

The background features a close-up of hands using a laptop, overlaid with various digital graphics including a line graph, a network diagram, and a bar chart. The overall aesthetic is clean and modern, with a color palette of soft pinks, purples, and blues.

How to Use Personalization + Emotion

to Bring Your Campaigns to Life

Movable **Ink** + [PERSADO]

Introduction

PERSONALIZATION AND EMOTION ARE THE FOUNDATIONS OF GREAT CUSTOMER EXPERIENCES

Authenticity is everything when it comes to delivering compelling customer experiences. People are attracted to brands who treat them like — surprise! — humans. And this is especially true when it comes to marketing.

Generic marketing messages, like the “spray and pray” tactics many marketers used to rely on, don’t cut it anymore. Expectations are higher than ever, and creating content that is relevant to customers has become increasingly important. In one [study](#), 9 out of 10 marketers said their customers expect personalized experiences across digital properties.

Consumers crave authentic experiences that capture their attention and cater to their wants and needs *at every moment*.

Marketers can use personalization and emotion to attract and maintain loyal customers, no matter where they are in the lifecycle.

As partners in digital innovation, Persado and Movable Ink have teamed up to explore the many ways email marketers should use personalization and emotional language to elevate their campaigns and drive results.

In chapter one, we’ll examine how emotional language drives consumer responses, and how you can drive huge results by knowing the emotions customers respond to best.



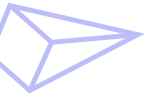
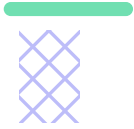
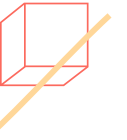
Chapter two will cover the customer journey and how you can develop personalized offers that leverage your customers’ behaviors.

Finally, chapter three will detail how marketers can create culturally relevant campaigns for different audiences.

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Emotion



How Emotion Affects Your Customers

Neuroscientist [Antonio Damasio](#) discovered that emotions play a major role in decision-making. In fact, his [study](#) found that people with severe emotional impairment were unable to make even the most simple decisions. Persado's research has quantified that. On average, 60% of audience responses to a marketing message are driven by emotions, outperforming all other components. In both cases, it's clear that *our emotions tend to steer us to a final choice*.

60%

of audience responses are driven by emotions

From an analysis of 45 million unique marketing messages that saw more than 40 billion impressions, we've put together a guide to understanding how to use emotions to increase engagement in your marketing.

Analyzing Emotional Language by Channel



At Persado, we have scored more than one million marketing messages and classified them on a Wheel of Emotions with 15 emotions, ranging from positive (Achievement and Gratitude) to negative (Urgency, Anxiety, and Guilt)

When it comes to connecting with an audience, emotions matter across all channels — whether it's digital channels like email and social media or more traditional marketing like point-of-sale receipts and direct mail. More importantly, channels that are seemingly similar — like push notifications and email subject lines — can have huge differences in the way a given message engages an audience.

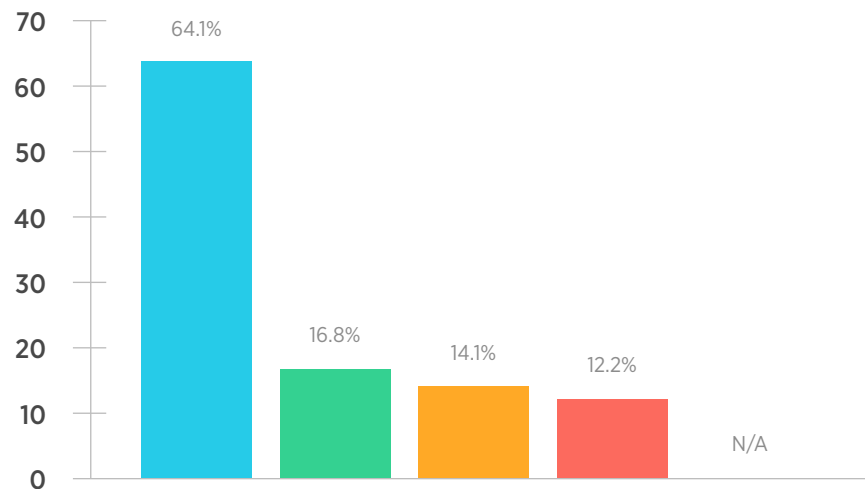
For example, emotions account for 58% of Facebook ad performance but only 21% for web banners. In this section, we'll review how emotion contributes to three marketing channels: Email (subject lines and bodies), SMS, and landing pages.

EMAIL: SUBJECT LINES AND EMAIL BODIES

Subject lines are the first thing a consumer sees. Consequently, emotions have more of an impact here than in any other channel, accounting for 64% of responses.

Within email bodies, one step further down the marketing funnel, the contribution flattens, but emotions still have the second-highest impact on response. Because you have drawn customers to the email body through an impactful subject line, you can focus more on functional elements — the highest contributor — to entice them to take a specific call to action.

SUBJECT LINES: AVERAGE CONTRIBUTION OF MESSAGE ELEMENTS

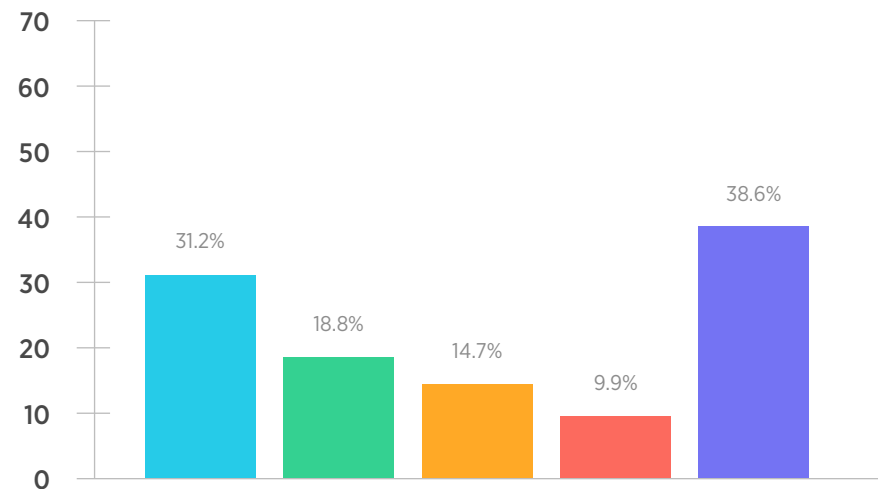


EMOTIONAL
The emotional language within the copy (“You’re in luck!”).

