

EBOOK

Movable Ink for **Retail**

How to create compelling customer experiences
with intelligent content

Movable **Ink**

Table of Contents


CHAPTER 1: The Amazon Effect	3
The Retail Marketer’s Challenge	5
Powering Personalization in Email	6
CHAPTER 2: Movable Ink for Retail	8
How Retail Marketers Benefit from Movable Ink’s Retail Solutions	10
Strengthen Loyalty Programs with Personalized Customer Experiences	11
Drive Revenue with Personalized Promotional Emails	11
Enhance the Productivity of Every Campaign	11
Reduce Email Production Process From Weeks to Days	12
CHAPTER 3: How Leading Retail Brands are Driving Success with Movable Ink	14
DSW	15
Bluemercury	17
Lenovo	18
Dermalogica	20
PUMA	21
Steve Madden	22
Shop Direct	23




The Amazon Effect





It's no secret that retail is undergoing a massive transformation.



Everything from the in-store experience (or lack thereof) to the way shoppers research their purchases to the ways they actually make their purchases has changed a lot in a relatively short period of time.



A great deal of this change can be attributed to the Amazon effect. This is the idea that consumers can get whatever they want, whenever they want it, at ([literally](#)) the push of a button.



It's a level of service we've never experienced before. Need a new jacket in the next three hours? Not a problem. Premium groceries waiting for you when you get home from work? Ok! Prefer to have your delivery person [enter your house](#) and arrange your packages just so on the dining room table? Weird, but completely doable.

And with Amazon's incredible scale and business model, it's nearly impossible for most other retailers to compete with them on price.

Amazon is changing the industry in profound ways, so it's no surprise that they're transforming the ways that consumers shop. [According to eMarketer](#), consumers worldwide now turn to Amazon to find and research products prior to making a purchase.

They've set the gold standard for online shopping in many ways; naturally dominating with 43% of market share. Yet when we look at the total number of retail sales in the U.S., online sales only account for 8.9% of them, according to the [Department of Commerce](#).

Only **8.9%** of retail sales in the U.S. are online

Huh? What about the so-called retail apocalypse?

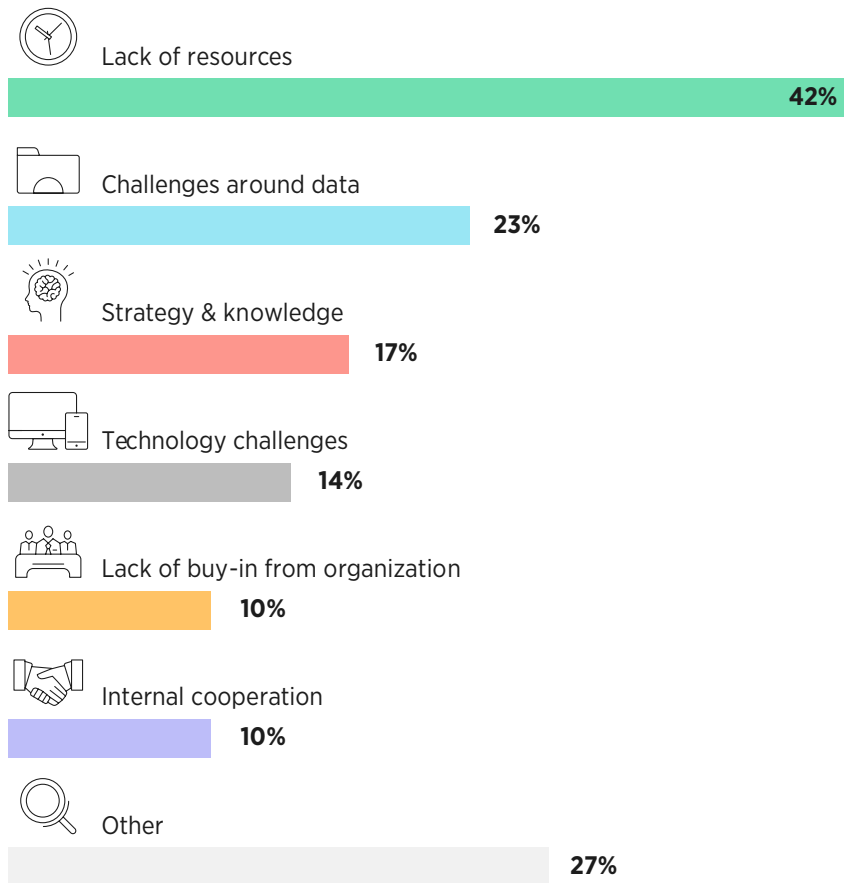
Ecommerce will continue to grow as a percentage of retail sales. And for the first time in a while, in-store sales are expected to grow too. According to Kiplinger's [forecast on retail sales and consumer spending](#), in-store sales are projected to grow 2.4% this year — the biggest growth period since 2014.

