



Inkredible 5

#StealTheseIdeas
for Your Black Friday Campaigns

Movable Ink

Introduction

According to Adobe Analytics, online sales during Black Friday 2018 reached [\\$6.2 billion](#), accounting for a 23.6% year-over-year increase. That means retail marketers have more opportunities than any other time of year to create compelling customer experiences that drive results. But there are plenty of challenges, too.

Your customers will be inundated with countless marketing messages from your competitors and beyond. Their buying behavior may change, since they're shopping for their loved ones. They'll have more distractions than usual, navigating from email to web and back again. With more opportunities to shop online, cart abandonment rates will go up. It's a lot more likely your customers will be traveling too - they'll need a heads up on your nearest store.

That's why we're featuring five successful retail campaigns with helpful, proven tactics you can use in your Black Friday campaigns. You'll see innovative campaigns from Sam's Club, Under Armour, Scholastic, M&Co, and The Bouqs Company.

We hope you walk away feeling inspired and ready to tackle anything that Black Friday throws at you.

ADAM STAMBLECK
Chief Revenue Officer





TRANSFORM GENERIC PROMOTIONS INTO RELEVANT, REAL-TIME PRODUCT RECOMMENDATIONS

During the Black Friday season, inventory levels and sale prices fluctuate more than usual. Add the challenge of your customers' changing buying behavior, and creating engaging 1:1 experiences can feel impossible. Here's how Sam's Club overcame that hurdle with Movable Ink and SmarterHQ.

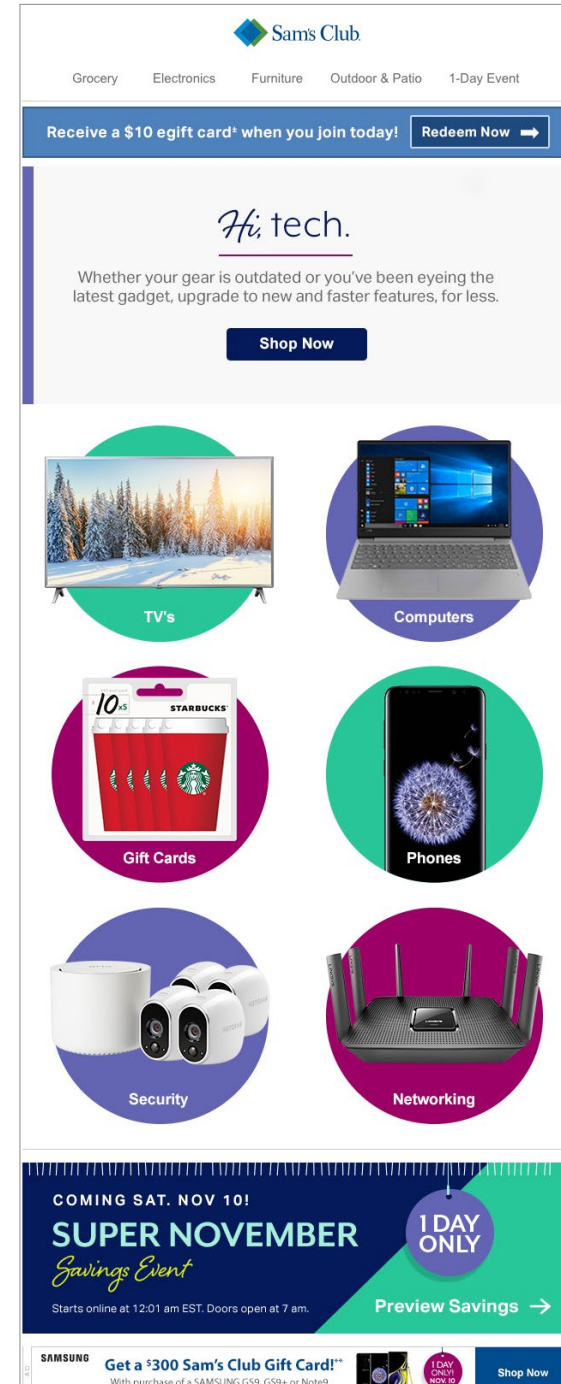
With a wide variety of products, Sam's Club could see pricing and inventory change multiple times in one day, so there was a good chance that some pieces of product information would be outdated by the time the customer received an email.



We reduced production time from around 14 hours to under 4."

