

Accelerating the Customer Experience

Stockholm | September 2018

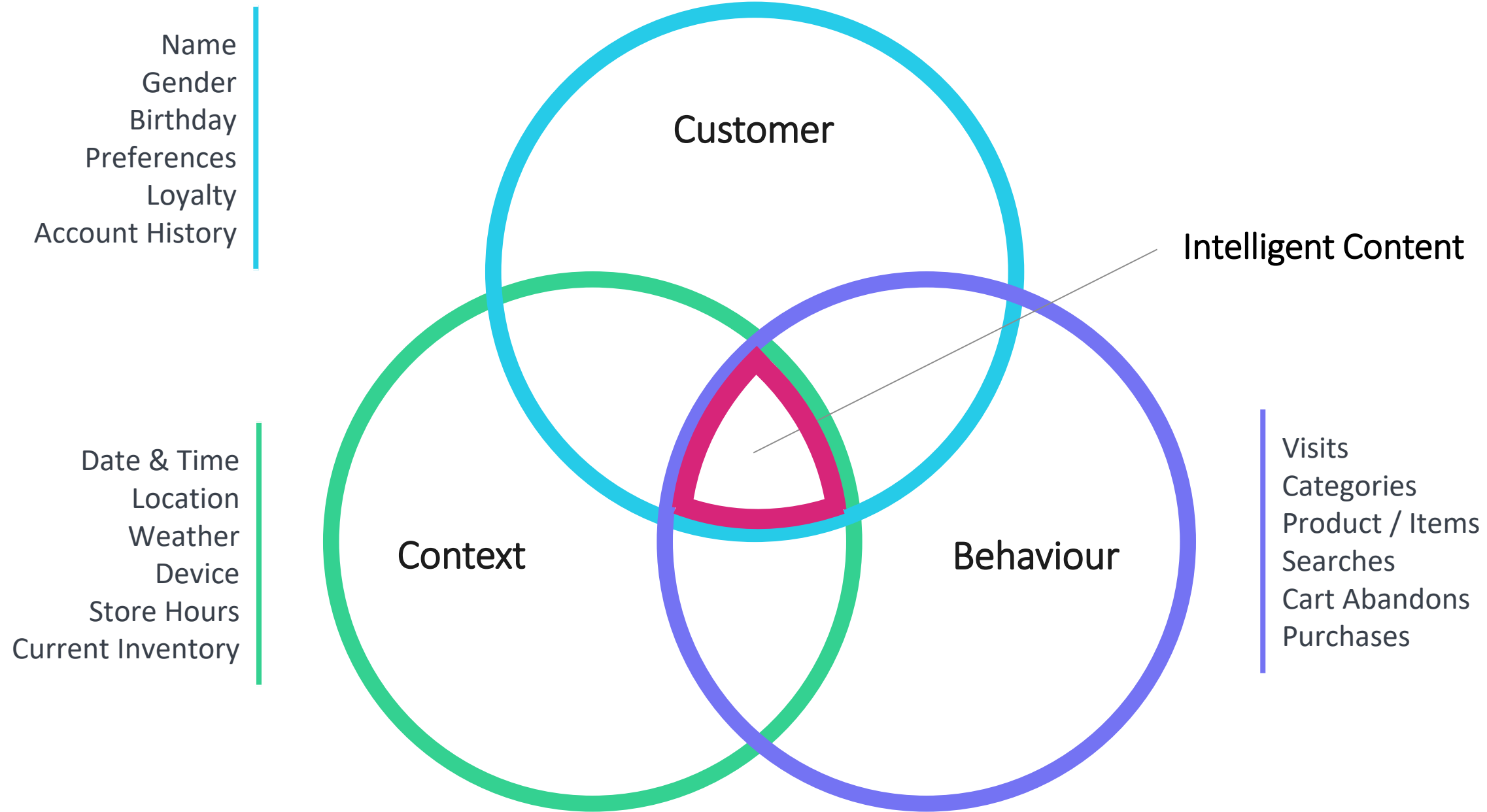





Movable Ink invented the ability to change email content at the moment of open.

Over the past six years in market we have built a **global team** of 200 veteran email marketers, strategists, back end developers and product owners who have powered **600 billion** live images in emails for our enterprise clients.

Intelligent Content for Email



Content is **EVERYTHING**

DELTA 


SkyMiles®#9305333651 >

What a rewarding year it was, Samantha.
A year of many miles and big strides.

WHERE TO THIS YEAR? >

You went places in 2016. And your input inspired us to take SkyMiles new places too. Let's revisit the highlights from your past year as a Silver Medallion Member.

