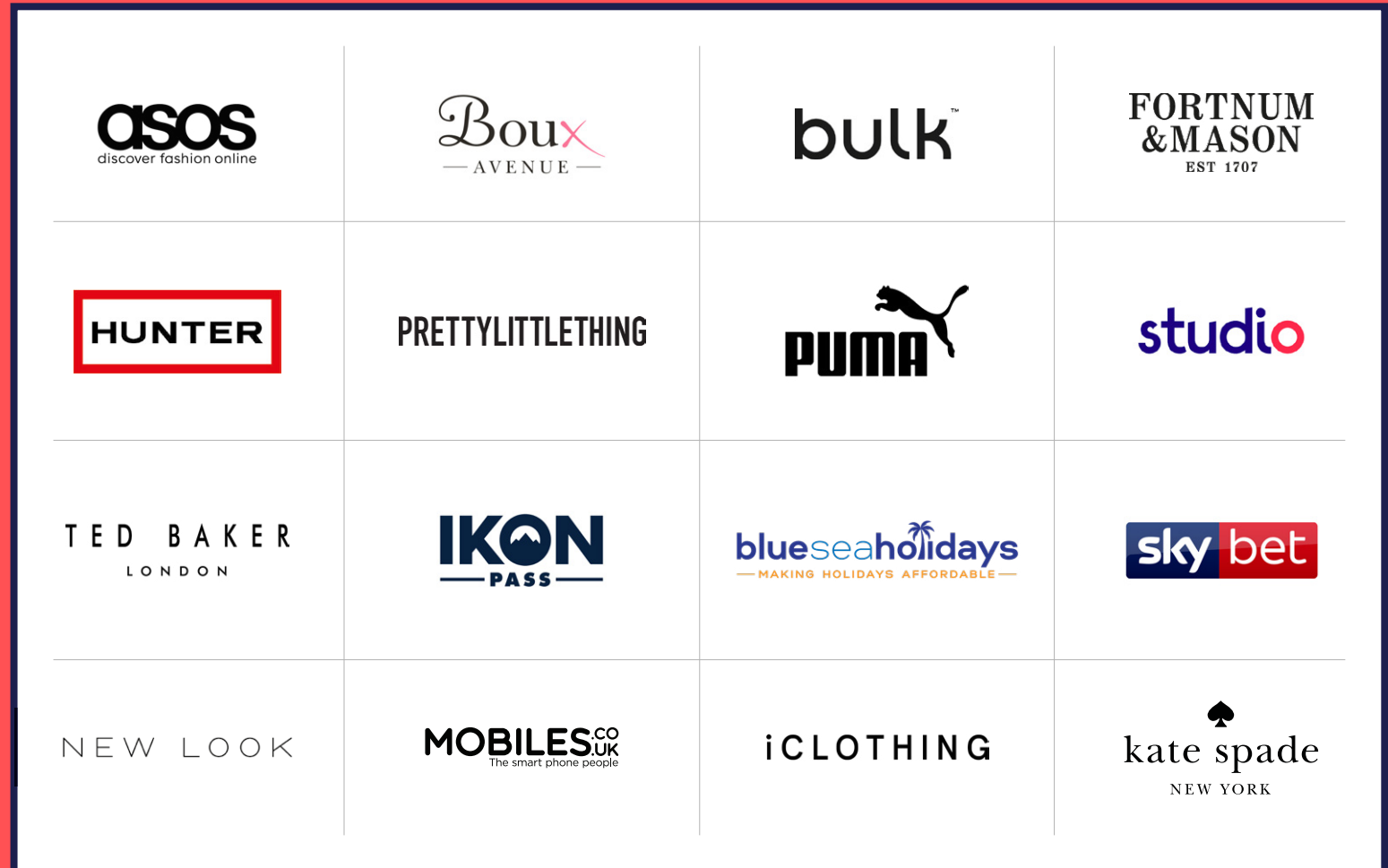# Best Emails
of 2020

A showcase of 2020's best email.

2020 was a challenging yet remarkable year for our industry. Email marketers worldwide were, and remain, incredibly agile, manoeuvring seamlessly to remote working whilst maintaining rigorous sending schedules and bolstering online sales. The skill, dedication and creativity of CRM and marketing teams has been a joy to witness. Out of challenging times has come mastery and success.

Each year we choose some of the most exceptional live email campaigns sent throughout the year to feature in our 'best of email' showcase. As digital transformations surged forwards, and more was required from the humble email, there's more exceptional examples than ever to choose from. We've curated this special collection of emails to showcase the skills of the teams that created them.

asos *discover fashion online*	Boux AVENUE	bulk	FORTNUM &MASON EST 1707
HUNTER	PRETTYLITTLETHING	PUMA	studio
TED BAKER LONDON	IKON PASS	blueseaholidays — MAKING HOLIDAYS AFFORDABLE —	sky bet
NEW LOOK	MOBILES.CO.UK The smart phone people	iCLOTHING	kate spade NEW YORK

Kickdynamic

Over 50 emamples from leading brands...

These micro-moments in email require no data – instead we recognize the device, operating system or location of email open and display the best content.

Device relevancy

Using Kickdynamic's operating system detection, brands can display the correct App download button for the device being used to view the email.

→

A perfect example for brands encouraging app downloads to support in-app bookings and paperless travel. The message is clear and the operating system specific call-to-action makes it easy for customers to download the right app for them.

#1

→
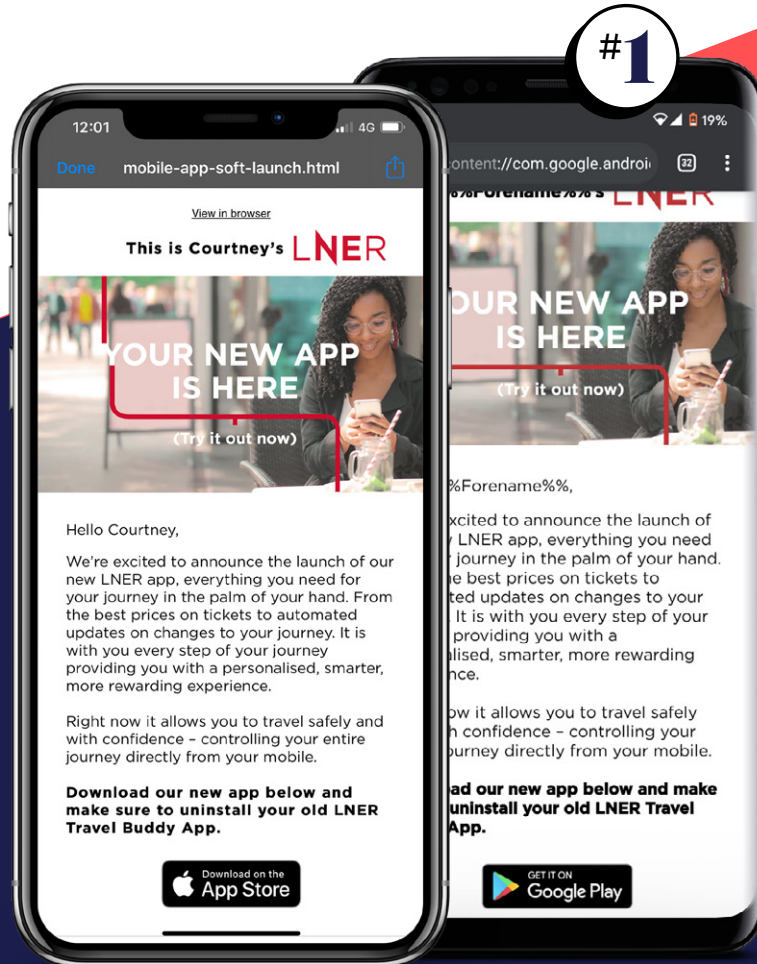
An enticing offer to encourage app shopping, supported by a device specific app store call-to-action. This is a clear, focused and effective email that encouraged openers to take action and download the Topshop app.
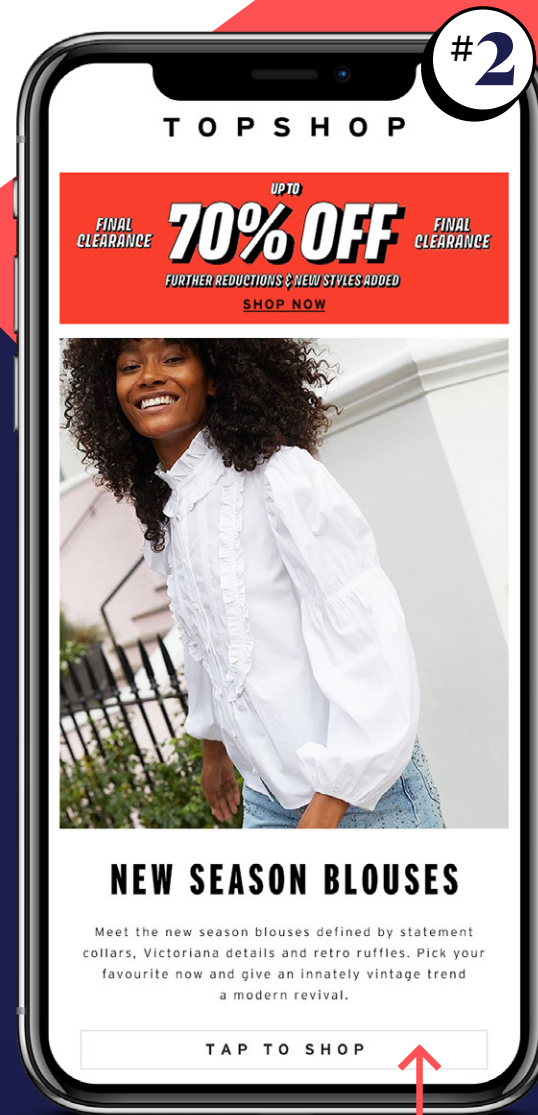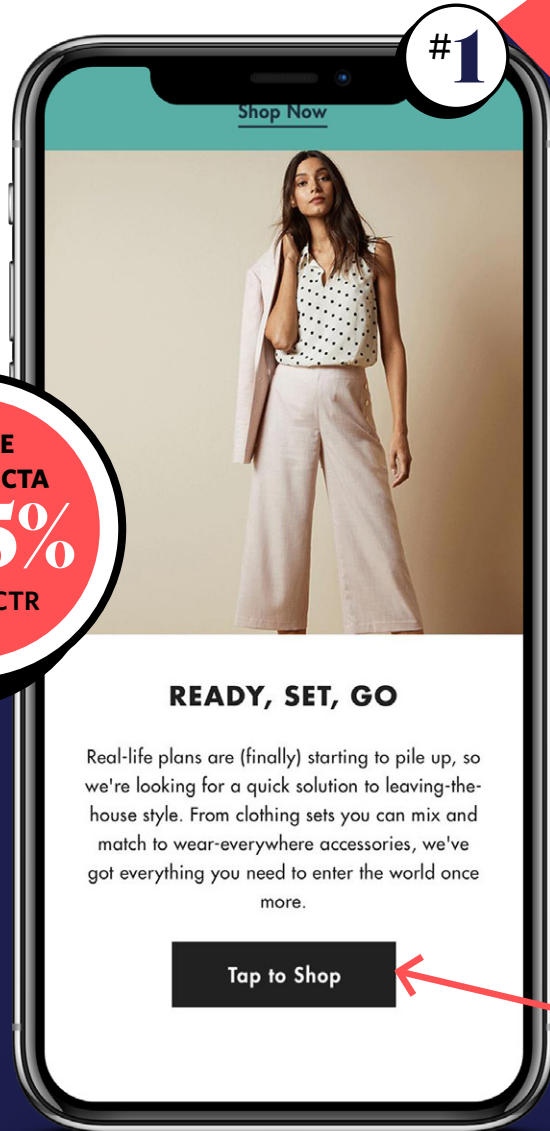
#2
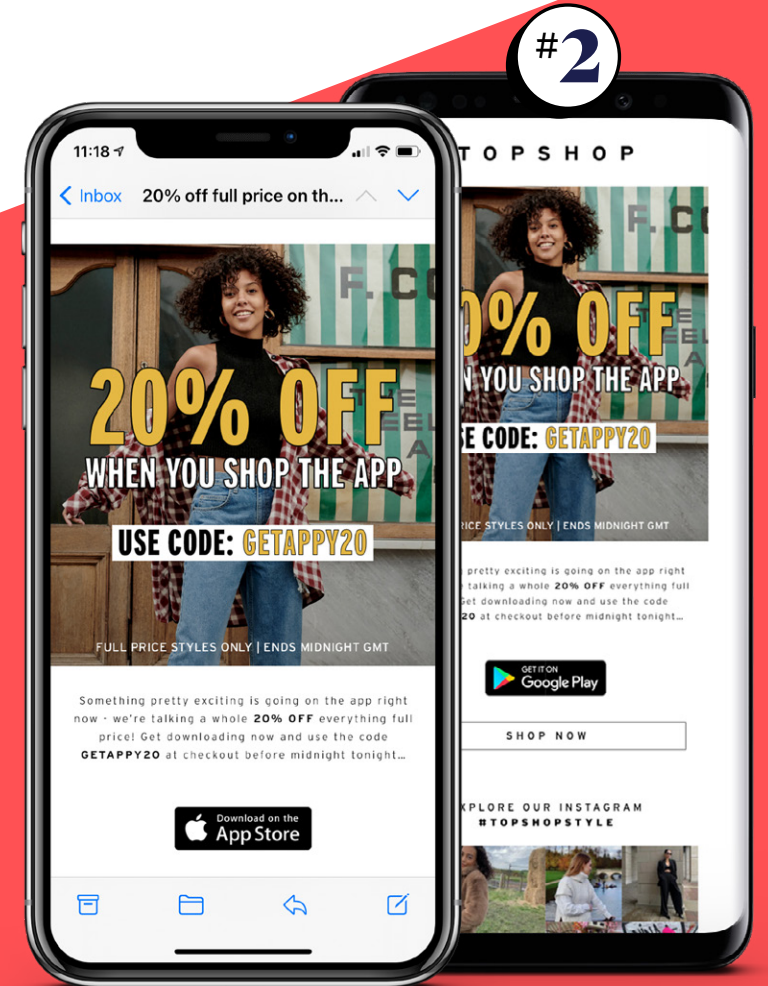
Perfect for brands that want to encourage their subscribers to download their app! We love these two emails that put the app download front and center. This logic can be just as powerful in banners or even in the footer.

