THE INKREDIBLE FIVE

Fall 2014

Movable Ink

THE INKREDIBLE FIVE

Welcome to The Inkredible Five, Fall 2014. Each season, the Movable Ink team recognizes five brands for creating exceptional email marketing campaigns that engaged subscribers and stood out in the inbox.

In the pages that follow, you'll see innovative emails that incorporated live web content, real-time geo targeting, device targeting, time-sensitive creative and countdown clocks enabling the Inkredible Five honorees to truly market in the moment.

Here, in no particular order, we honor the best agile email marketing campaigns of Fall 2014. Congratulations to these five companies for unleashing their creativity to deliver one-of-a-kind email experiences.

- Movable Ink

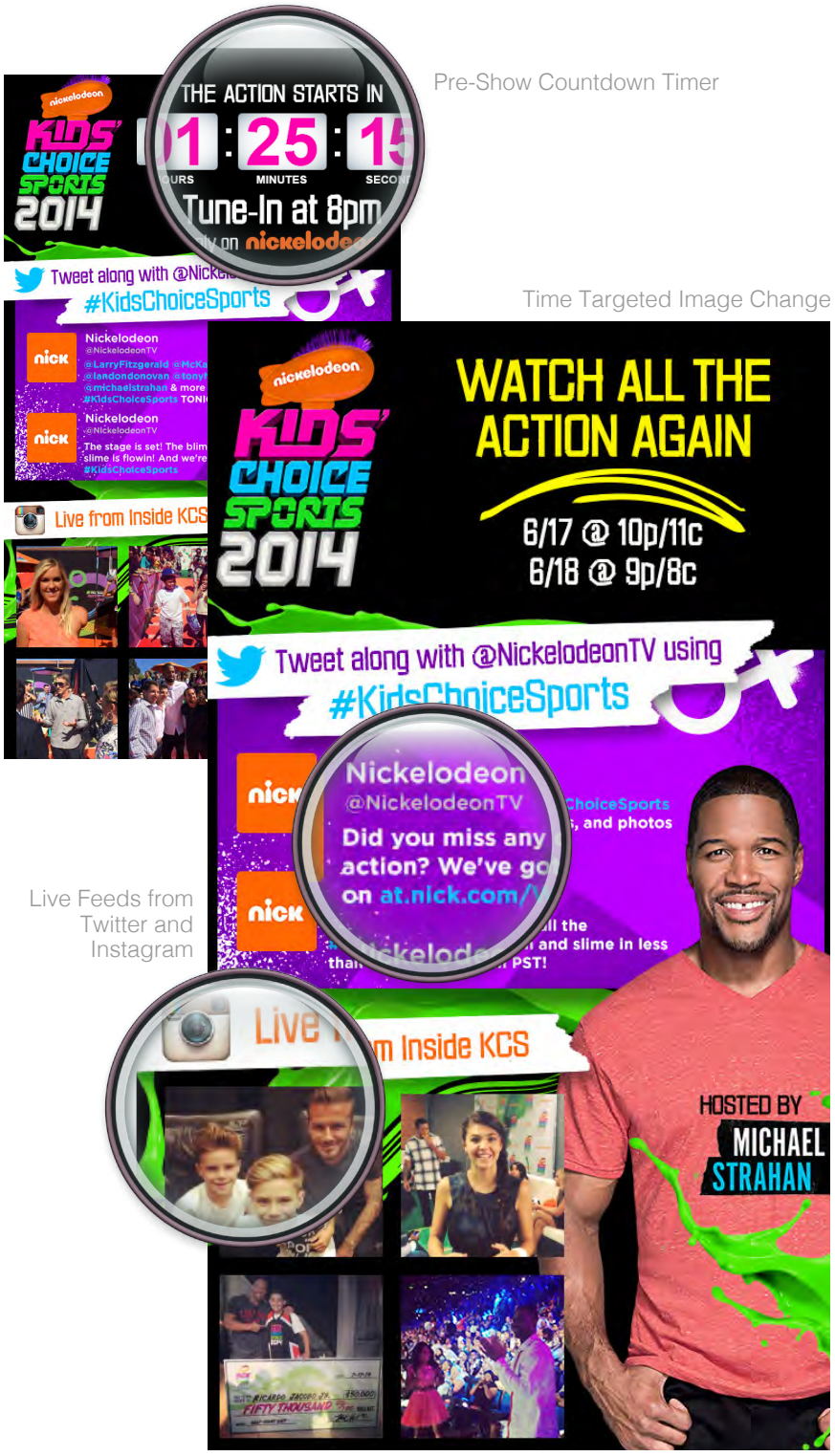
1 NICKELODEON

Nickelodeon used email to captivate their audience during the 2014 Kids' Choice Sports Awards. The campaigns content updated in real-time along side the live broadcast. They integrated live Twitter and Instagram feeds into the message, and swapped expired content for relevant calls to action based on the readers' location and the status of the broadcast.



