

Wowcher, a well-known e-commerce company, has forged its own success story by creating personalized ad copy. It uses AI for movie recommendations, tailoring its social media posts and ads. The company employed Phrasee's AI copywriting technology to breathe new life into its Facebook ads. For example, if you often click on ads for vacation deals, Wowcher's AI takes note and detects this pattern. And before you know it, your Facebook feed is filled with Wowcher ads, that uncannily match your interests, showcasing irresistible deals.