Kickdynamic

Holidays are coming

Christmas season inspiration

Every email you send throughout the festive season needs to standout, deliver the right content to each recipient and be highly relevant and up-to-date. Delivering the right message, paired with creativity and innovation in the inbox, will drive CTO and revenue throughout December and into January.

'Tis the season to send

Christmas is frenzied, frantic and full of festivities. It also happens to be the time of year that consumers are looking to spend money. That makes Christmas a pretty stressful time for email marketers. As the highest converting channel the pressure is on. We all know the high ROI that is achievable at Christmas, the opportunity to generate revenue is at its peak.

As you'd expect almost every retailer will increase their email send frequency over peak meaning inboxes are crowded and the competition is higher than ever. Everybody is busy so your email marketing needs to be tip top to cut through the festive mayhem.

'Tis the season to be creative

Bring to life the magic of Christmas in your emails and give your recipients something to smile about. You can use personalization over images to create true personal touches, automate relevant click-category follow-up email campaigns based on previous in-email activity, and share magical content generated from what other customers have shared. Use timed images to include a live advent calendar paired with a 'countdown to Christmas' to build excitement and bring your emails to life. Use these suggestions in your festive campaigns to deliver a truly personalized, magical and automated email experience.

Some of the ideas in this white paper are quick wins, others are more strategic use cases. The common theme throughout the recommendations is the importance of delivering live, engaging and personalized content to each and every person you'll be mailing this Christmas. We also focus on automating as much of the content in your email as possible to reduce email build time, enabling you to send more, and better, email to the same cadence.

Christmas season inspiration
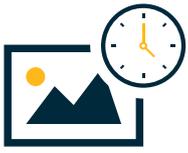
Time-targeted images

As December progresses and Christmas draws closer, offers, delivery information and other content contained in your email is likely to change. A subscriber opening an email sent at the beginning of the month could be exposed to out-of-date information if they open at the end of the month. This could be particularly important if it's out-of-date delivery information for example.

Scenario: It's 20th December. A recipient opens an email sent on 15th December. The delivery information in the email says order now for guaranteed delivery before Christmas. However, delivery is actually no longer possible this close to Christmas.

If this is the case, it's going to lead to a negative customer experience. It's also a very easy situation to avoid. Time-targeted images can be used to display the latest content at the moment of email open. In this case, even when opening an older email, the recipient would see the latest delivery information – perhaps around next day click and collect. This way, you're providing a positive customer experience by providing the latest content automatically at open time; you're also maximizing the chance of engagement and conversion.
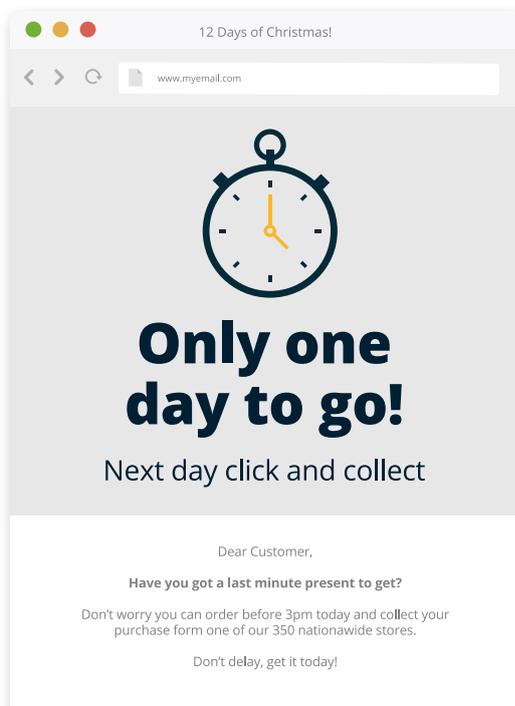
Live Advent Calendar

Kick off your Christmas campaigns with an advent calendar that's live at the time of open. This is a powerful way to use timed images to display the correct content based on the date of email open. Each day the calendar creative automatically changes to display the correct calendar window open based on the date. To make this really interactive, why not create an animated gif for each day, showing the calendar window opening.

Sadly, it's not possible to have a chocolate behind the window but a special offer, exclusive discount or present idea is a great touch. This is an innovative idea that will see recipients checking back into the email or opening your latest email each day.

One of the best things about implementing a live calendar is that it only needs to be setup once. When you've built the Tag in the platform, you can add the tag to the HTML – of every email you want the calendar to be in – and the image will automatically update. You can literally set it and forget it. This automated approach to live content significantly reduces email build time, particularly if you approach campaigns on a per email basis.