YOU'RE WELL-TRAVELED



Mileage Earned

First Name Personalisation

Award Tickets Earned

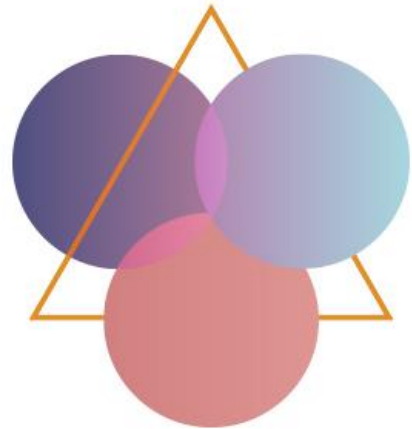
Seat Preferences

States Visited

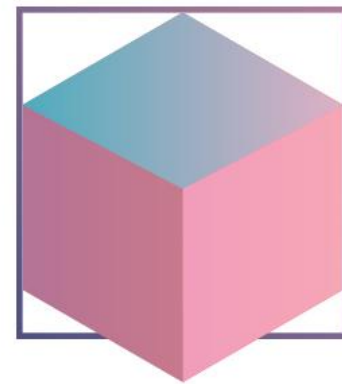
Hours Flown



INTELLIGENT CONTENT



Better
Performance



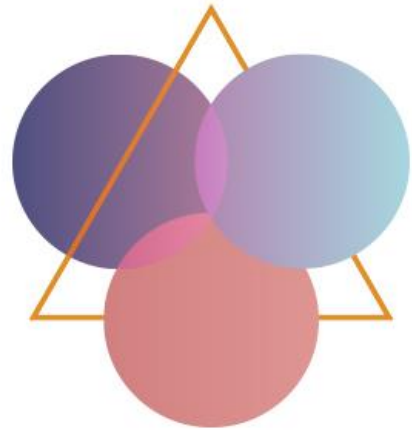
Better
Productivity



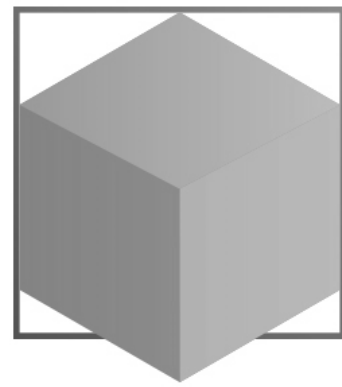
Better
Experiences



INTELLIGENT CONTENT



Better
Performance



Better
Productivity



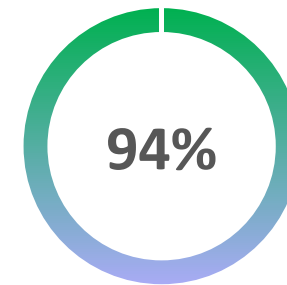
Better
Experiences



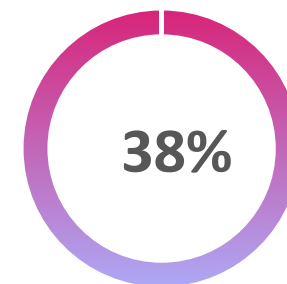
House of Fraser

House of Fraser wanted to increase the lifespan of their Black Friday campaigns and drive incremental revenue of their busiest trading period.

Results:



Lift in Click-To-Open Rate



Lift in Conversion-To-Open Rate

HOUSE OF FRASER
SINCE 1847
WOMEN MEN BEAUTY KIDS & BABY HOME FURNITURE BRANDS SALE

IT'S THE HOUSE OF FRASER
BLACK FRIDAY EVENT
UP TO **50% OFF**
HOME
SHOP NOW >

SHOP TOP BLACK FRIDAY OFFERS >

- SHOP DINING >
- SHOP KITCHEN >
- SHOP BEDDING >
- SHOP ELECTRICALS >

37% OFF NOW £189.99 WAS £299.99 | 50% OFF NOW £135.00 WAS £270.00

DYSON | DELONGHI

SHOP NOW > | SHOP NOW >

63% OFF NOW £99.00 WAS £270.00 | 32% OFF NOW £189.99 WAS £279.99

LSA | MAGIMIX

SHOP NOW > | SHOP NOW >

32% OFF NOW £249.99 WAS £369.99

- sorry - SOLD OUT DELONGHI | DYSON

SHOP NOW > | SHOP NOW >

BLACK FRIDAY EVENT
TICK TOCK, LIMITED STOCK
SHOP TOP BLACK FRIDAY OFFERS >

37% OFF NOW £189.99 WAS £299.99 | 50% OFF NOW £135.00 WAS £270.00



DYSON

SHOP NOW >



DELONGHI

SHOP NOW >

- only -
12 LEFT

- sorry -
SOLD OUT
DELONGHI

32% OFF NOW £249.99 WAS £369.99

DYSON

SHOP NOW > | SHOP NOW >

Most Wanted

Don't miss what's hot right now and selling fast!

INSTA - FAVES



268 PEOPLE VIEWED THIS TODAY



616



BESTSELLER! 25 SOLD TODAY



24 SOLD TODAY




1244




CHECK OUT OUR FINAL TOP PICKS...



268 PEOPLE VIEWED THIS TODAY ♥ 616



BESTSELLER! 25 SOLD TODAY



24 SOLD TODAY

@ANNAFRITZDORF

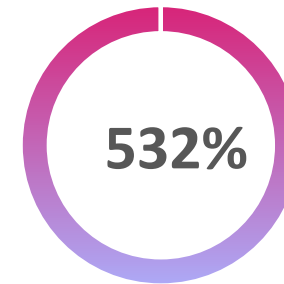
CHECK OUT OUR FINAL TOP PICKS...



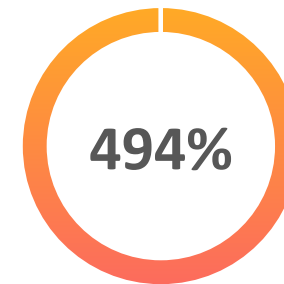

Dorothy Perkins

Dorothy Perkins wanted to personalise their emails on a 1:1 level, but have limited access to historic purchase data or demographics for targeting.

Results:



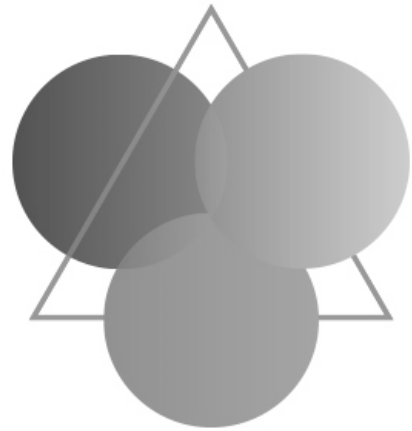
Lift in Conversion-To-Open Rate



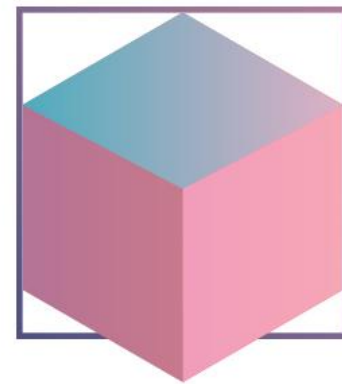
Lift in Revenue



INTELLIGENT CONTENT



Better
Performance



Better
Productivity



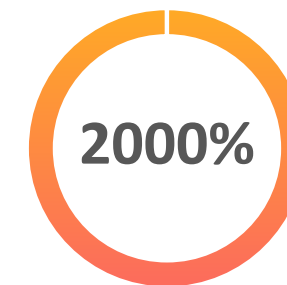
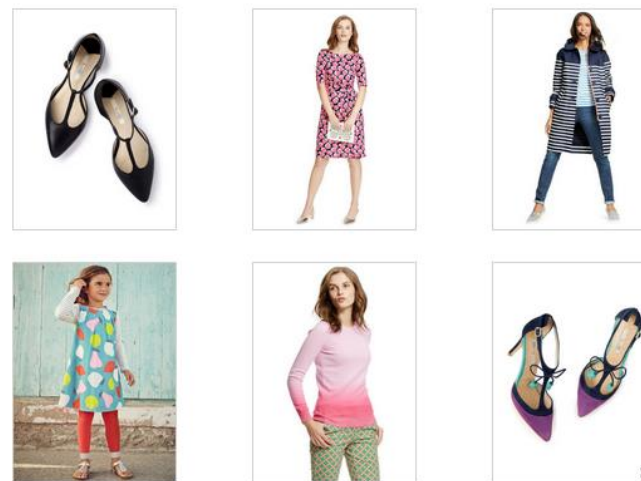
Better
Experiences



Boden

Boden were looking to reactivate previously high spending customers who had recently become dormant. They wanted to tell a creative, branded story about their relationship with the brand.

Can we tempt you with any of these?



Lift in Revenue

Dear Catherine,
24 years ago
Johnnie started
Boden

(keep scrolling)

and 1972 days later
a spotty package
arrived on
your doorstep

(keep scrolling)

you went for the
All In One Bedtime
Pyjamas

(keep scrolling)

and soon after, more
spotty packages
followed.
164 to be exact.

(almost there)

You've gone
quiet since we
dropped off the
Cropped Cashmere
Cardigan

(it will be worth it)

and although we're
changing - we're
bolder and more
stylish than ever

(keep scrolling)

you should know
we've still got the
same values you fell
in love with
6568 days ago.

(almost)

Here's a little
something to
reignite the spark
**25% OFF PLUS A
£10 VOUCHER**

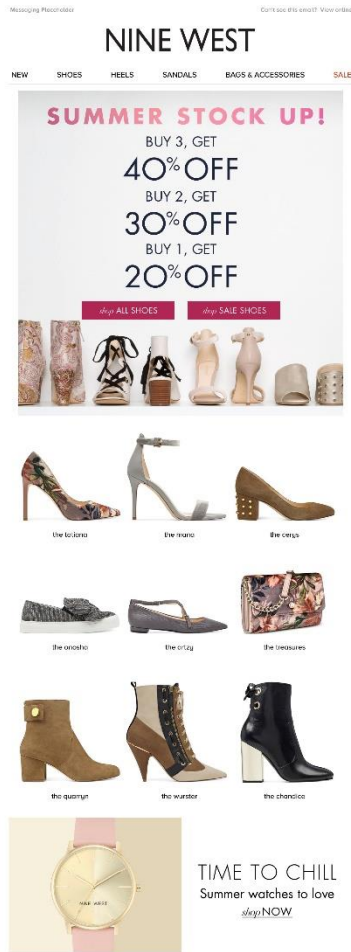
(scroll down for details)

Love Boden

and soon after, more
spotty packages
followed.
164 to be exact.

(almost there)

You've gone
quiet since we
dropped off the
Cropped Cashmere
Cardigan



Nine West

Nine West were looking to utilise browsing information in order to personalise email content. By taking live feeds of data they were able to automate the products shown in the email on a 1 to 1 basis.



the tatiana

the mana

the cerys



the onosha

the artzy

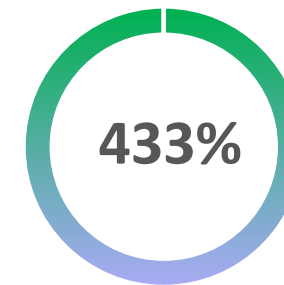
the treasures



the quarryn

the wurster

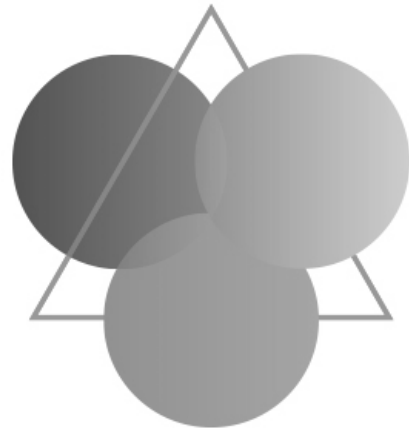
the chandice



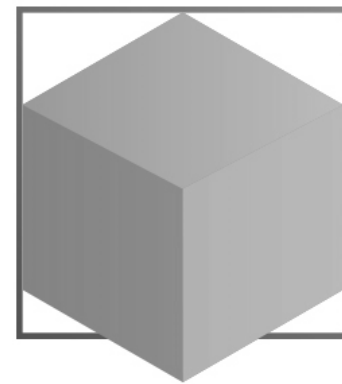
Lift in Click-To-Open Rate



INTELLIGENT CONTENT



Better
Performance




Better
Productivity



Better
Experiences



 Spotify

Your 2016, wrapped.

Hey Shannon,

2016 has been a year. We made you a playlist of this year's songs that you loved the most. Play it while you read our rundown of your musical 2016, below.

[LISTEN NOW](#)




Your 2016 in numbers

17,832
total minutes.

