

# How Lenovo Lifted Revenue by 26% and Cut Their Production Time in Half with Movable Ink

The screenshot shows the Lenovo website during a Green Monday sale. The main banner features a green background with the text "GREEN MONDAY Save up to \$879 site-wide. Just for 24 hours!" and "ACT QUICKLY - These savings are here for a limited time on our top selling products." Below the banner are four featured deals:

- ideapad 730s 13"**
  - i5-8265U Processor
  - 8GB Memory
  - 256GB SSD
  - 1yr Warranty
  - Price: \$749.99
  - You Save: \$250.00
- ThinkPad x1 Carbon (6th gen)**
  - i7-8650U Processor
  - 16GB Memory
  - 1TB SSD Storage
  - WQHD Display with Dolby Vision
  - 1yr Warranty
  - Price: \$1,699.99
  - You Save: \$879.01
- ViewSonic LED Multimedia Monitor 27"**
  - VESA Adaptive-Sync Technology
  - Full HD 1080p Resolution
  - 75Hz Refresh Rate
  - Price: \$175.99
  - You Save: \$59.01
- ThinkPad T580**
  - i5-7200U Processor
  - 8GB Memory
  - 500GB Storage
  - 1yr Warranty
  - Price: \$597.54
  - You Save: \$451.46

At the bottom of the featured deals section is a green button that says "SHOP HUGE SALES".

Lenovo's Green Monday campaign pulls in personalized products for each customer, along with pricing and inventory at the moment of open.

## Lenovo

Lenovo is a \$45 billion Fortune 500 company and a leader in providing innovative consumer, commercial, and enterprise technology. With hundreds of millions of customers worldwide and four devices sold per second, Lenovo has a proven history of success. Whether customers are interacting with its products or its email campaigns, Lenovo wants to ensure the best possible experience every time.

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*With Movable Ink, we cut our production time in half.”*

## STREAMLINING PRODUCTION BY ELIMINATING THE CREATIVE BOTTLENECK

When looking at its email program, Lenovo saw an opportunity to elevate these communications with more relevant and on-brand experiences. But with a small team and limited resources, their production process was painful and time-consuming.

“When I first joined Lenovo, I was unable to plan ahead,” said Ashley Morse, Email Marketing Automation Lead, North America eCommerce at Lenovo. “I was pulling a lot of overtime, spending

12 hours or more on a single email send. Because of this, other campaigns would get pushed back and I would fall behind.”

The challenges didn’t end there. Because the Lenovo team was forced to hardcode prices and images into each email, it was difficult to make updates once an email was designed. With prices changing on their website regularly, sending emails that accurately reflected those changes was nearly impossible. As a result, Lenovo had to field countless customer complaints when a price in an email didn’t match a price on their website.

“We had a high volume of complaints to our customer service department,” said Ashley. “There were a lot of last-minute emergencies where we had to remove creative I had spent hours working on, and sometimes we couldn’t send anything out at all. It was a stressful time.”

The Lenovo team turned to Movable Ink to streamline their production process and create an improved customer experience. They began by using Movable Ink’s web-cropping functionality to automatically pull offers from their website directly into their emails at moment of open to provide accurate pricing that drastically reduced the number of complaints to customer service.

Working with their Movable Ink

Customer Experience team, they developed a new production process that included reusable email modules that cut down production time dramatically. The benefits didn’t end there: thanks to the time and resources saved with the new campaign process, Ashley had more time to focus on creating an elevated customer strategy that earned her a promotion.

**Featured 12 AM ET Doorbusters**

**ideapad 130s 11"**  
 • Celeron N4000 Processor  
 • 2GB Memory  
 • 32GB Storage  
**Extremely Limited Quantities**

**57% OFF**  
**\$99.00**  
 YOU SAVE \$130

**ideapad 330 15"**  
 • i5-8250U Processor  
 • 8G Memory  
 • 1TB Storage

**38% OFF**  
**\$399.00**  
 YOU SAVE \$250

**Hot Upcoming Doorbusters**

**10:00 AM ET** **ThinkPad X1 CARBON (6th Gen)** **\$999.99**  
 35% OFF YOU SAVE \$559

**10:00 AM ET** **ideapad 330 15"** **\$189.99**  
 42% OFF YOU SAVE \$140

**12 AM ET Doorbusters**

**SOLD OUT** **57% OFF**  
**\$99.00**  
 YOU SAVE \$130

**38% OFF**  
**\$399.00**  
 YOU SAVE \$250

**Upcoming Doorbusters**

**ThinkPad X1 CARBON (6th Gen)** **\$999.99**  
 OFF YOU SAVE \$559

**ideapad 330 15"** **\$189.99**  
 OFF YOU SAVE \$140

**ThinkPad X1 CARBON (5th Gen)** **\$1,139.99**  
 OFF YOU SAVE \$939

**Lenovo has the top tech gifts this holiday season.**  
 Shop popular electronics brands like Google, Arlo, Logitech, and more!  
**EXPLORE NOW >**

**SAVE UP TO 40%**  
 on warranties!  
 \*Offer ends November 26, at midnight ET  
**SELECT AT CHECKOUT >**

**Lenovo | Klarna.**

**NO INTEREST**  
 If paid in full within 6 or 12

“With Movable Ink, we cut our production time in half,” said Ashley. “When I joined Lenovo, my role was focused on production, but Movable Ink gave me the tools I needed to

