

# Digital Assignment 1

Natural Language Processing

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## Persado

Persado is a natural language processing (NLP) startup that uses advanced algorithms to optimize marketing language and improve conversion rates for businesses. The company's platform uses machine learning and NLP techniques to analyze large amounts of data, including past marketing campaigns, to generate language that is tailored to specific audiences and designed to be more effective in driving customer engagement and conversions.

The platform is able to analyze the emotional impact of specific words and phrases in a given piece of marketing language, and it uses this information to generate new language that is designed to elicit a specific emotional response from the target audience. The platform also uses sentiment analysis to understand the overall tone and sentiment of a given piece of language, and it can make adjustments to the language to ensure that it aligns with the desired sentiment.

It uses techniques such as sentiment analysis, emotion detection and text classification. This information is then used to manipulate human reactions. For example, the platform can use data on which words and phrases are most likely to evoke feelings of urgency or excitement in a target audience, and incorporate those words and phrases into new marketing language.

The platform also uses sentiment analysis to understand the overall tone and sentiment of a given piece of language. This process includes techniques like lexicon-based sentiment analysis, which analyses a text by matching it with a pre-defined lexicon or dictionary of positive, negative and neutral words, and machine learning based sentiment analysis, which uses trained models to classify text into positive, negative or neutral. With this information, the platform can make adjustments to the language to ensure that it aligns with the desired sentiment.

Additionally, the platform also uses techniques such as named entity recognition (NER) and part-of-speech tagging (POS) in order to understand the meaning and context of the given piece of language, which allows the platform to make more informed decisions about the language it generates. NER is used to identify and extract specific entities such as people, organizations and locations, from the text, whereas POS is used to identify the grammatical role of each word in the text.

One of the key technical components of Persado's platform is its use of natural language generation (NLG) algorithms. These algorithms are able to analyze the structure and meaning of a given piece of language, and then generate new language that is semantically and syntactically similar but with different words and phrases.

Another important technical component of Persado's platform is its use of natural language understanding (NLU) algorithms. These algorithms are used to analyze the meaning and context of a given piece of language, and they are able to extract key information such as entities, intent, and sentiment. This allows the platform to understand the overall meaning and context of a piece of marketing language, and to make adjustments to the language to ensure that it is more effective in driving customer engagement and conversions.

In addition to its technical capabilities, Persado's platform also includes a number of features that make it easy for businesses to use and understand the results. The platform includes a user-friendly interface that allows businesses to view the results of their campaigns and make adjustments as needed. It also includes detailed analytics and reporting tools that provide insights into how different pieces of language are performing, and allows businesses to make data-driven decisions about their past and current ad strategies.

Overall, Persado's NLP platform is a cutting-edge technology that is revolutionising the advertising industry. Many critics have voiced their opinions against its contents but the question of whether this tech will take over still remains to be answered.