Consumers are still spending both online and offline. But the way that consumers are spending is changing, and retailers need to adapt to survive.



Leading Barriers to Achieving Their Company's Personalization Goals According to UK and US Marketers, April 2017

% of respondents



THE RETAIL MARKETER'S CHALLENGE

Shoppers are savvy. They know exactly how and when to find the best offers on the products and services they want. They can easily check prices, instantly download coupons, and do comparison shopping all from their smartphones.



The most innovative retailers are competing on customer experience."

When it's time to make a purchase, they have plenty of options, too: they can order online, but they can also do in-store pick-up if that's more convenient for them. And many retailers are promoting in-store only offers to their online customers. The retail experience no longer happens in just one place.

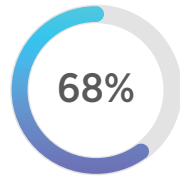
As a result, shopping has become an omnichannel experience.

So what's a retailer to do?

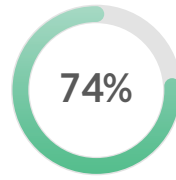
Discounts, coupons, and free shipping alone aren't a long-term solution for standing out and gaining loyal customers.

The most innovative retailers are competing on customer experience.

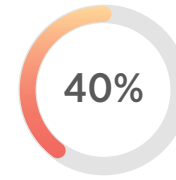
SOURCE: PWC, "[Total Retail Survey 2017](#)"



of firms prioritize personalization



of marketers say targeted personalization increases engagement



of consumers feel they've experienced personalization

To outshine the competition, retailers need a repeatable, strategic approach that goes beyond promotions and avoids death by a thousand discounts.

Creating compelling and personalized customer experiences is the most effective way to differentiate and drive revenue and loyalty. That means retailers are looking to their marketing teams to drive this change through personalized digital experiences that enhance the entire customer journey.

That's a tall order.



Creating compelling and personalized customer experiences is the most effective way to differentiate and drive revenue and loyalty.”

Retail marketers understand the power of personalization. According to [Forrester](#), 68% of firms say that personalization is a priority. But implementing those personalized campaigns is easier said than done.

POWERING PERSONALIZATION IN EMAIL

Email has long been the workhorse of digital marketing. It is the most natural channel to deliver on the promise of personalized digital experiences. Email allows for a direct and intimate 1:1 relationship between a brand and their customer.

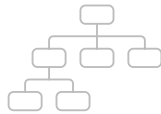
In fact, 74% of marketers say targeted personalization increases customer engagement, according to [eConsultancy](#) — and a whopping 90% of marketers feel like they're already doing effective personalization.

So why is it that only [40% of consumers](#) feel like they've experienced any personalization?

The challenge is that many of the strategies that marketers have used for years to achieve personalized experiences just aren't cutting it anymore. Traditionally, marketers have tackled the objective of maximizing their email program's impact one of three ways:



**More
campaigns**



**More
segmentation**



**More triggers
and journeys**

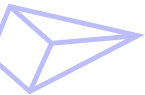
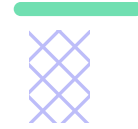
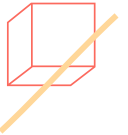
But there are a few problems with these tactics.

First, creating more of anything creates more work for the marketer. That means more time, additional resources, and a more complex production process. Most marketers simply don't have the bandwidth to execute these tactics effectively.

Most importantly, none of these tactics create the true, 1:1 experiences that retail marketers need to create in order to meet their customers' needs, both in store and online.



Movable Ink for Retail



Retailers we've worked with:

Lenovo

FINISH LINE

Boden

LENSCRAFTERS®  

 **AutoTrader**



Movable Ink's intelligent content platform helps retail marketers create truly personalized, 1:1 experiences, and help marketers do more with less.

6 out of 10

e-commerce companies rely on Movable Ink

5 out of 10

top retailers rely on Movable Ink

Our intelligent content platform uses contextual data, behavioral data, and customer preferences to automatically produce personalized variations of visual, relevant content as unique as your customers.



HOW RETAIL MARKETERS BENEFIT FROM MOVABLE INK'S RETAIL SOLUTIONS

The new retail experience is online, in-store, and everywhere in-between. Innovative retail marketers are embracing intelligent content to create the 1:1 experiences their customers have come to expect.

With Movable Ink's solutions for retail marketers, brands can:



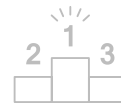
Drive performance

by keeping customers engaged throughout their lifecycle with personalized content



Boost productivity

and gain agility by easily deploying those personalized experiences faster



Elevate experiences

by unifying online and in-store experiences

Here are some of the ways that Movable Ink helps retailers overcome their biggest challenges.



