Automating Personalization
5 Ways to Scale Relevance in Your Email Marketing

LiVECLiCKER
The power of personalization

Email marketers face three escalating challenges:

1. Standing out in a crowded, noisy inbox
2. Meeting the growing consumer expectations without corresponding growth in resources
3. Scaling up compelling experiences to serve the entire subscriber list

The answer to all of these challenges is the automation of relevant, personalized engagement.

Marketers have unprecedented ability to make each email open a unique real-time experience—without a huge additional investment of time and budget. Increased relevance translates to a more engaging customer experience, greater brand affinity, and lasting loyalty.

Need some inspiration? See some of the tactics innovative brands are using to make their emails smarter and more relevant, and follow their examples to power up your own campaigns.
What’s inside

Trigger-Based Content 1
“Evergreen” Content 2
Open-Time Context 3
Interactive Elements 4
Cross-Channel Personalization 5
Upgrade your trigger-based emails

Take relevance and engagement to the next level in emails set to deploy at the activation of a specific trigger, like an upcoming birthday, a recent email subscription, or even a product delivery. These emails don’t need constant maintenance once set up; simply install the interactive personalization elements with an appropriate trigger and move on. Expand the scale of effort by saving content rules and utilizing them for all similar communications.
Location-specific information equips loyalty members with everything they need to know to plan their next visit.

Colorful animated graphic reflects brand’s lively, exciting tone.

Adaptive map reminds openers that their favorite Chuck E. Cheese’s destination is never far away.
LEGO

LEGO uses automated emails triggered by the ordering of a product online to build anticipation and keep customers informed—without having to click out of the email!

Live shipping information in email elements is updated in real time

Displaying all needed information here means openers are never lost to third-party delivery company pages
Chico’s has a friendly, personalized email set to deploy before customers’ birthdays.

Animated candle and timer add life and color to a celebratory message.

Even the timer is personalized to count down to the recipient’s birthday!
Use placeholders for “evergreen” content

Make every email open a new experience by inserting content that automatically updates over time. Embedding feeds that ‘scrape’ the latest content from your site, pulling recent social posts, or updating from live content feeds keeps emails fresh without the burden of manually swapping in new content yourself.
TOMS embeds a live feed from its Instagram account to create the opportunity for a new experience with every open.

An invitation for subscribers to submit and share their own user-generated content, with the opportunity of getting featured in social and email channels, increases engagement.
“EVERGREEN” CONTENT

BCBGeneration

BCBGeneration uses a slideshow with content scraped from its site's ‘Best Sellers.’

Colorful, engaging content sets the tone for what subscribers should expect, enticing opens of future emails.

Rotating images of “Our Most Popular” show new subscribers the latest in what’s hot right at the time of open so the welcome never gets old.
Adapt to open-time context

Customize your emails not just to the individual receiving them, but to the environment and context in which they’re opened. Factors like the time/place of open and current business inventory/pricing have a huge influence on what makes the most impactful content and offers. Implement adaptive elements capable of evolving in real time depending on open-time circumstances to deliver the most relevant possible experiences.
Humana

Humana used real-time pollen count data to let openers know what to expect when they step outside.

Live pollen level based on time and location of open

Hyper-relevant content is ready to serve subscribers in ‘High’ pollen level areas
Royal Caribbean

Royal Caribbean prevents confusion over pricing with real-time offers that update based on availability and current deals.

Offers reflexively update based on inventory and pricing so openers never see sold out or outdated deals

Elements dynamically match content to live offers on website to ensure 100% accuracy
Incite and respond to subscriber interaction

Include interactive elements to drive upfront engagement and provide a valuable new source of customer data! Use what you learn about your audience to automatically inform future personalization and content recommendation.
Cineplex automatically sends emails to account holders the day after they go see a movie.

Email is dynamically populated with the movie the recipient saw.

A simple poll prompts immediate engagement. Once answering the poll, the email features results from community responses.
Ulta Beauty invites subscribers to share their favorite skincare interests in a live poll.

Subscribers’ responses are used to modify follow-up emails with relevant content.
Connect experiences across channels

Extend your personalized email experiences beyond the inbox. Connect customized content to other digital channels and into the physical world for a seamless customer experience at every touchpoint.
LEGOLAND New York sent subscribers a live poll that displayed real-time results to voters and generated huge buzz before the park was even open!
Hertz included a dynamic map feature that reflexively updates to display real-time directions to the nearest pick-up location to the subscriber at the time of open.

An animated hero graphic adds life and energy to the email

Adaptive map features can respond to real-time location data when available, or use geographic prediction technology when not...
Stay relevant in a relevance-ruled world

Personalized, pertinent emails power brand-customer relationships and drive business results.

Leading brands use Liveclicker's advanced experiences to breathe new life into their emails with scalable personalization and automation. Learn how you can do the same!

Click Here to Request a Demo

Liveclicker is a global provider of real-time email personalization solutions for B2C marketers. Since the release of its VideoEmail platform in 2009, marketers have used Liveclicker to captivate consumers and drive program performance. Top brands such as Bloomberg, AT&T, MasterCard, Lowe's, Hertz and Samsung rely on the company's market-leading RealTime Email solution to deliver engaging, personalized messages simply and at scale. For more information visit www.liveclicker.com.