

EBOOK

How to Create Unique Visual Experiences Anywhere

A Digital Marketer's Guide to Leveraging
Intelligent Creative Across Channels

Movable **Ink**

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Executive Summary

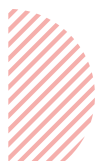
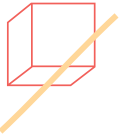
We're living in a visual era, where visual is the language that moves people. This has led to an all-new set of requirements for digital marketers. Brands need to create compelling visual experiences based on all relevant data to each customer that is unique at every moment of engagement.

But that's a tall order for most marketers, who have historically faced a false choice: They can either create personalized experiences for small segments in a non-scalable way, or they can create generic experiences for a broad audience.

This guide will explore how Movable Ink's platform helps marketers solve that problem by helping them create unique visual experiences across email, web, and display — all while streamlining production and supercharging their existing martech stack.

We'll focus on four cross-channel experiences: loyalty, acquisition, re-engagement, and replenishment. We hope you walk away energized, inspired, and ready for the visual era.

Why Visual is the Language that Moves Consumers





Humans are visual creatures. Up to **85 percent** of our perception, learning, activities, and cognition are mediated through vision. We even process visuals faster — **60,000 times faster than text**, to be exact.

We communicate using visuals. These days, we're far more likely to message our friends and family with GIFs and emojis than we are with text alone. We send **1 billion GIFs** per day and **5 billion emojis**. Sometimes a picture really is worth a thousand words.

And it's clear that we love interacting with visual mediums. Every day, we upload **1.8 billion digital photos**. We like **4.2 billion Instagram posts**. And by 2021, video will make up **82 percent** of all internet traffic.

There's no doubt about it: we're living in a visual era.

Naturally, visuals are part of a successful marketing strategy, too. It's no surprise that blog posts **with images see 650% higher engagement** than posts without images. Considering that infographics are **30 times** more likely to be read than a purely textual article, it's no wonder why visuals have become a key part of any successful marketing campaign.

Consumers crave those visual experiences at every marketing touchpoint. But not just any visual experiences: consumers expect visuals that are unique and relevant to them across every channel and every moment.

And that leaves marketers with a big problem.

The Marketer's False Choice

Marketers understand that visual experiences drive consumers to respond, to engage, and to buy. But it's impossible for them to create those unique, stand-out visuals at scale. They couldn't possibly hire enough people to create them — and even if they did, managing all those campaigns means that marketers could kiss their precious time and resources goodbye.



Traditional martech stacks weren't designed for the visual era."

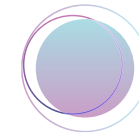
Historically, marketers thought they could only choose one of two options for creating visual experiences.

They can either create personalized experiences for small segments in a non-scalable way, or they can create generic experiences for a broad audience.

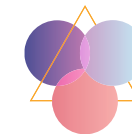
This problem stems from the fact that traditional martech stacks weren't designed for the visual era. As a result, many marketing investments are no longer moving the needle. In 2018, \$96B will be spent on Martech alone, and yet 66% of CMOs are not hitting their business targets.

As digital touchpoints continue to increase by **20%** each year, the problem will snowball. Those unique visual experiences will only become harder and harder to create.

And on top of that, the visual era is driving a new set of requirements for marketers. These days, brands need to:



Create compelling visual experiences...



Based on all relevant data to that customer...



That's unique at every moment of engagement.

Oh, and each of those experiences needs to be consistent across channels.

So what's a marketer to do? It's time to explore what's possible with a visual experience platform.

