

THE INKREDIBLE FIVE





THE INKREDIBLE FIVE, BEST OF THE BEST 2014

Each quarter, Movable Ink and its Inkredible Five Series recognizes the five brands that delivered the best emails. With 2014 coming to a close, we would like to honor the best of the best email campaigns of the year.

The following brands incorporated live web content, real-time geo-targeting, device targeting, and time-sensitive and personalized creative that resulted in outstanding campaigns. Using these elements they created dynamic emails that drove engagement and stood out in the inbox.

Here, in no particular order, we honor the best of 2014. Congratulations to all the honorees!

- Movable Ink



**BEST
OF RETAIL
APPAREL**

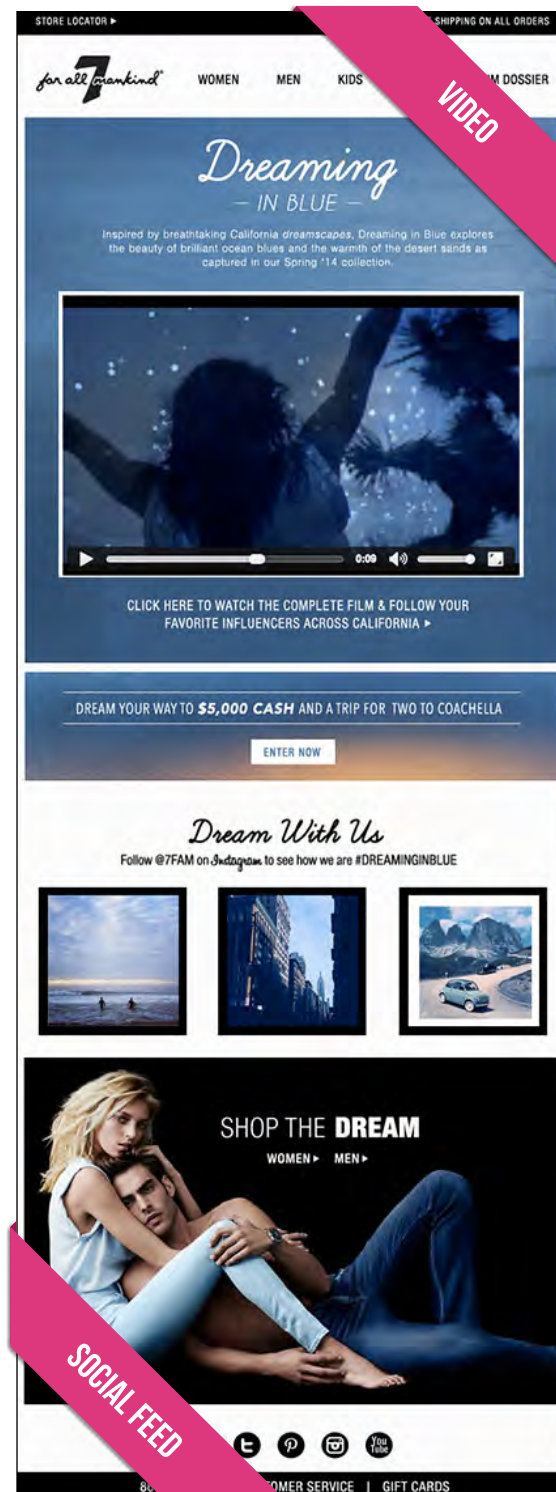
**FROM THE
INKREDIBLE FIVE
SPRING 2014**

7 FOR ALL MANKIND

7 For All Mankind's "Dreaming in Blue" campaign featured a video that played directly in the inbox and a live feed of the latest Instagram photos from their #dreaminginblue hashtag.

“When email is united with other marketing channels – like video and social media – the result is a highly interactive and memorable campaign. By pulling in the latest photos that used the #dreaminginblue hashtag, 7 For All Mankind made their fans part of the email experience.”

Neil Salonga
Operations Associate, Movable Ink





BEST
OF MEDIA,
ENTERTAINMENT,
AND PUBLISHING

FROM THE
INKREDIBLE FIVE
SPRING 2014

THE WALL STREET JOURNAL

The Wall Street Journal included a live web crop of the latest news stories in its March “Monthly Update” newsletter. The web crop ensured that subscribers would always see the latest news, no matter when they opened the email.

