

EBOOK

Creating Compelling Retail Experiences

with Movable Ink + Oracle Marketing Cloud

Movable **Ink** + **ORACLE**
MARKETING
CLOUD

The Amazon Effect

It's no secret that retail is undergoing a massive transformation.

Everything from the in-store experience (or lack thereof) to the way shoppers research their purchases to the ways they actually make their purchases has changed a lot in a relatively short period of time.

A great deal of this change can be attributed to the Amazon effect. This is the idea that consumers can get whatever they want, whenever they want it, at ([literally](#)) the push of a button.

It's a level of service we've never experienced before. Need a new jacket in the next three hours? Not a problem. Premium groceries waiting for you when you get home from work? Ok! Prefer to have your delivery person [enter your house](#) and arrange your packages just so on the dining room table? Weird, but completely doable.

And with Amazon's incredible scale and business model, it's nearly impossible for most other retailers to compete with them on price.

Amazon is changing the industry in profound ways, so it's no surprise that they're transforming the ways that consumers shop. [According to eMarketer](#), consumers worldwide now turn to Amazon to find and research products prior to making a purchase.

They've set the gold standard for online shopping in many ways; naturally dominating with 43% of market share. Yet when we look at the total number of retail sales in the U.S., online sales only account for 8.9% of them, according to the [Department of Commerce](#).

Only **8.9%**
of retail sales in the U.S. are online

Huh? What about the so-called retail apocalypse?

Ecommerce will continue to grow as a percentage of retail sales. And for the first time in a while, in-store sales are expected to grow too. According to Kiplinger's [forecast on retail sales and consumer spending](#), in-store sales are projected to grow 2.4% this year — the biggest growth period since 2014.

Consumers are still spending both online and offline. But the way that consumers are spending is changing, and retailers need to adapt to survive.

The Retail Marketer's Challenge

Shoppers are savvy. They know exactly how and when to find the best offers on the products and services they want. They can easily check prices, instantly download coupons, and do comparison shopping all from their smartphones.

When it's time to make a purchase, they have plenty of options, too: they can order online, but they can also do in-store pick-up if that's more convenient for them. And many retailers are promoting in-store only offers to their online customers. The retail experience no longer happens in just one place.