STRENGTHEN LOYALTY PROGRAMS WITH PERSONALIZED CUSTOMER EXPERIENCES

- Surprise and delight with unique loyalty program email experiences
- Showcase real-time spend, points, and other program content that is personalized up to the millisecond and changes every time an email reopened
- Eliminate confusion from outdated point values from different sources, or stale hard-coded data that can lead to costly customer service inquiries and program attrition
- Add on-brand data visualization of points accrued and their redemption values mimicking the exact design of your web and mobile experiences
- Accelerate points burn with 1:1 redemption recommendations that customers qualify for at the moment of open
- Create authentic experiences with user-generated content from your social channels



DRIVE REVENUE WITH PERSONALIZED PROMOTIONAL EMAILS

- Drive customers to in-store locations with local maps, geotargeting, weather personalization, and other contextual elements
- Target the right customer at open-time with customer preference data and website behaviors like browsing history and cart activity
- Automatically display best-selling and recommended products
- Use inline A|B testing to enhance the performance of your campaigns, creative, heros, calls to action, buttons, and more
- Optimize offers or creative for clicks or conversions in real-time

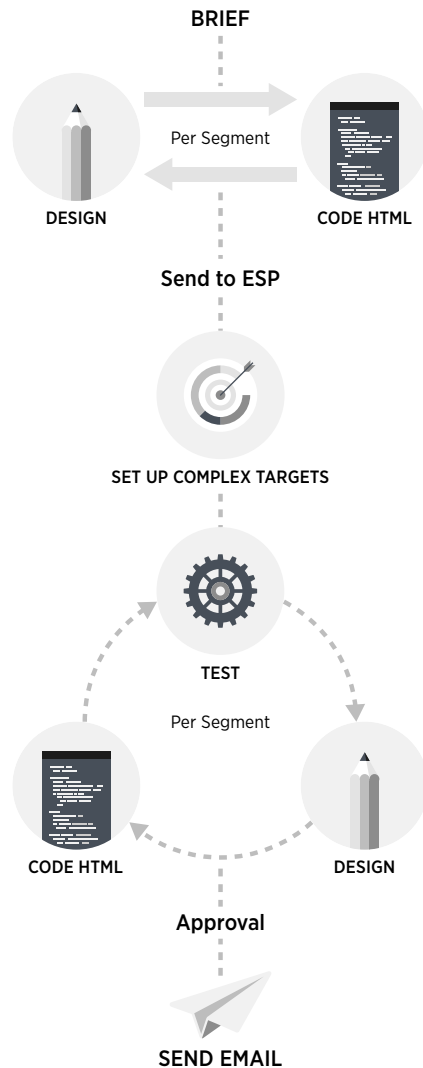


ENHANCE THE PRODUCTIVITY OF EVERY CAMPAIGN

- Transform website product images and descriptions into beautiful and personalized email hero images in second
- Automatically generate content variations, including language and location-based variations
- Create dozens of time-targeted promotions with a single email send
- Quickly build on-brand email templates from reusable assets, including headers and footers

REDUCE THE EMAIL PRODUCTION PROCESS FROM WEEKS TO DAYS

Traditional Production Process



Movable Ink Production Process



Our partners for retail solutions include:

PureRED

 WUNDERMAN

CROWDTWIST™
Loyalty. Engaged.

IBM®

[PERSADO]


URBAN AIRSHIP

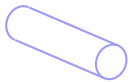
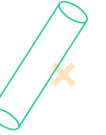
 CURALATE


shaw + scott

Want to learn what Movable Ink
can do for you?

