

The Business Case for AI-Powered Copywriting

[eɪaɪ-ˈpaʊərd ˈkɒpiˌraɪtɪŋ] (n)

This AI technology has become a commercial *must-have* for marketers and is transforming the way brands generate marketing language (and revenue) forever.



phrasee

Artificial intelligence.
Human language.
Awesome.

The marketing industry is ready for a revolution —

AI-Powered Copywriting

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Using artificial intelligence to create better copy for your brand than humans can write alone.

The world is filled with 'solutions' to your brand's digital marketing problems. Each will promise you – with the utmost sincerity – that they can **boost your digital marketing performance**, deliver higher engagement, and drive digital marketing revenues. To a certain extent, each will be telling you the truth. There are many tech applications which have become 'table stakes' for any brand hoping to **make a marketing impact in the modern digital arena**.

Now, a new marketing tech application has entered the mainstream... and that application is **AI-Powered Copywriting**. The technology was born out of a simple but powerful idea: **the language a brand uses in its marketing is the crux of all marketing communications efforts**. And yet there was no technology on the market that could make it better, that was quick to use, and that didn't sound spammy or robotic.

With an **increasing number of channels** to service, and a rapidly shrinking window of time to engage consumers, **effective marketing copy is now at a premium**. Finding new, cost-effective ways to deliver quality, on-brand marketing copy to service the digital world's many marketing channels will be the **most crucial quest of modern brands** in the 2020s.

The technology has been making waves across the marketing sector in recent years within **digital-first global brands such as eBay, Domino's, and Groupon**, and has sparked a revolution in the way brands write marketing copy. No one believed it possible for AI to write... not just like a human... but **better than a human**.

The questions are: **how relevant is this tech solution** in relation to the others available to your brand right now? Why should you allocate any of your brain's finite space to considering **AI-Powered Copywriting for your brand's marketing strategy?** What can this technology deliver for you today?

And... ultimately... **can you afford not to?**

Changing the marketing game

Why copywriting is the priority in 2020

Who?

What?

When?

Where?

Why?

These, as we all learned in our earliest schooldays, are the **keys to telling any story effectively**. Each is crucial to broadcasting your brand's message to the world in its own way.

Understanding your brand's unique audience and finding the optimal time and place to present your brand's message to it **matters to the success of your marketing**. In all likelihood, you're probably spending money **doing exactly that right this very moment** (at least, you should be).

That takes care of the "who" the "when", and the "where". The "why" should be fairly obvious – it's to **engage consumers and convince them** to buy your product.

The question you should be focusing on, the one every brand should be focusing on in these uncertain times is: **"what?"**

The efficiency and scale of modern tech stacks is incredible. At the single click of a button, we can now send **a million messages to a million people**.

But what if your message is ineffective? What if it **doesn't help your brand achieve its marketing goals**?

How should you decide what your brand's message will be once it reaches those you hope to engage?

Optimizing your brand's message for the unique tastes and preferences of modern consumers is the **missing piece of the digital marketing puzzle**. It's the one aspect of the **all-important marketing strategies** that has never had an advanced technological solution... until now.

AI-Powered Copywriting is not simply a 'nice-to-have' product in your marketing stack. It is mission-critical and must be a priority spend, today and in the future.

It's much more than just another AI buzz word or marketing fad, especially in today's uncertain marketing climate.

AI-Powered Copywriting's low barriers to entry, lack of third-party data exchange, short time to onboard, and quick impact **make it perfectly suited** to exactly that purpose.

AI-Powered Copywriting empowers your marketing team in three extremely important ways:

1. Removes 'gut feeling' from your critical campaign paths
2. Codifies your brand's voice and uses it to your advantage
3. Optimizes your brand's message with an advanced, data-based approach

The content crisis and why AI can help solve it

The copywriting needs of the marketing industry have **increased exponentially** since the widespread adoption of the internet. The **massive consumer shift** away from 'traditional' media like radio, television, and newspapers and toward the world's biggest digital properties – email, apps, Google, Facebook, eBay, Amazon, etc – is already well underway.