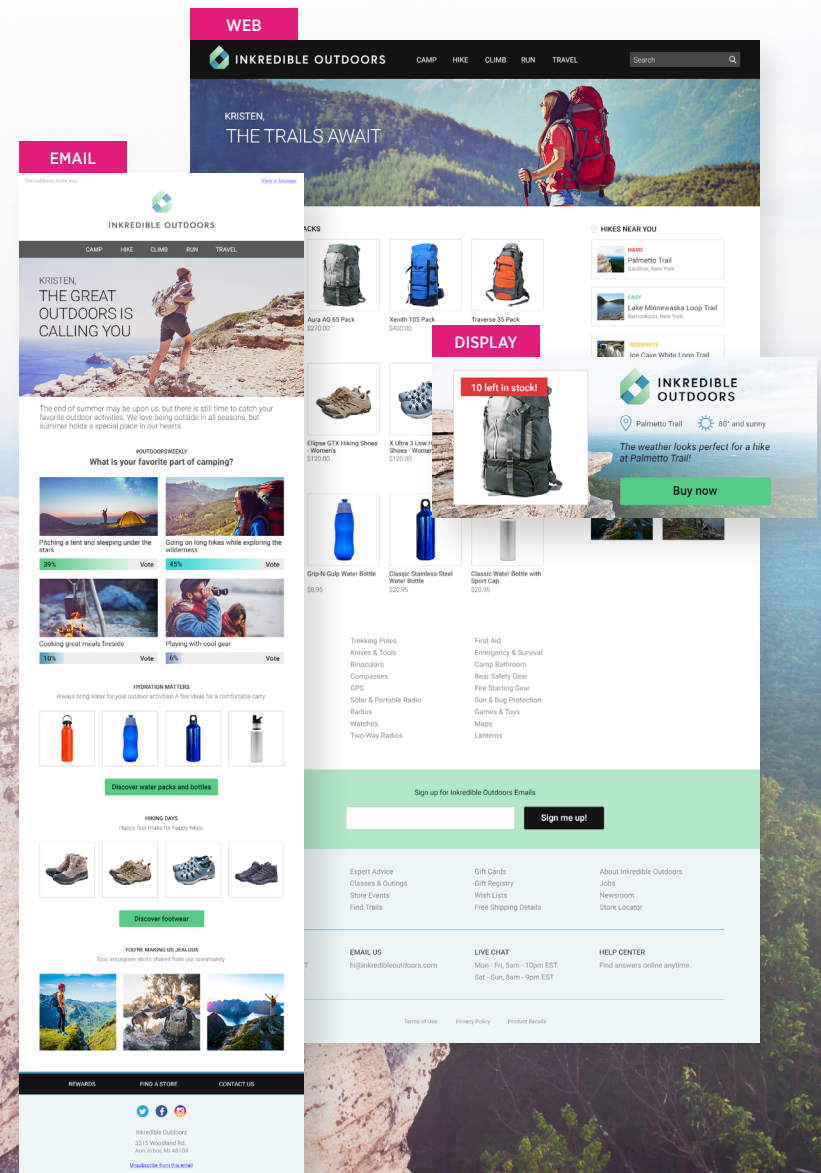
Creating Unique Visual Experiences at Scale

With a **visual experience platform**, companies can thrive in today's visual era by freeing their data from silos to generate intelligent creative with millions of unique variations, across multiple channels and billions of moments.

Marketers can finally move away from focusing on segments to creating unique and relevant experiences at every moment of engagement — for email, web, and display.

As a result, production is automated so that teams can focus less on low-level activities and more on building innovative, on-brand experiences that drive revenue.

One of the best things about a visual experience platform is that there's no need to rip and replace. You can use it with your existing martech stack, supercharging the value of those investments.



Why Choose a Visual Experience Platform



132%
lift in
engagement



55%
reduction in
production time



75%
lift in landing
page conversions

Every consumer is different. With a visual experience platform, you can treat every person as an individual no matter how they choose to interact with your brand across channels. You can leverage real-time data to serve them the best experience at every moment. And you can ensure that those experiences are consistent across email, web, and display. As a result, you can finally create the personalized visual experiences that your customers have come to expect.

Innovative companies that have embraced a visual experience platform are already experiencing impressive results. And since there is no need to change up workflows or rip and replace systems, adopting a visual experience platform can be a quick and painless process that could generate significant results in weeks, not months.



Meet Consumers at Every Moment of Engagement

No two consumers are the same, and they certainly don't follow a prescribed journey. On the following pages, you'll find inspiration and guidance for using intelligent creative to produce unique visual experiences across email, web, and display, no matter how people choose to interact with your brand.

Meet Your Loyalty Members at Every Moment of Engagement

1:1 experiences matter: **80% of consumers** say they're more likely to do business with a brand if they offer personalized experiences. And that's especially true for members of your rewards program, who expect relevant promotions based on their rewards tier, points, and other account information.

So how can you provide those members a 1:1, visual experience while maintaining consistency across channels?