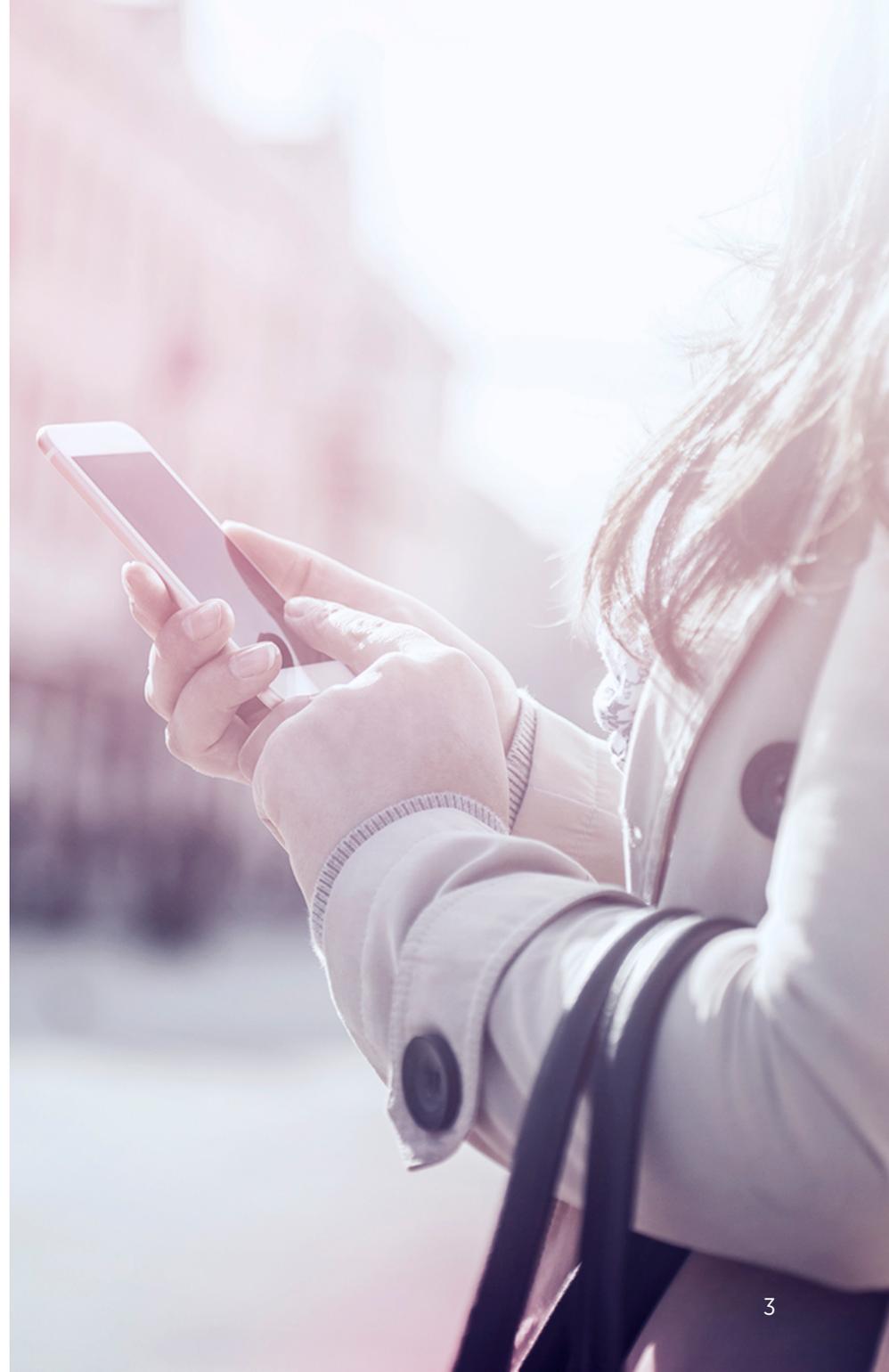
As a result, shopping has become an omnichannel experience.

So what's a retailer to do?

Discounts, coupons, and free shipping alone aren't a long-term solution for standing out and gaining loyal customers.

The most innovative retailers are competing on customer experience.

To outshine the competition, retailers need a repeatable, strategic approach that goes beyond promotions and avoids death by a thousand discounts.



Leading Barriers to Achieving Their Company's Personalization Goals According to UK and US Marketers, April 2017

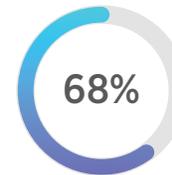
% of respondents



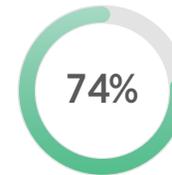
Creating compelling and personalized customer experiences is the most effective way to differentiate and drive revenue and loyalty. That means retailers are looking to their marketing teams to drive this change through personalized digital experiences that enhance the entire customer journey.

That's a tall order.

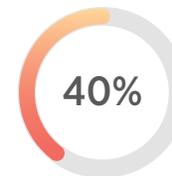
Retail marketers understand the power of personalization. According to [Forrester](#), 68% of firms say that personalization is a priority. But implementing those personalized campaigns is easier said than done.



68% of firms prioritize personalization



74% of marketers say targeted personalization increases engagement



40% of consumers feel they've experienced personalization

SOURCE: PWC, "[Total Retail Survey 2017](#)"

Creating Incredible, Personalized Experiences With Movable Ink + Oracle Marketing Cloud

Email has long been the workhorse of digital marketing. It is the most natural channel to deliver on the promise of personalized digital experiences. Email allows for a direct and intimate 1:1 relationship between a brand and their customer.

In fact, 74% of marketers say targeted personalization increases customer engagement, according to [eConsultancy](#) — and a whopping 90% of marketers feel like they're already doing effective personalization.

So why is it that only [40% of consumers](#) feel like they've experienced any personalization?

Achieving next-level personalization is a challenge for most marketers, who have precious little time and resources to spare. Implementing a personalized campaign without the right solutions could take months to get out the door.

