

A group of people are gathered around a wooden table in a meeting. Their hands are visible, pointing at various documents and a smartphone. The scene is brightly lit, creating a warm and collaborative atmosphere. The documents on the table appear to be business reports or spreadsheets.

# Inkredible 5

The Best of Retail

Movable The logo for Movable Ink, featuring the word 'Ink' in a stylized, rounded font with a red-to-white gradient, set against a dark red, ink-like splash background.

# Introduction

**In today's competitive business environment, the most innovative retailers are competing on customer experience.**

That means creating campaigns that surprise, delight, and cultivate long-term customer relationships. Personalization is a key factor in creating these experiences.



That's because personalization is the most effective way to differentiate your brand from your competitors and drive revenue. Retailers are increasingly looking to their marketing teams to drive this through personalized digital experiences that enhance the entire customer journey.

Movable Ink enables retail marketers to easily create highly personalized experiences with our intelligent content platform.

On the following pages, you'll see how Bloomingdale's, Scholastic, Steve Madden, Dermalogica, and Bluemercury created amazing customer-centric experiences using Movable Ink.

bloomingdale's

SCHOLASTIC

HOUSE OF FRASER  
SINCE 1849

**dermalogica**<sup>®</sup>

bluemercury<sup>®</sup>  
makeup • skincare • spa

# bloomingdale's

Upscale retailer Bloomingdale's wanted to give their customers an up-to-the-minute look at their newest product arrivals.

They created "What's New Wednesday," an ongoing campaign that showcases their latest products in their Men's, Women's and Home departments. The campaign automatically pulls in the newest products from their website, saving the email team time and resources. The result is a streamlined workflow for the Bloomingdale's team and a best-in-class experience for customers.



*No matter when our customers open their email, they are up-to-date on the latest products. Content automation allows for reduced production and QA time, giving us more time to focus on delivering great experiences."*

— LARA-KATHERINE ALVES

*Email Manager, Bloomingdale's*

**What's New Wednesdays**  
OUR WEEKLY EDIT OF THE LATEST (AND GREATEST) ARRIVALS

**Shop Clothing**

Tularosa Santa Fe Fringe-Trim Jacket \$178.00	Elie Tahari Torrence Cold Shoulder Cashmere Sweater \$398.00	MILLY Italian Cady Selena Mini Dress \$435.00

**Shop Shoes**

Gucci Printed Leather Princetown Slippers \$750.00	KENDALL + KYLIE Logan Suede Chelsea Booties \$190.00	Via Spiga Ophiro Over The Knee Boots \$495.00

**Shop Handbags**

Celine Lefebure Emma Suede Saddle Bag - 100% Bloomingdale's... \$475.00	MICHAEL Michael Kors Large Jet Set Top Zip Snap Pocket Tote \$198.00	MCM Stark Medium Stud Backpack \$1,100.00

**Shop Jewelry & Accessories**

Stephanie Kantis Crush Square Stud Earrings \$85.00	kate spade new york Swing Time Tassel Drop Earrings \$128.00	Stephanie Kantis Strong Chain Necklace, 18" \$145.00

**Shop Beauty**

M-A-C Pressed Pigment, Star Trek Collection \$23.00	M-A-C Studio Nail Lacquer, Star Trek Collection \$14.00	Bobbi Brown Sandy Nude Eye Palette - 100% Bloomingdale's... \$65.00