Device targeting

Displaying the right call-to-action button for the device used to view an email encourages more clicks. 'Tap' messaging for mobile openers increases mobile clicks compared to using a standard call-to-action geared towards desktop openers.
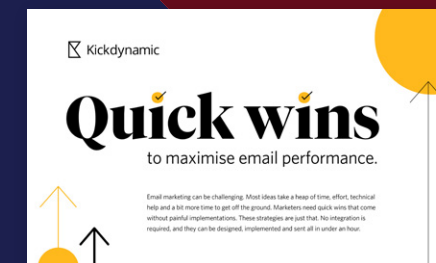
"Personalizing content on open without the need for CRM data is an easy way to make email content feel that bit more relevant to each opener. Contextual content is easy to insert into any campaign and can be used time and time again. These emails are excellent examples."

Matt Hayes, Kickdynamic CEO

#1

Shop Now

READY, SET, GO

Real-life plans are (finally) starting to pile up, so we're looking for a quick solution to leaving-the-house style. From clothing sets you can mix and match to wear-everywhere accessories, we've got everything you need to enter the world once more.

Tap to Shop

#2

TOPSHOP

UP TO
70% OFF
FINAL CLEARANCE — FURTHER REDUCTIONS & NEW STYLES ADDED — FINAL CLEARANCE
SHOP NOW

NEW SEASON BLOUSES

Meet the new season blouses defined by statement collars, Victoriana details and retro ruffles. Pick your favourite now and give an innately vintage trend a modern revival.

TAP TO SHOP

DEVICE SPECIFIC CTA
11.5%
uplift in CTR

Expect to see an 8-15% increase in mobile engagement with device relevant CTAs

TAP TO SHOP

Eureka!

For more ideas, download our
'Quick wins' **guide...**

Kickdynamic
Quick wins
to maximise email performance.

Location

For retailers focused on supporting physical stores, a nearest store map that displays the closest stores to the open location is a powerful addition to email.
Upon click, the native map app launches and the recipient has directions to the store closest to them! We love these examples for making the stores the star of the show.

Weather

Weather targeted content is great for those sending to large territories with varying weather conditions, or to add even more relevancy to an email. Forecasts encourage shopping for the weather, and provide useful information for the opener at the same time. Here's our favourite emails...

54%

increase in orders from weather-targeted sends

When it was chilly, products suitable for the cold weather were displayed.

→

Fashion and forecasts go hand in hand. This email from Topshop featured a live multi-day forecast alongside weather relevant products. We also loved the first name personalization on the call to action to give the email that little bit of extra wow factor!

#1

When vacations were put on hold, Studio.co.uk created this brilliant email with everything recipients needed for the perfect staycation. The email contained a live 4 day weather forecast for where the email was opened. They couldn't promise perfect weather for the staycation but the email itself was pretty perfect!

#2

"The weather feeds add an extra dimension to the emails and make the content extra relevant to the customers, we had lots of staff amazed at how this worked so I'm sure the customers were just as impressed!"

Lucy Shephard
CRM Manager

#3

ABOVE 20°C

PRETTYLITTLETHING
NEW IN | DRESSES | SALE

40% OFF EVERYTHING*
CODE: PROMO40
CLAIM IT NOW

GET 60% OFF YOUR FIRST APP ORDER WITH APP60 - TAP TO DOWNLOAD
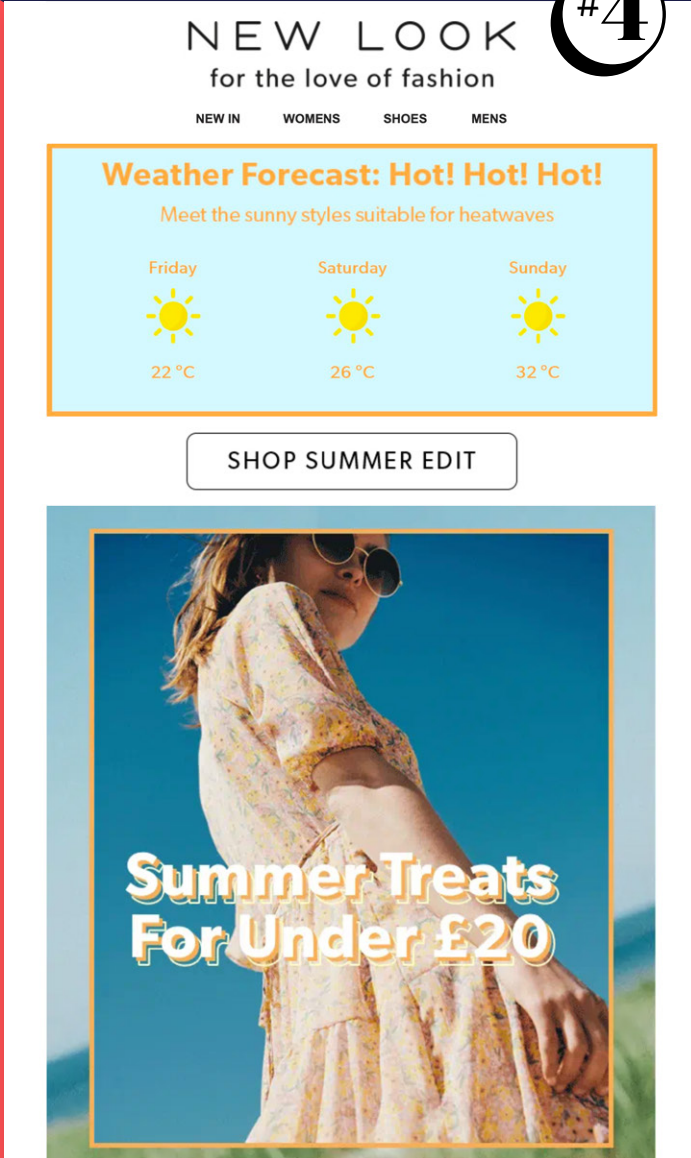
THE DRESSES YOU NEED

From 1 HTML, PrettyLittleThing displayed different email content based on the weather where the email was opened, ensuring the content was relevant for their customers wherever they opened!

69% more clicks
102% uplift over non weather targeted version

"We wanted an easy solution to make content relevant to every customer based on the weather where they open. In hotter climates we show popular summer categories and when it's cooler we show popular winter categories. The hero image displayed is based on the temperature too. By showing weather specific content, we recorded a huge increase in clicks."

