

How Under Armour Lifted Engagement By 80% Using Personalized Visual Experiences with Movable Ink and Merkle



Under Armour sees
50-80%
engagement lifts
using Movable Ink.

Under Armour is a world-renowned, \$1.2 billion dollar retailer of sportswear, casual apparel, and footwear. Their vision is to inspire people with innovative performance solutions. As a brand that is constantly growing and evolving, it's paramount that they serve their loyal customers with best-in-class experiences at every marketing touchpoint.

INCREASING ENGAGEMENT AND PRODUCTIVITY WITH PERSONALIZED VISUAL EXPERIENCES

Under Armour's marketing team wanted to make its email marketing campaigns more personalized and engaging, but they first had to overcome several challenges often faced by retailers: They needed to find a way to gain access to complete and accurate data, to utilize available data in a flexible way, and to scale the generation of personalized creative on a timeline that matched their ever-evolving business needs.

To find the right strategy for solving their personalization challenges, the brand partnered with agency Merkle. Merkle quickly realized that Movable Ink's visual experience platform would enable Under Armour to solve its critical challenges by bringing data and creative together to generate personalized, visual experiences at scale.



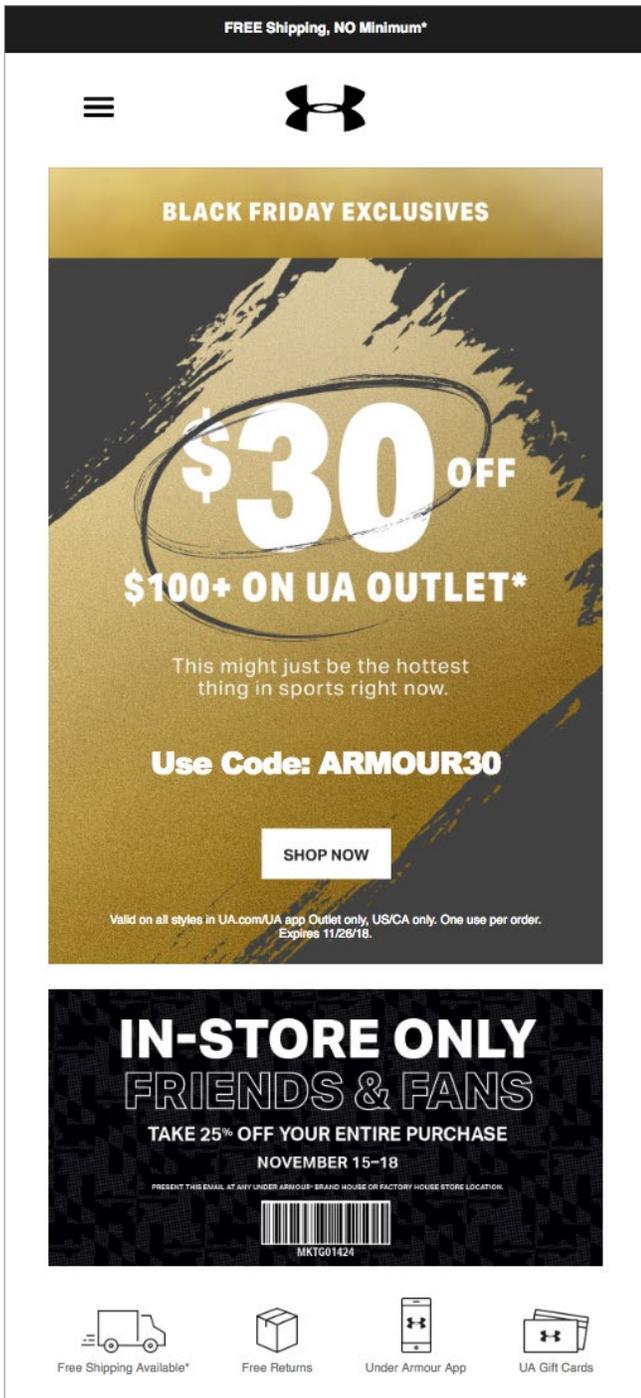
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— MARISA SILVA
Email Marketing Specialist

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Email Marketing Specialist



Movable Ink automatically generates the appropriate email offer for each customer, reducing production by 75%.

Movable Ink solved for this strategy twofold: by empowering Under Armour to pull data directly from their ecommerce site where customers are interacting in real-time, and by generating personalized, dynamic creative directly in email at moment of engagement.

