Emirates NBD Enables Predictive Campaign Generation with Persado's AI-Generated Content Platform

Executive Snapshot

Emirates NBD, one of the largest banks in the MENAT (Middle East, North Africa, and Turkey) region, engaged with Persado to better understand customer response and engagement with its marketing elements in order to apply those insights automatically and at scale. The learnings from 29 language experiments across English and Arabic campaigns, coupled with the rapid deployment of Persado's Predictive Content, allowed Emirates NBD to scale its digital marketing efforts and produce a significant 171% increase in leads in any given campaign.

Challenge

As a digital-first bank, Emirates NBD's CIE (Customer Intelligence and Engagement) team aimed to deliver a 5R marketing strategy, i.e., the right message to the right person at the right time — through the right channel and with the right offer. To achieve this goal, CIE invested in educating the creative and support teams, who didn't always agree on what would work and had no objective way of knowing, after a campaign, which elements contributed to success or failure. Teams couldn't predict which campaigns would do well, which made scaling their success difficult.

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Key business objectives

Emirates NBD wanted an integrated and resource-friendly way to gain deep insights into customer motivations and the role they play in decision-making. The company had three specific objectives:

01

Increase lead generation velocity with less creative effort

02

Understand how different creative elements affect campaign performance

03

Apply that information to personalize digital marketing communications at scale

Emirates NBD partnered with Persado to leverage the firm's AI language platform to conduct experiments on creative campaigns, with the goal of eventually scaling what it learned through predictive content generation. The 29 experiments Emirates NBD conducted with Persado focused heavily on Facebook ad content.

Case in point

One representative experiment involved a carousel ad for a Facebook campaign. Persado analyzed the bank's original creative and created a Persado-generated alternative that increased customer engagement by 133%.

In that campaign, Emirates NBD learned that:

- **Order matters.** Rearranging the frames in the carousel contributed 50% to the increased performance of the ad.
- **Emotional language drives engagement.** Emotions like Encouragement, as captured in the text "Apply for a free-for-life credit card," helped motivate customers to click through to the next step.
- **Numbers work better than bullets.** Customers preferred to see the cards' benefits framed as a numbered, rather than a bulleted, list.
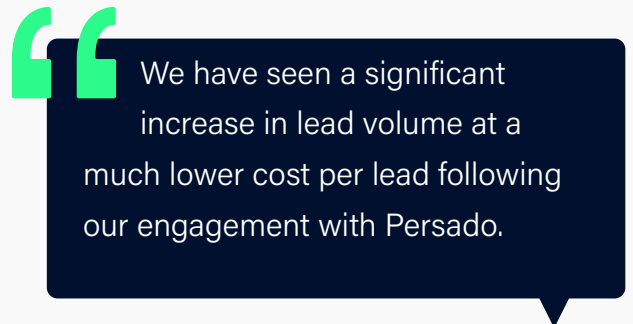
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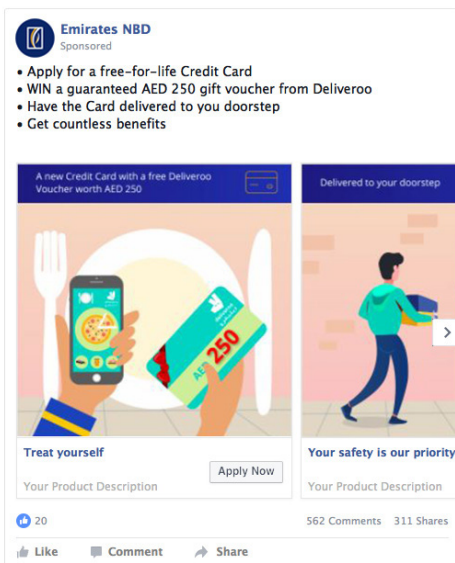
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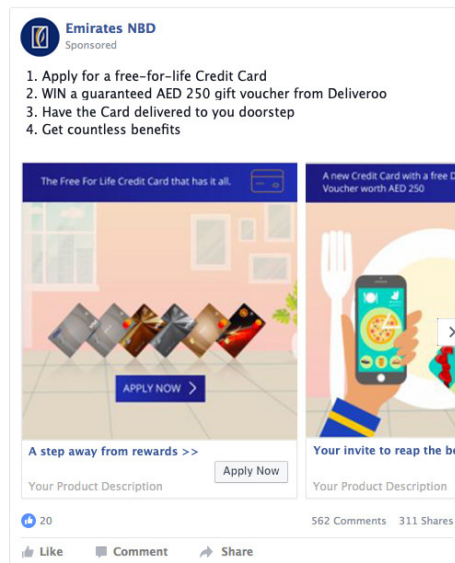
Channel:
Facebook

+171%
more leads

KPI Impact

As well as driving 171% more leads, Emirates NBD also saw a significant impact across other metrics as a result of working with Persado. Across all campaigns, the bank saw an average of 31% lower cost per click and 39% lower cost per lead. The bank-crafted control message had used clear but general language about an upcoming payment. When Persado pinpointed the message elements that improved customer engagement and conversions, the winning message included emotional language elements of Fascination and Attention and drove a 42% improvement in the autopay enrollment rate.

> We have seen a significant increase in lead volume at a much lower cost per lead following our engagement with Persado.

Vikram Krishna | Executive Vice President and Head of Group Marketing and Customer Experience Services, Emirates NBD

Persado predictive content accelerated speed-to-value

Emirates NBD needed to deliver content as quickly as possible, so worked with Persado to quickly run a large number of experiments that captured learnings about the Emirates NBD audience. These experiments provided Emirates NBD with granular insights into the concepts, emotions, words, and language elements that motivate customer action.

Once the Emirates NBD and Persado team compiled sufficient audience insights, the Persado AI platform generated predictive content that quickly delivered the right message to the right customers, removing the need for in-depth experimentation every time content was required. Along with significantly accelerating the time it takes to deploy the best content into the market, Emirates NBD also used predictive content when the audience was too small to experiment and when offers were live for a very short period of time.

With Persado's Predictive Content, Emirates NBD was able to launch campaigns with high-performing content in a matter of days and is now looking to scale the benefits of machine learning across more channels, customers, and campaigns.

Vikram Krishna, Executive Vice President and Head of Group Marketing and Customer Experience at Emirates NBD, said: "Persado has provided us insights that have enhanced and strengthened our marketing campaigns. We can now deliver more effective results by tweaking our messages, as even a change in the call to action can deliver a better response. Our team is empowered to use these learnings to create predictive content and more impactful campaigns, thus avoiding guesswork. We have seen a significant increase in lead volume at a much lower cost per lead following our engagement with Persado."

Long-term results

The impact produced by positioning ads in the right way and leveraging high-impact emotions has held true for many of the 29 experiments Emirates NBD conducted over its year-long relationship with Persado. The creative team learned that top emotions that consistently engage Emirates NBD customers include Encouragement, Safety, and Fascination. Emirates NBD is now using those insights across channels to ensure consistent messaging and to make sure they tap into the right emotions for every audience.

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Vikram Krishna | Executive Vice President and Head of Group Marketing and Customer Experience Services, Emirates NBD

Persado + financial services

Top multinational institutions use Persado to boost acquisition, loyalty, and value across an array of products and services, including credit cards, auto and personal loans, mortgages, checking and savings accounts, business banking, and wealth management.

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.

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