**Olivia Shanu-Wilson
Senior CRM Executive**

BELOW 20°C

PRETTYLITTLETHING
NEW IN | DRESSES | SALE

40% OFF EVERYTHING*
CODE: PROMO40
CLAIM IT NOW

60% OFF YOUR FIRST APP ORDER WITH APP60 - TAP TO DOWNLOAD

THE DRESSES YOU NEED

Whatever the weather, we've got the dress for you. If it's heatin' up and you want to show a little more skin or if you wanna layer up that staple shirt dress with your fave knit - shop the dresses you need RN.

SHOP DRESSES

DRESSES | **LONG SLEEVE DRESSES**

#4

NEW LOOK
for the love of fashion

NEW IN   WOMENS   SHOES   MENS

Weather Forecast: Hot! Hot! Hot!
Meet the sunny styles suitable for heatwaves

Friday	Saturday	Sunday
22 °C	26 °C	32 °C

SHOP SUMMER EDIT

Summer Treats For Under £20

From sunshine shades to ice-cream hues, we're serving all the summer treats you'll be (totally) obsessed

SHOP SUMMER EDIT

The hero of this email was a 3-day live weather forecast built using custom icons and an attractive, summery colour palette. This gorgeous summer edit email was perfect to launch the summer collection and to make the most of the sunny weather!

"The weather targeting feature is a great way to create engaging content which is very relevant at the time of opening the email, making sure customers have the latest styles no matter what the weather!"

Zoe Bruton, CRM Loyalty Assistant, New Look

Pssst!

There's loads of data and options to chose from when displaying live weather information. Feels like temperature, UV index, wind direction and speed are all popular inclusions.

YOUR LOCAL UV INDEX IS **8**

YOUR LOCAL TEMPERATURE IS **22°C**

Countdown timers.

Timers are a tried, tested and loved tool for email marketers. Timers are used for everything from countdowns to webinars to the end of Black Friday. As a powerful visual tool, timers build anticipation and encourage action. They can look pretty snazzy too. Here's some of our 2020 favourites...

#1
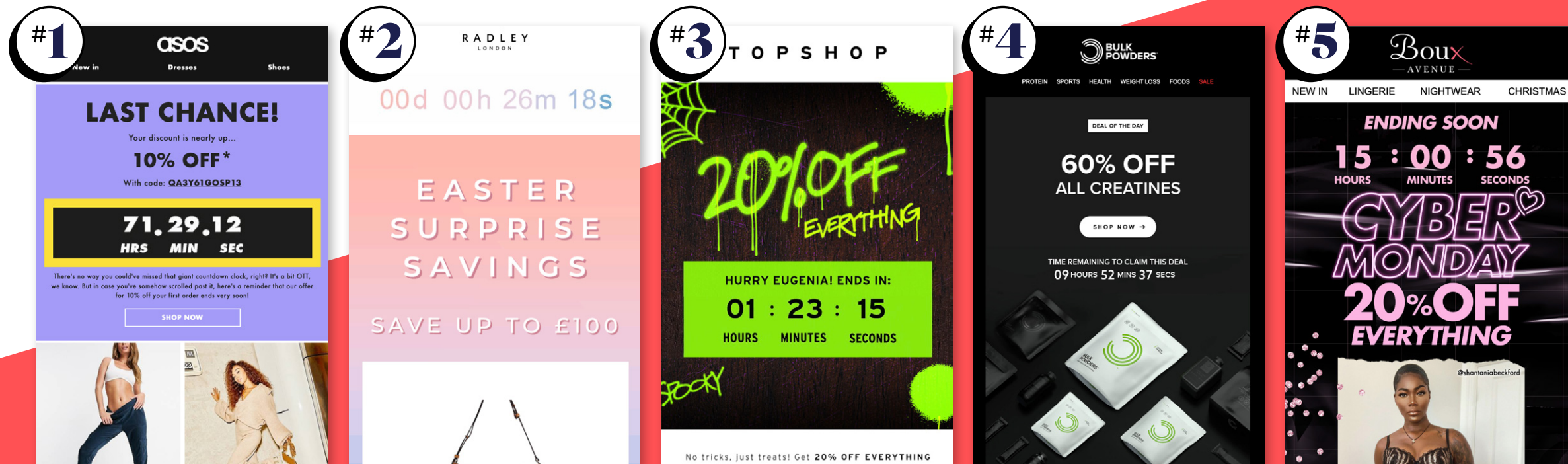
↑ Timers in triggers prompt openers to take action. In this triggered email the countdown timer is the hero. We particularly loved the cheeky messaging referencing the timer.

#2

↑ This colour fade timer is everything! We loved the use of colour which was totally in keeping with the rest of the email. Timers are typically one colour so this really caught our eye!

#3

↑ This garishly green countdown timer certainly packed a Halloween punch, particularly when paired with first name image personalization and bold messaging.

#4

↑ The clear messaging of the time remaining to claim the 'deal of the day' bagged bulk™ a spot in the top 5! We also love the dark, monochrome style and stripped back design.

#5

↑ Go bold or go home. This pretty pink timer certainly packed a punch. Clear messaging, integrated design and perfect positioning. We loved this timer that switched out to a winback message when it hit 00:00:00 - a great way to encourage clicks even when the offer is over!

8

Customer feedback

"Timers are great for creating urgency and driving click throughs, especially for limited-time-only deals. The ease of setting these up has meant that they're in every 'Deal of the day' email we send."

Emily Brown, Senior CRM Executive

"We continue to see a strong uplift in CTR and conversion every time we use timers on key promotions to drive urgency. They're now a key part of our email strategy!"

Natasha Henson, Digital Marketing Manager

16 Days Until December 25

Pssst!

Timers don't have to always contain days/hours/minutes/seconds. Check out this simple example counting down the days until Christmas.

Customer Results

29% increase in revenue
20% increase in AOV

Timed content

Changing content in an email after it has been sent skyrockets engagement in the inbox. Open and click through rates surge as customers re-open to see the latest content, offers or deals. Timed offers or daily deals are strong strategies to keep customers opening...

MOST IMPRESSIVE ECOMMERCE CAMPAIGN
Dotties 2020

#1

This Ted Baker email changed multiple times over a few days. Customers loved it and kept coming back for more. The results were fantastic!

#2

New Look showcased daily deals in the lead up to Black Friday. They sent a daily email which updated at midnight to show the deal for the next day. The timer showed how long left to shop the current deal.

Customer Results

25% increase in total opens
180% more orders vs. control
Over 190% more revenue vs. control
26% increase in revenue

To build anticipation for Black Friday, the team at Topman sent out an early access Black Friday email with the content 'locked'. The following morning the content unlocked when the deals went live. Customers rushed back to re-open the email the next morning.
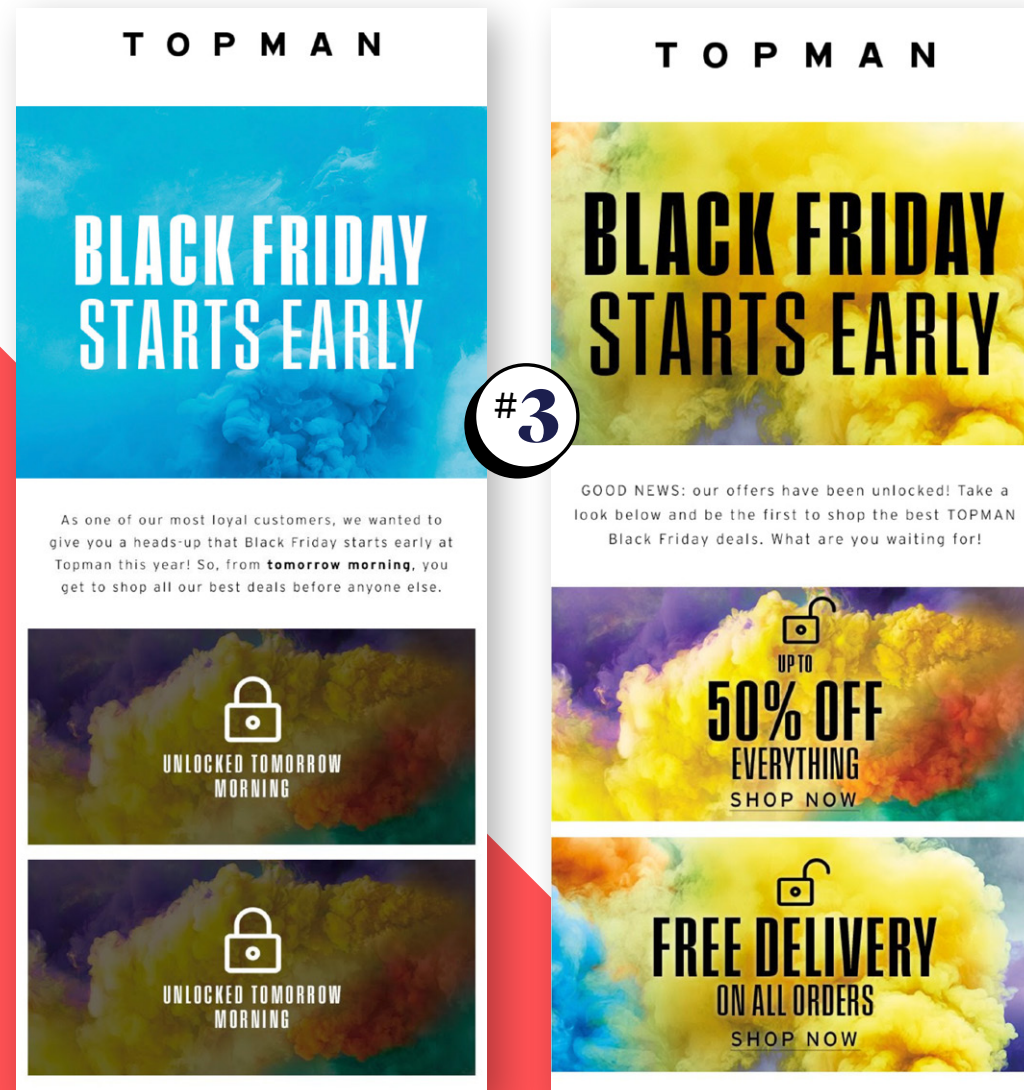
#3

Social signals

Social signals are relatively new in the inbox but they are fast becoming a popular feature! Displaying the live engagement on a section of an email adds real social proof to email content and encourages more openers to click through. Subscribers love social signals - proven by consistently higher click through and conversion rates.