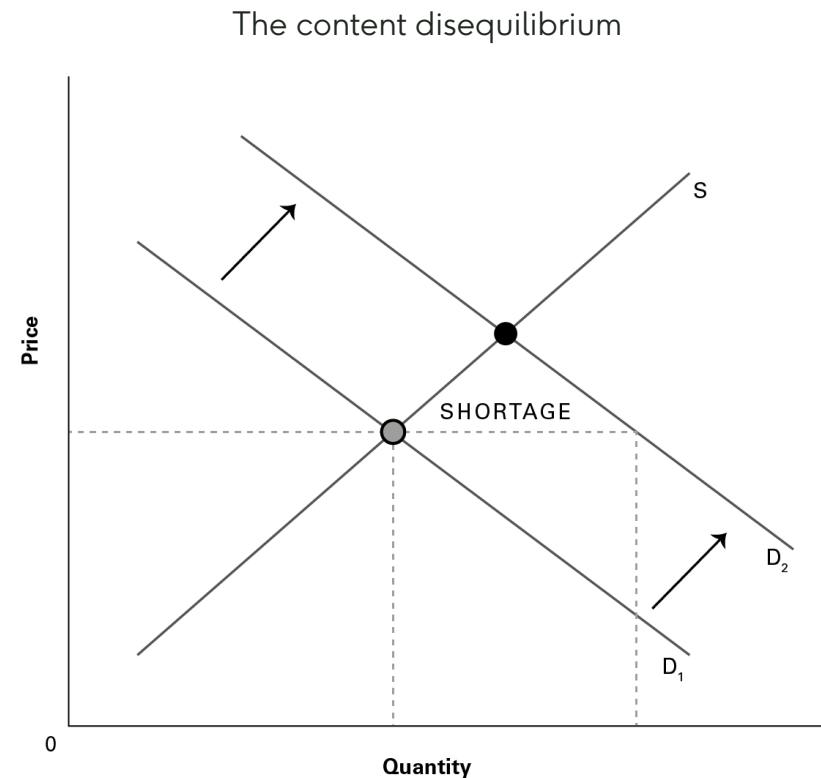
If current data are any indication (which they usually are), the COVID-19 crisis has **accelerated this shift** to a level few could have imagined only a few short months ago. This has left brands with many **new and emerging channels to service** with a constant stream of fresh, engaging marketing.

The scales at which modern brands need to **generate marketing copy to service all these channels is staggering** and has left many marketing departments rushing sub-par copy out the door to meet consumers' constantly growing thirst for content.