INTELLIGENT CREATIVE IN ACTION

- Use customer data to personalize images, from shopping preferences to name personalization
- Connect to loyalty systems to display real-time rewards points at moment of engagement
- Use real-time location data to offer up maps to nearest store, weather, or nearby trails
- Drive interest to popular products with a live Instagram feed

EMAIL

The outdoors loves you. [View in browser](#)

INKREDIBLE OUTDOORS

CAMP HIKE CLIMB RUN TRAVEL

KRISTEN,
WE'RE GLAD YOU
LOVE OUR PRODUCTS!

Shop and earn rewards points on new arrivals.

[Shop now](#)

HERE'S YOUR REWARDS BALANCE
You're only **660** points from the next tier.

2340
POINTS
LOVE

BE REWARDED FOR YOUR LOYALTY
Here's how it works.

Shop Incredible Outdoors online & in store and be **rewarded!**

5 points awarded for every \$1 you spend.

Every 250 points earned gets you:
LIKE: \$5 OFF
LOVE: \$10 OFF
OBSESSED: \$15 OFF

REWARDS FIND A STORE CONTACT US

Incredible Outdoors
3515 Woodland Rd.
Ann Arbor, MI 48104
[Unsubscribe from this email](#)

Imagine that you're a marketer for Inkredible Outdoors, and you're looking to promote a new rewards club benefit to existing customers with several unique touchpoints. You could feature a personalized image in an email campaign that offers real-time rewards points information that is automatically refreshed every time a member engages with the message.

Once a customer clicks through on the email, they are taken to a landing page with a corresponding, personalized image.

And if a customer views an email, but navigates directly to the home page without clicking, you could still create a consistent experience by presenting images from the email as opposed to showing the customer a generic homepage image.

The result is a visual experience that meets the customer at each moment of engagement, driving them to a promotion that is relevant to their rewards status.

WEB

INKREDIBLE OUTDOORS CAMP HIKE CLIMB RUN TRAVEL Search

KRISTEN, THE TRAILS AWAIT

2340 POINTS LOVE
You're only 660 points from the next tier.

EARN MORE POINTS

X Ultra 3 Low Hiking Shoes \$120.00 540 points to Obsessed	Exos 58 Pack \$220.00 440 points to Obsessed	Grip-N-Gulp Water Bottle \$8.95 651 points to Obsessed	Strider Shorts \$49.00 611 points to Obsessed

HIKES NEAR YOU

- HARD** Palmetto Trail (Gardner, New York)
- EASY** Lake Minnewaska Loop Trail (Kerhonkson, New York)
- MODERATE** Ice Cave White Loop Trail (Crawford, New York)

INSTAGRAM LOVE

Every 250 points earned gets you:
 LIKE: \$5 OFF
 LOVE: \$10 OFF
 OBSESSED: \$15 OFF

MORE HIKING GEAR

- Baby Carrier Packs
- Waist Packs
- Stoves
- Coolware
- Dinnerware
- Coffee & Tea
- Utensils
- Coolers
- Food
- Trekking Poles
- Knives & Tools
- Binoculars
- Compasses
- GPS
- Solar & Portable Radio
- Radios
- Watches
- Two-Way Radios
- First Aid
- Emergency & Survival
- Camp Bathroom
- Bear Safety Gear
- Fire Starting Gear
- Sun & Bug Protection
- Games & Toys
- Maps
- Lanterns

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 Sat - Sun, 8am - 9pm EST | Sat - Sun, 8am - 9pm EST

Wow Your New Customers Throughout the Buying Process

DISPLAY

INKREDIBLE OUTDOORS

Get ready for the fall!

Buy now

As a marketer, you only have one chance to make a great first impression with your new customers. That can be tricky: since you're still getting to know each other, you probably don't have much of their data. But you can still surprise and delight them with a relevant and contextual buying experience.

One effective way to attract new customers is by showing a contextually relevant ad that shows the current weather, a product related to the current weather, and a promotion for that product.

When they click the ad and enter their email address to obtain their promotion, they're in! But since they're a new customer, you still don't know that much about them.

