

[PERSADO] |



**Discover how the power
of words can boost revenue
for The Home Depot**



Content can dramatically boost revenue for retailers.

It's no secret that retail is more competitive than ever. Organizations need to select the right initiatives to successfully gain and maintain a competitive edge—fortunately, better content is a guaranteed investment. Data-inspired content can double a company's revenue growth,' according to a McKinsey study.

Home Depot is already making good use of digital channels but still has room to grow. Now's the time to personalize the language you use in every customer touchpoint to unlock the value hidden in your content—and you can do that with the power of better words.

Persado can help. Our dynamic platform is hyper-smart—using AI to generate content, it predicts more effective language across every channel and delivers insights so your team can make better decisions. This makes Persado Home Depot's most powerful option to transform customer engagement and boost incremental revenue.



Better content means better ROI.



Personalization

Personalized content results in better engagement, which results in better ROI. A whole **40 percent** of customers spent more time with a merchant when the experience was personalized.²

Persado delivers the right words at the right time by building custom language models to understand your audience and generate personalized content.



Marketing

Retailers are facing a “confidence crisis” related to their marketing creative. Budgets and performance are under scrutiny and the appetite to understand the **data-informed reasoning** behind marketing performance is increasing.

Persado’s AI platform knows which words are better than good to deliver scalable, relevant messaging and drives those insights back to you—so you can understand your audience well.



Messaging

Retailers often execute time-consuming post-mortem analyses of marketing campaigns to **evaluate the effectiveness** of the content and messaging.

Persado cuts the guesswork by sending you insights into what content inspired customers to action—informing your campaigns now and enabling more effective creative in the future.

Better content means better ROI.



Channels

Different channels (web, email, blog, etc.) require **different approaches** to be successful and it's challenging to know what's needed for what.

Persado delivers up to 30x ROI by breaking down content across multiple touchpoints to deliver the best message for each channel at scale.



Communications

When it comes to marketing communications, even subtle changes in the headline, subhead or CTA can have a **major impact**.

The Persado AI and machine learning platform analyzes variables like audience, market trends and current events to choose the best on-brand language to grow loyalty and drive revenue.

The Persado knowledge base includes nearly a decade of campaign analytics, and continually learns and adapts to what resonates with your customers.

How can Persado help Home Depot transform your marketing?

Generate content that drives engagement and loyalty with customers.

Uncover insight into specific channels and customer profiles, so you know which lever to pull depending on your strategy.

Understand what language is trending well or poorly, so you're never offbeat with your emotion or positioning.

Realize the impact of every word, phrase, symbol and image on key marketing initiatives.

Replace ambiguity and opinion with mathematical certainty.

Get a custom language analysis to see how the Persado platform can help Home Depot understand and improve your content performance.

[Learn how](#)

*McKinsey, "The most perfect union: Unlocking the next wave of growth by unifying creativity and analytics." 2019.

*Boston Consulting Group, "The Next Level of Personalization in Retail." 2019.

