

Making the Case for **DYNAMIC CONTENT** in Email



Relevancy is one of the most important elements of a successful email campaign. In fact, relevant emails drive 18x more revenue than broadcast emails and 56% of people unsubscribe due to irrelevant content. So how do you ensure you're providing relevant messaging to each and every one of your readers? How do you avoid throwing out offers/content and crossing your fingers, hoping it resonates? By leveraging dynamic content in your mailing strategy.

In this whitepaper we'll discuss why dynamic content will keep your customers engaged and in turn, make your business more competitive. Once you get an understanding of why and how dynamic technology will take your email strategy to the next level, we'll reveal the top dynamic tools and techniques to integrate in your email efforts. Plus, we'll provide an exquisite, responsive AND dynamic email template absolutely free that works in conjunction with [LiveIntent](#). Enjoy!

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List segmentation vs. dynamic content

Before we dig into incorporating dynamic content into your strategy, let's address the difference between list segmentation and dynamic content. Segmenting your email list allows you to define interests that are specific to groupings of people. From this segmentation, you can send tailored campaigns to each segment/group in order to be more relevant. You can segment your list based on your reader's characteristics 100x over, but when it comes to campaign deployment, you then have to manually create and deploy multiple creatives/campaigns based on each segmented list.

Dynamic content can be more precise and granular than list segmentation. Simply put,

dynamic content is HTML within your email that changes based on the end user. The most basic example of dynamic content is using a merge tag in your email service provider (ESP) to pull the first name of your reader into your message.

Dynamic content software uses data about your subscribers to automatically define segments that are as small as a handful of people with key similarities, or even just one person with unique interests. That means you can send one campaign, one time, which is optimized and targeted to every single user by leveraging subscriber data and behavior with dynamic software.

Making the case for predictive dynamic content

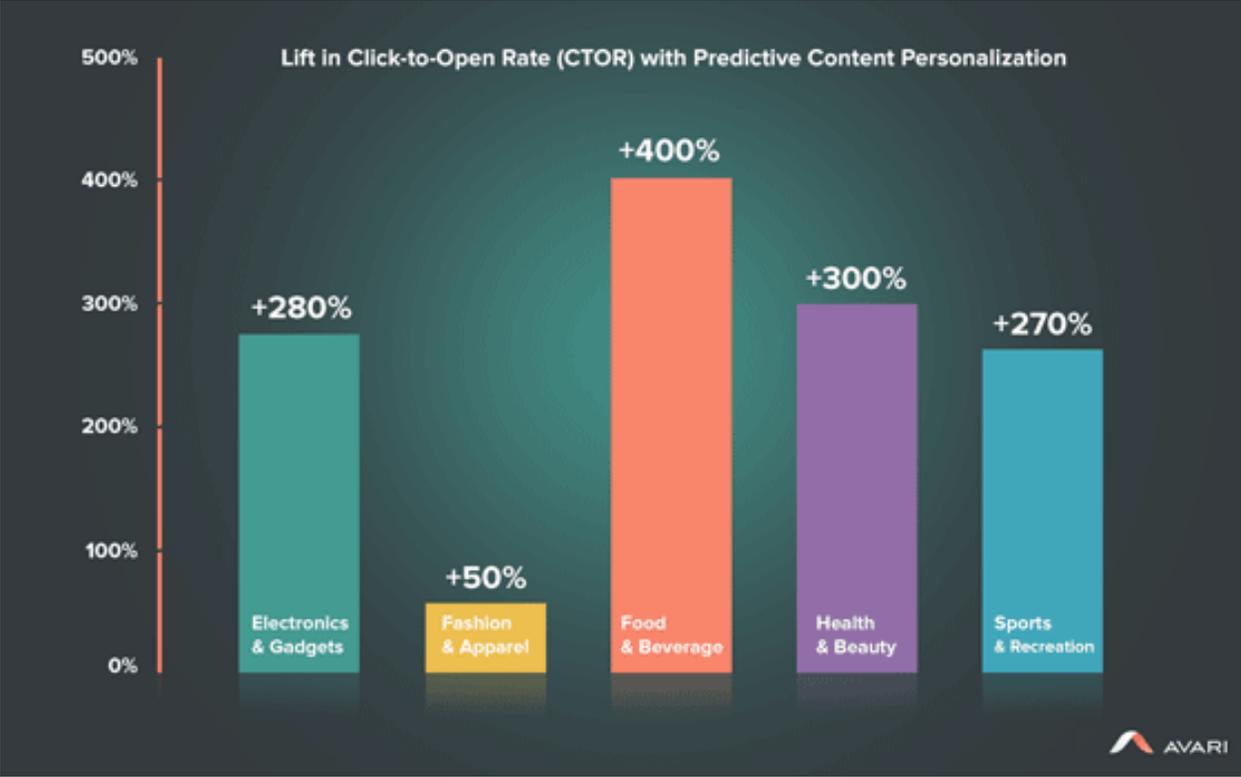
As we just mentioned, there are many different types of dynamic content in email, running the gamut from old-school (yet still effective) first-name personalization to cutting-edge customization with context-based content or predictively personalized content recommendations. All of these methods have their own pros and cons, but one thing is clear — the more relevant the email content the better.