The current paradigm of simply hiring more and more copywriters is an **unsustainable and inefficient approach...** and it won't solve this problem for two important reasons:

First: with demand for marketing copy outstripping the industry's ability to deliver it, many brands are now employing copywriters whose actual copywriting abilities may be average (or below average).

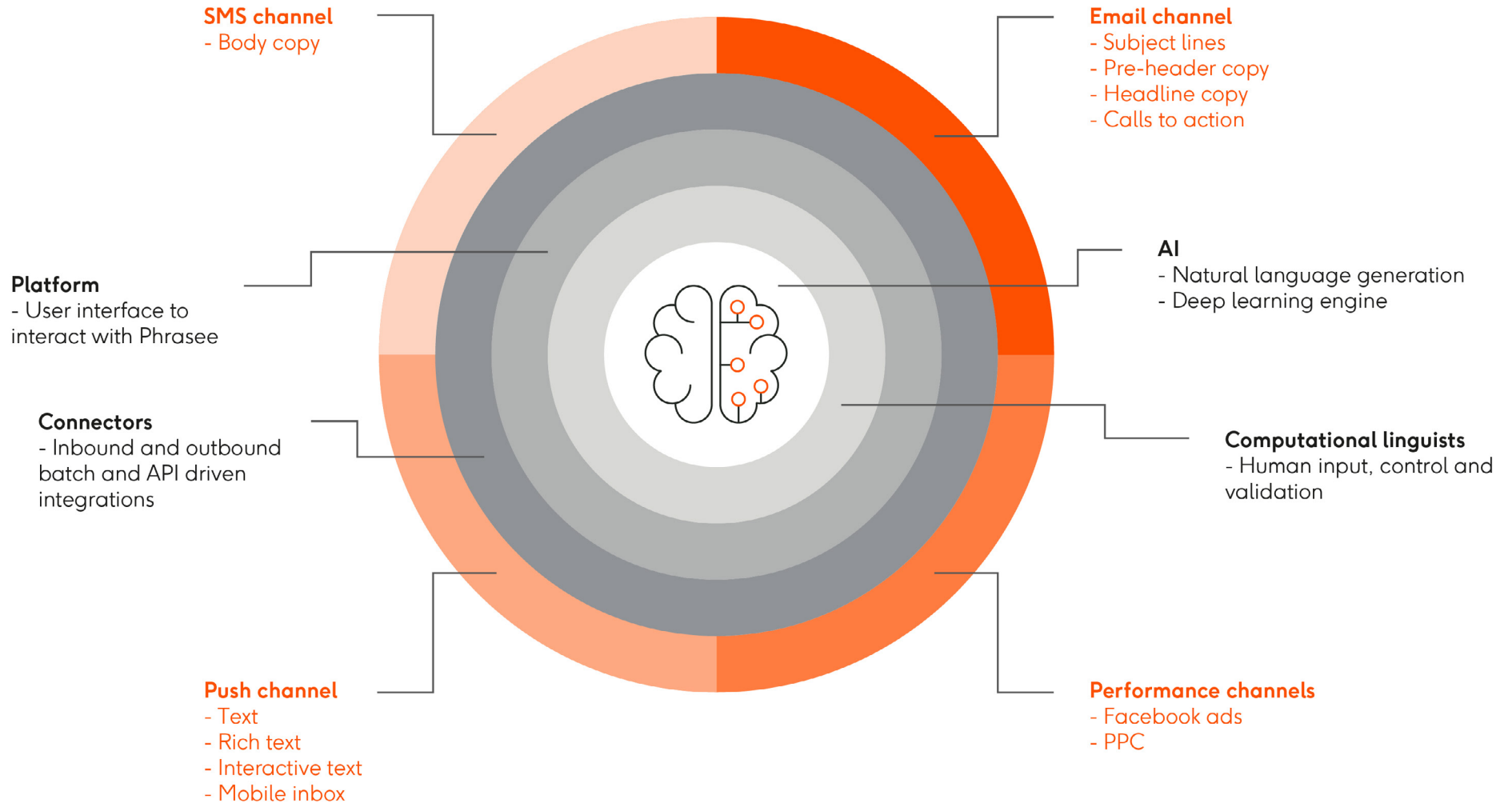
Second: the ability to quantify the effectiveness of your marketing copy is fundamentally limited without advanced technology.



