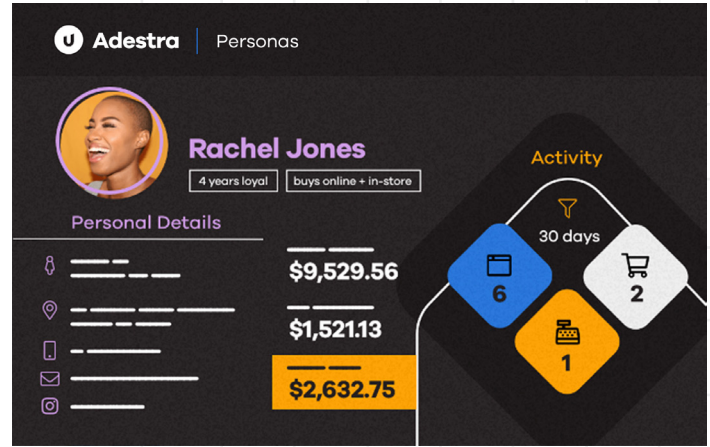




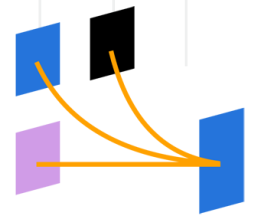
PERSONA-BASED MARKETING

Deliver personalised content while learning about your audience



Accelerate your engagement & conversion rates by using our latest AI-powered, data-driven persona segmentation feature called: **Personas**

Personas helps you to deliver the ultimate personalised email content. Plus, it is underpinned by our powerful AI algorithm which learns which content resonates with your audience the most, helping you share the right content, at the right time, to the right people



Inspire greater engagement and drive conversions with persona-based email marketing



Personas

Representations of your target customer segments, built-in to Adestra. Personalise, learn, and grow your audience

Data-Driven

Adestra makes it simple to create email variants segmented by your Personas, helping you to send highly relevant, data-driven email campaigns

AI-Powered

Personas is supercharged with a powerful Machine-Learning algorithm that assigns contacts using behavioural engagement data