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12 Days of Christmas!

www.myemail.com

Only one day to go!
Next day click and collect

Dear Customer,

Have you got a last minute present to get?

Don't worry you can order before 3pm today and collect your purchase form one of our 350 nationwide stores.

Don't delay, get it today!

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12 Days of Christmas!

www.myemail.com

12 days of Christmas!

1	2	3	4
5	FREE delivery!	7	8
9	10	11	12

Dear Customer,

Have you got our HUGE Christmas offers?
There is still plenty more to enjoy.

Check in with our emails each day to see what exclusive offers are available each day.

Implementation Timing:
1 hour

Implementation Resource:
Marketer

Implementation Timing:
1/2 day

Implementation Resource:
Designer & Marketer

Contact us for a demo of the Kickdynamic platform: 📞 +44 (0) 20 3514 4609 ✉ hello@kickdynamic.com

Day-parting

Whilst it's common for PPC marketing, day parting is a relatively new concept in the email world. It's the practice of dividing the broadcast day into several parts and then displaying the most relevant or targeted content in the email during each part of the day. Knowing what content to display can be based on website data, for example best sellers at that moment, or insight from what email content performs particularly well during certain parts of the day.

Day parting is a concept that lends itself particularly well to Christmas. Display different content in your email depending on the time the email is opened. For example, display products perfect for Christmas morning when the email is opened in the morning, display Christmas lunch inspiration and products when the email is opened around lunchtime and show drinks and after dinner treats to anybody opening the email in the evening.

Your guide to last-minute stocking fillers

Dear Customer,

Have you got a last minute presents to get?

Don't worry you can order before 3pm today and collect your purchase form one of our 350 nationwide stores.

Don't delay, get it today!

5 -11am

Is the Christmas lunch sorted?

Dear Customer,

Have you got your Christmas lunch checklist ticked off?

Don't worry you can order before 3pm today and collect your purchase form one of our 350 nationwide stores.

Don't delay, get it today!

11-4pm

That's right, it's drinks time!

Dear Customer,

Don't forget the drinks this Christmas!

Don't worry you can order before 3pm today and collect your purchase form one of our 350 nationwide stores.

Don't delay, get it today!

4 -10pm

Implementation Timing:
2 days

Implementation Resource:
Designer & Marketer

Trending products – show recipients orders placed by other customers

Finding the perfect gift can be tricky. People love to get shopping inspiration from other people so provide your recipients with inspiration galore by include a 'trending right now' or 'what customers are buying' section in your Christmas product level emails. This is a powerful addition to your email to show shopping ideas to your recipients as they browse an email.

It's the right kind of user generated content – the social aspects of what customers are buying right now act as word of mouth advertising and helps to establish further trust in your brand. We know that 'people trust people' so bring that to life in your email. Adding a live 'hot right now' feed into your email also increases product discoverability by showcasing a diverse range of products, which may not have been previously visible in your email.

Each time the email is opened the latest products that have been purchased will be shown live. Each product image can click through to the individual product page to make adding the product to the customer's basket quick and easy.

Expect to see an increased CTO and conversion rate from your email.

Loved right now

| Purchased in Lowestoft | Purchased in Manchester | Purchased in London | Purchased in Brighton |

How: connect a live product feed containing the latest orders placed on your website to a live image. Each time the email is opened, the most recently purchased products will be displayed.

This is a great example of creative email marketing, leveraging live data to increase customer engagement from your email channel. Not only is it innovative, it's a really powerful way to connect with customers in an inspiration and trustworthy way.

Implementation Timing:
1/2 day

Resource:
Marketer

Technical:
Requires API feed

Instagram Inspiration

Many retailers have fantastic social media content that is updated frequently. In the lead up to Christmas and throughout December, showcasing inspirational content is an important strategy. Festive imagery and gifting ideas are a powerful way to connect with prospective shoppers. With this in mind, it's a good idea to harness your visually strong and pre-approved Instagram content and include it in your email campaigns.

With Kickdynamic tags you can display the latest Instagram posts in your email automatically at the point of open. Including live social posts in your email is also a really great way to reduce your email build time. Add a Live Instagram Tag to your email template and the latest posts will always show at the moment of email open. You don't need to manually update the content each send which significantly reduces email build time. With live social your emails will always be in-season and on-trend.

You may also want to add a live Instagram Tag into any post purchase or lifecycle email throughout the festive season to present customers with further inspiration. It's a good way to generate cross-sell and up-sell opportunities.

