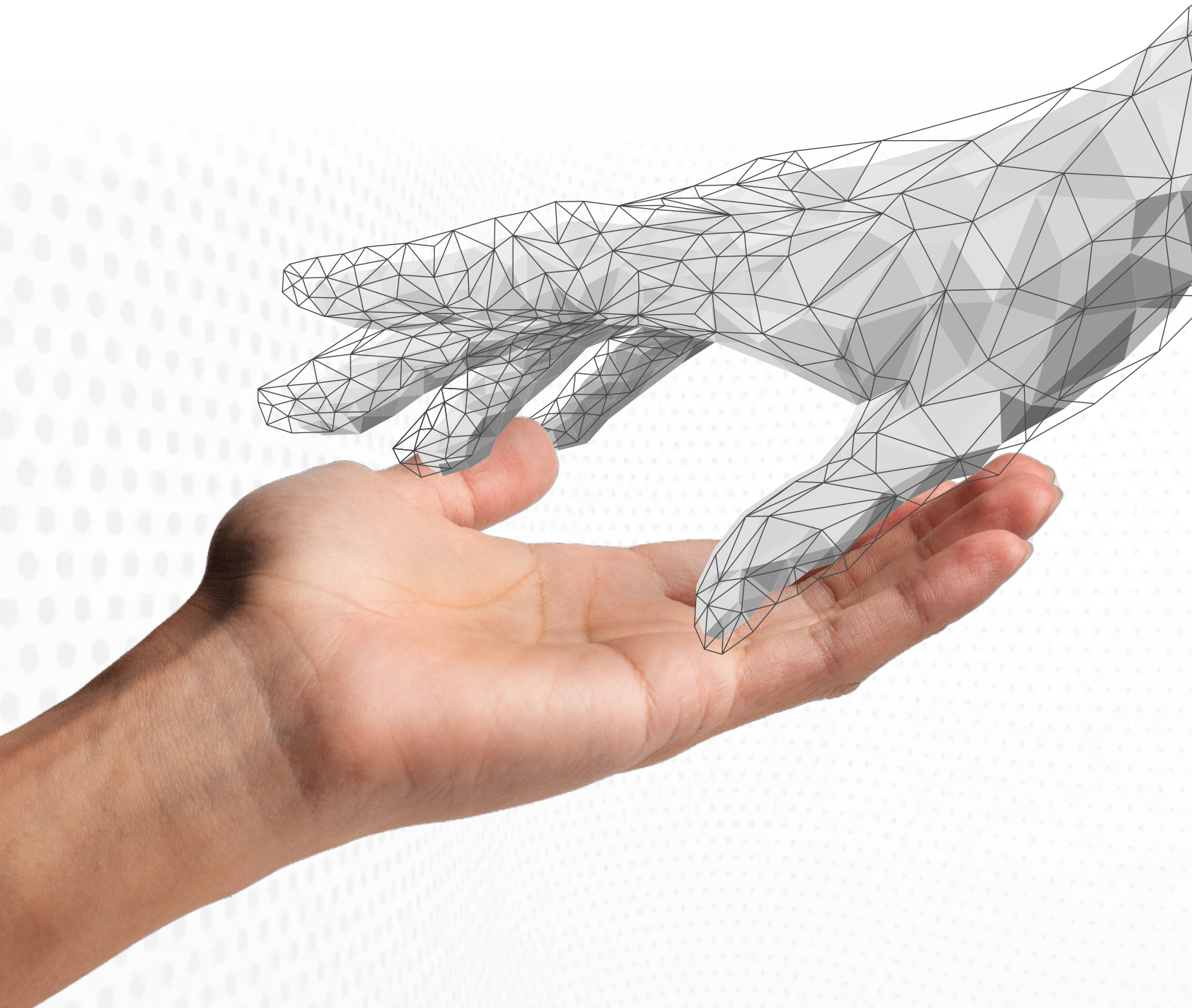


[PERSADO]

2023 DIGITAL MARKETER SURVEY

Better Together: Generative AI + Human Creativity



Marketers chose the best-performing campaign message only 33% of the time.

