



Inkredible 5

Spring 2019

Movable Ink

Introduction

Welcome to the Spring Inkredible 5! Spring is the perfect time to re-evaluate your campaigns to ensure your brand is creating compelling customer experiences at every touchpoint. Visual is the language that move people, and incorporating 1:1, on-brand visuals into your campaigns is ideal for elevating those customer experiences.

Need a little inspiration? In this edition of the Inkredible 5, we're celebrating five best-in-class brands that are seeing incredible results with visuals in their campaigns. From Rite Aid's personalized offers to Best Western's data-driven loyalty campaign, we're thrilled to share the five most innovative campaigns we've seen all season.

ADAM STAMBLECK
Chief Revenue Officer





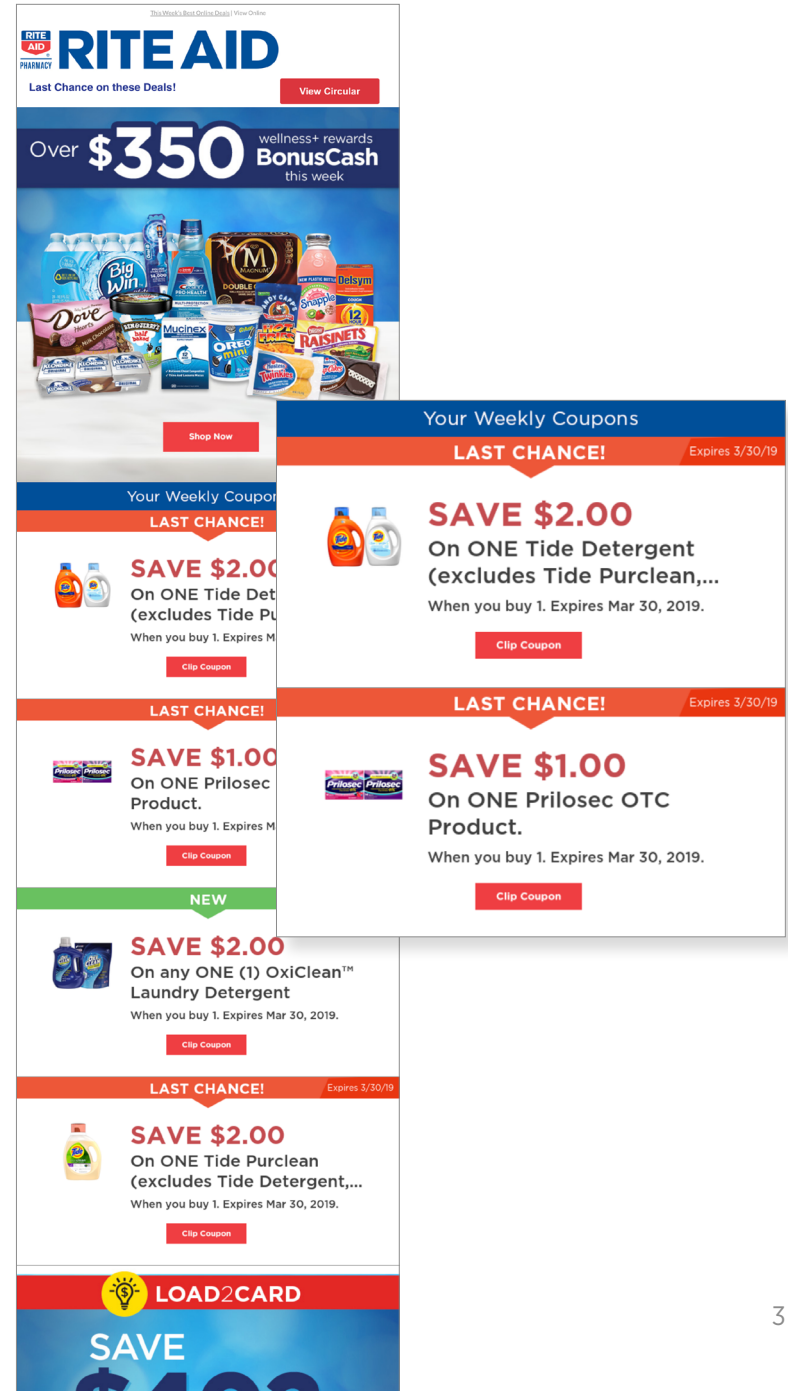
Rite Aid wanted to elevate their customer experience with a weekly coupon email that provided personalized, real-time offers that were unique to every customer. The challenge? They didn't have a solution for creating 1:1 experiences at scale.



Movable Ink has significantly improved our customer experiences, resulting in increased in-store and online sales.