1,206
total number of artists.

1,675
unique tracks this year.

Your top tracks

-  **Bang My Head**
By David Guetta
-  **Lost In My Mind**
By The Head And The Heart
-  **Shut Up And Dance**
By WALK THE MOON








Your top artists

- The Head And The Heart**
- Ben Howard**
- The Oh Hellos**
- Paul Simon**
- The Lumineers**

Your 2016 genres

-  **Pop**
-  **Folk-Pop**
-  **Indie Folk**
-  **Indie Pop**
-  **Stomp And Holler**

Favorite day to listen

- Mon 
- Tue 
- Wed 
- Thu 
- Fri   
- Sat 
- Sun

Your 2016 playlist

Don't forget to listen to your personalized 2016 playlist, the perfect tunes to bring you into the new year.

[LISTEN NOW](#)

Spotify

SPOTIFY YEAR IN REVIEW

Spotify wanted to create a year in review email that creatively showcased how much time each individual had spent using the service and the kinds of music that they favoured. These multiple data points had to be creatively on brand create a memorable experience.

Dunkin' Donuts



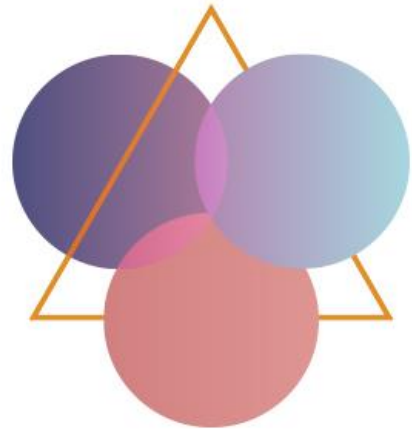
DD PERKS YEAR IN REVIEW

Dunkin Donuts wanted to showcase in a fun way the experience its customers had during the past 12 months.

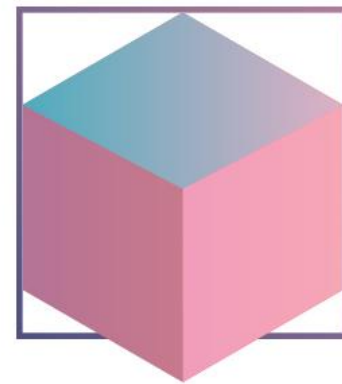
Their solution was to use numerous merge tags and targeting rules to display the unique data visualisations. Other elements in the campaign include live polling, a customised dynamic timers, and a social sharing feature.