The only sustainable, effective solution to the disequilibrium lies in advanced technology, specifically artificial intelligence. AI's ability to generate, optimize, and track the performance of marketing copy at scale and in the space of a few seconds presents a **promising answer** to one of digital marketing's most pressing questions: how can a brand gain a **marketing copy advantage** in the current consumer-driven media landscape?

The answer to tackling the content disequilibrium is AI-Powered Copywriting.

Here's how the model works using Phrasee's technology:



Exploring your copywriting options

There are now 3 distinct marketing copywriting options available to brands.

Scenario A: The traditional human approach (no optimization)

In scenario A, you'll **continue to trust the copywriting approach you've already been using**. This assumes that you trust the human in your team to deliver marketing copy that resonates with, and engages, your brand's audience in the most brand-positive and revenue-driving way possible. If you choose to follow this approach, your **brand's marketing performance will vary with the quality of copy your team produces**, with "gut feel" being your team's only guide. If you ask any two copywriters the best way to phrase a marketing message, **you will ll get two completely different answers**. Typically, the more persuasive person between the two will win out. The trouble is, **the most persuasive person isn't always the right person**.

Scenario B: The traditional human approach augmented with A/B split testing

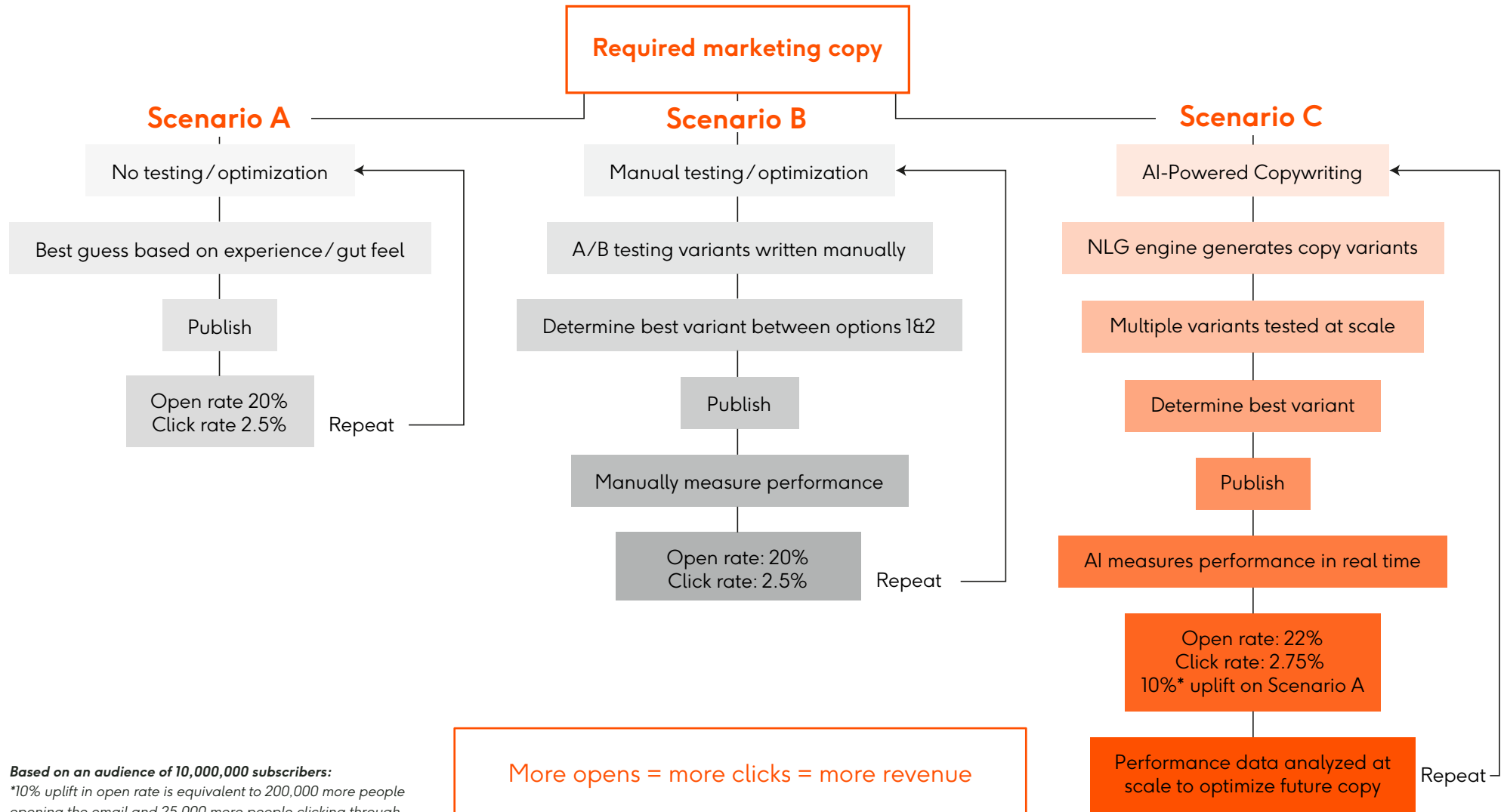
In Scenario B, you decide to undertake the easily surmountable task of **split-testing 2 versions (A/B)** of a piece of copy before sending it out to your audience. With two language variants to experiment with, **you'll gain important insights into which language works** most effectively on your audience. You will most likely "get it right" more often with this approach than you would with Scenario A. **Your copywriting performance will still vary from one campaign to the next**, but slightly less so than it would by following a Scenario A. Therefore A/B split testing has been **marketing industry best practice** for the better part of the past decade.

Scenario C: AI-Powered Copywriting with Phrasee

In Scenario C, you decide to **embrace AI-Powered Copywriting** before your competitors do. Phrasee's natural language generation (NLG) engine **analyzes past campaign/language performance at scale**, creating a model for the generation of future copy mathematically predicted to be effective on your brand's unique audience. This model generates at least 10 language variants for each marketing message you send, then tests each of these out on a segment of your audience. It tracks the performance of each variant in real time, offering **data-based insights into the best copy** to proceed with on your wider audience. Better still, Phrasee's proprietary machine learning technology banks the performance of every piece of copy you send and test, **using this data to become more effective at engaging your audience and driving revenue** with every campaign send.



The results you can expect



What will AI-Powered Copywriting do for my brand?

The most obvious benefits of AI-Powered Copywriting come in the form of a **significant short-term uplift in audience engagement** on digital marketing channels.

Let's take a look at a few of Phrasee's customers, and the **immediate impact that AI-Powered Copywriting had** on their email marketing performance.



