# Movable Ink × taggstar

## Drive Sales and Conversions
## with Advanced Social Proofing Capabilities

Marketers use Movable Ink's visual experience platform to generate creative based on contextual, behavioral or customer data that is always up-to-date regardless of whether the creative is accessed via email, web or display.

Top enterprise retailers use Taggstar social proof messaging to engage customers, encourage sales and grow online conversions by as much as 12%. The software collects and displays local and global product trends to nudge online customers to buy.

With Movable Ink, marketers can include Taggstar's social proof messaging within any intelligent creative to boost performance across campaigns on various channels. Marketers can generate creative that includes any of Taggstar's expert social proof messages including sales, views, add-to-basket volumes, stock levels, fit, reviews and even trends since the user last browsed a product page.

Additionally, digital marketers can use badging and color coding, layer different social proofing messages, and A/B test to see which messaging resonates most with customers and how best to optimize their campaigns.

### USE CASE EXAMPLES

- Boost sales by showing the number of users that have bought, viewed, or added a product to their bag.

- Increase conversions by displaying sales volumes, current inventory, views and likes since the user last visited a product page.

- Encourage product consideration with aggregated user and third party product reviews.

- Visually communicate messaging with icons and badges that reinforce the social proofing message, and reflect the brand's tone of voice.

- Identify best-performing messaging by A/B testing different variations to optimize campaigns and improve results.
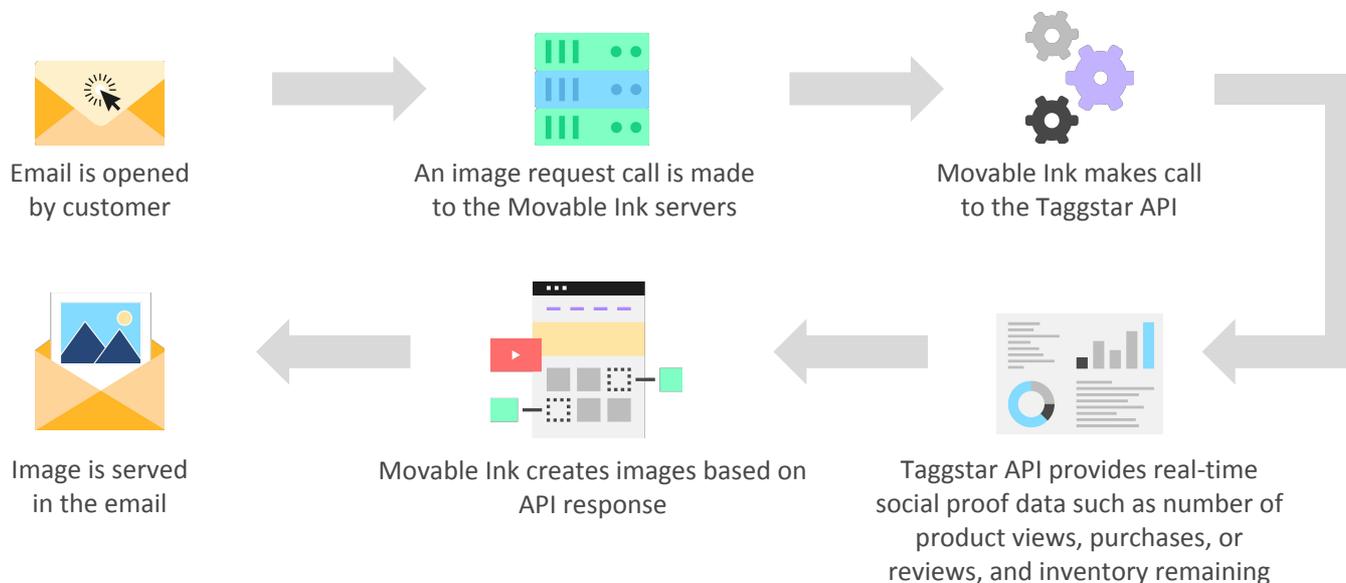
Latest sale products with real-time pricing and reviews pulled in via API, powered by Movable Ink.

Number of real-time product views and rate of sale pulled in via API, powered by Taggstar.



**BIG SUMMER DEALS**
Amazing savings on Summer items.

**Recently reduced!**

Teghee Vent Mid
Hiking Boots - Men's
$134.95
★★★★½
125 Reviews

Over 67 - 5 star reviews!

This item has been added to cart 23 times in the last 48 hours.

**Going fast!**

Dansko Reece
Sandals - Women's
$18.98
★★★★☆
212 Reviews

25 others are looking at this right now.

Going fast! 30 have been ordered in the last 48 hours.

**Top seller!**

Big Agnes
Titan 4 mtnGO Tent
$399.95
★★★★☆
25 Reviews

Top selling item in this category.

5 people purchased since you last viewed 48 hours ago.

Endorsements from editorials or reviewers pulled in via API, powered by Taggstar.

Number of cart adds and purchases since last view pulled in via API, powered by Taggstar.

## HOW WE WORK TOGETHER

**Email is opened by customer**

**An image request call is made to the Movable Ink servers**

**Movable Ink makes call to the Taggstar API**

**Image is served in the email**

**Movable Ink creates images based on API response**

**Taggstar API provides real-time social proof data such as number of product views, purchases, or reviews, and inventory remaining**

## 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 700 of the world's most innovative brands have chosen Movable Ink as their visual experience platform.

## ABOUT TAGGSTAR

Taggstar is the social proof messaging expert for eCommerce. Shop Direct, N Brown, Joules, Missguided, InTheStyle, TUI UK & Ireland, Victorian Plumbing and more, love our software for boosting revenues and online conversions, by as much as 12%.

We use product trends and reviews from other shoppers to display sales volumes, views, add-to-basket volumes, stock levels, fit and more, to nudge customers to buy. We're on over 70 international websites and have been shortlisted for seven industry awards.