

Hello. We're Phrasee.

Phrasee is transforming
how brands speak to their
customers online using AI.

Parry Malm, CEO, Phrasee
@phrasee
@ParryMalm

Saul Lopes
Customer Lifecycle Lead
Virgin Holidays

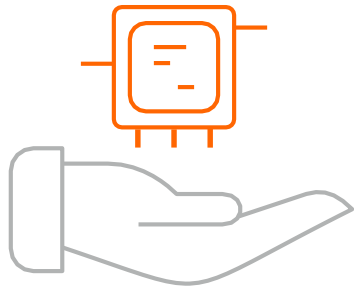


Artificial intelligence.
Human language.
Awesome.

You've already experienced our AI in action



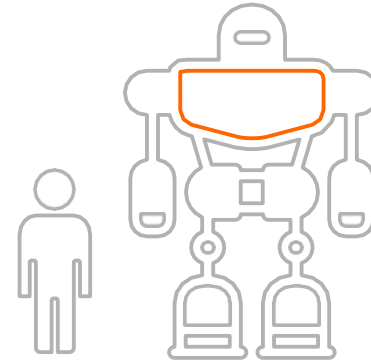
What is AI?



Narrow AI?

Dedicated to assist with or take over specific tasks

V
S



Super AI

Machines that are an order of magnitude smarter than humans

**Cut the
BS!**

The Virgin way – our culture.



1

We give a damn!

Virgin is a human culture, led by our hearts and our heads

2

Why not?

Have the courage in our convictions to take up the good fight - and to dare to fail

3

The wow factor!

Our Virgin culture is dripping with WOW!

4

Screw it!

'Screw it'. We challenge convention, conformity and uniformity.

Where we came from.



Complex email setup: three different tools in order to send an email



Marketing/CRM team with no analysts and data background



Communications with very limited personalisation



No culture of creative or subject line testing

Several months into the job I had a problem.

How am I going to impress my boss?

When your boss thanks u for staying late to work but u were just looking at memes and lost track of time



You're welcome, anytime

How to drive change.