— EMILY COLLINS


Senior Email Marketing Manager at Sam's Club




Sam's Club leverages SmarterHQ to power intelligent product recommendation blocks within their promotional and triggered emails that display products based on a member's combined online and offline behavior, profile, and purchase history.

Movable Ink's direct integration with SmarterHQ enables these recommendation blocks to automatically pull in live product details each time the email is opened. These combined capabilities help Sam's Club keep their emails personalized to their customers' individual preferences and reduce member complaints, regardless of when an email is opened. And the automated personalization doesn't just ensure relevance at any moment, it also dramatically improved production times for Sam's Club's email team.


Recommended For You




Idea Nuova
Holiday Joy
Reversible Sequin
Pillow 16 x 16



Idea Nuova
Holiday Reindeer
Reversible Sequin
Pillow 16 x 16




Idea Nuova
Holiday Snowflake
Reversible Pillow
16 x 16




Grape Tomatoes
(2 lbs.)


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Grape Tomatoes
(2 lbs.)


Today's Shocking Values




LG 24 cu. ft.
Large-Capaci...
SAVE \$206 \$1,075
\$ 869




Upper Bounce
Mega...
SAVE \$457 \$1,006
\$ 549




Ferrari LaFerrari
12v Ride-On
SAVE \$152 \$379.99
\$ 227⁹⁹




KidKraft Hadley
Dollhouse wit...
SAVE 39% \$139.99
\$ 84⁹⁹

[Sign up for daily Shocking Values emails](#) 


Tech Savings




kForce
750SE
Hi-On...
\$119.98



Brother HL-
L2350DW, Wireless,
Laser Printer
\$169.87




HP OfficeJet Pro
8715 All-in-One
Printer
\$149.87




HP OfficeJet Pro
6975 All-in-One
Printer
\$149.87


Member Services[†]



Auto Buying Program
...TRUESM
member savings on
new and used car inventory.



LifeLock
Up to 25% off LifeLock ID Theft
Protection. Terms apply.



Pharmacy
PlusSM members save
more on generics.








Photo
Great photos & gifts.
Exclusive savings.




Credit
A convenient
way to shop.



\$2 Instant Savings
limited edition
FRAGRANCE
Shop Now 



Get holiday ready.
Save up to \$35.
Original price of all items shown.
Shop Now 



DRIVE TRAFFIC BOTH IN-STORE AND ONLINE - NO MATTER WHERE CUSTOMERS TRAVEL

During the winter holiday season, your customers are on the move. Retail marketers need to make it easy for customers to shop their local stores for last-minute gifts. Here's how Under Armour leveraged Movable Ink to decrease production time and send email offers that were relevant for every customer regardless of their location at the moment of open.



With Movable Ink, we've become more strategic with relevant, real-time visuals. We can make our customers feel special and let them know that we understand them."

— MARISA SILVA
Email Marketing Specialist

Under Armour understands the power of visual experiences. The activewear apparel brand knows that they can better connect with their customers when they have the opportunity to showcase their products in a highly visual way - including in their marketing emails.

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The brand needed a way to combine visual experiences with relevant, real-time product information to elevate their customer experience and drive results. Moreover, they needed to be able to showcase different promotions based on customer preferences and location.

With Movable Ink, Under Armour can automatically pull product images, availability, customer star reviews, and more right into their emails. Not only is the set-up easy, but the team also has the ability to quickly swap out creative to update emails on the fly, at any time. Now the team is more agile, with the ability to pivot and meet their business needs, in addition to providing more relevant customer experiences.

80%
engagement lift with Movable Ink

75%
decrease in production

49%
lift in CVOR

Free Shipping Available*

Under Armour

MEN WOMEN BOYS GIRLS SHOES

LIMITED TIME
**UP TO 25% OFF
SELECT STYLES***
Ends 10/13/18
SHOP NOW
*Valid on UA.com and UA.ca