Let's talk: contact@movableink.com

How Leading Retail Brands are Driving Success with Movable Ink



DSW Created a 1:1 Experience for Their Loyalty Members with Data Visualization

CHALLENGE

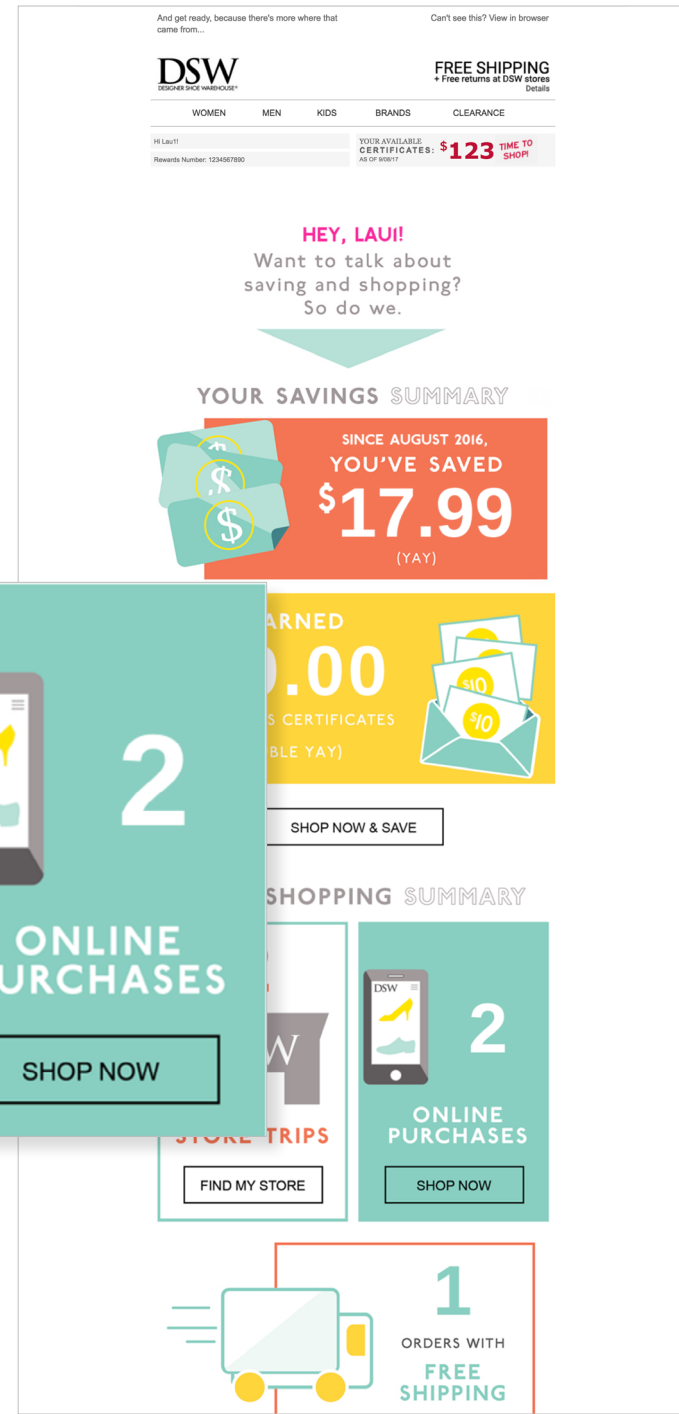
Creating unique and memorable experiences at scale isn't easy - especially when you have millions of loyal customers. DSW wanted to create a hyper-personalized campaign that would strengthen relationships with their most loyal rewards members.

SOLUTION

Using Movable Ink's image personalization, DSW created a 1:1 email experience that told each member's unique story.

The email showcases each member's name, savings summary, number of store visits, online purchases, and total years of membership.

DSW strategically decided on how and when to show these different data points.



13% lift in engagement
More than \$100K in revenue


DSW also leveraged Movable Ink to apply points-to-dollar conversions in the email. Creative included a spend tracker that visualized each customer's progress towards premier shopper status, and encouraged them to make more purchases. The module included logic to collapse or hide the section if a customer already held premier status or was not close to eligibility.

Lastly, sourced content from DSW's website showcases four pairs of shoes live on the DSW website based on the customer's browsing and purchase history.


[LEARN MORE](#)

[SHOP NOW](#)
[FIND A STORE](#)


OK, LET'S LOOK AT SHOES ALREADY




VANS WARD LO SPECKLE SNEAKER - WOMEN'S
\$54.99
Compare at \$60.00



CL BY LAUNDRY FLORAL JODY SANDAL
\$39.99
Compare at \$55.00



VANS WARD LO SNEAKER - WOMEN'S
\$49.99
Compare at \$60.00



KELLY & KATIE ASTIVIA PUMP
\$39.99
Compare at \$60.00


[SHOP NOW](#)

THANKS FOR
2
YEARS OF MEMBERSHIP
(HERE'S TO MANY MORE)

Lau1
Member #: 1234567890

DSW REWARDS
Log in now

FIND A STORE NEAR YOU
Store Locator



Shopping and Savings Summary as of 8/26/2017

About the COMPARE AT price:
Our COMPARE AT price typically refers to the manufacturer's suggested retail price (MSRP), but when an MSRP is not available, the COMPARE AT price is our estimate of other retailer's labeled prices for the same or similar items.

THIS IS A PRODUCT OFFERING FROM:
DSW Designer Shoe Warehouse
810 DSW Drive | Columbus, Ohio 43219-1802 USA

CONTACT US
For help, email service@dsww.com or call 1.866.DSW.SHOES (1.866.379.7463).

