

# TOMS Brings Halloween to Life in the Inbox

TOMS and Liveclicker have worked together since January 2016, driving optimum engagement and increased brand affinity through various email marketing strategies. Together they have implemented numerous RealTime Email capabilities, including LiveScape that enables an email message to reflect any updates made to website content at any point that it is opened by a recipient.

## Delivering Relevant Content in Holiday Campaigns

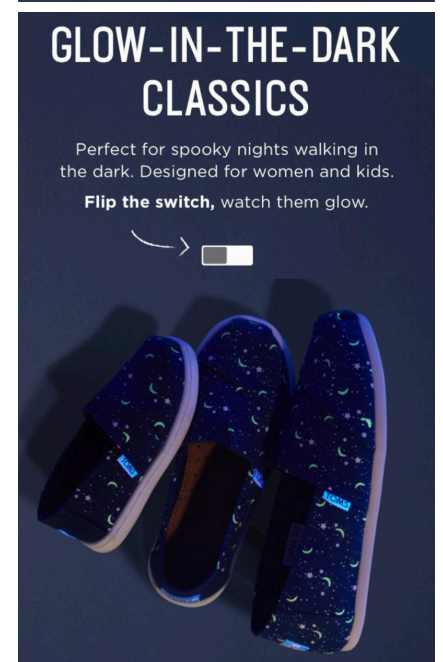
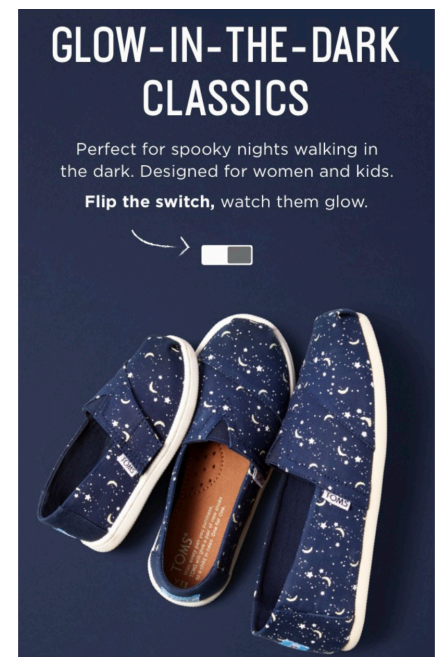
In an effort to stand out in the inbox and vary up routine messaging, many brands attempt to leverage holidays within their email campaign tactics. Often times trying to tie promotional content to a holiday such as Halloween can come across as disconnected or forced.

However, TOMS had a unique opportunity to feature one of its products, glow-in-the-dark shoes for women and children, in a way that would naturally align with characteristics associated with Halloween and increase engagement for emails promoting only one shoe type.

For the Halloween email, TOMS engaged Liveclicker's services team to implement a kinetic design element, allowing subscribers the ability to click or mouseover a part of the email to flip a light switch. When the lights were turned off, the shoes would illuminate; when the light switch was on, there was no glow-in-the-dark effect.

With the addition of kinetic interactivity, the email stood out in the inbox, recipients were able to experience TOMS' shoes "in real life," and they engaged with the brand without having to click through to the website. "It's important that we continually innovate to deliver new, unique and engaging experiences in email," commented Gertie Kremers, EMEA CRM / Email Specialist, TOMS. "And with the help of Liveclicker I'm able to do a considerably better job at that, even as just one person managing our program."

Lights "On"



Lights "Off"

## Interactivity Delivers Results

The results from this campaign were in favor of kinetic design services vs. static content across the board. Since continuing to “give users a new experience from a brand perspective” is a priority for TOMS, the company will continue working with Liveclicker to implement real-time email capabilities across its email campaigns in the future.

### Results



- Recipients were 5x more likely to engage with the interactive creative treatment vs. the static version
- In some regions, Germany for example, customers were 70% more likely to read the kinetic version thoroughly
- Lower unsubscribe rates
- Subscribers preferred to click the switch instead of “mousing over it,” helping to deliver guidance for future kinetic design creatives

## About TOMS

The TOMS story is one we know and love; a company that saw a need for those less fortunate across the world and built a business giving a pair of shoes to a child in need for every pair purchased. What began as a simple idea has evolved into a powerful business model that helps address need and advance health, education and economic opportunity for children and their communities in over 70 countries around the world, not only with shoes, but also spanning sight restoration, and clean water.

## About RealTime Email

Leading brands choose Liveclicker’s RealTime Email solution to drive message engagement, conversions and sales. The intuitive platform leverages real-time data from multiple sources so that marketers can deliver truly personalized content, simply and at scale. Liveclicker’s flexible integration architecture, rich partner ecosystem and extensive email expertise help clients execute highly relevant email marketing programs that respond to each recipient’s constantly changing personal context.