"Cross-channel integration isn't easy to achieve, but Nickelodeon showed the right way to do it in this campaign. They set out to increase program viewership by streaming live social feeds from their web properties into their email, all while timing different messages to display as the award show progressed. They definitely achieved their goal with nearly 50% of email openers reading the message for 15 seconds or more!"

Kristy O'Neill
Account Manager, Movable Ink



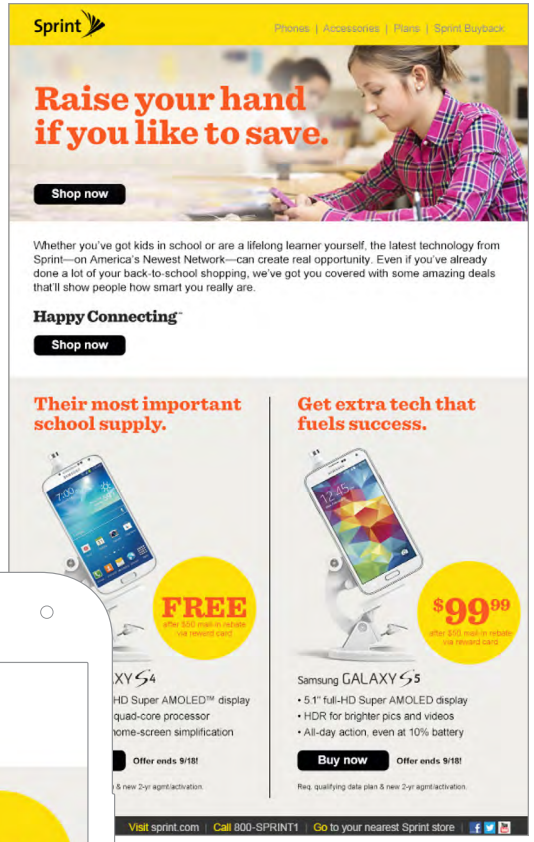
2 SPRINT

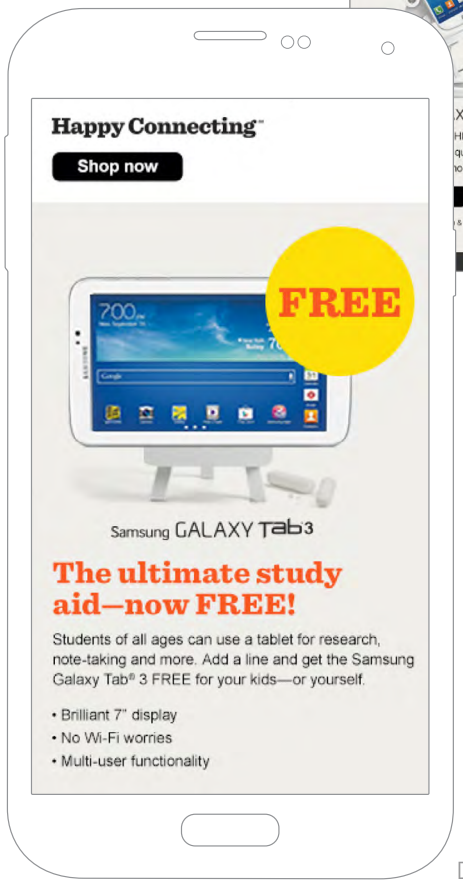
Sprint used device detection to make offers more relevant. When this particular promotion, which ran through September 18, 2014, was opened on a newer Galaxy S5 phone, offers for a Galaxy S4 or Galaxy S5 smartphone changed to an offer for a Galaxy Tab 3 tablet. In addition, the call to action changed from “Buy Now” to an “Upgrade Now” message for current customers who opened the message on a device connected to the Sprint network.



> “Timeliness and context is so important, especially when you have time sensitive offers around product launches. Digitas worked with Sprint to bake highly relevant and timely offers into their email through agileEMAIL. Performance has improved because each message adapts to the device a subscriber is reading on, the content optimizes if they are using the promoted product, and the call to action changes depending on if they are a customer or prospect too.”

