

 Kickdynamic

Best of 2017 Review



Our favourite emails of 2017

Join us as we take a look back at some of the most innovative emails sent by our customers last year. Featuring automated daily deals, product automation and personalization, live content and some serious relevancy projects including day-parting content and nearest store CTAs.

This review will give you the inspiration you need to send email with more personalized, relevant and automated content.

We hope you enjoy!
The Kickdynamic Team



STAPLES

HOLLAND & BARRETT

NEW LOOK

Harrods

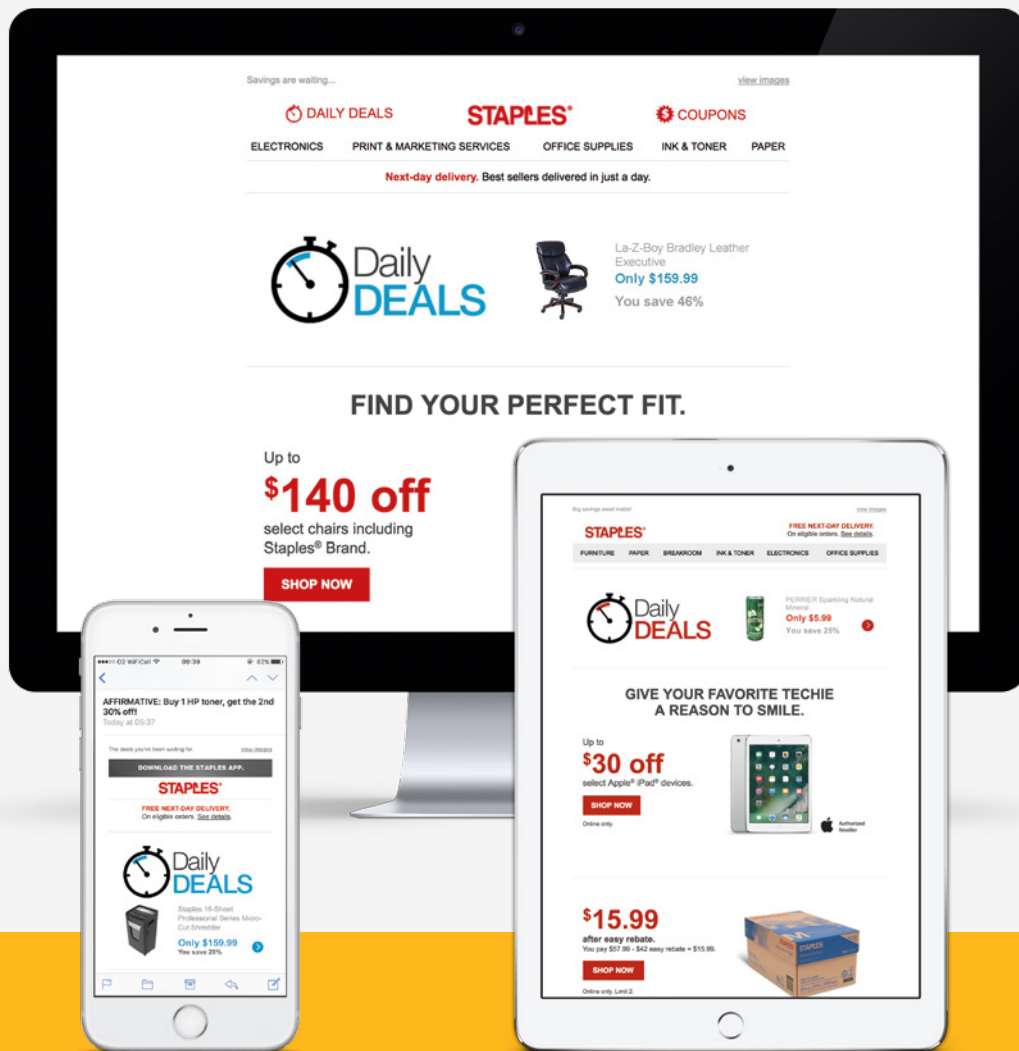
SQUAW VALLEY  ALPINE MEADOWS

TRAVELREPUBLIC.CO.UK

MOBILES.CO.UK
The smart phone people

ASOS
discover fashion online

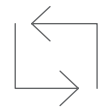