Implementation Timing:
1 hour

Implementation Resource:
Marketer

User Generated Content

A great way to create engaging, on-trend and in-season content is to take inspiration from your social media following. Feature user generated content within your emails. Encourage customers to share snaps of their purchases using a specific hashtag and then use this content to automate and personalise your email content. Using a curated feed, you can instantly show the latest customer engagement with your brand.

To encourage users to share content, consider running a Christmas competition or giveaway, where the best picture wins.

12 Days of Christmas!

www.myemail.com

Ooh don't mind if I do

Shop Christmas

Follow us on Instagram

289   12   289   12   289   12

289   12   289   12   289   12
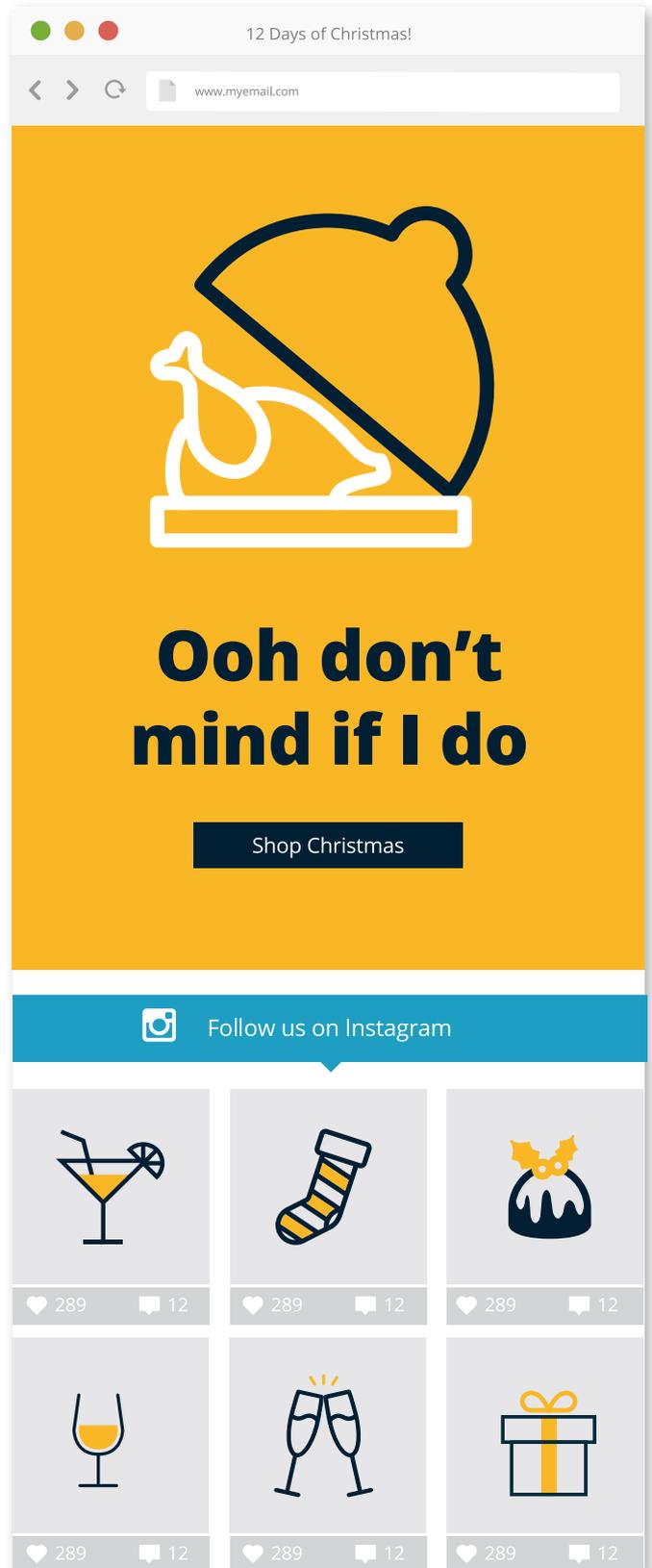
Quick Wins