INTELLIGENT CONTENT



Better
Performance



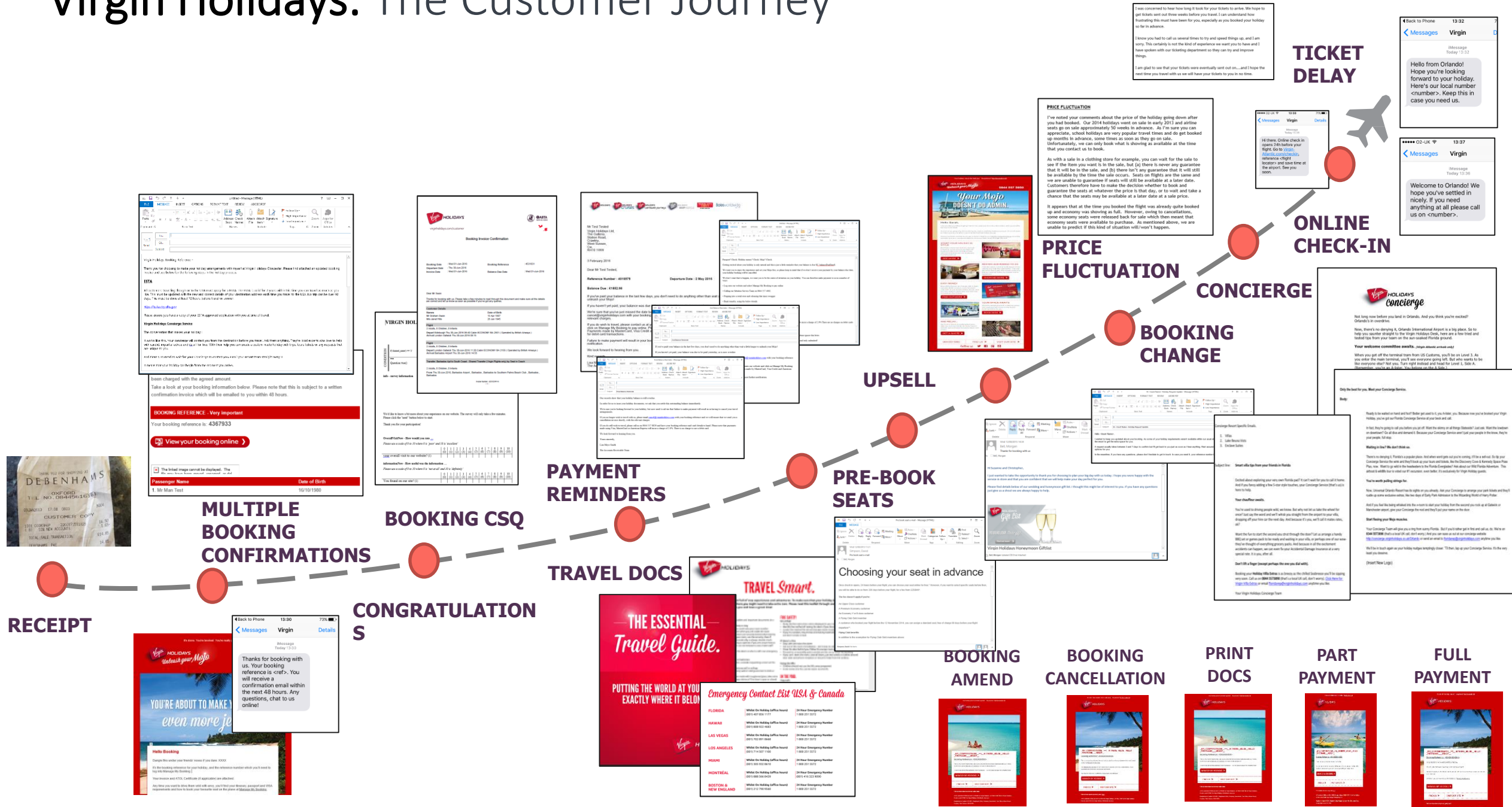
Better
Productivity



Better
Experiences



Virgin Holidays: The Customer Journey

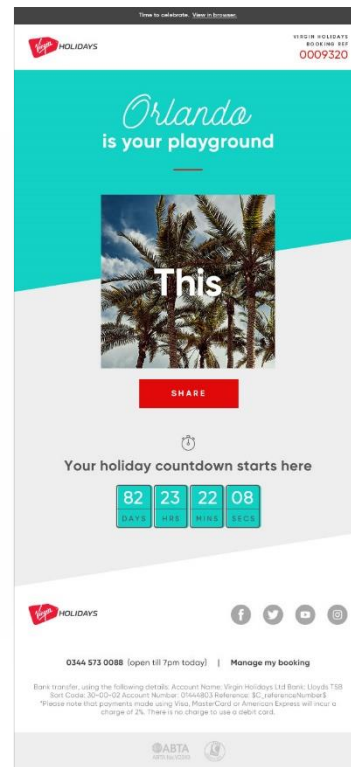


Virgin Holidays: ENGAGEMENT EMAILS



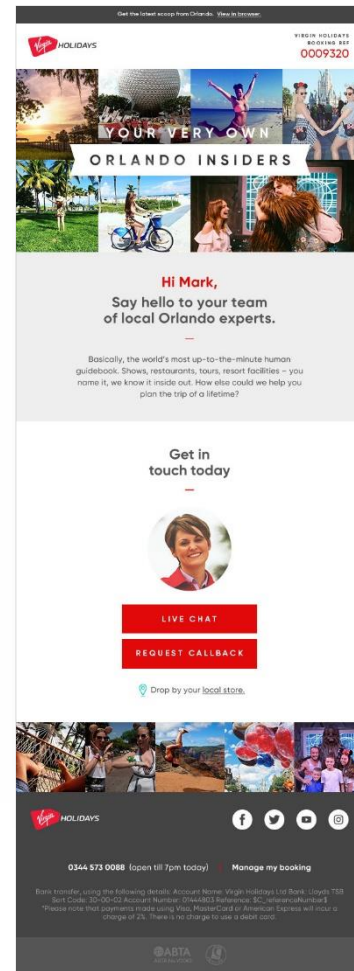
Increase customer anticipation and engage them with the brand so they can savour the holiday experience