DESCRIPTIVE
The offer itself (“\$10 off”).

FORMATTING
The formatting of the copy including bolding, italics, lower vs. capital letters, emojis, and punctuation.

EMAIL BODIES: AVERAGE CONTRIBUTION OF MESSAGE ELEMENTS



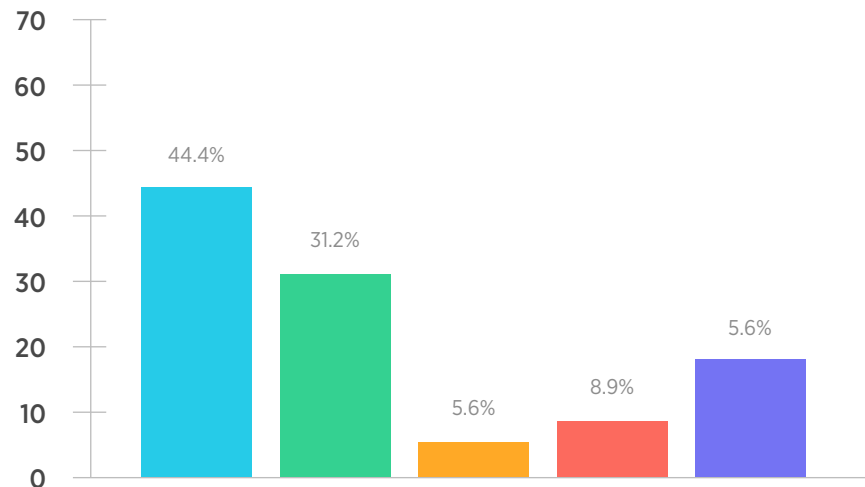
POSITIONING
Where each element sits within the copy.

FUNCTIONAL
The call-to-action.

SMS

Much like email subject lines, SMS campaigns rely on succinct, engaging messaging. However, while emotions are the top contributor for both, SMS depends more heavily on descriptive elements than email subject lines. However, we see a somewhat more balanced impact made by both emotional and descriptive elements than in subject lines. Even though SMS texts need to make an immediate impact at first glance, the information being conveyed and the details of the promotion make a big difference.

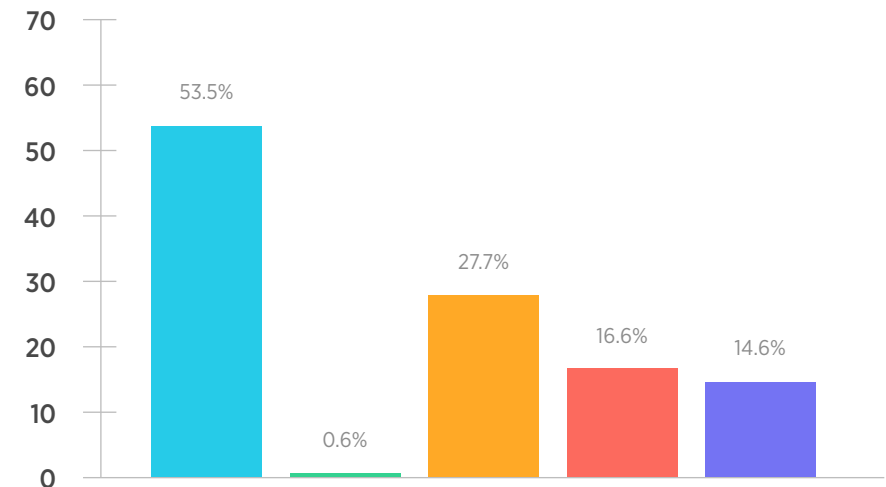
SMS: AVERAGE CONTRIBUTION OF MESSAGE ELEMENTS



LANDING PAGES

You've done the work to get your customer to this point: the landing page. Typically at the point of conversion, emotional content in landing pages is crucial to drive that final customer action. Like with subject lines and SMS, emotional language is the biggest contributing factor to action, but in this case, formatting and functional language are also crucial.