But what if you could easily source any content and data from any source to power personalized email campaigns - and ensure a worry-free deployment? That's the power of using Movable Ink and Oracle Marketing Cloud together.

On the following pages, you'll see how DSW, Lenovo, and Steve Madden created 1:1 email marketing campaigns that boosted results using Movable Ink and Oracle Marketing Cloud.



DSW Created a 1:1 Experience for Their Loyalty Members with Data Visualization

CHALLENGE

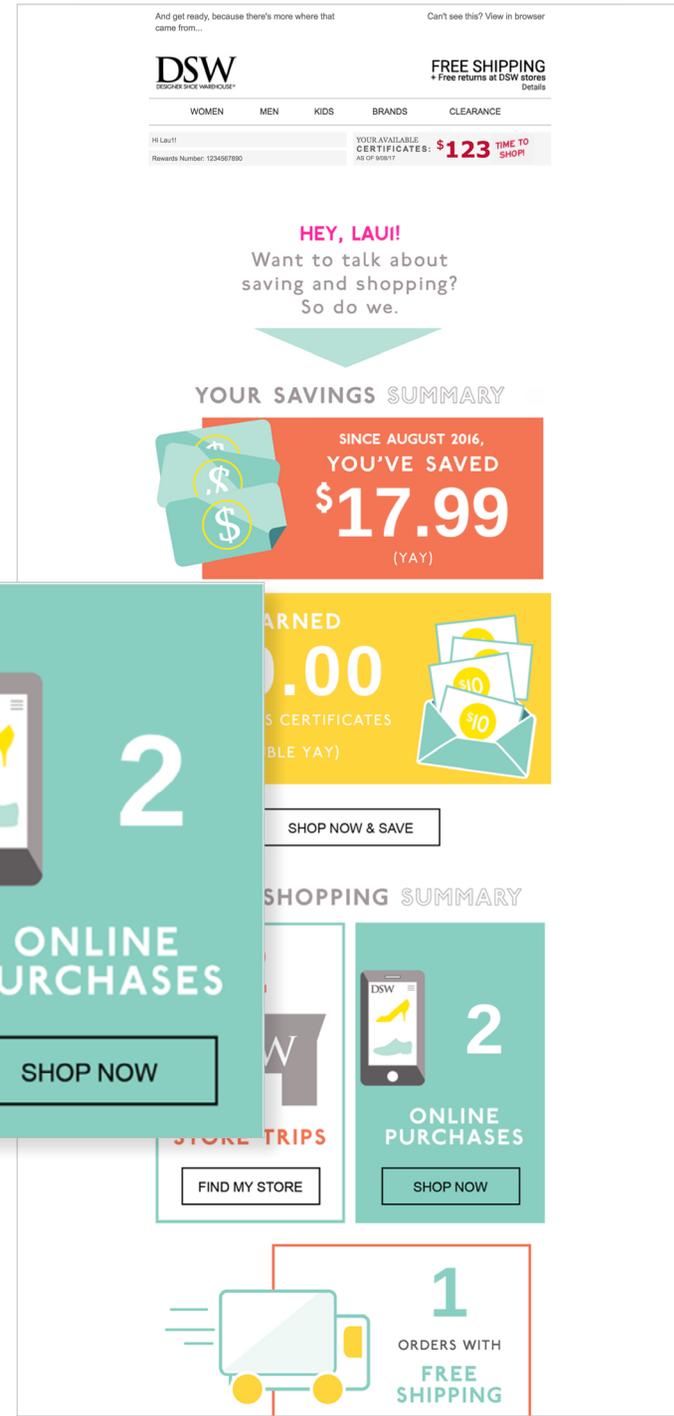
Creating unique and memorable experiences at scale isn't easy - especially when you have millions of loyal customers. DSW wanted to create a hyper-personalized campaign that would strengthen relationships with their most loyal rewards members.

SOLUTION

Using Movable Ink's image personalization, DSW created a 1:1 email experience that told each member's unique story.

The email showcases each member's name, savings summary, number of store visits, online purchases, and total years of membership.

DSW strategically decided on how and when to show these different data points.



