

## BOOST YOUR EMAIL ENGAGEMENT AND ROI

Email delivers the highest ROI of direct marketing channels - for every \$1 spent, the average return is \$40. Still, with consumer attention spans short and their inboxes getting more crowded, email marketers need to catch their customer's attention quickly - and keep it. How do you do that? By delivering a personalized experience targeted to the customer's context.

Movable Ink pioneered the concept and technology of delivering dynamic content in email in 2010. We offer a contextual experience engine that empowers marketers to connect with their customers as they move seamlessly between moments, places, and devices.

## OUR PRODUCT

### Personalization



Engage 1:1 with targeted content that's tailored to each and every one of your individual customers at the moment of open.

### Automation



Make your email production more efficient than you ever thought possible, with tools that automate your creation and coding processes.

### Optimization



Deliver your best-performing content mid-campaign - even after an email is in your customer's inbox, and analyze test results without waiting days or weeks.

### Innovation



Leverage innovative apps in email to stand out from the noise, including video, live polls or appointments, and your own custom apps.

## OUR TEAM

Meet your new secret weapon: Movable Ink's world-class Services Team. Our strategists work to understand your goals and customize programs tailored to who you are and how you'll use Movable Ink. Our extensive experience across verticals proves our cutting-edge thinking that moves our clients' bottom line.

## DRIVE EMAIL SUCCESS WITH LIVE CONTENT

-  **Drive traffic to brick and mortar locations** with local maps and real-time inventory.
-  **Showcase live offers** using dynamic web crops that change when your site does.
-  **Drive urgency around promotions** with time-targeted content and countdown timers; swap out expired offers to drive maximum revenue.
-  **Deliver device targeted content** to capitalize on high mobile engagement.
-  **Maximize engagement** with live social feeds, user-generated content, and deep linking into social apps.
-  **Customize the email experience** by integrating APIs and proprietary data feeds into email in real-time.

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Movable Ink is much more than a tool kit that keeps us relevant, it's our secret weapon. It helps us save time, answer questions, add insight, and, most importantly, it drives tangible business results and ROI. It's great to know that we're at the forefront of email technology and that the Movable Ink team is on hand to help us use the tool in new and exciting ways.

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## OVER 100 BILLION SERVED. AND COUNTING.

Movable Ink has been battle tested; we've delivered over 90 billion live content impressions and counting. More than 350 global brands are working with us to optimize and innovate on their email campaigns to drive ROI.