#1

We loved the addition of social signals to elevate this Christmas email from Fortnum & Mason. Famous for their delicious food, Fortnum & Mason asked their customers to vote for their favourite: chocolate or cheese? A difficult choice but an outstanding email!
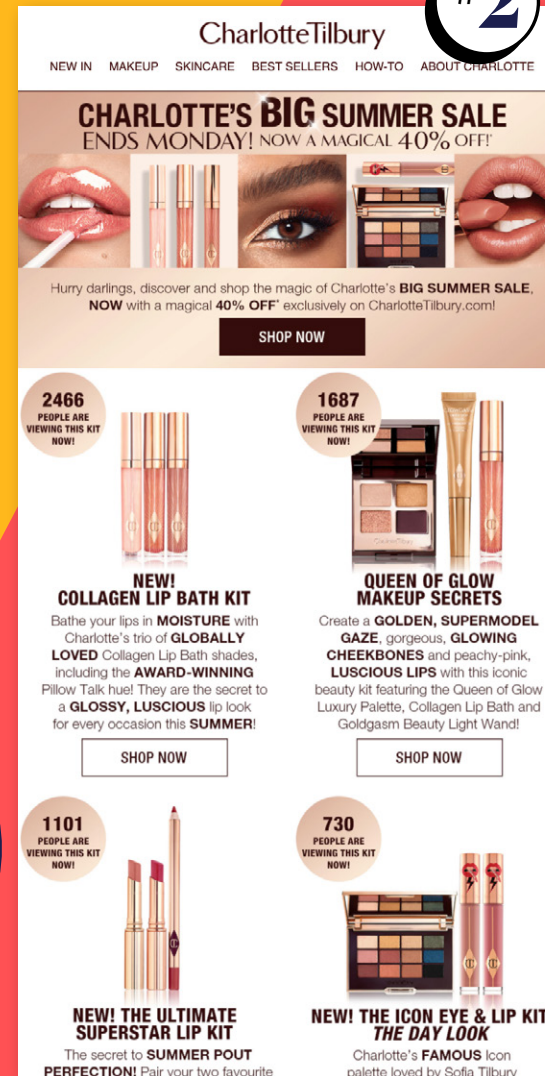
"Social Signals were implemented into our email strategy as a way to increase customer engagement, CTR, and as a way to stay relevant in the most efficient way possible. Really excited to see where strategies like this will take our emails in 2021."
Jenny Farrar, Email Marketing Manager, Fortnum & Mason

81.4%
increase in clicks on the hero image(s) compared to the following days' email

84.5%
increase in clicks on the hero image(s) compared to the following Tuesday's email

#2

The fabulous Charlotte Tilbury included social signals over products in their big summer sale email. The number of clicks on each product updated live at every open. We particularly loved the rose gold design and that the products further down the email had a high number of clicks.

I love this email - it's got the real wow factor. Not only does it look great, the engagement is fantastic too. I love it when their emails land in my inbox. I'm such a fan of this brand!"

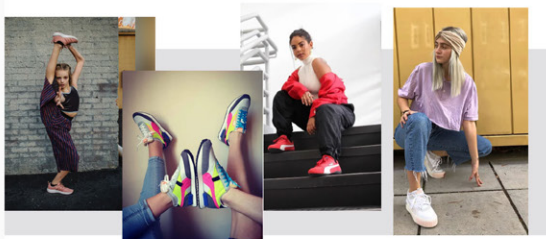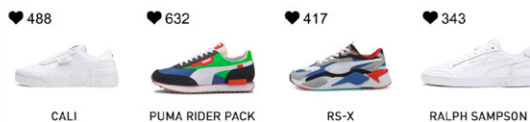**Jordan Sawyer, Head of Account Management, Kickdynamic**

#3
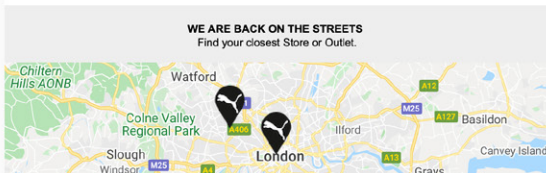
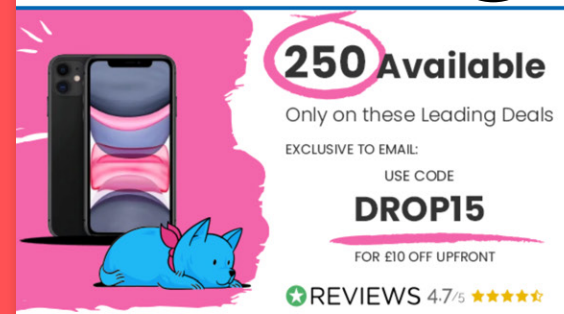PUMA invited customers to vote for their favourite classic sneaker and the number of likes for each product updated live. We loved the social feel of this email with the heart icon next to the number of votes!

"The social signal email was the first of a number of collaborations we've done with Kickdynamic this year. Through our A/B testing, we can see that all of our collaborations have led to a noticeable increase in customer engagement, but we were particularly happy with this one as we and other customers could see the engagement levels increasing in real time, and we were able to generate some real buzz from it. Definitely looking forward to continuing the partnership in 2021."

David Witts
Online Marketing Manager
**eCommerce Europe**

#4

Mobiles.co.uk overlay the live 'Customer's clicked' count over products showcased in the email. This adds lie social proofing to their emails and encourages customers to click.

Customers Clicked **466**

Customer
Results

25% increase in total opens
180% more orders vs. control
Over 190% more revenue vs. control
26% increase in revenue

#5

Back By Popular Demand
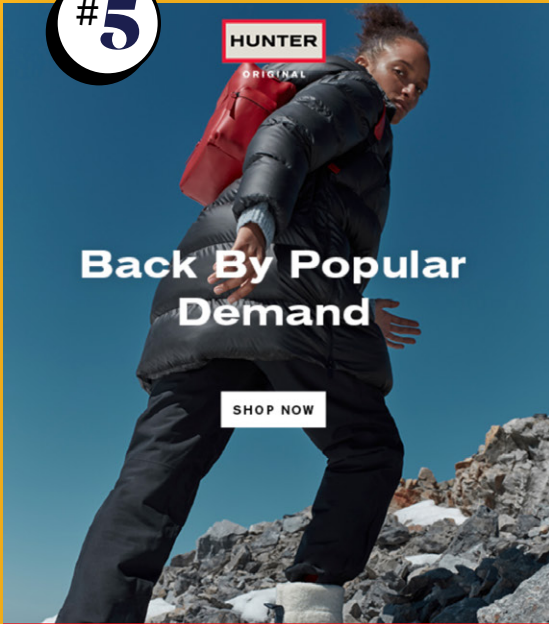
SHOP NOW

Go beyond the lounge(wear) with our latest cold weather arrivals: our puffer jackets, boots and more.

SHOP NOW

Exclusive to the UK, these puffer jackets sold out in record time last year, so grab them while you can.

326 People Are Currently Browsing This Product

88 People Are Currently Browsing This Product

Men's Original Insulated Sherpa Shoe

60 People Are Currently Browsing This Product

Women's Original Play Tall Nebula Wellington Boots

Original I

Products featured in this email sold out in record time when they were released initially. In this 'Back by Popular Demand' email, popular products were featured with live click counts overlaid.

"

Live content has helped us add more urgency to our emails and made our emails more interactive. It has been great to see customer feedback instantly through polls and social signals."

Maria Figueiredo, Email Marketing Coordinator

HUNTER **Results**

26%
increase in clicks

79%
increase in orders

94%
increase in revenue

The **power** of social signals in the inbox.

DOWNLOAD CASE STUDY

Live polls

Live polls are a much loved, engaging feature in the inbox. As subscribers open and click through, the votes update live. Lots of recipients re-open to see the poll results.

#1

WHAT'S YOUR FAVOURITE?

So far this year we've brought you 20 new products, which one did you love the most? Let us know by voting below...

COMPLETE DAILY NOOTROPIC	VEGAN PROTEIN CHOCOLATE BUTTONS
VOTE NOW →	VOTE NOW →
20% voted	14% voted

PROTEIN FLAPJACKS IN TRIPLE CHOCOLATE & LEMON DRIZZLE	PISTACHIO ICE CREAM FLAVOUR
VOTE NOW →	VOTE NOW →
14% voted	21% voted

←

This live poll takes the crown for our favourite of the year. We loved that bulk™ used polls to collect feedback from their customers about products they launched in 2020. It's a great way to collect data and understand what customers are loving.

❝

Using live polling is a quick and easy way to give our emails a new dimension, it takes customer engagement to the next level. It allows us to use customer responses to make our emails even more personalized"

bulk™

#2

kate spade
NEW YORK

FREE SHIPPING ON ORDERS OVER £100

cherry-pick your favorite.
(see what others picked, too.)

we embroidered cherries on these new spade flower jacquard bags.

holds a bunch.

PICK THIS

54% of votes

♠♠♠♠♠ ♠♠♠♠

fits a heaping handful.

"We increased CTR using the poll in email 1 and then had a bigger pool of engaged people to send a targeted, click-based follow up to. This was a great strategy that really worked!"

❝

Anna Hobson, Performance Marketing Manager

←

This fruity themed email contained a live poll, asking recipients to vote for their favourite bag. The numerical percentages and the spade bar updated live to reflect the live vote result. The design was a hit with us!

Find out how Kate Spade use live polls to drive revenue...

kate spade
CASE STUDY

What would you like this Black Friday?

84% INCREASE IN CTR

BLACK FRIDAY event

enjoy 30% off everything*

CASE STUDY

#3

Hi
There's £2.45 waiting for you!
Support a local cause today →
That's your account on 16/12/20

Merry Christmas
From your Co-op

What's best to leave out for Santa tomorrow night?

Santa and Rudolph love a Christmas treat and there's only one more sleep to go, so we want to settle this — what's best to give them as a pick-me-up for the long night ahead? Cast your vote below now!

What's Santa's favourite?

54% PICKED THIS

46% PICKED THIS

↑ This Christmas themed live poll, sent just before Christmas Eve, invited recipients to vote for Santa's best pick-me-up for his long night ahead. It was close, but 54% voted for milk and cookies! This fun poll was designed to encourage engagement at a key time for last minute purchases. The results will help refine content in the future.