LANDING PAGES: AVERAGE CONTRIBUTION OF MESSAGE ELEMENTS



The Best (and Worst) Performing Emotions for Your Industry

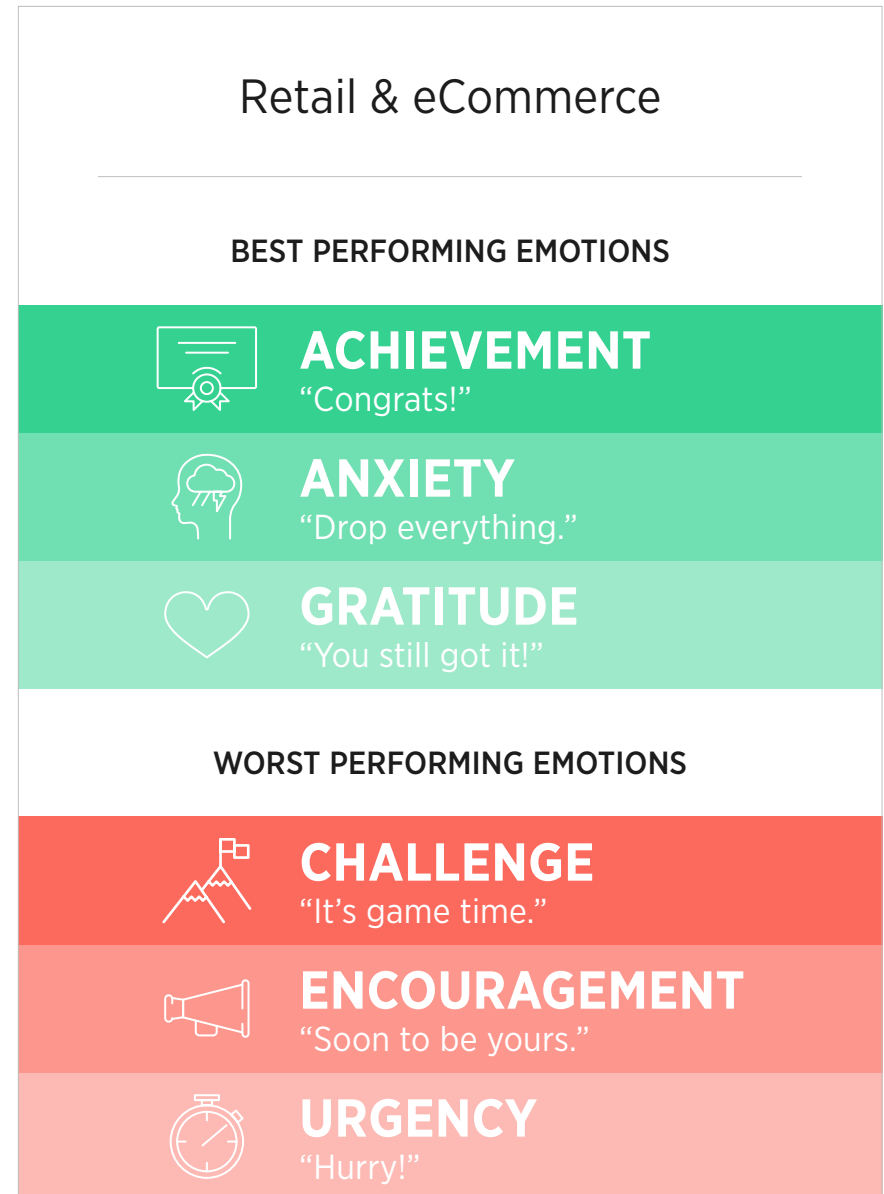
Now that you know exactly how much emotion can affect your marketing by channel, you might be wondering which emotions work with your customers. You can imagine that what drives someone to buy a pair of shoes (the Retail and eCommerce industry) is not the same thing that drives them to apply for a new credit card (the Financial Services industry). It's vital to understand not just where to use emotional language, but *what* language to use for your audience, and, eventually, the language to use for each *individual customer*.



RETAIL AND ECOMMERCE

Retail and eCommerce companies have the unique opportunity to drive repeat sales over a short period of time: you can never have too many pairs of shoes, right? This means that by continually tying into the emotion that works for your audience, your audience segment or even your specific customer, you can drive long-term loyalty and repeat business.

EMOTION



SOURCE: Persado, 2017-2018.

Travel & Hospitality

BEST PERFORMING EMOTIONS



ANXIETY

“Don’t forget to use this...”



ACHIEVEMENT

“You made it!”



GRATITUDE

“You’re the best!”

WORST PERFORMING EMOTIONS



CHALLENGE

“Ready. Set. Go.”



ENCOURAGEMENT

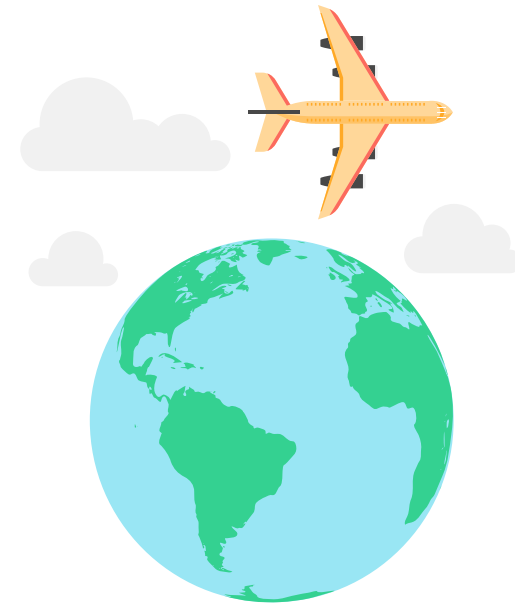
“Let’s make this count.”



GUILT

“Don’t get left behind.”

SOURCE: Persado, 2017-2018.



TRAVEL AND HOSPITALITY

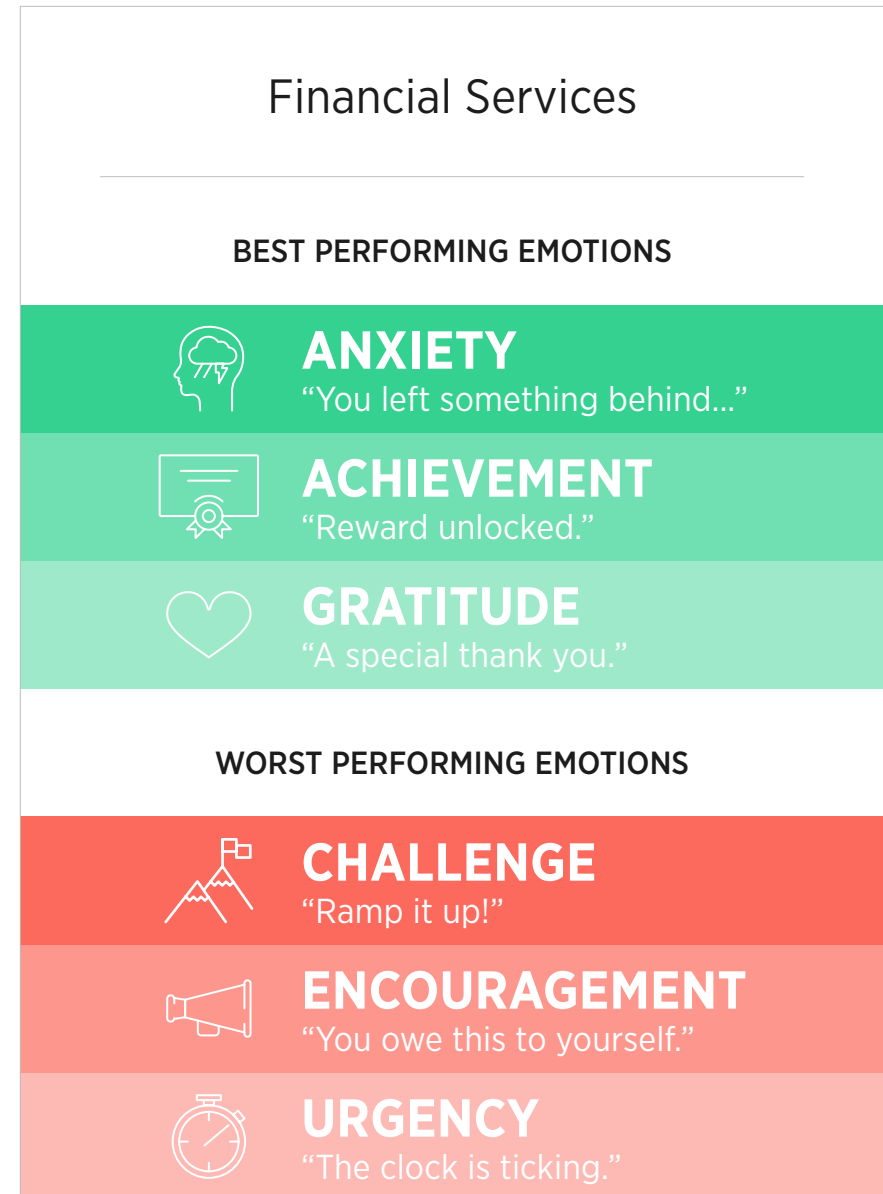
Loyalty is crucial for any industry, but it’s especially important for Travel and Hospitality, where transaction prices are typically higher than retail and creating engagement is crucial to prevent someone from just going one click away to another provider. Sure, points and other programs certainly help, but it’s all about creating a relationship that then breeds loyalty. Emotions play a key part in driving that relationship. Engaging consumers emotionally is the trick to driving long-term customer loyalty, particularly when there are fewer chances to convert and drive a sale. The average order value is significantly higher for Travel and Hospitality, so engaging these customers should be a priority.

