Is RealTime Email Right for Your Company?
Just Ask These Brands

Royal Caribbean INTERNATIONAL

Live pricing led to a **12%** increase in click-through rates (CTR), significant customer-experience improvements, and campaign production efficiencies.

stella & dot

Personalized product recommendations based on website behavior and live product imagery returned a **3.31X** increase in CTR.

TOYOTA

Brand awareness campaign for a new Toyota vehicle resulted in **2X** higher open rates and significant new sales.

Celebrity X Cruises®

Sharing real-time, personalized content drove engagement to an all-time high and led to a **3X** revenue improvement.

TORRID

Using a countdown timer and LiveImage enabled Torrid to achieve the **highest revenue hour in company history**.

MS Society

Achieved a **75%** uplift in email donations after embedding a video in its holiday campaign.

ROADRUNNER SPORTS
World's Largest Running & Walking Store.

Creating a scratch-to-reveal email, RoadRunner Sports saw CTR increase **105%** and the average revenue per email (RPE) beat the control by **64%**.

chico's

A real-time, "3 Deals, 1 Day" email doubled the average conversion rate and delivered a **37.5%** total open rate and a **7.5%** CTR.

evine

With LiveTracker, Evine improved year-over-year email open rates by **11%**, month-over-month click-to-open rates by **16%**.

LEGOLAND

With a **400+%** increase over its average click-to-open rate, Black Friday and Cyber Monday emails were the most successful in LEGOLAND Calif. history.

CINEPLEX

Real-time email content improved engagement and increased ticket sales by more than **68%**.

The Diamond Store

Dynamic email content created urgency around a 24-hour sale, leading to a **400%** increase in conversions and a **171%** higher click-to-open rate.

shoeline.com	Embedding a countdown timer into marketing emails prompted a **78%** increase in CTR.
jetBlue	Using time-sensitive contextual images, jetBlue saw a **12.5%** increase in major metro orders.
EXPRESS	Using embedded video, device- and time-targeting, Express saw a **55%** increase in RPE delivered in case-specific examples, a **7%** increase in RPE across the board, and a **13%** lift in cross-channel conversions.
sky ATLANTIC HD	Drove **1.25 million** video views, including 500,000 views on mobile iOS devices, to promote the upcoming *Game of Thrones* series.
COSTCO WHOLESALE	Increased average order value by **42%** by embedding time-sensitive images as well as various product videos.
SONY	Increased its "Fan Favorites" CTR by **300%** using countdown timers, videos, and real-time content in email.
Readers.com	Achieved a **12%** increase in conversion rates with time- and context-sensitive images.
DIRECTV	Using "tap-to-text" functionality enabled DirectTV to double Sunday Ticket sales and achieve a **157+%** increase in year-over-year subscription sales.
bareMinerals	Gained a **50%** increase in CTR for key email marketing campaign.
AAA	Adding weather forecasts to its emails led to a **10%** increase in CTR.
RentPath	LivePoll element improved duration of open by **36%** and a **78%** CTR.
EQUINOX	Created eight content blocks that updated in real time for each opener, achieving **100%** personalization for all club members with account data. Duration of open averaged 16 seconds for the email campaign.
AMPLIFY CREDIT UNION	Almost 300 prizes reserved with an immediate **30%** redemption on reservations, and the first-ever integration of the mobile channel with promotional efforts.