

Movable Ink's Solutions for **CONTENT SOURCING**

How to automate your content sourcing and create incredible campaigns

Movable **Ink**

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Introduction: Content, Content, Everywhere, Yet Not a Drop for Email.

Content, content, everywhere, yet not a drop for email.

In today's competitive business environment, marketers must compete on rich and relevant customer experiences. Increasingly, brands need to:

Drive performance

Help customers make complex purchasing decisions, which often involve complementary products from partners. Emails need to teach customers how and when to use a product in order keep them engaged and clicking throughout the customer lifecycle.

Enhance agility

Quickly react to fast-changing customer demand, which requires email marketers to coordinate email with website content, using live pricing, inventory, and/or purchasing trends. Emails that show the wrong price or promote out-of-stock items don't just lose revenue, they hurt the customer experience.

Elevate experiences

Showcase the authentic customer experience, which is found in the Instagram photos and Twitter posts of customers and fans. Emails that don't incorporate curated user generated content (UGC) fail to capitalize on the growing power of social influencers.

As marketers, we see the need to bring richer content experiences to every marketing touchpoint. Happily, we have content everywhere. It's in the product details on our websites. It's in the videos and how-to guides on our blogs. It's in the customer advocacy and user

feedback on our social channels. It's in the product catalogs and digital assets of our partners.

“Without content, not a thing moves forward in the entire marketing landscape. That's why I call it the atomic particle. It's one of the building blocks.”

REBECCA LIEB

Author of Content - the Atomic Particle of Marketing

With the imperative from marketing leaders to provide better experiences and an array of content from a variety of sources, you'd imagine that email marketers are armed with everything they need to create winning campaigns, right?

Not so fast.

“Content is everywhere, and that’s the problem: it’s scattered in a thousand different places.”

Email marketers bear the brunt of the pain in improving customer experience. Content is everywhere, and that’s the problem: it’s scattered in a thousand different places. Email tools were built to send email, not pull content from anywhere and everywhere.

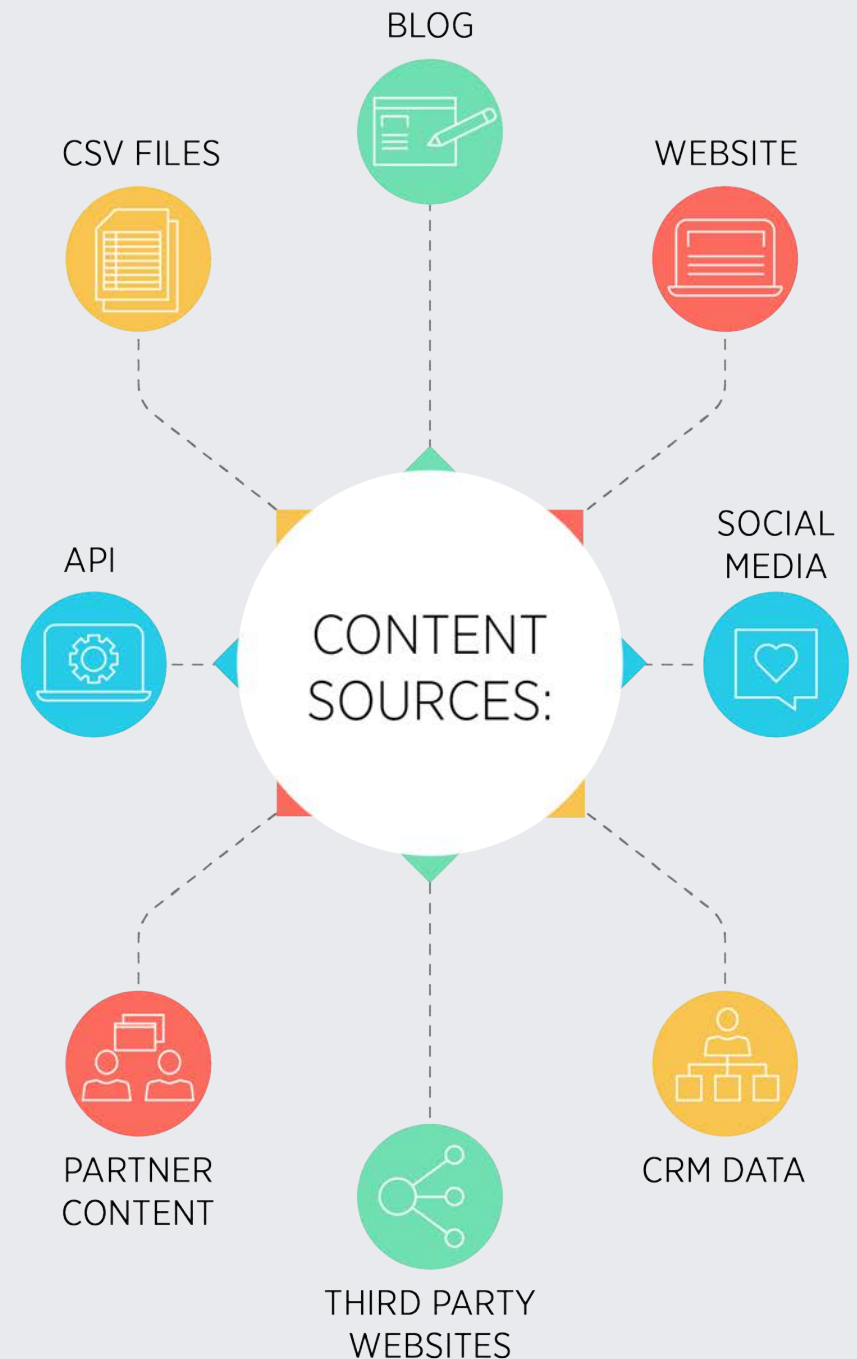
Email marketers control email campaigns, not the creative process, content marketing, or social curation.