— JOSEPH TERTEL
Director, Digital Marketing

Partnering with Movable Ink, Rite Aid created an email experience that enabled customers to clip real-time, personalized coupons directly to their wellness+ card. Movable Ink integrated with Inmar's coupon API to fully automate the experience, pulling in coupons for each user. As a result, Rite Aid customers can now easily access their own unique offers that are always accurate and up-to-date.



32%
increase in clicks

11%
increase in click-to-open rate

7%
increase in verified wellness+
Load2Card registrants

326%
increase in ecommerce sales
year-over-year

RITE AID PHARMACY
3 Days Left on these Deals! [View Circular](#)

\$160 wellness+ rewards **BonusCash**

Shop Now

Your Weekly Coupons

NEW

SAVE \$3.00
On any ONE (1) Schick® Disposable Razor Pack...
When you buy 1. Expires Mar 30, 2019.
[Clip Coupon](#)

LAST CHANCE! Expires 3/30/19

SAVE \$3.00
On TWO Febreze Products (excludes Unstopables an...
When you buy 2. Expires Mar 30, 2019.
[Clip Coupon](#)

NEW

SAVE \$2.00
On ONE (1) Allegra® Allergy product, any...
When you buy 1. Expires May 5, 2019.
[Clip Coupon](#)

NEW

SAVE \$1.00
On ONE (1) GOLD BOND® Lotion or Cream, any...
When you buy 1. Expires Apr 27, 2019.
[Clip Coupon](#)

[View All Clipped Offers](#) \$0.75 ON CARD

LAST CHANCE TO REDEEM! Expires 3/30/19

SAVE \$0.25
On ONE Dawn Ultra 7 oz OR 8 oz (excludes...
When you buy 1. Expires Mar 9, 2019.

LAST CHANCE TO REDEEM! Expires 3/30/19

SAVE \$0.50
On ONE Mr. Clean Product (excludes trial/travel size).
When you buy 1. Expires Mar 30, 2019.

LOAD2CARD

SAVE \$394
with coupons

[Get Coupons](#)



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. The brand needed a way to combine visual experiences with relevant, real-time products to elevate their customer experience and drive results.

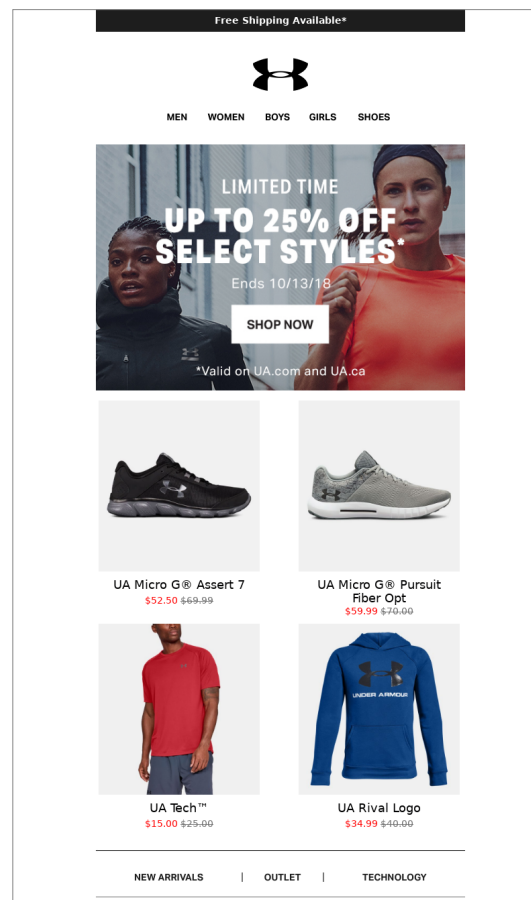


With Movable Ink, we've become more strategic with relevant, real-time visuals. We can make our customers feel special and let them know that we understand them."

— MARISA SILVA

Email Marketing Specialist

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, the team 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 capability to pivot and meet their business needs, in addition to providing more relevant customer experiences.



132% lift in CTOR
49% lift in CVOR

L'OCCITANE

EN PROVENCE

Beauty rituals can be incredibly personal - no one knows this better than L'Occitane. They wanted to create a visual email experience that would be relevant to their customers, no matter when they opened the email. The brand opted to create a highly personalized promotional email recommending relevant skincare rituals based on local weather conditions at the moment of open.



The hot and cold weather creative email versions developed as part of our Green Monday promotion, pushing dynamic weather personalization at the moment of open, helped us drive strong engagement and interest leading to a 22% increase in visits, 4% increase in conversions, resulting in a 36% in revenue vs. last year, based on the same email frequency and targeting strategy.”