STORES & EVENTS SHOPPING SERVICES CUSTOMER SERVICE CREDIT SERVICES LOYALIST CONNECT WITH US

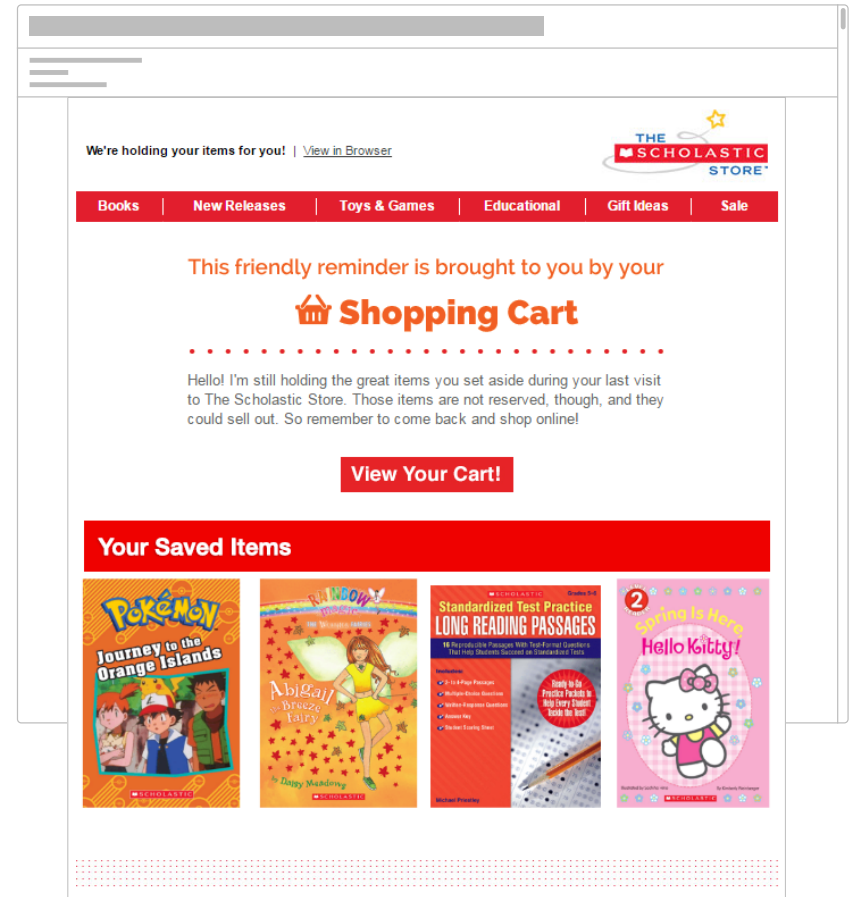


According to Salescycle, shopping cart abandonment emails are opened nearly three times as much as other emails.



That's why they're so powerful for giving your customers the nudge they need to complete a purchase. Scholastic took their shopping cart abandonment email to the next level with Signals by Movable Ink. Using real-time website behavior, Signals automatically pulls in images of items that a customer saved in their shopping cart.

This visually appealing campaign drove higher than usual click-through rates and saw a whopping 50% lift in engagement rates.



**50%** lift in engagement

# HOUSE OF FRASER

SINCE 1849

When it comes to Black Friday, House of Fraser knows the importance of promoting in-stock products in its emails, regardless of whether an email is opened minutes, hours, or days after it was sent.



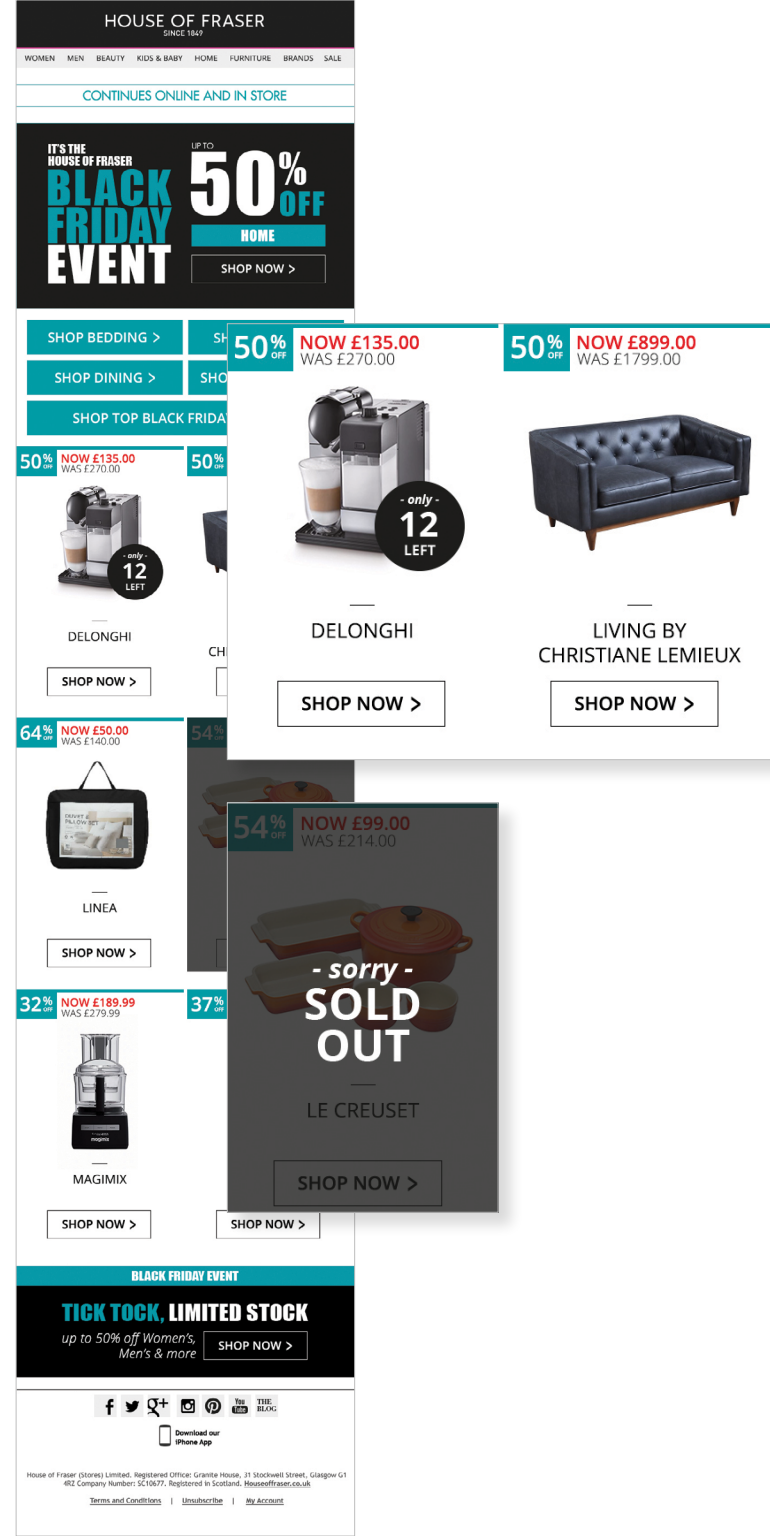
*During Black Friday, we did not want to miss out on conversions by promoting unavailable products. When compared to the campaign sent on the same day the previous year, live content increased click-through rates by 94% and revenue by 23%.”*