Image Optimizer

Image optimization is the perfect solution for in email optimization. Automatically A/B split test multiple images live in the email to discover which version is the highest performing. The highest converting image after the open quota will be displayed to the remaining openers.
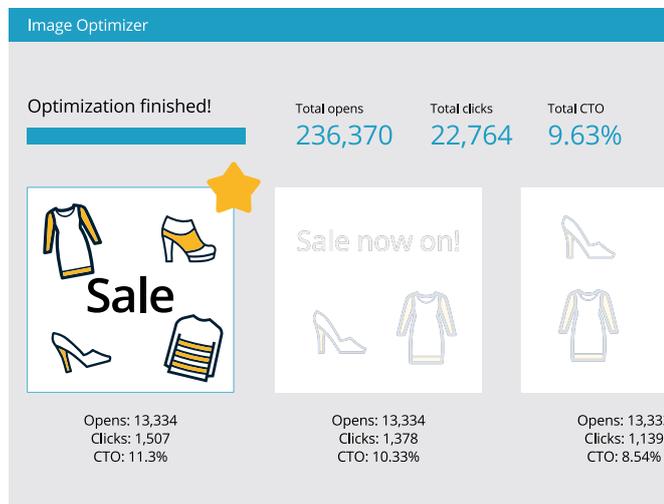
Why? You are always showing the highest converting image at the moment the email is being opened. This increases conversion with very little resource.

How: Upload multiple images to optimize. Set an open quota. Add the tag into the HTML.

Ideas to test:
· Messaging
· Call to action size/positioning
· Banner background color
· Banner design
· Animated vs. non-animated
· Color vs. Black and White

Top Tip: Test animated gifs vs static images. Animations take considerably more time for your designers to create and they may not be the highest converting option. Try running some in-email optimization ahead of Christmas to test whether animations have a higher uplift than static images. If the answer is no, then use the design resource more strategically.

Image Optimizer

Optimization finished!

	Total opens	Total clicks	Total CTO
	236,370	22,764	9.63%

Sale	Sale now on!	
Opens: 13,334 Clicks: 1,507 CTO: 11.3%	Opens: 13,334 Clicks: 1,378 CTO: 10.33%	Opens: 13,333 Clicks: 1,139 CTO: 8.54%

Countdown to Christmas

A quick and easy addition to any email. It's a nice touch, useful for recipients and helps to build the urgency and excitement ahead of the big day.

Each and every time the email is opened, the countdown will automatically display the number of days or the exact time remaining until Christmas.

30	07	26	45
days	hours	minutes	seconds

...until Christmas

Shop now

Countdowns for deals

Think of ways to strategically use timers around offers to pique interest at key times. For example, if you have an offer to incentivize shoppers to start shopping early, use a countdown timer to countdown to the end the offer. Add seconds to the timer to help drive the urgency. Once the timer has expired, use a rule Tag to swap the expired timer to a different image – perhaps with a different message so the opportunity to convert the recipient isn't lost.

Top tip:
Be careful not to use timers too frequently as this could reduce their effect.

MEGA DEAL

Great offers on smartphones

Deal ends in:

02	03	34	22
days	hours	minutes	seconds

Countdown to delivery end

For all online retailers getting the right delivery information across to customers is really important. Generally speaking, customers want to order gifts and receive them in enough time to wrap and place under the tree before Christmas day. Delivery information and messaging is key to managing this expectation and providing a strong experience.

We recommend implementing countdown timers strategically around delivery messages. For example, use a countdown clock alongside precise messaging e.g.

Order in the next (Insert timer days/hours/mins/secs) for guaranteed standard delivery in time for Christmas.

Once that time window has passed, use live timed image functionality to automatically swap to a different delivery message and timer e.g.

Last chance! Order in the next (hours/mins/secs) for next day delivery in time for Christmas.

Top Tip:
Once the option for delivery in time for Christmas has passed, automatically hide the delivery section in the email.

12 Days of Christmas!

www.myemail.com

Get your gifts delivered by
December 24

You still have

07 hours **05** minutes **57** seconds

left to shop

Shop now

Personalized images

With an increased number of sends throughout December it's important to make sure emails don't get too impersonal. To avoid this, and to make sure your emails continue to stand out, consider adding personalisation over images. It's the small things that make the biggest difference; adding a recipient's name over an image is attention grabbing – in a meaningful way. It's a nice personal touch.

Expect: An increase in engagement and CTO.

Top Tip:
Personalized images don't have to be front and center of your email campaigns. Of course, personalizing a hero image is very eye-catching but think about subtle ways to personalize too. Think from labels, Christmas cards & wish lists.

12 Days of Christmas!

www.myemail.com

James

Only:

02 days **03** hours **34** minutes **22** seconds

to go...

Shop Christmas

1 2 3 4 6 🌲 7 8 9 10 11 12

12 days of Christmas deals

Many retailers run a series of special offers or daily deals on the lead up to Christmas. Typically subscribers are motivated by time sensitive offers and with Christmas around the corner, it's likely that they'll react well to a series of time-sensitive product offers.