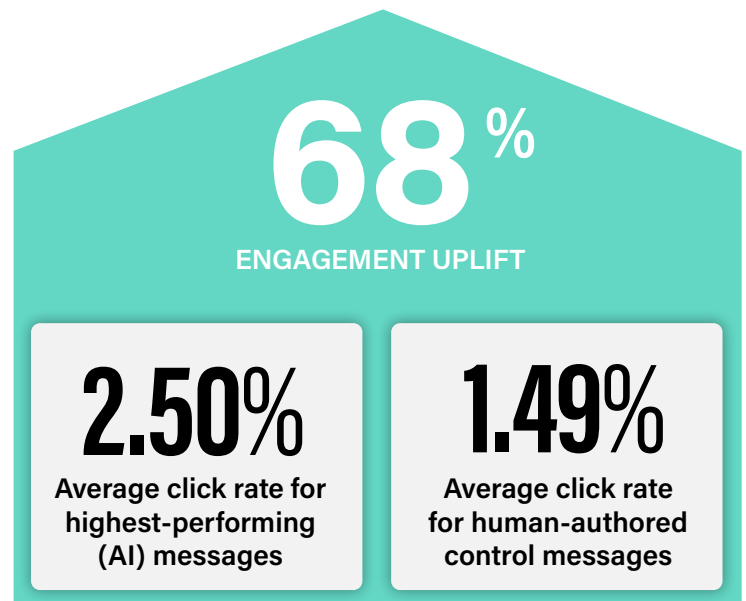
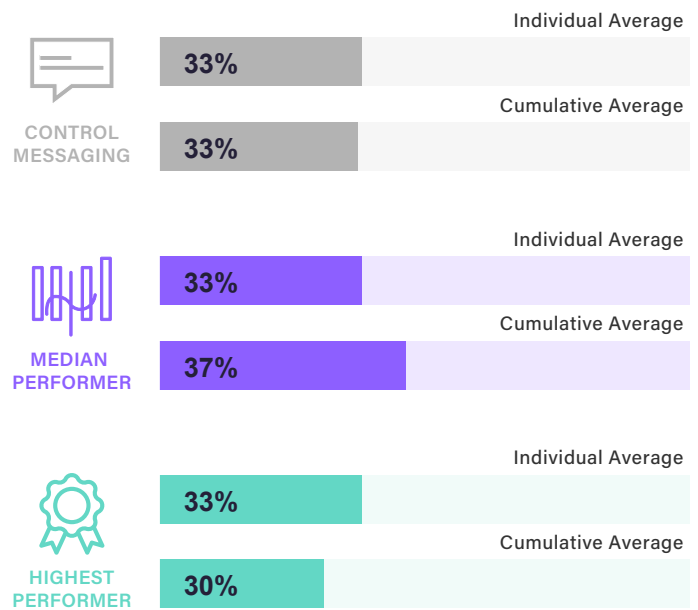
Retail marketing leaders have a lot of money at stake in digital marketing campaigns. Not only do they [spend an average of 58% of their budgets](#) on them, but they also count on digital channels to fuel company growth. But when digital marketers rely only on their experience and creative intuition to choose marketing campaign language, they don't always achieve the best results.

That is the takeaway from a recent survey that Persado, an enterprise Generative AI platform provider, conducted in partnership with the data and analysis firm Momentive (www.momentive.ai). The survey presented more than 250 experienced retail marketing leaders with three different versions of a dozen consumer marketing campaigns that ran between November 2021 and December 2022. One of the versions was a human-authored control message and the other two were higher-performing AI-generated variants of the original. The survey asked the marketers to choose which of the three versions they thought would be the highest-performer. On average, respondents picked the highest-performing language only 33% the time.

Running with lower-performing campaign options obviously results in less revenue for brands—but how much less? For the campaigns used in this survey, the human-authored control messages achieved an average click rate of 1.49%. The highest-performing messages, in contrast, achieved an average 2.5% click rate, representing a 68% engagement uplift. For these 12 campaigns, that 2.5% click rate translated to an incremental revenue gain of \$5.8 million in the experimental phase alone. Had the brands followed the intuitive choices of the marketers who took the survey, they would have left money on the table.

These findings show that human creative skills produce better performance when combined with AI language generation and web experiment data.

COLLECTIVELY, THE SURVEYED MARKETERS CHOSE THE HIGHEST PERFORMER 30% OF THE TIME. INDIVIDUALLY, ON AVERAGE, EACH CHOSE THE HIGHEST PERFORMER 33% OF THE TIME.



“I never would have chosen that one.”

Persado works with brands to optimize their marketing messages by combining human creative inputs, AI-generated language, and performance testing methods. Frequently, the marketing leaders at our customers say, “I never would have chosen that one,” in reference to the highest-performing version of a campaign message produced and tested for them by the Persado Motivation AI Platform. This has happened at retail companies. It has happened at banks. It has happened at travel operators, insurers, and telecommunications firms.