With Movable Ink as the ideal solution, Merkle quickly used it to improve one of Under Armour’s most important email campaigns - Black Friday. For the Movable Ink solution to be as effective as possible, Merkle identified two areas that needed to be addressed: Store Locator functionality needed to be stable within the email footers and store data needed to be current within the Under Armour database. The Merkle Analytics team noted that most retail customers were not shopping close to home, so it was imperative that Under Armour provide accurate, moment-of-open Store Locator functionality.

By adding Movable Ink’s Store Locator functionality to this email, Under Armour was able to dynamically generate store location information based on the time of an email’s open. This was a much more accurate way of pinpointing the moment of interest between a customer and the brand, which was a prominent need based on existing customer behavior.

With the Store Locator issue fixed, Merkle then used Movable Ink to solve another major challenge with its Black Friday campaigns - production. Prior to Movable Ink, Under Armour was creating multiple variations of the same creative to provide unique experiences for every customer. This meant the marketing team was tasked with developing at least four variations of the same email campaign to serve relevant promotions to their customers based on their preferences and location.

With changing promotions, shipping deadlines, and product inventories, they also needed to make sure time-sensitive content is always up-to-

date. The challenge was how to do that at scale - without bringing their production process to a screeching halt.

“We see higher engagement every time we use Movable Ink to show relevant product visuals to our customers,” said Marisa Silva, Email Marketing Specialist at Under Armour. “We’ve simplified our production process by eliminating the need to create multiple versions of the same email. Creating promotions based on our audience used to be very time-consuming and labor-intensive: we’d have to manually apply those audiences to separate versions of an email and QA each one. Partnering with Movable Ink, we’ve reduced the number of email versions we have to create by 75%.”

Not only did Under Armour streamline their production, their Black Friday campaigns with Movable Ink saw 50-80% engagement lifts over their regular campaigns.



Movable Ink lets us automatically generate the right creative for each customer.”

— **MARISA SILVA**
Email Marketing Specialist

MORE FLEXIBILITY TO MEET THEIR BUSINESS NEEDS

Revamping Under Armour’s Black Friday email campaign was just the beginning. Under Armour moves quickly as a business, and their marketing team needs to be nimble to keep up. But flexibility isn’t something that is usually associated with a traditionally static channel like email. Under Armour needed a way to build product recommendations into their creative, and update those recommendations at any time to meet changing business needs.



With Movable Ink, we can pivot and react quickly to our business needs, which is a huge benefit.”

— **MARISA SILVA**
Email Marketing Specialist

Merkle suggested building product-level information into campaigns as a way to personalize messaging and offers, making it easy to convert an offer into a product purchase from email. This strategy would be useful in converting Under Armour’s Connected Fitness program, which is an audience that frequently receives offers and rewards opportunities. Without the ability to tap directly into the website, email creative could be stagnant and outdated by the time a customer opened it, which would halt a potential purchase.

To solve the issue of outdated products, Under Armour used Movable Ink to tap into their product API. Previously, Under Armour had been using their internally built API on their website only. Movable Ink enabled the brand get more functionality out of that API by helping them leverage it in their emails so they could pull any product from their website directly into email. Best of all, Under Armour could easily apply business rules to swap out products in their emails in real-time to adapt to specific business needs.

“With Movable Ink, we can pivot and react quickly to our business needs, which is a huge benefit,” said Marisa. “If we see that a product on our website is selling fast, we can use Movable Ink to update the email with that product in real-time. The more flexible we can be, the more we can positively impact our bottom line.”

Beyond serving up the right products to their customers, Movable Ink helps Under Armour showcase them in a visually appealing way.

“We have small teams at Under Armour,” said Marisa. “We don’t always have the resources to design sophisticated campaigns. We rely on Movable Ink to generate personalized and on-brand visuals of our products that connect with our customers. We see higher engagement every time we use Movable Ink to show relevant product visuals to our customers.”

CREATING MEANINGFUL CUSTOMER CONNECTIONS

Deepening relationships with a best-in-class customer experience is one of Under Armour’s biggest goals. Together with Movable Ink, they are exceeding that goal by ensuring that every customer communication is both on-brand and relevant.

Merkle has leaned heavily on Movable Ink to fulfill strategic suggestions for email content, and has been able to work quickly and nimbly together to implement Movable Ink functionality in everything from recurring messaging to daily campaigns.