1

**Prove yourself
with quick
wins**

2

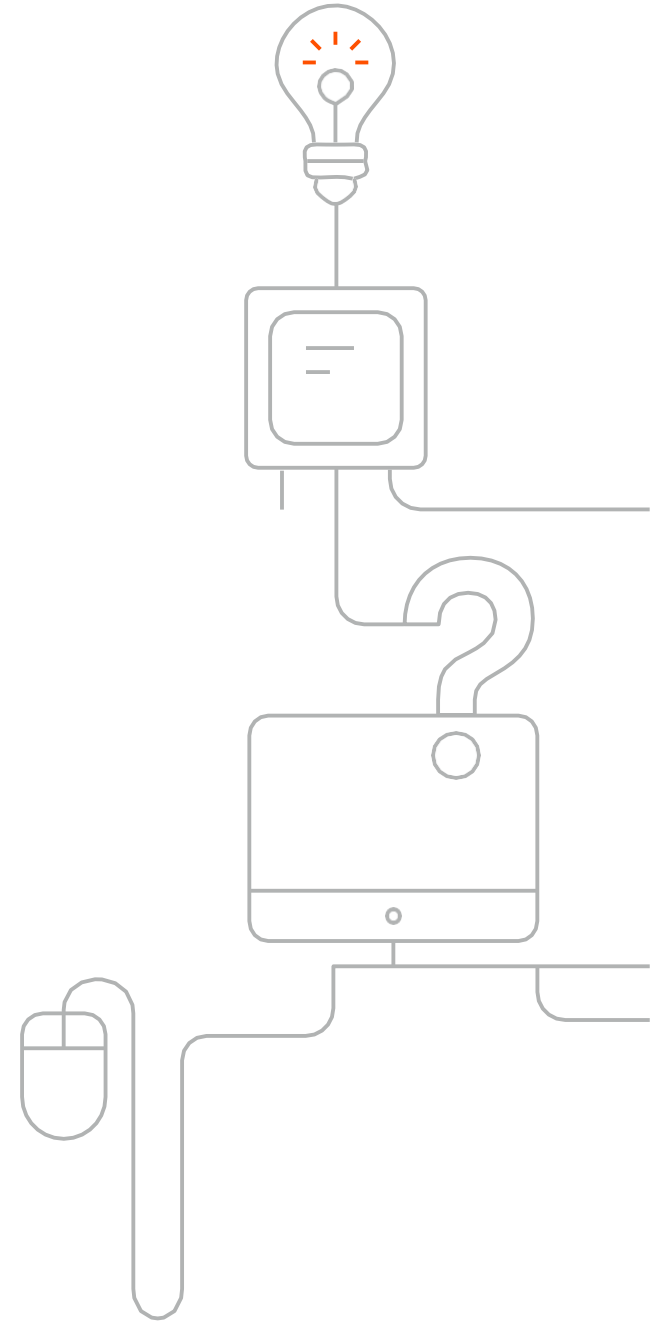
**Get the
basics
sorted**

3

**Start the major
transformations**

Identify the problem!

How am I going to be able to test at scale without increasing the workload in my team?

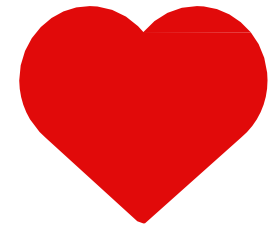




+



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Phrasee at work

🔔 Looks like you're missing data for 1 campaigns, which might be affecting your results!

Send Phrasee data



Artificial intelligence.
Human language.
Awesome.

Dashboard

Campaigns ▾

Account ▾

Create new campaign

Step 1 – Let's create a new campaign

Answer one or more of these questions and we'll generate some magic for you.