 BLACKBETTY



STAPLES

Live deals: a daily staple

Every day Staples send a 'Daily Deals' promotional email featuring a hot-ticket item at a great price to drive traffic to their website. Using their product API, Staples have automated the daily deal content and eliminated the manual build process. Every time the email is opened, the most up-to-date deal is displayed.



AUTOMATION
Saves valuable time
and resources



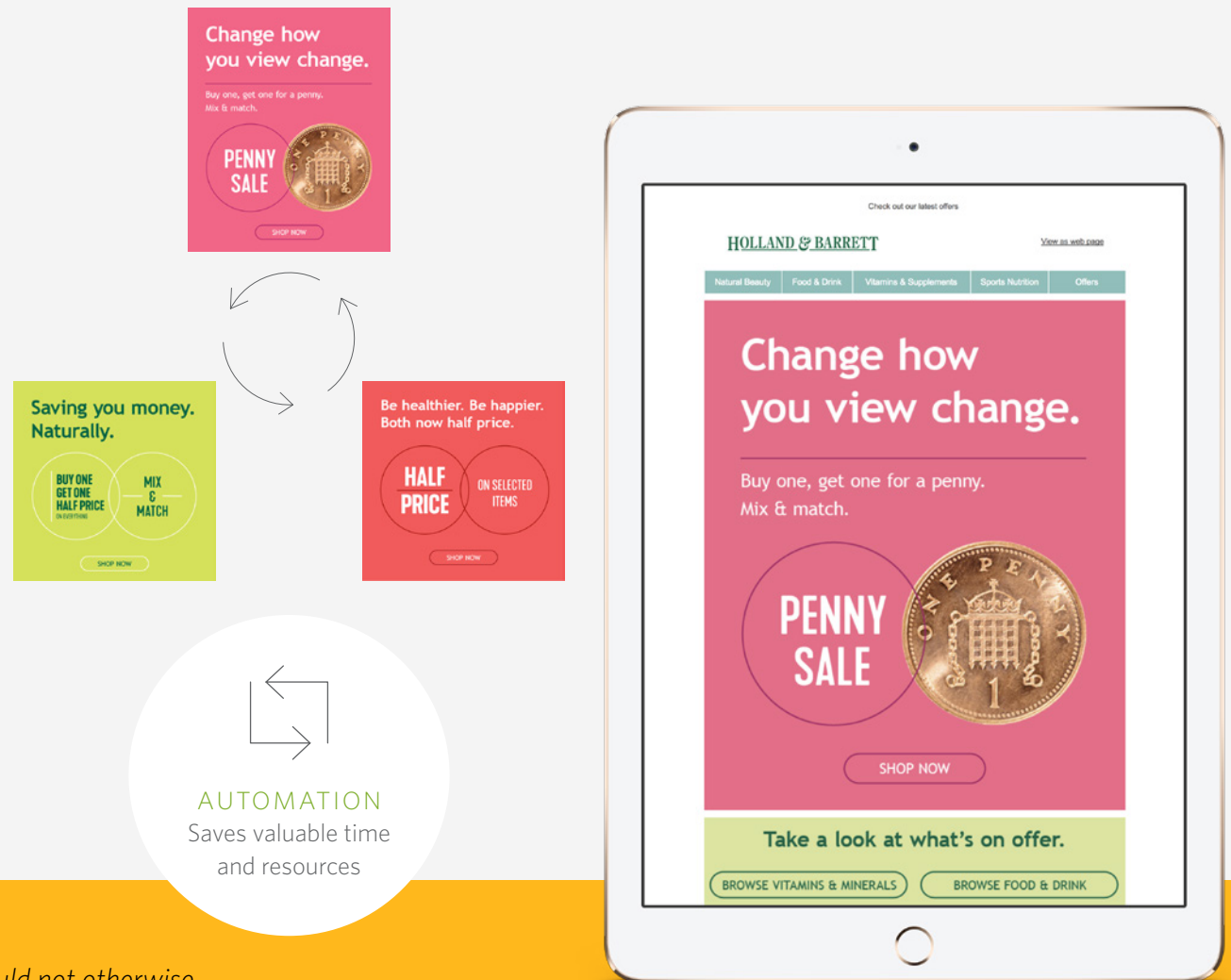
"Leveraging Kickdynamic to power our Daily Deal emails in real-time eliminated our manual production process and enabled us to launch Send Time Optimisation. The tool is easy-to-use and the support from the Kickdynamic team was critical in meeting our quick deadlines!"

