Movable Ink allows us to dynamically target and customize image-based email content based on customer characteristics.

We use MI to personalize emails, target specific customer bases and create dynamic content using:

- Image personalization
- Dynamic targeting
- Optimization
- Scratch-offs
- Data sourcing

- Polling
- Webcrops
- Count down timers
- Weather targeting & forecasts

It works with 3Birds & MailChimp (SSAC), but does not work with Elead or Xtime.

MileOne
AUTOGROUP

Movable Ink

Image Personalization & Dynamic Targeting

Goal: Increase the CTOR for our monthly service email campaigns.

Challenge: Create more personalized emails to drive engagement.

Solution: Use image personalization and targeting in our service emails to push through more engaging content.
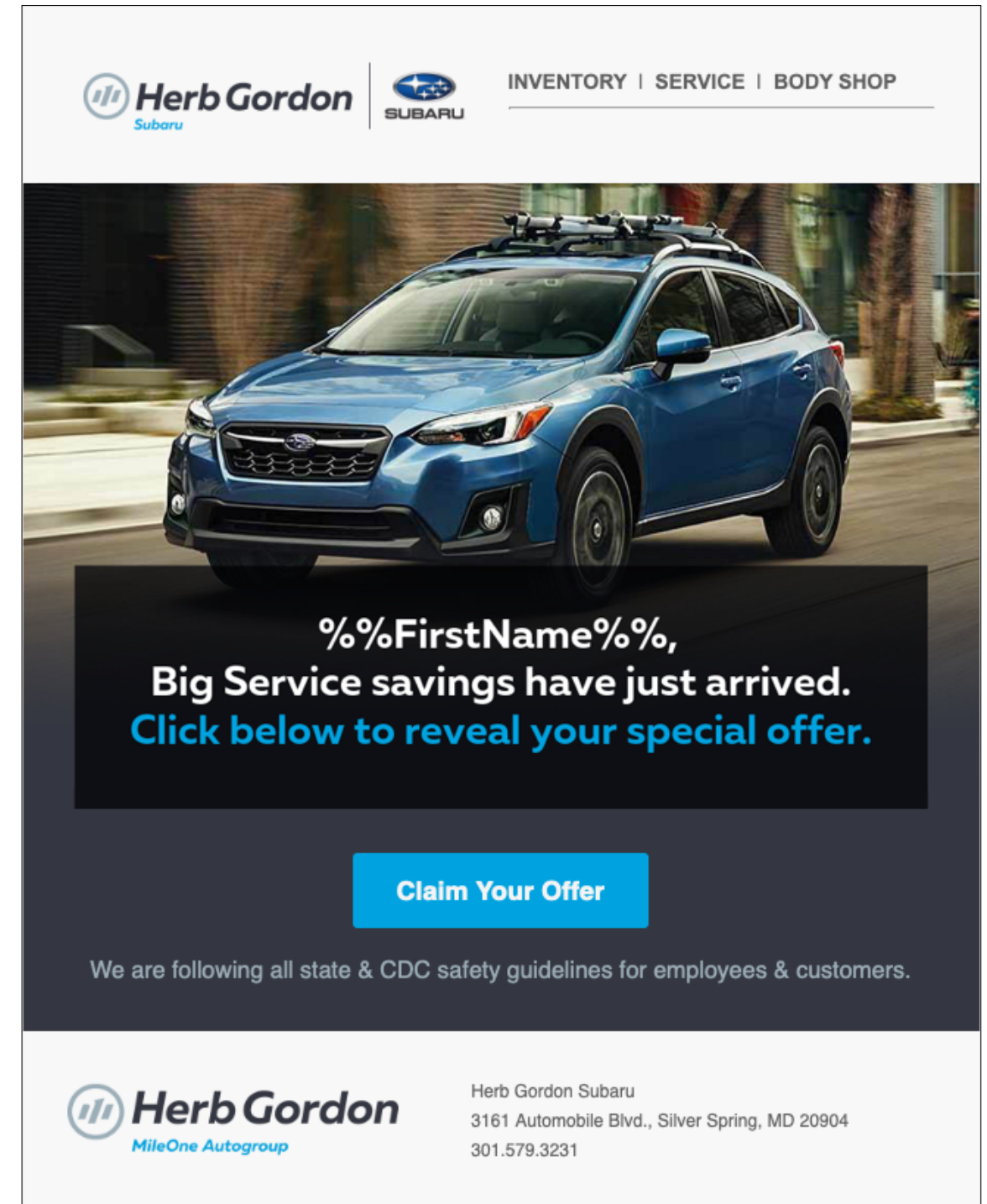
Content Optimization
Learn Variation

