

Persado Wins the 2024 Banking Tech Award for Tech of the Future: AI and Data

Marketing Technology Leader Recognized for Helping Top Retail Banks Drive Growth With Motivation AI



The Persado Motivation AI platform generates, optimises and personalises marketing content at scale

LONDON, NY, UNITED KINGDOM, December 5, 2024 /EINPresswire.com/ -- FinTech Futures today announced that [Persado](#) Inc., a leading provider of AI-powered [content generation](#)

solutions for marketing, has been named the winner in the 2024 [Banking Tech Awards](#) highly competitive Tech of the Future – AI and Data – Customer Experience & Revenue Growth category.

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Assaf Baci, President and Co-founder, Persado

The Persado Motivation AI platform was recognised at the FinTech Futures 4 December awards ceremony at the Royal Lancaster Hotel in London for partnering with many of the world's largest banks to optimise their digital marketing content and drive revenue—achieving productivity, performance, and compliance with AI innovation.

FinTech Futures' annual Banking Tech Awards recognise excellence in banking technology and follow a rigorous judging process. An independent panel of seasoned industry experts meticulously evaluated each nomination, focusing on innovation, measurable impact, and

demonstrable effectiveness. Judges prioritised solutions that address real-world business challenges and offer a clear path to delivering quantifiable value and named the submission.

Tech of the Future categories specifically recognise technology providers poised to redefine the banking and finance landscape. “Persado Motivation AI Unlocks New Lever for Growth” was named a winner based on evaluation of the company's ability to showcase truly innovative software solutions that leverage the power of AI, machine learning, and data analytics to reimagine processes and elevate user experiences.

“This prestigious banking award win is a testament to the pioneering work our customers across Europe and the US are doing using AI,” said Assaf Baciú, Co-Founder and President of Persado. “The realised value of purpose-built AI platforms like Persado Motivation AI is indisputable, and the \$2.5 billion in revenue we’ve helped drive for many of the world’s top financial institutions in recent years underscores the quantifiable business impact.”

Trusted by top banks such as Ally, Chase, and NatWest, the Persado Motivation AI platform is a first-of-its-kind, full-stack AI platform designed to optimise enterprise marketing communications. Motivation AI uses advanced learning, natural language processing, and transformer models to understand copy intent and create messages that motivate consumer action. The platform is trained on a specialised dataset of real interaction and transaction data from 1.2 billion consumers, which measures and refines language, emotional response, and engagement.

To learn more about how Persado generates personalised outputs and superior outcomes at scale, and without risk, visit our Financial Services web page.

About Persado

The Persado Motivation AI platform uses advanced learning, NLP, and transformer models to understand copy intent and generate messages that motivate consumer action. Iconic brands, including Ally Bank, Chase, Kate Spade, Marks & Spencer, and Verizon trust Persado to engage customers from acquisition to loyalty. Persado provides full-stack GenAI, trained on a specialized dataset of real interaction and transaction data from 1.2 billion consumers, which measures and refines language, emotional response, and engagement—so enterprise marketers can drive significant business value. For more information about Persado for financial services, visit [Persado.com](https://persado.com) and follow Persado on LinkedIn.

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