Ellen Uhlig, Program Manager, Email Strategy & Innovation, Staples

- ⊙ Leverage existing APIs for email content
- ⊙ Eliminate manual, daily coding
- ⊙ Always display latest deal

Set and forget it

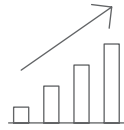
Holland & Barrett recently developed an automated, multi-stage Nurture Programme. It features promotional banners which update automatically to display the current offer, at the time of open. Previously a manual task, the programme is set up once and ensures the correct deal content is automatically displayed throughout the whole year, freeing up more time for strategic planning.



"This Kickdynamic solution is perfect for us as we would not otherwise have the resource within our team to keep the programme updated. Without Kickdynamic, we would have to spend time changing the banners and updating content multiple times a month. It's allowed us to truly create the nurture programme and "set and forget it".

Natasha Reynolds, Email Marketing Executive, Holland & Barrett

- ✓ Fully automated programme
- ✓ Easy to build and implement
- ✓ Multiple widgets provide live, innovative content



New Look saw a **CTR of 2.24%** from in-store exclusive offer emails and the "Locate now" **CTA generated 0.27%** of total clicks.

NEW LOOK

Connecting email to in-store



- ✓ Display nearest store
- ✓ Personalized directions from open location
- ✓ Drive in-store traffic through email

To drive footfall for in-store promotions and new store openings, New Look display the nearest stores to open location pinned over a map. With personalized pins, the map is perfectly on brand. When clicked, personalized directions are generated from the open location to the precise nearest store.