13% lift in engagement
More than \$100K in revenue

DSW also leveraged Movable Ink to apply points-to-dollar conversions in the email. Creative included a spend tracker that visualized each customer's progress towards premier shopper status, and encouraged them to make more purchases. The module included logic to collapse or hide the section if a customer already held premier status or was not close to eligibility.

Sourced content from DSW's website showcases four pairs of shoes live on the DSW website based on the customer's browsing and purchase history. DSW relied on Oracle Marketing Cloud for a smooth deployment.

 VANS WARD LO SPECKLE SNEAKER - WOMEN'S \$54.99 Compare at \$60.00	 CL BY LAUNDRY FLORAL JODY SANDAL \$39.99 Compare at \$55.00
 VANS WARD LO SNEAKER - WOMEN'S \$54.99 Compare at \$60.00	 KELLY & KATIE ASTIVIA PUMP \$39.99 Compare at \$60.00

LEARN MORE

SHOP NOW

FIND A STORE

OK, LET'S LOOK AT SHOES ALREADY



VANS WARD LO SPECKLE SNEAKER - WOMEN'S
\$54.99
Compare at \$60.00

CL BY LAUNDRY FLORAL JODY SANDAL
\$39.99
Compare at \$55.00



VANS WARD LO SNEAKER - WOMEN'S
\$54.99
Compare at \$60.00



KELLY & KATIE ASTIVIA PUMP
\$39.99
Compare at \$60.00

SHOP NOW

THANKS FOR
2
YEARS OF MEMBERSHIP
(HERE'S TO MANY MORE)

Lau1
Member #: 1234567890

DSW REWARDS
Log in now

FIND A STORE NEAR YOU
Store Locator



Shipping and Savings Summary as of 8/26/2017
About the COMPARE AT price:
Our COMPARE AT price typically refers to the manufacturer's suggested retail price (MSRP), but when an MSRP is not available, the COMPARE AT price is our estimate of other retailer's labeled prices for the same or similar items.

THIS IS A PRODUCT OFFERING FROM:
DSW Designer Shoe Warehouse
810 DSW Drive | Columbus, Ohio 43219-1802 USA

CONTACT US
For help, email service@dsw.com or call 1.866.DSW.SHOES (1.866.379.7463).

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BEHAVIORAL CONTENT

Lenovo Boosted Engagement with Behavioral Content

CHALLENGE

The Lenovo team had an objective of creating a hyper-personalized experience for every customer - but they didn't have the capability to do this with their existing technology.



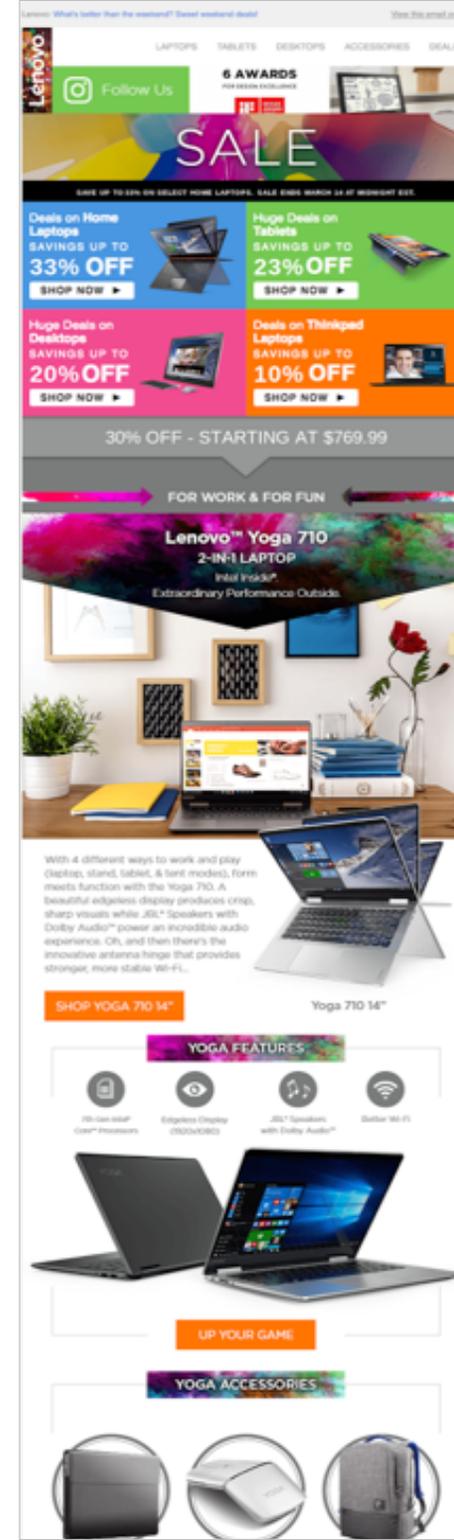
Our promotional emails make it easy for customers to shop for what they're already interested in, and it shows in the results."