#4

NEW LOOK
for the love of fashion

NEW IN   WOMENS   SHOES   MENS

Ready To Double Up?

Does-it-all denim or a shoe-cation? Vote on the offer you're most excited about for some inspiration…

Buy 1, Get 1 Half Price Jeans

Buy 1, Get 1 Half Price Shoes

CHOOSE THIS

CHOOSE THIS

33% chose this!

67% chose this!

DAILY INSPIRATION

↑ We loved this dual option poll that asked recipients which offer they were most excited about. Once clicked, an email was immediately triggered containing the offer and products from the category they voted for. A great strategy to increase engagement and collect data for real-time use!

#5

studio

GO ALL IN THIS CHRISTMAS WITH STUDIO!

It's the most wonderful time of the year… Well, almost. Whether you love getting festive early or you say 'Bah Humbug' to the idea of Christmas shopping while the sun's still shining, our Christmas range is online now for you to get ahead with your Christmas list. Ho, ho, ho!

Get ahead this Christmas

IS IT TOO EARLY TO START THINKING ABOUT CHRISTMAS?

Click below and have your say…

Yes

No it's never too early!

14% AGREE WITH YOU!

86% AGREE WITH YOU!

←

Even if you love Christmas, you might not love it in August. We liked this Christmas themed email (yes, it was sent in August!) that asked recipients to vote on whether they felt it was too early to start thinking about Christmas. An astounding 86% of recipients voted it wasn't too early!

"After such a good response to our first Christmas poll (is it too early for Christmas?) we used polls as a key feature across our Christmas campaigns to find out how our customers 'do' Christmas. We used the poll data in the email we sent on Christmas day to provide a roundup on how our customers would be spending their Christmas which was a nice touch."

Lucy Shephard
CRM Manager

16

Industry spotlight
Travel polls

→

When the pandemic hit it was incredibly tough for travel companies. Blue Sea Holidays needed to stay in touch with their subscribers even when they weren't selling any holidays. We loved this email that addressed the global pandemic and asked recipients where they wanted to go when they were able to travel again.

#1

#2

←

When the mountains were closed, Ikon Pass added a live poll to encourage recipients to keep engaging with their email. Recipients were asked to vote for their favourite time to shed - we love a powder day too!

"This poll was executed shortly after the impacts of COVID left many companies uncertain about how to navigate a balance of pushing sales while still being empathetic to customers. Though this was during a normally heavy sales period for our company, we altered our email strategy, introducing the poll to offer a more balanced approach of positive, engaging content with softer sales messaging. We wanted to make the recipients reminisce about the mountains and look forward to the good times ahead. The poll was sent as part of a larger campaign that proved successful at driving email engagement and we were able to gain valuable insights that informed our future email strategies and campaigns."
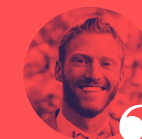
" **Tim Husar, CRM Specialist**

17

Personalized images

Add a some eye-catching wow factor to your emails using CRM data to personalize images.

→

This cool, product personalization deserves top spot for personalized image of the year. We loved the first name personalization over the rucksack in the hero image - a lovely addition to this back to school email.

"Back to school campaigns can fill up a parent's inbox at certain times of year, thoughtful touches like this personalized image from Studio really helps email marketers cut through the noise, I love it!"

Henry Ross,
Sales Manager,
Kickdynamic

#1

studio

BACK TO SCHOOL

Harry
EST 2013

TIME FOR SCHOOL!

The kids are finally heading back to school, so let's get them set for the classroom. We've got tonnes of super smart savings from uniforms to classroom essentials...

Only £9.99

£4.99 £2.99

David

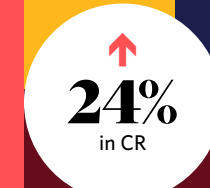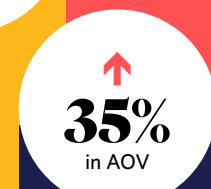Only £2.49

LOOK THE PART...

→

Dedicated football fans love the opportunity to create custom football jerseys of their favourite football teams. We loved that PUMA brought this to life in the inbox; they displayed the recipient's first name over a football shirt in the hero of this email.
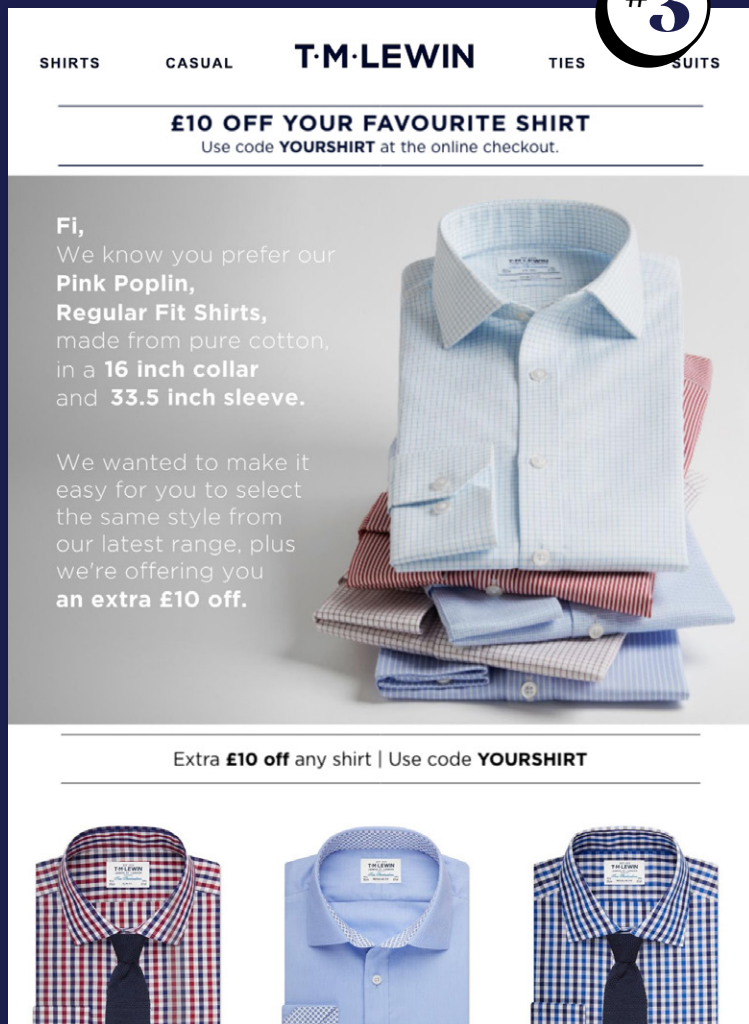
CUSTOMER RESULTS

360% in CTR

35% in AOV

24% in CR

#2

PUMA

DAMEN   HERREN   KINDER   SALE   KOLL...

YOUR NAME 99   CRISTHIAN 99   YOUR NAME 99

KOSTENLOSE PERSONALISIERUNG

Personalisierte Geschenke für echte Fans

SHOP PERSONALISIERTE TRIKOTS

18

#3

SHIRTS   CASUAL   T·M·LEWIN   TIES   SUITS

£10 OFF YOUR FAVOURITE SHIRT
Use code **YOURSHIRT** at the online checkout.

Fi,
We know you prefer our **Pink Poplin, Regular Fit Shirts,** made from pure cotton, in a **16 inch** collar and **33.5 inch sleeve.**

We wanted to make it easy for you to select the same style from our latest range, plus we're offering you **an extra £10 off.**

Extra **£10 off** any shirt | Use code **YOURSHIRT**

#4

iCLOTHING

NICE TO *MEET YOU* EUGÉNIA

As a little thank you for signing up :)

Enjoy **10% OFF** your next purchase

USE CODE:

#5

PRETTYLITTLETHING

NEW IN | LOUNGEWEAR | SALE

HAPPY HOLIDAYS AMY
love
PRETTYLITTLETHING

↑ We love a good story email! This email from the folks at T.M. Lewin used customer data including first name and previous purchase information (style preference, size and sleeve length) and overlaid it over the hero creative to provide a perfectly personalized experience in the inbox.

↑ We loved this great, big nice to meet you in iClothing's first welcome email. The perfectly branded personalization integrates seamlessly into this colourful design.

↑ This pretty, pink personalized email was the perfect email to land in our inbox at Christmas. The greeting card style gave us all the festive feels!
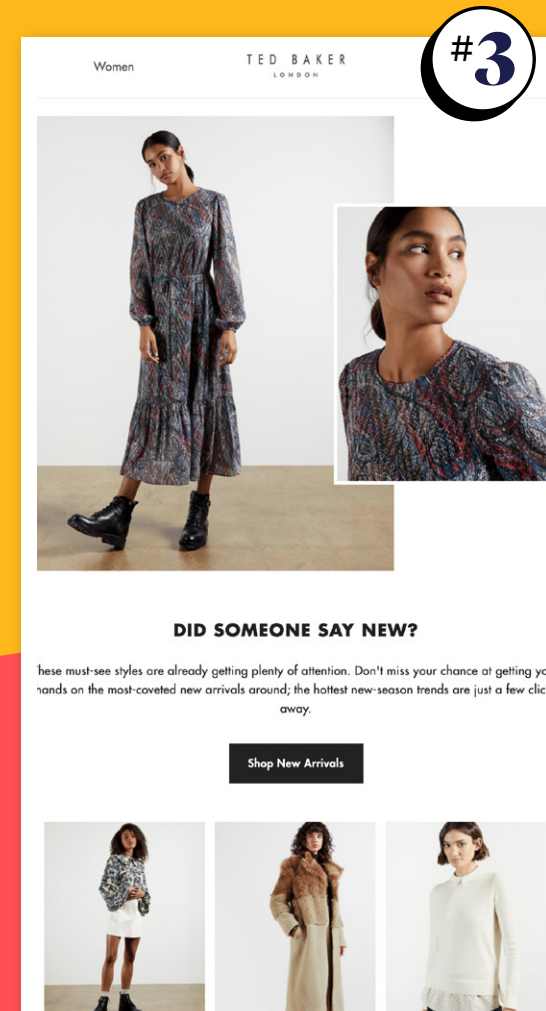
Automation

Automating and personalizing email content shouldn't be a challenge. Using existing technology such as product feeds and CRM data, marketers can easily achieve personalized emails without having to do any heavy lifting (or hours of coding!). The following emails contain content that's powered using feeds (Google Shopping feeds, .csv files, XML or json API). Automated content can be pixel perfect and can easily be combined with CRM data to personalize at scale.