UA Micro G® Assert 7
~~\$69.99~~ \$52.50

UA Micro G® Pursuit
Fiber Opt
~~\$70.00~~ \$59.99

UA Tech™
~~\$25.00~~ \$15.00

UA Rival Logo
~~\$40.00~~ \$34.99

NEW ARRIVALS | OUTLET | TECHNOLOGY



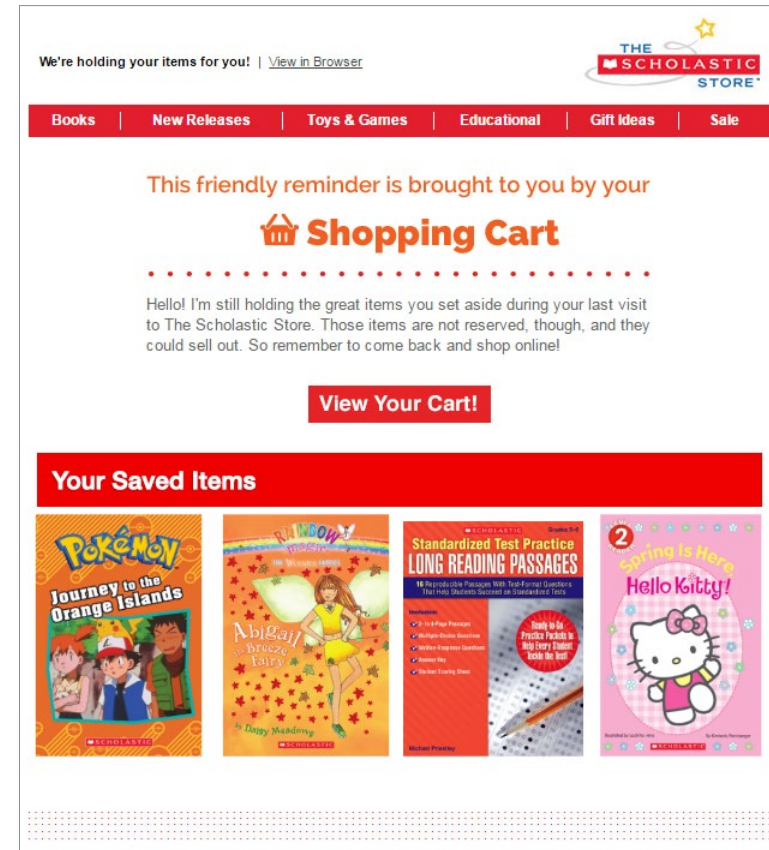
CAPTURE ATTENTION WITH PERSONALIZED AND VISUAL CART ABANDONMENT CAMPAIGNS

During Black Friday, shopping cart abandonment rates skyrocket to more than [80%](#). There are many reasons why consumers abandon items in their cart: they balk at shipping costs or the time it takes to ship, they get distracted by another offer, or they might be comparison shopping. That's why it's so important to create a seamless experience that makes it easy for your customers to complete their purchase.

There's a reason why cart abandonment emails are more likely to drive revenue: they're relevant reminders of a specific product or products your customer has left in their shopping cart. That's why these emails are so powerful for giving people the nudge they need to complete a purchase.

Scholastic wanted to elevate their cart abandonment email with relevant visuals of the products that customers left in their cart. Using Movable Ink's behavioral targeting capabilities, Scholastic now pulls images of abandoned products automatically from its website and inserts them into its triggered abandonment emails in real-time.

Thanks to these visually compelling emails, Scholastic successfully simplified the checkout process and drove much higher than usual click-through-rates with a whopping 50% lift in engagement.



50% lift in engagement



CELEBRATE LOYAL CUSTOMERS WITH DATA-DRIVEN YEAR-IN-REVIEW VISUALS

A solid Black Friday strategy goes beyond the holiday season and reaches into the new year to keep your customers engaged for the long haul. One way to accomplish this while also driving loyalty is with a year-in-review campaign that celebrates your customers' interactions with your brand throughout the year. It's also a great opportunity to encourage them to use their loyalty points and reach the next loyalty tier.

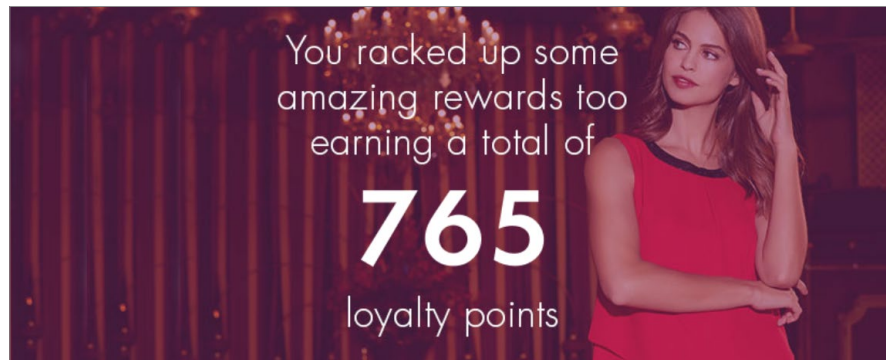
UK retailer M&Co wanted to surprise and delight their customers with a highly personalized loyalty experience. With an extremely ambitious turnaround time (just one day), they needed to take a strategic approach to ensure that they could launch a compelling and engaging campaign within the time allotted.