WEB

INKREDIBLE OUTDOORS CAMP HIKE CLIMB RUN TRAVEL Search

THE TRAILS AWAIT

RAINY DAY MUSTS

- Drizzle Rain Jacket \$199.00
- Helium II Rain Jacket \$159.00
- Adjustable Rain Boots \$140.00
- Highliner Rain Boots \$140.00

NEW ARRIVALS

- Terradora Waterproof Mid Hiking Boots \$199.95
- Exos 58 Pack \$220.00
- Grip-N-Gulp Water Bottle \$8.95
- X Ultra 3 Low Hiking Shoes \$120.00

MORE HIKING GEAR

- Baby Carrier Packs
- Waist Packs
- Stoves
- Cookware
- Dinnerware
- Coffee & Tea
- Utensils
- Coolers
- Food
- Trekking Poles
- Knives & Tools
- Binoculars
- Compasses
- GPS
- Solar & Portable Radio
- Radios
- Watches
- Two-Way Radios
- First Aid
- Emergency & Survival
- Camp Bathroom
- Bear Safety Gear
- Fire Starting Gear
- Sun & Bug Protection
- Games & Toys
- Maps
- Lanterns

HIKES NEAR YOU

- HARD** Palmetto Trail Gardiner, New York
- EASY** Lake Minnewaska Loop Trail Katonah, New York
- MODERATE** Ice Cave White Loop Trail Crawford, New York

INSTAGRAM LOVE

Sign up for Incredible Outdoors Emails

Sign me up!

Your Online Account
Purchase Status
Shipping Info
Return Policy

Expert Advice
Classes & Outings
Store Events
Find Trails

Gift Cards
Gift Registry
Wish Lists
Free Shipping Details

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Mon - Fri, 5am - 10pm EST
Sat - Sun, 8am - 9pm EST

EMAIL US
hi@incredibleoutdoors.com

LIVE CHAT
Mon - Fri, 5am - 10pm EST
Sat - Sun, 8am - 9pm EST

HELP CENTER
Find answers online anytime.

Terms of Use Privacy Policy Product Recalls

Another effective strategy for gathering data on new customers is with live polling in an email. You can use the poll to ask about their buying preferences or what type of products they're interested in. When they head over to your homepage, they'll see a hero image based on their choice from the live poll.



As a marketer, you only have one chance to make a great first impression with your new customers."

Next, your customer might head over to a category page. This is where you can use location data to drive relevance. If you were an outdoor retailer like this one, you could use location to show your customer local hiking trails. An Instagram feed is also ideal for your product page, where your customer can see your products in action.


These are both great examples of how you can use context to create relevant experiences across channels, even if you know little about your new customer.

If your customer browses a certain product but doesn't convert, you can show her a banner on your homepage that automatically pulls

MEET CONSUMERS AT EVERY MOMENT OF ENGAGEMENT


EMAIL

The outdoors loves you. [View in browser](#)



INKREDIBLE OUTDOORS



CAMP HIKE CLIMB RUN TRAVEL



The end of summer may be upon us, but there is still time to catch your favorite outdoor activities. We love being outside in all seasons, but it's still a special place in our hearts.





#OUTDOORSWEEKLY

What's your favorite weekend shoe?

	
Sneakers	Sandals
25% <input type="button" value="Vote"/>	35% <input type="button" value="Vote"/>

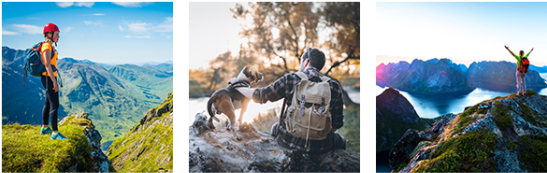
#OUTDOORSWEEKLY

What's your favorite weekend shoe?

	
Loafers	Sandals
15% <input type="button" value="Vote"/>	35% <input type="button" value="Vote"/>
	
Loafers	Boots
15% <input type="button" value="Vote"/>	25% <input type="button" value="Vote"/>

YOU'RE MAKING US JEALOUS

Epic Instagram shots shared from our community.



in an image of that product the next time she visits, along with the current sale and/or real-time inventory information.

And once she does convert, you can send her a confirmation email with a map containing local stores where she can pick up her purchase.

The result is a relevant and consistent experience for your new customer.