#1
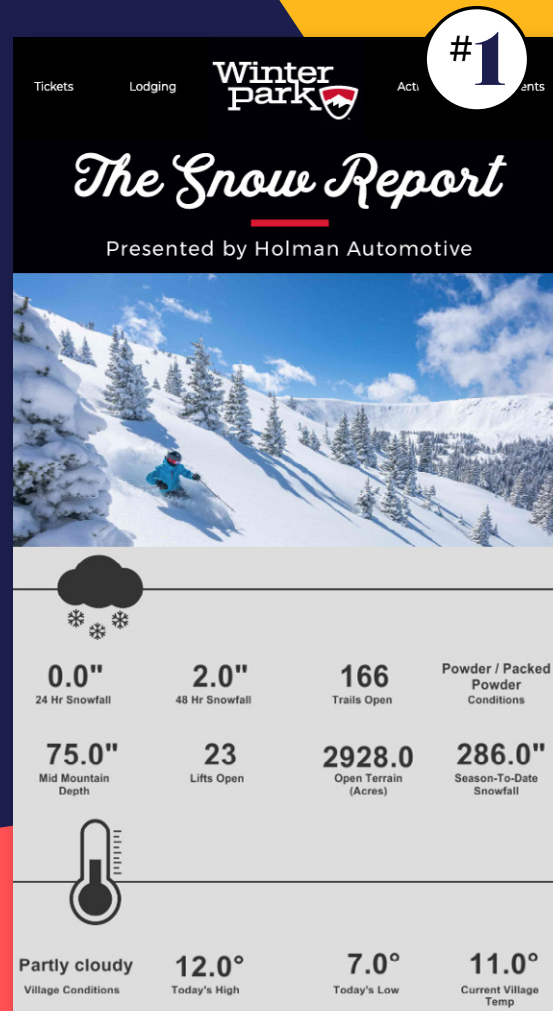
↑ Live snow report

This fully automated email gives openers all the latest information they need before heading out to ski. API powered, it featured the latest weather and snow reports alongside live info from the mountain including the number of lifts open. An exemplary example of email automation in action; set up once and sent daily without needing to be touched.

#2

↑ Stock levels

This sale email from Kate Spade contained the latest sale products from their Google Shopping Feed. Stock levels were pulled through live and data driven visibility layers were displayed based on stock number, when stock dipped below a set number an 'almost gone' badge appeared.

#3

↑ Live new-in

The latest Ted Baker products featured in this 'new in' email at every open. As the products update in the feed, the email automatically updated too. Stock levels and availability were also considered. This is a great solution for teams wanting to be more efficient, replacing manual processes with automation.

Personalization using CRM data

Moving beyond basic segmentation, these brands have delivered personalized content to each recipient based on their stated individual preferences, previous browse behaviour or purchase data.

Removing the need to manually build lots of HTML variants is a must for busy CRM teams. This email is an excellent example of automating personalization - the CRM data and Kickdynamic are doing the heavy lifting. It's possible to generate unlimited email variations from one HTML. Magic.

Jess Horn, Account Manager, Kickdynamic

Automated Personalization

This Buzz Bingo email is our favourite personalized email. The hero image was personalized to the recipient's birth stone based on their month of birth collected at sign up. The CRM data was merged into the Kickdynamic tag at send time and the email automatically displayed the correct image for a personalized, relevant experience. We love this email for it's simple setup; from 1 HTML, 13 different versions of the email were generated (one for each month plus a default for those they didn't have the data for).

#1
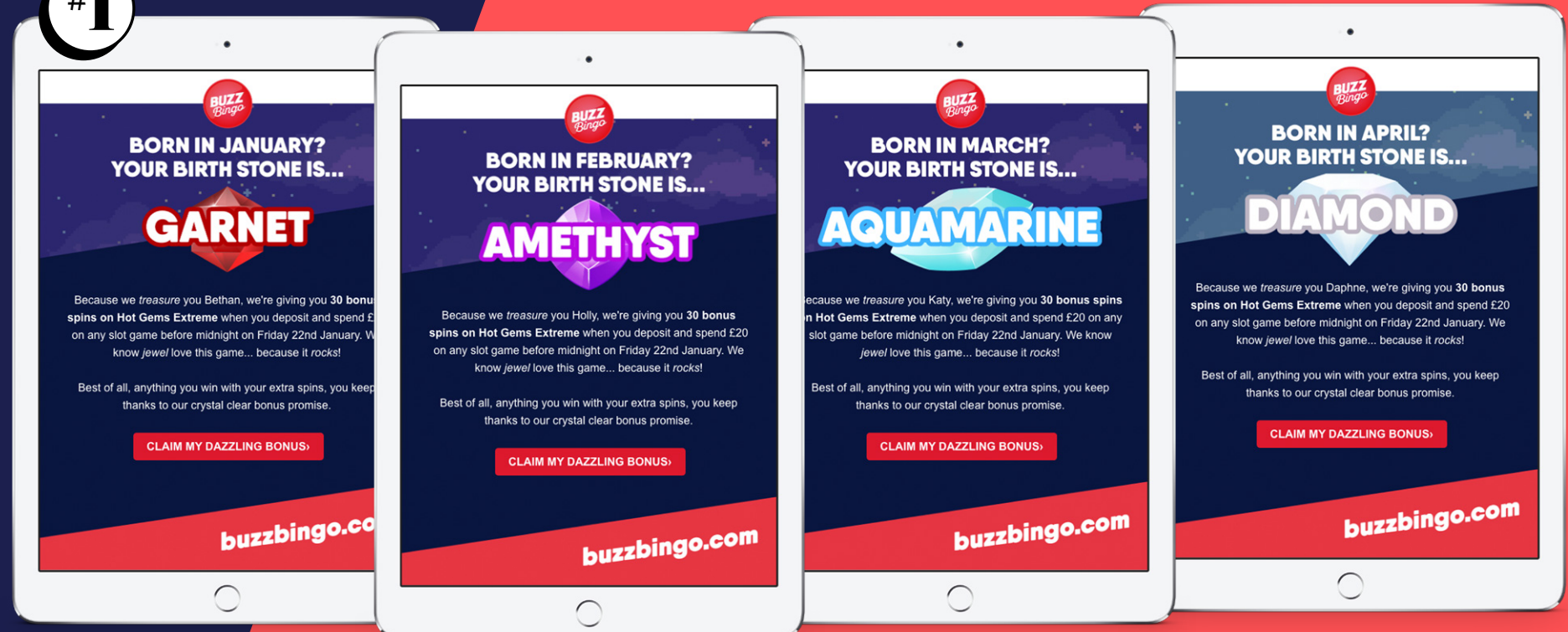
The latest travel information

→

To ensure those that needed to travel during the pandemic had all the information they needed, Blue Sea Holidays created this fully personalized pre-travel email. The email had many different variations all powered by CRM data. As the email was live, Blue Sea Holidays were able to update the content at any point.

Result!

70% open rate

"This campaign was vital for those travelling immediately after the initial travel restrictions were lifted. Travellers were anxious and had lots of questions so we needed an email tailored to each traveller considering their departure airport, airline and the destination country. The email had to contain accurate information and we needed to be able to update the content live at a moment's notice. Using Kickdynamic, a csv file and CRM data we were able to easily mix and match all the current information from the different airlines and countries and automatically display it in one email. The level of personalization we achieved would have been impossible if we had to manually create the email. We would have had to create over a hundred different versions to cater to every possibility!

Another huge benefit for us was the speed at which we could get this up and running. Once the visuals had been designed, compiling the information, creating the tags and adding to the HTML was done by one person in one afternoon. Updating it could be done in minutes. At the time we had a reduced staff and the guidelines were changing daily so the ease with which we could implement & manage these critical emails was invaluable to us."
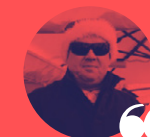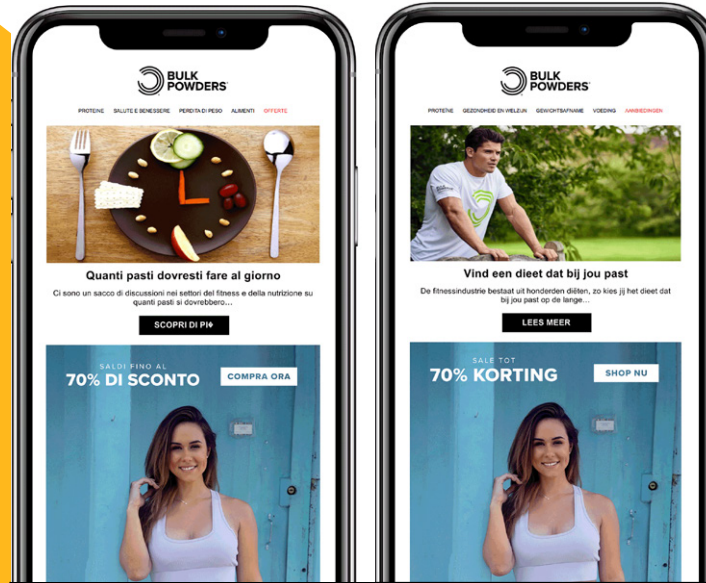
Andy Brewer
Blue Sea Holidays

#3

bulk™ have one of the best welcome series around. Leveraging content automation and CRM data, bulk™ treat their new subscribers to a best in class personalized welcome series. The content across the series is personalized based on the individual's goal specified at sign up and their language preferences.

Our welcome journey is really important to us and we want to show our customers that we understand their needs. Using automated content and sign up data we now personalize welcome emails by showing customers blog articles related to their specific goals and dietary requirements. Automating our blog content has reduced production time significantly as we can now quickly and easily populate blog articles for all 12 countries."

Lauren Oliver, CRM Manager

CASE STUDY

Email recommendations & web data

This year, we released our latest innovation - product recommendations for email powered by our revolutionary AI prediction engine. Brands are now able to seamlessly track on-site activity and use the data immediately to provide personalized product recommendations in email. Most viewed, most purchased, individual recommendations (and much more) can be added to email in real-time based on live site and product data. Here's some brilliant examples from our early adopters.

