

# Dell Uses AI to Increase Conversions +45%

## Background

As a multinational leader in technology, Dell empowers people and communities across the globe with superior software and hardware. Their marketing messages are a key driver behind connecting consumers and small business with Dell's innovative products and services.

Thus, declining engagement with their copy has significant, downstream effects on revenue. Since data is a core part of Dell's hard drive, their marketing team needed a data-driven solution that supercharges response rates and displays why certain words and phrases outperform others.

## Their Challenges



### PERFORMANCE

Flatlining response rates impacts down-the-funnel metrics.



### CUSTOMIZATION

Tailoring language to different audiences isn't easy without data-driven insights.



### SCALING

Applying data-backed learnings across channels is ideal, but scaling is close to impossible.

## Why Persado

Dell partnered with Persado, the world's leading technology in AI-generated marketing creative, to harness the power of words in their email channel and garner data-driven analytics for each of their key audiences.

Excited by their success and learnings with email, Dell was eager to elevate their entire marketing platform with Persado. Dell now uses AI to improve the marketing copy of their promotional and lifecycle emails, Facebook ads, display banners, direct mail, and even radio content.

## Dell Drives Multi-channel Impact



**+50%** AVG LIFT IN CTR

CONSUMER AUDIENCE, EMAIL



**+46%** AVG LIFT IN CONVERSIONS

SMALL BUSINESS AUDIENCE, EMAIL



**+77%** AVG LIFT FOR ADD-TO-CART

FACEBOOK



**+22%** AVG LIFT IN PAGE VISITS

DISPLAY

CHANNEL: EMAIL SL & BODY

Results

➔ +59% CTR UPLIFT

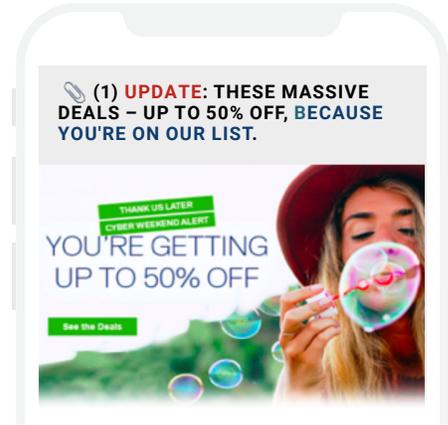
➔ +79% CONVERSION UPLIFT

CONTROL



CONTROL CONTENT: URGENCY

PERSADO



TOP PERSADO CONTENT: ANXIETY, EXCLUSIVITY

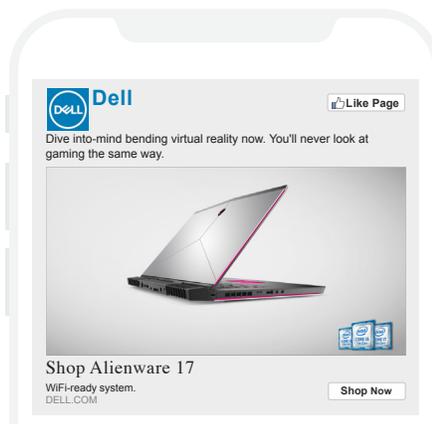
CHANNEL: FACEBOOK ADS

Results

➔ +24% CTR UPLIFT

➔ +100% CONVERSION UPLIFT

CONTROL



CONTROL CONTENT: CHALLENGE, URGENCY

PERSADO



TOP PERSADO CONTENT: EXCLUSIVITY

Looking Forward

Using Persado's AI, Dell employs a data-driven, customer-centric approach to improving content across their marketing platform. Dell's customers now get tailored messaging—and Dell gets higher engagement, valuable insights, increased revenue, and stronger brand loyalty.

“ Brant Gonzalez | Director, Consumer Marketing

*From day one Persado, has consistently delivered high performance that impacts both engagement and the bottom line. As we've expanded our partnership, we've seen these results translate across time, channels and countries. Persado has not only delivered results, but changed the way we think about language.*

About Persado

Persado is reinventing digital marketing creative by applying mathematical certainty to words, the foundational DNA of marketing. By unlocking the power of words, companies win every digital marketing moment, experiencing dramatic new levels of brand engagement and revenue performance across every channel.

For more information about Persado or to schedule a demo, please visit [persado.com](https://persado.com) and follow Persado on [Twitter](#) or [LinkedIn](#).