Goal: Create a Why Buy message that increases leads & establishes a consistent message across the divisions.

Challenge: Find out if the Why Buy message is having a positive impact on CTOR & engagement.

Solution: Use Learn Optimization in our SJR and Resend email headers to test the Why Buy message vs. a standard theme over the course of a month.

Content Optimization
Live Variation

Goal: Deliver more relevant Service coupons to customers to drive engagement & incease service appointments.

Challenge: Test 2 service coupons per divison against each other and determine a winner.

Solution: Use Live Optimization in our Service emails to test the coupons, and then using the winning offer in our Resend coupons later in the month.

» Service Email Optimization Results

MileOne
AUTOGROUP

Movable Ink

Webcrops – Pulling info from our websites and populating it into our emails at the time of open.

We use webcrops for most SJR emails & several Pre-Owned emails for MotorWorld & Silver Spring.

This is a complex function of MI that requires a lot of planning and testing and usually takes a few weeks, sometimes even months to do properly.

Our website structure slows down the process and requires custom coding by MovableInk and the cloning of any pages we decide to pull from.

Data Sourcing

Goal: Get customers who have a Hall Rewards point balance to activate their account.

Challenge: Use data such as Customer Name, Member Number, Point Balance in Points and Balance in Savings to incentivise customers to activate their account.

Solution: Use CSV Data Sourcing to create an email that includes personalized information and an animated GIF.

MileOne
AUTOGROUP

Movable Ink

Data Sourcing

Member	recipient_id	name	email	points	savings
156521	77605008	Jenny	jruth@mileo	10,000	$100
256521	77605006	houshyar	hkarimabadi	5,000	$50
356521	77605007	Houshyar	houshyark@l	10,000	$100
456521	77605009	James	jhamilton@r	5,000	$50
556521	77605010	Hoosh	houshyark@g	10,000	$100
656521	77605012	Peter	pbakalski@m	5,000	$50
756521	86289088	James	jameshamil(	10,000	$100
856521	86289089	Jenny	jenny.ruth10	5,000	$50
956521	86289090	Jenny	jruth61011@	10,000	$100
556521	86289090	Peter	pbakalski@g	5,000	$50
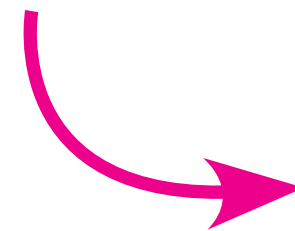
Your $80 in Hall Rewards Points Are About to Expire.

Name,

You have earned 8,000 Hall Rewards points, which adds up to a value of $80. But your account has never been activated.

Activate by March 31 to ensure that your Hall Rewards Points remain. And save big on your future qualifying Sales, Service and Parts transactions.

ACTIVATE NOW

MEMBER NUMBER #456521

No Limits on How Much You Can Save!

SALES   SERVICE   PARTS   BODY SHOP

Polling

Goal: Building hype for the partnership between Heritage and the Baltimore Ravens by giving away game tickets every week.

Challenge: Let customers predict the score of the upcoming Ravens game and pick one winner to receive the free tickets.

Solution: Use Polling to allow customers to vote on the score of the game, and use the collected data to pick a winner.