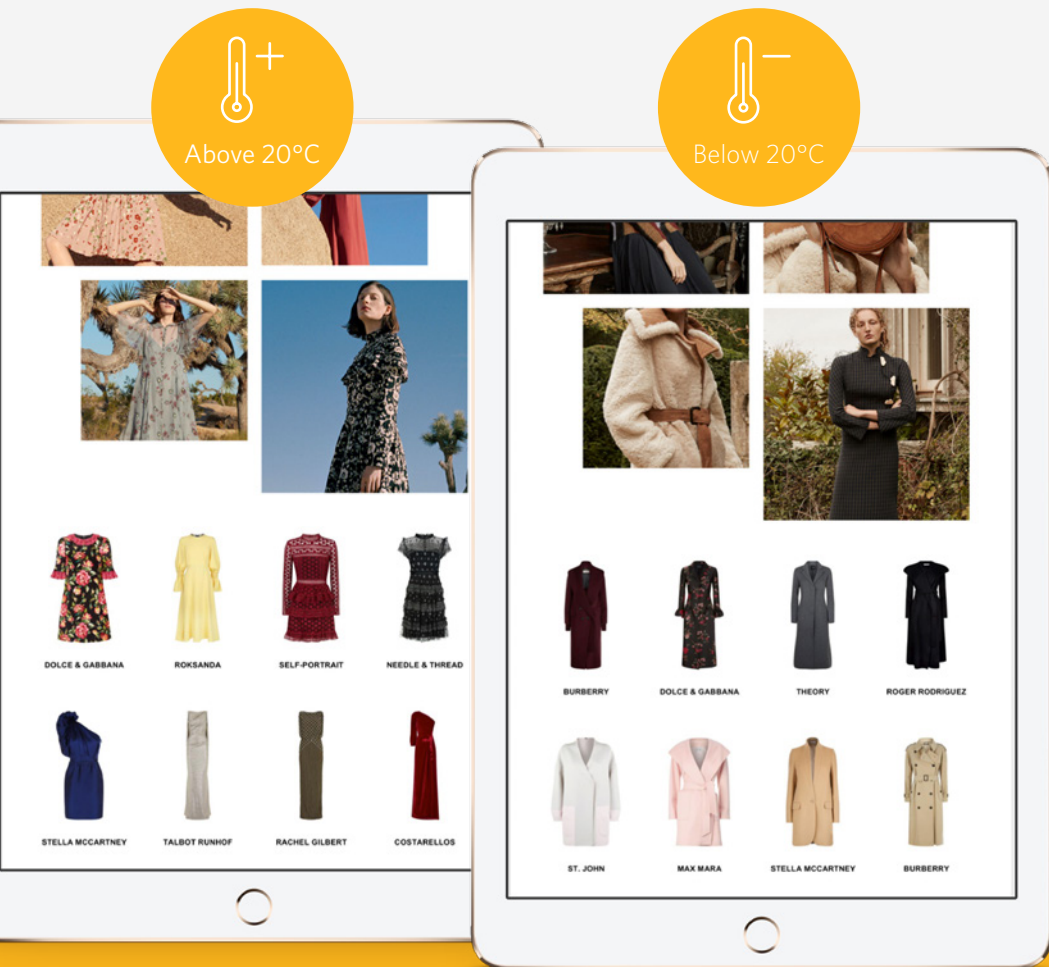


RELEVANCY
Uses open location to display nearest stores



"What better way to drive footfall in to our stores than with a device targeted email tag which guides customers directly to their nearest store! Now that the tag has been created by Kickdynamic it can easily be added in to any campaign on demand. Customers recognise their location and can visibly see their local stores within the artwork upon opening the email - taking personalization and ease of shopping to the next level."

Alix Greener, UK CRM Assistant, New Look



Harrods



Relevancy across the globe

With customers all across the globe, targeting recipients with product content that is relevant can be a challenge. Using weather targeting, Harrods are able to personalize email content and products based on the temperature at open location. If the weather is above 20°C where the email is opened recipients will see dresses, if the weather is below 20°C coats will be displayed.



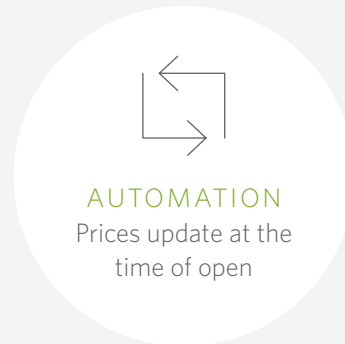
"Rather than using location segmentation and setting up complex dynamic content to target recipients with content that might be relevant, Harrods use weather at location of open to provide real-time relevancy in a fully automated way. For that reason, I love this campaign!"

Jordan Sawyer, Senior Account Manager, Kickdynamic

- ✓ Targeted products based on weather
- ✓ Contextually relevant at every open
- ✓ Automated content