Hourly doorbusters on best-selling PCs, plus free shipping, easy returns, and financing options [View this email online](#)

LAPTOPS TABLETS DESKTOPS ACCESSORIES DEALS

**FREE SHIPPING ON ALL ORDERS** **Lenovo PRO BUSINESS SHOPPING, SIMPLIFIED.** [LEARN MORE](#)

HOURLY DOORBUSTERS START IN: **HOURS 00 : MINUTES 00 : SECONDS 00**

**THANKSGIVING**  
**Laptops starting at \$99!**  
 EXTREMELY LIMITED QUANTITIES

A bounty of savings - **SHOP UP TO 70% OFF** site wide!  
 Hourly doorbusters start 10 AM until midnight eastern!

[VIEW THE DEALS](#)

Sale ends 11/22 at 11:59 PM ET. While supplies last.

Lenovo’s time-targeted Black Friday campaign that included moment-of-open prices and inventory exceeded their holiday revenue goals.

implement a formula for setting up campaigns and that has enabled me to grow in my position. If not for Movable Ink, I wouldn't have the strategic role I have today."

## GETTING TO MARKET FASTER AND LIFTING REVENUE

Before Lenovo used Movable Ink, they could only feature one category of pricing in their campaigns, severely limiting the number of products they could promote. With their production process eating up a significant amount of time, they were also limited by the total number of campaigns they could deploy. Now that they've partnered with Movable Ink, they have been able to deploy significantly more campaigns with a greater variety of products to better meet their customers' needs - and get those campaigns to market faster than ever. As a result of their partnership Movable Ink, Lenovo has grown their email program by 225%.



*Revenue is up 26% year-over-year as a direct result of using Movable Ink."*

"Revenue is up 26% year-over-year as a direct result of using Movable Ink in our emails," said Ashley. "Now we can get campaigns out the door quickly and drive even more revenue. This is especially impactful during our busiest times of the year, including the Black Friday season."

Using Movable Ink, Lenovo can confidently double their number of email sends while still providing a great customer experience. The result is more emails that perform better with less production time.

Lenovo sees a competitive advantage from this strategy, too. Because their emails are highly visual and on-brand, they stand out where their competitor's emails fall flat.

Thanks to Movable Ink, Lenovo has grown their email program by

# 225%

Lenovo

FREE SHIPPING ON ANY ORDER

HURRY! SALE ENDS IN 02:06:54:05  
Days Hours Minutes Seconds

BLACK FRIDAY  
Sale ends November 23 at 11:59 PM ET

Limited Quantity Doorbusters

Ideapad 530S (15'')  
Starting at \$699.99

ThinkPad P52s Mobile Workstation  
Starting at \$889

ThinkVision P24q 23.8  
Starting at \$190.99

ThinkPad T480  
Starting at \$649.99

Inspired By Your Purchase

ThinkPad T470 Business Laptop

ThinkPad X1 Carbon (5th gen)

ThinkPad T580

ThinkPad E585 (AMD)

Lenovo's post-purchase, time-targeted emails contain personalized creative that automatically updates at the moment of open, without the need to update the HTML.

“We’re leading the pack with visual experiences in email,” said Ashley. “Our competitors will sometimes try to mimic our campaigns. Not only do our emails stand out visually, but we can also easily send more deals to our audiences to ensure that we get the right products in front of the right people.”



*Movable Ink has allowed us to become more strategic in our campaigns.”*

## EVOLVING THEIR PROGRAM WITH APIS AND LOYALTY CAMPAIGNS

Even with the success they’ve had streamlining production, embracing real-time data, and improving the customer experience, Lenovo isn’t done driving innovation in its email program. In order to add more personalization and sophistication into their campaigns, Lenovo is actively working with Movable Ink’s Customer Experience team to develop an API that will enable them to send even more highly targeted content to their audiences, as well as a loyalty program designed to retain their most loyal customers. They’re also partnering with Movable Ink to learn additional insights about their customers to help the team with their campaign strategy - something that simply wasn’t possible in the past with their small team and limited resources.

“Movable Ink has allowed us to become more

strategic in our campaigns,” said Ashley. “Before, it was difficult to even get a campaign out the door. Now, we can experiment with different offer types and product categories so we can see which creative resonates best with our audiences. We can learn and get insights, which we couldn’t do before.”

Now that Lenovo has partnered with Movable Ink, they are excited about the future and continuing to elevate their customer experiences.

“We’re looking forward to driving more sophistication into our emails in the future with Movable Ink,” said Ashley. “We’ve come a long way, but there is still more we can do to reach our most loyal customers. This is an exciting time.”

## RESULTS

**26%**  
revenue increase

**50%**  
reduction in production time

**225%**  
growth in their email program

## ABOUT MOVABLE INK

Movable Ink helps digital marketers create visual experiences that move people. More than 700 of the world’s most innovative brands rely on Movable Ink’s visual experience platform to automate the creation of unique on-brand experiences for each consumer across email, web, and display. With more than 275 employees, the company is headquartered in New York City with offices in San Francisco, Chicago, and London. Learn more at [movableink.com](http://movableink.com).

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