

Together We Deliver Personalized Behavioral Email Campaigns

Movable Ink is a visual experience platform that gives marketers the ability to target and generate personalized intelligent creative based on contextual data at the time of open.

SmarterHQ is a behavioral marketing platform allowing marketers to identify, connect, and personalize messages based on real-time customer interactions through multiple channels.

MOVABLE INK + SMARTERHQ WORK TOGETHER TO PROVIDE



Better personalization



Compelling customer experiences



More revenue from email

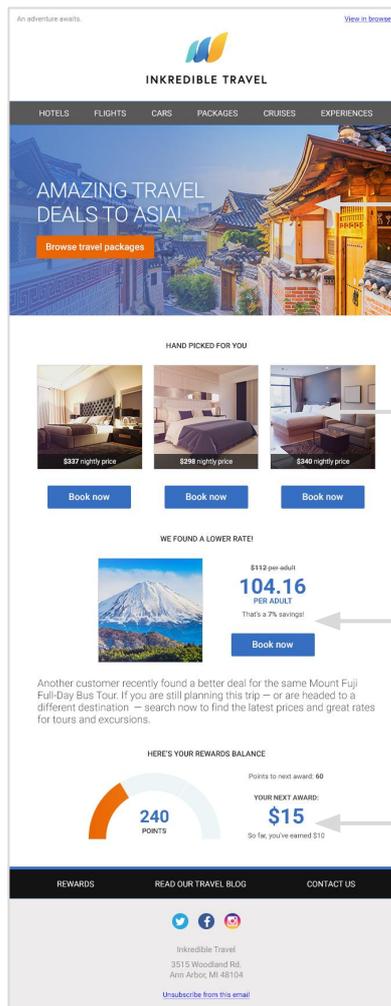
USE CASE EXAMPLES

Cart abandonment + countdown timer: Run a limited promotion trigger to encourage customers to finish what they started — faster!

Targeted promotional series + real-time inventory: Target visitors who would be interested in a promotion based on their previous browse, booking, or cart activity and display real-time inventory to ensure offers are never stale.

Product abandonment + store location: Trigger an email to those who have shown interest in certain products and offer the option of making their decision at their nearest store locations.

Triggered messages + loyalty points: Include the customer’s loyalty points or reward balance in any triggered email to compel them to take a next step.



Personalized hero image based on destination browse behavior powered by SmarterHQ

Web cropped hotels with live pricing based on the abandon browse destination powered by Movable Ink

Discount alert based on previously searched destination for car, rental, hotel, etc. powered by SmarterHQ

Real-time individual loyalty data powered by Movable Ink

HERE'S HOW WE COMPLEMENT EACH OTHER TO PROVIDE A BETTER CUSTOMER EXPERIENCE:

- Movable Ink targets customers using their real-time location, device, or weather. SmarterHQ offers advanced segmentation and email triggers based on a visitor's behaviors and interests. When leveraged together, you get the best of both worlds in data-driven content and automation campaigns.
- With SmarterHQ's cross-channel behavioral data collection, clients can easily identify those who fit a certain criteria to personalize Movable Ink creative even further by pulling in real-time product recommendations, live pricing, and local store inventory into the same email.
- With Movable Ink, you can easily drop intelligent creative into the ESP of your choice. SmarterHQ has 20+ ESP integrations, making this platform duo a no-fuss addition to your marketing stack.

POWER PERSONALIZED EXPERIENCES FOR B2C BRANDS

We work with B2C brands in the retail, travel & hospitality, and financial services industries to deliver contextual and behavioral experiences.

bloomingdale's



ABOUT MOVABLE INK

Movable Ink's platform helps digital marketing leaders create visual experiences that move consumers. With Movable Ink, marketers can free their data from silos to generate intelligent creative with millions of unique variations, across multiple channels and billions of moments. More than 650 of the world's most innovative brands have chosen Movable Ink as their visual experience platform.

ABOUT SMARTERHQ

SmarterHQ's behavioral marketing platform makes it easy for marketers to increase revenue now and customer relationships over time by powering highly personalized, cross-channel experiences. Trusted by leading brands such as Bloomingdale's, Hilton, Santander Bank, and Finish Line, SmarterHQ activates real-time, multichannel data, identifies audiences quickly based on customer behavior and information, and automates personalized content across outbound and online channels. They have been recognized by Forrester's Total Economic Impact study to deliver 667% in ROI.

GET MORE INFORMATION:

movableink.com
smarterhq.com

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contact@movableink.com

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