Combine it with deep learning and optimization techniques and you have a powerful tool that can solve a real marketing problem: how to get the right message in front of the right customers at the right time and make it a constant across channels?

NLG has become more prevalent with the release of GPT-3, a pre-trained language model that is used to generate human-like text. While it can generate creative language for use in marketing, it can also suffer from "hallucination", where the generated language leaves out critical information, or even worse, produces language that is offensive or off-brand.

The answer is the Phrasee platform which combines proprietary NLG, deep learning and optimization with human-specified guardrails that ensure all language is on-brand. This combination solves the three challenges for AI:

• It's trained only on your brand voice, so every message it generates is on point.
• It provides scale and automation but has human oversight and approval workflows built in to give marketers the confidence they need.
• It proves its ROI. It finds the optimal message for each campaign and calculates the impact in dollars and cents.

But it's not just about the bottom line. Our work with Walgreens during the COVID-19 pandemic has been vital to the pharmacy giant's efforts to vaccinate as many customers as possible. A higher email open rate would mean more people reading important critical information on vaccination appointments. Phrasee's ability to generate optimized language drove a 30% average email open rate uplift, and therefore helped Walgreens deliver an invaluable public health benefit.

**A customer-focused future**
If anything, brands are even more aware of the value of language today than in the pre-COVID-19 world. A marketer's tools need to deliver on the promise of making their lives easier. To navigate a sensitive and quickly evolving landscape. In a recent survey Phrasee conducted with Dynata, 64% report that COVID-19 has made language more important than ever in helping brands connect with customers.

The pandemic has changed how brands connect with their customers. It's created a huge new captive digital audience and it's grown in demand for more relevant content. It's forced language at the heart of any customer experience strategy. It's a more challenging world but one full of opportunity if you have the right tools in hand.
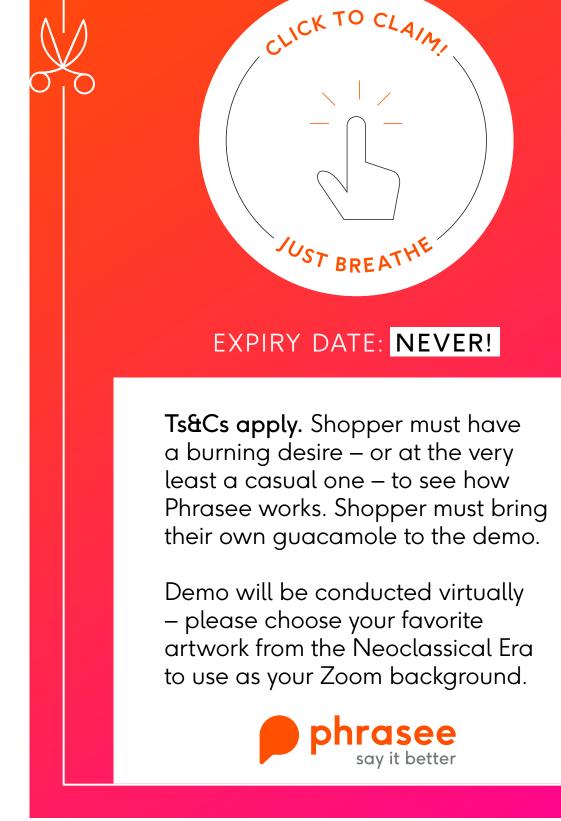
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# SPORTS

## Phrasee trounces the competition… AGAIN
by Ms G. Oldmedal

The frost hadn't yet melted from the blades of grass the morning I arrived to interview Team Phrasee. I had been asked to come and speak to the architects of the Brand Language Optimization offensive scheme that had ripped through so many competitors in the Marketing League last year. Just an upstart expansion team six years ago, both the fans and the industry were clamoring to know if Phrasee's artificial intelligence approach to the game was the next Moneyball.

Team Phrasee certainly thinks so. I'm excited to find out why. As I head towards the conference room, I run into the Most Disruptive and Fastest Growing Top 100 Tech Companies award-winning face coach. Some of the bigger, more recent prizes are there, like the Most Disruptive and Top B2B Start-Up acknowledgements received in 2019, Management Today's Inspiring Women in Business Award for CMO and Co-Founder, Victoria Peppiatt, and 2020's all-important Artificial Intelligence Award.

However, the most prominent trophy is actually an older one. It's the 2016 UK Business Awards "Best New Business" plaque. Hadn't Phrasee only been a team for barely a year by this point? Maybe there's something about an accolade you can only win once, during your first year, that fosters a championship motivation.

No other team has the winning combination of language generation, experimentation, automatic optimization, tech stack integration, automation, and insight. It's like if your entire team was David Beckham.

After meeting the coaches, I immediately begin by asking about where they think their place in the market is. Neil Yager, PhD, Co-Founder and Chief Scientist of the Phrasee offensive machine, explains, "Phrasee pioneered the field of marketing language generation and optimization. We've always be at the forefront. Rivals enter of course, but it's been as hard to match our Brand Language Optimization technology that's proven to get results."

I ask him if being first is the real secret sauce to Phrasee's success? That's when Jasper Pye, VP Product chimes in,

**"We have lots of ingredients in our secret sauce. We're highly configurable and controllable for brand voice and compliance. We've got optimized workflows that help you say it better. We work as a natural extension of your team so we can win together. And we optimize the entire customer journey with a proven combination of man and machine."**

Well… the sauce certainly seems thick when you put it like that.

I stay for a while, trying to talk about the secrets of their success, to why, but it's Dr. Neil who one and levels me with this: "These are complex models that generate language at the scale of thousands of variations each month, and I think our competitors would be very proud to produce this kind of output. But we consider our lowest point. We're only just getting started." Dr. Neil continues, "And when I look at the frost outside, of all the winters to come, and I think how my competitors will need to clear the snow, our models drive to get results that are already finished. We're going to just keep getting better and better."

Phrasee CEO Parry Malm put together a truly outstanding club. I see why an award missing from the trophy cases with his own 2016 UK Business Award's "Tech Entrepreneur of the Year". Quite an accolade, but it was what he said when accepting the award that stands out now: "It's a testament to our team, and more importantly to the absolutely awesome people. This trophy is reflective of their tireless effort, their integrity to act as part of something truly disruptive in digital marketing, a different yet natural, artificial or physical. And after today, I don't think it's possible to **say it better.**