34%
lift in engagement

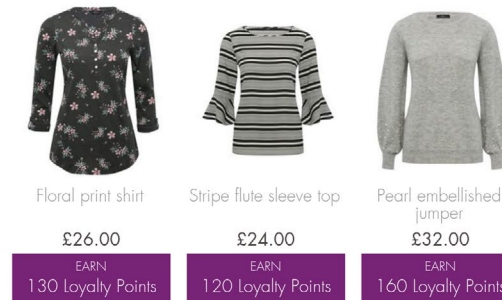
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The screenshot shows an email campaign for M&Co. At the top, the M&Co logo is displayed with the website URL www.mandco.com and navigation links for WOMEN, BABY, GIRLS, BOYS, KYLIE, MEN, and HOMEWARE. Below the logo, there are three promotional banners: 'FREE STANDARD DELIVERY* ON ALL UK ORDERS OVER £40', 'FAST, FREE RETURNS', and 'FREE DELIVERY TO STORE UK ONLY'. The main content of the email is a purple-themed year-in-review for a customer named Alex. It starts with '2017 has been a rewarding year Alex' in a mix of bold sans-serif and cursive fonts. The first section features a photo of Alex holding balloons and text stating 'It's not just because this was the year that you celebrated your 42nd birthday'. The second section shows Alex in a store with text 'You also treated yourself to 6 M&Co shopping sprees'. The third section shows an M&Co store window with text 'Most likely in your favourite store in HALSTEAD CO-OP'. The final section shows Alex in a red dress with text 'You racked up some amazing rewards too earning a total of 765 loyalty points'. The email concludes with 'And because we know you love to'.

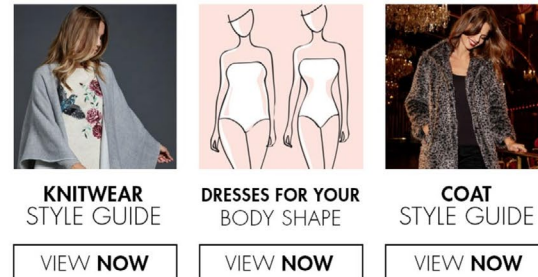
M&Co relied on Movable Ink to create a highly personalized year-in-review email that automatically calculated and displayed key loyalty data points in a visually engaging way. First, they used Movable Ink's image personalization capability to display the total annual loyalty points for each customer in a unique and compelling way. Next, they used Movable Ink to showcase six "new in" products that included the loyalty points that could be earned for each item based on status and price. This campaign was an incredible win for M&Co, as previously, customers would have to log into the M&Co website to see loyalty point information.