“We have goals to hit - but at the end of the day, we have to see this from a customer perspective,” said Marisa. “Movable Ink has helped us become more strategic in all of our customer communications. We now have the ability to make each customer feel like we understand them.”

Executing those communications is faster and simpler than ever before. Under Armour uses Movable Ink to leverage their internal API and pull relevant product images into their email campaigns, so they can use their website as a data source to showcase relevant products for every customer.

“Now that we have the capability to pull in dynamic products directly from our website, we no longer need to request a creative build from our team. Movable Ink has given us the tools we need, and we can do whatever we want with them. That’s an

awesome partnership. I feel confident building out campaigns and creating strategies that make sense for our customers.”

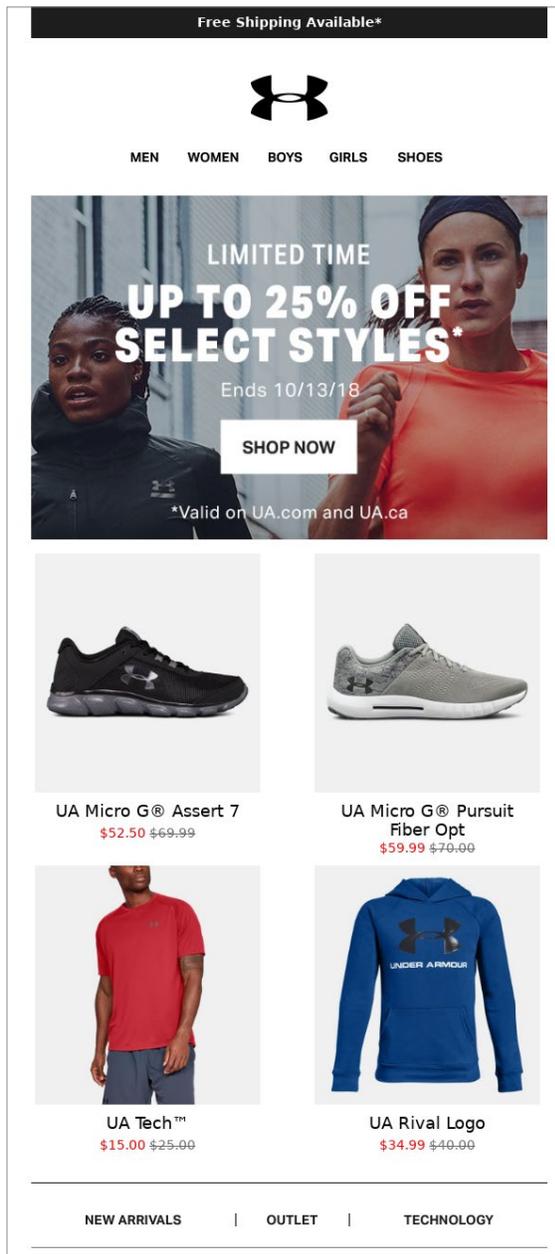


UA Rival Fleece Joggers
Men's Pants
\$50.00 \$44.99
★★★★★ 24



UA Charged Bandit 4 Team
Men's Running Shoes
\$80.00
★★★★★ 5

Thanks to Movable Ink, Under Armour can use their website as a data source, pulling in personalized product recommendations.



Movable Ink helps Under Armour pull products from their website directly into their email campaigns.

RESULTS

Up to an **80%** lift in CTR in their Black Friday campaign

132% lift in CTOR for their product recommendations campaign

49% CVOR in their product recommendations campaign

75% overall decrease in production

TECHNOLOGY INTEGRATIONS



Internal product feed API



Product images hosted by Scene 7



Brandify API

ABOUT MOVABLE INK

Movable Ink helps digital marketers create visual experiences that move people. More than 600 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 250 employees, the company is headquartered in New York City with offices in San Francisco, Chicago, and London.

ABOUT MERKLE

Merkle is a global data-driven, technology-enabled performance marketing agency. For nearly 30 years, Fortune 1,000 companies and leading nonprofit organizations have partnered with us to build and maximize the value of their customer portfolios. We work with world-class brands like Dell, T-Mobile, Samsung, GEICO, Regions, Kimberly-Clark, AARP, Lilly, Sanofi, NBC Universal, DIRECTV, American Cancer Society, Habitat for Humanity, and many others to build and execute customer-centric business strategies. With more than 7,000 smart, dedicated people in more than 50 offices around the world, we are still growing at a rate that outpaces the market, with 2017 net revenue of \$630 million.

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