And worst of all, email marketers are tasked with filling unrelenting campaign calendars. Even if you can source the content, you still have to repurpose and reformat it for the often unforgiving environment of the customer’s inbox.

To create a great email experience, everything has to go exactly right.

Add tight production schedules and lean teams to the mix, and you’ve got a big - and all-too-common - email marketing challenge.

Take the Content Sourcing Assessment on the following page to uncover your biggest email content challenges.



Content sourcing assessment

Do any of these sound familiar? Check off the challenges that apply to you.

- ☐ **Finding the right content for your campaigns.**
Awesome email experiences require content that goes above and beyond basic product offers. But sourcing and repurposing that content isn't easy.
- ☐ **Working with a tight production schedule:**
So many campaigns, so little time. Producing personalized content at scale takes more time and resources than you have, especially when you don't control the production process.
- ☐ **Coding, reformatting, resizing, and otherwise repurposing content for email.**
Email clients and inbox providers don't look kindly on poorly made emails. Sourcing and repurposing content, especially on a tight schedule, puts incredible pressure on email designers and developers to get the email to render properly.
- ☐ **Coordinating creative, content, and email campaigns.**
Even before pulling content from other sources, email marketers need to navigate a complex and shifting set of stakeholders, reviewers and approvers. Is your creative team or agency engaged? Has your social or PR team curated social posts? Between all the demands of assembling an email campaign, do you have time to secure all the reviews and approvals for the content of your campaign?

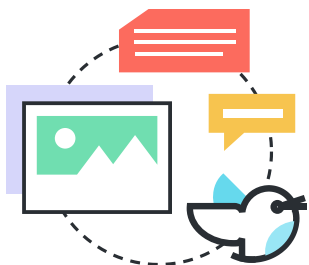
If you've checked one or more of these boxes, there's a good chance that you're in need of an easier way to source and activate content in your emails. Lucky for you, Movable Ink can help you do exactly that.

Automated Solutions for Content Sourcing from Movable Ink

Automated Solutions for Content Sourcing from Movable Ink

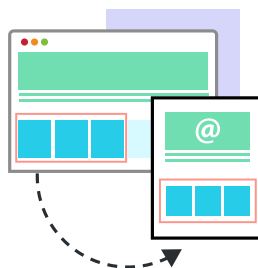
Movable Ink helps email marketers easily source, integrate, personalize, and reformat content for email from a variety of brand, product, social, and third party sources.

It empowers marketers to overcome traditional content roadblocks and break bottlenecks to create more effective email experiences. With Movable Ink, you can:



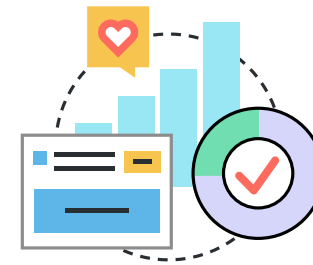
Pull content from anywhere: websites, technologies, or social channels.