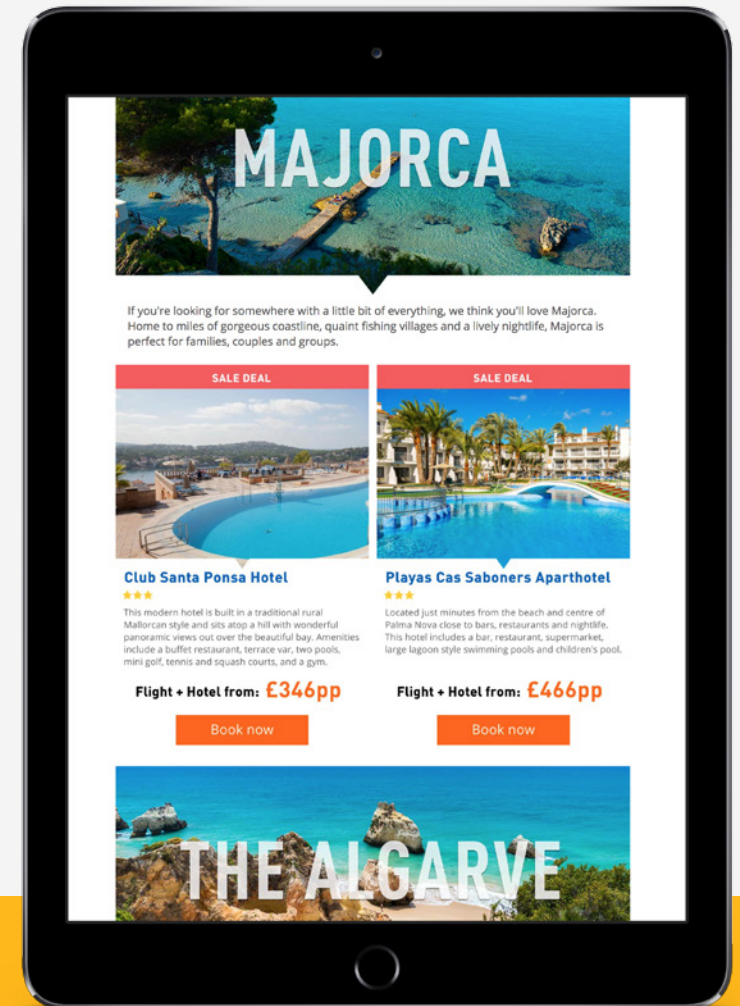
Automated deals, live prices

Travel Republic have fully automated their weekly deals email. Each email contains 9 deals; previously they sent 2 versions of the email but now they are able to send 8 different versions, geo-targeted to recipients based on their local airport. Their API returns available deals depending on variable parameters such as price and availability. All pricing is live, updating automatically at the time of open so the deals are never out of date.



Kickdynamic has enabled operational efficiencies whereby, in the same amount of time, we are now able to generate over 3x the volume of deals to promote in our weekly deals emails. Kickdynamic has also enabled live pricing in our emails which means the price is live and up to date at the time of open for our customers.

Talha Ihsan, CRM Manager, Travel Republic




- ✔ Connect to API
- ✔ Automated weekly deals
- ✔ Live pricing at the time of every open

Less time building emails, more time on the slopes

Squaw Valley Alpine Meadows feature a real-time lift status, weather forecast and snow report in their daily emails. By connecting the weather and lift status XML feed, they are showing real-time resort information at the time of every email open.

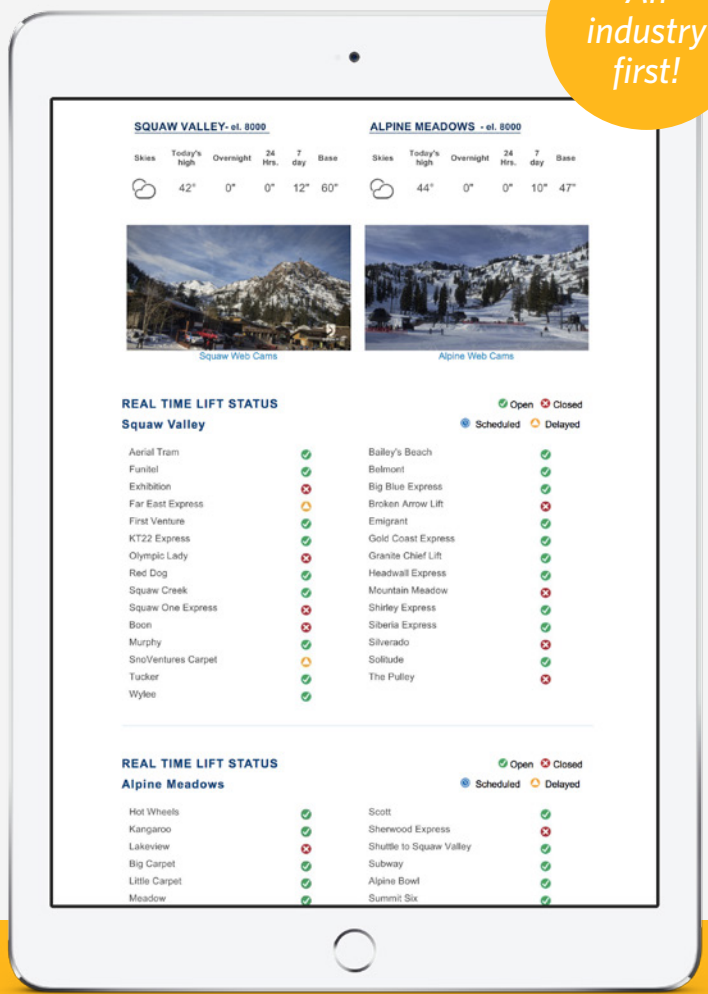
An industry first!