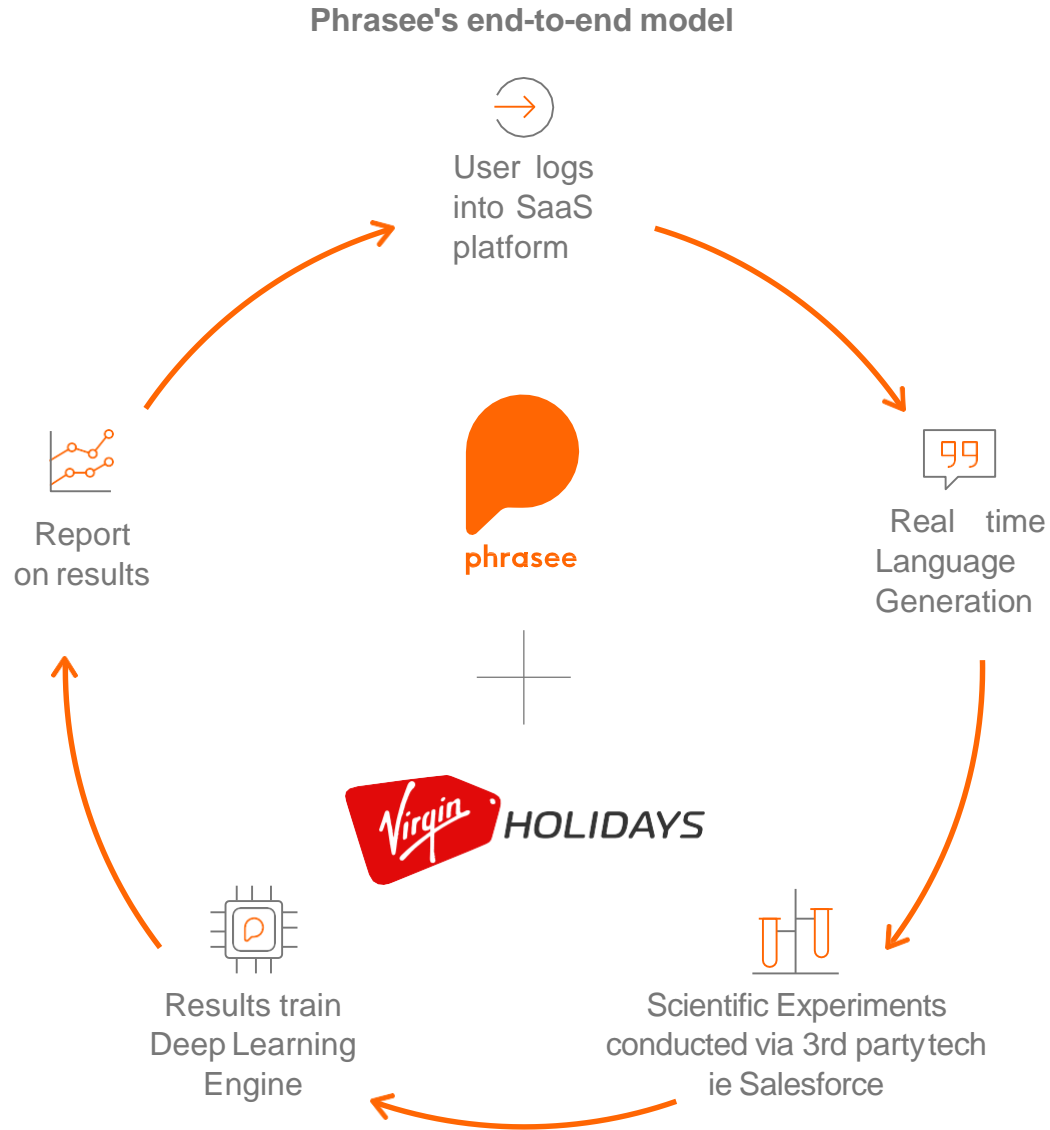


Enter a campaign name ⓘ

What's the total size of the email list? ⓘ

We've added the list size from your last campaign. You can update it if necessary.


Actual AI



Which subject line was written by a human?

1 Escape those blues and plan an adventure!

2 Give Blue Monday a makeover

3 Daydreaming in the office already? Virgin Holidays is here to help... 

4 Go explore! Make Blue Monday a little brighter...

5 😊 Destination: happiness... YOUR Monday will be anything but blue!

6 This Monday's brill, NOT blue. 

7 #WanderlustWarning - your Blue Monday just got better...

