Create Personalised Content in Recent-time with dotdigital Engagement Cloud & Movable Ink

Together, Movable Ink and dotdigital Engagement Cloud make it easier for marketers to deliver personalised content at scale by automatically generating images after inbox arrival. Include Movable Ink content in dotdigital email campaigns to deliver timely customer experiences, and drive overall campaign performance.

Engagement Cloud allows you to turn customer data and insights into relevant omnichannel marketing campaigns that convert. Combining Movable Ink and Engagement Cloud allows you to generate email creative based on context, behaviour, and user data. This ensures that the content of your emails is always accurate and up to date.

MOVABLE INK + DOTDIGITAL WORK TOGETHER TO PROVIDE

Personalised content leveraging context, data & behaviour

More ROI from existing tech investments by unifying & activating disparate data
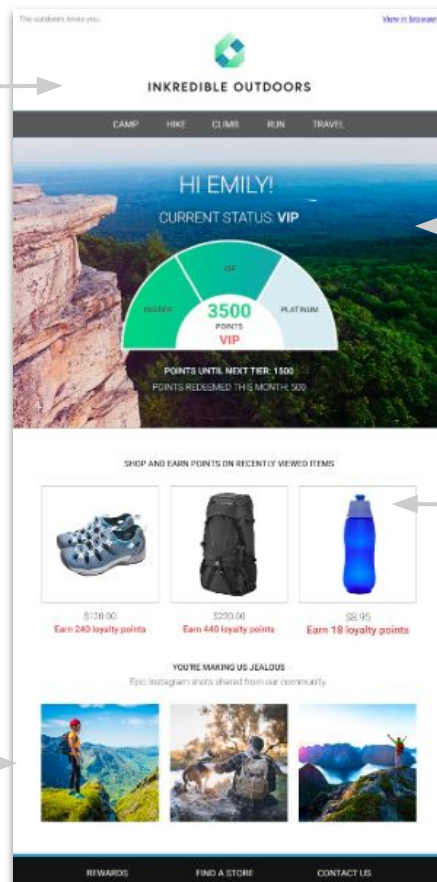
Greater email usage and sophistication to drive conversions and retention

HARNESS THE POWER OF PERSONALISED CONTENT IN EMAIL

Movable Ink enhances what you are already doing in dotdigital Engagement Cloud. Simply copy the line of HTML code from the Movable Ink platform, and paste it into Engagement Cloud's HTML email editor for delivery as usual, no integration required.

Email deployed through *dotdigital Engagement Cloud* with single line of HTML code from Movable Ink
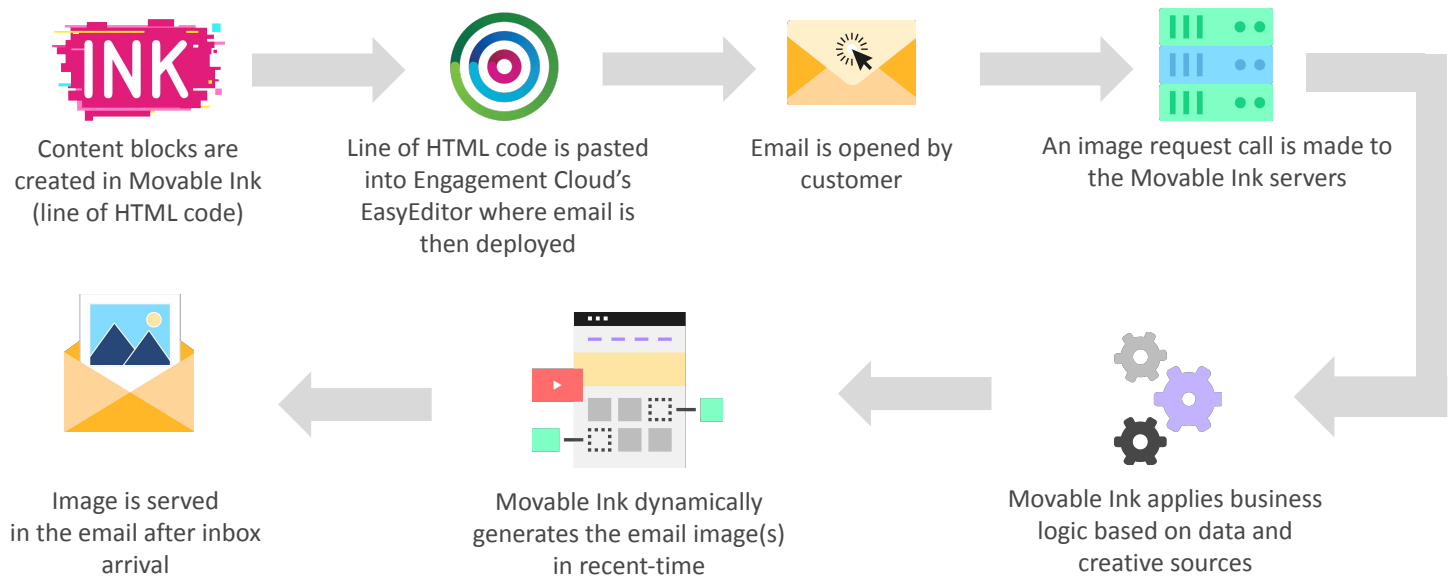
Recent-time data visualisation of loyalty data including total points and loyalty tier.

Product recommendations based on previously viewed products featuring, recent-time pricing & loyalty points earned with each purchase.

Live Instagram feed, powered by Movable Ink

HOW WE WORK TOGETHER

Content blocks are created in Movable Ink (line of HTML code)

Line of HTML code is pasted into Engagement Cloud's EasyEditor where email is then deployed

Email is opened by customer

An image request call is made to the Movable Ink servers

Image is served in the email after inbox arrival

Movable Ink dynamically generates the email image(s) in recent-time

Movable Ink applies business logic based on data and creative sources

TOGETHER WE POWER AMAZING EXPERIENCES FOR THESE CLIENTS

ABOUT MOVABLE INK

Customers don't experience data, they experience content. Movable Ink activates any data into personalised content in any customer engagement. More than 700 of the world's most innovative brands rely on Movable Ink to accelerate their marketing performance. With more than 400 employees, the company is headquartered in New York City with operations throughout North America, Central America, Europe, Australia, and Japan. Learn more at movableink.com.

ABOUT DOTDIGITAL ENGAGEMENT CLOUD

dotdigital is a leader in customer engagement technology. dotdigital's Engagement Cloud is the platform of choice for businesses seeking to engage customers across all touchpoints. The platform's features empower 4,000+ brands across 150 countries to acquire, convert, and retain customers. Users can connect customer data, surface powerful insights, and automate intelligent messages across email, SMS, social, and more. dotdigital is a global company with over 350 employees, serving companies of all sizes and in all verticals for over 20 years.

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