FINANCIAL SERVICES

When Financial Services companies want to get a customer to opt-in for a new credit card or apply for a mortgage, it's not just a spot transaction — it's a long-term commitment. It's very different than, for example, buying a T-shirt or a plane ticket.

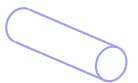
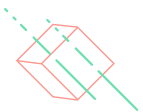
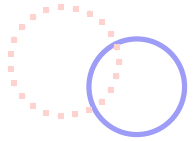
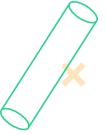


Customers need to trust the company and understand the risks and rewards. It's a long process that requires more touches than any other industry. Getting the emotional message right in your marketing can decrease touches and increase the speed of conversion.



SOURCE: Persado, 2017-2018.

Personalization and Behavior



Understanding Consumer Behavior

Each of your customers is unique, and his or her needs are constantly changing. Even when you determine which emotions your customers respond to, you have to continually test to ensure you're keeping up with their evolving preferences. After all, today's sneaker aficionado could be tomorrow's motorcycle boot collector. Personalization is key here: the more you know your customer and can personalize, the more engagement you'll get.

As a marketer, one of the most important parts of your job is anticipating your customer's changing needs and meeting them with the right content at the right time. The right data and technology make this all possible. In this section, we'll run through the customer journey. Then we'll give you examples of specific types of emails where you can leverage personalization and emotional language to their fullest extent.

THE CUSTOMER JOURNEY

To create content that resonates with your audience, you should be aware of how they think and behave before they buy. As a best practice, your content should align with the marketing funnel. Most marketers are probably familiar with the marketing funnel, which looks like this:



Happy customers will become loyal customers and eventually brand advocates. We'll focus on the awareness and consideration stages of the funnel, which lead up to conversion. Marketers need to know what actions their customers are taking in the awareness and consideration stages so they can serve them with email content that drives them to conversion.

Are your customers heavily researching products on your website prior to making a purchase? Are they engaging with your emails? Every audience is different, but we can shed some light on what those customer journeys look like.

Movable Ink closely watches how consumers interact with email and what ultimately leads them to convert. Let's examine what a journey typically looks like.

WHAT DOES THE AVERAGE CUSTOMER JOURNEY LOOK LIKE?

PRIOR TO MAKING A PURCHASE, THE AVERAGE CUSTOMER WILL:

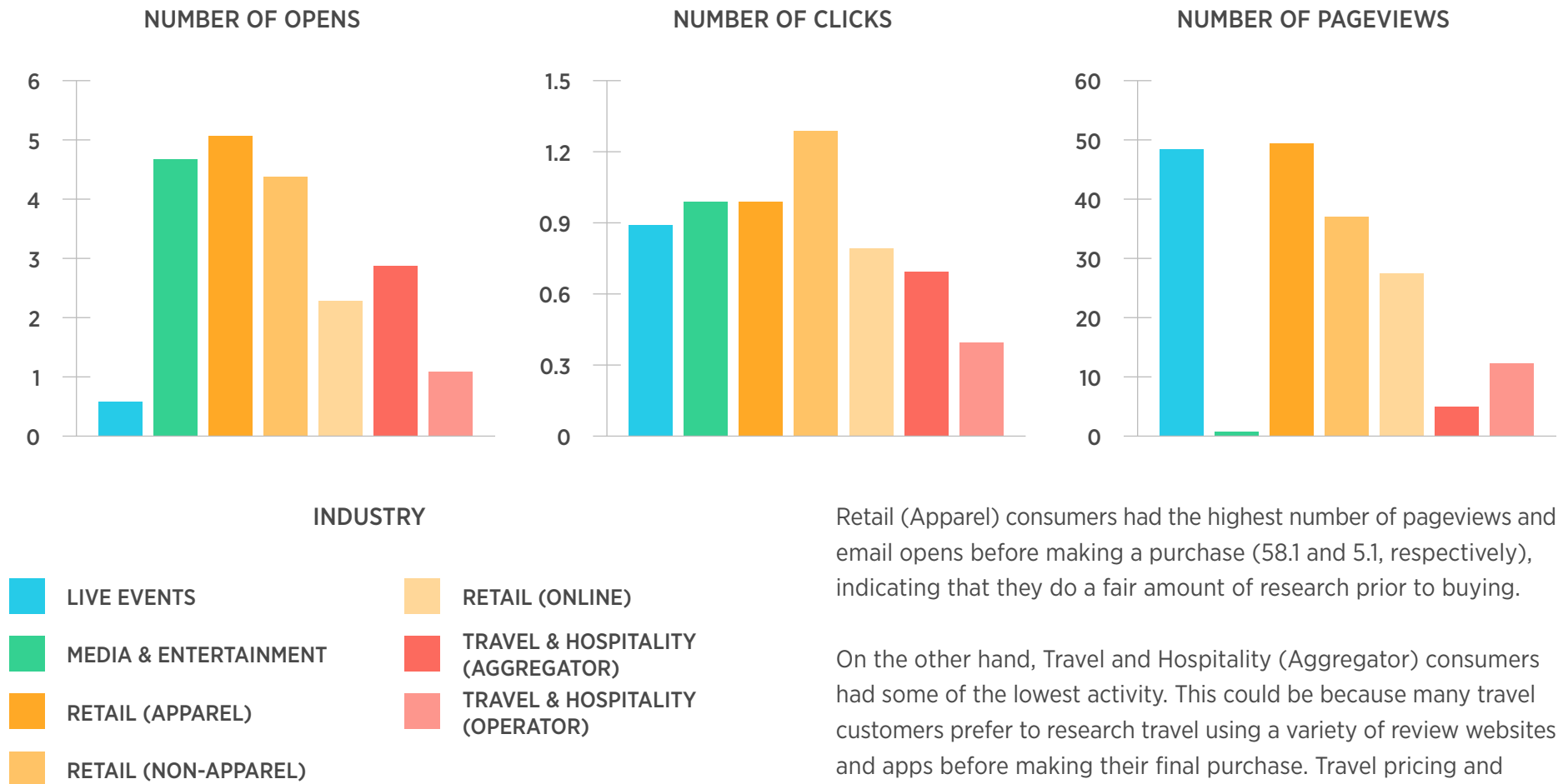
Open **3** emails from a brand

View a brand's website **34.6** times

Click **.9** times within a brand's email

Now let's break it down by industry.

The Customer Journey by Industry



Retail (Apparel) consumers had the highest number of pageviews and email opens before making a purchase (58.1 and 5.1, respectively), indicating that they do a fair amount of research prior to buying.

On the other hand, Travel and Hospitality (Aggregator) consumers had some of the lowest activity. This could be because many travel customers prefer to research travel using a variety of review websites and apps before making their final purchase. Travel pricing and inventory tend to fluctuate, so it's entirely possible that the first place a customer does their research will not be the same place they convert.

Developing Content that Meets Your Customer's Needs

Keeping up with your customers' changing behavior is the first step toward creating content that speaks to them on a 1:1 level. The next step is using that information to create behavioral content for your email marketing campaigns.

Behavioral marketing lets you track your customer's interactions with your brand — items they added to their shopping cart, categories they browsed on your website, and recent purchases, for example — and use that information to deliver email content that people actually want.

Speaking to your customers as individuals is incredibly effective. According to [Digital Trends](#), 73% of people say they prefer to buy from brands that make shopping experiences relevant to them.

Many marketers are already elevating their content with behavioral data. In the next few years, 89% of businesses will compete mainly on customer experience, according to [Gartner](#).

Expectations are higher than ever, and delivering those experiences is no longer optional. It is now essential for marketers to embrace behavioral marketing.

There are a plethora of ways marketers can leverage behavioral marketing in their email content, so let's look at a few of the most effective ones.

CART ABANDONMENT EMAILS

According to a study from [Baymard Institute](#), the average shopping cart abandonment rate is 69.23%. During the holiday shopping season — between October and December — it's even higher at 74%.

Cart abandonment rates reach
74%
during the holiday season

It makes sense — during the hectic holiday season, consumers are bombarded with marketing messages. It's likely that many people have simply forgotten the items in their carts and/or were window shopping with the intent to come back later. They may need a gentle reminder to complete their purchases.

As holiday spending [increases year over year](#), we can expect to see cart abandonment rates remain high. That's why behavior-based emails like cart abandonment emails will be crucial for brands trying to increase revenue throughout the year, especially during the holidays.

With behavioral marketing, you can automatically send a gentle reminder (that would be your cart abandonment email) to any customer who has had items left in their cart for a specific period of time. You could even target those emails based on the total value of the items in the cart, or run a test to see if your customers respond better to abandoned carts with multiple items as opposed to one item.

That time period is up to you and your audience, so testing these messages is key. [Marketo](#) recommends sending your cart abandonment ASAP, while the product is still fresh in your customer's mind — so, an hour from the time your customer walks away from their computer or puts away their smartphone.

TRY THESE TACTICS FOR ENHANCING YOUR CART ABANDONMENT EMAIL CONTENT

- **Images of the items your customer left in their cart.** Humans are visual creatures, so this can be incredibly effective for driving people to act. Movable Ink has seen cart abandonment emails using this tactic drive engagement by [50%](#).
- **Real-time inventory.** If your products or services have an inventory that fluctuates, including real-time inventory will let your customers know that they have a limited time to complete their purchases.
- **Deep-linking.** If you have an app, deep-linking lets you link directly to your app from your email making it even easier for people to buy.

The Best and Worst Emotions to Use in Cart Abandonment Emails

TOP THREE EMOTIONS



LUCK

"It's your lucky day."



ACHIEVEMENT

"You've unlocked a deal."



EXCITEMENT

"Tis the season!"

BOTTOM THREE EMOTIONS



CHALLENGE

"Wise up."



GUILT

"Use it or lose it."



ANXIETY

"A quick follow up."

SOURCE: Persado, 2017-2018.

PRODUCT RECOMMENDATION EMAILS

According to [eMarketer](#), 81% of online shoppers who receive emails based on previous shopping habits are more likely to complete a purchase as the result of a targeted email. Most of those online shoppers will browse and compare products before adding anything to their carts.

That's why offering up personalized product recommendations in your emails based on prior purchases or browsing history can be powerful for driving your customers to make a buying decision and ultimately convert.