IN WITH THE **NEW**



STYLE *INSPIRATION*



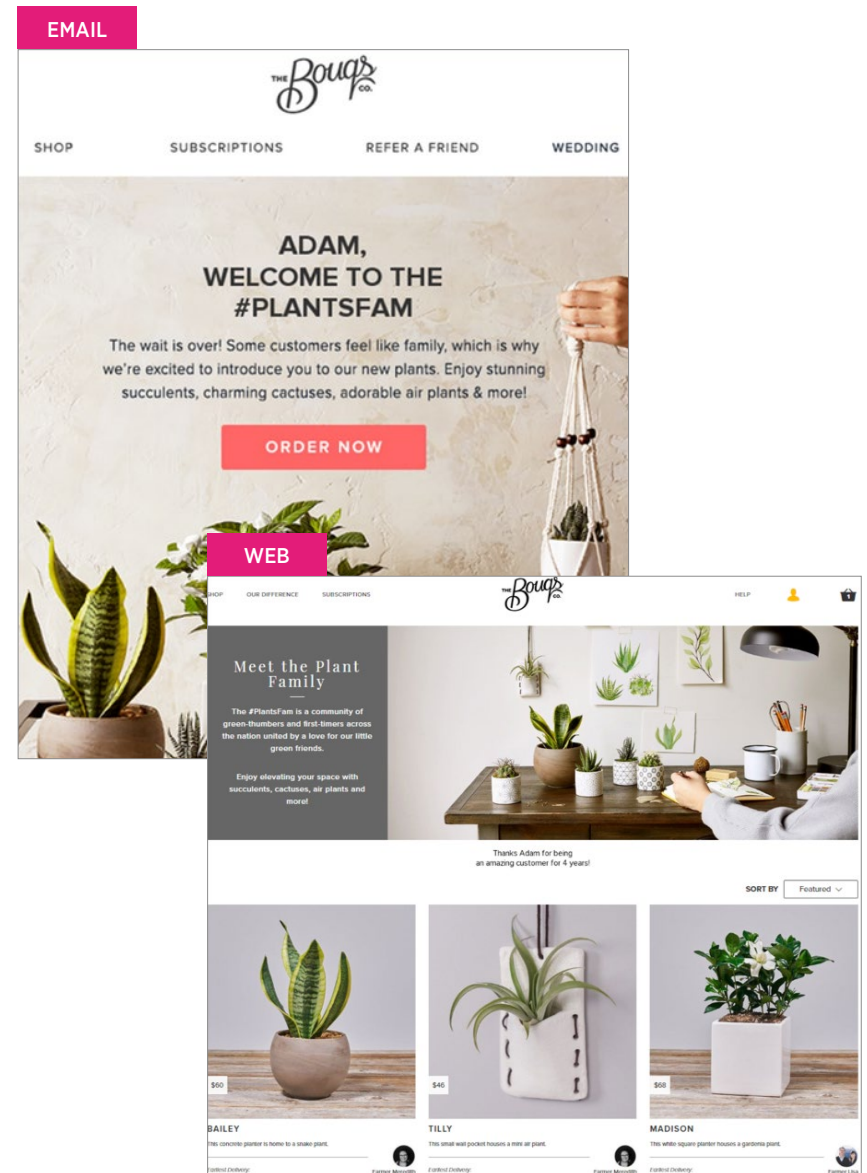


CREATE ON-BRAND, CONSISTENT EXPERIENCES IN EMAIL AND OTHER CHANNELS

During Black Friday, retail marketers are vying for their customers' attention across channels. That's why a compelling, consistent experience in email and other channels is so important for driving results during the winter holiday season. Here's how The Bouqs Co. boosted revenue with their cross-channel, real-time campaign with Movable Ink.

The Bouqs Company, an online floral retailer, has a track record of creating beautiful and engaging experiences for their customers. They have always carefully aligned their marketing creative in their emails with their landing pages, and they needed to take those experiences to the next level. Their goals included creating more consistent experiences, increasing AOV, and improving onsite drop-off by keeping customers engaged and driving them to convert on their website.

The Bouqs Co. relied on Movable Ink's visual experience platform to reach their goals. To create a consistent experience, they created a stunning curated floral collection that they promoted with real-time inventory in email and on their website. To drive engagement, they featured a Movable Ink-powered live poll in an email to prompt customers to choose their favorite arrangement. To lift AOV, they



The Bouqs Company saw a 75% lift in conversions with this personalized cross-channel campaign

targeted customers who preferred larger arrangements with personalized creative that was generated as they clicked from email to a product detail page. To drive landing page conversions, they automatically pulled their customer's first name and the length of time they'd been a customer into a "thank you" message on the page.



Movable Ink's visual experience platform is helping us achieve our number one goal - delivering consistent experiences to our customers. Movable Ink makes it easy to generate visually stunning creative that is personalized for each The Bouqs customer, whether they engage on email or through our website."

— PHIL IRVINE
Director of CRM at The Bouqs Co.

20%

increase in revenue driven by real-time inventory email and landing pages

37%

lift in site conversion rate for their live polling email

20%

lift in AOV with personalized creative on their product detail page

75%

lift in conversions with their landing page personalization campaign

Ready to get started?

Movable Ink helps digital marketers create visual experiences that move people. More than 700 of the world's most innovative brands rely on Movable Ink's [visual experience platform](#) to automate the creation of unique on-brand experiences for each consumer across email, web, and display. With more than 275 employees, the company is headquartered in New York City with offices in San Francisco, Chicago, and London. Learn more at [movableink.com](#).

GET MORE INFORMATION:

[movableink.com](#)

REQUEST A DEMO:

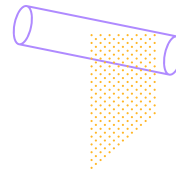
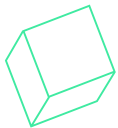
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