Want the low down on our revolution AI-powered email product recommendations?
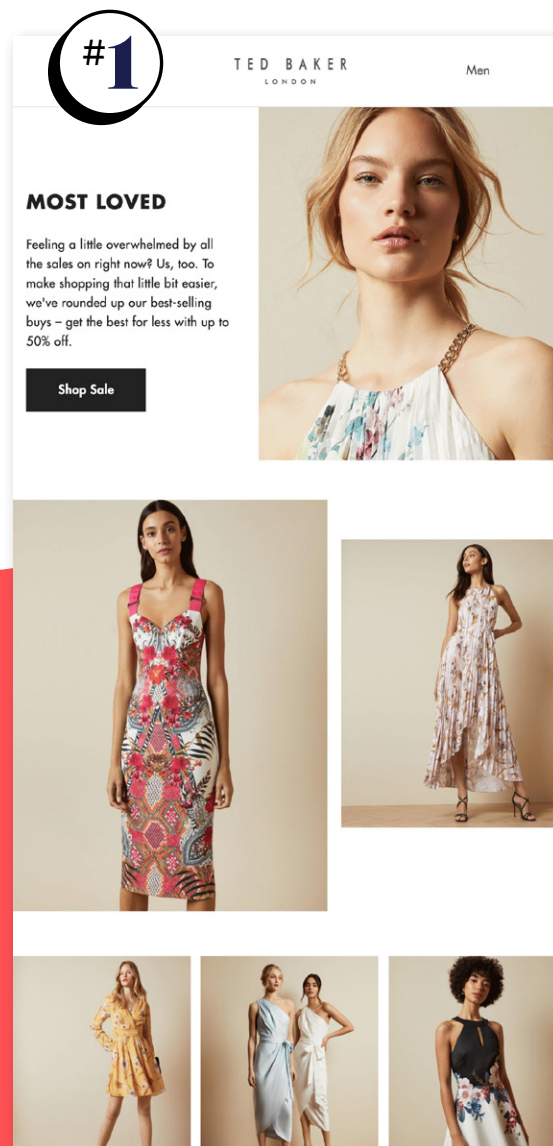
Ted Baker displayed the most viewed and most purchased products on their site from the last 7 days. Products updated and changed live based on what's happening on site. Advanced filters and business rules can be applied to products such as stock level rules, price point filters or rules to combine CRM data to display recommended products from a preferred category.
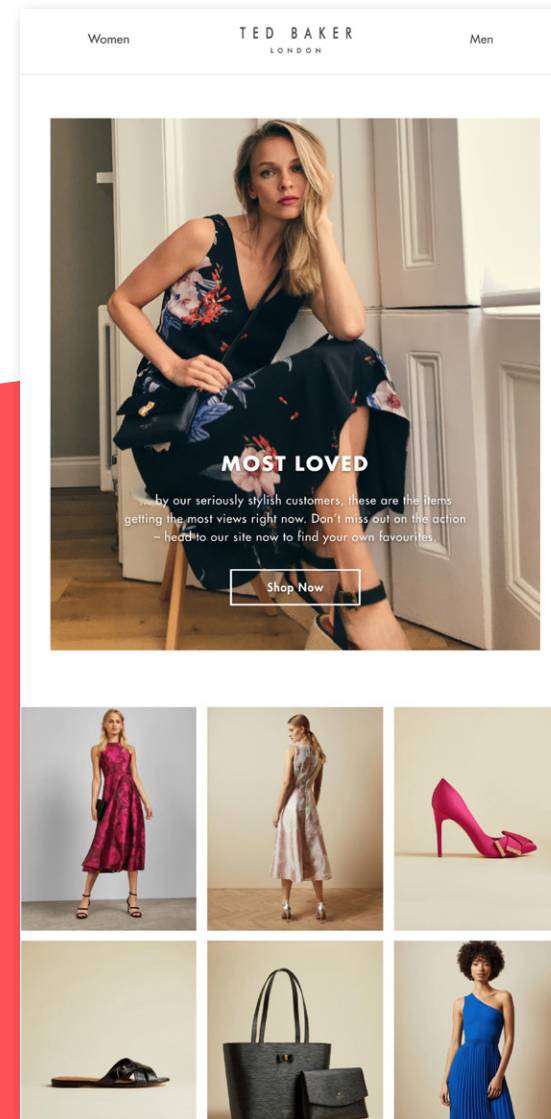
"Kickdynamic has helped us drive efficiencies within the team by taken all the hard work out of setting up our most viewed/purchased email. We can now automate it, confident that it will always show product that is in stock and ultimately deliver on engagement."

Victoria King
CRM manager

Mobiles.co.uk utilise our email product recommendations to showcase their recommended deals. Products in emails are displayed based on the number of views or purchases in the past 30 days. This essential merchandising for the team ensures they are displaying the most popular deals at the time of open. Additional rule sets allow them to set categories such as SIM only or non-Apple contracts as well as high-tier or low-tier contract bundles.

"Working alongside Kickdynamic has allowed us to automate much of our email process, freeing up time to make sure customers receive relevant, high-quality emails with every send. This has helped increase our CTR in automated emails by over 20% against the previous year. We have some really exciting plans moving forward and can't wait to get started in 2021."
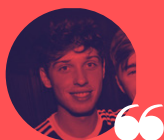
Tim WIlliscroft
CRM Executive

Industry focus
Sportsbooks

Live odds powered by APIs

Live odds in email is a must for Sportsbooks. These three fabulous examples feature good-looking live odds powered by the same API that powers the odds on site. Leveraging existing tech to enhance email content is a must. The emails are personalized using CRM data to change the odds format, language and site clicked through to.

Eureka!

Open-time content removes any customer experience friction as the odds in the email and on the site match at all times.

#1

POKERSTARS SPORTS — POKER

Football | Tennis | Basketball | Promotions

LA GROSSE COTE
COUPES EUROPÉENNES : PARIS ET MAN UNITED GAGNENT LEUR MATCH
~~2,00~~ **4,00**
Parier ici

COTES BOOSTÉES

Kylian Mbappe buteur **Paris SG v RB Leipzig**	~~1.65~~	2.00
Timo Werner va marquer et Chelsea va gagner **Rennes v Chelsea**	~~2.6~~	3.00
Dimitri Payet buteur **Marseille v FC Porto**	~~3.8~~	5.00
Eden Hazard marque et le Real gagne **Inter Milan v Real Madrid**	~~5.5~~	6.00

DERNIÈRES COTE

Équipe à domicile	Match nul	Équipe à l'extérieur
Ligue des Champions	24 nov.	21:00 CET **Paris SG v RB Leipzig**		
1.62	4.00	4.50
Ligue des Champions	24 nov.	18:55 CET **Rennes v Chelsea**		
5.75	4.00	1.50
...s	25 nov.	21:00 CET ...Porto		
	3.20	2.45
		3.05

#2

sky bet

Fußball | Tennis | Basketball | Aktionen

SUPER-BOOST
CHAMPIONS LEAGUE: DORTMUND UND MAN UNITED GEWINNEN BEIDE
VORHER ~~1,60~~ JETZT **2,75**

LIVE-QUOTEN!

1	X	2
Champions League	24 Nov	21:00 CET **Paris St. Germain v RB Leipzig** Spielergebnis		
Paris St. Germain 1.65	Unentschieden 4.10	RB Leipzig 4.70
Champions League	24 Nov	21:00 CET **Borussia Dortmund v FC Brügge** Spielergebnis		
Borussia Dortmund 1.30	Unentschieden 5.25	FC Brügge 9.50
Champions League	25 Nov	21:00 CET **FC Bayern München v RB Salzburg** Spielergebnis		
FC Bayern München 1.22	Unentschieden 7.00	RB Salzburg 11.00
Champions League	25 Nov	21:00 CET **Inter Mailand v Real Madrid** Spielergebnis		
Inter Mailand 2.10	Unentschieden 3.70	Real Madrid 3.15

#3

View online

NordicBet

LIVE

The Champions League group stages continue this week!

CHAMPIONS LEAGUE | 25.11.2020 20:00 CET
INTER VS. REAL MADRID

INTER	DRAW	REAL MADRID
2.18	3.90	3.15

Don't miss the action - wager €50 LIVE (min odds 1.8) from Monday to Thursday and go sports crazy this weekend with a €10 free bet.
Don't miss the chance to join our Free Bet Club this week.

READ MORE & OPT IN

UPCOMING MATCHES

CHAMPIONS LEAGUE | 24.11.2020 20:00 CET
PARIS SG VS. RB LEIPZIG
MATCH RESULT

PARIS SG	DRAW	RB LEIPZIG
1.58	4.70	5.40

CHAMPIONS LEAGUE | 25.11.2020 20:00 CET
LIVERPOOL VS. ATALANTA
MATCH RESULT

LIVERPOOL	DRAW	ATALANTA
1.68	4.50	4.65

Early Payout — Get paid early if your team goes two goals up

Cart recovery

We all know the importance of recovering abandoned carts. These examples replace standard, static content with live, enhanced content.

→

Kate Spade took their cart recovery email to a whole new level in 2020 by replacing static product content with live products. Now, products are live with badges that appear when products are low in stock. Elevating the product content with live data gives recipients that extra nudge to complete their purchase.

> **Kate Spade have changed the game for trigger programmes. Using the product callouts powered by live stock data amplifies the urgency required in cart abandonment strategy."**
>
> Eugenia Hewitt, Kickdynamic Account Manager

They also include additional products in the email that are similar to the abandoned product category and price point for extra inspiration.

#1

kate spade
NEW YORK

HANDBAGS   CLOTHING   JEWELLERY   WALLETS

remember those pretty pieces you liked?

they're waiting for you…

CHECKOUT NOW

my bag

spencer metallic chain wallet
SIZE: ONE SIZE
COLOR: METALLIC RHODODENDRON
QUANTITY: 2

SUBTOTAL: £330.00

CHECKOUT NOW

you might also like…

spencer glitter small slim bifold wallet
£85.00

spencer glitter chain wallet
£165.00

spencer coin cardholder
£70.00

→

Topshop didn't mess about when they went live with this email! Alongside a bold personalized image, the email features live products with stock indicators and best selling badging over the abandoned products. For a bit more wow factor, Kickdynamic, Curalate and Exponea joined forces to pull live user generated content into the email. Customer images are displayed based on the recipients last browsed category.