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THIS EMAIL WAS SENT TO:
lau1@dsww.com

Manage Email Preferences
Unsubscribe

V1: 20170912_444021_V1_Rewards-Loyalty_Statement_Email

Bluemercury Used Time-Targeting + Live Inventory to Drive Revenue During the Holidays

CHALLENGE

Bluemercury needed to capture attention during the hectic holiday season when their customers' time is limited and their attention is short.

SOLUTION

With Movable Ink, they created a time-targeted email campaign to celebrate the 12 days of Christmas with 12 unique promotions. Typically, creating a campaign like this would require the team to create a new HTML for each of the 12 days – a feat that would cost a considerable amount of bandwidth.


Movable Ink helped Bluemercury save production time by hosting the entire email so that the product in the hero image would swap out each day of the promotion. The hero image is an animated GIF made to look like an advent calendar, with a static version of the image targeted to environments that do not support animation.

The email also has a sold out image for every product - in the event that the product sells out, the team can easily change the creative in real-time to reflect that. Finally, a store locator at the bottom of the email showcases the store nearest to the customer at the moment of open.

3.6x
higher revenue

2.7x
higher engagement


time saved



FREE SAMPLES EVERY DAY • IN STORES & ONLINE

bluemercury®
makeup • skincare • spa

WHAT'S NEW STORES & SPA TREATS GIFT CARDS HOLIDAY

12 days of beauty

online only!

TODAY'S FREE FULL-SIZE PRODUCT

day 1



PowerGlow® Peel
1 MINUTE 1 STEP EXFOLIATING FACIAL PEEL - 30 TREATMENTS
Quick glycolic and salicylic acid exfoliating peel with vitamin A, biotin and chamomile

FREE FOR THE FIRST 50 CUSTOMERS!

best seller! vegan!

M-61 PowerGlow® Peel 30-Pack
FREE with any \$100 online purchase!
Use code: FULLSIZE

SHOP NOW

Offer available online only, while supplies last.

WISHLIST Give them a helpful hint this year.

FREE SHIPPING & RETURNS No minimum purchase.


GIFT CARDS Let them decide! Ship or email gift cards.


FIND YOUR NEAREST BLUEMERCURY STORE

Woodbury Common
8225 Jericho Turnpike, Woodbury NY 11797
Mon-Sat: 10 AM - 7 PM
Sun: 11 AM - 6 PM
(516) 367-1500

Darien
1015 Boston Post Road, Darien CT 06820
Mon-Sat: 10 AM - 7 PM
Sun: 11 AM - 6 PM
(203) 656-9650

Westport 2
17 Main Street, Westport CT 06880
Mon-Sat: 10 AM - 7 PM
Sun: 11 AM - 6 PM
(203) 222-9222





BEHAVIORAL CONTENT

Lenovo Boosted Engagement with Behavioral Content

CHALLENGE

The Lenovo team had an objective of creating a hyper-personalized experience for every customer - but they didn't have the capability to do this with their existing technology.



Our promotional emails make it easy for customers to shop for what they're already interested in, and it shows in the results."

— KEVIN WALKER
Direct Marketing Manager

SOLUTION

To accomplish this, they turned to Movable Ink to help create a personalized experience in a promotional email campaign for their top focal products.

For the campaign, Lenovo leveraged Signals, Movable Ink's behavioral marketing solution. Signals determined a customer's interests in



“

Signals helped us create personalized email content that really resonated with our customers”

— ASHLEY MORSE




Email Marketing Designer, Lenovo

the focal products, based on their browsing behavior, and retargeted content in their emails.

If a customer wasn't interested in a focal product, they would receive alternative content based on the category of the product browsed. If nothing was triggered, this section of the email would collapse.