AVARI, a company that has since been absorbed by LiveIntent, saw an average lift in CTOR (click-to-open rate) of 73% for emails with predictively personalized content versus

emails without it. The impact of personalization can vary by industry, but the food, health and beauty industries have seen a great lift in email engagement using this tactic.

Check out a chart AVARI compiled looking at the lift in click-to-open-rate when using predictive content personalization.

Now that we understand the impact dynamic technology can have on your mailing strategy and bottom line, let's talk about what technology is out there to take personalization in email to the next level.



THE ROUNDUP

14 Best dynamic content tools for email

We've compiled our top 14 picks (laid out in alphabetical order) for the best software to deploy dynamic content in your email campaigns. The list includes the tools you need to display different images, localize subject lines, switch up offers or CTA's and more, all based on customer data.



With [Act-On](#), marketers can deploy dynamic content through text blocks, images, calls to action, checkboxes, lists, downloads, and more. With this software, you're empowered to tailor your content and offers based on an individual's demographic information, location, preferences, technology used, and behavioral history.



Getting started with [Bluecore's email triggering system](#) is as simple as pasting a snippet of code on your site. The software asks you what behaviors are the most important in driving conversions, and then follows them, automatically sending the best email for every situation.



[Boomtrain](#) is a personalized notification platform that enables companies to send email and push notifications that are customized for each recipient. Their software ensures it is sending your reader the most engaging content possible by analyzing behaviors, mood, trending content, metadata and semantics.



[Cordial's intelligent messaging platform](#) captures data from the web, mobile apps, devices and point of sale to build a real-time user profile. Their context-aware triggered messaging tracks subscriber behavior in the moment so you can send emails based on user activity like cart abandonment or browser behavior.



[HubSpot's software](#) makes dynamic content possible in automated workflows. This technology places your lead in the most relevant workflow based on their behavior and point of entry onto your list and allows you to personalize images, text and CTAs.



[Kickdynamic](#) empowers you to market in the moment by adapting content based on location, device, timing and weather. Kickdynamic's rule builder will acclimate to the exact contextual situation of your customer for a personalized email experience, every time.



[LiveIntent](#) offers real-time advertising technology for email. This advanced software allows you to manage your ad inventory just like display advertising and serves up ads in email dynamically, based on the context of when the email is opened. The template included here is designed for use with LiveIntent.



[MovableInk](#) integrates into your ESP and allows you to target individuals based on time, geolocation, device, weather and other consumer contexts. It also provides the ability to upload multiple creative variations to cater to your entire audience's needs.



[NiftyImages](#) delivers hyper-personalized images in email that allow you to segment from any subscriber variable. You can integrate NiftyImages with your current ESP to provide custom images to each and every reader.



[Pardot](#) allows you to display content based on your prospect's email activity, geography, job title and much more. Tracking your subscriber's city or state? With Pardot you can display upcoming events based on your recipient's location for an extremely targeted mailing.



powerinbox

[Powerinbox](#) PowerInbox is your one stop shop for dynamic, personalized email that wows customers and drives results. Our simple platforms help you monetize campaigns with relevant ads and create dynamic engaging content. With PowerInbox, precise personalization is a breeze, connecting the right user with the right content based on time, location, device and behavior awareness for the ultimate in one-to-one marketing.



