

Power Personalized, On-brand Outfit & Style Imagery in Real-time

Together, Stylitics and Movable Ink allow retailers to power personalized, on-brand outfit and style imagery with dynamic and inspiring product displays that result in higher basket size and conversion. Capture enriched data from several products to target and re-target customers via email and other digital channels based on customer behavior and purchase history.

Stylitics provides outfits and product sets at scale for retailers and distributes this content digitally throughout the customer experience, including all eCommerce and marketing channels. **Movable Ink** taps into Stylitics to showcase outfit automations and products with real-time pricing that would pair well with recently browsed items, featured products, and cart abandoned products within email.

HOW CLIENTS CAN USE OUR INTEGRATION

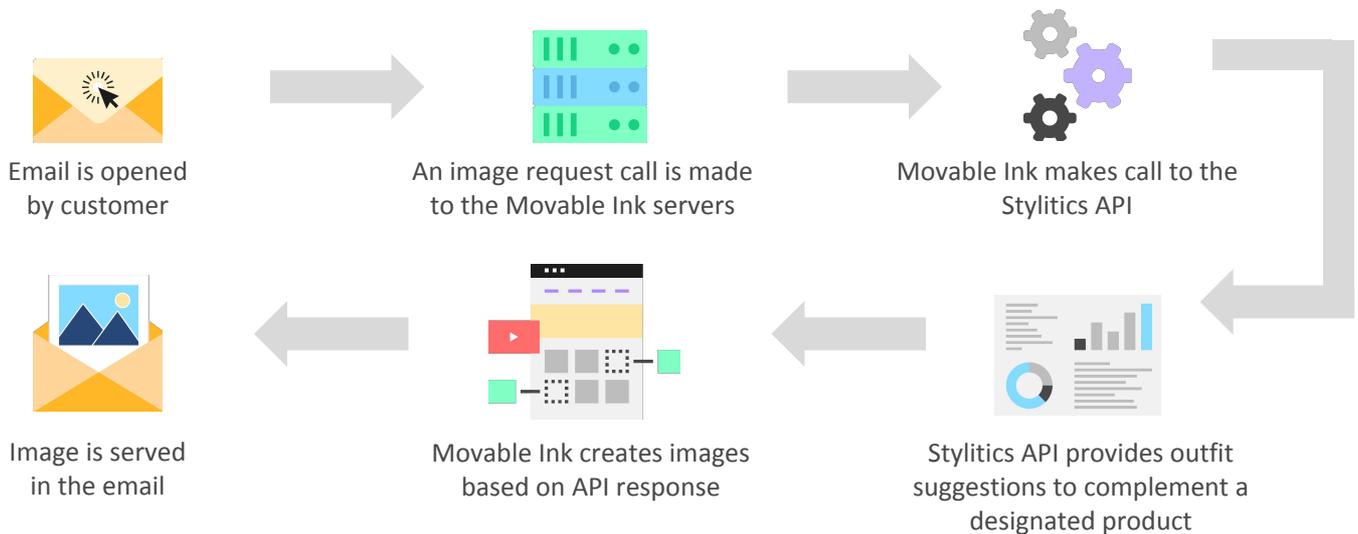
The Stylitics and Movable Ink integration provides a visual and relevant experience by integrating outfits paired with products to encourage purchases.

The screenshot shows an email interface for 'INKREDIBLE RETAIL'. At the top, there are navigation tabs for 'MEN', 'WOMEN', 'ACCESSORIES', and 'HOME'. Below this is a blue banner with the text 'HEY, JILL. YOUR CLOSET DESERVES AN UPGRADE.' Underneath, it says 'Here's what's in your bag.' and displays a 'Recently abandoned item with live pricing, powered by Movable Ink': an 'Oversized Sweater' in 'Linen Aqua Mint' for '\$98.50'. Below this, a 'Wear It With' section offers 'Multiple outfit suggestions with in-stock items to complement the abandoned item, powered by Stylitics'. Three outfit suggestions are shown, each with a list of items: 1) 'Shorts, Denim, High Rise', 'Earrings, Pavé Hoop', 'Rings, Enamel', 'Sandals, Leather Gladiator'; 2) 'Blazer, Italian Wool, Black', 'Pants, Poly-blend, Gray Plaid', 'Earrings, Pearl Hoop', 'Bag, Snake Lucite Crossbody', 'Shoes, Black Leather Pump'; 3) 'Pants, Denim, Blue High Rise', 'Bag, Raffia, Tan', 'Beret, Wool Blend, Tan', 'Sandals, Brown Leather Ankle Strap'.

FEATURED USE CASES

- Pair a recently browsed item with suggested outfits that promote underperforming SKUs to maintain usual inventory levels
- Include evergreen shipping banners or BOPUS information to further appeal to customer needs while reducing the path to purchase

HOW WE WORK TOGETHER



Images will be automatically updated each time the email is opened or reopened to display the most current content pulled in from the API.

ABOUT MOVABLE INK

Movable Ink's platform helps digital marketing leaders to 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 STYLITICS

Stylictics is the leading visual outfitting and styling solution for the world's top retailers and brands. Stylictics uses a powerful combination of algorithms, trend data, and stylist expertise to deliver millions of on-brand outfit recommendations across multiple channels such as e-commerce, email, advertising, stores, and social media to create more engaging shopping experiences. Headquartered in New York City, Stylictics works with top fashion, apparel, and accessories brands to engage more than 35 million shoppers with its technology and content each day. For more information, visit www.stylictics.com.

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