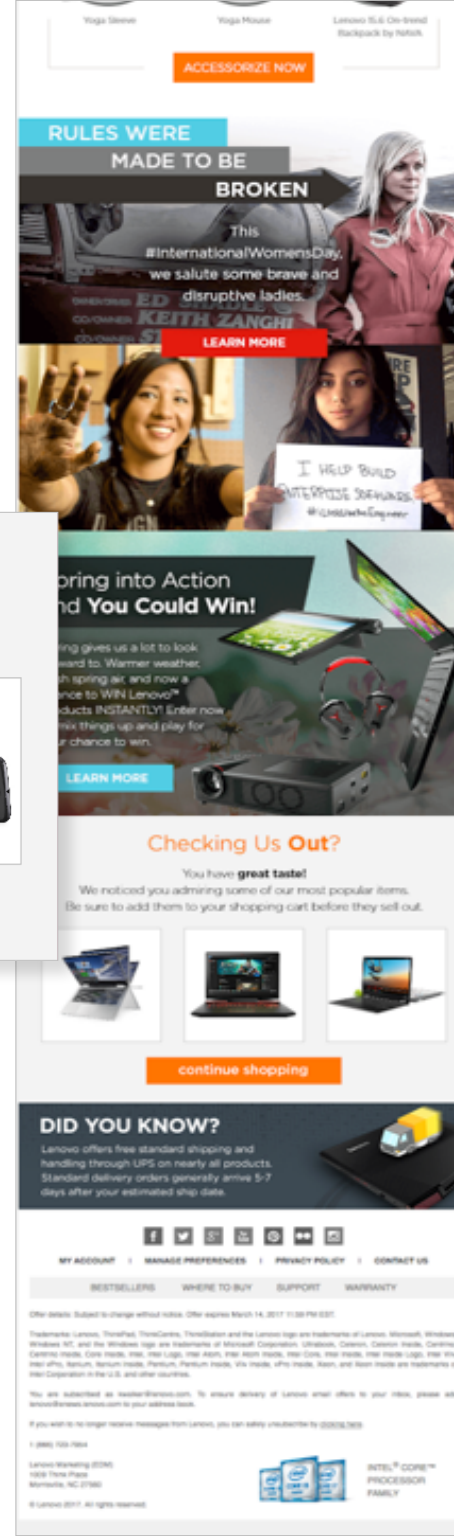
Checking Us Out?

You have **great taste!**
We noticed you admiring some of our most popular items. Be sure to add them to your shopping cart before they sell out.

[continue shopping](#)

17x
higher engagement



WEATHER TARGETING

Dermalogica AU Offered Product Recommendations Based on Their Customer's Location at the Moment of Open

CHALLENGE

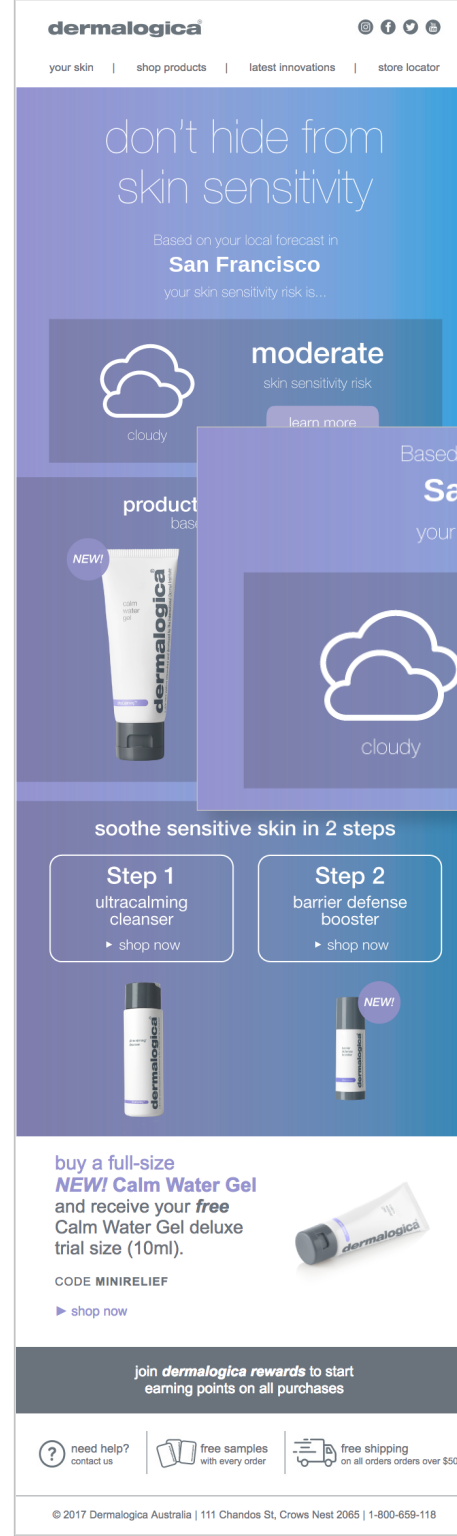
Dermalogica created an incredible customer-focused tool that could calculate anyone's skin sensitivity risk based on their location. Simply visit the site, and it tells you the degree of pollution, current temperature, and humidity, and then offers skincare products based on your local conditions.

They were tasked with bringing this experience to life in their emails, but they would need a way to add the same functionality in their campaigns.

SOLUTION

Dermalogica used Movable Ink's weather forecast app to automatically pull in each subscriber's location at the moment of open and display weather-targeted content based on that city's weather.