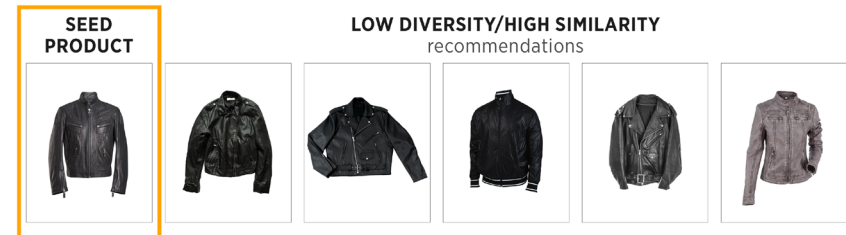
Aside from being conversion machines, personalized recommendations are just plain helpful.

Imagine that you're just getting into photography and you've purchased a high-end camera online. You receive an email with recommendations for accessories like cases, straps, and lenses — all things you will need but didn't think to buy initially. This email has officially helped you make a buying decision.

There are a number of ways that marketers can use recommendations in their email content to help customers discover new products. Two tactics include:

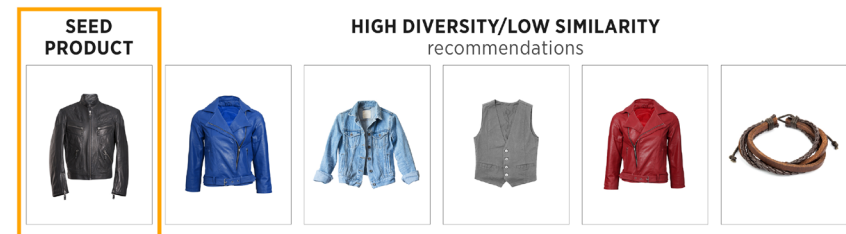
RECOMMENDATIONS WITH LOW DIVERSITY AND HIGH SIMILARITY

If you want to show your customers items related to their original purchase — think similar colors and styles — using recommendations with low diversity and high similarity will help people find more of the same products they already love.



RECOMMENDATIONS WITH HIGH DIVERSITY AND LOW SIMILARITY

Now, let's say you want to promote a different range of products — or you just want to show your customers products they wouldn't have discovered on their own. You can use high diversity and low similarity to make that discovery process easier.



The Best and Worst Emotions to Use in Product Recommendation Emails



TOP THREE EMOTIONS



ANXIETY

“For your information...”



GRATIFICATION

“This is a steal.”



ACHIEVEMENT

“You’ve earned this.”



BOTTOM THREE EMOTIONS



CHALLENGE

“Get ready!”



CURIOSITY

“You have to see this.”



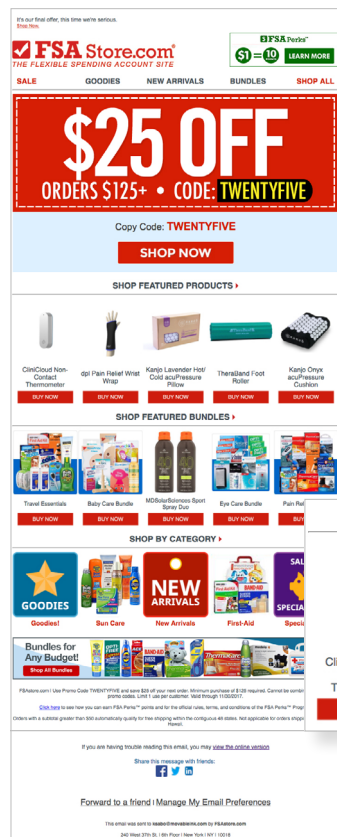
EXCITEMENT

“Here it is at last!”

SOURCE: Persado, 2017-2018.

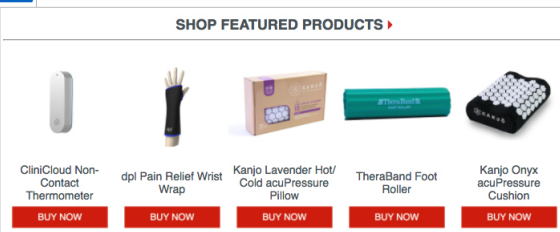
Recently Browsed Products and Searches

We addressed the power of pulling in images of products that a customer left in their shopping cart as well as recommending related products to drive people to make an additional purchase. Adding recently browsed items and searches into your email campaigns is another effective way to create 1:1 offers.



RECENTLY BROUSED PRODUCTS

Including recently browsed products doesn't mean you need to completely overhaul your marketing campaigns. In fact, it can be as simple as adding a block of content to an existing email, such as a weekly newsletter, with a call to action that lets your customer add that item to their shopping cart.



In this example, FSA Store is featuring products that a user has viewed within the last 30 days. If no product has been viewed, a product from the user's last viewed category is shown. If no category has been viewed, the most viewed New Arrival items are shown.

If you really want to drive urgency, you can add real-time pricing and inventory to give them a heads up that there is a limited time to act.

RECENT WEBSITE SEARCHES

If a customer is searching your website for a specific product or offer, they're likely in the research phase and may need a nudge from you to drive them to conversion. Travel marketers know this all too well: timing is everything, and customers have a limited time to nab the best deal.

With countless competitors vying for your customer's attention, it's crucial to stand apart from the pack by making it easy to make a purchase.

Pulling your customer's recent website search in an email, along with updated search criteria and prices, simplifies their research phase. You're bringing the search results to them, eliminating extra steps. Adding real-time pricing, inventory, and their local airport (if applicable) personalizes the experience even further.