CELEBRATION



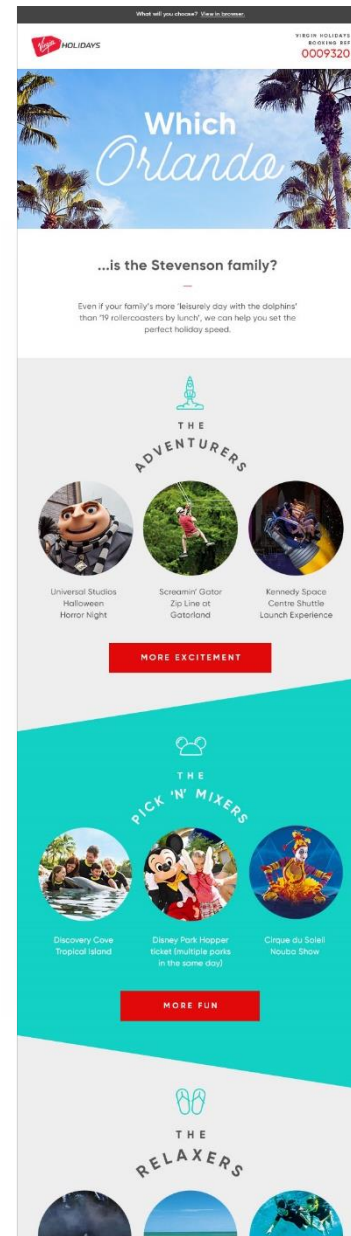
3 DAYS
AFTER BOOKING

HOLIDAY EXPERT



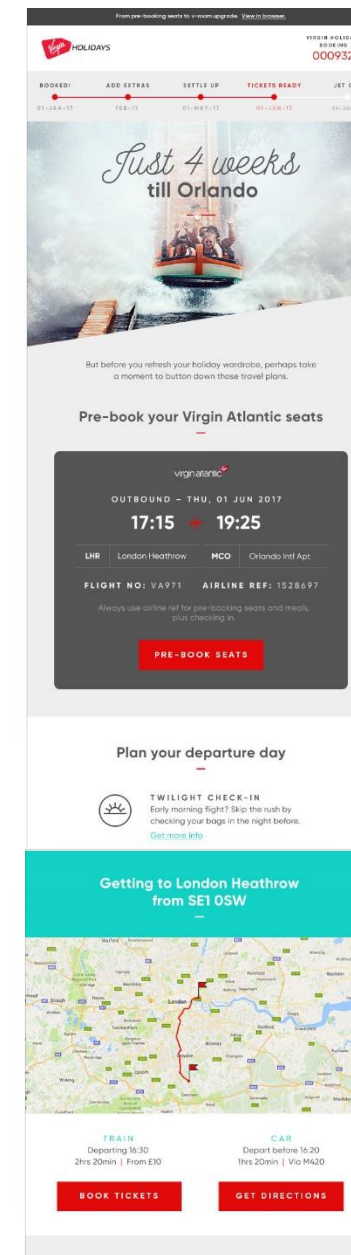
3 WEEKS
AFTER BOOKING

ITINERARY PLANNING



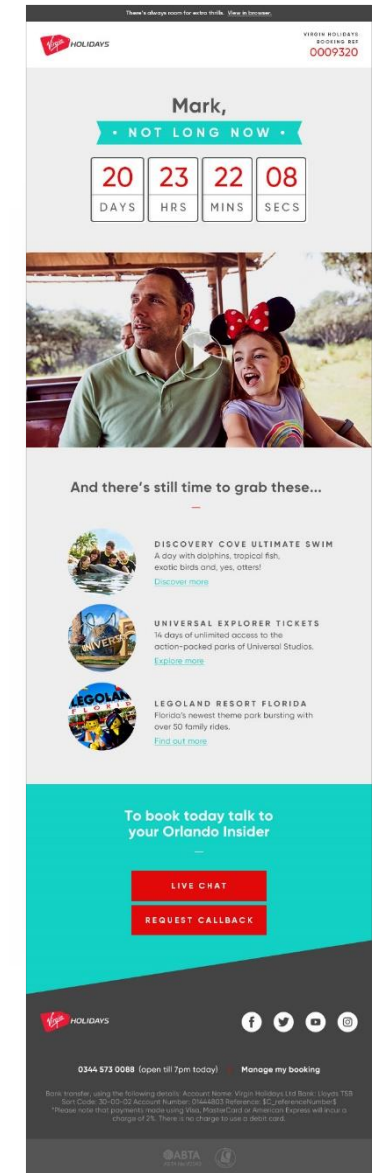
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TRAVEL PLANS



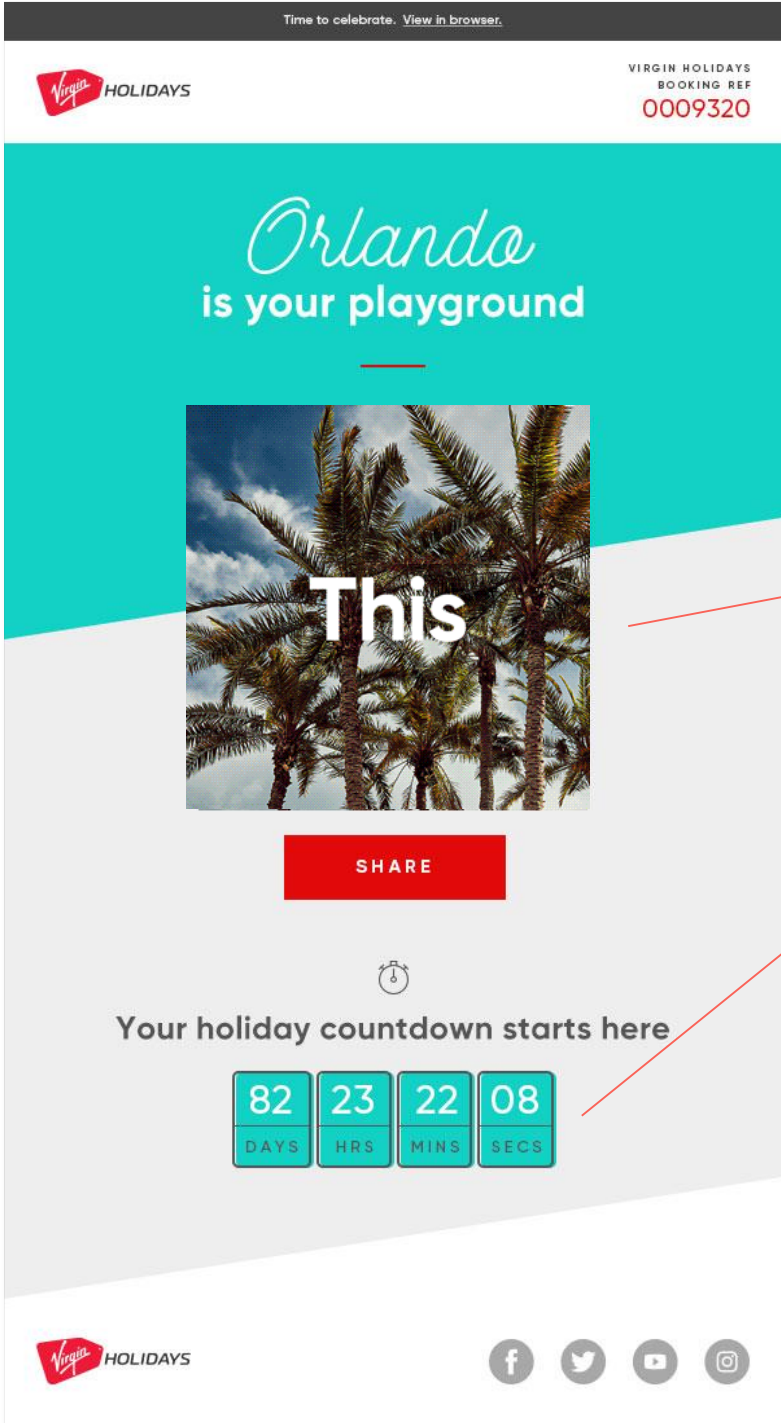
28 DAYS
BEFORE ORLANDO

DESTINATION TEASER



3 WEEKS
BEFORE ORLANDO

Virgin Holidays: Post booking celebration



Personalised GIFs and real-time holiday countdown provide increased relevance and excitement

Virgin Holidays: Holiday Expert



Imagery fed from Virgin Holidays Instagram feed, increases reality of destination & makes it as current as possible

Get the latest scoop from Orlando. [View in browser.](#)

Virgin HOLIDAYS VIRGIN HOLIDAYS
BOOKING REF
0009320

**YOUR VERY OWN
ORLANDO INSIDERS**

Hi Mark,
Say hello to your team
of local Orlando experts.