It doesn't matter where your content lives, or even if it's branded content. With the Movable Ink Platform, you can unlock content from any source, including assets in your media library, products on your websites, offers from your promotional catalog, or social posts from your fans.



Repurpose and reformat that content to drive the best email experience.

Transform a product listing from your website into a beautiful hero image. Turn an evergreen blog post into a storytelling experience. Leverage trending products by turning them into a live poll. Movable Ink lets you maximize the impact of your content in email like never before.



Understand and optimize which content sources are best.

As we move closer to an omnichannel era, it will become increasingly important for brands to streamline the way they manage their content - including stakeholder management and integrating a variety of different work streams.

What can Movable Ink do for your brand?

Movable Ink enables email marketers to create amazing content experiences by personalizing content from multiple corporate and social sources. Our platform for intelligent content gives marketers the ability to:

Source content

from any source using a variety of flexible sourcing capabilities, including:

- Import individual images, product info, prices, inventory levels, or entire content blocks from websites.
- Pull images, content and data from internal and external sources, using CSV files or APIs.
- Integrate offers and data from offer management tools, like IBM Interact or Pega for Marketing.
- Combine promotions with images and social posts from fans using social curation tools

Design and reformat content

from each of the above sources using Studio, our drag-and-drop graphics editor.

Review and approve personalized content

using Contextual Preview, and verify that it will render in any inbox with an optional Litmus account.

Understand the impact of different content sources

in or across campaigns, using our native performance reporting. You can even export the data for analysis in business intelligence tools or dashboards.

On the following pages, you'll see examples of how leading brands are using Movable Ink to create amazing customer experiences and crush their KPIs.

Want to learn what Movable Ink can do for you?

Let's talk: contact@movableink.com

The Anatomy of a Shared Content Experience: The HotelTonight and StubHub Partnership

The Anatomy of a Shared Content Experience: The HotelTonight and StubHub Partnership

HotelTonight is known for their great deals on quality hotels for last-minute travel, but they're actually a lot more than that. HotelTonight creates amazing experiences for their customers that go above and beyond simply booking a hotel. They needed to communicate this in their marketing efforts, which is why they chose to leverage partner content.

Partner content makes for a powerful marketing strategy - even more so for email marketers. The perfect partner + relevant content = incredible and on-brand customer experiences.

HotelTonight and StubHub's partnership is a great example of this. HotelTonight created a campaign that pulled in events from StubHub based on their user's location, and StubHub pulled HotelTonight's properties into their event emails.

Here's what Katie White and Kevin Marioni from HotelTonight had to say about their partnership and the campaigns they created together with StubHub.



Did you face any major challenges when it was time to set up the campaign?

Katie: Not really. When I was at StubHub meeting with their team, I sat across from their CRM manager. When we both learned that we were both partners with Movable Ink, we knew it would be a seamless integration.

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Would this content partnership have been possible without Movable Ink?

Katie: Absolutely not. Just given the amount of resources that we have here, it would have been quarters away. We would have had to build a business case, and we would have had to build it into the product backlog. But since both companies partnered with Movable Ink, we were up and running in less than a month.



What are the benefits of partnering with another brand to leverage content?

Katie: By adding StubHub's live event content to our abandoned flow and day of arrival flow, we are supplementing the HotelTonight value prop with additional event information that will hopefully

convert users and have them extend their stay if one of the StubHub events is appealing to them.

Ink How have your cart abandonment campaigns performed in the past?

KATIE: We've seen a lift in pulling live inventory into our campaigns - specifically in the dynamic hotel modules that we're powering with Movable Ink. This takes our emails to another level.

“We've seen a lift in pulling live inventory into our campaigns - specifically in the dynamic hotel modules that we're powering with Movable Ink.”

Being able to engage folks with the destination they're going to using StubHub takes our emails to another level. Again, this is powered by Movable Ink.

KEVIN: Everywhere we've plugged in our live inventory, we've seen positive results. I think the lift we saw was 27% lift in conversions. That in itself is a plus.

Ink Can you tell us about the day of arrival email?

KATIE: We have a concierge service called Pros where a user can interact with a live person to make reservations or be a liaison between the booked and the hotel. Surprisingly to us, that email had a high conversion rate. We dug a little bit into that, and realized that people were looking at that email and extending their stay.