Case Study: 3 Ways to Generate Emotion with Personalized Experiences

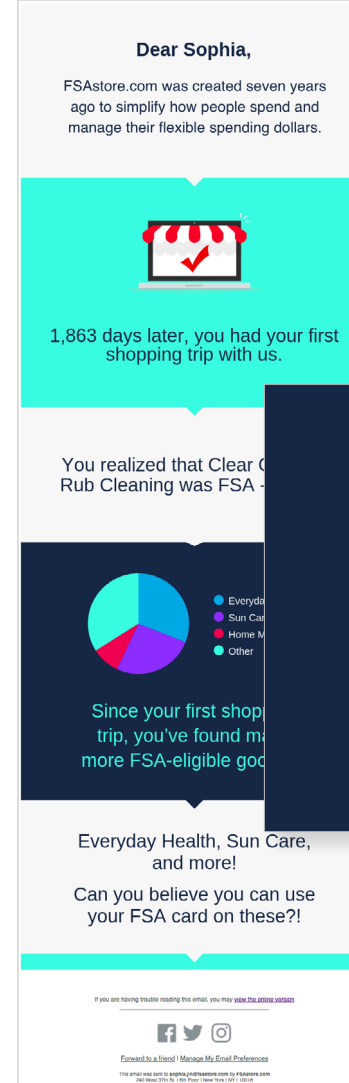
Now that you know which emotions to use for your industry to get the most opens on your emails, you can focus on generating personalized experiences that elicit emotions within the emails themselves.

The brands in the following examples use Persado to generate the best subject lines based on their specific audience's emotional responses to boost opens and engagement. Then they use Movable Ink to generate personalized content within the email itself.

TRUST AND LOYALTY

Developing lasting customer relationships is no easy task. Loyal customers expect a lot from the brands they follow — they want to feel valued time and time again. One way to foster those connections is to create 1:1 loyalty campaigns using data visualization.

A data-driven loyalty campaign is an opportunity to put your customer in the spotlight by showcasing their interactions with your brand. This could be rewards points earned, rewards they're eligible for, number of purchases to date, or any relevant information you have on your customers.



Make all of this information real-time (as in, updated the millisecond your customer opens the email), and you've got yourself a formidable campaign.



This loyalty email from FSA Store uses image personalization and customer data to showcase each customer's unique purchasing history with the brand.

It's easy to see why data-driven loyalty campaigns are powerful for driving results. By providing real-time information, you're driving people to act (and stirring up some FOMO, as you'll soon see). When you showcase data in a visually appealing way, you create a share-worthy experience that will motivate your customers to share their email across social channels.

FOMO

FOMO, or the Fearing of Missing Out, is a very real and powerful emotion in email marketing. By creating just the right amount of anxiety (one of Persado's 15 key emotions), you can drive your customers to act fast.

We mentioned earlier that showing real-time data like rewards points can drive people to complete a purchase with their points or move to the next rewards tier. You can also use real-time data to drive FOMO by showing real-time pricing and inventory on products with limited inventory or fluctuating prices. This comes in handy for the travel industry, where hotel and flight prices can change on a daily or even hourly basis.

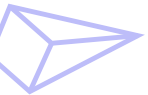
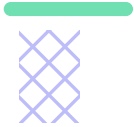
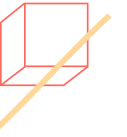
Time-targeting is another way to create FOMO, especially around the busy holiday season. With time-targeting, you can give your customers a heads up on upcoming promotions and let them know that each promotion is only available for a limited time. It's an easy way to deliver multiple deals at once and drive awareness to upcoming promotions.

In this example, Carnival created personalized email content for customers whose courtesy hold was about to expire. They wanted to drive people to act fast, so they used a personalized countdown timer and imagery based on each customer's saved cruise information.

The image shows a screenshot of an email marketing campaign from Carnival. At the top, it says "We've got it on hold... but not for long" and "View Online". The main header includes "BLUE TIER" and "VIFP CLUB#: 9097322618". The central focus is a large blue banner with the text "CLARK, DON'T LOSE YOUR CRUISE! PAY BEFORE:" followed by a large digital countdown timer showing "04:18:13" with "DAYS", "HOURS", and "MINUTES" labels below it. The background of the banner features a group of smiling people and the Leaning Tower of Pisa. A red "BOOK NOW" button is positioned at the bottom of the banner. Below the banner, there are two columns of text: "RESERVATION # 1CHN39" with "Stateroom: Interior" and "Stateroom #: 2212" on the left, and "4 DAY WESTERN CARIBBEAN" with "CARNIVAL VICTORY" and "JUNE 25, 2018" on the right. A "LOWEST PRICE GUARANTEE" badge is visible, along with a paragraph explaining the guarantee: "If you find a better deal within 48 hours of booking, we'll give you 110% of the difference in onboard credit. That's the difference plus an extra 10%." At the bottom, there are logos for VISA, AMERICAN EXPRESS, MASTERCARD, and DISCOVER, followed by a note: "Pay with a credit card, split it across more than one... or use PayPal! Choose one way or choose 'em all. Any way you want to pay is a-ok."

Finally, there's social proof. Include a live poll in an email with live results, and you have an incredibly effective way of promoting trend-driven customers to act. You could even opt to show the number of customers who redeem a coupon in real-time. Add a real-time social feed from your Instagram page displaying real customers using your products, and you've got the perfect FOMO-driven campaign.

Culture



Insights: Achieve Global Domination with Culturally Relevant Content

A Persado study of more than 3,500 email subject lines showed the importance that emotions and language play in creating a culturally relevant customer experience.

To perform the study, Persado looked at emails sent from brands across the U.S., U.K., and Europe to understand which emotions most engaged consumers. U.K. consumers reacted more to messages that evoked Anxiety or Guilt. Achievement and Anxiety proved to be the best subject line emotions for Americans, and Europeans engaged with language that offered Gratification and Gratitude.

It isn't yet clear how these emotions are influenced by ongoing events in each nation — for instance, whether Brexit has made the British more receptive to anxiety; whether the Trump presidency makes Americans want to feel a sense of achievement; and whether events elsewhere make Europeans feel happier with their lot.

A QUICK DISCLAIMER:

Though these results should give marketers an idea of what consumers respond to based on geography, they still may vary. "Of course, while this should prove useful at a top level, it doesn't tell the whole story," Persado SVP of Product & Engineering Assaf Baciu said. "Marketers should look to put themselves in a position to share a message that resonates not just by country, region or town, but on an individual basis. Ultimately, the better marketers can engage with every customer, the more successful they will be."

Best Emotions for Consumers in the U.K., America, and Europe

U.K. CONSUMERS



ANXIETY

"Time is running out."