[RealTime Email](#) offers real-time (get it?) capabilities to deliver content that responds to each recipient's personal context. With this software you can optimize your email by using contextual data (like geo-location, weather conditions, mobile device in use and more) collected at the moment it's opened.



[Rise Interactive](#) uses a machine learning engine to digest your reader's demographic, psychographic and behavioral data. SimpleRelevance makes sense of your data to automate your most successful marketing through many digital channels, including email.



Weather can greatly influence purchase decisions; with [Skymosity](#) you can create automated triggered email campaigns based on weather conditions, temperature fluctuation and emergency alerts. Skymosity's EA Rainmaker technology is focused on increasing your email revenue with triggers that deploy emails to the right person at the right time.



ESPs with Dynamic Capabilities

While we focused on dynamic software that easily integrates with your mailing platform, it's important to note that ESPs are beginning to offer options for dynamic content blocks or their own tools to increase email personalization. For example, [Emma](#) allows you to send unique content to each recipient from a single email based on the data you collect about your subscribers. [ConstantContact](#) also provides a helpful how-to article on the code you need to create relevant email for the end user.

If you aren't sure about the dynamic capabilities of your ESP, give their support a shout to see how you can start increasing your email metrics, and in turn, your ROI today.



10 Best ways to use dynamic content in email

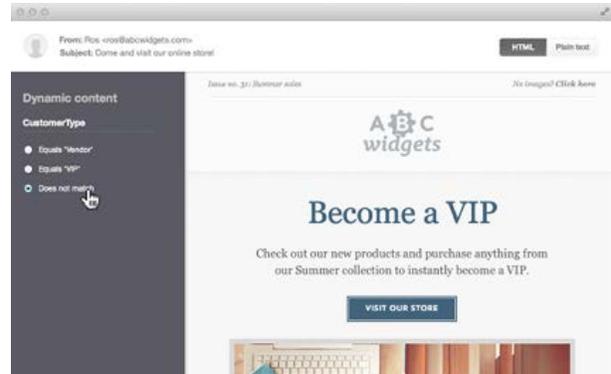
We've covered the software out there to create hyper-targeted personalization in email, now let's talk about how to creatively leverage this technology in your email strategy.

Whether you realize it or not, you have captured a lot of information about your subscribers such as age, job title, gender, past purchases, etc. Instead of letting this data waste away in your database, use it to create more personalized (read: relevant) mailings with dynamic content! Let's dig into 10 stellar examples of dynamic content in email.

1 PURCHASE CYCLE

Where someone is in the sales funnel is critical in determining how you communicate with them. Your message will vary drastically if you are talking to a customer as opposed to someone who simply downloaded a freebie.

The screenshots below show an email audience that was split into three categories: Vendor, VIP or Does Not Match. The content and offer are tailored for each audience: The VIP audience gets a very relaxed pitch asking them to help a friend out, whereas the non-member group receives a promotional email.



PRO TIP:

Know what investment your reader has made in your company before you get super chummy, or else you could send them running for the hills.

2 PAST PURCHASES

One word: Amazon. Amazon does a bang up job of tracking your past purchases, then offering follow up emails with their, "You bought this, so you might like this" upsell. This past-purchase email method leads to more purchases, and a greater lifetime value.

The email below from [HostelWorld](#) leverages dynamic content in the hero image to call out the last time the reader used their services.

Along with using her first name, this personal touch will perhaps spur Savannah into planning her next adventure.



Hey savannah,

We've been missing you lately—did you know today marks six months since your last booking with us? You've probably been missing travel, too. If you can't travel at the moment, we understand—after all, we've all been there—but do keep us in mind when planning your next tip.

We've got something to suit every budget, from cheap weekend getaways to epic journeys. Budget travel is not just for gap year—there's a whole world to explore and we have plenty of comfortable private and ensuite rooms in hotels, B&Bs and hostels.

[Start planning your next adventure](#)

3 SUBSCRIBER BEHAVIOR

Targeting readers based on subscriber activity is similar to using data from past purchases, but this tactic is based on pre-purchase behavior, as opposed to post purchase behavior.

To successfully track subscriber behavior on your site, you should install a tracking pixel on your site that is generated by your ESP or marketing automation software. Then you can track digital behavior to uncover things like which pages they visited, how long they stayed on your website and how you obtained their email address. Spotify does a great job of incorporating digital behavior below.