16%

average open rate uplift

31%

average click rate uplift



10%

average open rate uplift

25%

average click rate uplift

\$/£ millions in incremental revenue



26%

average open rate uplift

57%

average click rate uplift



12%

average open rate uplift

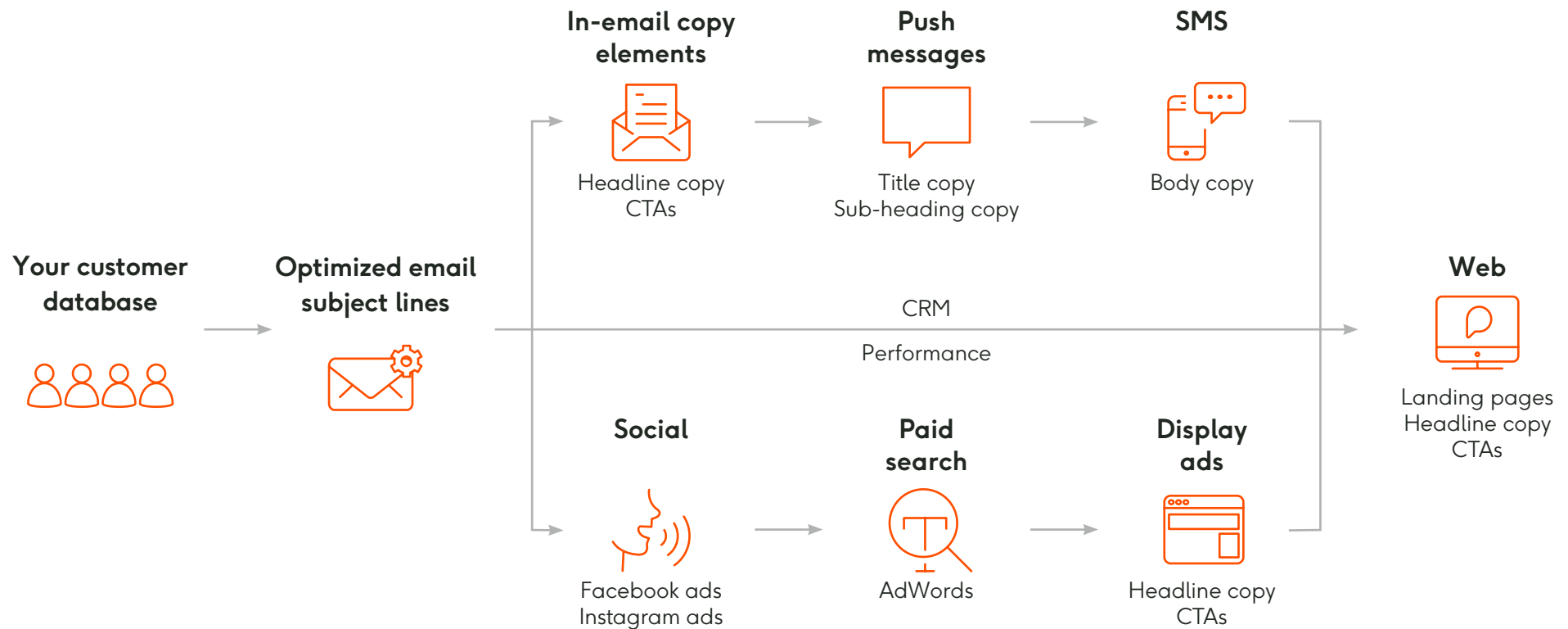
22%

average click rate uplift

The ideal scenario

Email is the **ideal testing ground** for marketing language optimization. It is 100% owned data, easy to test in, and free from third-party interference. But it is by no means the only channel an effective modern digital marketing strategy encompasses.

There are many channels and platforms involved in broadcasting your brand's marketing message to the world. Developing consistent, engaging, and on-brand copy to service all of these channels and platforms is the **key to making the most of the consumer-reaching benefits** each has to offer.



So what's different about Phrasee?

TRUST AND CONTROL



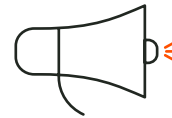
You are always in control of your language. Phrasee ultimately balances the most advanced copywriting tech with human control – this creates a unique trust in the language generated whilst ensuring it has the reach and impact you need.

IMMEDIATE IMPACT



Phrasee gets you results... in days, not months. And they're provable results. Results that make you more money.

YOUR BRAND'S VOICE



Some talk the talk about brand voice. Phrasee walks the walk. We tailor the tech to your brand's voice... and no one else's.

HUMAN SOUNDING



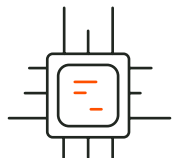
You can't tell whether Phrasee wrote the copy, or if a human did. Your customers are human - so your copy shouldn't sound robotic.

CROSS CHANNEL



Email, push, social, web – you name it, Phrasee can do it. Using the Phrasee Phormula, you get better copy. Everywhere.