The screenshot shows a mobile-optimized email campaign from HotelTonight. At the top, there's a navigation bar with the HotelTonight logo and links for FAVORITES, REFER, and BOOK NOW. The main header features a night view of the New York City skyline with the text "NEW YORK CITY IS WAITING FOR YOU". Below this, a section titled "Still thinking about booking at The Empire Hotel?" includes a sub-header "We still have rooms available in New York City, NY — grab the one you want before someone else does!" and a prominent "BOOK NOW" button. The middle section displays two hotel offers side-by-side: "6 Columbus, a SIXTY Hotel, New York City" (labeled "HIP") and "Ameritania Hotel, New York City" (labeled "BASIC"). Both offer a price reduction from "was \$586" to "tonight \$149". The bottom section, titled "Snag tickets to an event!", promotes live event recommendations from StubHub and HotelTonight. It features three columns: "CATCH A GAME" for Florida Panthers at Madison Square Garden, "ROCK OUT" for Hanson at PlayStation Theater, and "SEE A SHOW" for Hamilton New York at Richard Rodgers Theatre. Each event listing includes the date (Wed, Nov 29) and a "VIEW SEATS" button.

From there, we decided to expand the audience beyond people who qualified for the concierge service to anyone who had a booking and was arriving that day. We've been able to grow bookings just by reminding people that there are good rates and there are still opportunities in that city to take advantage of that they should extend their stay.

By integrating StubHub, we're making those recommendations more timely and relevant. Before we had StubHub integrated, it was a static matrix that the HotelTonight team researched. It isn't scalable and it's hard to manage.

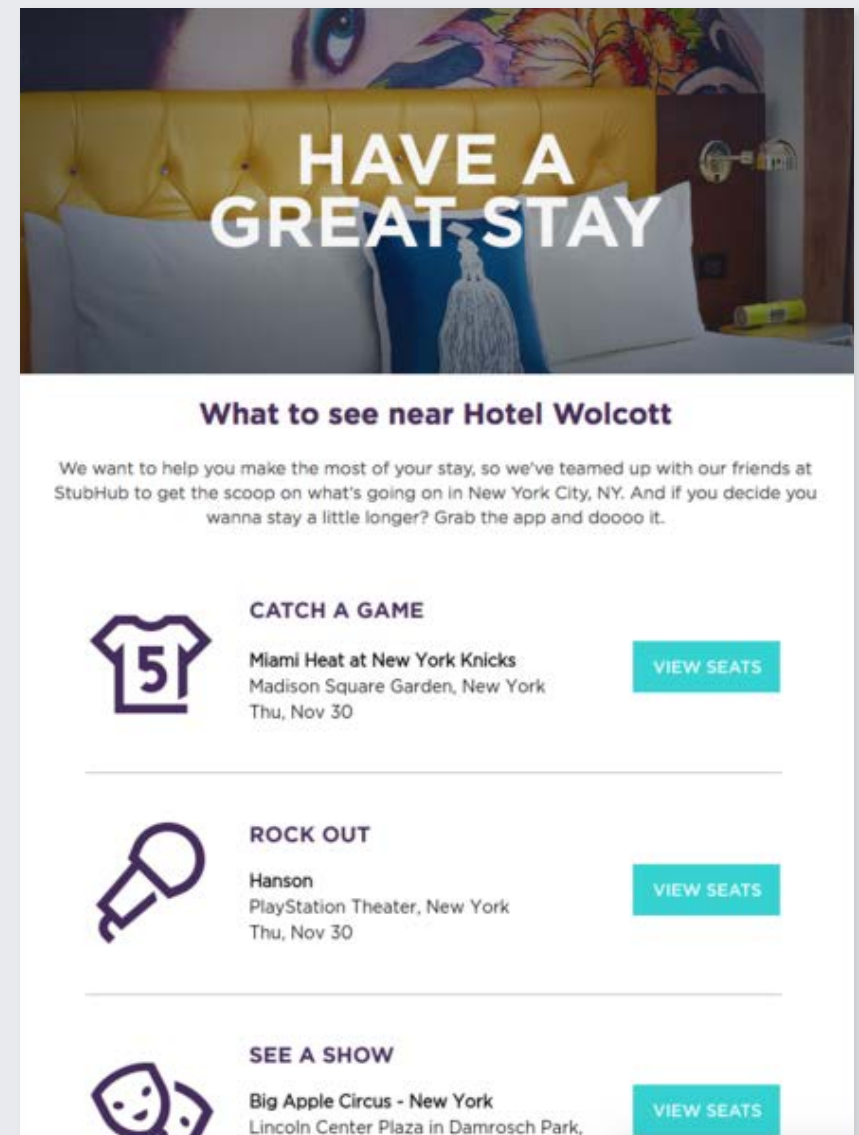
By leveraging StubHub, it allows us to rely on the power of the API in their regular inventory as opposed to having to update on a quarterly or monthly basis.