This email hits the nail on the head when it comes to delivering relevant information. This campaign was triggered based on the music the recipient listens to and gives them the heads up that one of their favorite bands will be headed their way. A great use of leveraging user behavior and geolocation in email!

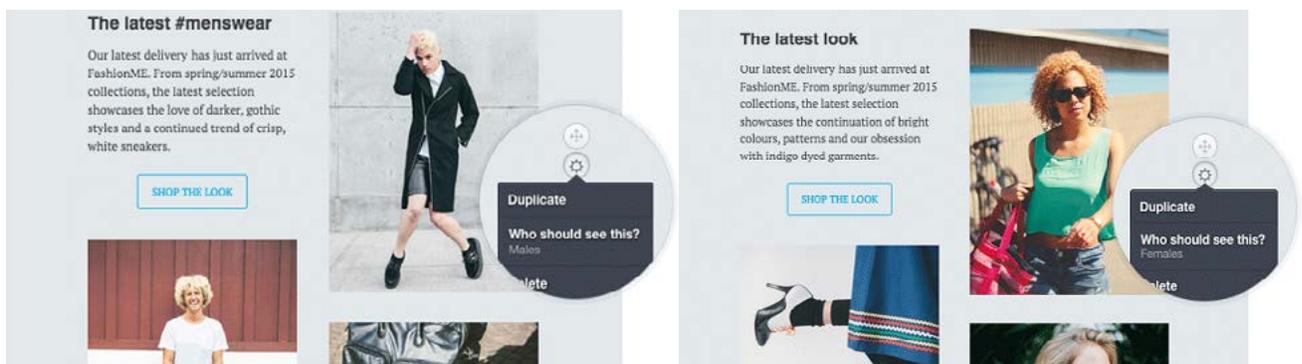


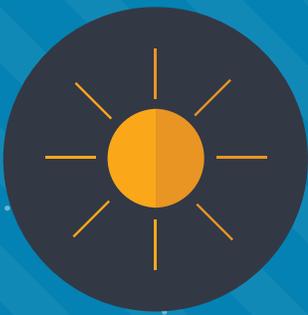
Foo Fighters return to the UK!

You are receiving this exclusive email offer because you are one of the Foo Fighters top listeners on Spotify.

4 GENDER

While one's gender may not affect certain offers/promotions, this info will certainly come in handy for retailers. In the example below, the same template is used for the mailing, but the images, text and everything in between are customized by gender.



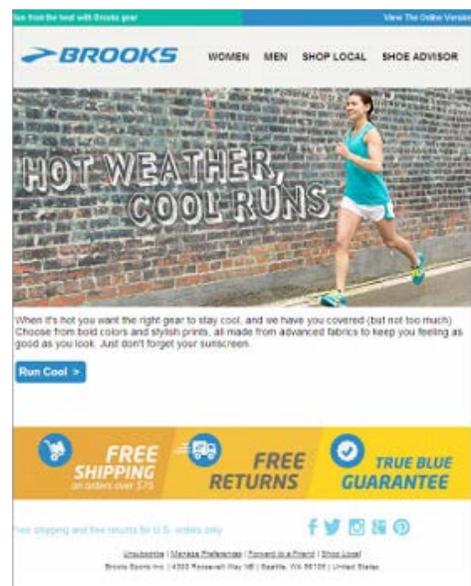


5 WEATHER

Weather can affect your mood, activities and the clothes you're wearing, so it's not that crazy to assume that it can affect your purchasing behavior, too!

Brooks, an athletic shoe company, made fantastic use of weather specific emails with automation software that dynamically serves different content based on each visitor's weather condition. As you can see, two different creatives were displayed based on weather condition and temperature range.

What better time to showcase your new snow boots or offer a 20% discount off a super duty shovel than when the snow is piling up outside your reader's window?



6 DATE OF BIRTH

Everyone likes free stuff. Especially free ice cream! Cold Stone celebrates individual subscribers—and builds brand loyalty—when it leverages the dynamic capability to send out an email with a buy one, get one free offer on each reader’s birthday.

Whether you offer email testing (like us) or ice cream like Cold Stone, you should capture DOB in your database so you can send your readers a message on their birthday to let them know you care.