8 Travels confirmed - Blue Monday? Naaah! The Caribbean is waiting for you 


9 This Monday could be the best one yet...

10 It's reserved: find out what the Caribbean has to give... Brighten up your Blue Monday 

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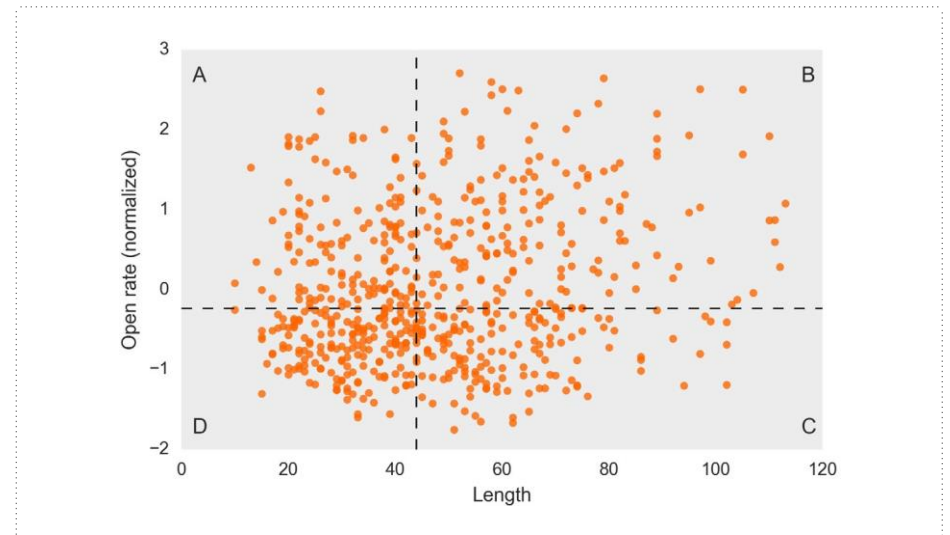
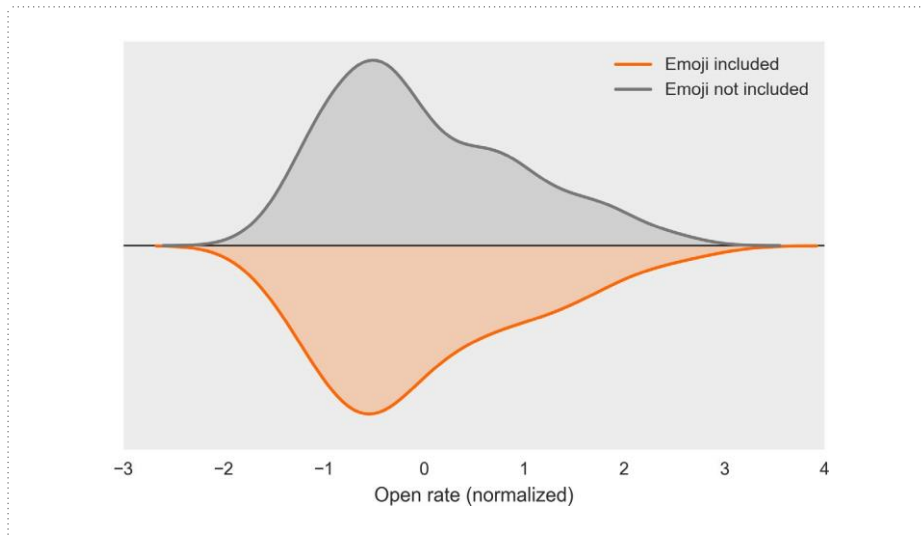
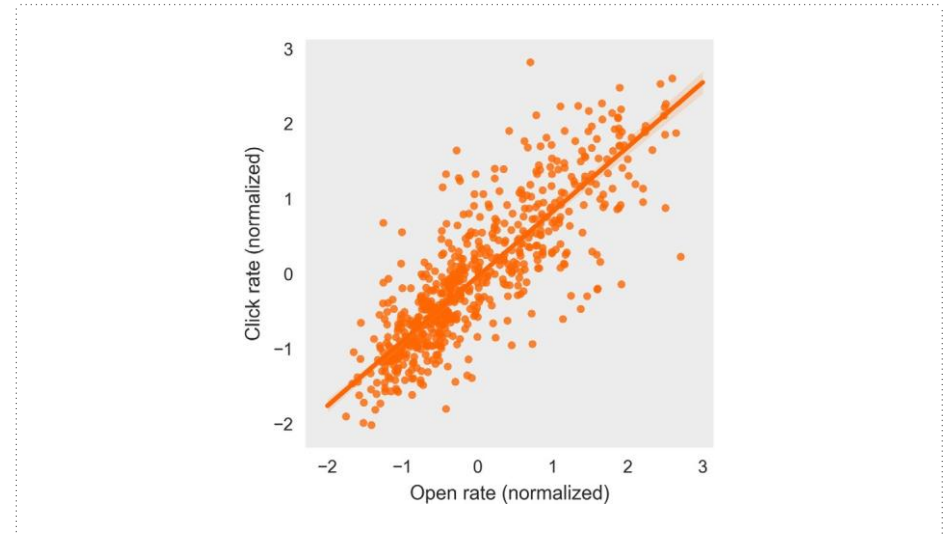
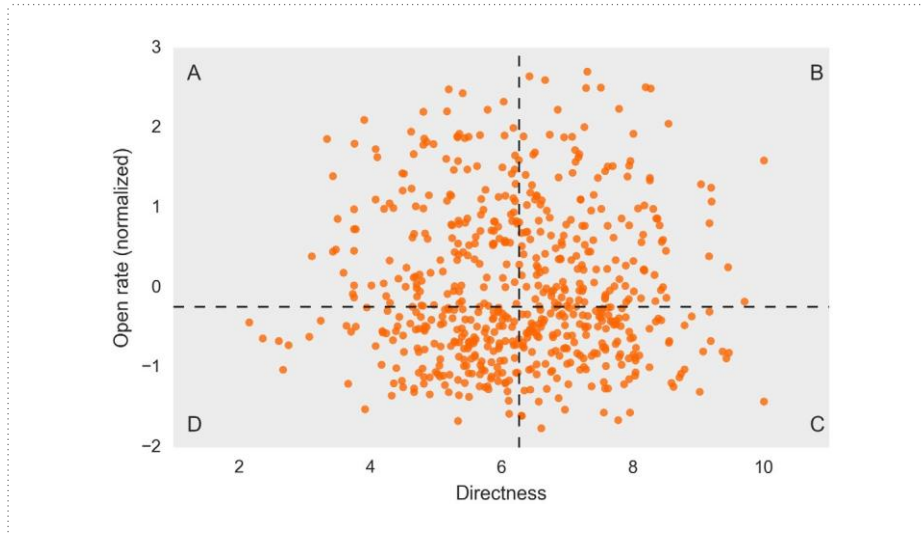
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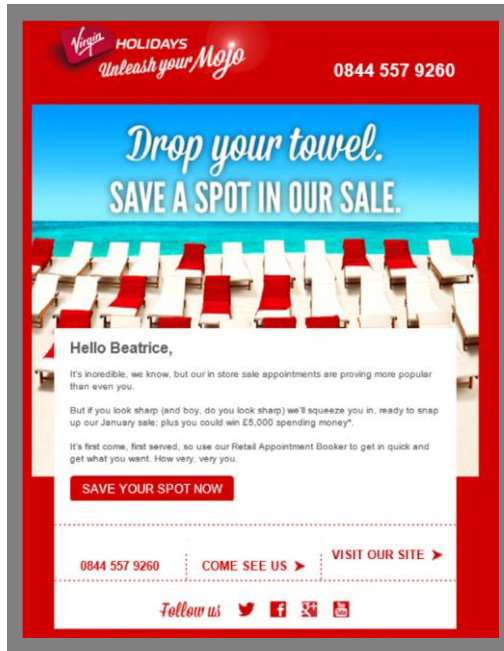
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What does Phrasee measure?