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Ink How many people on average extend their stay after receiving one of these emails?

KATIE: We found that the vast majority of users that converted on that email converted 1-2 days after their original booking.

KEVIN: You might be still sitting in a hotel, and that email pushes you to book again. This message keeps folks inspired.



How Brands Are Using Movable Ink's Automated Solutions for Content Sourcing

RETAIL: NON-APPAREL

Sell products; don't discount your profits away

Challenge:

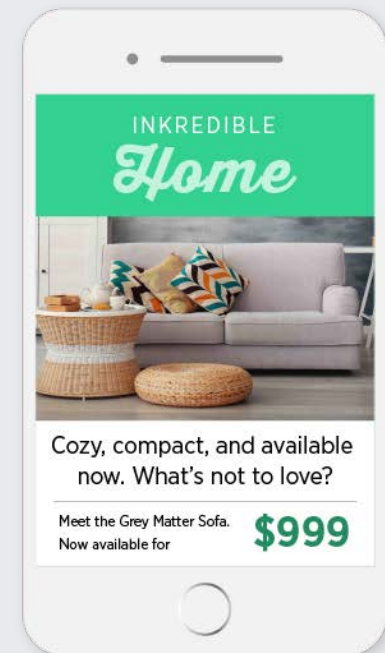
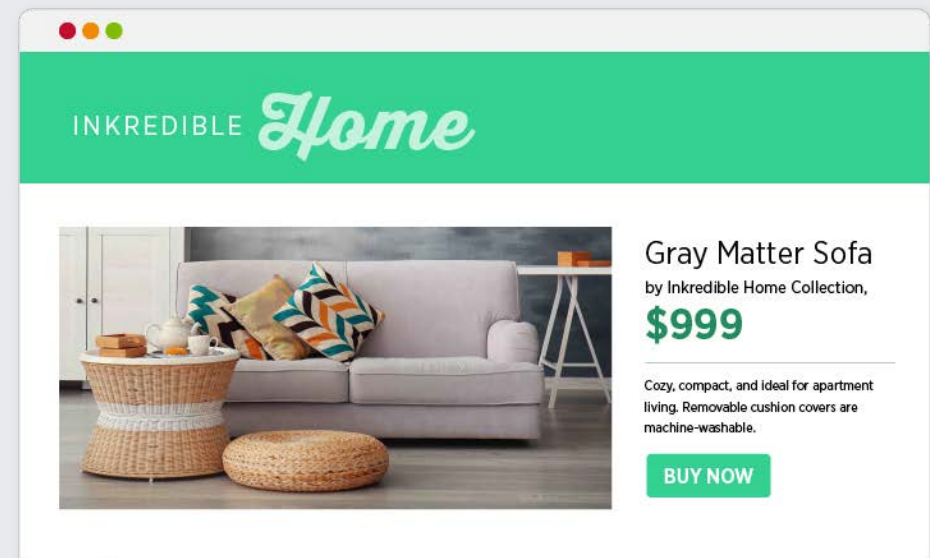
An online furniture retailer was in a marketing rut. To stand out from their competitors, they would offer deep discounts on top of free shipping. But this promotional tactic was beginning to hurt their bottom line. On top of that, driving online sales was a challenge since many customers prefer to see furniture in person before they buy. The brand needed a visually compelling way to showcase their products and inspire their customers to buy online.

Solution:

With web copy from Movable Ink, the brand is able to transform images and product descriptions from their website into beautiful hero images that blend lifestyle photography with product content. So how does it work? Anyone on the team can copy the content from their website into an email and edit it however they like - no coding required! It enables marketers to get more out of their existing website content by presenting it new way.

