

Drive Engagement & Revenue with Curated User-Generated Content

User-generated content has a great influence on consumers. In a research study, 51% of participants agreed that authentic user-generated content is more trustworthy and relatable than content created by a brand. With Social Native and Movable Ink, marketers can leverage curated user-generated content within email that connects with consumers and influences more purchases.

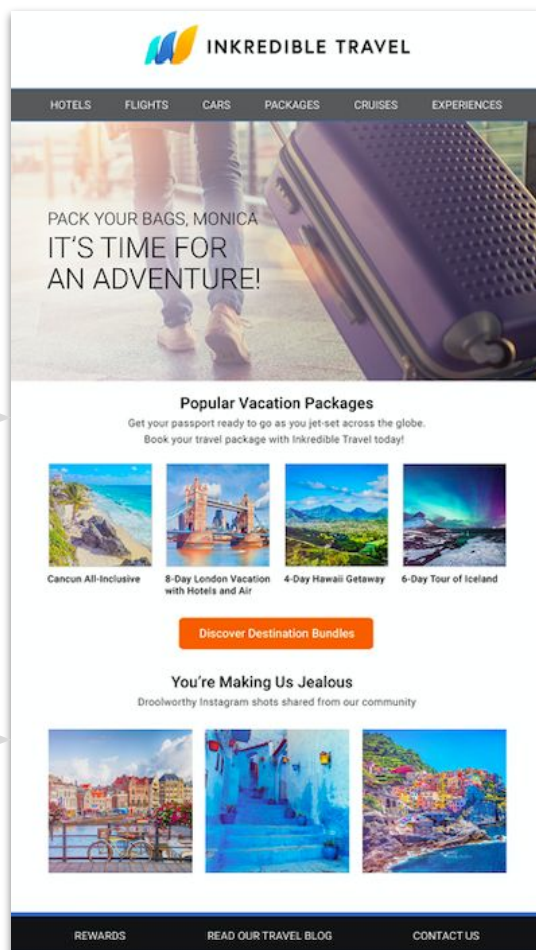
Social Native collects best-in-class social content and curates based on appropriateness, quality, usability, captions, and more - all while following brand-specific guidelines, needs, and goals. **Movable Ink** taps into Social Native to power recent time user-generated content within email that directs customers to specific social posts or product pages and drives more purchases.

HOW CLIENTS CAN USE OUR INTEGRATION

Marketers can leverage Social Native and Movable Ink to power curated user-generated content in email that drives engagement and revenue.

Top trending vacation packages pulled in via API, and powered after inbox arrival by Movable Ink

User-generated content provided by Social Native, and powered after inbox arrival by Movable Ink

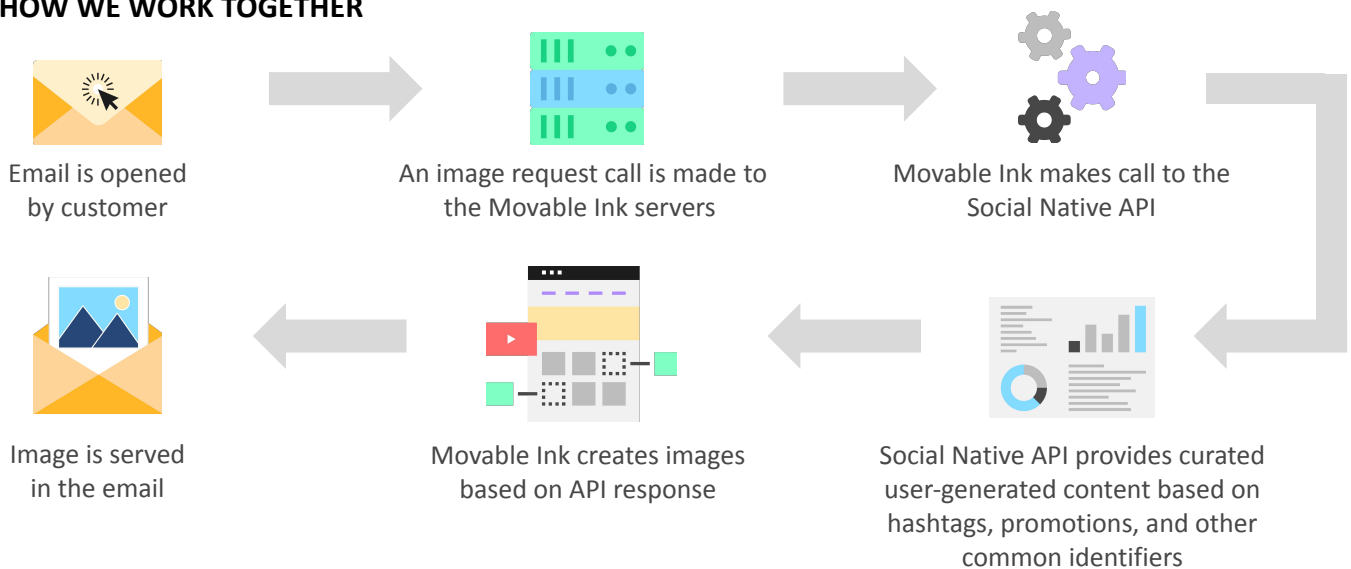


Curated user-generated content based on hashtags, powered by Social Native

FEATURED USE CASES

- Pull into email up-to-date user-generated content based on specific promotions.
- Automatically identify user-generated content relevant to your brand and dynamically pull that content into email.
- Direct customers to specific product pages of items featured in user-generated content by including relevant click-through URLs.

HOW WE WORK TOGETHER



Images will be automatically generated post-delivery to display the most current content pulled in from the API.

ABOUT MOVABLE INK

Customers don't experience data, they experience content. Movable Ink activates any data into personalized content in any customer engagement. More than 700 of the world's most innovative brands rely on Movable Ink to accelerate their marketing performance. With more than 400 employees, the company is headquartered in New York City with operations throughout North America, Central America, Europe, Australia, and Japan. Learn more at movableink.com.

ABOUT SOCIAL NATIVE

Described as the "Uber of Content" (MSNBC), Social Native is a marketplace technology company that empowers marketers to create, source and optimize authentic visual content in the most efficient way possible. Leveraging the world's first AI-powered creative platform, brands such as Unilever, Adidas, L'Oréal, Crocs and Nestlé Waters partner with Social Native to improve the performance of their paid and organic social strategy with a combination of user-generated content, Influencer Marketing, custom content, and content editing solutions.

GET MORE INFORMATION:
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