Nor is this outcome reflective of inexperience with AI-generated content. Our own content intelligence team—experienced linguists and creatives who spend their days working with the Persado Motivation AI Platform and seeing the test results—are regularly surprised by which version produces the highest engagement.

Years of hearing people express their amazement eventually spurred the question: How often would even the most experienced digital marketers choose the highest-performing message variant on their own, without the benefit of performance data?

Our survey aimed to find out.

The campaigns chosen for the survey were randomly selected from the universe of more than 2,000 retail campaigns run on the Persado platform between December 2021 and November 2022. Each of the selected campaigns included AI-generated email subject lines or text messages created for a retail enterprise brand and seen by thousands (and in some cases millions) of consumers in the real world.

How we asked the survey questions.

The three options that the survey respondents were asked to choose from for each campaign included:

The original **"CONTROL" MESSAGE** created by a brand's human creative team

The **MEDIAN-PERFORMING MESSAGE** that the Persado Motivation AI Platform generated

The **HIGHEST-PERFORMING MESSAGE** that the Persado Motivation AI Platform generated

For an example of what that looked like, here is one of the triplets from the survey presented in the same designated order (the order varied in the survey for each question)*:

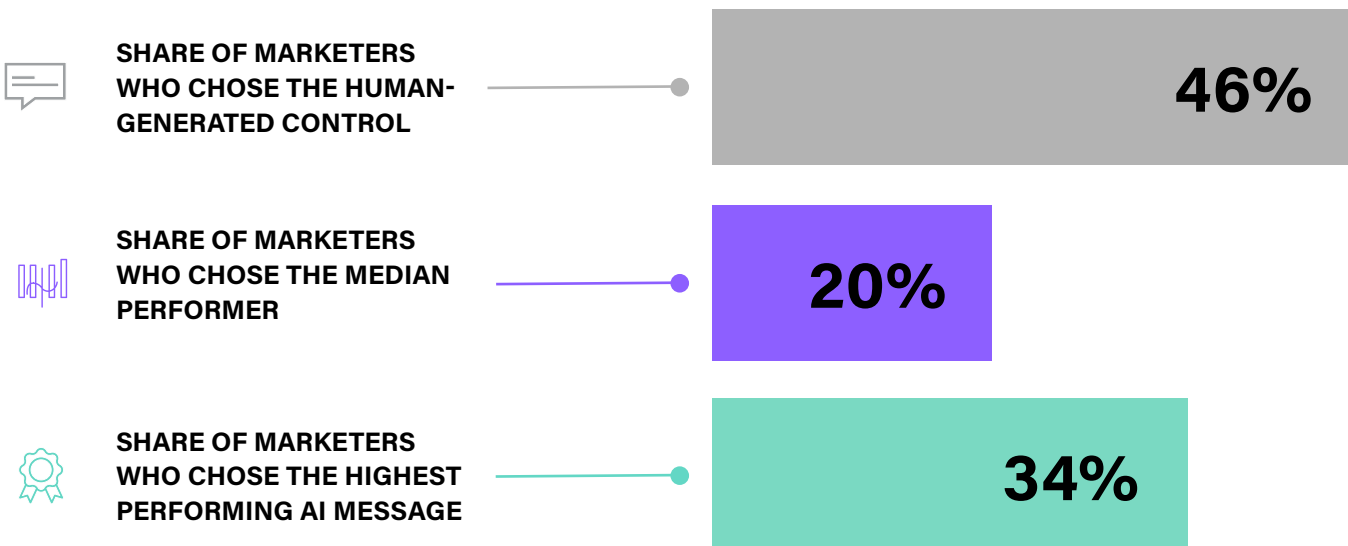
Psst... only hours left for extra 20% off sale.

PSA: Extra 20% off sale items is expiring soon

PSA: You have until tonight to use your extra 20% off sale items

* The campaign language was presented as sentences in the survey. It was not visualized graphically as it appears here.

When this campaign ran in the real world in 2022, the highest-performing variant produced a 63% click uplift above that of the control message. However, only 34% of the marketer survey respondents chose the highest-performer as their preferred option for this campaign. Around 20% of the respondents opted instead for the median performer, and a full 46%—the largest share by more than 10 percentage points—would have gone to market with the control option.