INTELLIGENT CONTENT ELEMENTS

1. Web copy-driven hero image
2. Live pricing from the website
3. Deep-linking to the brand's mobile app



RETAIL: APPAREL

Use content and commerce to sell and storytell

Challenge:

A outdoor apparel brand was sitting on a goldmine of content: they had a lifestyle blog along with high-quality images and videos featuring their product offerings. The problem? All of that great content was sequestered away on their blog and microsites, and they hadn't figured out a way to use that content to tell their brand story in their emails.

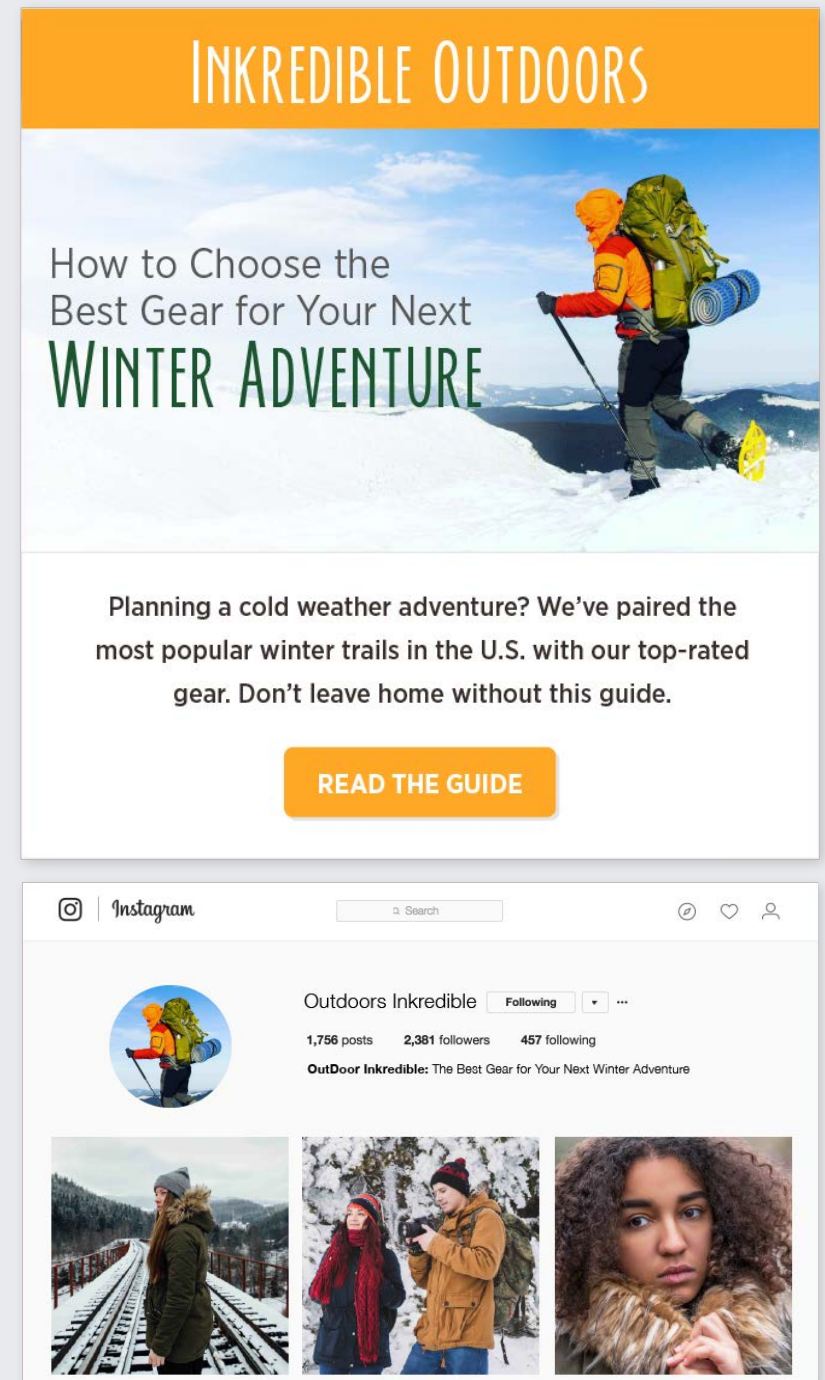
Solution:

Thanks to Movable Ink, the outdoor apparel brand can bring all of that great content together in one impactful email. By featuring a how-to style blog post in their email that combines their products and high-quality content, the brand can inspire customers by showing them how to get the most of out of their outdoor gear.