— PAULINA MIETKIEWICZ

*Email Marketing Manager, House of Fraser*

The company ensured email content was always fresh by using web-cropping and API data to pull live product information and availability directly from its website into each email at the moment of open. They also included one “Sorry—Sold Out” block to add urgency. By using these contextual email features, House of Fraser increased CTR by 94% and conversion s by 38% from Black Friday the previous year.

INKREDIBLE 5 THE BEST OF RETAIL



# dermalogica®

Skin care company Dermalogica wanted to deliver a relevant experience using geo-targeted email content based on their customers' real-time weather - and help protect them from damaging UV rays.

Dermalogica's conversion rate for this email was

**9.34%**

making this one of their top-performing campaigns.

The challenge? They were delivering the campaign during Fourth of July weekend, when many people are on vacation, at barbeques and away from their computers.



By making the email mobile responsive, they were able to capture their customers' attention and provide a relevant experience, no matter their location.

A screenshot of a Dermalogica email campaign. The header features the Dermalogica logo. Below it, a weather widget shows '72° mostly cloudy'. The main text reads 'rain or shine, SPF is essential' and 'deluxe travel size – yours free with \$50 purchase'. A 'shop now' button is centered. The background is blue with white clouds. A tube of 'dermalogica protection 50 sport' sunscreen is shown at the bottom. The tube is white with an orange cap and has the Dermalogica logo and 'SPF 50 broad spectrum' printed on it.

dermalogica®

72°  
mostly cloudy

rain or shine, SPF is essential

deluxe travel size – yours free with \$50 purchase

shop now

dermalogica®  
protection 50 sport  
SPF 50 broad spectrum

Rain or shine, shield your skin from UV rays with this water-resistant, non-greasy sunscreen – our gift to you!

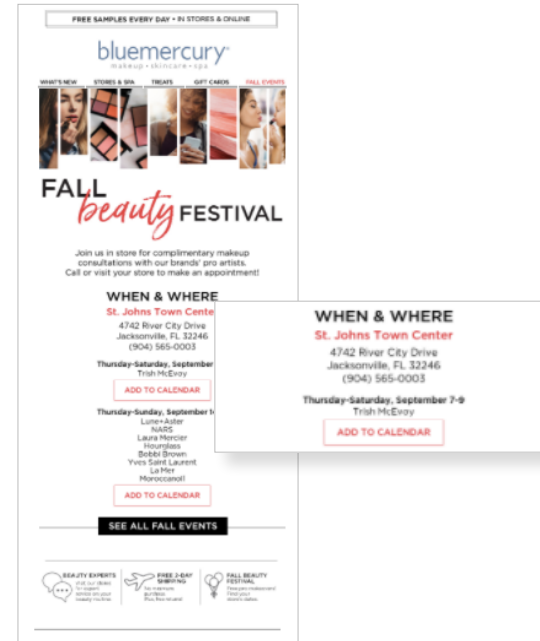


Bluemercury wanted to promote in-store events to their customers nationwide, but there was one problem - well, make that dozens of problems.

They have retail stores across the country, each with different events to promote. Creating, reviewing, and QAing content for countless variations would be ridiculously time-consuming.

Thanks to Movable Ink, Bluemercury was able to activate their customer data easily to create all of the variations they needed automatically. Using a CSV file with data on each store, event times, brands featured at those events and more, they were able to power all the creative variations they needed in less time, saving 30+ hours of production time.

With the addition of an add to calendar button and a map of nearby stores, the email provided a relevant experience that made it easy for customers to set reminders right in their own calendars for events at their local Bluemercury store.



*One of the struggles we experience as a smaller digital marketing team is supporting both the online digital marketing initiatives as well as our store's individual events. This helped us support our stores' businesses, target their specific markets, and save time so we can continue to stay on track with other digital marketing initiatives!"*

— KRISTIN PARENZAN  
Bluemercury

## Ready to get started?

Movable Ink is the leading provider of intelligent content, which enables marketers to personalize email content at the moment of open. Marketers use Movable Ink to provide consumers with engaging on-brand experiences to grow revenues with every customer interaction.

Since 2010, consumers have engaged with 500+ billion intelligent content impressions from more than 400 leading brands, including Delta, eBay, Spotify, and The Wall Street Journal. The company is headquartered in New York City with offices in London, San Francisco, and Sydney.



### Get more information:

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