ON-DEMAND SOLUTION



Phrasee is low touch and high impact. No complex IT requirements. No personal data needed. No aggravation. Just language optimization.

NEVER SPAMMY



Resorting to clickbait tactics is cheap. We don't do that. We will never do that. And we'll make sure you don't have to.

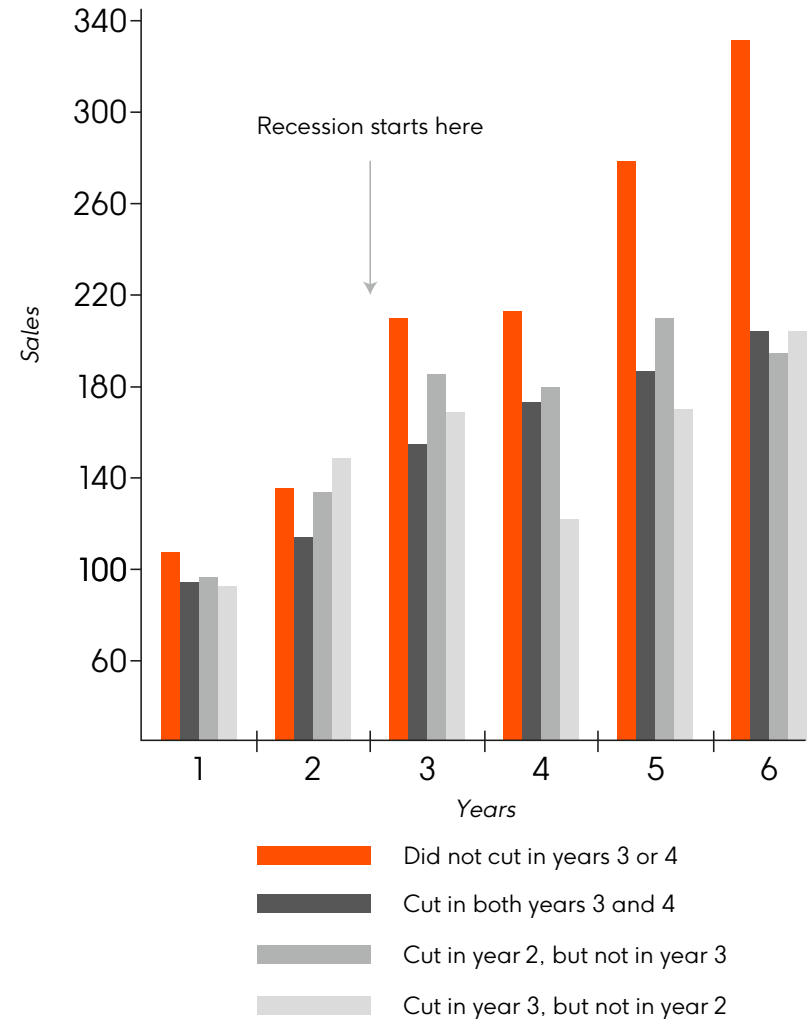
Is THIS really the right time?

AI-Powered Copywriting is no longer a 'nice to have' martech product for your brand's digital marketing stack. It has become a **crucial element of any effective digital marketing strategy**. This is no less true today than it was before the world turned upside down and toilet paper shortages dominated our headlines.

As history has demonstrated time and again over the past century, brands which choose to cut back on advertising during difficult/uncertain times suffer grave consequences over time, while **brands which choose to continue investing in marketing thrive**.

A prime example is the six-year period following the recession of 1981–1982, perfectly illustrated in the graph to the right. The orange bars represent overall sales for brands which chose to continue investing in their marketing through the tough times of this recession, while the grey bars represent the overall sales of those which didn't. As you can see, **those who invest in their marketing and advertising come out of the recession as winners...** and those who don't... come out as the losers.

Sales Following 1981-82 Recession by Advertising Strategy



Source: McGraw-Hill Research's Laboratory of Advertising Performance. 1985.

The bottom line - convincing internal stakeholders

Boosting digital marketing engagement is a **key priority for every B2C business** for 2020 and beyond. A **quantifiable, sustainable increase in opens, clicks, conversions**, or any other form of consumer engagement on digital channels should perk up the ears of any marketing professional.

Here are the key points you need to make the case internally:

1 It makes you more money.

Phrasee offers the **highest level of engagement** across every digital touchpoint, **making your brand more money**, and giving you a very clear ROI.