— ANAHITA BESSON

Senior Manager of Loyalty, CRM, and Email Marketing

The screenshot shows an email header with the L'Occitane logo and navigation links: GIFTS, SPECIAL OFFERS, BEST SELLERS, SKINCARE, BATH & BODY. A green banner below the header reads "ENJOY FREE SHIPPING WITH ANY \$25 PURCHASE*". The main content area features a weather forecast graphic with a temperature of 74°F. Below this, three product recommendations are displayed, each with a "Most loved" heart icon and a "SHOP NOW" button:

- ALMOND SHOWER OIL, \$25
- SHEA LIGHT COMFORTING CREAM, \$29
- SHEA BUTTER HAND CREAM, \$29

A green banner at the bottom of the email highlights "BEST-SELLING HAND CREAM".

Using Movable Ink, L'Occitane promoted either a warm weather or cold weather skincare ritual based on the temperature of each customer's location at the moment of open. They used behavioral targeting to automatically display recently viewed products, along with any items the customer left behind in their shopping cart.

This highly visual and relevant campaign not only created a great customer experience, it saw significant engagement lifts over the previous year's campaign.

38%
revenue over last year's
Green Monday campaign

22%
lift in website visits

4%
lift in conversions

ESSENTIALS
FOR ANY TIME, ANY WEATHER!

1 FREE
with any purchase*

3 FREE
with any \$50 purchase*

OR

5 FREE +
with any \$50 purchase*

YOU HAVE GREAT TASTE!

Immortelle Overnight Reset Oil-in-Serum
★★★★★
> SHOP NOW

Immortelle Divine Cream
★★★★★
> SHOP NOW

Luxury Advent Calendar
★★★★★
> SHOP NOW

SHOP THE PERFECT GIFTS
Available In Stores & Online

Immortelle Overnight Reset Oil-in-Serum
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Immortelle Divine Cream
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Luxury Advent Calendar
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SHOP THE PERFECT GIFTS
Available In Stores & Online



Alamo Drafthouse elevated their loyal guests' brand engagement with a visual, personalized experience. They partnered with Movable Ink to create a year-in-review data visualization email that told the story of each cinephile's unique journey with Alamo Drafthouse throughout 2018. The email included the number of movies each person watched in 2018, the total number of movies each person watched for all-time at Alamo, loyalty status, and preferred theater location.

more than **8,000** organic social shares

The results? Thousands of customers shared their 2018 movie review on social to show off their love of movies, and the campaign drove a 57% increase in email engagement.

ALAMO
DRAFTHOUSE CINEMA

SHARE REVIEW

NOW PLAYING

[NAME'S]
2018 MOVIE REVIEW

Your Alamo timeline from 2018 to your first ever visit.

THIS YEAR

YOU SAW
50 MOVIES

WHICH ADDS UP TO
5,500+ MINUTES
IN OUR SEATS

WE SAW THE MOST
OF YOU AT
SLAUGHTER LANE

REMEMBER THESE?

BUMBLEBEE
2D

SPIDER-MAN: INTO THE SPIDER-VERSE
2D

FAVOURITE THING I EVER DID
DRAFTHOUSE ACCOUNTS

WIDOWS
DRAFTHOUSE ACCOUNTS

“

At Alamo Drafthouse, it's our mission to ensure that each guest has an awesome cinematic experience and is excited to come back. By working with Movable Ink, we've been able to take our mission beyond the theater – and right into our guests' inbox. Our customers loved the personalized message (and the bragging rights that came with it). Plus, we were able to leverage the medium to get people excited about upcoming movies.”

— KATHLEEN HACKNEY

Marketing Manager, Email and Loyalty Programs

57% increase in email engagement

NOW LET'S REWIND

YOU'VE BEEN TO ALAMO
300 TIMES
IN YOUR WHOLE LIFE

YOU'VE REACHED: **CITIZEN LOYALTY STATUS**

CITIZEN FIGHTER CAPTAIN COMMANDANT TOP BRASS

Congratulations, movie buff!

SHARE YOUR REVIEW

SEE MORE DETAILS

ACCOUNT DASHBOARD

Ready to get started?

Movable Ink helps digital marketers create visual experiences that move people. More than 650 of the world's most innovative brands rely on Movable Ink's [visual experience platform](https://www.movableink.com/visual-experience-platform) to automate the creation of unique on-brand experiences for each consumer across email, web, and display. With more than 250 employees, the company is headquartered in New York City with offices in San Francisco, Chicago, and London. Learn more at [movableink.com](https://www.movableink.com).

GET MORE INFORMATION:

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