INTELLIGENT CREATIVE IN ACTION

- Drive engagement in email with a live poll featuring real-time results
- Showcase user-generated content in your email with a live Instagram feed
- Use image personalization on your landing page to tailor your greeting to the time of day and the customer's poll choice
- Expose customers to new products on your website by offering recommendations based on past purchases

The screenshot displays the Inkredible Outdoors website interface. At the top, a navigation bar includes 'WEB', 'INKREDIBLE OUTDOORS', and categories like 'CAMP', 'HIKE', 'CLIMB', 'RUN', and 'TRAVEL'. A search bar is also present. Below the navigation is a hero banner with the text 'GOOD MORNING, WE'VE SELECTED THESE PRODUCTS FOR YOU' over a background image of hikers. The main content area is divided into several sections:

- SELECTED FOR YOU:** A grid of four product cards:
 - Santiam 2 Strap Sandals (\$65.00)
 - Verra Sandals (\$70.00)
 - Original Universal Premier Sandals (\$80.00)
 - Given BirK Flor Sandals (\$99.95)
- RECENTLY VIEWED:** A grid of four product cards:
 - Oasis Sombrero Hat (\$39.00)
 - Strider Shorts (\$49.00)
 - Classic Water Bottle with Sport Cap (\$20.95)
 - Outland X 10x25 Binoculars (\$134.95)
- HIKES NEAR YOU:** A list of three hiking trails:
 - HARD:** Palmetto Trail (Gardiner, New York)
 - EASY:** Lake Minnewaska Loop Trail (Kathonkash, New York)
 - MODERATE:** Ice Cave White Loop Trail (Crawford, New York)
- INSTAGRAM LOVE:** A grid of six small images showing hikers in various outdoor settings.
- MORE HIKING GEAR:** A list of product categories:
 - Baby Carrier Packs
 - Waist Packs
 - Stoves
 - Cookware
 - Dinnerware
 - Coffee & Tea
 - Utensils
 - Coolers
 - Food
 - Trekking Poles
 - Knives & Tools
 - Binoculars
 - Compasses
 - GPS
 - Solar & Portable Radio
 - Radios
 - Watches
 - Two-Way Radios
 - First Aid
 - Emergency & Survival
 - Camp Bathroom
 - Bear Safety Gear
 - Fire Starting Gear
 - Sun & Bug Protection
 - Games & Toys
 - Maps
 - Lanterns

At the bottom, there is a green banner for 'Sign up for Inkredible Outdoors Emails' with a 'Sign me up!' button. Below this is a footer with links for account management, expert advice, gift cards, and about the company, along with contact information for phone, email, live chat, and a help center.

Re-engage Your Lapsed Customers with Stand-out Visuals

Rekindling the spark between your brand and your lapsed customers can be challenging. You need to get their attention, hold their attention, and get them to convert again. That's why a visual campaign with touchpoints across multiple channels should be a part of every winback campaign.

This example showcases several ways marketers can create a sense of urgency in a multi-channel re-engagement campaign. First, the lapsed customer receives an email with a personalized story that outlines the three specific events from the brand's relationship with the client. For example, the first purchased item, the most recent December (holiday) purchase, or the total number of interactions with the client recommendations that are related to their last purchase. They'll see a personalized promotion and a limited time in which they can use that promotion.

INTELLIGENT CREATIVE IN ACTION

- Pull recently browsed products into your emails to drive upsells
- On your landing page, use image personalization to welcome your customer back
- Add a countdown timer on your landing page to drive urgency

MEET CONSUMERS AT EVERY MOMENT OF ENGAGEMENT

The screenshot shows an email campaign for 'INKREDIBLE OUTDOORS'. The email is titled 'EMAIL' and has a 'View in browser' link. The main header features the brand logo and navigation links: CAMP, HIKE, CLIMB, RUN, TRAVEL. The main content area is divided into several sections:

- Personalized Story:** A large image of a hiker on a mountain peak. Below it, the text reads: "James, did you know?"
- First Purchase:** A green box with a calendar icon and a blue jacket image. Text: "Our friendship began in **OCTOBER 2004** when you first purchased a jacket."
- 44 Moments Together:** A green box with a store icon and a computer icon. Text: "In our 14 year long friendship, we have shared over **44 MOMENTS TOGETHER**". Below the text, it shows "8 in store" and "36 online".
- 2016 Winter Holiday:** A green box with a blue backpack image and snowflake icons. Text: "We even celebrated the **2016 WINTER HOLIDAY** together when you purchased a backpack."
- We miss you!:** A white box with a blue backpack image. Text: "We miss you! It's been over 9 months since we've seen you. We're not the same without you."
- Product Recommendations:** A white box with the heading "WE THINK YOU'LL LIKE THESE" and four product images: a yellow jacket, a pair of shoes, a blue water bottle, and a pair of binoculars. Below the images is a green "Shop now" button.
- Countdown Timer:** A red box with a white background. Text: "02:10:08:29" (days, hours, minutes, seconds). Below the timer, it says "TIME IS RUNNING OUT FOR OUR END OF SUMMER SALE!".
- Footer:** A black box with white text: "REWARDS", "FIND A STORE", "CONTACT US". Below the footer are social media icons for Twitter, Facebook, and Instagram.