GUILT

"Don't leave us in the dust."

AMERICAN CONSUMERS



ACHIEVEMENT

"You've unlocked a deal."



ANXIETY

"You're missing out."

EUROPEAN CONSUMERS



GRATITUDE

"Because we love you."



GRATIFICATION

"Get a gift on us!"

SOURCE: Persado, 2017-2018.



The Present and Future of Marketing Personalization

An Interview with Persado Co-Founder Assaf Baciú

We know the way we communicate has changed. So much of our day-to-day interactions have moved online, and we have a wealth of data at our fingertips that can help us make informed decisions about our customers. But these technological advances could be doing more than offering marketing solutions — they could be breaking down stereotypes. And they may soon seep into other aspects of our lives. Persado Co-Founder & SVP of Product & Engineering Assaf Baciú looks at the present and future of communication.

What shifts in our abilities to communicate in the digital age have you noticed in recent years?

We communicate extensively via digital channels, which has allowed us to speak to millions at a time. This has opened up a massive opportunity for AI to help us shape how we communicate. The technology is able to remember the types of content different people like to interact with based on previous engagement. It can conduct unbiased interactions because it does not see race, ethnicity, gender, sexuality, or religion. This has been crucial to helping brands learn and communicate better with their audiences, and it could also extend to societal benefits such as driving people to perform their basic democratic right to vote or saving lives by reminding people to refill their prescriptions.

But biases still exist, especially when humans are making decisions based on a couple of tests. What challenges does stereotyping pose to marketers?

Below is a (very) small partial list of different attributes describing a possible target audience for a retailer. Let's assume that we define culture as the ideas, customs, and social behaviors of a particular people or society. Should we communicate differently with foodies than we do with gamers? Or fit moms vs. green moms? How about Spanish moms vs. American moms? The critical challenge in communication is always to resonate with a given individual in a given context. The more people I reach, the less meaningful each piece of communication becomes. I can have a much more meaningful interaction with someone sitting across the table from me than I can with a massive group of people spread out all over the world using one sweeping message. On top of that, each person is subject to many communication attempts from a variety of companies. For example, the average U.S. adult gets 300-500 marketing emails per month. You have to stand out to engage, and to do that you must connect with the consumer in a meaningful way.

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- Gamers
 - Foodies
 - Fit Moms
 - Green Moms
 - Spa Mavens
 - Sports Fans
 - Online Buyers
 - Corporate Execs
 - Affluent Baby Boomers
 - Seniors
-

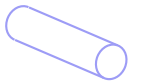
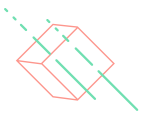
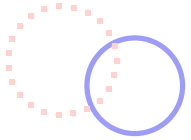
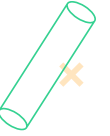
What solutions might Machine Learning and Artificial Intelligence provide for these challenges?

The AI system can learn how to speak to customers based on what they respond to. It humanizes brands because people feel like they are interacting with a trusted friend. Once we know how to interact with customers — how they like to be contacted, what language resonates with them, what tone inspires them — we can utilize natural language generation systems to create the precise messaging that truly resonates with and inspires a specific person. And we can do it billions of times over in an instant. Though perhaps not as “flashy” as AI Sci-Fi-like humanoid robots, these sorts of technological advances have the potential to affect billions of lives in subtle but truly meaningful ways.

What are some examples of ways these technological advances could shape the way our culture communicates?

These advances will be weaving themselves into many aspects of our lives as our communication with brands, non-profits, and healthcare providers and governments continue to move online. Organizations are looking to get people to vote, exercise, buy, engage, buckle up in their cars — the list goes on. Advances may also change the way our physical world communicates with us. Imagine your iPhone notifying you about an upcoming meeting differently than it notifies your parents, or Alexa responding to you with a tone and style that are adjusted for you. If the AI system is transparent (and it must be), then we can not only improve the way we communicate but also have objective insights on how we should engage different population segments and cultures regardless of the channel the communication occurs on.

Conclusion



Your Personalization Checklist

HERE ARE 4 IMMEDIATE STEPS YOU CAN FOLLOW TO GET YOU ON THE ROAD TO EMOTIONALLY RELEVANT AND PERSONALIZED MESSAGES

- Determine your goals.** Marketing success starts here. Data shows that, among many other factors, the marketing channel you use, the time you send your email and even the emoji you use in your subject line all affect how your campaign performs.
 - What is your channel and conversion goal?
 - What are you selling?

- Find out which emotions your audiences respond to.** You can do this by signing up for a [personalized email analysis with Persado](#).

- Determine what kind of personalization you can leverage in your campaign.**
 - Do you know their location?
 - Do you know what they were last shopping for?
 - What types of things do they typically buy?
 - See what real-time content Movable Ink can serve up by visiting their website at movableink.com.

- Test: Testing is key to optimization.** As we covered, audiences change, and your message should change with them. Keep testing different ways of personalizing and using emotions in your messages to stay up to date with your audience's preferences.



Leverage Persado and Movable Ink to Dominate Your Marketing Results

We've shown you how emotion impacts your audience response rates and how behavioral content is the key to driving long-term customer loyalty. Customers expect personalization, and we, as marketers *and* customers, know that more than most. It's time to take your marketing to the next level.

Contact partners@persado.com or contact@movableink.com to request a demo.

ABOUT PERSADO

Persado's AI platform generates language that resonates the most with any audience. Comprised of the world's largest marketing language database, with over a million words and phrases tagged and scored for consumer marketing, Persado's Marketing Language Cloud enables brands to increase acquisition and retention while building long-term consumer relationships.

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ABOUT MOVABLE INK

Movable Ink is the leading provider of intelligent content, which enables marketers to personalize email content at the moment of open. Marketers use Movable Ink to provide consumers with engaging on-brand experiences to grow revenues with every customer interaction.

Since 2010, consumers have engaged with 500+ billion intelligent content impressions from more than 500 leading brands, including Delta, eBay, Spotify, and The Wall Street Journal. The company is headquartered in New York City with offices in London, San Francisco, Chicago, and Sydney.

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