A visual cue of our transformation



Virgin HOLIDAYS
Unleash your Mojo

0844 557 9260

Drop your towel.
SAVE A SPOT IN OUR SALE.

8 beach chairs on a beach

Hello Beatrice,


It's incredible, we know, but our in-store sale appointments are proving more popular than even you.

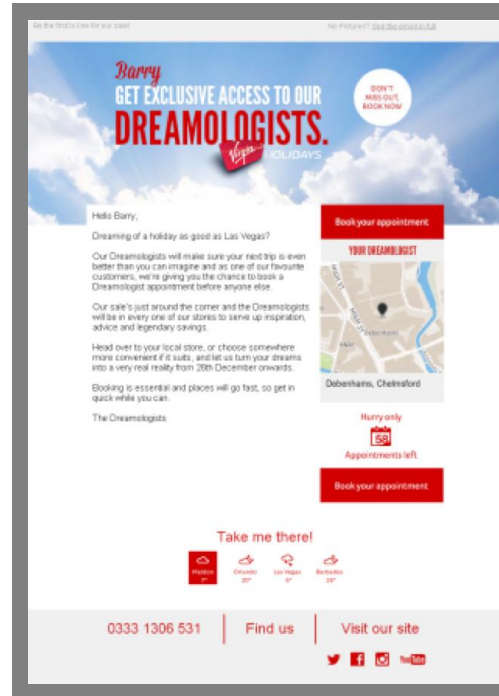
But if you look sharp (and boy, do you look sharp) we'll squeeze you in, ready to snap up our January sale; plus you could win £5,000 spending money*.

It's first come, first served, so use our Retail Appointment Booker to get in quick and get what you want. How very, very you.