“ This is email is an example of real-time content at its best. Cropping the most recent stories from the web ensured that recipients always saw the latest articles, no matter what time or day they opened the email. ”

Steven Joya
Community Manager, Movable Ink





BEST OF ONLINE SERVICES

FROM THE
INKREDIBLE FIVE
SPRING 2014

DICE

Dice, the career site for tech professionals, used real-time geo-targeting to show job-seekers the latest available jobs near their current locations. The job postings displayed in the email also corresponded with areas of interest previously specified by subscribers.

“Location is often one of the top considerations job-seekers have in mind when exploring new opportunities. Targeting each email not only by recipients' current geography, but also by self-declared areas of interest, transformed this campaign into a highly customized, 1-to-1 communication.”

Andrew Cohen
Engineer, Movable Ink

Dice The career hub for tech™

GEO-TARGETING

Opportunity doesn't knock, it emails.
Sign up for tech Job Alerts from Dice.

I want Job Alerts!

Sarah, there's no better feeling than a machine doing work for you. Set up a Job Alert on Dice to have positions matching your exact job search criteria delivered to you daily or weekly. [Set up your Job Alerts today](#) then you can kick back and find a better tech job.

Check out these latest jobs that match your search criteria!

Java Middleware Architect Hoboken, NJ PTS Consulting	Sr. Java Developer (Comm..) new york, NY Tektree Systems Inc.	Master & Reference Data... New York County, New York, NY AIG
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Dice Tech jobs galore, in your hand. Connect with like-minded techs. Learn how much you're worth in the Dice Salary Survey.



BEST OF TRAVEL AND HOSPITALITY

FROM THE
INKREDIBLE FIVE
SUMMER 2014

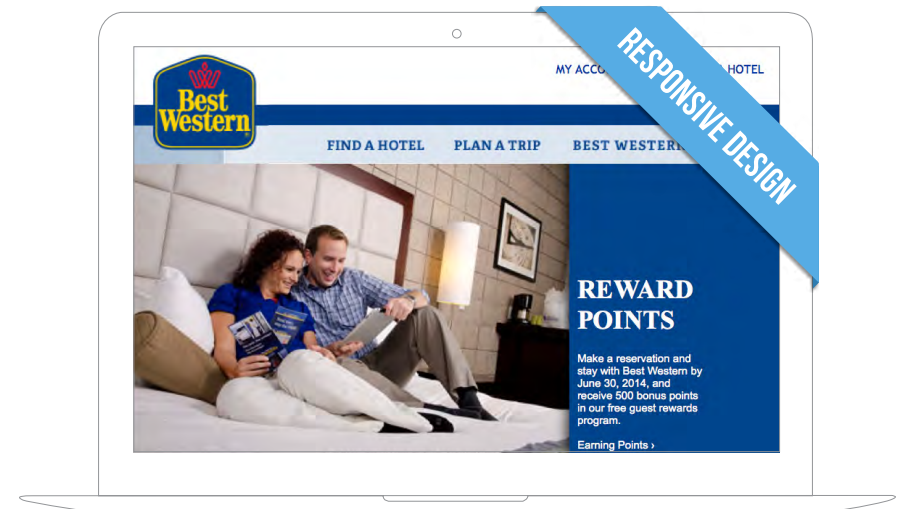
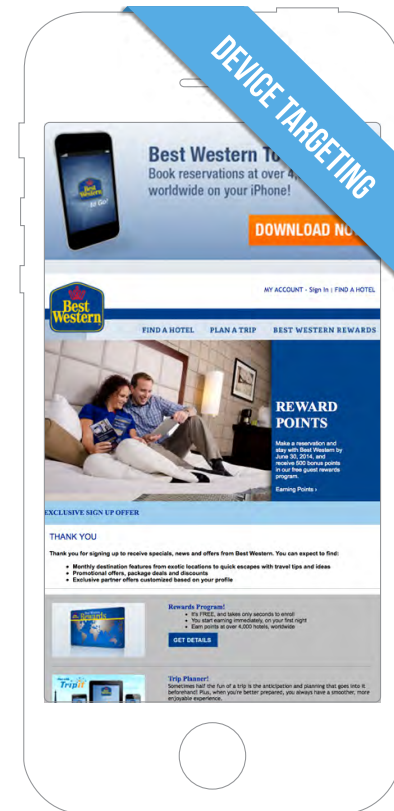
BEST WESTERN

Best Western International increased app downloads within their welcome series by 143%. They used device-specific content and call to actions that decreased the number of clicks required to download the app.