In this email, they're using web copy from Movable Ink to turn the blog post image into an email hero image. To further inspire customers, they're pulling in user-generated content from their Instagram feed to show how real people are using their products.

INTELLIGENT CONTENT ELEMENTS

1. Hero image imported from web page
2. Live Instagram feed



RETAIL: APPAREL

Turn trending topics into validation

Challenge:

It's great when your inventory moves fast, but it's not so great when a customer tries to purchase a promoted product only to discover it's suddenly out of stock. An online retailer had this problem with an inventory that fluctuated from minute to minute. They wanted a better way to give their customers a heads up on popular products that were likely to sell out soon.

Solution:


With Signals, Movable Ink's behavioral expansion, this brand is able to give customers a heads up about a top-trending product that is close to selling out. In this email, they're pairing this popular product with live pricing and inventory. Finally, they're also pulling user-generated content from Instagram for another level of social validation. The result is an email that drives urgency and excitement.

INTELLIGENT CONTENT ELEMENTS

1. Most popular product from their website
2. Real-time pricing and inventory
3. Live social feed

INKREDIBLE
Spectacles


These frames are trending now...




Now just \$99.
Only 50 pairs left!

Get 'em before
they're gone!


See how people are styling their
#InkredibleSpectacles



Helene frames
\$99



Demi frames
\$109



Mika frames
\$89

FINANCIAL SERVICES

Transform data into content that connects

Challenge:

A credit card company wanted to surprise and delight their rewards club members with a year-in-review email. They also wanted to encourage those same people to upgrade to the next rewards tier. They knew they had a fair amount of customer data, but they were unsure how to A) access it and B) display it in a compelling and personalized way.

Solution:

With the help of Movable Ink, the brand was able to tap into their CRM to create a data visualization email that highlighted major milestones over the course of the year. It targeted their platinum-eligible members only, and if a field wasn't available it would automatically collapse. The result is a share-worthy content experience and an enticing reason to click-through to upgrade to the next tier.




INTELLIGENT CONTENT ELEMENTS

1. CRM-powered customer data
2. Name personalization
3. Deep linking to the brand's mobile app

**INKREDIBLE
FINANCE**

It's been a good year, Michelle.

This year, you...

		
Opened 1 new account	Earned 21,950 rewards points	Racked up \$575 in cash back bonuses

You're eligible for a platinum card!
Log in to your account to learn more.

LOG IN

TRAVEL + PUBLISHING

Create partner content experiences

Challenge:

A travel company needed to drive additional revenue to their premium properties, but they were running out of new ideas. They knew that user-generated content could move the needle in a big way, but they didn't have access to reviews for many of their properties... or so they thought.

Solution:

The company partnered with a travel review website for a shared content experience. With the help of Movable Ink, the travel company tapped into the review website's API to pull 4-star reviews directly into their emails. Every customer sees 3 properties based on their preferences, which are saved in the company's CSV file. Finally, each of the content blocks in the email is real-time, so only available and up-to-date properties prices are displayed in the email. If a property is sold out, the content block will collapse.

INTELLIGENT CONTENT ELEMENTS

1. Customer reviews from a partner's API
2. CSV-powered properties
3. Real-time pricing and property information

INKREDIBLE *Travel*

Here's what the top reviewers from Inkredible Trips are saying about our premium properties.



"The ultimate all-inclusive getaway."

\$1,999



[READ THE FULL REVIEW](#)

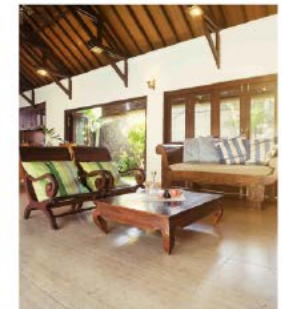


"An amazing experience with the family!"

\$2,499



[READ THE FULL REVIEW](#)



"Do not miss out on their spa."

\$999



[READ THE FULL REVIEW](#)

ENTERTAINMENT

Crowdsource content for current and future emails

Challenge:

An online ticket retailer needed to learn more about their customers' preferences so they could serve them more relevant event content in the future. They didn't have much luck with getting survey responses in the past, or with email engagement in general. They were in dire need of fresh content that would get the attention - and it had to be a repeatable strategy that they could iterate on in the future.