A visual campaign with touchpoints across multiple channels should be a part of every winback campaign.”

When they head to the brand’s landing page, they’ll see a personalized, targeted hero image based on the time of day they visit. The landing page includes a countdown timer to show each customer exactly how much time they have left to act. If the offer is close to expiring, the message will change to urge people to act fast. The product recommendations that the customer sees on the landing page are updated automatically to reflect the price in the email offer.

Finally, if the customer navigates away from the landing page, they’ll see a display ad with a countdown timer to serve as a gentle reminder that they have a limited amount of time to act on their offer.

WEB

INKREDIBLE OUTDOORS CAMP HIKE CLIMB RUN TRAVEL Search

TIME IS RUNNING OUT FOR OUR END OF SUMMER SALE! 02:10:08:29
days hours minutes seconds

IT'S GOOD TO SEE YOU BACK, JAMES

Ellipse GTX Hiking Shoes

\$120.00

COLOR

SELECT SIZE
Select size

Add to cart

Feel like you can fly over the trails with the lightweight Ellipse GTX. Complete waterproof protection and enough traction and durability to stand up to rugged, technical trails will keep you going comfortably all day long, even on your most difficult hikes.

FEATURES +

TECHNICAL SPECS +

MORE HIKING GEAR

Baby Carrier Packs	Trekking Poles	First Aid
Waist Packs	Knives & Tools	Emergency & Survival
Stoves	Binoculars	Camp Bathroom
Cookware	Compasses	Bear Safety Gear
Dinnerware	GPS	Fire Starting Gear
Coffee & Tea	Solar & Portable Radio	Sun & Bug Protection
Utensils	Radios	Games & Toys
Coolers	Watches	Maps
Food	Two-Way Radios	Lanterns

HIKES NEAR YOU

- HARD** Palmetto Trail (Gardner, New York)
- EASY** Lake Minnewaska Loop Trail (Kathonkton, New York)
- MODERATE** Ice Cave White Loop Trail (Crawford, New York)

Sign up for Inkredible Outdoors Emails

Sign me up!

Your Online Account | Expert Advice | Gift Cards | About Inkredible Outdoors

Purchase Status | Classes & Outings | Gift Registry | Jobs

Shipping Info | Store Events | Wish Lists | Newsroom

Return Policy | Find Trails | Free Shipping Details | Store Locator

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Sat - Sun, 8am - 9pm EST | Sat - Sun, 8am - 9pm EST

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Make it Easy for People to Re-order Their Favorite Products

A seamless experience is key for turning one-time buyers into repeat, loyal customers. If you offer a product that people order regularly, a highly visual replenishment campaign with touchpoints across channels is perfect for engaging them again and again.

To start, you can send your customer an email that automatically pulls in a promotion for a recently purchased product based on the number of times they've purchased it or the amount of time that has gone by since their last purchase using your internal replenishment API.

When that customer visits your website, you can create that same experience with a personalized hero image showcasing the product. Once they head over to the product detail page, you can

INTELLIGENT CREATIVE IN ACTION

- Use email to send a personalized reminder to re-purchase favorite products
- Use real-time inventory and customer reviews to create personalized images that drive urgency to top sellers
- Make it easy for customers to re-purchase the right size or quantity of products by pulling in product details from your website
- Automatically add popular or recommended products from your website to drive upsells

EMAIL [View in browser](#)

Meera, Almost Out?
No problem

Foundation
Medium skin tone
★★★★★ (1237 reviews)
[Write a Review](#)

TOP SELLER

Spend \$55,
add two more.*
CODE 2PRETTY

Our #1
Foundation

Scarlet Red
Lipstick

SMART REWARDS MEMBERS ENJOY FREE SHIPPING*


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WEB

Foundation | Medium skin tone

TOP SELLER



Meera, buy it again!
Inkredible Foundation
Medium skin tone

Skin Types: All

Description
Cover up and even skin with our Inkredible Foundation. Perfect for all skin types, this foundation provides a lightweight coverage to keep you going all day.