“ Before agileEMAIL, Best Western International had limitations on how they could display dynamic content in email. Now they have the flexibility to test in real-time and figure out which creative versions perform best to increase performance on the fly. ”

Phindle Kekana
Operations Manager, Movable Ink

Same Email Opened on Mobile and Desktop





**BEST
OF RETAIL
NON-APPAREL**

**FROM THE
INKREDIBLE FIVE
SUMMER 2014**

CRAFTSMAN

This spring, Sears utilized countdown clocks to increase urgency around Father's Day sales of their Craftsman products. Adding real-time elements worked, increasing engagement and email revenue in the run up to the holiday.

“ The Craftsman Father's Day campaign was great because Sears paired their own personalization and subscribers loyalty account information with real-time content elements to drive consumers to act on a time sensitive holiday promotion. ”

Scott Nowicki
Sales Director, Movable Ink

The screenshot displays the Craftsman Club website interface. At the top, a navigation bar includes links for HAND TOOLS, POWER TOOLS, LAWN & GARDEN, and STORAGE & GARAGE. A user profile for Eric Speer is shown with a membership number and points balance. A large red banner features a countdown timer for 'CRAFTSMAN CLUB SAVER DAYS' with a time of 01D 03H 10M 26S. Below the timer, a promotion for '#REMAKEFATHERSDAY' encourages users to get more ugly socks for Father's Day. A 'FIND WHAT HE WANTS' button is present. A section titled 'DIGITAL CATALOG' promotes finding deals on a laptop and smartphone. At the bottom, two product offers are highlighted: a 12-PC. COMBINATION WRENCH SET and an 8-PC. COMBINATION RATCHETING WRENCH SET, both with a 50% member discount. A blue diagonal banner on the right side of the screenshot reads 'COUNTDOWN TIMER'.

CRAFTSMAN CLUB
supported by SHOP YOUR WAY

HAND TOOLS POWER TOOLS LAWN & GARDEN STORAGE & GARAGE

Eric Speer
Member # 7081 0646 0965 8938 75,995 Points as of 06/24/2014
577 Points expiring on 8/31/2015 Redeem Points

TIME IS RUNNING OUT

01_D 03_H 10_M 26_S

CRAFTSMAN CLUB SAVER DAYS

#REMAKEFATHERSDAY

DON'T JUST GET HIM
MORE UGLY SOCKS
FOR FATHER'S DAY.

FIND WHAT HE WANTS

In store only. See details. **FREE** GET THIS 13-IN. TOOL BAG (\$9.99 VALUE) WHEN YOU SPEND \$50 OR MORE ON CRAFTSMAN® TOOLS

