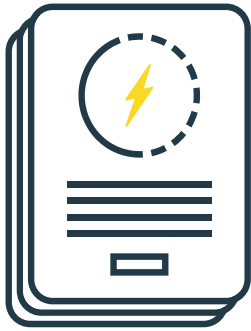


# DYNAMIC CONTENT



It's no secret that targeted, relevant content drives better results, and with Dynamic Content, tailoring your content for each subscriber has never been easier. Now you can send one email to your audience, and create a completely customized experience for each recipient based on the information you're collecting about them. It's the ultimate in personalization and can help drive more clicks, conversions and revenue for your business than ever before.

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## WHY IS PERSONALIZATION SUCH A BIG DEAL? CHECK OUT THESE STATS:

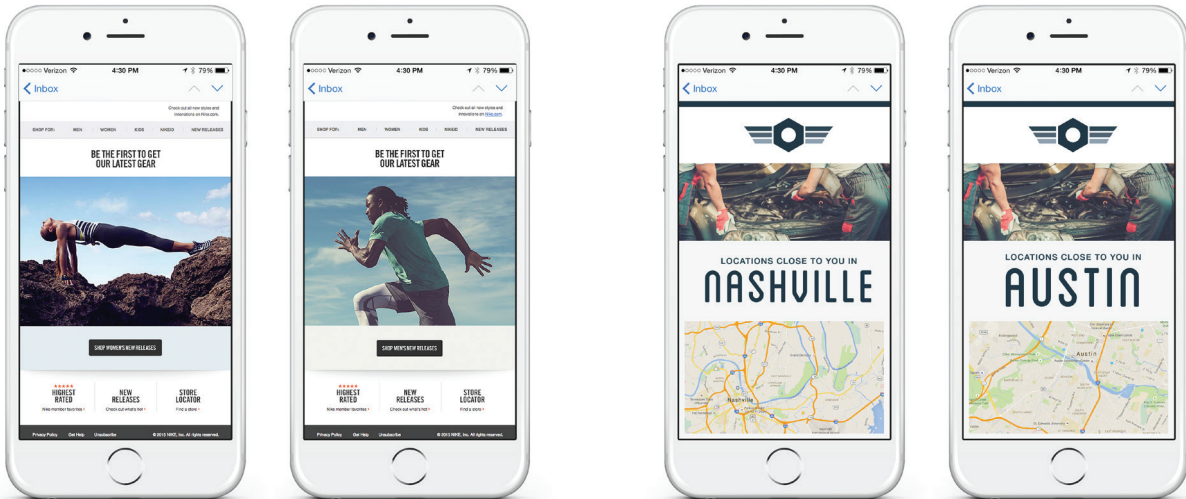
- > 74% of marketers know that personalization increases customer engagement (*Econsultancy*).
- > Personalized emails deliver 6 times more revenue and transaction rates than non-personalized emails (*Experian*).
- > Adobe's Quarterly Digital Intelligence Briefing shows that two in five organizations look at personalization as a top priority for 2015.
- > 94% of businesses stated that personalization 'is critical to current and future success' (*Econsultancy*).
- > 82% of consumers admitted they would buy more items via emails that had better personalization – and said that if they were more relevant, more emails could be sent to them each week (*Harris Poll and Listrak Survey*).

## HOW DYNAMIC CONTENT IMPROVES YOUR EMAIL MARKETING:

- > With dynamic content, creating smart, targeted email marketing programs is not only possible, it's a breeze.
- > Dynamic content allows you to treat your audience like people – not a list. With one email, each contact receives content that actually matters to them.
- > Clicks and conversions increase due to subscribers receiving more relevant content.

## EXAMPLES FOR USING DYNAMIC CONTENT:

The beauty of Dynamic Content is that you can target audiences based off of any piece of information you collect. Here are a few potential use cases.

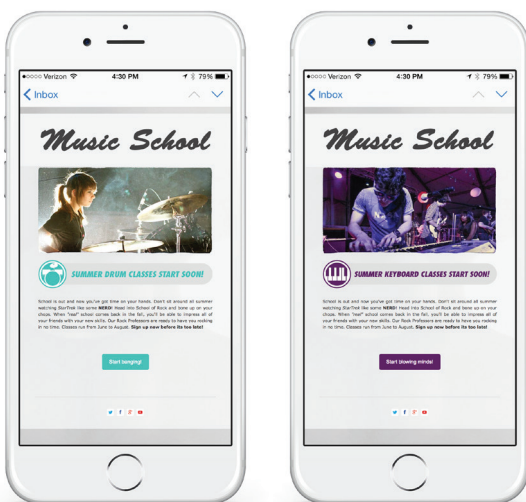


### EXAMPLE #1: GENDER

One of the easiest examples to use when talking about dynamic content is that of a retailer who wants to send different content to men and women. In one email, show an image and call-to-action that promotes women's clothes to your female subscribers and an image and call-to-action that promotes men's clothes to your male subscribers.

### EXAMPLE #2: LOCATION

Another great example of using dynamic content is if you're a franchise that has multiple locations. Say you own a car parts franchise with one location per state. You can send subscribers in Tennessee directions to the Nashville location and subscribers in Texas directions to the Austin location, all from the same email.



### EXAMPLE #3: SPECIFIC CONTACT INFORMATION

You can also base dynamic content on the information you've already collected about your contacts. For example, a music school might capture which instruments their subscribers play. So when they send an invitation to their summer programs, drummers will see an image of someone playing the drums, keyboardists will see someone playing keyboards, singers a singer, etc.