

# Contextual Email Solutions

## Email Challenge:

## Liveclicker Solution:

### Lack of Data on Subscribers

A regional news agency wanted to increase its email engagement by providing more relevant content to surrounding residents. A survey was needed to identify what the readers wanted to see.

### Liveclicker LivePoll

In the agencies email template, LivePoll gave recipients an interactive survey to complete. Combined with LiveConnect, the survey information was pushed back to its ESP in real-time for further marketing.

### Time Sensitive Shipment Notifications

A large online brand wanted additional touch points within the ecommerce sales cycle to increase customer service and market more products to the shopper. Specifically, in transactional emails.

### Liveclicker LiveTracker

LiveTracker pushed real-time shipping emails to the inbox, rendering shipping information and related products at the moment the email opened. Boosting customer service and reducing reliance on peripheral shipping websites.

### Triggered Emails Need Fresh Content

A global retailer was looking to keep fresh content in its triggered emails, but wanted to minimize the overhead of redundant coding and content development.

### Liveclicker LiveScrape

LiveScrape rendered fresh, real-time content in the triggered email campaign by copying and displaying information from the retailers website at the moment-of-open. The retailer also used LiveFeed and LiveSlides.

## Email Challenge:

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### Email Cadence Concerns

A travel company needed a way to help customers arrive on time to the airport. It wanted to push email alerts with important travel information. Concerns with email cadence and content relevance prevented campaign implementation.

### Email Too Lengthy

An ecommerce merchant ran multiple promotions throughout the week and displayed them on its website homepage. The email helped drive customers, but it became too long with every promotion included.

### Intelligent Segmentation

A car company was looking to promote its new mobile application. It had a list of emails, but no device data to target recipients with contextual content for Apple or Google app stores.

## Liveclicker Solution:

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### Liveclicker Custom LiveFeed

The travel company passed departure data and Liveclicker calculated the time customers needed to be at the airport based on the individual airport, boarding time and gate closure. A single email was sent with contextual data to solve cadence and relevance issues.

### Liveclicker LiveSlides

With LiveSlides, the same promotional images used for the website were uploaded to Liveclicker with URLs attached. Then a line of HTML was placed into the email for a carousel-style animation of all promotions, shortening template length and development.

### Liveclicker LiveImage

LiveImage combined with Liveclicker device targeting delivered the appropriate imagery and content to phones, tablets, laptops, desktops at the moment-of-open for each email recipient.