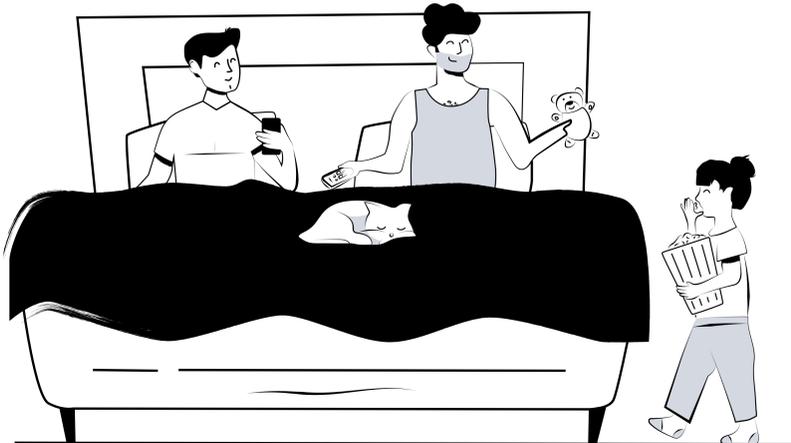


Audiences are turning to digital sources for entertainment: in-home data consumption is up

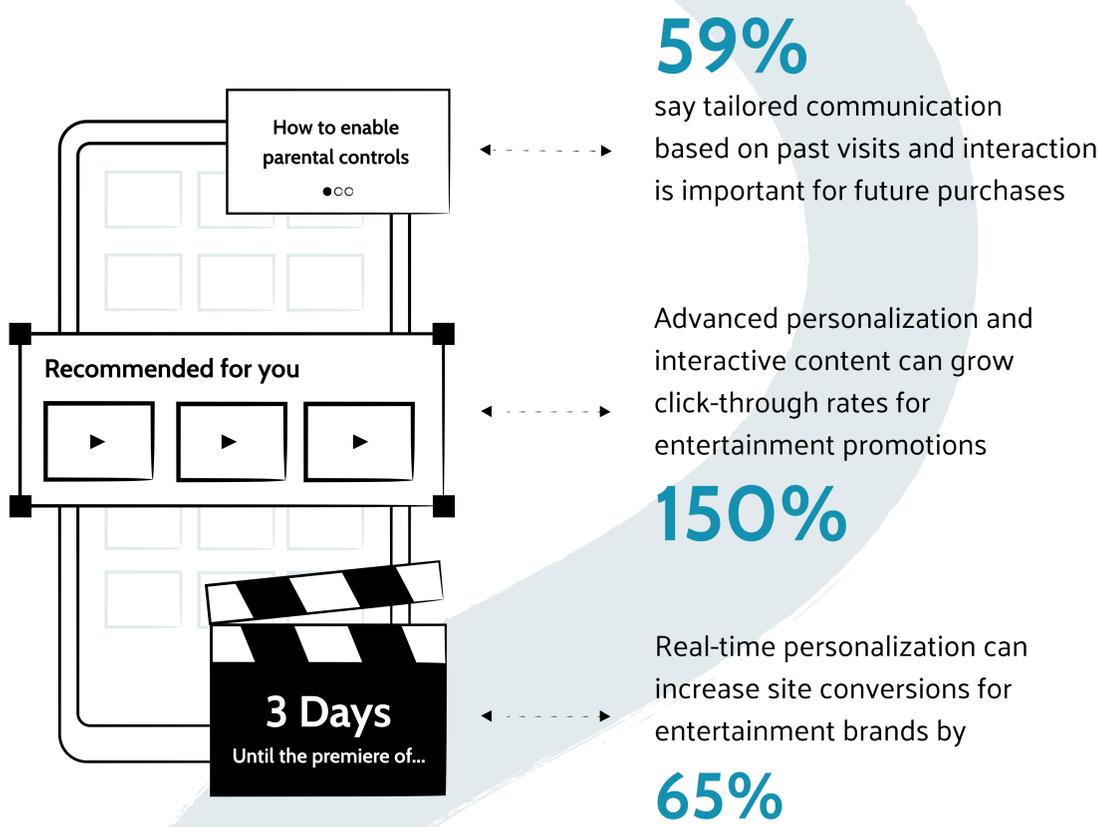
33%

Subscribers to digital subscription services with a superior customer experience are

2-3X more loyal



To retain eyeballs and entertain changing audiences, make it personal



Personalization is accessible and cost-effective with Liveclicker



7 minutes is all it takes

to start adding advanced personalization to your campaigns



\$20+ in ROI

Investments into advanced personalization can deliver marketers \$20+ in ROI

5 fast ways entertainment brands can use personalization

Easy wins that keep you essential



1. Get the flexibility to react and adapt to anything

The most effective, accurate message or offer can change over time. Use dynamic content you can adjust on the fly (even after you've pressed 'send') and keep your campaigns evergreen.



2. Make workflows smarter and free up much-needed resources

Designing and developing separate campaigns for every category of user and product is tedious and time consuming. Quickly scale up customized experiences for your entire audience by designing a single email that adapts to each individual's status so you can focus on being strategic and creative.



3. Bring the vibrance and energy of your content to the inbox

Give subscribers a taste of your programming and on-demand streaming content right in their emails. Embed captivating trailers, teasers, highlights, even entire short pieces or live streams to promote current and upcoming content.



4. Personalize based on past engagement - the easy way

Adapt content and product recommendations based on users' past browse history, content consumption habits, purchases and visits. Scale it easily with dynamic content blocks and adaptive images to create nearly endless versions of a single template.



5. Always give them a reason to tune in to your channel

A real-time news or programming feed to messages shows audiences what's playing on your channels at the moment they open your emails, and gives them a heads-up on what's coming up so they don't miss their favorite content.

Easy, efficient, effective personalization

Building experiences like these is fast and easy through the Liveclicker platform. Set them up in a matter of days and start driving results.

[Request Demo](#)