DIGITAL CATALOG
THE EASIEST WAY TO FIND WHAT YOU WANT – ALL IN ONE PLACE.
EXPLORE ALL SAVER DAYS DEALS

MEMBERS SAVE 50%
MEMBER PRICE \$19.99
SHOP NOW
12-PC. COMBINATION WRENCH SET

MEMBERS SAVE 50%
MEMBER PRICE \$39.99
SHOP NOW
8-PC. COMBINATION RATCHETING WRENCH SET



BEST
OF NON-PROFIT

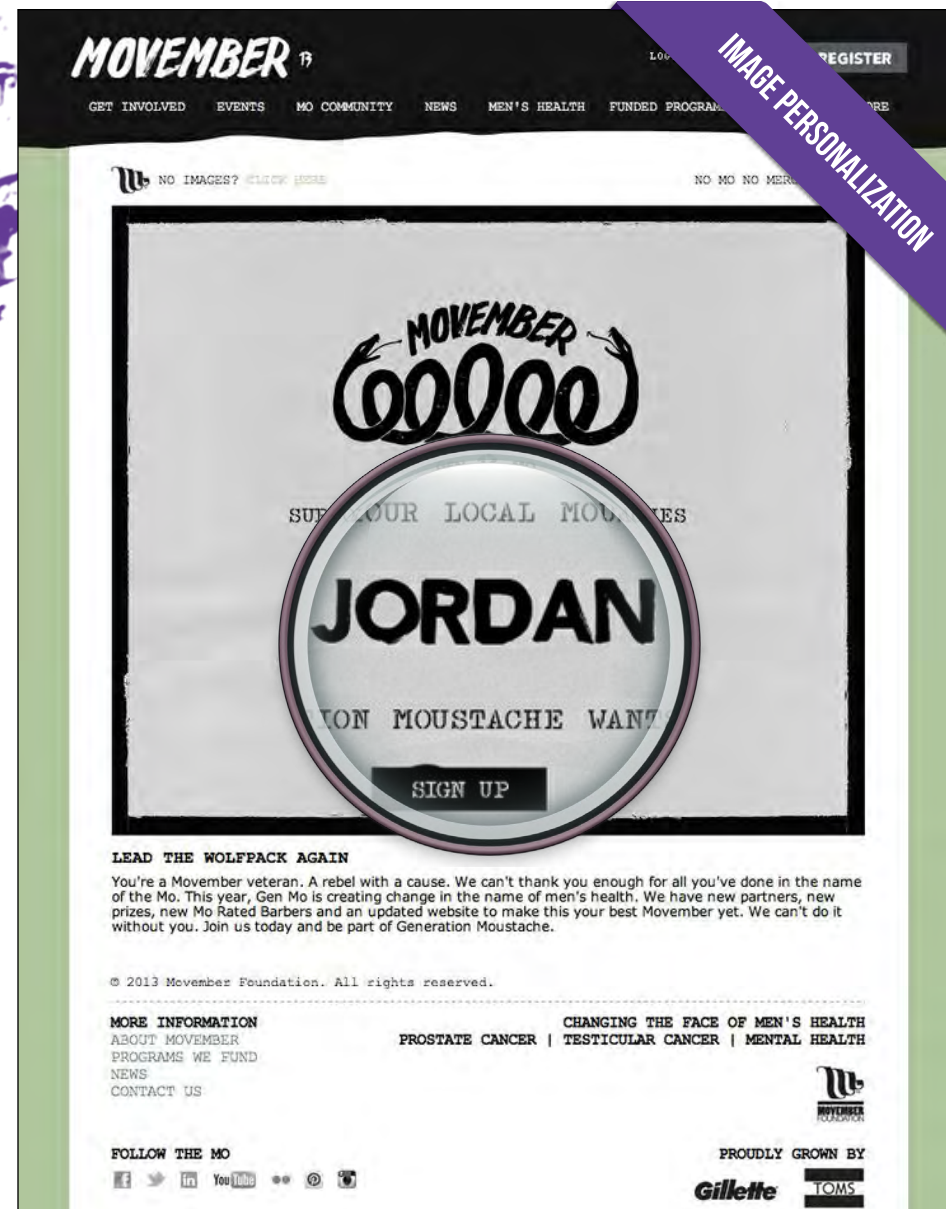
FROM THE
INKREDIBLE FIVE
WINTER 2014

MOVEMBER

Movember encouraged past participants of its global men's health awareness campaign to sign up again by personalizing each image at the moment of email open with the subscriber's name.

“Deciding to support a cause is a very personal decision. By adding subscribers' names into the creative of this re-engagement campaign, Movember made every message highly personalized and more likely to resonate with each recipient.”

Anne Terry
Account Manager, Movable Ink





Movable Ink is changing the way marketers connect with their consumers. agileEMAIL, Movable Ink's flagship agile marketing solution, empowers marketers to optimize, target, and personalize emails at the moment of open. Movable Ink has offices in New York City and London, and powers over 190 Fortune 1000 brands including Ebay, Airbnb, Bass Pro Shops, and Finish Line. For more information, please visit movableink.com.

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ARE YOU INKREDIBLE?

To nominate an agile email marketing campaign for the next edition of "The Inkredible Five," forward the email to ink5@movableink.com.