— KEVIN WALKER
Direct Marketing Manager

SOLUTION

To accomplish this, they turned to Movable Ink to help create a personalized experience in a promotional email campaign for their top focal products.

For the campaign, Lenovo leveraged Signals, Movable Ink's behavioral marketing solution. Signals determined a customer's interests in



“

Signals helped us create personalized email content that really resonated with our customers”

— ASHLEY MORSE

Email Marketing Designer, Lenovo

the focal products, based on their browsing behavior, and retargeted content in their emails.

If a customer wasn't interested in a focal product, they would receive alternative content based on the category of the product browsed. If nothing was triggered, this section of the email would collapse.

Thanks to Oracle Marketing Cloud, the Lenovo team could rest assured that every piece of content in their campaign was running as it should.

17x
higher engagement

Checking Us Out?

You have **great taste!**
We noticed you admiring some of our most popular items.
Be sure to add them to your shopping cart before they sell out.





[continue shopping](#)

Yoga Series Yoga Mouse Lenovo U.S. Cleo Travel Backpack by Netish

[ACCESSORIZE NOW](#)

RULES WERE MADE TO BE BROKEN

This #InternationalWomensDay, we salute some brave and disruptive ladies.

EDITH HULL
KEITH ZANGHI

[LEARN MORE](#)

Bring into Action and You Could Win!

Spring gives us a lot to look forward to. Warmer weather, fresh spring air, and now a chance to WIN Lenovo™ products INSTANTLY! Enter now to mix things up and play for your chance to win.

[LEARN MORE](#)

Checking Us Out?

You have **great taste!**
We noticed you admiring some of our most popular items.
Be sure to add them to your shopping cart before they sell out.





[continue shopping](#)

DID YOU KNOW?

Lenovo offers free standard shipping and handling through UPS on nearly all products. Standard delivery orders generally arrive 5-7 days after your estimated ship date.

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Steve Madden Delighted Their Rewards Members with a Loyalty Campaign Using Movable Ink