How to apply
Upon opening lid, invert the bottle over your fist. With a beauty blender or two fingers, lightly tap your fist and apply over your face until evenly smoothed over face.

Our Inkredible Philosophy
No parabens. No phthalates. No fragrance. Just happy skin.

Ingredientes +


Same Size?

4.2 fl. oz. / 125 ml	6.7 fl. oz. / 200 ml
----------------------	----------------------


US\$19.50

ADD TO BAG


Recommended for Meera




Beyond Perfecting™
Foundation + Concealer
US\$29.00
★★★★★ (974)



Moisture Surge™ 72-
Hour Auto-Replenishing
Hydrator
US\$19.00 - US\$2.50
★★★★★ (620)



Clarifying Lotion 1
US\$16.00 - US\$25.50
★★★★★ (130)




Scarlet Red Lipstick
US\$16.50 - US\$29.50
★★★★★ (200)

WEB

05 days 16 hours 28 minutes 43 seconds

NEW



Inkredible Blush - Plum

Skin Types: All

Description
Get our best selling Inkredible Blush in the hottest fall colors -- Plum, Peach, and Auburn. This blush goes on easy and blends with the rest of our beauty line for the look you need this fall.

How to apply
Load the Inkredible Blush onto our Inkredible Brush for Blush with circular swoops over the color. Lightly tap your finger on the brush to release excess blush. Apply to cheekbones and smooth.

Our Inkredible Philosophy
No parabens. No phthalates. No fragrance. Just happy skin.


Ingredientes +

4.2 fl. oz. / 125ml with Pump	1.7 fl. oz. / 50ml Tube
-------------------------------	-------------------------


US\$28.00

ADD TO BAG


Other Customer Favorites




Beyond Perfecting™
Foundation + Concealer
US\$29.00
★★★★★ (974)



Moisture Surge™ 72-
Hour Auto-Replenishing
Hydrator
US\$19.00 - US\$2.50
★★★★★ (620)



Clarifying Lotion 1
US\$16.00 - US\$25.50
★★★★★ (130)



Liquid Facial Soap
US\$18.50 - US\$29.50
★★★★★ (200)

show them top-selling recommendations that they can add to their basket, or even pull those recommendations into a display ad.

After your customer places an order, you can send them a confirmation email that pulls more recommended products, just in case they'd like to add to their order.

The result is a consistent, visual experience that gives your customer a gentle reminder to buy again. And, most importantly, you're making it easy for your customers to find the products they love and discover new ones.

Your Checklist for Creating 1:1 Experiences for Email, Web, and Display

Now that you've seen just a few of the ways that you can create 1:1 visual experiences for your customers, here are a few ways to elevate those experiences even more.

- Live optimization:** A/B test your creative on the fly to ensure that your customer is always seeing the best experience possible.
- Automation:** With a visual experience platform like Movable Ink, you can automate the entire content creation process, marrying your data with creative across multiple channels to save your team time and resources.
- Behavioral retargeting:** Automatically pull your customer's recent purchase or browsing information to create abandoned cart messages, product recommendations, and more.
- Real-time elements:** Pull real-pricing and inventory into your messages so your customers always see up-to-the-second information.
- Live polling:** Limited customer data? Use a live poll to gather information on your new customers. Think product preferences, category types, and even who they plan on shopping for.

Meet Your Customers Anywhere with Movable Ink

Movable Ink's visual experience platform helps 600+ leading brands activate their data to create unique customer experiences at every moment of engagement.

AS A RESULT, YOUR BRAND:

- Streamlines production
- Gets more out of your data and creative assets
- Outshines your competitors
- Creates a unified, on-brand experience
- Drives clicks, engagement, and revenue across channels

Ready to get started?

Movable Ink enables digital marketing leaders to create unique, relevant, and compelling visual experiences across email, web, and display at the moment of engagement.

With the power of Movable Ink, digital marketers can free their data from silos to generate intelligent creative with millions of unique variations based on consumer context and behavior, third-party insights, and business logic. This intelligent creative is automatically generated in real-time, removing the production bottleneck that has historically prevented marketers from generating personalized images at scale.

More than 600 of the world's most innovative brands rely on Movable Ink's visual experience platform to deliver consistent experiences for their customers. With more than 250 employees, the company is headquartered in New York City with offices in San Francisco, Chicago, and London. What do you want to see? Request a demo today.

Movable Ink

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