TOPSHOP
Results

22%
↑ conversion rate

11%
↑ in AOV

17%
↑ in revenue

7%
↑ in AOV

#2

TOPSHOP

SOPHIE,
WE LOVE YOUR STYLE

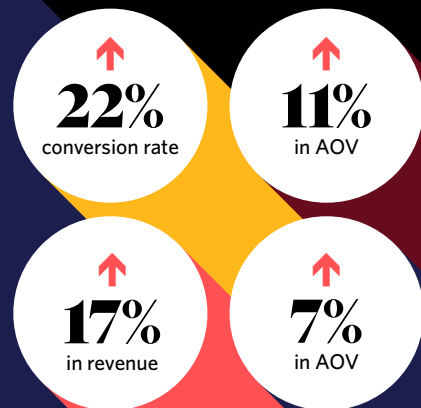We noticed you recently added something to your shopping bag – and we love your style! We don't want you to miss out on your favourite pieces, so return to your bag now…

| Product	Name	Size	Quantity	Price
SELLING FAST	Sage 90s Oversized Joggers	S	1	£ 25.99
SELLING FAST	Oat Double Zip Brushed Ribbed Cardigan	S	1	£ 22.99
SELLING FAST	04D05TMUL	8	1	£ 19.99

27

User generated content.

User generated content was a hot topic in 2020. As Covid restrictions impacted photoshoots, brands turned to user generated images.

→

This stunning email from Hunter Boots provides real inspiration directly from real customers. The latest customer images from Mens, Womens and Kids were pulled live into the email via Kickdynamic using Curlate's API. The customer images link directly to the product pages on site.

UGC is a fantastic addition to any email - it's eye catching, super relevant and organic content. Recipients love to see 'real' people showcasing products!

#1

Winter Walk Ready
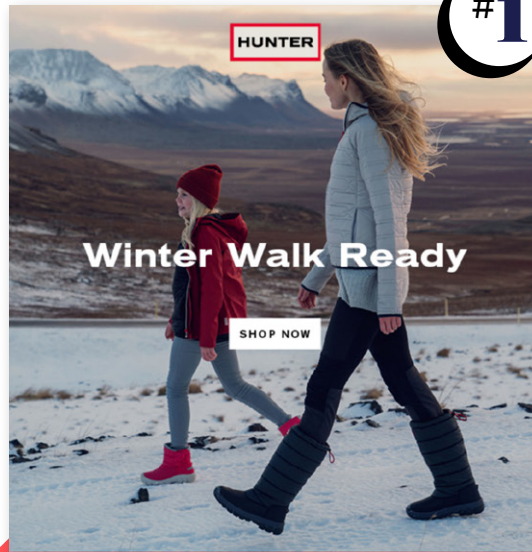
SHOP NOW

Whether you're striding around a city park or going off path in nature, stay warm and dry so the memories you make are of your family, not of cold, wet feet. And who better to take inspiration from, than our lovely customers.

SHOP NOW

Boots Worn By You

@__cristinagm

"Love the boots! Style and functionality achieved. Definitely recommend them."

→

We love this user generated content email from PrettyLittleThing. As a brand they're known for their creativity and they pulled out all the stops for this email that combines customer imagery with stock level rules so they only display in stock, shoppable products which update as their UGC content updates on their website.

"As a brand a lot of our content is heavily Instagram and Influencer focused. It's great being able to pull this through to emails and is a really nice way of showing products in a different way to usual. We also love that this is automated and our conversion improves too as the products switch as soon as they have low stock.'

**Olivia Shanu-Wilson
Senior CRM Executive**

Leverage content created by customers and influences in your email by connecting your UGC feed directly into Kickdynamic.

#2

PRETTYLITTLETHING

NEW IN | LOUNGEWEAR | SALE

40% OFF POST LOCKDOWN GLOW UP*

TAP TO CLAIM

Looks WE'RE LOVING

On the look out for 'gram worthy looks? Our dolls have got you covered. Keepin' your 'fits on point at all times is important Olivia, here's some inspo we know you'll love.

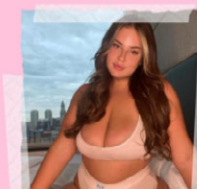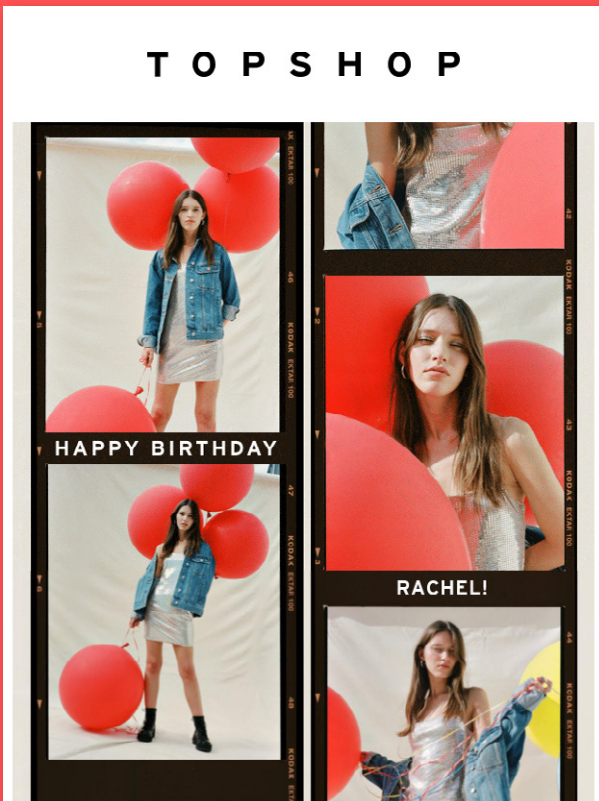SHOP INFLUENCER STYLES | CREATE YOUR OWN STYLE

SHOP NOW | SHOP NOW

SHOP NOW | SHOP NOW

Birthday emails

Who doesn't love a good birthday email? These are two of the best!

↓ We loved this personalized, polaroid style hero image. The short and sweet messaging makes this email the perfect birthday treat!

↓ We loved this simple, gorgeous birthday email. A personalized birthday message alongside a unique offer code overlaid on a striking creative. There's lots to love about this email.

TOPSHOP

HAPPY BIRTHDAY

RACHEL!

MAKE A WISH

Happy Birthday! We think you deserve a treat, which is why we'd love to give you **20% off** your favourite Topshop pieces. Simply enter your unique code at checkout to make your wish come true…
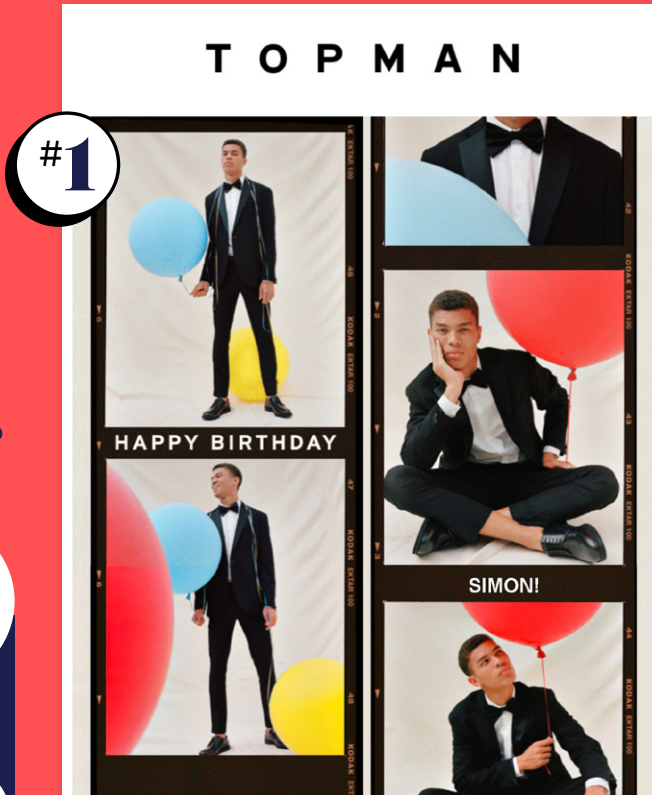
BDY1QIOBQ

TOPSHOP RESULTS

↑ **32%** in orders

↑ **10%** in revenue

↑ **9%** in sessions

#1

TOPMAN

HAPPY BIRTHDAY

SIMON!

ONE YEAR WISER

Happy Birthday! We think you deserve a treat, which is why we'd love to give you **20% off** your favourite Topman pieces. Simply enter your unique code at checkout to make your wish come true…

BD1QDJYX

SHOP NOW

TOPMAN RESULTS

↑ **97%** in clicks

↑ **76%** in orders

↑ **12%** in AOV

↑ **9%** in clicks

#2

HAPPY BIRTHDAY

RUFUS

CELEBRATE WITH A FREE 500G POUCH OF PURE WHEY PROTEIN™ – BIRTHDAY CAKE FLAVOUR.
SIMPLY SPEND £25 OR MORE AND ENTER YOUR EXCLUSIVE CODE AT CHECKOUT

CODE:
GIFT00MM

PURE SERIES

BULK POWDERS®
PERFORMANCE DELIVERED

SHOP NOW

29

Working with Kickdynamic

"Looking back, I can't see how we coped without Kickdynamic and the features it facilitates. Kickdynamic really brings our emails to life, moving us on to a different level from where we previously were and there is no doubt they improve the engagement with the emails as well as the aesthetics too."

"Kickdynamic is a great tool that offers so much in improving customer engagement to our emails and overall look and feel. It's been a great success and is very user friendly.

"Can't imagine life without Kickdynamic and I'm really looking forward to seeing everything we do together in 2021 and beyond."

Customer Results

400% ROI

29% increase in AOV

51% increase in revenue

71% increase in conversion

55% CTR

73% increase in orders

Kickdynamic

These strategies are tried, tested and proven by leading brands. If you're ready to take your email content to the next level and increase performance across the board, book a demo.

hello@kickdynamic.com

BOOK A DEMO

www.kickdynamic.com

Trusted by leading brands

asos

bluesea holidays
— MAKING HOLIDAYS AFFORDABLE —

Boux AVENUE

bulk

HUNTER

IKON PASS

iCLOTHING

kate spade
NEW YORK

MOBILES.CO.UK
The smart phone people

NEW LOOK

PRETTYLITTLETHING

PUMA

sky bet

studio

TED BAKER
LONDON

FORTNUM &MASON
EST 1707