2 It's a 'quick win'.

Building a brand is a long, arduous process. In the current climate, the 'quick wins' that demonstrate your value as a marketer can be hard to come by. With the **awesome power of AI-Powered Copywriting**, an immediate boost in marketing performance is **only a few clicks away**.

3 Be ahead of the competition.

The adoption of **AI-Powered Copywriting** in the marketing game is accelerating quickly. The truth is, it's only a matter of time before your competitors are taking advantage of the **marketing edge** this powerful tool has to offer. Wouldn't you rather be first to post on this one?

However, convincing senior stakeholders that **now is the time to invest in AI-Powered Copywriting** can be a minefield, particularly when a complex, difficult to understand technology like artificial intelligence is involved.

4 Amplify the effect of email across all digital channels.

AI-Powered Copywriting **amplifies the effect of email** as your most critical consumer-facing communications channel. What works with your email subscribers will work across your digital channels.

5 All in your brand voice.

A coherent, cohesive, and customer-centric approach to marketing is the only way forward. AI-Powered Copywriting **ensures that your brand's messaging engages consumers** while remaining considerate of your audience's shifting mindset in current times.

This AI technology has become a commercial must-have for marketers and is transforming the way brands generate marketing language (and revenue) forever.

ROI impact

Let's say that you're a retail brand with 1,000,000 subscribers on your list.

We assume that the open rate generated by a subject line built with optimized copy is 13%, while without it's 11%.

This 2% difference in open rate might not sound like much, but it can have a very real (and quite significant) impact on an email marketing campaign's bottom line.

An open rate difference of just 2% leads to 20,000 fewer opens per campaign.

Multiply those 20,000 extra opens by the campaign's conversion rate (let's say 1%).

20,000 X conversion rate [1%] = 200 fewer conversions from using non-optimized email subject line language.

Now multiply those 200 extra conversions by your brand's average order value (let's say \$50).

Extra conversions [200] X average order value [50\$] = \$10,000

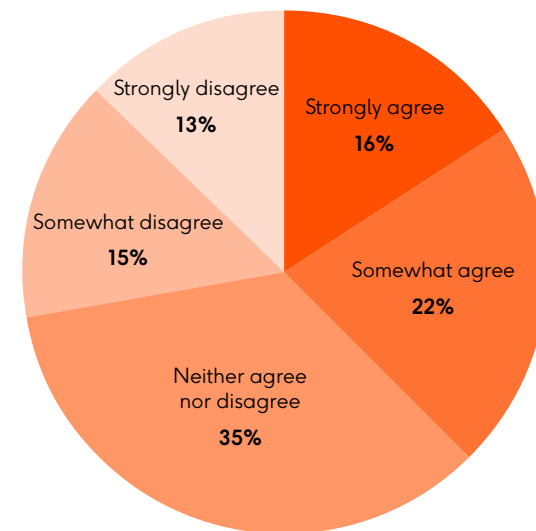
$1,000,000 \times (0.13 - 0.11) \times 0.01 \times 50 = \$10,000$

Source: *The Language Effect*, Parry Malm, 2020

Granted, this example uses some round numbers that may not apply directly to your brand's open rates, conversion rates, or average order value, but the point still stands. **There's a significant opportunity cost to not making use of this technology.** Can your brand afford that opportunity cost at a time like this? The answer is probably a resounding "no".

Whether you know it or not, your audience expects you to continue marketing during a crisis. AI-Powered Copywriting offers you and your brand to do so in the most effective and efficient way possible.

US internet users who agree that brands should advertise as normal during the coronavirus outbreak, March 2020



% of respondents

Notes: ages 16-64; numbers may not add up to 100% due to rounding

Source: GlobalWebIndex, "Coronavirus Research Release 3: Multi-Market Research," March 23, 2020