SAVE YOUR SPOT NOW

0844 557 9260 COME SEE US > VISIT OUR SITE >

Follow us 



Be the first to book for our sale! No. 19149177 288.36.0000.1.1.0

Barry
GET EXCLUSIVE ACCESS TO OUR
DREAMOLOGISTS.

Don't miss out, book now

Hiya Barry,

Dreaming of a holiday as good as Las Vegas?

Our Dreamologists will make sure your next trip is even better than you can imagine and as one of our favourite customers, we're giving you the chance to book a Dreamologist appointment before anyone else.

Our sale is just around the corner and the Dreamologists will be in every one of our stores to serve up inspiration, advice and legendary savings.

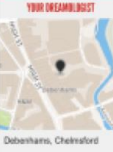
Head over to your local store, or choose somewhere more convenient if it suits, and let us turn your dreams into a very real reality from 28th December onwards.

Booking is essential and places will go fast, so get in quick while you can.

The Dreamologists

Book your appointment

YOUR DREAMOLOGIST







Debenhams, Chelmsford


Hurry only
55
Appointments left

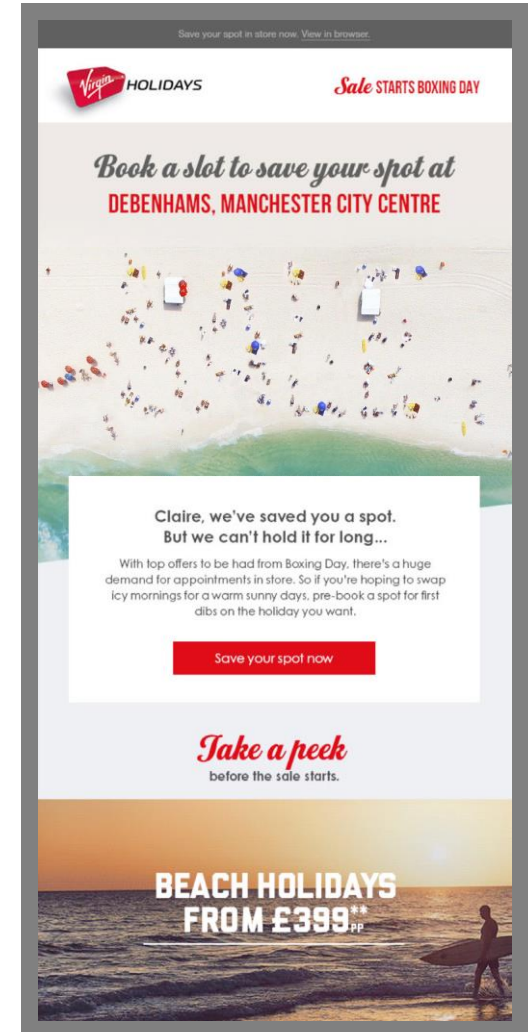
Book your appointment

Take me there!

0333 1306 531 Find us Visit our site






Save your spot in store now. View in browser.

Virgin HOLIDAYS Sale STARTS BOXING DAY

Book a slot to save your spot at
DEBENHAMS, MANCHESTER CITY CENTRE




**Claire, we've saved you a spot.
But we can't hold it for long...**

With top offers to be had from Boxing Day, there's a huge demand for appointments in store. So if you're hoping to swap icy mornings for a warm sunny day, pre-book a spot for first dibs on the holiday you want.

Save your spot now

Take a peek
before the sale starts.

BEACH HOLIDAYS
FROM **£399**** pp



The results?



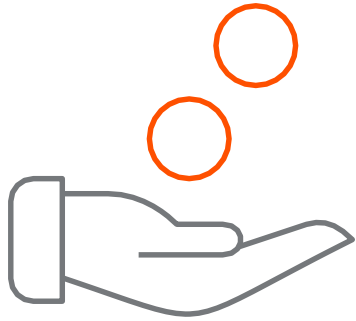
2 percentage points increase in open rates



Starting off small to win big!



There are only two reasons to use AI.



Makes you money



Saves you money

Awesome

! www.phrasee.co

✉ awesome@phrasee.co

🐦 @phrasee

London • San Francisco • Vancouver