Each weather target includes relevant messaging and recommended products. For example, if your skin sensitivity risk is very high, you'll be recommended an SPF created for sensitive skin, along with a few other products designed to protect your skin.



PUMA Drove In-Store Traffic with Local Maps and Time-Targeting

CHALLENGE

PUMA wanted to drive foot traffic (no pun intended) to their stores by making it easy for customers to find their local PUMA Outlet, along with the store's hours.



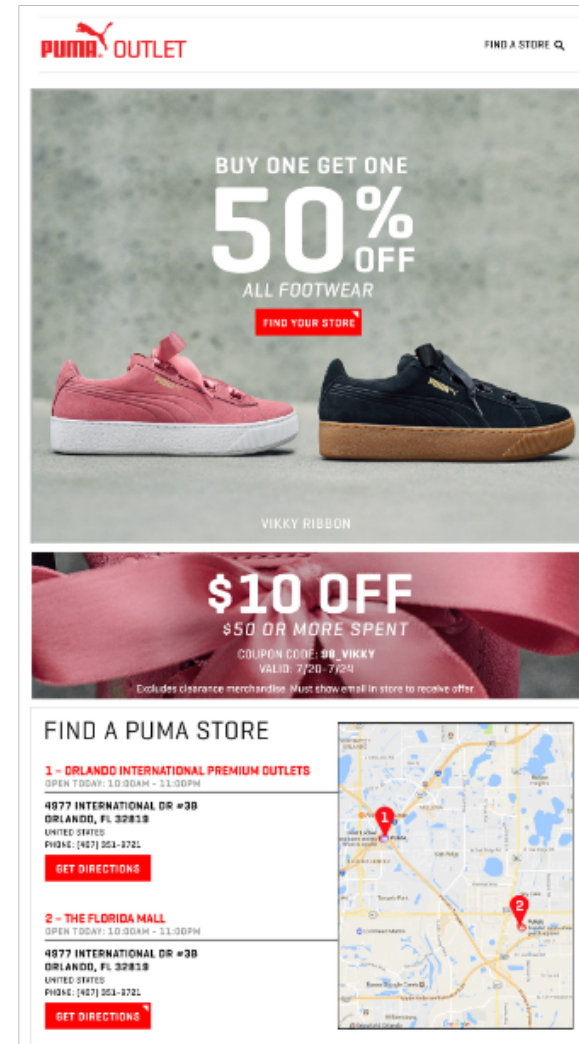
Adding the local map function to our outlet store emails was one of the first Movable Ink features we added, and we haven't looked back. We love that it adds a layer of convenience for the customer, while also driving traffic to our stores."

— JENNIFER M. RAMELLA

Manager, Marketing, Ecommerce PUMA North America

SOLUTION

Using Movable Ink's local maps, PUMA was able to help customers find their local store based on their location at the moment the email was opened. They also time-targeted the email based on the day to ensure that people could reach a store that was open.



Finally, they included CTA buttons (“Get Directions”) with a Google Maps link to their nearest store. Customers loved the convenience these emails provided, and PUMA now uses local maps regularly in their campaigns.

Steve Madden Delighted Their Rewards Members with a Loyalty Campaign Using Movable Ink