The Phrasee Effect - high ROI

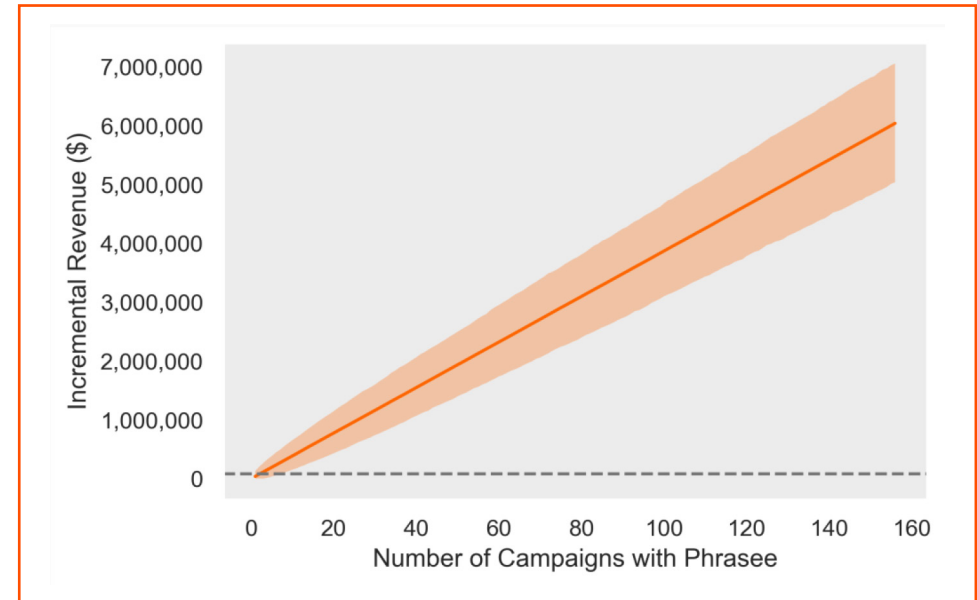
Let's take a look at the Phrasee Effect in action.

An international retail brand has been **using Phrasee regularly** over a number of months.

During this time, it has experienced a **21% open rate** from its audience of **10,000,000**.

Based on a **conversion rate of 0.2%**, and an **average order value of \$78**, it has achieved an estimated **incremental revenue of \$39,000 per campaign**.

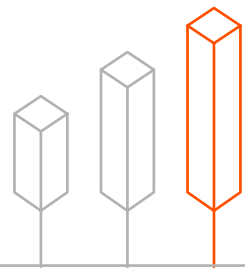
Assuming the brand continues to send 4 emails a week with Phrasee (208 a year), the **projected incremental revenue across the entire year would be \$8,000,000***.



The graph above shows a long-term projection of the Phrasee Effect.

The more the brand uses Phrasee, **the more incremental revenue** it will make.

**These numbers have been rounded*



Getting started is easy

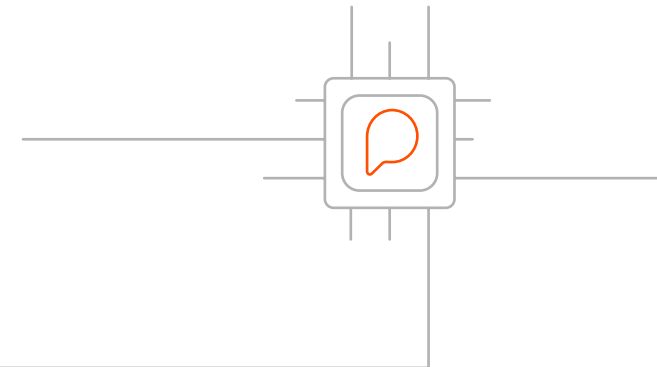
It's easy to get started. Here's what we need from you to start creating your unique language model, to make sure it is brand compliant and tailored to your needs:

- As much subject line data as possible: the subject line text; total number. recipients (sent and delivered); the total number. opens and clicks; and the average open and click rates.
- Any tone of voice or brand guideline documentation that you have.
- Confirmation on which campaigns you will use Phrasee for and at what frequency.
- A copy of your marketing calendar.
- Answers to questions we send you about your brand and bespoke language model functionality documentation.
- Insight about your attribution model and criteria for success.
- Details about who from your team will be directly using Phrasee to generate language.
- Information about who approves your language. Please tell us about this process (including timings).

Getting the most out of Phrasee

Here are some tips on unlocking full awesome mode in Phrasee:

- In the beginning, it requires a small leap of faith to resist the temptation to edit the language that Phrasee generates for you.
- By testing Phrasee-generated language on a small subset of your audience, you are keeping any perceived risk to a minimum.
- Let Phrasee deliver your short-form marketing copy so your team is free to focus on more strategic projects.
- We recommend that you test Phrasee's language against a human control (i.e. language that you write without the aid of Phrasee). It's not a competition though! People are often tempted to compare the Phrasee-generated language with the human-written language. The human control line acts as a bench mark to demonstrate your uplift and ROI as a result of using AI-Powered Copywriting.



Empower your marketing with AI-Powered Copywriting.

Book a demo



Artificial intelligence.
Human language.
Awesome.

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