

## RealTime Email Platform Overview

Power the most advanced email experiences on the planet - simply and at scale

With Liveclicker's RealTime Email, you can present personal, relevant and timely content that is crucial to creating customer engagement, sales and brand affinity. Powered by our scalable architecture and ability to render always-on data from any system, RealTime Email gives you all the tools you need to create highly personalized, brilliant email experiences.



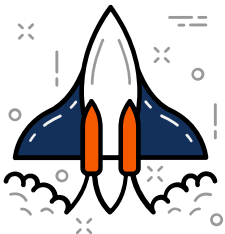
### Preference Data

Subscriber preference and demographic data is instantly passed from your ESP to Liveclicker, with no need for complex or time-consuming integration.



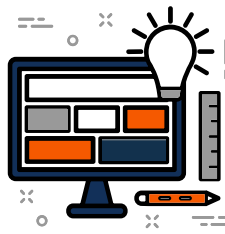
### Open-Time Data

Detect the device, weather, time, and geo-location of each subscriber the instant they open your message to deliver engaging, interactive in-email experiences.



### Behavioral Data

Harness the behavioral data of your subscribers by leveraging website browse data, predictive email geo-targeting, and past email interactions.

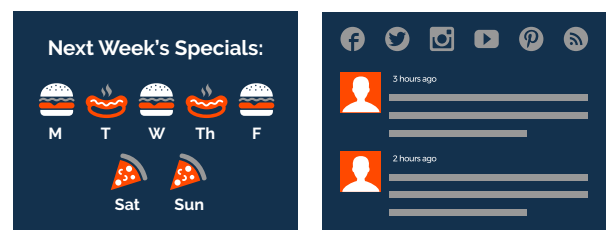
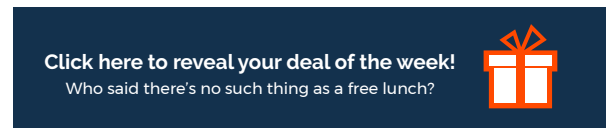
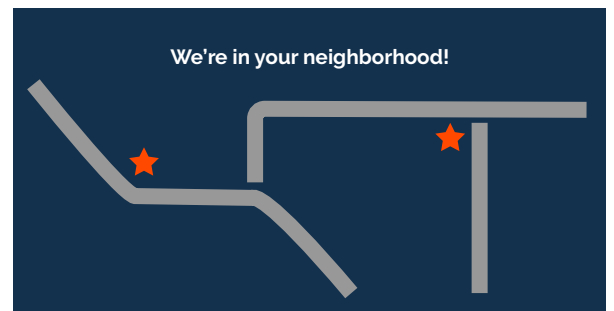
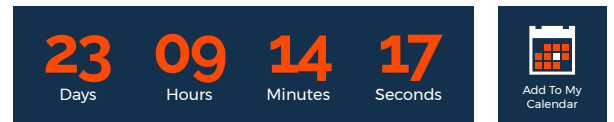


### Live Context Data

Personalize messaging based on the constantly changing state of your business and your customers by displaying live offers, pricing, inventory, and more.



Video Learning Series: Food & Wine Pairings



Use data from any system to create compelling experiences!

# RealTime Email Platform Overview



## RealTime Email Capabilities

### LiveRender

Incorporate dynamic image animations, such as live charts for loyalty programs.

### LiveScrape

Display current inventory, pricing, photography or articles, even after the email is sent.

### LiveFeed

Call any third-party API for endless personalization potential.

### LiveImage

Present unique images based on geolocation, mobile device in use, and more.

### LiveTracker

Engage customers in email with package-tracking info from many shipping providers.

### LiveVideo

Embed videos with bulletproof fallback content to play directly in the opener's inbox.

### LiveSlides

Stitch a series of images together to create a smoothly cycling slideshow.

### LiveMap

Point customers in the right direction by delivering a dynamic local map in real time.

### LivePoll

Let recipients answer questions and see live results while you collect valuable information.

### Plus, even more RealTime Email capabilities!

Learn more about LiveForecast, LiveTimer, LiveSocial, LiveCalendar, and more in our sample gallery:

[liveclicker.com/sample-gallery/](https://liveclicker.com/sample-gallery/)

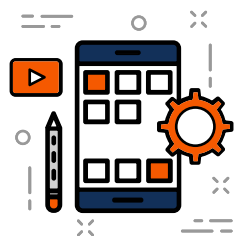
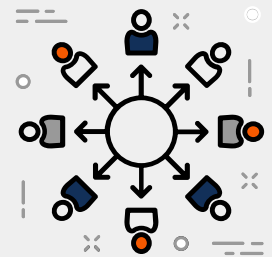
## Advanced Capabilities

### Hyper-personalize email content with RealTime Behavioral Profiles

Combine live behavioral data collected over the web or a mobile app with email open-time data to bring a higher order of relevance to any promotional or triggered campaign, for example, retargeting and cart abandonment emails or win-back campaigns.

### Integrate your data with ESP LiveConnect

Export data from RealTime Email and consolidate it with subscriber-level data stored in your ESP. With a much more complete view of customers and prospects – all in one place – you can drive more effective segmentation strategies and boost program performance.



### Powerful solutions, powerful results

RealTime Email also gives you the power to optimize campaigns based on automated A/B testing for engagement, click and conversion rates, as well as our campaign targeting simulator. And with Liveclicker's powerful analytics engine, you can visualize how real-time content drives maximum success.