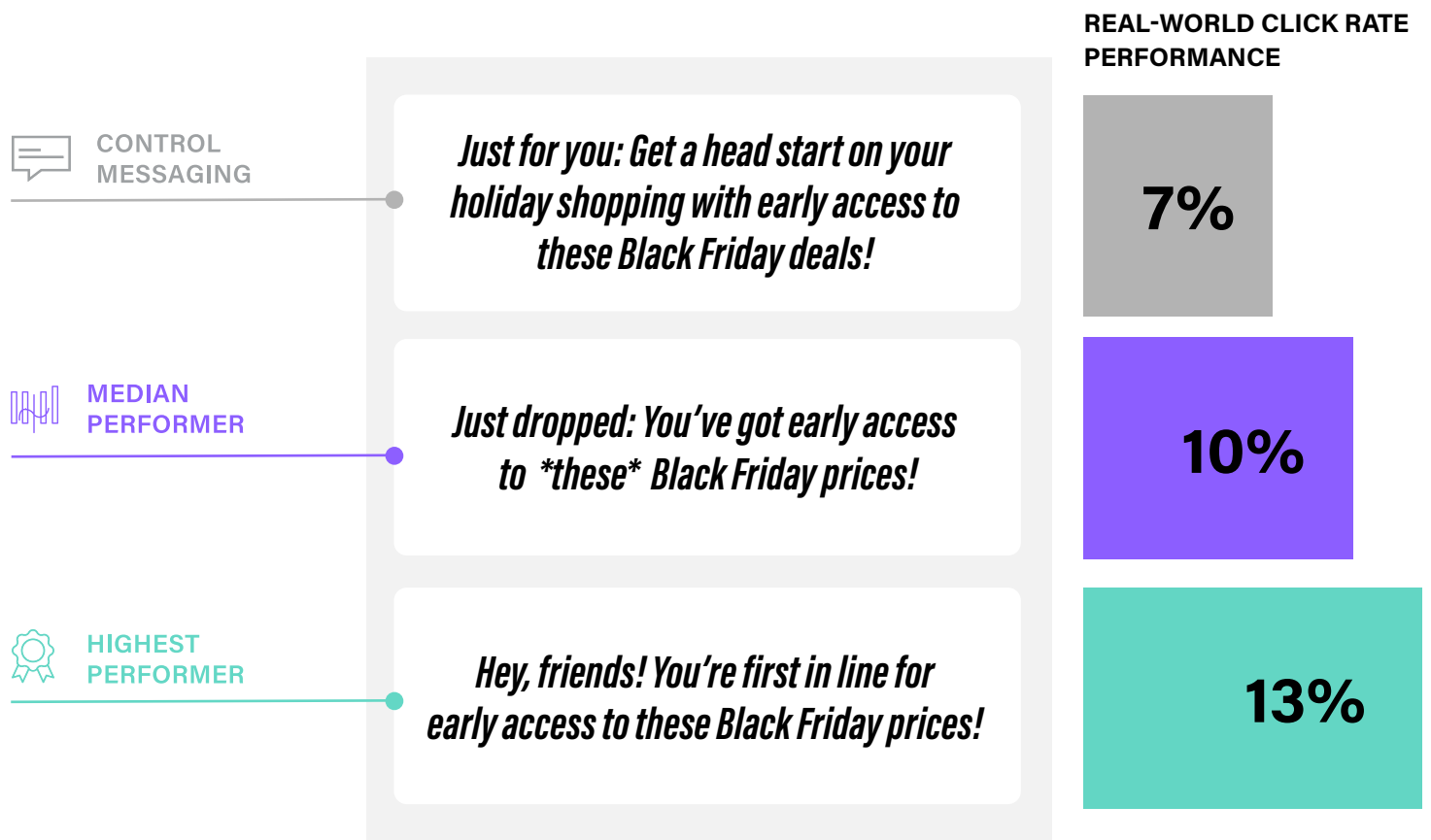


Marketers were less likely to choose the top performer for a holiday campaign.

Consider another example from our sample—a Black Friday campaign that ran during the 2021 retail holiday season. The marketers surveyed chose the highest performer just 17% of the time—the third-lowest hit rate across all of the campaigns shown. The median performer attracted 42% of the marketers, while the control message attracted 41%.

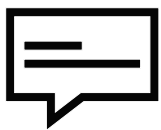
Yet, consider what happened in the real world with this campaign. More than 40,000 customers saw the highest-performing message when Persado ran the original web test. Those customers were 80% more likely to click on the message than the 4.7 million who saw the control message (around 12% compared with 7% who clicked on the control). The incremental revenue earned during the experiment from the highest performer was \$135,000. That's 15% of the total campaign revenue from less than 1% of the total audience.

The three message variants read as follows:



AI-enabled results far exceed what marketers achieve when forced to guess.

A key factor to keep in mind about the survey is that it used real-world campaign language performance data that Persado collects as part of its business process and integrates into the knowledge base and language model of the Persado AI.