Basically, the world's most up-to-the-minute human guidebook. Shows, restaurants, tours, resort facilities – you name it, we know it inside out. How else could we help you plan the trip of a lifetime?

Get in touch today

LIVE CHAT

REQUEST CALLBACK

[Drop by your local store.](#)

Dynamic live chat with Florida resort team shows only in USA working hours and generates sales leads when operators are unavailable

Virgin Holiday: Travel Plans



Virgin HOLIDAYS VIRGIN HOLIDAYS BOOKING REF: 0009320

BOOKED! | ADD EXTRAS | SETTLE UP | **TICKETS READY** | JET OFF

01-JAN-17 | FEB-17 | 01-MAY-17 | **01-JUN-17** | 01-JUL-17

Just 4 weeks till Orlando

But before you refresh your holiday wardrobe, perhaps take a moment to button down those travel plans.

Pre-book your Virgin Atlantic seats

virginatlantic

OUTBOUND - THU, 01 JUN 2017

17:15 ✈ **19:25**

LHR	London Heathrow	MCO	Orlando Intl Apt
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FLIGHT NO: VA971 AIRLINE REF: 1528697

Always use airline ref for pre-booking seats and meals, plus checking in.

PRE-BOOK SEATS

Plan your departure day

TWILIGHT CHECK-IN
Early morning flight? Skip the rush by checking your bags in the night before.
[Get more info](#)

Getting to London Heathrow from SE1 OSW

TRAIN
Departing 16:30
2hrs 20min | From £10

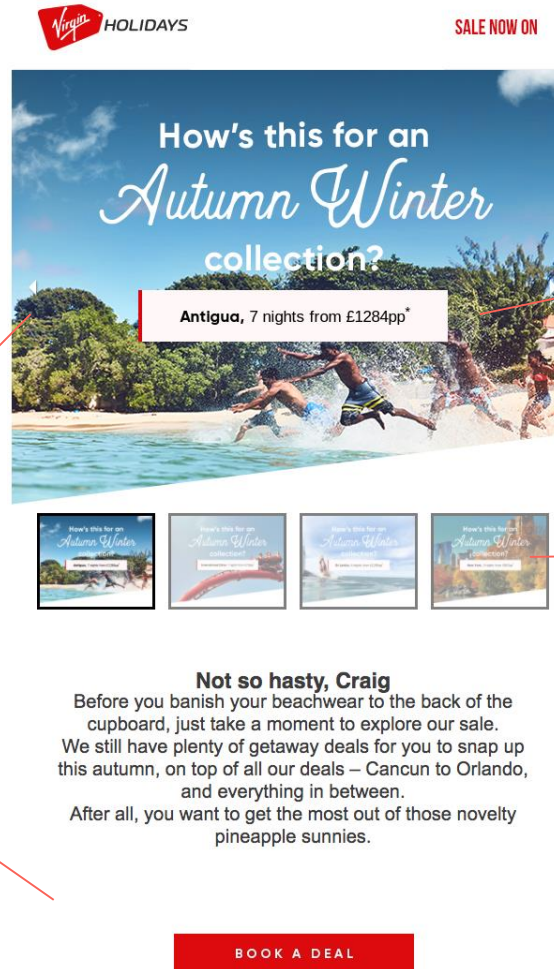
CAR
Depart before 16:20
1hrs 20min | Via M420

BOOK TICKETS **GET DIRECTIONS**

Using customer home and destination data we provide personalised routes and transport options



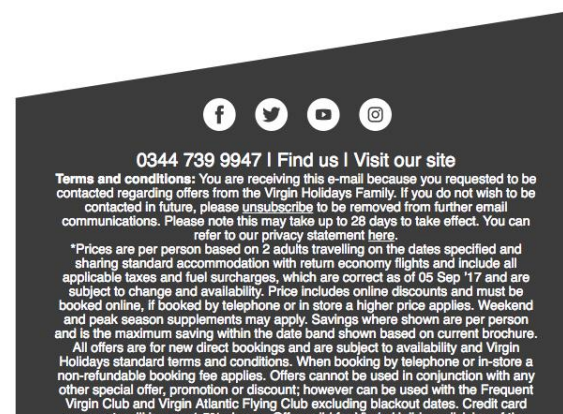
Virgin Holiday: Live Pricing



Live pricing and availability for offers

Solution? Leveraging API integration through a Custom App, Virgin Holidays were able to display the live price and offer details, overlaid by a fixed destination image

Only showing offers that are available so customers can actually book the offers they are presented with



ed.

Virgin Holiday: Payment



BOOKED! ADD EXTRAS **SETTLE UP** TICKETS READY JET OFF

01-JAN-17 FEB-17 01-MAY-17 01-JUN-17 01-JUL-17

Payment done now for the fun

Hi Mark,

Thanks for paying off your remaining balance of <£X,XXX>. You're now officially on your way to <Orlando>.

You can manage every other aspect of your booking via the link below – whether it's downloading your documents or booking that window seat.

Next stop, <monster rollercoasters>.