Evan Silverstein
Senior Account Manager, Movable Ink





Device Targeting

Carrier Targeting



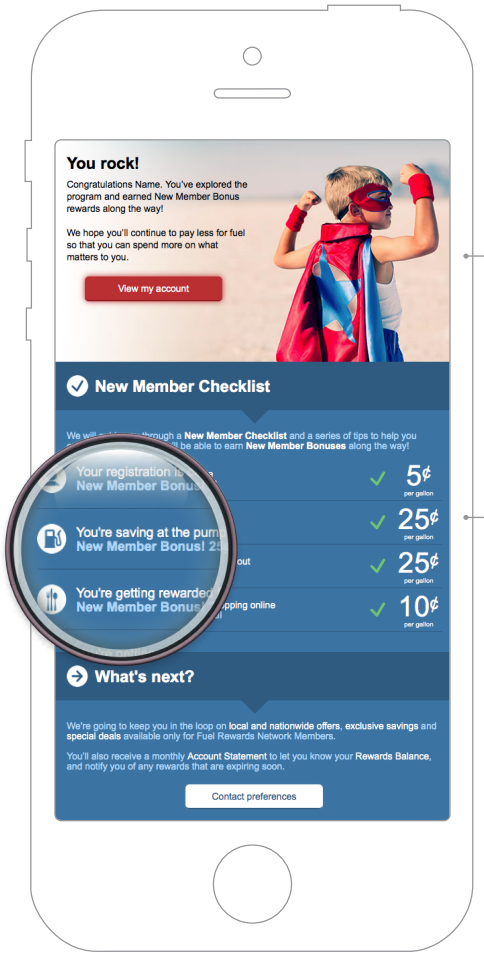
3 EXCENTUS

Excentus wanted to improve the performance of the welcome campaigns to new Members of its Fuel Rewards Network™ program. They utilized agileEMAIL to transform their "all at once and good luck" approach into a dynamic series that localizes and personalizes message content. It worked. Members increased earned rewards by 94% in the first month, and an additional 68% in the second month after launching.



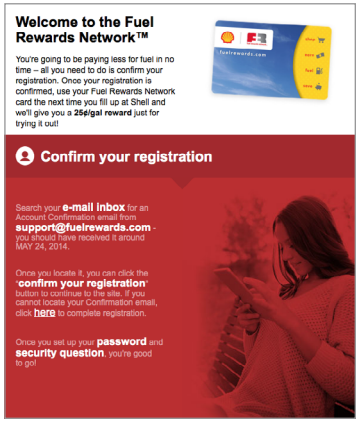
"This campaign was particularly successful because it made a true impact on the effectiveness of their email program. They were focused, educational, and highly tailored to each recipient. The new welcome series helped Excentus improve their click-through rate by 24%."