Start with a message

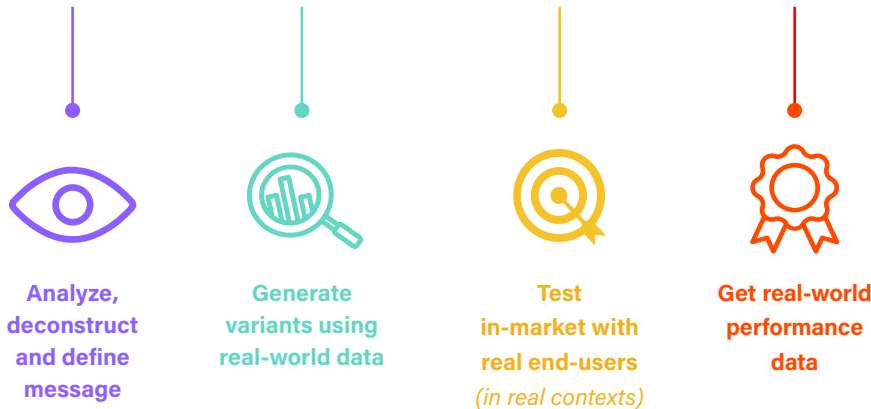
Retail enterprise customers craft their campaign messages with their human creative teams and then share them with their Persado customer success team.



Broadcast winning content

Retailers then broadcast the messaging that produced the most customer engagement.

How Persado knows which messages perform best



For this survey, respondents saw a sub-set of variants from 12 past campaigns and chose the one they would put into the market if it had been their decision, just as they decide on campaign creative every day in their jobs.



For top results from digital marketing, embrace the combined power of AI and insights.

The bottom line conclusion from the survey results is that digital marketing teams risk sacrificing incremental revenue gains when they rely only on their informed intuition. That said, there are a few caveats to consider:

A survey is not the real world.

The survey respondents may have chosen more of the highest performing messages if they were for the brands they work for and the customers they typically serve. In fact, the survey hypothesis predicted that marketers would do better and choose the higher performer 50% of the time. It's possible that they do in their everyday jobs.

Brands need to consider their voice along with financial performance.

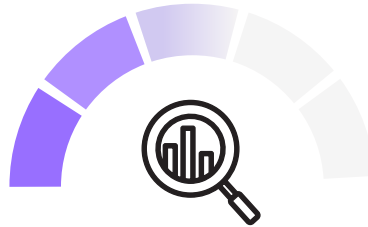
Marketing teams may run with a lower-performing campaign variant if the higher-performing language has elements that feel less on-brand or otherwise not how the company wants to speak to its customers. A brand's voice and consistency will always trump short-term performance decisions.

Despite these caveats, the conclusion stands that relying on human talent and intuition alone produces sub-optimal results. Here's why:



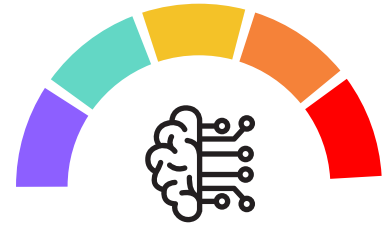
Human creativity is essential...but insufficient.

Experienced human marketers are essential for analyzing customer data, ideating the approach for a campaign, writing copy, and crafting creative. Yet even very experienced human marketers can only tap into the amount of experience they have amassed in their career spans and the data they have at hand. And they can only craft messages at human scale.



Real-time customer insights are foundational... but insufficient.

Markets change. Consumer behavior shifts. Economic pressures, seasons, and personal preferences affect how people feel about their spending. "People" themselves are quirky, diverse, and influenced by different factors. The campaign a brand team wrote two months ago could underperform when launched in this rapidly changing market.



Together, human creativity, AI language generation, and real-time performance data enable optimal results.

Brands produce incrementally better results when data and insights on campaign performance inform marketing decisions. These results are more personalized to the audiences you're speaking to, resulting in higher revenues per campaign.

Ambitious brands seeking growth will take a yes-and approach to human-AI collaboration. Instead of de-emphasizing human marketing teams, they should empower them with a combination of customer motivation-aware Generative AI and experimental insights that can help marketers choose the best option for that moment.

To learn more about Persado and Motivation AI, visit us at www.persado.com

Persado provides the only Generative AI platform to deliver personalized communications at scale that motivates each individual to engage and act. Many of the world's largest brands, including Ally Bank, Dropbox, JPMorgan Chase, Marks & Spencer, and Verizon, have cumulatively realized over \$1.5B in incremental revenue growth with Persado Motivation AI-driven hyper-personalized communications.