Don't limit yourself to making one product the hero. Appeal to as many subscribers as possible by featuring a great deal every day, or even every hour! Once the time's up, automatically swap to show the next deal. A perfect solution for Christmas is to have an hourly deal. Subscribers have to buy presents for a wide range of people therefore showcasing a different product each hour is a great way to provide inspiration and aid product discovery. Pair an hourly deal with a countdown timer to drive urgency. You'll notice that recipients will keep opening the email every hour to see that latest deal. (Insert example of the graph image below)

12 Days of Christmas!

www.myemail.com

12 hours - 12 offers
50% off every hour

Hour 1

52:17

Get in now!

| Hour 2 | Hour 3 | Hour 4 | Hour 5 |
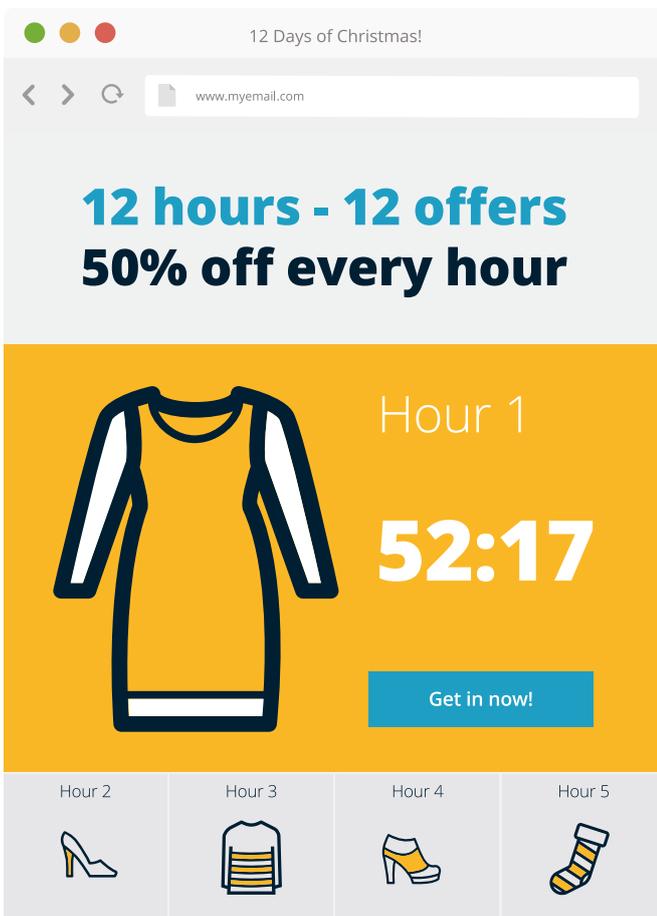
Gifting - Click through follow ups (last click attribution modelling)

Christmas is the season of giving. Whilst it's unlikely that you'll know exactly who your subscribers are buying for, there's a couple of tips and tricks you can use to deliver content that's relevant to who they're buying for. Consider including category level content in a weekly email in the build up to Christmas.

Shop for her　　Shop for him　　Shop for mum　　Shop for kids

Shop for grandparents　　Shop for dad　　Shop for experiences

A few days after the initial send, once you've gathered the click through information, you can segment by category or 'type' clicked and send an email with more detailed information, or recommended products, for that specific category of interest. Sending a targeted follow up email to clickers that didn't complete a purchase is a great way to ramp up the relevancy of your content and re-engage active subscribers.

Using open time marketing Tags, we recommend automating the content of the followup email to streamline the resource required to achieve the followup campaigns. Use content automation to automatically show the latest products from the category of click. Pair this with a live Instagram tag for a fully automated and up-to-date email at every open.

Insight:
It's OK to send an additional email to these subscribers even if your send volume has increased over the Christmas period. Subscribers that have opened and clicked through are actively engaged with you brand; they won't mind receiving additional emails, particularly as the content is totally personalized to their interests.

Whilst sending targeted follow up emails is a strategic gem, not many retailers are actually doing it due to the difficulties around content creation for email. Deciding on the campaign strategy, briefing designers, coding each email variant, testing the html, and then getting sign off for each follow up is very resource heavy. It takes a substantial amount of time to do this, and quite often by the time you're ready to send, the moment may have passed.

This is where Kickdynamic can help: using Kickdynamic Content Automation saves you massive amounts of time. The process of creating your follow up campaign email is much easier, it takes minutes not hours to set up the HTML and images. They are all pre-approved, the HTML is pretested, so your process has slimmed down from around 4 days to a matter of hours. Kickdynamic Content Automation allows you to send one HTML email that automatically picks up category clicked from the previous email and selects the best images for that category at the time of open. So it will always show the best offers, with products in stock. This approach is now being taken by UK retailers, such as Holland and Barrett and Asda.