AUTOMATION
Setup once, always live



RELEVANCY
Real-time content



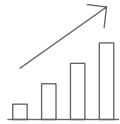
"By using Kickdynamic, we have been able to turn email into a real-time tool that matches our other channels of communication such as our app and website since they are all pulling the information from the same source. It's an industry first and we are looking forward to implementing Kickdynamic in our other emails."

Tracy Smith, Director of CRM, Squaw Valley Alpine Meadows

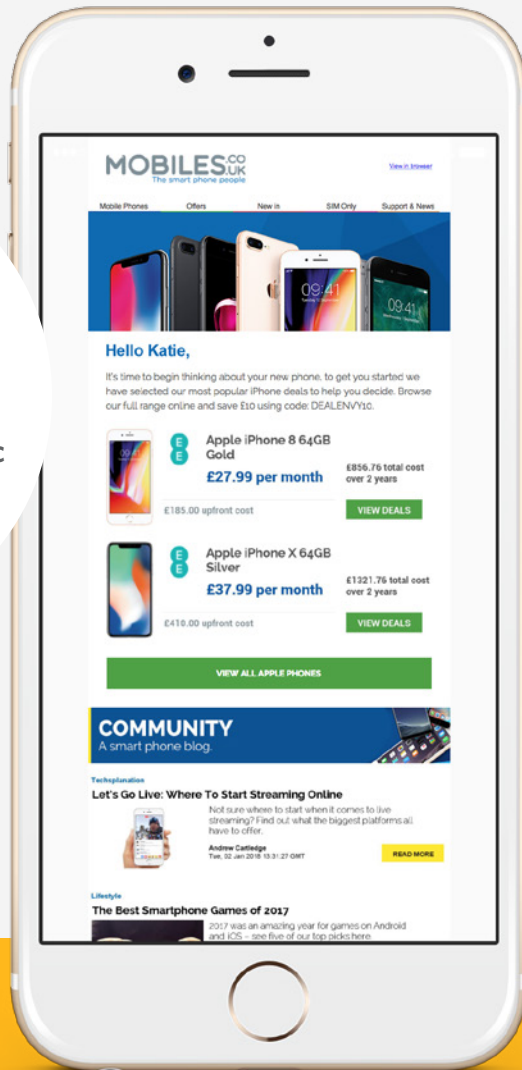
- ✔ Connect to XML feed
- ✔ Daily resort information
- ✔ Live weather forecasts and lift status

Deals tailored for each customer, now you're talking

The online phone retail market is incredibly competitive so it's imperative that prices and propositions in email are as up-to-date as the pricing on site. Mobiles.co.uk provide live, up-to-date content that is personalized to each recipient based on their previous purchase and behaviour. The prices in the email update automatically at email open so they do not need to worry about incorrect advertising.