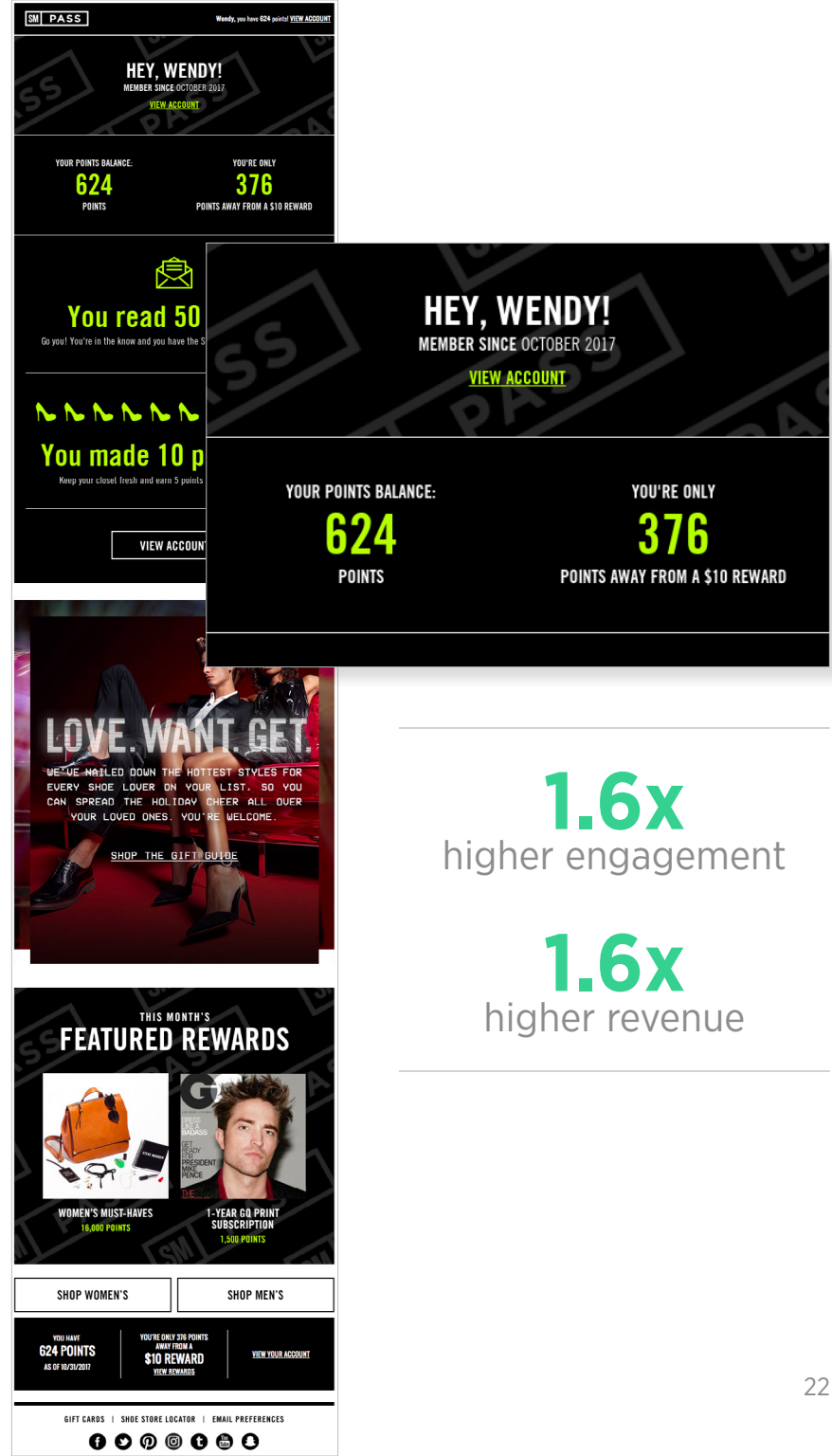
CHALLENGE

Steve Madden launched their new loyalty program, SM Pass, and wanted to create a unique experience for their customers by leveraging existing customer data points they had on file. But the brand didn't have the bandwidth to create all the unique content variations they would need to create individualized experiences. They also didn't have all of the data points they needed available in their CRM.

SOLUTION

Steve Madden used Movable Ink to tell personalized customer stories with a loyalty email. They pulled in member names, the date someone became a member, current points balance, points needed until next reward, number of emails read, and number of purchases. Movable Ink is calculating the number of points needed until the next reward, a data point that was not was not previously available.

The result was a shareworthy email experience with big lifts in engagement from Steve Madden loyalty members.



1.6x
higher engagement

1.6x
higher revenue

Shop Direct Drove Customers to Make Their First Online Credit Order with Real-Time Data

CHALLENGE

Shop Direct, a multi-brand, UK-based online retailer, wanted to drive their customers to upgrade their account and snag a limited-time cash-back deal.

38% lift in revenue

SOLUTION

Using Movable Ink's live polling functionality, they were able to display the number of customers that clicked on each deal in a fun, visual way: the image of a glass of juice would fill up in real-time as more customers clicked on each deal. The image and would update automatically in real-time every time a customer opened and re-opened the email.

As a result, customers could always see the most popular deals at any given time, driving urgency to those deals.

The image shows a promotional email from Very.co.uk. At the top, it says "What's on your wishlist?" and "Trouble viewing? click here." Below that are social media icons for Facebook, Twitter, Instagram, YouTube, Pinterest, Google+, and Email. The Very logo is on the left, and the tagline "GET MORE OUT OF EVERY DAY | VERY.CO.UK" is on the right. A navigation bar includes categories: Women, Men, Child & Baby, Sports, Home & Furniture, Electricals, and Offers. The main offer is "Apply to upgrade to a Very Credit Account and grab one of these juicy offers" ending on 30th September 2017. The offer details are: "£50 Back" when you spend £120 or more on your first online credit order, with the code '50FORYOU' at checkout. A real-time poll shows "833 PEOPLE HAVE ALREADY BROWSED THIS OFFER" next to a glass of orange juice. A "GO SHOPPING" button is at the bottom.

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 500 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, Chicago, and Sydney.

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Movable **Ink**