7 AGE

Simply knowing the age of your audience members could take your email conversions to the next level. In the example below, Fit for Me offered a promotion and knew their audience varied in age. Instead of creating separate campaigns for each age group (this is what you would do if you only have list

segmentation capabilities), they dynamically switched out the image, but kept everything else the same.

With the power of dynamic software, it’s possible to make a simple switcheroo like this to ensure your email visuals resonate with the different age groups that make up your list.



8 GEOLOCATION

Capturing your subscriber's geographic location is as easy as asking for their zip code when they opt in. By knowing where your contacts live you can localize subject lines, deploy emails based on their time zones and send location-specific emails to those readers.

S-Digital took geolocation to the next level with dynamic maps in their campaign for the Open Golf Championship. The example below uses geolocation and routing services to create dedicated travel directions (to the Championships) for each and every recipient of the campaign!

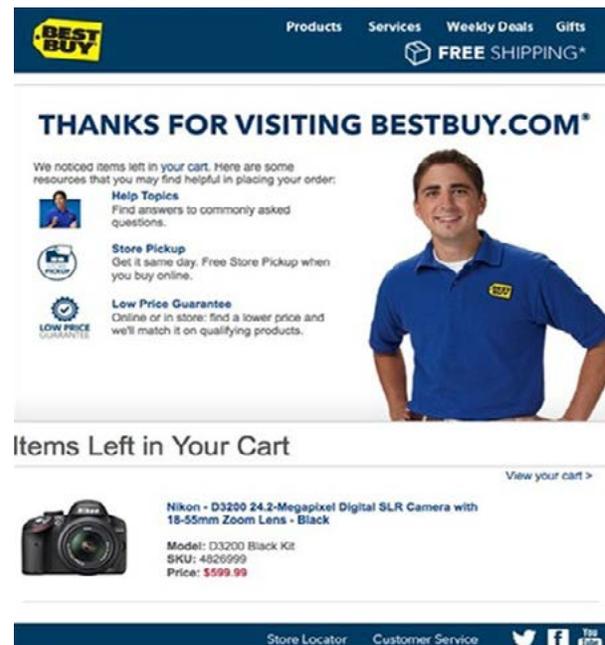


FUN FACT: *As a result of the campaign, the online traffic increased by 250% with over 500 leads!*

9 CART ABANDONMENT

Cart abandonment emails have achieved a 28% conversion rate, so it's in your best interest to have the proper web tracking in place to follow up using dynamic and automated content once your visitors head for the door. In BestBuy's email, they not only follow up offering assistance (which gives it a human touch), but they also specifically reference the item the reader abandoned in the cart.

By tracking digital behavior, it's much easier to reel shoppers back in when a cart abandonment email is dangling that shiny object in their inbox.