By targeting smaller, more relevant audiences, **CTR has increased by 6%. Blog traffic has increased by 200%.**



PERSONALIZATION

Display relevant deals based on previous purchase



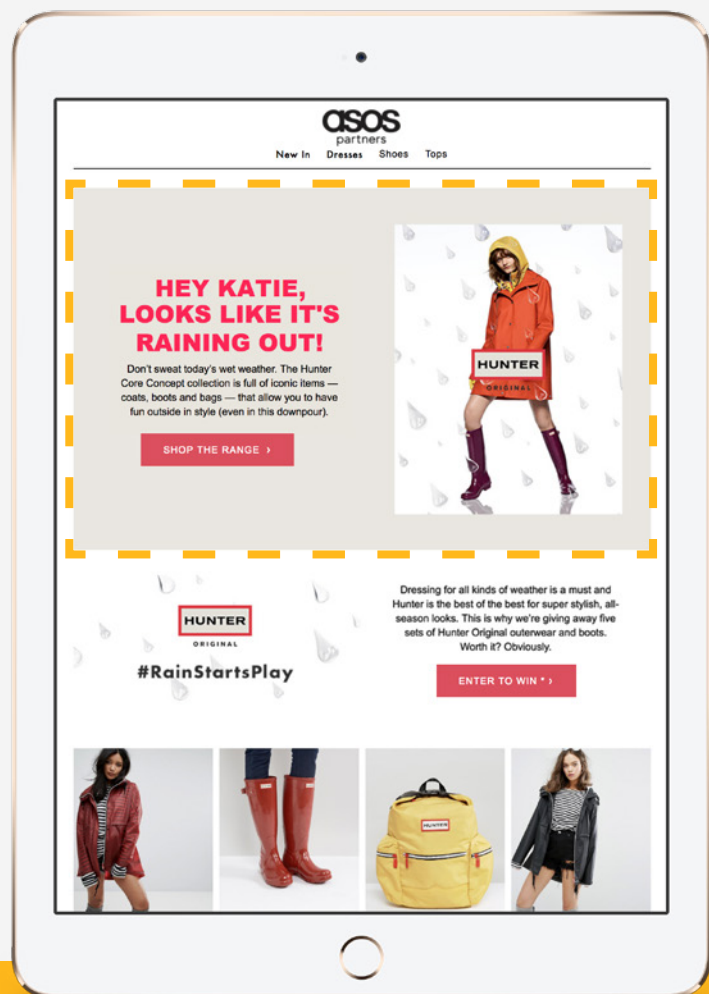
“Before utilising Kickdynamic, we manually updated our emails on a daily basis. This limited our ability to personalize offers based on previous purchase, as there were so many different possibilities and maintaining live deals was impossible due to the huge scale of options. Now that price points update within the template daily, we don't have to worry about incorrect advertising.”

Abby Francis, Online Marketing Manager, Mobiles.co.uk

- ✓ Live pricing in email
- ✓ Automated personalization
- ✓ Huge amount of resource saved

Relevancy in the rain

ASOS have combined name personalization and weather-targeted images to display relevant content to their subscribers. Depending on the weather at the open time and location, recipients receive a different, relevant image and message.



PERSONALIZATION

Personalized to each recipient



RELEVANCY

Weather-targeted content



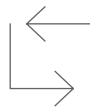
"I loved this weather targeted personalized image campaign. It's a fantastic example of combining multiple uses of the Kickdynamic platform making first name personalization and copy relevant to the context in which the email is opened."

Jess Horn, Account Manager, Kickdynamic

- ✓ *Weather-targeted images*
- ✓ *Live at time of open*
- ✓ *Personalized to recipient*

Keeping up with a fast-moving inventory

Looking for an automated solution from day one, fashion startup BlackBetty launched their email programme using an XML feed and content automation to send two fully automated emails each day. Additional rules are applied around availability so that only products in stock are displayed.