Solution:

In this email, the brand is using live polling to discover their customers' preferred event types. The poll results are updated in real-time, and customers are further incentivized with a contest. The brand can use the poll results from this email and send retargeted messages at a later date with content that is relevant to their customers' interests.

This email is also leveraging user-generated content by featuring a fan photo from Twitter to encourage people to share their event photos and open more emails in hopes of seeing their photo featured.

INTELLIGENT CONTENT ELEMENTS

1. Live polling
2. Social image from Twitter

INKREDIBLE ENTERTAINMENT

What's your favorite event to attend with friends?

Cast your vote to be entered to win tickets to an event of your choice!



Sports event
43%



Concert
23%



Theater
9%



Comedy
9%

Fan Fave Pic of the Week



Check out this great shot from [@MusicLvr18](#)! Use hashtag [#FanFaveEvents](#) on your event photos for a chance to have your photo featured!

Getting Started with Automated Content Sourcing

How Your Brand Benefits From Movable Ink's Solutions for Automated Content Sourcing

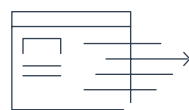
Movable Ink helps brands access and leverage their content and data from anywhere: CRM, DAM, social, website, blog, you name it: if it's in your tech stack, we'll make it easy for you to transform it into incredible email content.

As a result, your organization reaps the benefits. These are just a few ways that our solutions for content sourcing are elevating leading brands worldwide.



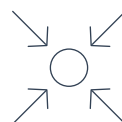
Create personalized experiences with less effort.

1:1 personalization is no longer out of reach. Create relevant product recommendations and targeted offers quickly and easily and add them to any type of email.



Deploy campaigns faster.

More access to more content minimizes production time and maximizes your existing content. Simply put, Movable Ink lets you create better, more effective campaigns in less time.



Unify your teams and become more efficient.

Getting your teams aligned and working towards a common goal becomes easier than ever. And with improved content management, you can expect a smoother stakeholder sign-off process.



Partner up for shared content experiences.

Leverage those relationships that you took the time to carefully build and make them even stronger with shared content experiences that wow all of your customers.



See incredible performance lifts.

We've made it easy to create the personalized experiences that your customers have come to expect. As a result, you'll see increased clicks, more conversions, and vastly improved customer experiences.

4 Steps to Get Started with Automated Content Sourcing

1 Assess and list your content sources.

Make a long list of every known content source available to your organization. Your content sources can be anything from blog posts from product documentation, and they can live anywhere. You might opt to start with obvious ones like your website and social channels, but don't forget uncommon sources like reviews, customer support, and third party content sources.

2 Map your content to your business goals.

Once you have a solid list of accessible content sources, you can begin planning your campaign. To do this, start with your campaign's goal - this can be to drive revenue with a particular product, upsell customers with add-ons, or simply drive more engagement. From there you can determine that best type of content that will fit your needs. Here are a few examples of different types of content that you can use to drive different goals.

Content that is...

- Unique to one campaign
- Reusable across campaigns
- Co-created with another brand
- Evergreen
- User generated content

3 Collaborate with your team.

Getting your internal and external teams aligned is key for seeing success with content sourcing. You'll want to check in with your IT team to validate your website for web crops and/or web copy, and coordinate any site testing or maintenance that is needed.

And then of course, is your creative team. This is where you'll want to sync up with your organization's content marketing program to form a cohesive plan. Aligning closely with other strategies, including native advertising, inbound marketing, and social media marketing can give you reliable sources of content that can be repurposed, evergreen, and authentic.

4 Develop a repeatable plan.

No matter what your brand's goals are or what type of content you intend to use, an ongoing plan is important for continued success. Once you've aligned your teams and identified your content goals, consider the steps you'll need to take to implement your campaign, test it, and iterate on its success. This could be weekly or monthly meetings to develop and test creative concepts, as well as campaign post-mortem meetings to review the effectiveness of your campaign and plan for the future.

However you tackle your plan, keeping your team rowing in the same direction will let you get the most out of your content sourcing solution.

Ready to Get Started?

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 400 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, and Sydney.

For more information, visit

www.movableink.com

to request a demo or email

contact@movableink.com



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