Edythe Wilson
Business Operations Manager, Movable Ink

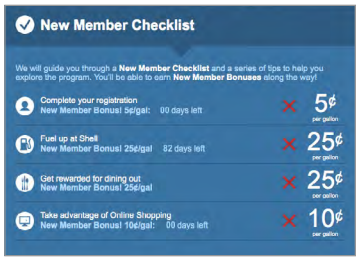


Welcome Messaging

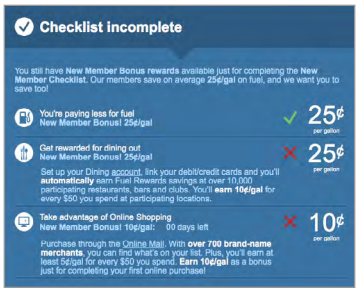




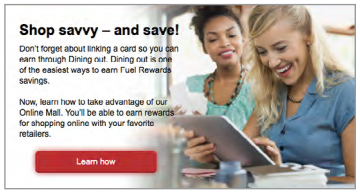
Personalized Member Content

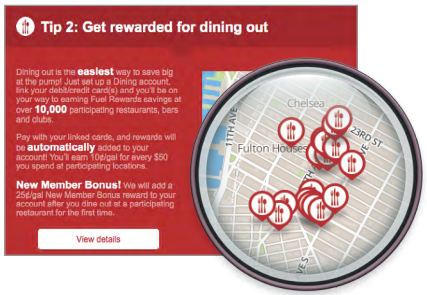






Nearby Locations To Earn Rewards

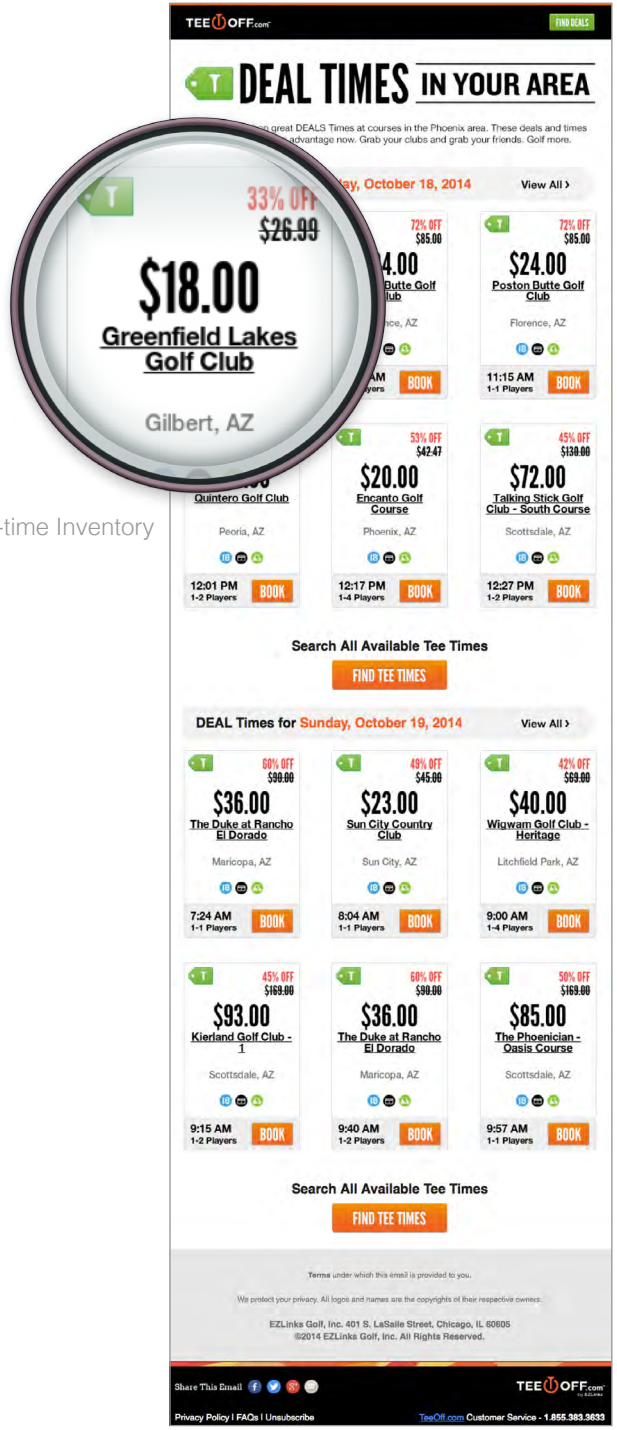




4 TEEOFF.COM

TeeOff.com integrates tee time data to send subscribers available tee times nearby, or at their preferred location in the upcoming days. When the subscriber clicked on an available time, drawn from a pool of over 500,000 times, they were taken to a landing page to book their round of golf. The email updated with available inventory in real time so it was always relevant, keeping golfers just one click away from booking their next round.

Same Email Updates Content By Location and Date





"This is a great example of agility in email. agileEMAIL's webcrop makes it all happen. As the website updates, TeeOff.com's email updates with tailored web content for the recipient too. Incorporating content across channels helps to ensure a consistent experience and the freshest content for email."

Jeremy Seltzer
Strategic Account Executive, Movable Ink

5 NOW TV

NOW TV, an online TV streaming service, turned to agileEMAIL to automate messages around live sporting events. They understood each of their subscriber's preferences but needed to improve operating efficiencies and facilitate relevant and timely messaging, in a nimble and flexible way. They integrated with agileEMAIL to generate dynamic headlines, team badges and call-to-actions in real-time at the moment of open.

Real-time Event Content at the Moment of Open

Dynamic Headlines For Live Events



Team Logos Populate On Open



"NOW TV was able to substantially decrease their build costs and reduced the time required to execute a campaign with agileEMAIL. Data is only valuable if you can do something with it, especially if you already have an understanding of your customer. agileEMAIL helped NOW TV use their data to create engaging communications, ultimately boosting the number of viewers for live sporting events."

Chris Quinn
Sales Development Rep, Movable Ink

Movable Ink

What happens in the moment influences how we act, and how we remember it. Shouldn't marketing do the same thing? Movable Ink's mission is to enable brands to market in the moment with real-time digital content delivered at scale.

Hundreds of innovative brands, such as American Eagle Outfitters, Time Inc., Bass Pro Shops, and Finish Line, use agileEMAIL, by Movable Ink, to increase email engagement, conversions, and ROI. Movable Ink's agile marketing solution makes it easy to plan, create, and execute email campaigns that adapt to each individual consumer the instant they engage. 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.