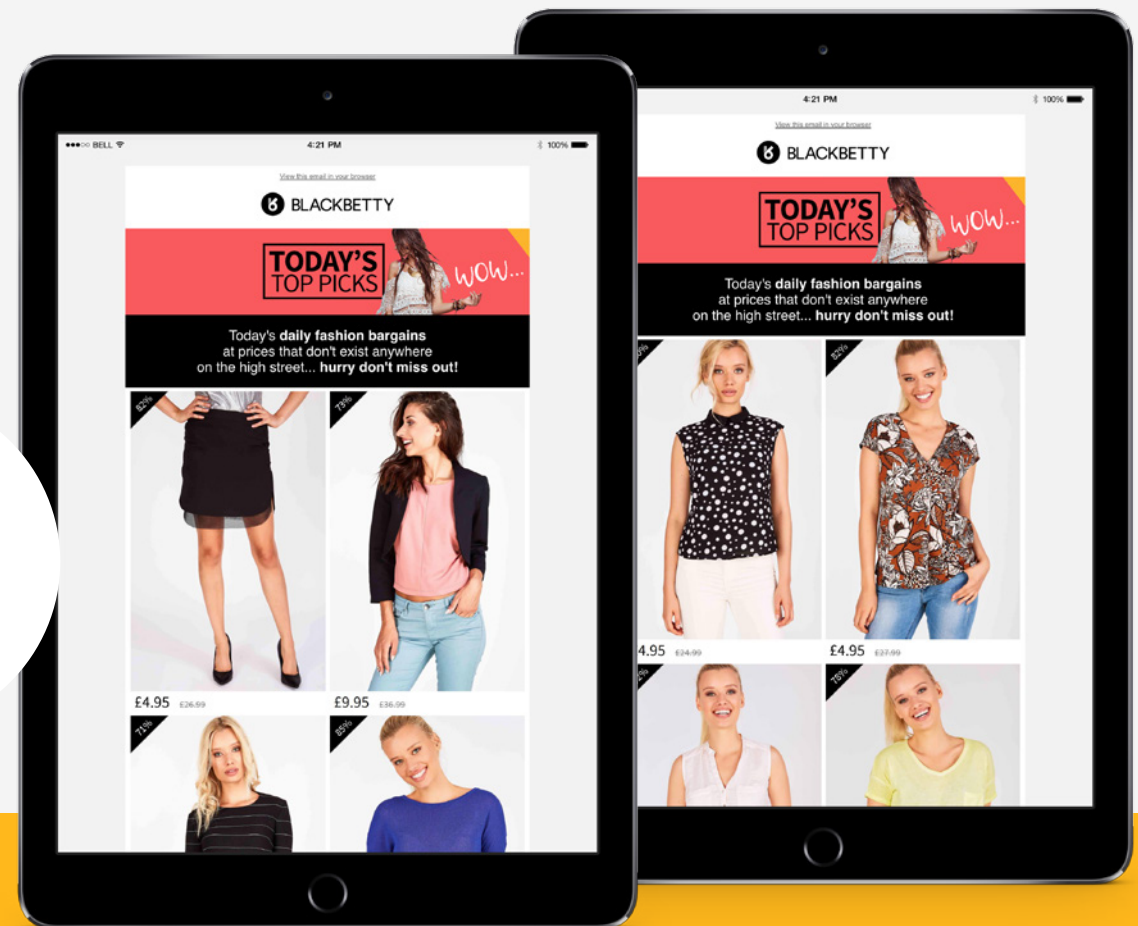


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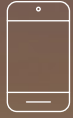
“Kickdynamic provides BlackBetty with a solution to automate the products in our daily uploads email. Kickdynamic has freed up precious time for us and gives us peace of mind that our daily newsletters can, in some ways, run themselves. This gives us more time for testing and strategic projects.”

Dan Grech, Marketing, BlackBetty



- ✔ Connect Shopify XML feed
- ✔ Only in-stock products displayed
- ✔ Automated from first send

Contact us for a demo of the Kickdynamic platform:



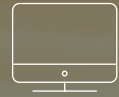
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