[MANAGE YOUR BOOKING](#)

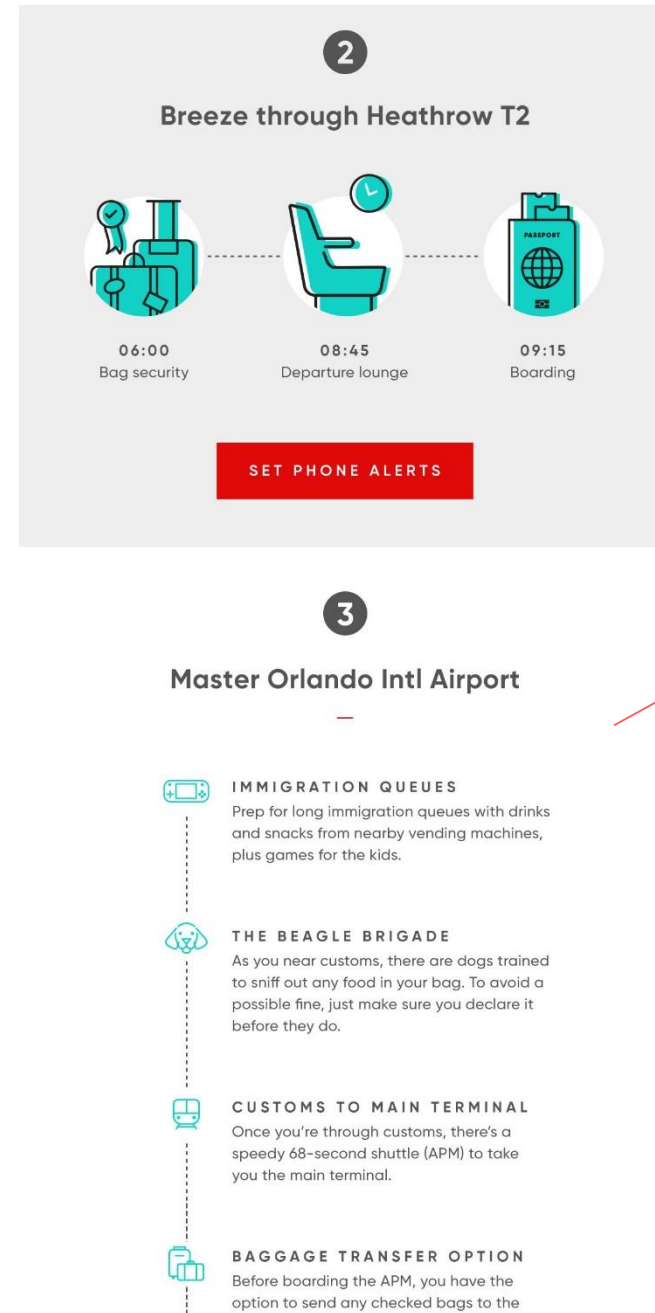
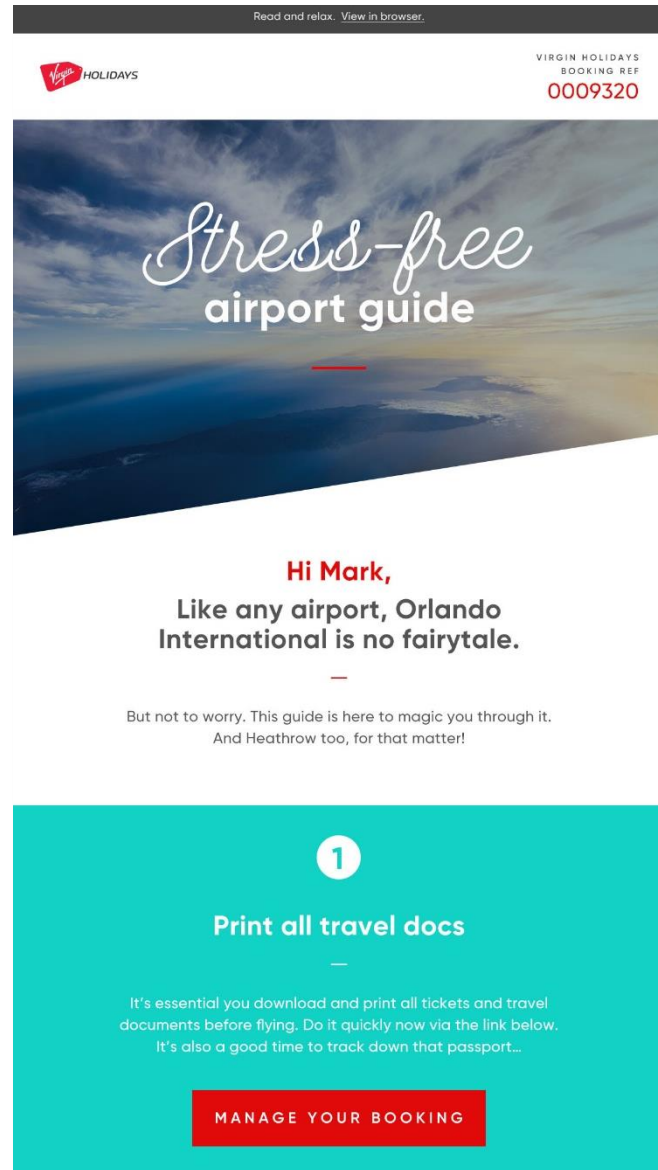
Settling up

HOLIDAY TOTAL	£9,561.63
XXXXXX	-£XXX.XX
DEPOSIT	-£500.00
BALANCE	NIL

Even the most mundane of emails can be turned into a point of celebration with GIFs



Virgin Holiday: Airport Guide



Personalised airport survival guide gives you everything you need and all your documents in one place, 24hrs before departure – leaving customers free to savour the excitement

Plus the ability to set handy phone alerts to keep you on track



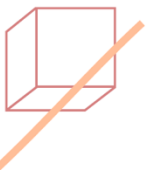
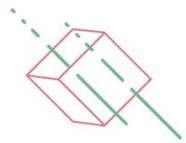
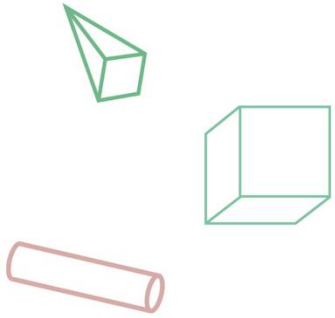
Relied on by over 600 innovative companies

Brands in Technology, Retail, Entertainment, Media, and Finance use Movable Ink to surprise and delight their customers and drive revenue.





Panel Questions





Thank you, from Movable Ink

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Mobile: +44 07908205285