CHALLENGE

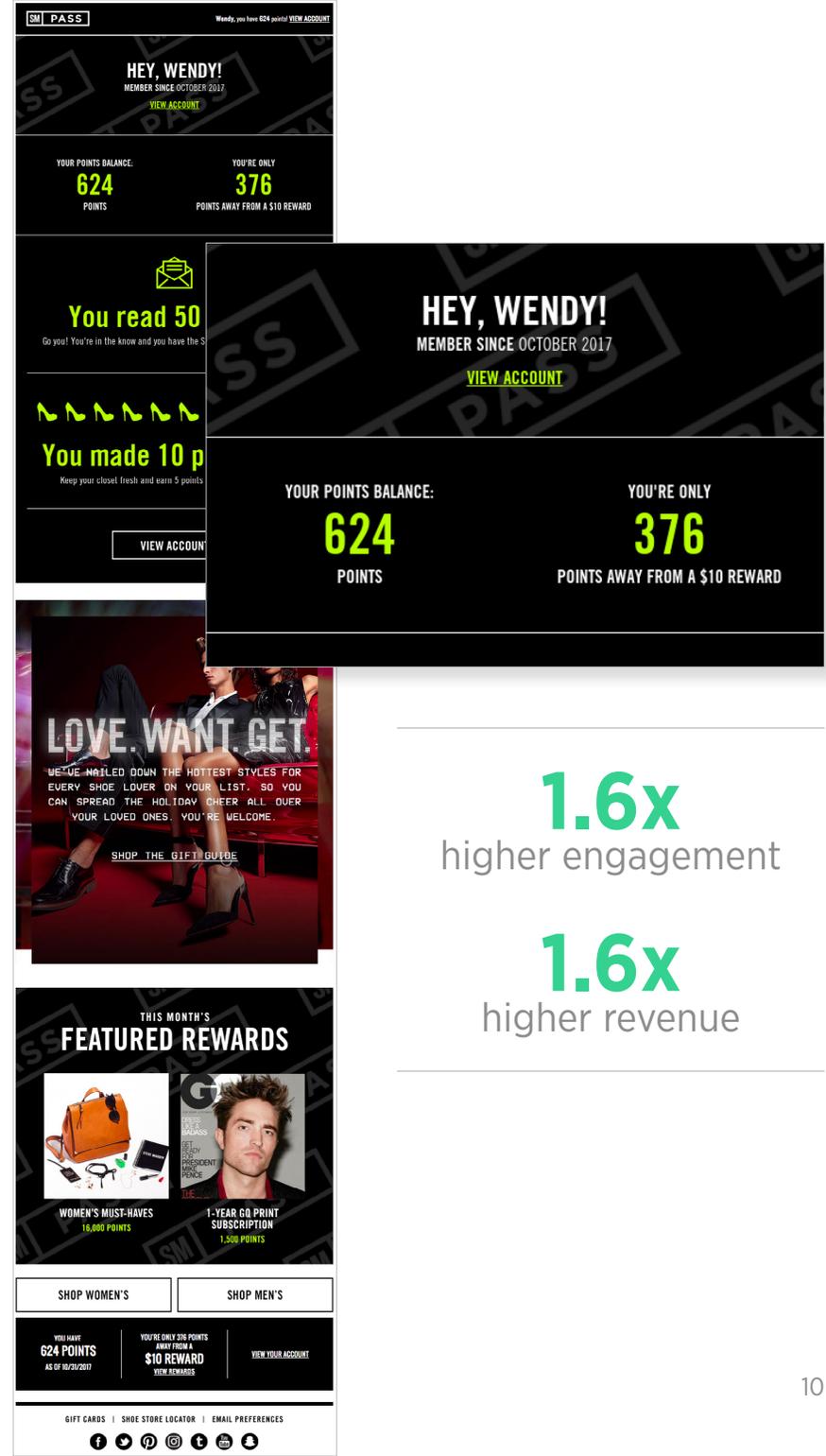
Steve Madden launched their new loyalty program, SM Pass, and wanted to create a unique experience for their customers by leveraging existing customer data points they had on file. But the brand didn't have the bandwidth to create all the unique content variations they would need to create individualized experiences. They also didn't have all of the data points they needed available in their CRM.

SOLUTION

Steve Madden used Movable Ink to tell personalized customer stories with a loyalty email. They pulled in member names, the date someone became a member, current points balance, points needed until next reward, number of emails read, and number of purchases. Movable Ink is calculating the number of points needed until the next reward, a data point that was not was not previously available.

The team used Oracle Marketing Cloud to test and QA the content and deploy the campaign.

The result was a shareworthy email experience with big lifts in engagement from Steve Madden loyalty members.



1.6x
higher engagement

1.6x
higher revenue

About Movable Ink

Movable Ink is the leading provider of intelligent content, which enables marketers to personalize email content at the moment of open. Marketers use Movable Ink to provide consumers with engaging on-brand experiences to grow revenues with every customer interaction.

Since 2010, consumers have engaged with 500+ billion intelligent content impressions from more than 500 leading brands, including Delta, eBay, Spotify, and The Wall Street Journal. The company is headquartered in New York City with offices in London, San Francisco, Chicago, and Sydney.

Movable Ink

About Oracle Marketing Cloud

The Oracle Cloud offers complete SaaS application suites for ERP, HCM and CX, plus best-in-class database Platform as a Service (PaaS) and Infrastructure as a Service (IaaS) from data centers throughout the Americas, Europe and Asia.

READY TO GET STARTED?

Movable Ink and Oracle Marketing Cloud are the perfect pair for creating personalized email campaigns.

TO LEARN MORE, VISIT US AT:

movableink.com | oracle.com