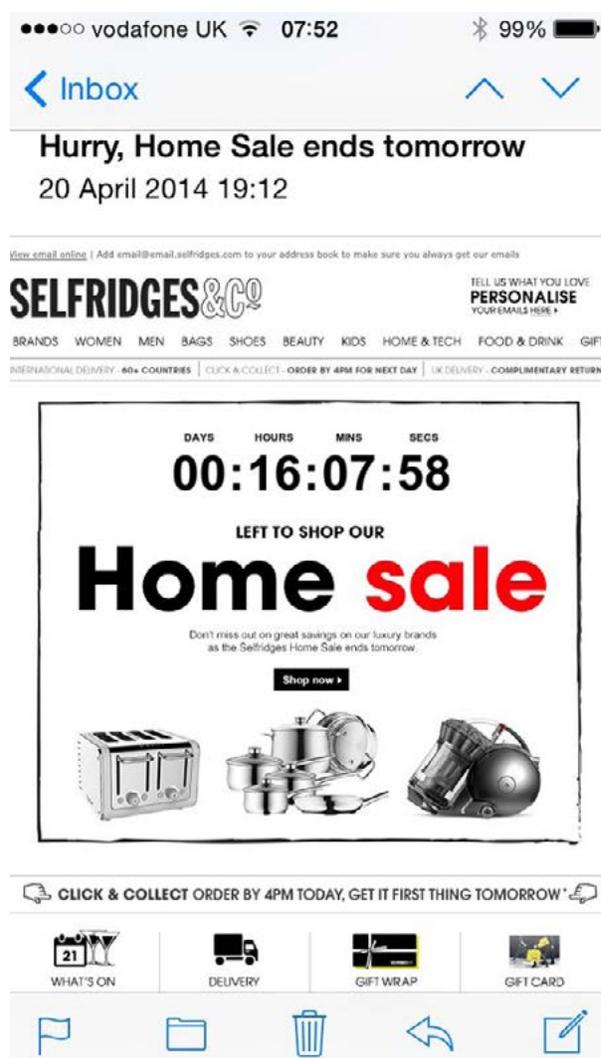
10 COUNTDOWN TIMERS

This last item is all about creating a sense of urgency, which has been [shown to increase sales by 332%](#), according to ConversionXL. Countdown timers can be an uber effective way to incentivize your readers if you have a big, blow-out sale or early bird discount. Based on when the email is opened, the dynamic software will trigger the countdown showing the remaining time until the sale or deal ends.

[Selfridges&Co.](#) made great use of this tactic by literally counting down, to the second, how long their reader had to save big on their home sale. Brilliant.

Remember, though, everything in moderation! Giving away a whitepaper doesn't warrant a countdown timer (obviously). We want our readers to feel a sense of urgency, not be crippled by anxiety.

Next, let's touch on a dynamic tactic in email that is shaking up how and where targeted ads can reach us.



Serve up dynamic ads in email

Fresh, interactive and targeted ads have been prevalent (and extremely successful) online for quite some time. Tracking your prospects' internet behavior, such as the websites they've visited, allows you to display relevant ads to them. However, that hasn't been the case for advertisements in email. That's all starting to change, though. [LiveIntent](#), a New York City-based startup, is leading the field for real-time ads in email.

To give you the ability to display dynamic, targeted, 3rd party ads to your readers, all within their inbox, we teamed up with [LiveIntent](#) to bring you an exquisite, responsive AND dynamic email template absolutely free. You can use this technology to monetize your newsletter in the same way you might show 3rd party banner ads on a website.

 **DOWNLOAD**

TEMPLATE DETAILS

Your new "Daily Times" template, when paired with [LiveIntent's platform](#) delivers marketing and advertising in your email dynamically, based on data like location or time of day when the email is opened. Plus,

you can manage your ad inventory in your email just like display advertising.

Now you have the option to run in-house ads for your own marketing purposes, or third-party ads to increase your revenue.



YOUR NEW TEMPLATE'S FEATURES INCLUDE:

- Three different ad slots in vertical, horizontal and 300x250 styles.
- The tall/wide ads collapse down to 300x250 mobile-friendly ads on smaller screens.
- Content areas collapse down to a one or two-column design on mobile as well, making for an improved reading experience.
- Image based header text with an Outlook-friendly background image.
- Bulletproof buttons for consistent height/width across all clients.
- Preheader and "view in browser" space built in.

Now you can leverage real-time, dynamic ads with LiveIntent!



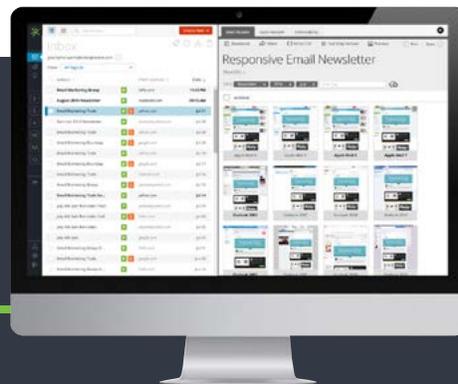
Delight each customer with relevance at-scale

Dynamic content will soon be the new normal when strategizing, crafting and sending email campaigns. Consider the significance of executing customized one-to-one experiences at scale. One email marketer can now reach 100,000 customers with the press of a single send button and each person will simultaneously feel like the interaction is all about themselves.

Dynamic content is the key to running a great email program because you can't guess your way to delivering relevant emails.

Wait, don't forget this mission-critical step!

Once you've customized this (or any) template to your liking, don't forget to test your email before you hit send. A simple tweak in your HTML could cause display issues and **80% of people simply delete an email** if it doesn't look good on their phone.



Protect your revenue and your bottom line by building and testing your email in the most popular inboxes.

TRY IT **FREE!**